

South Coast NRM Communications Track Subsurface Drainage ROI Project 2021 – 2024

All communications evidence has been retained by South Coast NRM and can be supplied to GRDC upon request.

Table 1. Progress against Communications Deliverables

Activity	Quantity Required	What was delivered	Performance	(%)
Factsheet (2x)	2	Factsheet, Podcast, 2x Videos, Booklet	5/2	250
Industry Publication (6x)	6	Weekender, GroundCover, WeeklyTimes, FarmWeekly, GrainCentral	9/6	150
Workshop (2x)	2	Install M Fels, Demo Day R Marold, Brekky in the Paddock M Fels	3/2	150
Updates to Website (1x per year)	4	Twice per year	6/4	150
Abstracts to Industry Conferences & Events (no limit)	-	NRM Knowledge Conference	1	-
Project Materials available at other events (as required)	-	Events led by GRDC, RAIN, ASHEEP, Sepwa, NRM bodies	5	-
Social Media (as required)	-	Frequent tweets and Facebook posts	39	-
All Other Extension (as required)	-	SCNRM E-News (6 articles), SEPWA E-News, South Coast Reference Groups, SCNRM Annual Reports & more	18	-
1x Pre-Survey & 1x Post Survey	2	1x pre survey completed at M Fels Install Day 1x post survey completed at M Fels Brekky in the Paddock day	2/2	100

Table 2. All Communications

	Communication type	Deliverables	Completed
2021			
Jan	Supplied Project Brief to Soils Team debrief at DPIRD Esperance Facebook post promoting field day	All other Social Media	18/01/21 21/01/21
Feb	Factsheet produced with GRDC. Interview with ABC Radio for "Country Hour" Workshop at Neridup Site with Surface Water Management & Growers Brief to South Coast NRM South-East Reference Group Pre-survey: Growers Knowledge & Perceptions	Factsheet Industry Publications Field Day / Workshop All other Survey	18/01/21 09/02/21 11/02/21 10/02/21 12/02/21
March	Creation of Page in Southern Soils dedicated to Drainage Trial Facebook post promoting new webpage	Southern Soils Social Media	01/03/21 02/03/21
April	Interview for Countryman (NB. Not published) Updates to webpage to include results from pre-survey. Facebook post linked to southern soils promoting survey results Circulated results of the pre-survey with field day attendees	Industry Publications Southern Soils Social Media All other	03/04/21 03/04/21 30/04/21 30/04/21

May	Twitter post first rain for the trial period	Social Media	31/05/21
June	-	-	-
July	Article in the Esperance Weekender	Industry Publication	02/07/21
August	-	-	-
September	-	-	-
October	Brief to South Coast NRM South-East Reference Group	All other	21/10/21
November	Updates to the Southern Soils homepage on the predicted yield differences Tweet on the yield differences linked to Southern Soils	Southern Soils Social Media	15/11/21 15/11/21
December	-	-	-
2022			
Jan	-	-	-
Feb	-	-	-
March	Farm Weekly article observed first year results with Stirlings to Coast Farmers Brief to South Coast NRM Land and Water Reference Group Updates to drainage webpage to include link to farm weekly article	Industry publication All other Southern Soils	14/03/22 29/03/22 24/03/22
April	Published in the South Coast NRM E-News article Facebook post promoting E-News article	All other Social Media	04/04/22 04/04/22
May	-	-	-
June	-	-	-
July	-	-	-
August	Abstract submitted to 8th NRM knowledge Conference – successful	Abstracts to industry conferences & Events	18/08/22
September	Project material provided to SEPWA for their Neridup Spring Field Day	Materials to other Events	06/09/22
October	Article in the Esperance Weekender	Industry Publication	18/10/22
November	Poster presented at NRM Knowledge Conference Facebook post promoting the Knowledge Conference Article FarmWeekly Article in South Coast NRM E-News Site Visit with Grower Relations Manager Jo Wheeler and SEPWA Brief to South Coast NRM South-East Reference Group Brief to South Coast NRM Land & Water Reference Group Brief in South Coast NRM Annual Report	Materials to other Events Social Media Industry Publication All other	30/10– 3/11/22 3/11/22 2/11/22 4/11/22 17/11/22 23/11/22 10/11/22
December	Article in SEPWAs E-News on R Marold’s Property Tweet so much excess water in the paddock!	All other Social Media	15/12/22 9/12/22
2023			
Jan	Tweet, in field data collection	Social Media	23/1/23
Feb	Article in South Coast NRM E-News Updates to drainage webpage to include new drainage booklet	All Other Southern Soils	3/2/23 23/2/23
March	Demo Day booklet produced with DPIRD & Farm-X Farm-X & South Coast NRM Demo Day Facebook Demo Day promotion Delivered four promotional tweets	Fact Sheet Field Day Social Media Social Media	16/3/23 16/3/23 3/3/23 March 23
April	Tweet – GRDC growers relation manager at Demo Day Updates to Southern Soils following the demo day Podcast on subsurface drainage produced with GRDC by Anvil Media	Social media	04/04/23 04/04/23 06/04/23



		Southern Soils Factsheet/s	
May	Retweet promoting Gillamii Groups work in LRZ with drains Tweet to promote the Demo Day video https://southcoastnrm.sharepoint.com/:i:/s/SubsurfaceDrainageEconomicEvaluation-PROC-9176097-GRDC/EU8DVK_05FJEpXsqBANsS44BgxSi8-YT8URtdRIHuVOHOg?e=LTGhyq Article in South Coast NRM E-News Video of demo day produced with GRDC by Anvil Media	Social media Social media All other Factsheet/s	26/05/23 26/05/23 04/05/23 25/05/23
June	Tweet to promote South Coast NRM & GRDC podcast. GRDC media release GrainCentral Article Esperance Weekender Article Updates to Southern Soils to include the Demo Day video. WeeklyTimes Article	Social Media Industry Publication Industry Publication Industry Publication Southern Soils Industry Publication	08/06/23 09/06/23 05/06/23 10/06/23 12/06/23 09/06/23
July	Delivered eight promotional tweets. Presentation at the GRDC NGN Ravensthorpe	Social Media Materials to other events	July 23 19/07/23
August	E-News article – promoting upcoming field day Brekky in the Paddock Field Day at Mic Fels Delivered six promotional tweets Delivered two promotional Facebook posts	All other Field Day Social Media Social Media	01/08/23 04/08/23 August 23 August 23
September			
October	Tweet to circulate the post-survey	Social Media	19/10/23
November	Brief in South Coast NRM Annual report	All other	
December	1. social media to promote podcast 2. updates to southern soils	1. Social Media 2. updates website	8/12/23
2024			
January	1. South Coast NRM & TAG produced growers video on subsurface drainage 2. Soil media to promote video	Social media	30/1/24