



Australian Government

**Great Barrier Reef
Marine Park Authority**

Reef Education and Engagement Implementation Plan

**Enhancing reef resilience through partnerships,
collaboration and education...**

2021-2025

The Great Barrier Reef Marine Park Authority is an organisation committed to child safety and to the implementation of Child Safe principles and procedures.

The Great Barrier Reef Marine Park Authority acknowledges the unique cultural knowledge and diversity of protocols in sharing and passing on of knowledge that has informed the guardianship of the Reef for millennia. We pay our respects to the Traditional Owners of this land and sea, and value that their traditional knowledge continues to inform the current management, education and stewardship of the Reef for future generations.

Graphical elements taken from Step of Change by Nicky Bidju Pryor – Bidju Designs Commissioned for the Great Barrier Reef Marine Park Authority's Reflect Reconciliation Action Plan 2018



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► FREQUENTLY USED TERMS

For the purposes of this plan and the Reef Authority's education and engagement objectives, outcomes and actions the following terms are defined as follows:

Education	the organised efforts, act and/or process of imparting or acquiring knowledge and skills to develop a sensitivity to and a general understanding of the function and role of the Great Barrier Reef and the human impacts of society on the Reef and associated environments.
Engagement	the process of interacting with individuals, organisations, sectors and communities to better understand their values, concerns and aspirations in order to improve Reef management and the health of the Reef.
Stewardship	the positive actions taken by individuals and Reef-dependent organisations that have a direct benefit on the values of the Great Barrier Reef Marine Park and World Heritage Area.
Partnership	the formal and informal agreements between the Reef Authority and Reef-dependent organisations, communities and individuals that are committed to delivering mutually beneficial outcomes that build Reef resilience, collaborative relationships, trust and improved project performance.
Reef-dependent industries	the companies and businesses that derive a direct or indirect benefit from the Great Barrier Reef. These are typically commercial operations occurring within the Marine Park or in the Great Barrier Reef catchment.
Reef-dependent communities	people living within the Marine Park and Great Barrier Reef catchment that are connected to the Great Barrier Reef.
Recreational Reef users	people who visit the Reef for recreational purposes such as sight-seeing, fishing, sailing and snorkelling and may travel independently or with a commercial operation.

► INTRODUCTION

Beautiful, vast and diverse, the Great Barrier Reef (the Reef) is an important part of the Australian national identity, a global environmental icon, economic powerhouse, and a key part of the spiritual and cultural identity of its First Nations People. The Reef was declared a World Heritage Area in 1981 because of its 'Outstanding Universal Value'. This recognised the Reef as being one of the most remarkable places on earth, as well as its global importance and its natural worth.

The Great Barrier Reef Marine Park Authority (the Reef Authority) is established under the *Great Barrier Reef Marine Park Act 1975* (the Marine Park Act). The primary object of the Marine Park Act is to provide for the long-term protection and conservation of the environment, biodiversity and heritage values of the Region. This implementation plan serves the Marine Park Act's key principle of ecologically sustainable use articulated as "the principle of inter-generational equity—that the present generation should ensure that the health, diversity and productivity of the environment is maintained or enhanced for the benefit of future generations." The plan also supports the delivery of one of the Reef Authority's key functions "to provide, and arrange for the provision of, educational, advisory and informational services relating to the Marine Park."

The Australian and Queensland governments' [Reef 2050 Long-Term Sustainability Plan](#) provides a guiding framework for securing the future of the Great Barrier Reef. It outlines key management actions being taken to reduce threats to the Reef. The Reef Authority's vision is *a healthy Great Barrier Reef for future generations* and purpose is to provide for the long-term protection, ecologically sustainable use, understanding and enjoyment of the Reef for all Australians and the international community through the care and development of the Marine Park and World Heritage Area.

The Reef Authority delivers its work through four strategic objectives identified in the Corporate Plan, with a focus on enhancing the health and resilience of the Reef through expert knowledge, innovation, regulation, partnerships, education, and maintaining a high-performing organisation.

This implementation plan primarily focuses on the delivery of **strategic objective 3: Enhancing Reef resilience through partnerships, collaboration and education**. These programs aim to genuinely collaborate, raise awareness, influence best practice, foster innovative actions, build a sense of collective responsibility to care, and empower others to contribute to Reef protection and resilience. Through targeted education and engagement initiatives, the Reef Authority works to ensure Reef values are understood and protected through mutually beneficial relationships with First Nations people, local, state and Australian government agencies, Reef-dependent industries and communities, schools and the broader community – nationally and internationally.

A proud history of education and engagement

The Reef Authority has a proud history of engaging and partnering with Queensland and local governments, communities, Traditional Owners, and Reef-dependent industries as well as education with a global reach. The Reef Authority has made significant investments in strong signature education initiatives over many decades. Some key highlights include:

- Reef HQ Great Barrier Reef Aquarium has been an iconic national education centre for the Reef, welcoming visitors from around the world since 1987.
- Working with Reef-dependent communities and industries through the Reef Guardian program, established in 2003 and over the last two decades has worked with schools, councils, farmers and fishers.
- The Reef Authority has recognised High Standard Tourism Operators since 2004.
- Consultation and engagement with Reef-dependent communities has evolved over the years and includes initiatives like Local Marine Advisory Committees, established in 1999.

Global collaboration is imperative for the health of the Reef. The Reef Authority has been, and continues to be, committed to sharing our expertise and success stories, educating, and promoting leading practice in coral reef management with our international partners and global community. Actions taken now will matter – the Reef's beauty and natural phenomena endure, but it is showing signs of deterioration and is under increasing pressure from cumulative impacts above and below the water. While the challenge is big, it is achievable. As acknowledged in the [Great Barrier Reef Blueprint for Resilience](#): "Together we can secure the future of the Great Barrier Reef, but we need to try harder, do more, and act now." This has long been the underpinning logic influencing education and engagement initiatives.

► ABOUT THE PLAN

Educating, collaborating and working in partnership is a critical component in protecting the Reef for future generations and enhancing Reef resilience. The Reef Education and Engagement Implementation Plan 2021—2025 (the Plan) sets out the vision, outcomes, objectives and actions that demonstrate how the Reef Authority will enhance Reef resilience through education, engagement and partnerships. It is vital that Reef-dependent communities and industries as well as the broader community nationally and internationally are invested in its' long term protection. The Reef Authority's commitment to education and partnering with Reef-dependent industries and communities is targeted at encouraging Reef stewardship action, creating lifelong ambassadors for the Reef and enabling inter-generational change.

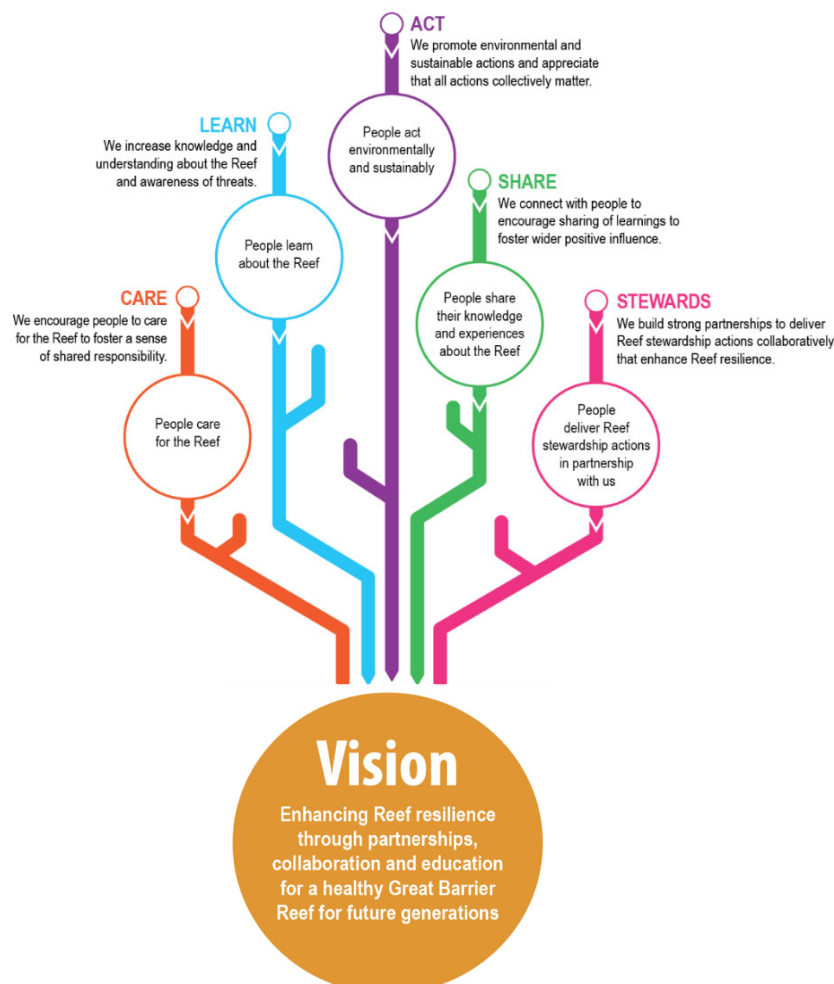
Vision and Purpose

This Plan positions the Reef Authority to effectively deliver a key function of the Marine Park Act through the delivery of educational, advisory and informational services relating to the Marine Park. This Plan identifies and articulates how the Reef Authority will work towards our corporate objective *Enhancing Reef resilience through partnerships, collaboration and education*. The delivery of this plan actively supports the Reef Authority's contribution to the implementation of the Reef 2050 Long-Term Sustainability Plan and Reef Blueprint.

The Plan:

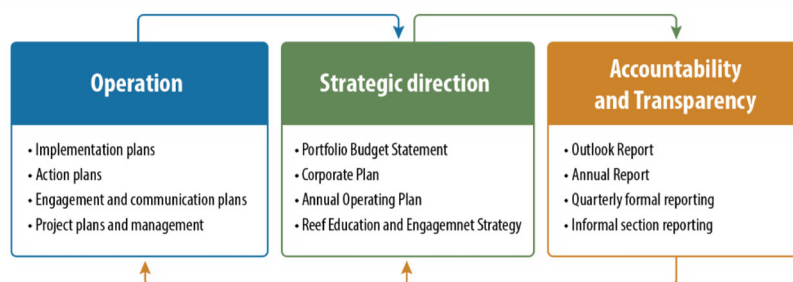
- articulates how the Reef Authority will approach and deliver education, engagement, partnership and stewardship initiatives;
- provides a mechanism for prioritising education and engagement objectives to strengthen established education and engagement programs and initiatives;
- identifies the intersection of education and engagement in the delivery of cross-agency strategies and programs;
- develops holistic performance measures to clearly articulate how effectively the Reef Authority has delivered against the corporate objective of “enhancing Reef resilience through partnerships, collaboration and education;” and
- recognises strategic partners and stakeholders are required to deliver this plan's activities.

CLASS – Care Learn Act Share Stewards



Governance and accountability

The Reef Authority has an integrated corporate planning process, which continues to be adapted over time. The Reef Authority's Corporate Plan and Annual Operating Plan are directly aligned to the programs, outcomes and performance criteria set out in the Portfolio Budget Statement and responds to identified strategic risks.



Informed by the Reef Authority's corporate priorities, this Plan articulates how the Reef Authority's education and engagement initiatives are to be implemented through its flagship programs. This Plan is through annual action plans and project management aligning with the principles, outcomes and objectives delivered by sections and working groups across the Reef Authority. Performance and achievements of this Plan will be reported in the Reef Authority's Annual Report to drive continuous improvement while remaining contemporary, transparent and accountable.

The Reef Authority faces a range of risks, reflecting its responsibilities as a policy adviser, program administrator, regulator, and world heritage property manager. The Reef Authority identifies and regularly monitors the strategic and operational risks which could have serious impacts on progress towards achievement of its Corporate Plan and broader purpose. The Marine Park Authority Board in consultation with the Executive Management Group have identified areas of strategic risk for the Reef Authority. These risks are monitored to evaluate the effectiveness of identified controls and mitigation measures.

This Plan serves to support the delivery of risk controls and mitigation measures through targeted education and engagement initiatives. The Plan will be comprehensively reviewed after the completion of the 2024 Outlook Report in order to develop the next 5 year Education and Engagement Implementation Plan.

Opportunities and challenges

Over the life of this plan, the Reef Authority will be presented with a range of education and engagement opportunities and challenges. Many of the opportunities and challenges are obvious now, some are emerging and others may not be identified yet. Given this context, the Reef Authority works to identify and address the opportunities and challenges in a proactive and informed manner through being agile in adapting or evolving education and engagement approaches, tools and tactics as the need arises. The following key opportunities and challenges are current or emerging and are likely to evolve over the life of this plan.

Key opportunities:

- continuing to strive for excellence and deliver above and beyond the requirements
- using the Reef Authority's experience and reputation to deliver education and engagement activities in an innovative and contemporary manner
- partnering with First Nations people on education and engagement initiatives that keep cultural heritage strong, safe and healthy
- pursuing closer collaboration and stronger relationships with partners, sharing innovation, lessons learned and best practice
- enabling an inclusive approach through collaborative planning for and involvement in education and engagement opportunities
- fostering inter-generational change through education and engagement initiatives
- targeting education and engagement initiatives to encourage responsible Reef practices.

Key challenges:

- responding to the impact of international and national pressures out of our control (e.g. climate change, COVID-19) and our ability to deliver education and engagement activities
- ensuring education and engagement approaches, tools and tactics resonate with target audiences
- continuing to improve global awareness and appreciation of the Reef and encouraging actions to strengthen Reef resilience
- maintaining recognition as the Reef Authority and key partner for education and engagement initiatives that culminate in Reef stewardship actions
- reducing administrative burden and bureaucracy whilst ensuring probity when working with Reef-dependent industries and communities toward responsible Reef practices
- measuring and reporting the impact of education and engagement initiatives on improving Reef resilience, Marine Park management and World Heritage values.

► OUTCOMES, OBJECTIVES and ACTIONS

PEOPLE CARE FOR THE REEF

We encourage people to care for the Reef to foster a sense of shared responsibility

C1 Promote the outstanding universal value of the Reef

- C1.1 Use engaging and visually inspiring stories about the Reef to create a sense of awe and wonder.
- C1.2 Facilitate immersive educational experiences through Reef HQ Great Barrier Reef Aquarium for people of all ages and abilities.

C2 Invoke emotional connection to the Reef

- C2.1 Deliver education and engagement activities that develop a stronger sense of pride in and hope for the Reef.

C3 Connect the importance of protecting the Reef to people's values

- C3.1 Motivate people to embrace positive environmental changes that strengthen reef resilience.

PEOPLE LEARN ABOUT THE REEF

We increase knowledge and understanding about the values of the Reef and awareness of threats

L1 Inform the wider community about the Reef

- L1.1 Welcome people to the World Heritage Area and inform them of rules, regulations and reef-sensitive behaviour.
- L1.2 Provide information and education to recreational reef users to encourage voluntary compliance and adoption of responsible reef practices.
- L1.3 Inform and educate partners, stakeholders and the community on the Reef, threats to its future and actions that can be taken to help protect it.

L2 Education resources are accessible and initiatives increase awareness

- L2.1 Provide formal education offerings that are relevant (curriculum-linked) and complement teaching and learning.
- L2.2 Provide community education opportunities that are engaging and informative.
- L2.3 Develop and distribute information and educational resources for partners and stakeholders that support showcasing the values of the Reef and World Heritage Area.

L3 Connect the Reef with national and international audiences

- L3.1 Extend the reach of education and engagement initiatives nationally and internationally using innovative outreach education technologies.

L4 Respect, recognise and promote the connection of First Nations peoples with the Reef

- L4.1 Promote acknowledgement and understanding of Indigenous heritage values to partners, stakeholders and the community.
- L4.2 Work in partnership with Traditional Owners and First Nations peoples on shared objectives and actions to increase knowledge and awareness of land and sea country connections, stewardship and management.

PEOPLE ACT ENVIRONMENTALLY AND SUSTAINABLY

We promote environmental and sustainable actions and appreciate that all actions collectively matter

- A1 Promote environmental and sustainable actions that address the threats facing the Reef**
 - A1.1 Promote actions that people can take in their personal lives to help protect the Reef through targeted education and engagement initiatives.
- A2 Promote best practice behaviours in the Marine Park and World Heritage Area**
 - A2.1 Raise recreational Reef user awareness of responsible Reef behaviours in the Marine Park and World Heritage Area through collaboration and partnership.
 - A2.2 Inform Reef-dependent industries and communities of best practices and responsible Reef behaviours in the Marine Park and World Heritage Area.

PEOPLE SHARE THEIR KNOWLEDGE AND EXPERIENCES ABOUT THE REEF

We connect with people to encourage sharing of learnings to foster wider positive influence

- S1 Build relationships to form a network of influencers**
 - S1.1 Provide resources, training and capacity building that support influencers to deliver accurate information to their networks.
 - S1.2 Encourage Reef-dependent industries to act as well-informed and credible community connection and information points.
 - S1.3 Provide networking opportunities to connect influencers in catchment communities.
- S2 Encourage advocates to share their achievements and aspirations, inspiring others to do the same**
 - S2.1 Showcase outstanding actions and achievements of partners, stakeholders and the community in protecting the Reef.
- S3 Encourage, celebrate and recognise achievements**
 - S3.1 Celebrate, showcase and communicate the good work of the Reef Authority, its partners, stakeholders and the community to protect the Reef.

PEOPLE DELIVER REEF STEWARDSHIP ACTIONS IN PARTNERSHIP WITH US

We build strong partnerships to deliver Reef stewardship actions collaboratively that enhance Reef resilience

- S5 Partner to foster action, innovation, and compliance to enhance Reef resilience**
 - S5.1 Identify key individuals, groups or organisations to partner with to deliver mutually beneficial outcomes.
 - S5.2 Establish and maintain relationships with partners and stakeholders through strategic engagement activities.
- S6 Reef stewardship actions protect, benefit and build resilience of the Reef**
 - S6.1 Enable the creation and use of planning and implementation tools to maximise Reef stewardship actions that help protect the values of the Marine Park and World Heritage Area.
 - S6.2 Support partner led initiatives that encourage the ongoing evolution of best practice activities in the Marine Park.
 - S6.3 Identify, encourage and support stewardship leaders to help drive changes critical to improving the Reef's outlook.
- S7 Foster corporate social responsibility that contributes positively to the environment**
 - S7.1 Promote innovation and contribute to business improvement strategies that result in improved environmental sustainability and reef stewardship.

S7.2 Promote the uptake of renewable energy and emission reduction through showcasing practical initiatives and innovative ideas.

S8 Collaborate and/or partner with others on initiatives that encourage voluntary reef stewardship actions

- S8.1 Foster and maintain effective and meaningful relationships with Traditional Owners and First Nations People to protect cultural and heritage values, conserve biodiversity and enhance the resilience of the Reef.
- S8.2 Support the continual adoption and promotion of reef stewardship actions within Reef-dependent industries and communities.
- S8.3 Work with strategically identified organisations with strong connections in the community to encourage the uptake of reef stewardship actions.

► DELIVERING THE PLAN

Approaches to education and stewardship action

The Reef Authority draws upon a range of commonly accepted models to inform best practice when designing and delivering education and stewardship action focused initiatives. (**Appendix A**)

Contemporary engagement with partners, stakeholders and the community

Engagement with partners, stakeholders and the community is critical for the success of delivering this plan. The principles of, public participation and approaches to achieve effective community and stakeholder engagement modelled by the [International Association for Public Participation \(IAP2\)](#) will be a point of reference used as a guide to ensure effective community, partner and stakeholder engagement tools and tactics are implemented.

As articulated in the Reef Authority's Participation and Stakeholder Engagement Framework, the principals under which all engagement initiatives will be facilitated are as follows:

Principles for Participation & Stakeholder Engagement



We are purposeful

We know why and who we are engaging

We are clear about the purpose of our engagement and the desired outcomes. We know the stakeholders and communities that are affected by, interested in, or can influence the decisions being made and the best ways to engage them.



We are prepared

We engage early, taking into account history and experience

We have a plan that sets out the project context, purpose, scope and stakeholders. It also captures the level and methods of engagement, timeframes, roles and responsibilities and resources required. We begin to engage early, and monitor and adapt as we go.



We are genuine

We are true to our word and put people first

We put people and communities, not the issue, at the centre of our engagement. We acknowledge the experiences, goals and contribution of all participants. We ensure that stakeholders clearly understand the purpose of the engagement, their role, what they can and can not influence, and what they should expect from us.



We are inclusive

We provide opportunities and support participation

We encourage and support a diverse range of stakeholder input, and have a good understanding of the community's capacity and willingness to contribute. We ensure that our engagement has a high level of accessibility and provides people with the support they need to participate meaningfully.



We communicate

We provide regular updates and value feedback

We communicate regularly with participants throughout the engagement process to keep them updated. This includes timely feedback on how their input has been used in policy or service design. We measure the effectiveness of our engagement and capture the lessons learned in order to inform future engagement.

Partnering with Traditional Owners and First Nations people

Maintaining and fostering effective and meaningful relationships with Traditional Owners is essential to protect cultural and heritage values, conserve biodiversity and enhance the resilience of the Reef.

The Plan delivered through its outcomes, objectives and actions supports the intentions and delivery of the Reef Authority's [Aboriginal and Torres Strait Islander Heritage Strategy](#) for the Marine Park to help keep Indigenous heritage values of the Reef *strong, safe and healthy*.

Incorporating Co-design

The co-design process involves working together with partners in an environment of “shared power” to plan and make decisions together, moving towards a more open and collective design and delivery of activities or projects. The Reef Authority aims to use a co-design or co-creation approach in the development of educational and engagement tools and resources with our partners, specifically within the design development process to ensure the results meet the combined needs of the Reef Authority and our partners, and are accessible and useable for the intended audience.

Intersection with cross-agency strategies

The outcomes, objectives and actions outlined in this plan support the delivery of the Reef Authority's Corporate Plan and relevant components of the Reef Authority's work program(s), with achievements and performance reported annually in the Reef Authority's annual report. There are a range of Authority strategies and work programs with synergies to the outcomes, objectives and actions identified in this plan, including but not limited to:

- Communications and Marketing Strategy
- Tourism Management Action Strategy
- Reef HQ Aquarium Masterplan
- Local Marine Advisory Committees
- Reef Joint Field Management Program Business Strategy
- Aboriginal and Torres Strait Islander Heritage Strategy
- Reef 2050 Integrated Monitoring and Reporting Program Business Strategy.

Flagship Programs

Signature delivery programs of work have been a feature of the Reef Authority's approach to education and engagement for many years with broad local and global participation. These programs have adapted and evolved over time as goals and desired outcomes have changed. The Reef Authority is committed to working with partners in these programs across the Reef and around the world, including but not limited to:

- Reef HQ Great Barrier Reef Aquarium – The global destination of excellence in tropical coral reef education
- Eye on the Reef monitoring program
- High Standard Tourism Operators program
- Master Reef Guide program
- Reef Guardian program
- Local Marine Advisory Committees
- Land and Sea Country partnership programs (Indigenous Ranger program and TUMRA)
- Joint Field Management program.

Measuring success

Measuring success and performance is critical for continuous improvement in design and delivery of education and engagement initiatives. Initiative specific project plans will provide specific details on monitoring, evaluating, and reporting.

The following exemplar metric has been developed to measure success against the education and engagement outcomes identified. There is a degree of agility required in the questioning used to specifically align with activities implemented. These are not intended to be used as the only measures of success or feedback.

Each project plan will include monitoring and evaluation measures that feedback back against the targeted

Care – Learn – Act – Share – Steward outcomes.

Exemplar evaluation metric

How strongly do participants agree or disagree with the following statement(s)?

Strongly Agree – Agree – Disagree – Strongly Disagree

Objective	Example questioning	Baseline Targets
Care	Participating in Authority initiatives inspires the audience to care about the Great Barrier Reef.	80%
Learn	Participating in Authority initiatives increases the audience knowledge and understanding of the Great Barrier Reef.	80%
Act	Participating in Authority initiatives encourages/motivates the audience to take environmental/sustainable actions.	80%
Share	Participating in Authority initiatives encourages/motivates the audience to share their learning and experiences with others.	80%
Steward	Participating in Authority initiatives encourages/motivates the audience to take actions that enhance Reef resilience.	80%

► IMPLEMENTATION MATRIX

The following is a high level implementation matrix that identifies signature work program components to be delivered.

All education and engagement initiatives will have annual project plans that provide specific details on budget allocation, milestones, deliverables/outputs, and associated monitoring, evaluating, and reporting.

Flagship Program (Key initiatives)	2021	2022	2023	2024
Reef Education				
Education components within refurbishment of ReefHQ	Guided by the implementation of the Reef HQ Great Barrier Reef Aquarium Master Plan		Review of education product offering following first full year of operation following 2023 re-opening	
Traditional Owner Co-design project at ReefHQ	Formation of co-design working group, Wulgurukaba Elders group and facilitate co-design workshops	Content and creative elements resulting from co-design workshops, taken into development phase	Final installations of content and creative elements. Preparations for grand opening of ReefHQ (December)	Continual improvement refinement of A&TSI content and Cultural Heritage activities within ReefHQ has part of ongoing capital investment / exhibits planning
ReefED Portal	Development and beta-testing, soft launch with Reef Guardian Schools	Major public launch with Reef Guardian Schools and offered to schools across Australia	Expanded globally to coincide with 20yr anniversary of Reef Guardian Schools	Ongoing monitoring and maintenance. Continued uploading of newly created educational resources to portal
Outreach reef education	Deliver outstanding Outreach reef education programs with excellent technology and equipment to audiences across the world.			
	Establish VC Studio at North Town to continue delivery during Reef HQ closure	Audit technology requirements, ICT support and opportunities to inform Reef HQ and Hive Development VC Studios and for future innovative delivery	Explore major partnership opportunity to fund technology installation of latest VC equipment at The Hive and Reef HQ to support delivery to Global audience	Deliver targeted innovative outreach programs using latest technology
Formal reef education	Develop and launch 'Be a Marine Biologist for a day' resources for marine tourism industry and teachers to support student visits to the Reef	Develop Cultural Heritage focused Reef Beat Series Develop and deliver new Teacher Professional Development training programs	Audit and develop new educational programs to be delivered through Reef HQ	Deliver outstanding education programs through Reef HQ and beyond. Develop new Geography curriculum aligned units

Flagship Program (Key initiatives)	2021	2022	2023	2024
Reef Guardian				
Schools	Reef Guardian Schools, teachers and students are engaged in activities that Care, Learn, Act, Share for the Great Barrier Reef at school and in their local communities			
	Virtual Future Leader Eco Challenge Trial of ReefED portal	Form Reef Guardian School Advisory Committee Full implementation of Reef ED portal Increased connection with schools using virtual technologies	20 Year Anniversary Planning for Global Future Leader Eco Challenge	Global Future Leader Eco Challenge as a Great Barrier Reef Youth Forum held at Reef HQ
Councils	Guided by Reef Guardian Council (RGC) terms of reference 2020-24			
	Promote RGC program and collective actions Increase capacity and knowledge in RGCs to undertake Reef actions	Collate and promote the collective climate change actions undertaken by RGCs Investigate potential RGC collective action initiative	Deliver and promote RGC collective actions Review and adjust program in preparation for 2024 LG elections Identify partnerships for new term	Negotiate partnerships for new term Brief incoming local governments Establish program with newly elected councils and execute MOUs
	Program in review and prioritisation being determined		Potential re-establishment resourcing dependent	
Fishers	Program in review and prioritisation being determined		Potential re-establishment resourcing dependent	
Flagship Program (Key initiatives)	2021	2022	2023	2024
High Standard Tourism Operators	Guided by the Tourism Management Action Strategy			
	High Standard Tourism Operator Enhancement Project – scoping, development and industry consultation		Implement enhanced High Standard Tourism Operator Program	
	Pilot Site-Stewardship Framework with High Standard Tourism Operators		Implement Site-Stewardship Framework with High Standard Tourism Operators	
Master Reef Guides	Guided by the Master Reef Guide (MRG) - Joint Steering Committee			
	Mega Masterclass – delivered in partnership with Field Management: Incident Response and ‘eyes and ears’ training	6 th MRG Cohort intake and masterclasses Confirmation of partnerships in the delivery of the Master Reef Guide program	7 th MRG Cohort intake and masterclasses Reef Discovery Course update	8 th MRG Cohort intake and masterclasses Program showcased to other World Heritage properties, vision to establish a network of best practice

Eye on the Reef – Training & Capacity Building	<p>Eye on the Reef smartphone application major update - scoping</p> <p>Tourism staff capacity building in Eye on the Reef – Reef Health and Impact Survey methodology in preparation for summer</p>	<p>Eye on the Reef smartphone application major update - development</p> <p>Eye on the Reef Tourism Site Stewardship Framework - Monitoring implementation</p> <p>Establish Eye on the Reef tourism and public reporting dashboards and linkages</p>	<p>Eye on the Reef monitoring training blitz, coinciding with implementation of enhanced High Standard Tourism Operator program</p>	<p>Establish Eye on the Reef Pre-summer Stakeholder Response Network</p>
Flagship Program (Key initiatives)	2021	2022	2023	2024
Local Marine Advisory Committees	<i>Guided by LMAC Terms of Reference 2021-24</i>			
	<p>Implement recommendations following independent LMAC health-check</p> <p>Recruitment and formation of new LMACs</p>	<p>Facilitation of LMAC Chairs meeting</p> <p>Implement improved LMAC management process</p> <p>Scope reef wide stewardship action project to be supported by LMAC network</p>	<p>Implement reef wide stewardship action project supported by LMAC network</p> <p>Identify strategically important stakeholders and encourage them to join LMACs</p>	<p>Facilitation of LMAC Chairs meeting</p> <p>Review and evaluation of LMAC term</p> <p>Recruitment and formation of new LMACs</p>
Flagship Program (Key initiatives)	2021	2022	2023	2024
Joint Field Management	<i>Identified within the Reef Joint Field Management Program Business Strategy 2019 – 2023</i>			
Indigenous Land and Sea Country partnerships	<i>Identified within the Aboriginal and Torres Strait Islander Heritage Strategy and Indigenous Partnerships Framework</i>			

APPENDIX A: Approaches to Education and Encouraging Stewardship Action

Approaches to education

Educational initiatives, projects and activities delivered through the Plan draw upon a range of pedagogies that are commonly used in Australian Curriculum for formal education projects and resource development to guide teachers in facilitating learning in the context of the Reef.

Inquiry- based learning

Inquiry based learning is a broad pedagogical (teaching) approach which has enjoyed widespread support by educators and education systems nationally and internationally. Inquiry based learning is a constructivist approach where the overall goal is for students to make meaning. While teachers guide the inquiry to varying degrees and set parameters for a classroom inquiry, true inquiry is student motivated. Inquiry based learning is an umbrella term that incorporates many learning approaches (including project based learning and design thinking) and takes various forms depending on the topic, resources, ages and abilities of students.

The Reef Authority's education initiatives aim to instil a sense of awe and foster a desire for the students to learn more. Students spend a relatively brief time, face-to-face with Authority staff, thus inquiry-based approaches are the best method to instil knowledge acquisition and motivate further learning.

Common inquiry models used in the Reef Authority's education initiatives include:

- [Action research](#) – inquiry process conducted *by* and *for* those taking the action.
- [Design thinking](#) – solution-based approach to solving problems.
- [Environmental action projects](#) - an 'action project' process that aims to influence the choices and actions.
- [5E model](#) - evidence-based approach used commonly in STEM education.
- [Social investigation strategy](#) – social science approach focusing on people's perspectives and attitudes throughout an inquiry process.

Interpretation

Interpretation refers to the process of “translating” artefacts, collections, and physical resources to help visitors make meaning of these resources. Interpretation helps people to feel connected with the Reef through aquaria displays, exhibits, hands-on interactive activities, events and initiatives developing a sensitivity to the beauty, complexity, variety, and interrelatedness of the Reef including a sense of wonder, and a desire to know more. Some common interpretation models the Reef Authority draws upon include:

- [Motion design](#) – stalker-stroller-studier > steward
- [Design thinking](#) – solution-based approach to ideation in design.
- [Thematic interpretation](#) – development of a central theme aimed at guiding a communication activity.

Approaches to encouraging reef stewardship action

Despite widespread use of the term 'stewardship', there is no commonly agreed definition of the term, however there are shared concepts across various stewardship models and definitions. Stewardship initiatives have been described as those that either cultivate a sense of responsibility or foster key values and attitudes among businesses, sectors, communities, and individuals. It is important to note that the adoption of stewardship initiatives may result not only from an increased sense of responsibility for the environment, but also from other factors (e.g. concern about public perceptions, economic considerations, or fear of liability or enforcement). For projects and activities that promote or deliver Reef stewardship actions it is important to draw upon and utilize environmental stewardship and behaviour change models. The Reef Authority draws upon a range of commonly accepted design models to inform best practice when designing and producing stewardship projects and campaigns. These include:

- [Bennett's Environmental Stewardship Framework](#) - analytical framework for local environmental stewardship projects and initiatives.
- [Changeology](#) – a knowledge base, theory, and process for designing initiatives and projects for behaviour change.
- [Community Based Social Marketing](#) - incorporates scientific knowledge on behaviour change into the design and delivery of sustainable community initiatives.