

2014 Regional Snapshot

How are we engaging people to improve awareness of natural resource management issues and priorities?

We all have a stake in maintaining the health and sustainability of our natural resources – our plants, animals, soil and water.

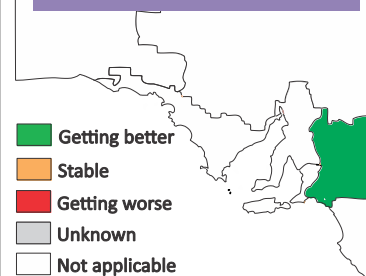
[Participation](#) in learning activities improves the practices, skills and knowledge of landholders, [volunteers](#) and community members, and leads to [improved land management](#) and environmental awareness.

We engage land holders and the community through activities such as field days and workshops, and by distributing educational materials, such as factsheets and guides. Topics covered include pest plant and animal control, threatened species and habitat protection, bushfire prevention, re-vegetation, farming improvement practices, and other water and land management practices.

For more information on regional programs to improve awareness of natural resource management issues and priorities, please refer to the NRM Board [website](#).



Trends in the number of NRM learning activities



State target

Ensure people are better informed and improve capacity in NRM decision making

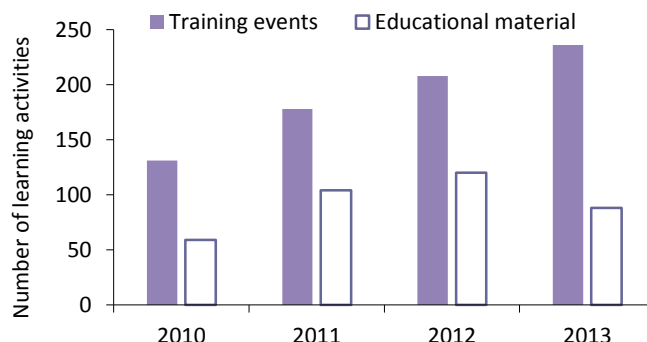
Trends (2010-13)

Getting better

The number of training events and educational materials are increasing

Over the last 4 years, the number of learning activities (training events plus educational material) has increased in the SA Murray-Darling Basin NRM region (map above).

The number of natural resource management training events and educational material produced have increased (graph on right).



Where we are at (2013)

Fair

More information on awareness and participation is required

In 2013, SA Murray-Darling Basin NRM region conducted 236 training events and produced 88 different educational products. The region also had a strong presence in the local media with 93 media releases resulting in 476 news items being printed in regional papers on NRM. A standardised process for the collection of information regarding awareness and learning activities is currently being developed in the SA Murray-Darling Basin NRM region. More information is required on how land holders change their management practices in response to increased awareness and participation in natural resource management.

Primary producers manage 60 per cent of the land in South Australia, so they play a critical role in managing our natural resources. The [Australian Bureau of Agriculture and Resource Economics and Sciences](#) found that South Australian land holders improved their land management practices when they participated in learning activities, but awareness of these activities varied widely. Landholders were most familiar with the National Landcare Program (91 per cent awareness), but only 13 per cent were aware of [Caring for our Country](#).

The Government of South Australia is [collaborating](#) with [Primary Producers SA](#), NRM boards, and NRM agencies to raise awareness of, and tailor natural resources management services and activities to the needs of farming communities.

Reliability of information



Information is not standardised, nor collected across all NRM regions

Further information: [Technical information for this report](#), [Agriculture and NRM Action plan](#)