

Flying Fox Relocation

COMMUNICATION ACTION PLAN

Who are the key project stakeholders?	What information do they need?	When will we communicate with them?	How will we communicate with them?	Who will communicate with them?
BGT Executive Director: Tim Entwisle	Project plan including risks & contingencies Project updates – costs, scope, timeline	Now Frequent	Phone/email/ meetings	Mark Savio (Domain and RBG Director)
State Government: Premier, Minister, DECC Public Affairs, DG, EPRG, NPWS	Project plan including risks & contingencies Request for NPWS assistance with communications at local level where bats relocate Project updates – costs, scope, timeline	Now Ongoing Ahead of actions	Usual channels (phone, email, meetings)	Tim Entwisle Kerry Brown (PR)
Royal Botanic Gardens and Domain Trustees	Project plan including risks & contingencies Project updates – costs, scope, timeline	Now	B-mail Trust meetings	Tim Entwisle (Exec. Director BGT)
On-site stakeholders, garden operators: Restaurant Gardens Shop Events (booked venues) Volunteer guides Infrastructure (programs and contractors) Trackless train operator Horts/rangers (staff)	Notification of what we are planning, why, anticipated positive outcome, possible worst case scenarios, changes to plans, and time period affected, safety/health, etc. Updates	Now Timely notification	Face-to face meetings	Mark Savio Tina Hsu (Project officer, ff manag't) Kerry Brown
On-site stakeholders: All Staff	Notification of what we are planning, why, anticipated positive outcome, possible worst case scenarios, changes to plans, and time period affected, safety/health. Include short statement that is easy to remember Updates	Now Timely notification	All staff emails	Kerry Brown
On-site stakeholders: Friends Foundation	Notification of what we are planning, why, anticipated positive outcome, possible worst case scenarios, changes to plans, and time period affected, safety/health. Include short statement that is easy to remember Updates	Now Timely notification	B-mail lists Friends magazine Foundation newsletter	Pauline Markwell (BGF Director) Annie Sutherland/ Janine Smith (Friends)
Neighbouring agencies/ affected Govt bodies: Police, Govt House, Opera House, NSW Art Gallery, Councils within 30km and where bats may relocate(City	Notification of what we are planning, why, anticipated positive outcome, possible worst case scenarios, changes to plans, and time period affected, safety/health Updates	As soon as Federal Govt approved – particularly Police and close neighbours. Timely notification	B-mail lists	Kerry Brown

of Sydney, Leichhardt, Woollahra, Waverley, Botany Bay, Randwick, Marrickville, Ashfield, Burwood, Strathfield, Canada Bay, Canterbury, Rockdale, Hurstville, Kogarah, North Sydney, Mosman, Lane Cove, Willoughby, Manly, Warringah, Ku-ring-gai, Pittwater, Parramatta, Auburn, Bankstown, Sutherland, Campbelltown, Camden, Liverpool, Fairfield, Holroyd, Penrith, Blacktown, Baulkham Hills and Hornsby).				
Animal welfare groups WIRES, Sydney Wildlife, FFICN, RSPCA, NWC, Taronga Park Zoo Animal Rescue	Notification of what we are planning, why, anticipated positive outcome, possible worst case scenarios, changes to plans, and time period affected etc. Confirm their assistance. Updates	Formally as soon as Federal Govt approved, but liaise continually through Steering Committee and directly as necessary. Timely notification	Email and phone Provide link for public to contact Sydney Wildlife/ WIRES for advice or help with hurt bats (already agreed with)	Mark Savio Tina Hsu Kerry Brown
Neighbouring residents likely to be affected by noise, especially if night noise becomes necessary	Notification of Federal Govt approval to relocate bats, what we are planning, why, anticipated positive outcome. Notification of noise commencement, safety/health Updates	As soon as Federal Govt approved Start of actions Timely notification	Brochures Aust Post B Mail list	Penny Farrant (Web&Project Co') Helen Stevenson (Design & Ed'l) Kerry Brown
Visitors to Gardens	Explanation of whats happening (noise), any closures, why, anticipated positive outcome, changes to plans, safety/health, etc. Updates	Start of actions During actions	Signage Brochures	Penny Farrant, Helen Stevenson Sheree Wilson (Education)
General public	Explanation of what's happening, any closures, why, anticipated positive outcome, changes to plans, safety/health, etc. Updates	Start of actions During actions	Web information Email feedback inc. link to animal welfare groups for advice Bat hotline (DECC enviro line, TBC) Media editorial (see below)	Penny Farrant Kerry Brown Louise OlsonCole (PR) Tina Hsu DECC phone reception (TBC)
Media	Notification of what's happening, why, expected outcomes, safety/health, etc. Background Updates: ⇒ Notification of where bats relocated, impact, any problems, who is managing, safety/health, contact nos.	Start of actions (exclusive story in press and/or TV outlet at start or weekend prior) As bats relocate ⇒	Media Release Media conference and tour Background Paper Blog – Tim Media interviews Update media releases Local media releases for area(s) where bats relocate	Kerry Brown Tim Entwisle

Bat-roosting-area agencies (NPWS, Councils, other)	what's happening and how we are dealing with it Updates	If and when bats move in	Email/meetings	Mark Savio Tina Hsu Kerry Brown
Bat-roosting-area residents	Explanation of what's happening and how we are dealing with it. What they should and should not do if bats land in their backyard. Contact info. Updates	If and when bats move in	Local media release Bat hotline Email feedback inc. contact for WIRES and Sydney Metro. Wildlife Services. Letter with brochure to neighbourhoods unexpectedly affected by roosting bats. Aust	Kerry Brown Louise OC Tina Hsu Printers' envelope stuff & address service & Aust. Post Clean Mail

KEY MESSAGES

Flying-fox Relocation

- We are using intermittent noise during the day in the Lower and Middle Gardens Precincts of RBG during [DATES] to relocate the flying-foxes. Occasional noise at night may be necessary.
- The large numbers of flying foxes in the Gardens are unsustainable and heritage trees in Palm Grove and surrounding areas are being decimated.
- Flying-foxes are listed as 'vulnerable' due primarily to loss of native habitat and the relocation will not harm them.
- Our aim is to move the flying-foxes to more sustainable natural areas.
- This action has been authorised by State and Federal Governments and devised in consultation with animal welfare groups and specialists.

Two-page "Key messages and information" to be drafted and agreed with PR/Design & Editorial/ Executive as source document for below public communications.

DESIGN & EDITORIAL SERVICES

Signage

1. Outside gates – **portasigns** explaining what's happening
2. Inside gates (W'loo and Morshead).--Message on **electronic signs**
3. In the event of partial or no closures, **portasigns** in vicinity of affected areas.
4. In the event of full RBG closure under extreme circumstances, **portasigns** outside all gates to have 'Gardens closed' added to message.
5. In the event of partial or full closure, display message on **Domain electronic message board** near Lion's Lodge.

Brochures

1. **DL brochures** in boxes at all entrances, at info booth, Reception, Palm Grove Centre (info counter, shop, cafe). Illustration to show damaged tree(s) and flying foxes – outline the problem but explain flying foxes are protected, important to the ecosystem and in need of care. Suitable for distribution to garden visitors, local residents, residents of bat-roosting-areas, nearby institutions and hotels.

Website

1. **Relocation featured on Home Page with link to new FF Relocation page.**
2. **New Flying-fox Relocation page in "What's News" section** : Key Messages, basic info about relocation, feedback email address and phone number, contact email for people to contact animal welfare group. Below this, add updated FAQs about flying foxes in RBG (currently in Wildlife section) with anchor links to answers further down.

3. **Link on FF Relocation page to current FF page in 'Wildlife' Section**
4. **Tim's blog.**

PUBLIC RELATIONS DEPT

Media

1. **Release:** what's happening, why, expected outcomes, media conference and tour announced.
2. **Media conference and tour** of affected area with Tim (and other?)
3. **Background Paper:** More details on request (drawn from Federal Govt application).
4. **Media interviews** – Tim (initially a proactive approach to gain airtime for key messages)
5. **Updated media releases** as bats relocate and/or there are problems (how will be solved)
6. **Local media releases** for area(s) where bats move in, explaining who and how it is being handled and what people should and should not do if bats roost in their backyard. WIRES or Sydney Metropolitan Wildlife Services contact numbers.

PUBLIC RELATIONS DEPT and PROJECT OFFICER

Phone

Bat Hotline Option 1: DECC Enviro line takes calls and handles/ passes on to us as appropriate.

Bat Hotline Option 2: RBG dedicated line with recording where people can leave message.
Checked/responded to each morning and late afternoon by Tina/Kerry/Louise.

DECC Environmental Protection Regulation Group (EPRG) forwarded transcript of phone calls and response.

Animal Welfare phone contact: Confirm with Stan Wood, Chair of State Management of WIRES, agreement that calls related to bats in backyard be passed to WIRES or Sydney Metropolitan Wildlife Services—unless more than 50 present during the day— then contact RBG

NPWS local phone contact: ideally NPWS would also be available by phone at local level where bats relocate, assuming it is National Park. Make contact with regional/state heads of NPWS.

Email feedback

Feedback on BGT website/ Flying Fox info page will need daily maintenance/ response.

DECC Environmental Protection Regulation Group (EPRG) forwarded enquiries and response.

Flying Fox Relocation

Timeline for COMMUNICATION ACTION PLAN

TIME	ACTION	ACTORS
WEEK 1		
Days 1-5	<p>Sign-off "Key Messages and Information" (KMI) source document for below communications incl: key messages, details of what, when, how, best and worst case scenarios, safety. (max. 2pp; most of doc can be prepared while Project Operations Plan being finalised)</p> <p>Project Plan and KMI document emailed to RBG & D trustees and State Govt (Premier, Minister, DG, DECC Public Affairs, NPWS). Some phone followup.</p> <p>Sign-off on wording for Notification of FF Relocation (source KMI)</p> <p>Notification, pending Federal Govt approval, sent to On-site Stakeholders (staff, Friends, volunteer guides, Foundation, contractors/leasees, organisers of booked events) and key Off-Site Stakeholders (Police, Council, NSW Art Gallery, Opera House, Historic Houses Trust)</p> <p>* Consult with stakeholders re. mitigating impact on their activities.</p> <p>Draft and sign-off the text, design and required print-run of: * Signs outside/ inside Gardens (depending on scale of closures) * Flyers for distribution in Gardens, to neighbouring residents, businesses, institutions and buses, and (later) to bat-roosting neighbourhoods</p> <p>Confirm arrangements with NPWS and WIRES/Sydney Metropolitan Wildlife Service re. localised assistance with roosting and/or hurt bats.</p> <p>Signs and leaflet CRC sent to printers.</p>	<p><i>Kerry, Penny, Gary (Mark, Tim sign-off)</i></p> <p><i>Kerry, Mark, Tim</i></p> <p><i>Kerry, Mark, Tim</i></p> <p><i>Kerry</i></p> <p><i>Mark</i></p> <p><i>Kerry, Penny, Helen, Gary (Mark, Tim sign-off)</i></p> <p><i>Kerry, Mark</i></p> <p><i>Penny, Helen</i></p>
Federal Government approval received at least 7 days before Relocation Action begins*		
WEEK 2		
Day 8	<p>Inform State Govt/DECC that Fed Govt approved FF Relocation.</p> <p>Inform On-site Stakeholders that Fed Govt approved FF Relocation. On-site Managers briefed to ensure each stakeholder group has necessary specifics of operations.</p>	<p><i>Kerry, Mark</i></p> <p><i>Kerry, Mark and Heads of Depts</i></p>
Days 9-10	<p>Notification of FF Relocation and Fed Govt Approval to Off-site Stakeholders (Police, neighbouring institutions, local councils within 30km radius and those likely to be affected, residents likely to be impacted by noise, Animal Welfare Agencies). Follow up communications phone, face-to-face as needed re. role of, or impact on, stakeholder.</p> <p>Website: Flying fox relocation article, what's on, new links from Home page, contact details and feedback portal loaded but not yet live. KMI used as source document.</p>	<p><i>Kerry, Mark</i></p> <p><i>Penny</i></p>
Day 10	<p>Briefing to 1 or 2 select journalists --Richard Macey (SMH), Geoff Simms (ABC-TV)--for story about FF relocation timed to start.</p> <p>Media release approved and signed off.</p>	<p><i>Kerry</i></p>
Days 11-12	<p>Leaflets distributed to nearby institutions, buses and residences likely to be affected by deterrence noise—particularly if it becomes necessary at night. Mostly by Aust Post .</p>	<p><i>Kerry/Louise</i></p>

WEEK 3: FLYING FOX RELOCATION OPERATION BEGINS

<p>Day 15</p>	<p>Story published/ broadcast in selected city paper (SMH) and ABC Television</p> <p>Media release distributed in morning, afternoon media conference/tour/interviews</p> <p>Signage and leaflets at Gates, Friends Information, Palm Grove Information Centre, Gardens Shop and Reception.</p> <p>Website: additional info and links made live.</p> <p>Bat phone line opened. Daily check and response of phone and emails.</p>	<p><i>Selected journalists</i></p> <p><i>Tim, Kerry</i></p> <p><i>Penny, Louise Rangers</i></p> <p><i>Penny</i></p> <p><i>Mark, Tina, Kerry, Louise (poss DECC)</i></p>
<p>No or Few Signs of Relocation</p>		
	<p>Media and public communications purely reactive</p> <p>Weekly Update to Govt, On and Off-site Stakeholders</p>	<p><i>Kerry</i></p> <p><i>Kerry</i></p>
<p>Flying Foxes Begin Relocating</p>		
	<p>Notification of Govt, On-site and Off-site Stakeholders</p> <p>Notification/ consultation with local council(s), landmanagers and animal welfare agencies of site(s) where bats begin to roost</p> <p>Distribute Media Release to general media and customised MR for local area(s) affected by bats. Follow-up.</p> <p>Update Website and respond to emails</p> <p>Bat phone line may need increased response If residential impact is substantial, 'Clean Mail' (letter and flier in addressed envelope) distributed by Aust Post to affected residences (liaise with Council/NPWS). 48c per item.</p>	<p><i>Kerry</i></p> <p><i>Mark, Kerry</i></p> <p><i>Kerry</i></p> <p><i>Penny, Kerry, Louise</i></p> <p><i>Mark, Kerry, Louise (DECC)</i></p> <p><i>Kerry</i></p>