



Home River Ocean

Urban nutrient behaviour change



Project Overview

Project Manager

Sarah Molloy

Project Duration

2013 to 2017

Key Partners

GeoCatch, Departments of Fisheries; Parks and Wildlife; Water, Water Corporation, Murdoch University, Peel-Harvey Catchment Council, Perth Region NRM

Key Achievements

- 270,000 people reached
- 75% campaign awareness

Home River Ocean works in partnership with the community to reduce the amount of nutrients entering waterways from urban lawns and gardens along the South West coastline.

A series of *Save the Crabs, Then eat Them* behaviour change campaigns use the iconic Blue Swimmer Crab to highlight the impact fertiliser runoff has on local waterways, and the South West lifestyle.

Television, radio and print advertising, as well as a website, social media, events and resource material are used to deliver this message to the target audience, males aged 35 to 60 years old.

The first campaigns have focussed on the timing of fertiliser application, with some promising results.



This project is supported by the South West Catchments Council, through funding from the Australian Government's National Landcare Programme.



swccnrm.org.au

A partnership approach

The issue

Home River Ocean was developed by SWCC with the assistance of a Technical Advisory Group and project partners, in response to the growing issue of nutrient runoff from urban areas and associated impacts to local waterways.

Excess nutrients in waterways cause algal blooms which, when decaying, deplete oxygen and threaten wildlife and fish communities. Urban expansion is predicted to be the main contributor to large increases in both phosphorus and nitrogen in coastal waterways.

The message

The inaugural winter campaign urged residents to *Hold off on the fertiliser till spring* and was supported by the autumn campaign message *Fertiliser: Hold off when there's rain around*.

Six television commercials have been developed, which form the basis for supporting radio, print and social media advertising, as well as grassroots initiatives.

The outcome

A behaviour change campaign awareness analysis reveals how the campaign is effectively engaging with the community. The major findings were:

- Campaign awareness of 75% compared to expected 42% prompted recall norm.
- Self-reported behaviour change – 9% more among those who saw the campaign.
- 79% of residents said campaign was relevant, 97% believable and 67% liked it.
- Lawn fertilising in winter decreased by 1.5%.

The future

Behaviour change is a slow process that requires continual engagement, prompting and resourcing to support residents to permanently change habits and transition towards more sustainable practices.

We are working with our partners to continue the legacy of Home River Ocean in the South West.

