

FRESHWATER WEB PROJECT

PROJECT PLAN



Dated: June 2012

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INTRODUCTION

Regional Councils and the Cawthron Institute (Cawthron), with the help of Tindall Foundation, wish to create a credible and informative website providing robust environmental information on land and water resources. The website, aimed at the general public, will build on the existing [Land and Water New Zealand](#) (LAWNZ) website, utilising and expanding on the considerable water quality data gathered, stored and presented on the site by Regional Councils.

We propose to develop the current site into an interactive website acting as a One-stop-shop for information on the current state of NZ's rivers, trends in water quality, and impacts of river and coastal ecosystem health on other cultural, social and economic values in a format that is easy to understand for non-scientific audiences. We will also explore the effectiveness of the different approaches we use for connecting with the public.

"The Parliamentary Commissioner for the Environment recognizes the value of drawing together all the regional council databases into LAWNZ. This combined database will be a very useful resource for my office, and I support efforts to make this information more readily accessible to the public."

VISION AND AIMS

The vision is for a respected, well utilised and easy to use website providing robust information on the environmental quality of land and water resources. Over the long term it is proposed that this include information on a wide range of natural resources - including freshwater, coastal water, soil quality, biodiversity and air.

The immediate priority is to apply this vision to our freshwater resource – one of New Zealand's most significant natural assets. The work done to date on the development of the pilot LAWNZ website has made significant progress and provides an excellent basis. However funding is now required to take the LAWNZ website from a basic tool for Council staff, scientists and policy makers, **to the hub for freshwater** (and subsequently other environmental) information for all stakeholders. The result will be a user friendly interface, independently verified information, connected with the needs of outreach professionals and with apps for phones, tablets and other communications technologies that will attract the general public.

As the major source of environmental information on freshwater quality in New Zealand, the website aims to:

- Improve the public's awareness of fresh water quality issues

- Facilitate the exchange and sharing of water quality information between all interested groups, including regional councils, resource users and outreach programmes such as Enviroschools
- Advocate the importance of all sectors of the community working towards improving water quality.

AUDIENCE

The ultimate success of the project will be measured against how well it reaches its target audience, including:

- The general public
- Research scientists and policy analysts
- Educational institutions
- Recreational and economic resource users
- Outreach programmes
- Landcare groups
- Iwi
- Elected representatives

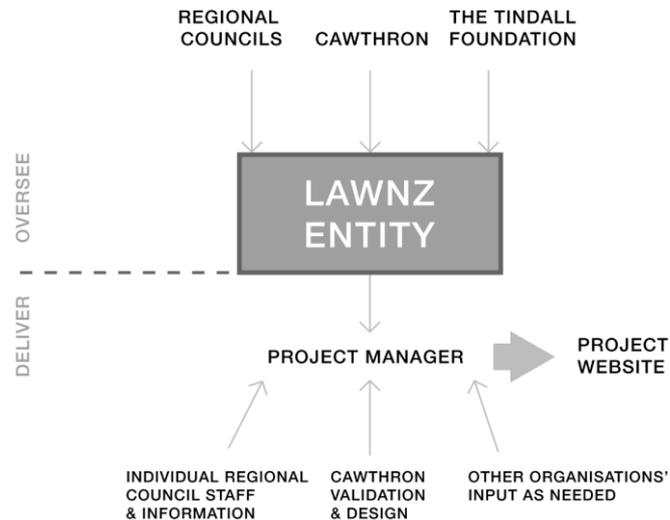
A JOINT PARTNERSHIP

The proposal is for a joint partnership to significantly expand and improve the existing LAWNZ website through technical innovation and setting up of systems to ensure on-going delivery and relevance of the information being presented.

This partnership would see:

- Regional Councils providing financial input and the scientific base information on the quality of water and land resources as well as assist with the design and operation of the public interface.
- Cawthron, as an independent research organisation, providing expertise and validation of the information and processes used to gather the information. This is critical to ensure transparency and robustness of the product. Cawthron will also assist with the design and operation of the public interface.
- TTF providing financial assistance, to help establish the project, set up the systems and ensure the product is long lasting, functional and has an easy to use and innovative public interface.

It is suggested the partnership is organised around a joint entity (or trust) with direct project management support and input from key partners as illustrated below:



DELIVERABLES AND SCOPE

The project is primarily about presenting information via an innovative web based interface. It is important however, that different groups are aware, and can usefully use the website and its data for their own purposes.

The key deliverable is the website (and possible associated mobile applications), which are:

- Fresh and well presented
- Easy to access
- Up to date
- Accurate
- Well managed and resourced.

A secondary and on-going component of the project is to promote the website and ensure that the website is useful and utilised by a wide range of end users. Engagement with organisations (such as Enviroschools – which already receive support from TTF and regional councils) early in the design stage of the project will help to ensure the user interface provides what they need. Promotion of

the website, to expand its relevance, and engagement with key end users will be key considerations in the ongoing project management of the project.

It is important to note that the project is not proposing to compete with 'hands on' outreach programs or duplicate council business as usual activities such as: collection, storage and management of water quality data; water quality monitoring; water quality remediation projects; and the funding of other fresh water projects. However, we recognise that there are synergies with these programmes and activities to which this project may add or gain value. For example, Cawthron will be seeking to host a Royal Society teacher fellow in 2013 to help align the website material with the current school curriculum.

CRITICAL PATH

The following is a critical path of key tasks required to initiate the project. This will be used to develop a more comprehensive project plan with associated budget spreadsheet to establish responsibilities, timelines and costs.

Year One 2012-13

- Confirm support for this project across Regional Councils, Cawthron and TTF
- Establish the structures and position to govern and manage the project. A draft job outline for the Project Director is attached.
- Confirm a project name. Initial discussions have led to The Source as a possible name with the option of additional urls which relate to the resource being promoted. The following domain names have been secured:
 - www.thesource.org.nz
 - www.watersource.org.nz & www.watersource.co.nz
 - www.landsource.org.nz
- Establish implementation programme to put in place further capability and enhancements, particularly with the public interface. The aim is to have this largely in place by the beginning of next summer (early 2013). Key enhancements include:
 - Re-design web site (including extensive use of maps, photographs, videos and graphs to convey context and meaning) to meet users' needs
 - Establish on line access to regular fresh water monitoring information (sourced from the LAWNZ database) using indicators that can be readily understood by the public and are scientifically valid
 - Increase the interest, engagement and value of the web site

- Provide a web-based hub for news and resources on fresh water quality, including a 'River of the Month' series to inform the public and raise the profile of particular rivers. These could be published in appropriate newspapers
- Actively launch and promote the web site and apps
- Monitor web site and apps usage and obtain direct feedback from users about the site and the impact it has
- Maintain contact with user groups to obtain more detailed feedback on the site and its effectiveness.
- Seek additional funding
- Scope coastal module for development and implementation in Year 2

Year Two 2013-14

- Ensure site is maintained and kept up-to-date
- Continue to grow audience of the site
- Continue to provide a web-based hub for news and resources on fresh water quality, including a 'River of the Month' series to inform the public and raise the profile of particular rivers.
- Solicit feedback from key user groups to determine success of site and any further developments required
- Develop and build coastal module
- Scope future modules and secure funding for their development

OUTCOMES AND EVALUATION

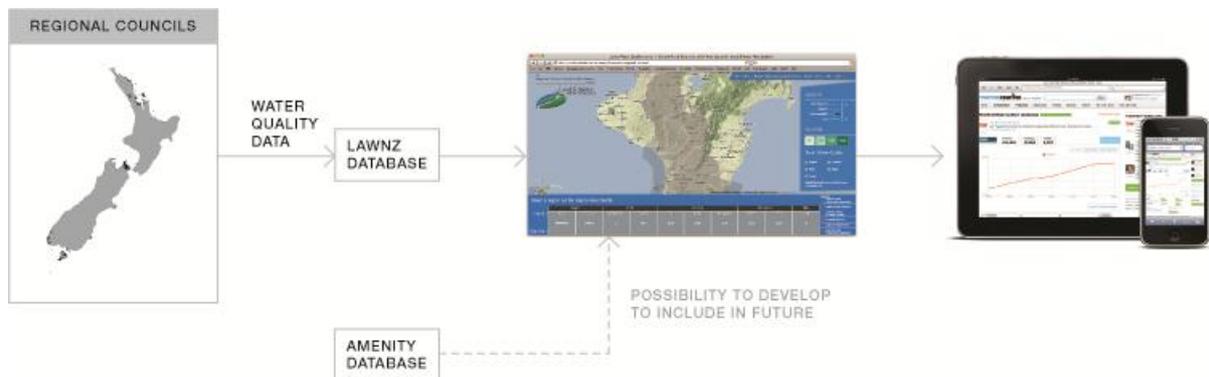
	Outcomes	Indicators of progress
1	Enable user-friendly access to key New Zealand water quality information.	<ul style="list-style-type: none"> - Launch of the webpage. - Number of items in newspapers and radio, promoting the website.
2	Raise awareness and educate the public on the values of waterways and the factors affecting river and coastal ecosystem health.	<ul style="list-style-type: none"> - Number of visitors on our site. - Number of contributions to blog. - Number of downloads of the outreach resources on the website. - Usage of mobile applications
3	Provide a pathway to detailed information available from other sources related to water quality	<ul style="list-style-type: none"> - Number of links to alternative sources of information provided on website. - Number of website visitors using our site to access other information.
4	Understanding of the most effective way to reach the public.	<ul style="list-style-type: none"> - Feedback provided by visitors. - Number of visitors on the website over time related to different promotional activities. - Potential chapter of a Science Communications post-graduate thesis with the research question: "What is the most effective way to deliver freshwater science to public?"
5.	Encourage more people to take an active role in improving water quality	<ul style="list-style-type: none"> - Increase in school/community groups taking responsibility for areas of waterways - Increase in community restoration projects - Growth in catchment care groups

SUCCESS FACTORS

The project's success is dependant on the following:

- Sufficient resources
- Strong leadership and management
- Transparency about how data is interpreted/ must maintain independence
- User-friendly, and easily accessible information.
- Search-engine visibility
- Engagement with all stakeholders rather than shaming and alienation
- Good media management
- Connecting with existing initiatives rather than reinventing the wheel
- Information needs to appeal to a wide cross-section of the community

SYSTEM OVERVIEW



JOB DESCRIPTION FOR PROJECT MANAGER

Job Title:	Project Manager		
Department/Group:	TBC		
Location:	Wellington	Travel Required:	Yes
Level/Salary Range:	\$85 000 - \$100 000 pro rata	Position Type:	0.5 FTE Fixed Term Two Years
Applications Accepted By:			
E-mail: humanresourcesmanger@horizons.govt.nz www.horizons.govt.nz/jobs		Mail: Horizons Regional Council Private Bag 11025 Manawatu Mail Centre Palmerston North 4442	
Job Description			
Job Purpose: To project manage the Land and Water New Zealand web project so that is attracts, engages and sustains a wide audience. Establish and maintain a strong network of both funding and knowledge partners to ensure the long-term sustainability of the site.			
Duties:			
<ul style="list-style-type: none"> • Direct and manage development of www.landandwater.co.nz to ensure the accessibility and usability of information presented • Develop and implement full-scale project plan and communications strategy including: <ul style="list-style-type: none"> ▪ Re-design of website ▪ Ensure water quality information is up-to-date and relevant for key audiences ▪ Provision of web-based hub for fresh water quality • Effectively engage with project stakeholders, ensuring that expectations are clearly understood by all parties • Develop and maintain working relationships vital to the success of the project 			

- Track project milestones, deliverables and usage
- Deliver progress reports and other relevant communication to stakeholders as necessary
- Identify and secure long-term funding partners to ensure the ongoing viability of the project
- Other duties as required

Key Performance Indicators

- Deliver a customised public interface for the current LAWNZ website to ensure user groups have relevant, timely and useful information on New Zealand's freshwater resources by January 2013
- Deliver a mobile application(s) that allows users to access and understand information about rivers they are visiting while they are visiting them by October 2013
- Establish and maintain a network of user groups, ensuring regular feedback is sought and responded to
- Secure long-term funding streams for the project by 30 June 2013
- Develop and implement a strategy for the site/apps' ongoing maintenance and development

Skills/Qualifications:

- Demonstrated project management experience
- Process Improvement
- Tracking Budget Expenses
- Strong relationship management
- Experience in online communications channels
- Experience with IOS applications desirable
- Track record in sponsorship generation

Key Relationships

Reports to: LAWNZ Trust Board

Functional relationships: Regional Council water quality and communications staff
Cawthron water quality staff
Website developers
IOS applications developers
Media

Key user groups:	Enviroschools & other educational providers Science/policy users Recreation groups Tourism networks Government Industry users (power, agriculture, etc)
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