



In total, 35 programs (36%) recorded using volunteers to undertake their activities. Four programs (4%) utilised volunteers on a full time basis, and 33 programs (34%) had volunteers either on a part-time or casual basis.

Sources of funding

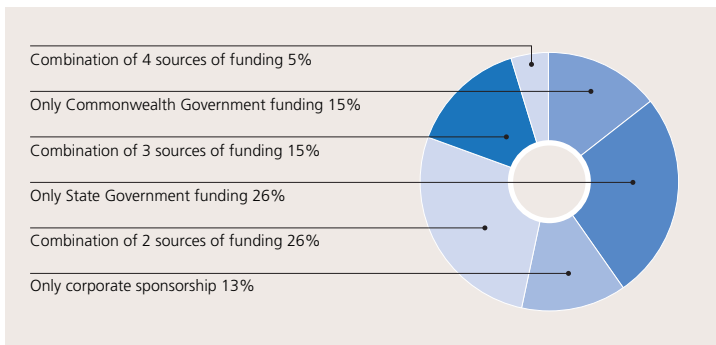
Other than from the host agency itself, 65% of survey respondents recorded receiving external funding from corporate sponsors, Commonwealth, State or Local Government agencies to manage, coordinate or deliver their environmental education program.

26% of those received funding only from State Government sources, with the same proportion receiving funding from a combination of two sources (ie: either local, State, Commonwealth Government or corporate sponsorship). 15% of programs received Commonwealth Government funding alone and 13% only corporate sponsorship. The remaining 20% received grants from a combination of three or all four sectors. No program relied solely on local government funding, but rather operated their program in combination with at least one other source.

Almost two thirds of the programs externally funded did so with State Government funding. The most common State Government funding was from the Swan River Trust / Swan Canning Cleanup Program with 30% of programs receiving financial support from this source. The Sustainable Energy Development Office, Waste Management Board and WA Department of Education and Training were the three other common State Government bodies providing funding to 10% of programs each.

Half of the Commonwealth supported programs received funding from the Natural Heritage Trust.

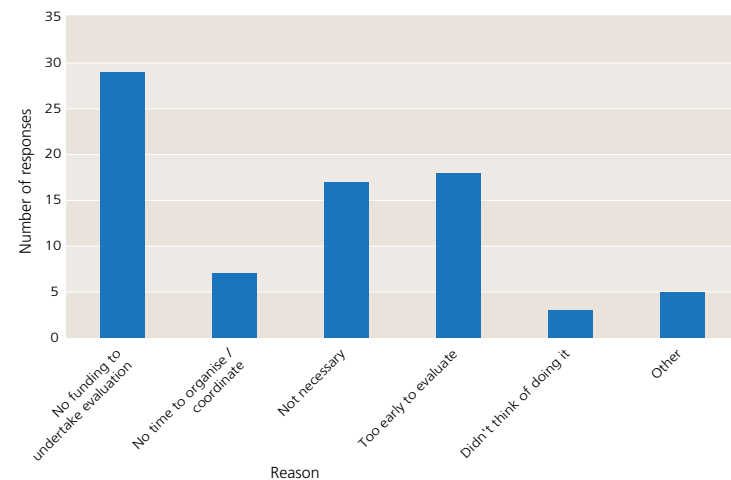
Source of funding other than from host agency



Evaluation

65% of survey respondents had undertaken an internal evaluation of their program or outcomes. Of those 57% had undertaken ongoing or annual evaluations. 57% of survey respondents that had not undertaken their own program evaluation said that it was too early to do so, while 21% didn't have the funding and the same proportion, the time to coordinate the process.

When it came to the independent evaluation of programs (ie. by external persons / organisations not directly involved with the program or stakeholders) 30% had undertaken this process. 45% of the environmental education programs were not externally evaluated as no funding had been allocated to do so. 28% of survey respondents believed that it was too early to evaluate and about the same proportion didn't think it to be necessary.



Reasons for external evaluations not being undertaken

Commonwealth, State and Local Government contribution to environmental education

Survey participants were asked to list any specific actions that they believed needed to occur within the Local, State and Commonwealth Government sector to improve the provision of environmental education in Western Australia.

By far the most common issue identified at the Commonwealth and State Government levels was the provision of funding for environmental education programs. Most respondents generally commented on the need for more, while others identified the requirement for long term funding as well as financial support specifically for professional development, program evaluation and infrastructure.

Comments relating to funding in the local government sector identified the need for Councils to provide greater support to their own existing programs in addition to the appointment of specific environmental education officers.

The second most common issue raised by respondents was the need for greater coordination of environmental education at all levels of Government, with the majority of comments identifying State Government as the main sector responsible for this to occur.

Comments also highlighted the need for all stakeholders including education practitioners and those managing environmental programs to be part of the coordination process and the desire for more opportunities to network and share knowledge.

Environmental and sustainability education in schools, including the need to support school based initiatives, was identified by several respondents as a key responsibility of the State Government.

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While every attempt has been made by the EEAC to include all current environmental education programs across Western Australia, there may have been some omissions. As the data base of programs will be updated regularly, the EEAC will ensure that these omissions will be addressed.



ENVIRONMENTAL EDUCATION ADVISORY COMMITTEE



Environmental education in its broadest sense is defined as raising awareness, acquiring new perspectives, values, knowledge and skills, and formal and informal processes leading to changed behaviour in support of an ecologically sustainable environment.

National Action Plan Environmental Education for a Sustainable Future (2000)

Background to the Survey

In November 2004, the Western Australian Government released its Environmental Education Strategy and Action Plan establishing a strategic framework for enhancing environmental education outcomes throughout the State.

The Plan sets out a series of objectives and actions to better coordinate and prioritise existing environmental resources and programs, to assist in identifying additional resources and to provide a strategic approach to developing future initiatives.

A six-member Environmental Education Advisory Committee (EEAC) was appointed to coordinate the implementation of the strategy. The Committee, representing Government, industry, the education sector and the community, has a formal advisory role to the Minister for the Environment; Science and will provide strategic direction and support for environmental education in WA.

One of the EEAC's first actions as required in the plan was to undertake an audit of existing environmental education resources and providers to identify the potential partnerships and linkages as well as some of the current gaps in the provision of environmental education.

As a result, the Survey of Environmental Education Programs (the Survey) was undertaken in early 2005 with the results forming the basis of the following Summary Report.

The Plan also requests that the Advisory Committee build on the audit and develop and maintain a web site to provide a central point of information and coordination for environmental education resources in Western Australia; and to link this website to a proposed 'One Stop Shop' for environmental information.

Stakeholders will be consulted in the immediate future on the most useful way that this information can be stored and retrieved so that the audit and survey process is of value in supporting and developing effective environmental education programs in Western Australia.

Methodology

Between March 2005 and June 2005, a survey instrument was distributed throughout a broad network of stakeholders including community groups, government agencies, educational institutions, businesses and industry groups.

The Survey sought information on programs or initiatives that addressed environmental education as a core objective, regardless of size and scope, target audience, allocated budget or frequency of program delivery. This has revealed the broad spectrum of approaches currently disseminating environmental information throughout the community.

The Survey asked respondents to provide a brief overview of their environmental education initiative, the host organisation and any project partners, links to accredited training programs or curriculum standards, the environmental issues being addressed, their target audience, methods of program delivery, publicity / promotion, staffing resources, funding, and program evaluation.

The Survey received 96 responses from a total of 51 organisations, including government agencies, educational institutions, businesses,

community and industry groups from throughout Western Australia. Of those, some 88% were already being fully implemented with the remainder either in their developmental or trial phase.

Project partners

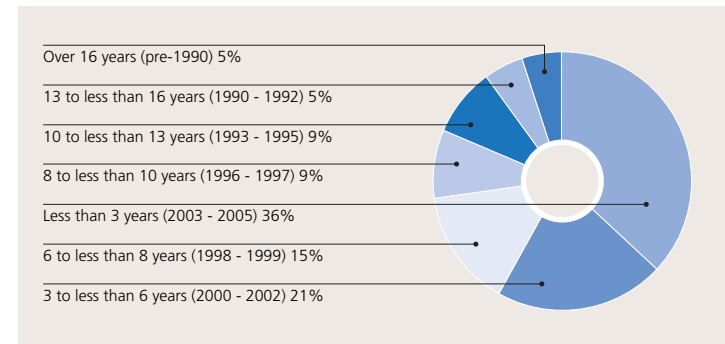
75% of the programs surveyed involved project partners other than the host organisation to manage, coordinate or deliver their objectives. Of those, 62% identified three or more project partners which included government and non-government agencies, funding bodies, media agencies and other environmental education programs.

Age of programs

36% of programs surveyed had been implemented less than 2 years earlier (ie. since 2003). In addition to this, 21% had been implemented for between 3 to 6 years with almost two thirds having been implemented since 1999.

The longest running environmental education program surveyed was Murdoch University's Bachelor of Science Degree in various Environmental disciplines which were first established in 1975. The other three longest running initiatives established in 1989 or earlier, included Perth Zoo's Living Links, the Department of Conservation and Land Management's Go with a Guide campaign and the Department of Environment Ribbons of Blue program.

Number of years since the program was first implemented



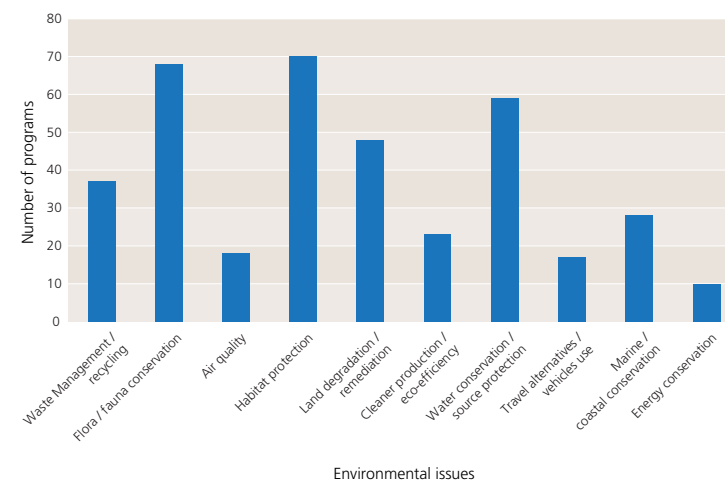
Accredited training or links to the WA Curriculum Framework

Of the programs surveyed, 26% were part of an accredited training program or curriculum standard. Just over half (54%) of these were either part of a tertiary course, had developed their own compliance standard or the provider itself complied with a recognised accreditation standard.

Of the 44 programs that were targeted specifically at school children, 12 indicated that they were linked to the Western Australian Curriculum Framework.

Environmental issues being addressed

The three main environmental issues addressed by the programs surveyed were habitat protection (73%), flora and fauna conservation (71%) and water conservation / source protection (61%). Energy conservation, travel alternatives / vehicle use and air quality were the three least targeted issues.

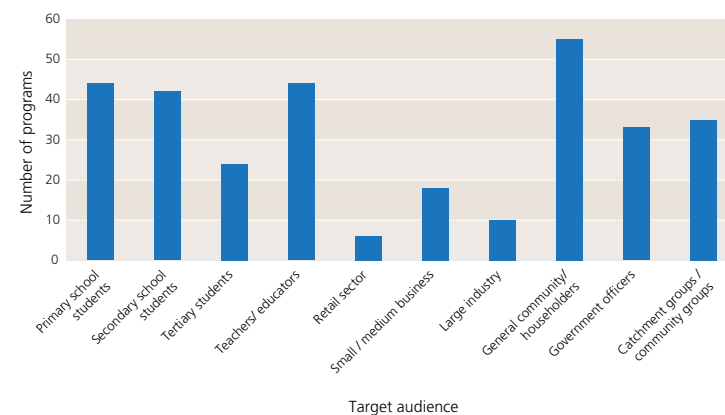


The environmental issues being addressed by environmental education programs.

Target audience

The main focus of 55 of the 96 programs surveyed (57%) were the general community or householders. Teachers / educators and primary school students were targeted by 44 programs (46%) closely followed by 42 programs (44%) targeting secondary school students.

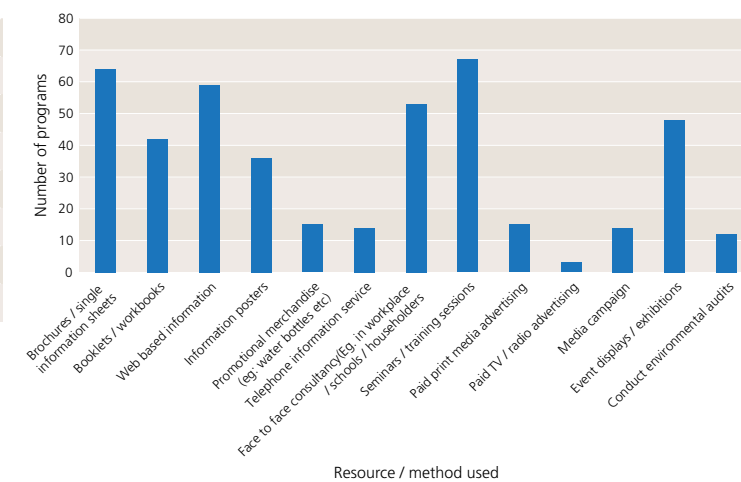
The community sectors least targeted by environmental education programs were the business sector including retail, small and medium enterprises and large industry. The main small and medium business sector identified by survey respondents were nursery and small landholders which were targeted by five programs with the remainder being a diversity of sectors including dive boat operators, construction and automotive businesses to leisure health clubs.



Target audience of environmental education programs.

Resources and methods used to deliver the environmental message

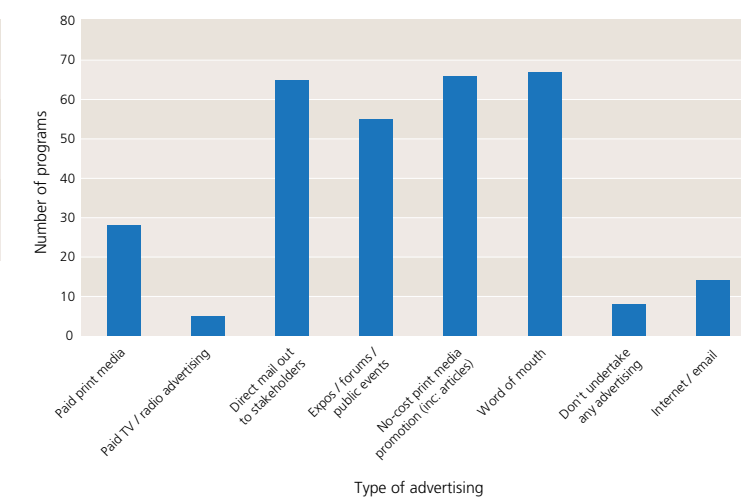
The most common methods used to disseminate information to target audiences were seminars or training sessions with 70% of programs using this approach. Brochures or single information sheets were used by 64 programs (66%), web based information by 59 programs (61%) and face-to-face consultancy by 53 programs (55%). By far the least most common method of educating target audiences was paid TV or radio advertising, with just three programs using this method.



Resources and methods used to deliver the environmental message to target audience.

Methods of advertising programs to target audience

Word of mouth advertising was used by 70% of environmental education programs to promote their existence to their target audience. No-cost print media promotion (69%) and direct mail-outs to stakeholders (68%) were the next most common methods used. 57% of programs used expos, forums or public events to reach their audience. Paid print media advertising was used by 29% of the surveyed programs with paid TV and radio advertising being again the least common method with only 5% of programs using this generally more expensive method. 15% of programs used websites or the internet with a third of those identifying specifically the EEN e-mail bulletins. Nine programs recorded that they didn't undertake any advertising.



Methods of advertising programs to target audience

Human resourcing of programs

52% of survey respondents recorded having paid full-time staff assigned to their environmental education program. Excluding three programs that recorded having 30, 33 and 140 paid full time staff, the average number of paid full-time employees per program was 1.9 employees. 45% of programs used part-time paid employees with 25% employing casual or contract staff.

