



**Murray Darling Association Inc.  
Region 6 Ordinary Meeting**

# **AGENDA**

Date: 17 August 2018  
Time: 9.30am for 10am start  
Venue: Large Meeting Room, Alexandrina  
Council, 11 Cadell Street, Goolwa

***Indigenous Acknowledgement***

*"The Murray Darling Association acknowledges the traditional owners  
of this land & the waters on which we meet"*

**1. ATTENDANCE**

- 1.1. **Present** (all attendees to complete Attendance Form):
- 1.2. **Apologies:** Glenn Rappensberg, Frank Tuckwell

**2. WELCOME**

- 2.1. **Housekeeping: Fire safety, toilets & catering.**
- 2.2. **Conflict of interest: Material / Actual / Perceived**

**3. MINUTES OF PREVIOUS MEETING – Attachment A**

That the minutes of the previous meeting of MDA-R6 held on 15 June 2018 be accepted as a true & correct summary of those meetings.

**4. GUEST SPEAKERS**

**3.1 Michelle Campbell, Local Engagement Officer, Commonwealth Environmental Water Holder**

In response to questions and concerns raised by Cr Schubert at previous meetings, Michelle has been invited to speak about the management of return flows from wetland and floodplain environmental watering events, including management of blackwater and salinity impacts.

**3.2 Joanne Pfeiffer, Member of MDBA Basin Community Committee**

Jo was recently reappointed to the Murray Darling Basin Authority's Basin Community Committee (BCC). Jo will speak to the reasons why she has chosen to be involved in the BCC and in return, Jo would like to hear from members of Region 6 about our position and concerns with respect to future implementation of the Basin Plan. Emily Jenke is another local person who was recently appointed to the BCC for the first time. Emily will attend the October 2018 meeting of Region 6.

## 5. BUSINESS ARISING

### 4.1 Update –Barrages Taskforce

Anne Liddell, Alexandrina Council

A joint letter from Mayor Parkes of Alexandrina Council, Mayor Jaensch of Coorong District Council and Mayor Lewis from Rural City of Murray Bridge was sent to Minister Speirs on 3 August 2018. The Minister has been asked to advise whether he will consider establishing an intergovernmental taskforce on the future of the Barrages. The letter was also copied to locals MPs Adrian Pederick and David Basham. No response has been received as yet.

Following local government elections in November 2018, Alexandrina will look to host an induction forum for Elected Members of all three councils in February/March 2018 on climate change challenges for the Coorong and Lower Lakes, which will likely include a tour of the Barrages by SA Water. Minister Speirs has been invited to participate in this event.

## 6. STANDING ITEMS

### 6.1. Action List

Attachment B

### 6.2. CEO's Report

Emma Bradbury

### 6.3. Chair's Report

Cr Featherston

### 6.4. Executive Officer Report

Shen Mann

- Finalised supporting material for Region 6 AGM motions
- Wrote letter to the editor for The Advertiser on behalf of Mayors
- Organised & attended inter-regional meeting at LGA House on 17 July 2018
- Provided content for June edition of MDA newsletter
- Liaised with Courtney Blacker of CommShake Media & Engagement re marketing of MDA Region 6
- Supported meeting of Region 6 Executive – 3 August 2018

### 6.5. Media Comments

All

A joint letter from Mayor Parkes of Alexandrina Council, Mayor Jaensch of Coorong District Council and Mayor Lewis from Rural City of Murray was published in The Advertiser on 21 June 2018 – Refer **Attachment C**. Positive feedback was received by Cr Barrie via her involvement in the CLLMM CAP and via email from the River Lakes & Coorong Action Group.

Mayor Parkes appeared on 891 ABC Radio with David Bevan on 5 August 2018. The program also heard from farmers, a representative of the River Lakes & Coorong Action Group, State Water Minister David Speirs, Professor Sarah Wheeler from the Centre of Global Food and Resources, and Chair of the River Murray Advisory Committee, Peter Duggan.

Link: <http://www.abc.net.au/radio/adelaide/programs/mornings/mornings/10041484>

During the Mayo by-election Rebekha Sharkie issued a media release calling for the establishment of an SA Murray Research Institute. Region 6 Executive is reaching out to her office to invite Ms Sharkie to engage with Region 6 about this initiative.

Link: [http://www.rebekhasharkie.com.au/research\\_institute\\_crucial\\_for\\_resilient\\_river\\_in\\_sa](http://www.rebekhasharkie.com.au/research_institute_crucial_for_resilient_river_in_sa)

## 7. GENERAL BUSINESS

### 7.1. MDA AGM Motions

The Murray Darling Association 74<sup>th</sup> National Conference & AGM is being held in Leeton, NSW, from 29-31 August 2018. Region 6 Member Councils have each appointed the following Member Council Delegates to attend, participate and vote at the AGM

- Alexandrina – 2 Member Council Delegates – Cr Featherston and Cr Tuckwell
- Coorong – 1 Member Council Delegate – Cr Barrie
- Murray Bridge – 2 Member Council Delegates – Cr Schubert and Heather Barclay
- Tatiara – 1 Member Council Delegate – Cr Hannemann (TBC)

Region 6 Executive considers it desirable that all Region 6 delegates vote consistently on the motions being put to the AGM. The Notice of Motions is available online:

[http://www.mda.asn.au/source/ckfinder/files/2018%20Notice%20of%20AGM%20and%20Motions\(1\).pdf](http://www.mda.asn.au/source/ckfinder/files/2018%20Notice%20of%20AGM%20and%20Motions(1).pdf)

#### Recommended Resolution

That Region 6 Member Council Delegates vote as follows at the 2018 AGM of the Murray Darling Association:

<b>Motion</b>	<b>Vote</b>	<b>Notes</b>
1	Support	
2	Abstain	Issue specific to Victoria
3	Support	
4	Support	Advice sought from Jarrod Eaton. Statements contained in key arguments are correct. South Australian has been calling on Victoria to ensure its planning provisions are consistent with Basin Plan objectives.
5	Support	
6	Support	
7	Support	
8	Support	
9	Support	
10	Support subject to amendment	Cr Featherston to write to Chair of Region 4 suggesting an amendment to call for an evaluation of the need for and benefits of creating a National Water Ombudsman
11	Support	
12	Support	
13	Support	
14	Support	
15	Support	
16	Oppose	Advice sought from Jarrod Eaton. These issues are being assessed as a project under the SDL adjustment mechanism. NSW doesn't have a preferred position as yet and will be undertaking a full Environmental Impact Study.
17	Support	

## 7.2. Murray Darling Basin Royal Commission

The Royal Commission has heard evidence from a number of sources which calls into question the validity of the science underpinning the 2750GL water recovery target contained in the Basin Plan as well as the outcomes of the Northern Basin Review. It has been suggested that water recovery targets were revised downwards from scientifically defensible positions based on river health for reasons of political expediency. The Murray-Darling Basin Authority has been instructed by the Federal Government not to participate in the Royal Commission but has issued statements defending their use of peer-reviewed science. The Royal Commission is due to hand down its findings in early 2019.

### Recommended Resolution:

That Region 6:

1. Note the concerning media reports of evidence being put to the Murray-Darling Basin Royal Commission regarding integrity of the science underpinning Basin Plan water recovery targets;
2. Express the view that these concerns reaffirm the importance of ensuring that all Basin States work together in good faith to prioritise recovery of the 450GL.

## 7.3. National Carp Control Plan

The National Carp Control Plan (NCCP) is due to make a recommendation to Federal Government in late 2018 about the best suite of measures to control carp in Australia. Region 6 Executive is aware of the rising level of concern within the community about the potential impacts which could arise from release of a carp virus. It is recommended that Region 6 expressly acknowledge these concerns whilst calling on the National Carp Control Plan to ensure that such concerns are robustly researched and analysed. Region 6 will be asked to formulate a position on the final suite of measures recommended by the NCCP at a future meeting.

### Recommended Resolution:

That Region 6:

1. Acknowledge the serious concerns expressed by community within the Lower Murray, Lakes and Coorong region with respect to the water quality, human health and regional amenity risks of releasing a biological carp control virus.
2. Call on the National Carp Control Plan to engage strongly with local governments to ensure that community concerns and the potential role of local government in any clean-up process are robustly researched and analysed prior to making recommendations to the Federal Government on the best suite of measures to control carp.

## 7.4. Strategic Directions – Engagement Strategy

Shen Mann

In June 2018 communications experts from Alexandrina, Coorong and Murray Bridge councils met with the Executive Officer to workshop marketing ideas and priorities to help Region 6 achieve our goal of becoming a recognised and effective advocate for the Lower Murray, Lakes and Coorong region.

The initial priority has been to develop a new name and tagline. Region 6 Executive has reviewed the options developed by Coorong Council's communications expert Courtney Blacker (refer [Attachment D](#)) and puts forward Option 1 below for consideration by Region 6. The Executive Officer has since had a further discussion with Courtney about a previous tagline used by Alexandrina Council during the

Millennium Drought, namely “Securing a freshwater future”. Variations on this tagline are put forward for considerations in Options 2 and 3 below.

*Option 1: Murray to Mouth: Working together to breathe life into the Lower Murray, Lakes & Coorong*

*Option 2: Murray to Mouth: Securing a freshwater future for the Lower Murray, Lakes & Coorong*

*Option 3: Murray to Mouth: Working together to secure a freshwater future for the Lower Murray, Lakes & Coorong*

#### Recommended Resolution

1. That Region 6 adopt [**insert preferred option**] as the regional name and tagline.
2. That the Region 6 Executive Officer develop related web content, promotional flyer and media release to enable implementation of key actions from the Region 6 Communications and Engagement Plan.

#### **7.5. Submission – River Murray Water Allocation Plan**

The Water Allocation Plan (WAP) for the River Murray Prescribed Watercourse is currently open for consultation. Submissions are due Friday 14 September 2018.

Natural Resources SA Murray-Darling Basin have presented separately to Alexandrina, Coorong and Murray Bridge councils on the key changes included in the WAP.

The Executive Officer will prepare a brief submission on behalf of Alexandrina, Coorong and Murray Bridge councils and liaise with Mayoral offices to obtain signatures.

#### **7.6. Any other business?**

### **8. NEXT MEETING**

Date: 19 October 2018

Time: 9.30am for 10am start

Location: Coorong District Council, 95-101 Railway Terrace, Tailem Bend

### **9. CLOSE**

*The Murray Darling Association acknowledges and thanks Alexandrina Council for their support in hosting this meeting of MDA Region 6.*

# Murray Darling Association Inc.



## Region 6 Ordinary Meeting

Friday 15 June 2018 10am

### Venue

Mobilong Suite, Local Government Centre,  
2 Seventh Street, Murray Bridge

## Minutes

### 1. ATTENDANCE

#### 1.1. Present

##### Voting Members:

Cr Vern Leng	Coorong District Council
Cr Frank Tuckwell	Alexandrina Council
Heather Barclay	Rural City of Murray Bridge
Cr Julie Barrie	Coorong District Council
Clem Schubert	Rural City of Murray Bridge

##### Guests:

Vincent Cammell	Coorong District Council
Shen Mann	MDA-R6 Executive Officer
Tony Wilson	Rural City of Murray Bridge
Peter Wright	Coorong District Council
Peter Smith	MDA Region 5

#### 1.2. Apologies:

Adrian Pederick	Member for Hammond
Cr Michael Scott	Alexandrina Council
Cr Featherston	Alexandrina Council
Glenn Rappensberg	Alexandrina Council
Malcolm Downie	Rural City of Murray Bridge

### 2. WELCOME

2.1. **Housekeeping: Fire safety, toilets & catering.**

2.2. **Conflict of interest: Material / Actual / Perceived**

### 3. MINUTES OF PREVIOUS MEETING – Attachment A

#### Resolution

That the minutes of the previous meeting of MDA-R6 held on 27 April 2018 be accepted as a true & correct summary of those meetings.

**Moved Vern Leng – Seconded Frank Tuckwell  
CARRIED**

#### 4. BUSINESS ARISING

Nil

#### 5. STANDING ITEMS

##### 5.1. Action List

Attachment A

Outstanding items from the Action List were reviewed. A revised Action List is attached to these minutes.

##### 5.2. CEO's Report

Emma Bradbury

Nil – Emma unavailable.

##### 5.3. Chair's Report

Acting Chair, Cr Barrie

Julie noted that Coorong District Council has received letters from Tony Pasin MP, Hon David Littleproud MP and Hon Tim Whetstone MP in response to concerns regarding the National Carp Control Plan. Shen had previously circulated the response from NCCP to Dr Paula Reynolds of Lincolnshire Fish Health via email to MDA-R6 members dated 10May 2018.

##### 5.4. Executive Officer Report

Shen Mann

- Actioned items from 27 April 2018 meeting of Region 6
- Provided advice to MDA-R6 re Labor/Coalition deal on Greens disallowance motion
- Invited River Lakes & Coorong Action Group to consider membership of Region 6
- Invited Southern Fisherman's Association to consider membership of Region 6
- Organisation of South Australian inter-regional meeting
- Provided content for May edition of MDA Newsletter
- Supported meeting of Region 6 Executive – 1 June 2018
- Actioned items from 1 June 2018 meeting of Region 6 Executive
- Attended State Government Coorong Summit – 5 June 2018
- Promoted attendance at Coorong Summit on Alexandrina website & Facebook
- Liaised with Region 6 communications officers re marketing brand for Region 6
- Provided advice re suggested MDA-R6 advocacy response to Min-Co meeting on 8 June 2018

ACTION: Shen to brief Alexandrina Council on role and activities of MDA at August 2018 Council Briefing at request of Cr Stewart.

ACTION: Shen to liaise with Heather Barclay re dates for briefing Rural City of Murray Bridge on role and activities of the MDA.

ACTION: Shen to brief Coorong District Council on role and activities of MDA after LG elections i.e. December 2018/January 2019.

##### 5.5. Media Comments

All

ACTION: Shen to draft Letter to Editor on behalf of Mayors from Alexandrina, CDC and RCMB and submit to Advertiser for publication re outcomes of June 2018 Min-Co meeting.

## 6. GENERAL BUSINESS

### 6.1. MDA National Conference - Delegates

The Murray Darling Association 74<sup>th</sup> National Conference & AGM is being held in Leeton, NSW from 29-31 August 2018.

Region 6 Member Councils have each appointed the following Member Council Delegates to attend, participate and vote at the AGM:

- Alexandrina – 2 Member Council Delegates – Cr Featherston and Cr Tuckwell (proxy Cr Scott)
- Coorong – 1 Member Council Delegate – Cr Barrie
- Murray Bridge – 2 Member Council Delegates – Cr Schubert and Heather Barclay
- Tatiara – 1 Member Council Delegate – Cr Hannemann

Pursuant to clause 16(10) of the MDA Constitution, Region 6 is also entitled to appoint three additional Regional Delegates to attend and vote at the MDA AGM. Shen Mann (Executive Officer), Glenn Rappensberg (Alexandrina Council) and Cr Vern Leng (Coorong District Council) have nominated themselves for appointment as Regional Delegates. Further nominations for Regional Delegates will be sought from the floor, with preference given to any private members who wish to attend the AGM.

#### Resolution:

That pursuant to Clause 16(10) of the MDA Constitution, Shen Mann, Glenn Rappensberg and Vern Leng be appointed by Region 6 as Regional Delegates to attend and vote at the 2018 MDA AGM in Leeton.

**Moved Heather Barclay – Seconded Clem Schubert  
CARRIED**

**Note: Shen has since liaised with Emma Bradbury re Clause 16(10) of the MDA Constitution. Emma has advised that Councillors/Council Officers of Member Councils cannot be appointed as Regional Delegates which means the motion above is invalid. Accordingly, Region 6 will not have any Regional Delegates eligible to vote at the 2018 AGM.**

### 6.2. MDA National Conference – Motions

The Region 6 Executive proposed a motion regarding climate change adaptation for the Coorong and Lower Lakes whilst Cr Leng proposed two motions, one in relation to regional boundary review and a second in relation to upgrading weir infrastructure.

#### Resolution:

That MDA Region 6 support the following motion being put to the 2018 MDA AGM:

*That the Murray Darling Association calls on the South Australian and Federal Governments to undertake a detailed climate vulnerability assessment and adaptation plan for the Coorong and Lower Lakes, which should include but not necessarily be limited to:*

- a) modelling the impacts of varying levels of sea level rise and river flows on the functioning of the Coorong and Lower Lakes system;*
- b) a review of existing literature and commissioning of further modelling and research to evaluate the likely social, economic, environmental and cultural impacts of possible adaptation responses; and*



- c) *delivery of a supporting community education and engagement strategy in order to facilitate informed community discussion about a preferred climate change adaptation pathway for the Coorong and Lower Lakes system.*

**Moved Vern Leng, Seconded Clem Schubert  
CARRIED**

Resolution:

That MDA Region 6 support the following motion being put to the 2018 MDA AGM:

*Noting the 2016 AGM motion to review regional boundaries and the outcomes of the MDA planning workshop held in February 2017, that the Murray Darling Association, through its Regions and Member Councils, initiate proceedings towards redefining regional boundaries so as to entice greater membership and promote active engagement by reducing travel distance to regional meetings.*

**Moved Vern Leng, Seconded Clem Schubert  
CARRIED**

Resolution:

That MDA Region 6 support the following motion being put to the 2018 MDA AGM:

*Noting that the majority of River Murray weirs are of a “stop-log” design which spill surface water from the high side of the weir, that the Murray Darling Association call on the Basin States and Federal Government to investigate the benefits of upgrading outdated River Murray weir infrastructure so as to enable improved scouring of the river bottom to reduce build-up of salinity, heavy metals and debris. Noting that salinities are highest in the Lower Murray, such investigations should commence with the oldest pool weir at Blanchetown.*

**Moved Clem Schubert, Seconded Vern Leng  
CARRIED**

Cr Schubert expressed concern about the lack of action taken by the MDA in relation to previous AGM motions regarding the need for Basin States to proactively investigate alternative sources of water (such as desalination and recycled wastewater) in order to supplement reduced flows within the Murray-Darling Basin.

Resolution:

That the MDA-R6 Executive advocate at Board level for specific action to be taken to progress clause (b) of Motion 5.13 from the 2016 Dubbo Conference with respect to the investigation and development of secure alternative water sources to supplement the water resources of the Murray-Darling Basin system. These alternative water sources could include desalination and recycled wastewater.

**Moved Vern Leng, Seconded Frank Tuckwell  
CARRIED**

**6.3. South Australian Inter-Regional Meeting**

Shen Mann

A joint meeting of Regions 5, 6, 7 and 8 has been scheduled for 10am – 2.30pm on Tuesday 17 July 2018 at LGA House. The purpose of the meeting is to share and discuss matters of state significance in the management of Basin water resources. The Hon David Speirs MP, Minister for Environment and Water, will attend as guest speaker along with the MDBA’s Acting Chief Economist Phil Townsend and Chairman Neil Andrew. A speaker on salinity management has not been secured.

ACTION: Secure a speaker on salinity management for an upcoming ordinary meeting of MDA-R6.

#### 6.4. The Coorong Summit

Shen Mann

On Tuesday 5 June 2018 the State Government hosted The Coorong Summit at the behest of the new Minister for the Environment, David Speirs. MDA-R6 was represented by Shen Mann (Executive Officer) and Mayor Neville Jaensch, Deputy Mayor Sharon Bland, Cr Barrie and Cr Leng of Coorong District Council.

The Summit is part of a broader push by the Minister to attract Federal Government investment into the region to address the ongoing degradation of the Coorong and in particular the poor health of the South Lagoon. The Summit gathered together nearly 100 stakeholders including scientists, policy experts, traditional owners, industry and community representatives to explore a long-term vision for the South Lagoon and to identify priority actions to improve its health.

Key themes to emerge from the Summit were:

- the importance of managing the Coorong, Lakes & Murray Mouth region as an integrated system;
- secure funding for long-term monitoring is absolutely critical – science first, policy second;
- need for research & modelling to better understand:
  - nutrient cycle and interaction between salinity/nutrients and algae/ruppia;
  - likely impacts of climate change and the costs/benefits of potential adaptation options;
  - and
- elevating profile of Coorong via education/engagement/tourism.

The outcomes of the Summit will be combined with the findings of an expert scientific panel into a draft report which will be released for public consultation in the coming months. The final report will then be transformed into a business case for Federal Government investment by September 2018.

**ACTION:** That Coorong District Council (with support from the MDA-R6 Executive Officer) liaise with State Government to ensure that local communities are appropriately and comprehensively engaged in developing the recommended actions for improving the health of the Coorong arising out of the Coorong Summit.

#### 6.5. Strategic Directions

Shen Mann

The current priority is implementation of the key actions from the Engagement Strategy which includes organising the inter-regional meeting, developing local marketing material for Region 6, recruiting new members and supporting our regional community to engage with the State Government with respect to the actions needed to restore the health of the Coorong and in particular, the South Lagoon. The next priority is researching and developing a position for Region 6 (which can inform the position of MDA Inc) on the revised criteria to be developed for the neutral socio-economic impact test which will underpin recovery of the 450GL upwater pursuant to the Basin Plan. The outcomes of the inter-regional meeting will help inform this position.

#### 6.6. Coorong Dire Straits Tour Proposal

Vern Leng

A local community member has developed a proposal for a 2-day community event to raise awareness about the plight of the Coorong. Cr Leng provided an update in his capacity as a committee member of the River Lakes & Coorong Action Group.

**7. NEXT MEETING**

Date: 17 August 2018

Time: 9.30am for 10am start

Location: Large Meeting Room, Alexandrina Council, 11 Cadell Street, Goolwa

**8. CLOSE**

*The Murray Darling Association acknowledges and thanks Rural City of Murray Bridge for their support in hosting this meeting of MDA Region 6.*

## MDA Region 6 - Minutes Action List - as at 15 August 2018

Minute	Item	Details	Responsible Person	Target Completion Date	Notes	Review
April 2017 April 2018	9.4	Lake Albert-Coorong Connector <ul style="list-style-type: none"> <li>- Write to DEWNR seeking confirmation regarding the Lake Albert connector to seek if it is still under consideration.</li> <li>- Speak with Faith Coleman</li> <li>- Determine position of current MP for McKillop, Nick McBride.</li> </ul>	Chair/EO	August 2018	Will potentially be reconsidered for investment by new Liberal State Government to address plight of Coorong South Lagoon. EO to advocate for further investigations via State Government consultation process.	Meeting with Faith scheduled
002/17 April	6.1	Invoices for membership to be sent out to members with a uniform due date prior to June 30 each year.	Chair/Emma	July 2018	Angus has confirmed invoices for 18/19 will be sent on 1 July 2018. EO to undertake recruitment drive in collaboration with Chair once new marketing material available.	
006/15 Oct	5.4	<b>MDA Region 6 Executive Officer – 1 day per week for 12 months</b> Jointly funded by Alexandrina, Coorong and Murray Bridge (\$7K each). Position advertised on 8 December 2017 and applications close 5 January 2018. Selection panel to include representation from each Council. At conclusion of 12 months, R6 will review the effectiveness of the position with a view to recommending its continuance and funding.	Alexandrina	February 2019	Shen Mann of Alexandrina Council appointed in February 2018. Review of position to occur prior to Feb 2019 in time for 19/20 budget bid cycle.	
002/15 Oct	4.1	<b>Facebook Site for MDA-R6</b>	Chair/EO		Emma advised V. Leng that MDA presence on FB is preferred via the main MDA Facebook page. Future role of Facebook in MDA-R6 communications to be discussed with Council communications officers with a view to developing a proposal for R6 to consider.	Meeting with communications officers held in June 2018. Courtney Blacker engaged to assist with MDA-R6 marketing with support from Coorong District Council.



\* Denotes Item Completed & will be removed next meeting

## MDA Region 6 - Minutes Action List - as at 15 August 2018

Minute	Item	Details	Responsible Person	Target Completion Date	Notes	Review
Feb 2018	4.2	<b><i>Future of the Barrages</i></b> Anne Liddell to provide regular updates on progress to each R6 Ordinary Meeting.	Anne Liddell/EO	Ongoing	Letter sent to Minister 3 August 2018	
Feb 2018	5.4	<b><i>Regional Secretariat Position Description / Task List</i></b> Shen to work with Emma to develop standardised position description/task list for regional secretariats.	EO	As time allows		
Feb 2018	6.1	<b><i>Priorities from Strategic Directions Report</i></b> EO to prepare Engagement Strategy (Priority 3), Scoping Briefs for Priorities 2a, 2b and 2d and a response to MDBA socio-economic data (Priority 4a)	EO	Ongoing	Engagement Strategy presented at April 2018 meeting and branding proposal at August 2018 meeting (Priority 3). MDBA Chief Economist invited to inter-regional meeting on 11 July 2018 (Priority 4a).	Recommendation= focus on providing information & facilitating debate re water quality via State Government consultations on restoring health of Coorong.
Feb 2018	6.2	<b><i>City of Victor Harbor</i></b> Barry & Keith to jointly approach new CVH CEO with respect to membership of the MDA.	Chair/Keith Loeser	August 2018	R6 marketing collateral being developed to support recruitment drive.	
April 2018	6.3	<b><i>Engagement Strategy</i></b> <ul style="list-style-type: none"> <li>- All MDA-R6 members to provide details to Shen of industry &amp; community stakeholder groups to be approached for Organisational Membership of MDA-R6</li> <li>- Organise meeting of Council media/communications officers to workshop branding for MDA-R6 i.e. region name &amp; key messages.</li> </ul>	EO	Update in August 2018	Meeting of communications officers held in June 2018. Courtney Blacker engaged to assist with MDA-R6 marketing with support from Coorong District Council. Support for branding being sought at August 2018 meeting.	
June 2018	5.4	<b><i>Council Briefings</i></b> EO to brief Alexandrina in August 2018, liaise with Heather re 2018 briefing for RCMB and brief Coorong post-LG election	EO	August 2018	Alexandrina – rescheduled to September	



\* Denotes Item Completed & will be removed next meeting

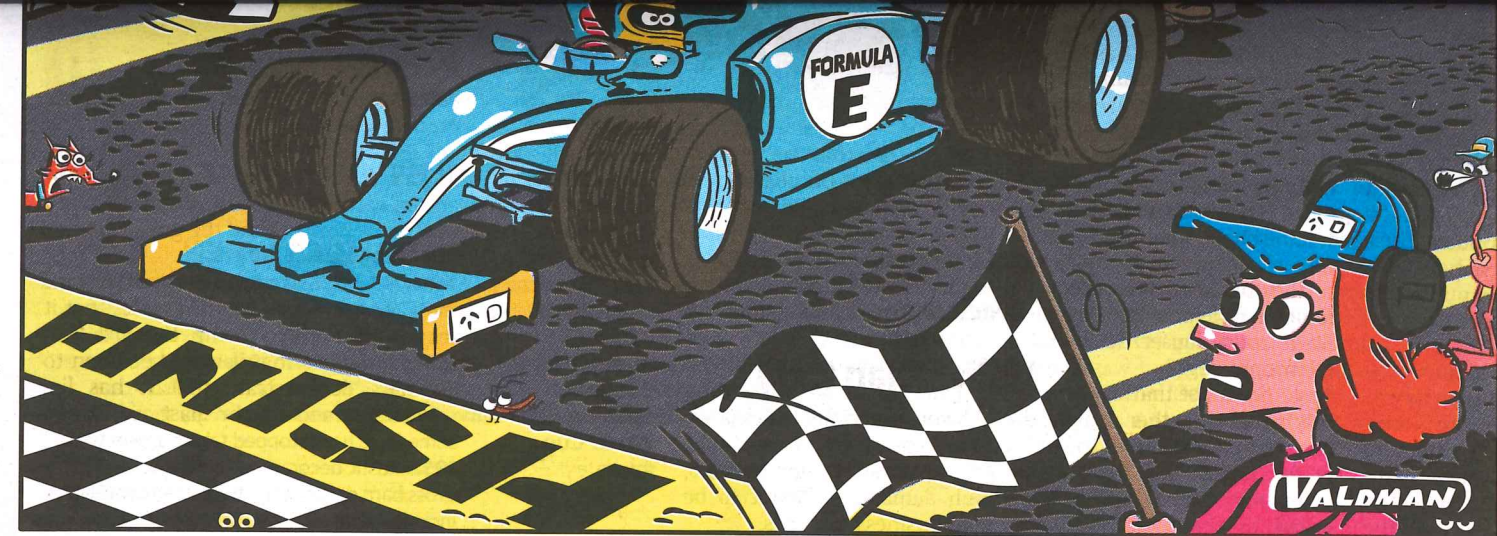
## MDA Region 6 - Minutes Action List - as at 15 August 2018

Minute	Item	Details	Responsible Person	Target Completion Date	Notes	Review
June 2018	6.3	<b>Ideas for guest speakers at future meetings</b> <ul style="list-style-type: none"> <li>- Jarod Eaton</li> <li>- Professor Mike Young</li> <li>- Salinity Management</li> <li>- Goyder re alternative water sources for urban areas i.e. desal &amp; recycled</li> </ul>	EO	As appropriate	Review appropriate time/topic to invite speakers that aligns with Strategic Directions.	
June 2018	6.4	<b>Coorong Summit</b> EO to liase with State Government re hosting a local consultation forum in collaboration with Coorong District Council once draft report has been released for public consultation.	EO	Report back August 2018	Offer has been extended to DEW – who have indicated willingness to work together to host local consultation events. Waiting on update re dates for consultation.	



\* Denotes Item Completed & will be removed next meeting





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## Play by the rules

THE communities of Alexandrina, Coorong and Murray Bridge councils were watching closely as SA's new Water Minister attended his first meeting of the Murray-Darling Basin Ministerial Council earlier this month.

We welcome the return to a more bipartisan approach to the Basin Plan after months of crisis and many are relieved to see its implementation after being on the brink of collapse, particularly the communities who have the most to lose from its failure.

Nonetheless, this is not the time for South Australians to be complacent. The big issue of the day was securing the 450GL of environmental water needed to keep the Murray Mouth, Coorong and Lower-Lakes in good health.

Minister David Speirs says a pathway for recovering the 450GL has now been secured, but we remain cautious about the increasing number of limitations being placed on recovery of this water. South Australia must vigilantly ensure that new criteria for assessing socio-economic impacts of water recovery are not used as a political plaything ahead of the forthcoming Victorian and NSW elections.

In the days before the Ministerial Council meeting, we heard news of upstream irrigators bussing themselves into Canberra to argue that return-

ing 450GL to the river will devastate their local economies and communities – but not recovering this environmental water will also have economic and community impacts.

Water reaching the Murray Mouth flushes salt to the sea and sustains the unique ecological values of the Lower Lakes and Coorong, but along the way it supports our local agriculture, fishing, wine and tourism industries.

Lack of flows has far-reaching consequences for our economy and our people. We know all too well the devastating impacts of not enough water.

And so our message is a simple one – we're all in this together. In a changing climate, communities up and down the river are all in the process of adjusting to a future with less water.

When the next big dry hits, and it will – perhaps it's already here – South Australians need surety that upstream states will play by the rules. Those rules include all Basin states acting in good faith to prioritise delivery of the 450GL.

**KEITH PARKES** (Alexandrina Council Mayor), **BRENTON LEWIS** (Rural City of Murray Bridge Mayor) and **NEVILLE JAENSCH** (Coorong District Council Mayor).

## Where's Lucy?

SENATOR Lucy Gichuhi, at a time when you are attracting much negative publicity, here's

a chance for a positive action. Can you enlighten your SA constituents what actions you are taking to represent our state to ensure that the royal commission into improper water practices in the Murray-Darling Basin proceeds without political interference that would gag employees from giving evidence?

**PETER TURNBULL,**  
Stonyfell.

## Advice welcome

TORY Shepherd has written a page about what women should not have to do for their safety ("Blaming women is not going to stop violence", *The Advertiser*, yesterday).

Most people would agree that women should not have to change their behaviour in order not to get raped.

However, Tory forgot to add any commonsense advice of what they should do until the authorities can come up with an effective solution. Good ideas would be welcome.

**ANDREW SNIEDZE,**  
Tranmere.

## There's more!

THE Edinburgh tidal pool is not the only one in South Australia (*The Advertiser*, 15/6/18). There has been a tidal pool at Kingscote on Kangaroo Island for over 50 years.

It is maintained by the local council and I swim there most mornings, enjoying the sun rise and pristine sea water flowing through.

**ALISON UREN, KI.**

## I'll be back

A VERY big thank you Mike Eley of Alberton ("If only", *The Advertiser*, yesterday). It is pleasing indeed to be appreciated. However, I am pretty sure that my crown would not fit you as my wife is forever telling me that I have a big head.

I had been giving my letters to her to post but found them at the bottom of the bin. So, as soon as she lets me out of the toolshed, I'll be back.

**WAYNE NICHOLLS,**  
Royston Park.

## VICE-REGAL

YESTERDAY morning at Government House, His Excellency the Governor received The Honourable Steven Marshall MP, Premier of SA.

Afterwards at the Adelaide Town Hall, the Governor officially launched World Refugee Day 2018 organised by

the Australian Migrant Resource Centre and the City of Adelaide Council. Later the Governor addressed a gathering at the 140th anniversary of the laying of the foundation stone of the Adelaide Children's Hospital hosted by Women's and Children's Health Network.



## **MDA Region 6: A new name to engage a new audience**

### **Background:**

In June 2018, Communications experts from the three member Councils (Murray Bridge, Coorong and Alexandrina) met with the Executive Officer to workshop ideas and priorities to help reinvigorate the public interest in MDA Region 6 – with a focus on overarching goals (see below).

From this, we have developed a range of draft concepts for consideration, including:

- **New name:** A list of proposed new public title options for the MDA Region 6
- **New tagline:** Potential taglines to complement the new title
- **Public call to action:** One key priority 'action' message we want the wider public group of stakeholders (of MDA Region 6) to take in 2018.
- **Key messages:** Key public messages based on the region's top four priority areas for advocacy

Once a decision has made as to a proposed new title/tagline, further work can be done to develop:

- Web content for each Council
- A local region promotional flyer/brochure
- Media release/campaign promoting changes

Recommend future actions to support the renaming/issue elevation in to the public sphere, include:

- PR/media campaigns
- Social media campaigns
- Wider-reaching marketing campaign – including stories from region (focussing on real people, representing different demographics)

*Please note: Limited resources have been available in developing this, and for this reason, wider rationale and extended background has been omitted. More information can be provided upon request.*

### **Key considerations:**

#### **Immediate priority issues of the MDA Region 6 is advocating for are:**

- Ensuring 450GL environmental water as per Basin Plan
- Managing impacts of carp control proposals
- Restoring health of Coorong South Lagoon (specifically relating to salinity/algae)
- Adapting to climate change (including sea level rise and barrages)

#### **Overarching goals of the MDA-R6:**

- Retain existing members of MDA-R6
- Recruit new members including non-member Councils, individual champions and key industry/community groups
- Increase collaboration between MDA-R6 and other SA regions
- Maintain a collaborative working relationship with MDA Inc
- Increase community awareness of the purpose & role of the MDA & MDA-R6
- Engage with key stakeholders to gather & share information and to develop & implement plans for addressing priority issues
- Represent the needs, challenges & aspirations of our membership & communities to key influencers & decision-makers in all three levels of government



### New title concepts:

1. Future Flows (focus on sustainability for future generations)
2. Working for Water (conjures 'roll up sleeves' message of action)
3. Our River. Our Voice. (simple and collective message creating feel of ownership of issues)
4. Together for flows (reiterates collective efforts – both of 3 levels govt, and community)
5. Flows for our Future (focus on sustainability for future generations)
6. Vital Flows (creates a sense of urgency on issue)
7. Murray to Mouth (incorporating to key water bodies, plus play on 'CPR') – could additionally add tagline of: *Helping breathe life back in to our River system*
8. This River of Ours (evokes feeling of responsibility)
9. Our River Future (simple and collective message creating feel of ownership of issues)
10. Our River's End (Gives geographical significance, reminds wider audience of importance of MDB end point)

### Draft tagline proposals:

- A. Defending the Murray and Coorong for future generations
- B. Protecting the future of our River
- C. Standing together to protect the Murray and Coorong
- D. Working together to ensure the Murray and Coorong future
- E. A voice for the communities of the Lower Murray, Lakes and Coorong

### Recommended TOP 6 options:

- **FUTURE FLOWS:** *Defending the Murray and Coorong for generations to come*
- **OUR RIVER. OUR VOICE:** *Protecting the future of our Murray and Coorong*
- **WORKING FOR WATER:** *A voice for the Lower Murray, Lakes and Coorong communities*
- **VITAL FLOWS:** *Standing together to protect the Murray, Lakes and Coorong*
- **MURRAY TO MOUTH:** *Helping breathe life back in to our Murray and Coorong*  
*or*
- **MURRAY TO MOUTH:** *Breathing life into the Lower Murray, Lakes and Coorong*
- **STAND TOGETHER:** *Defending the Murray and Coorong for future generations*

### Membership drive - proposed tagline/s:

- One small commitment. One big opportunity.
- One small commitment from you, means one big opportunity for our region.
- One small commitment from you, means a future for our region.
- One small commitment from you, might be the difference for our River system.
- One small commitment from you, makes a world of difference for our future.

## Proposed 'Call to action' messages for key audiences:

le – what are we asking people to do?

[Note: Needs more work. Courtney/Shen to review after R6 meeting on 17 August 2018]

## Proposed/draft CTA's for key stakeholders:

### General public

- *Are you passionate about the future of the Murray, Lakes and Coorong water resources? You can help strengthen our region's influence on the State and Federal government decision-makers by becoming a member now.*
- *We have power in numbers. Join us now and help strengthen our voice with State and Federal decision makers.*
- *Are you passionate about the future of the Murray, Lakes and Coorong? Want your voice to be heard by State and Federal Governments? Join us and help strengthen our influence on decision makers.*

### Local champions

- *It's time to stand together for the lower Murray and Coorong communities. Stand with us and be heard. Join the [insert new name here] now and help us fight to keep our environment alive for the next generation.*

### Existing members

- *We are the voice for the lower Murray and Coorong communities. We have strength in numbers and your commitment ensures our priorities stay on the State and National agenda.*

### Organisations / businesses

- *Is your organisation impacted by the health of the Murray, Lakes and Coorong? Now is the time to join forces and help us influence decisions made by State and Federal Governments.*
- *One small commitment from you, can make a huge difference to our region's water resources.*
- *We all rely on the health of the Murray and Coorong. Now it's time to stand together and ensure our communities have a strong future.*

### Non-member Councils

- *We are the voice for local government in the management of the Basin water resources. Join now, set your local priorities and bring them to the State and National table. We are stronger together.*
- *It's time to consider the future of your community. Commit to [insert new name here] now and help put our Murray and Coorong priorities on national agenda. Standing together can make a huge impact.*

### Existing-member Councils

- *Your local Council is part of a nationally influential voice. By working together we are making a difference to ensure the health of the Murray and Coorong for future generations. Set your local priorities and bring them to the State and National table.*

## Media

- *We are the voice for local government in the management of the Basin water resources. We stand together to ensure the water priorities of our region are heard at State and National level. We're an advocacy group led by experts and supported by passionate local people. Support us, support a healthy future for our region.*

DRAFT