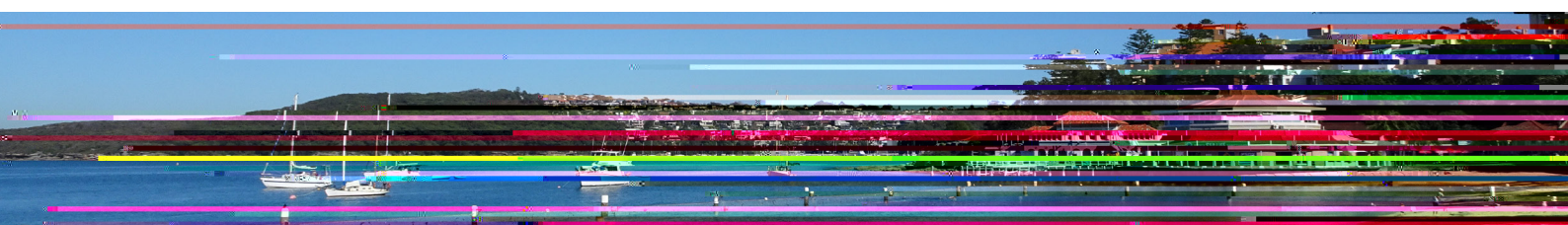
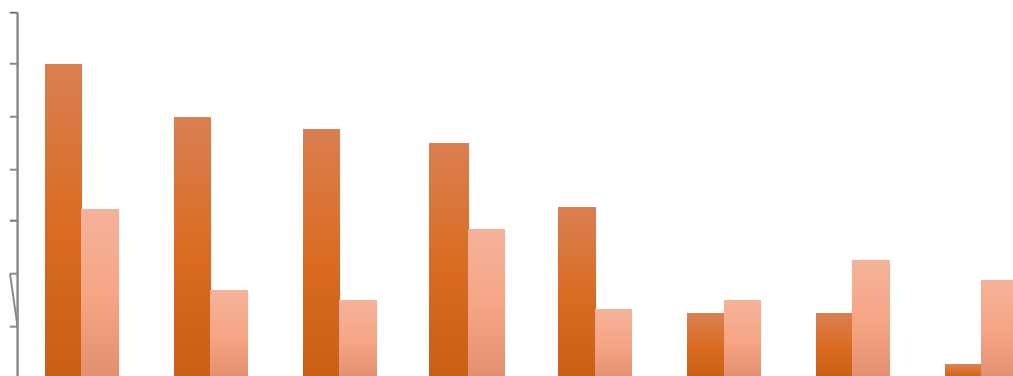


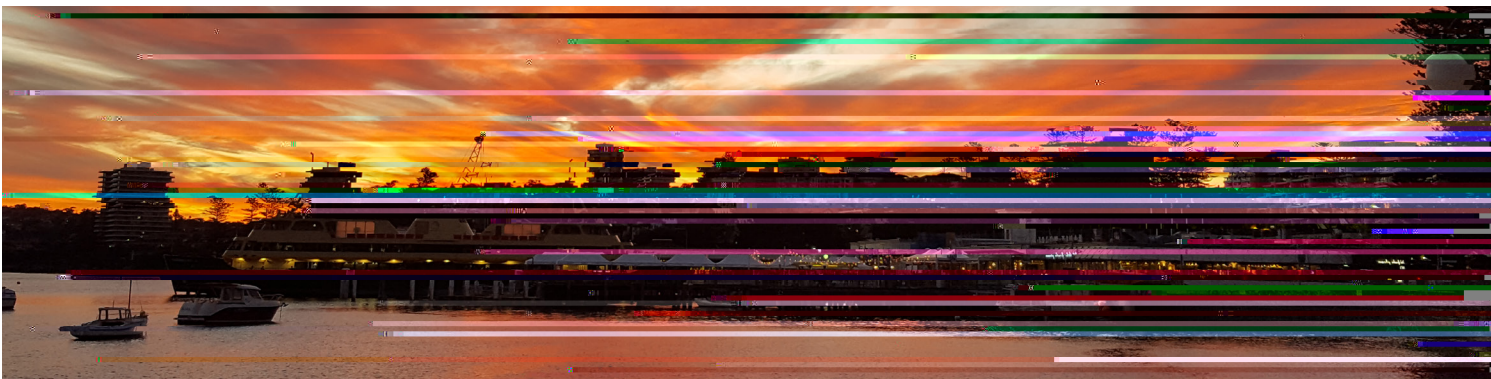
Why is this important?

Community engagement can be defined as a two-way process of dialogue regarding the concerns, needs and values of the community, which can be incorporated into policy development, planning, decision-making, service delivery and assessment. It is a vital component of successful coastal management practice and is dependent upon mutual understanding of key terminology and topics by all stakeholders. Results of the MyCoast Study found a distinct contrast between what coastal management professionals think the NSW coastal community understands about coastal erosion, inundation, sea level rise and severe coastal storms, and what the NSW coastal community actually understands about these hazards.

The MyCoast NSW study asked NSW Coastal Management Professionals (CMPs) what communication mediums they had previously used to inform their community about coastal erosion, coastal inundation, sea level rise and severe coastal storms, and which mediums they considered to be the 'best' forms of communication (Figure 1). While most had previously used community forums and considered these to be the best communication medium, there also appears to be recognition of social media and television news/documentary, rather than print media (e.g. brochures), and dedicated websites as effective ways to engage the community. The latter presumably have the potential to reach a greater target audience.



Information sources





Information sources

What do people need to know and what do they want to know?

The MyCoast NSW Study asked NSW Coastal Management Professionals what they think are the most important aspects of coastal erosion and inundation that the NSW coastal community should be educated about (Figure 4). It also asked NSW General Coastal Users