

# Saving Erindale Road Bushland

## Campaign Strategies

Presenters: Marie Giorgi & Sonya Elek



friends of

ERINDALE ROAD

BUSHLAND 

Care. Connect. Conserve.

# Erindale Road Bushland

BAI Communications, global company headquartered in Canada, proposes to clear 13.55ha of the bushland for residential development

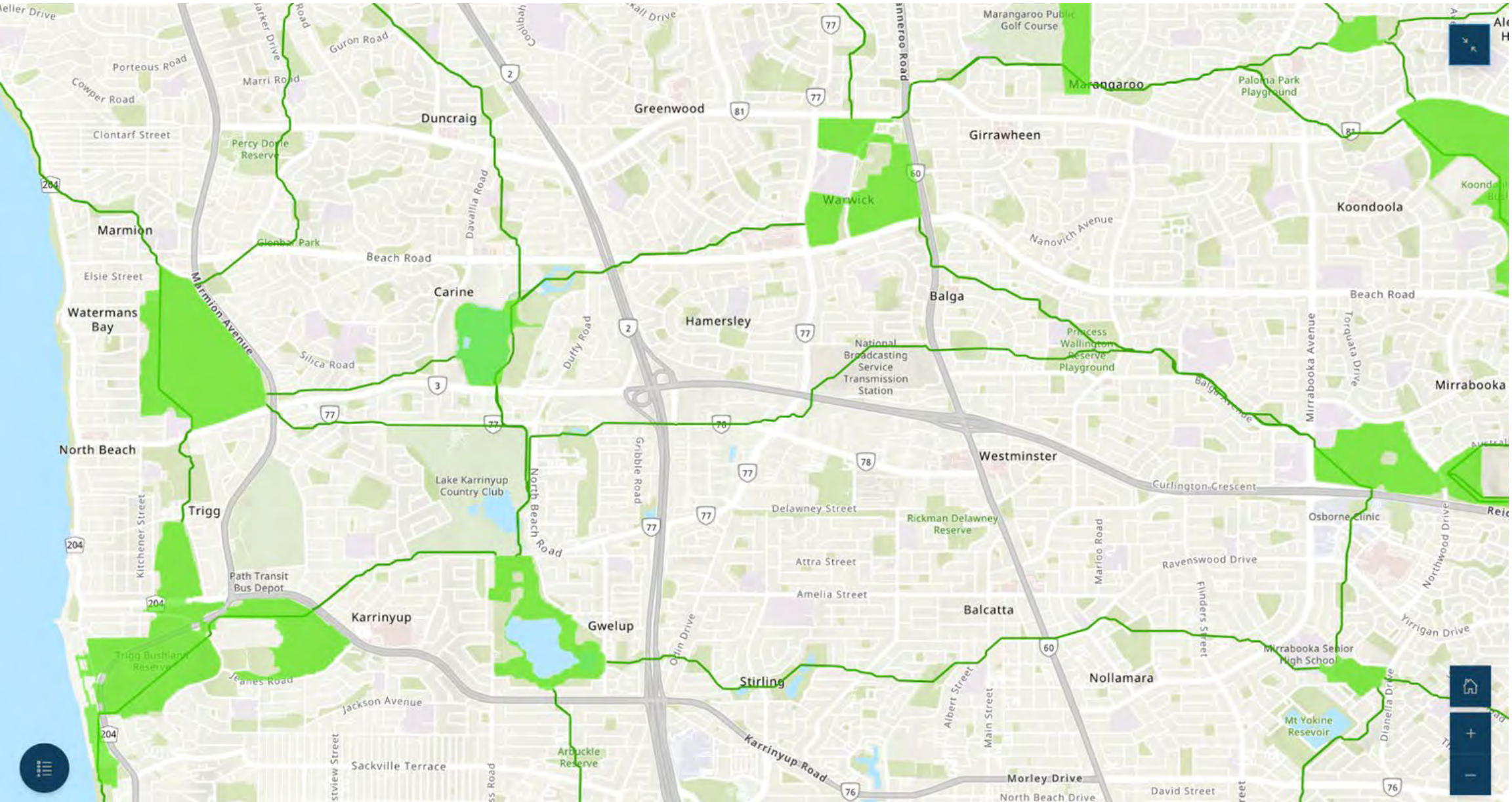


Figure 2: Aerial Photograph

# Why we want to protect Erindale Road Bushland

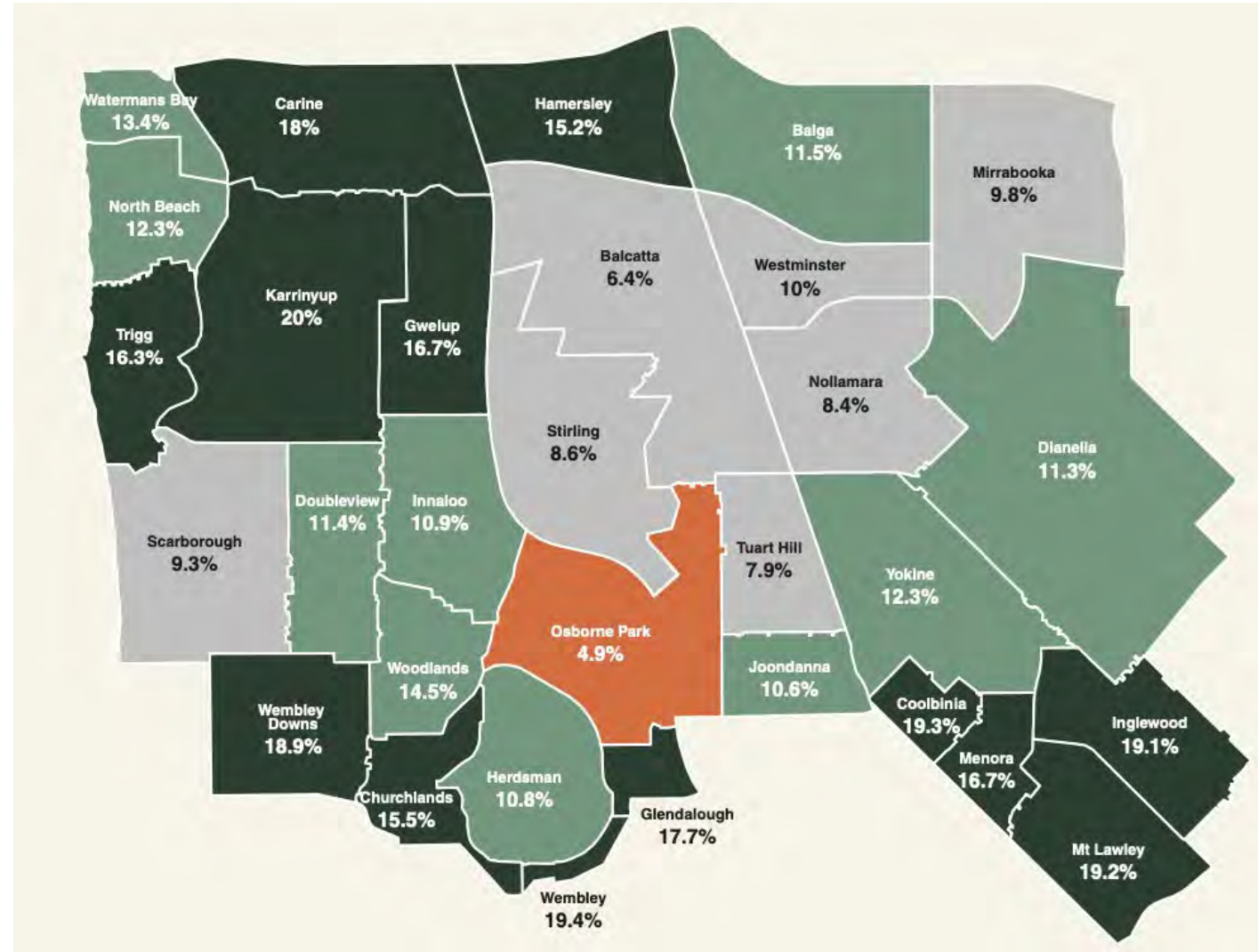


# Wildlife Corridors

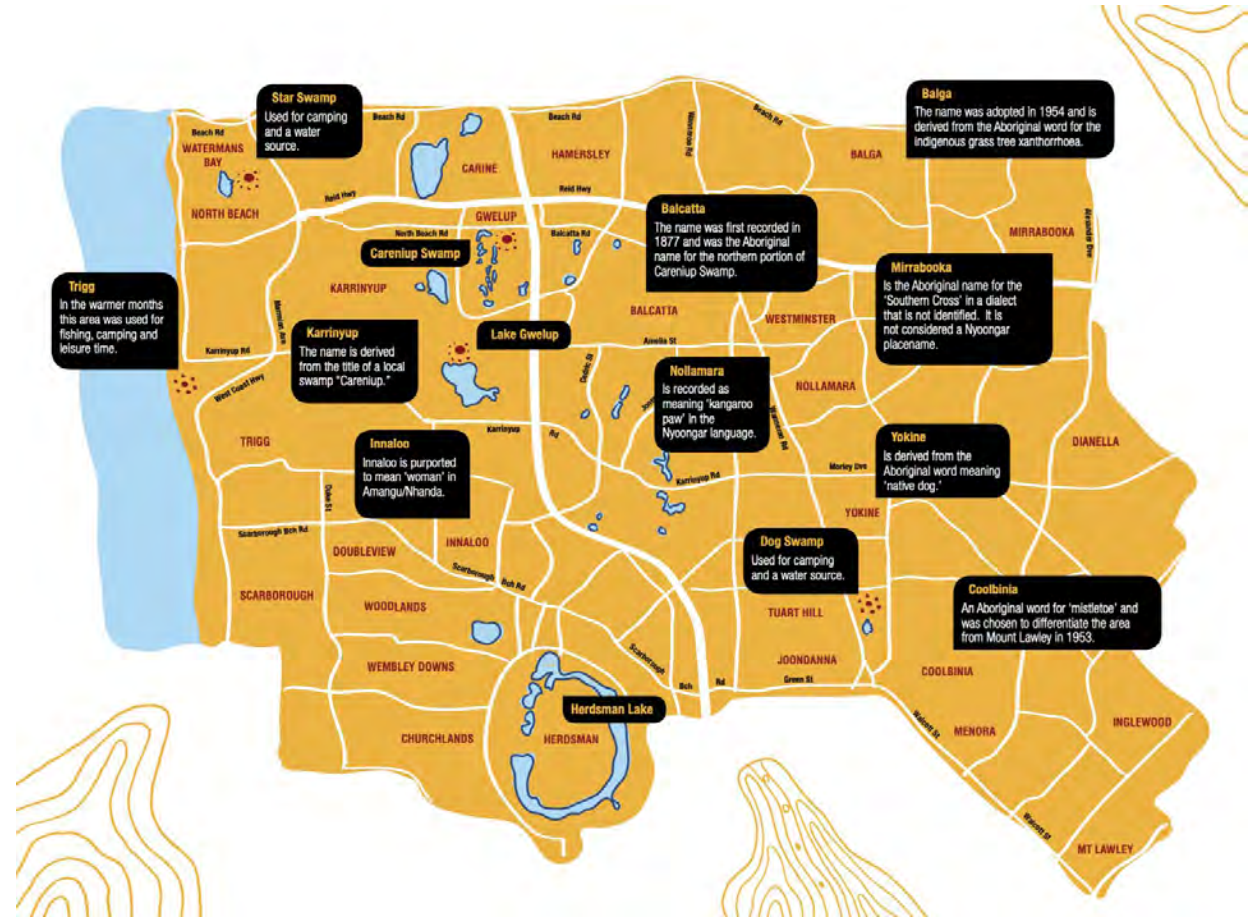


# Declining Urban Tree Canopy

- Clearing the Erindale Road Bushland would reduce Hamersley's canopy cover to 13.9% (Cr L. Thornton).
- The City of Stirling's Urban Forest Plan includes a target of 18% average canopy by 2040.
- Each year the City of Stirling is losing *four times* more canopy than it grows.



# Value to Humans



# Engaging the Community

- Community action group formed in 2019
- Aims and objectives:
  1. To campaign to protect and conserve the bushland.
  2. To raise public awareness and understanding of the conservation and environmental values of the Banksia and Tuart woodland.

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# Campaign History and progress





# Overview of Strategies

1. Educating and engaging with community to build visible support
2. Lobbying decision makers

# Building Support: Social Media



Instagram Log In Sign Up

erindaleroadbushland Follow Message

20 posts 30 followers 100 following

Save Erindale Road Bushland  
Volunteer effort to protect & save Erindale Road Bushland  
179 Erindale Rd, Hamersley WA 6022, Perth, Western Australia  
facebook.com/groups/321138535444056

Save ERINDALE ROAD BUSHLAND

Fundraising



Friends of Erindale Road Bushland (Save Hamersley Broadcast Tower Bushland)

Public group · 896 members

+ Invite Share

Discussion Featured Events Media Files People

Write something...

Anonymous Post Photo/video Poll

Featured Add

Marie Raheb  
March 16 · 🌐  
On 28 February 2024, Hon Ayor Makur...

About

Group name: Friends of Erindale Road Bushland (Save the Hamersley Broadcast Tower Bushland)  
Site location: 179 Erindale Road, Hamersley (Lot 80... [See more](#))

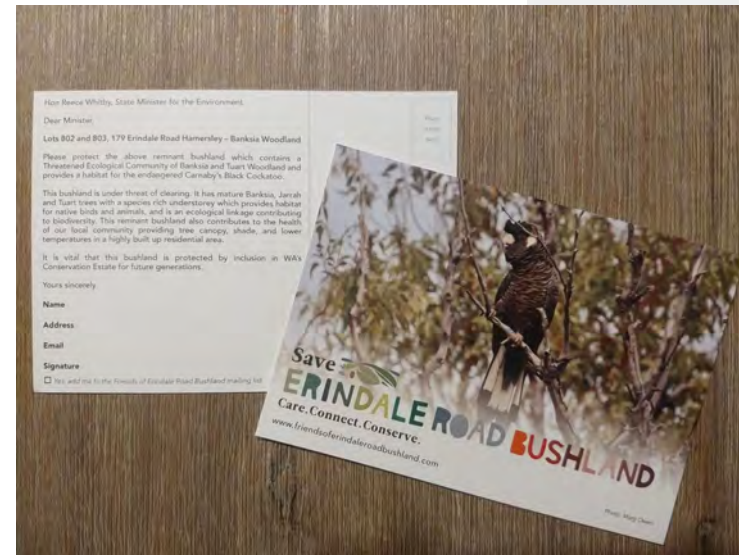
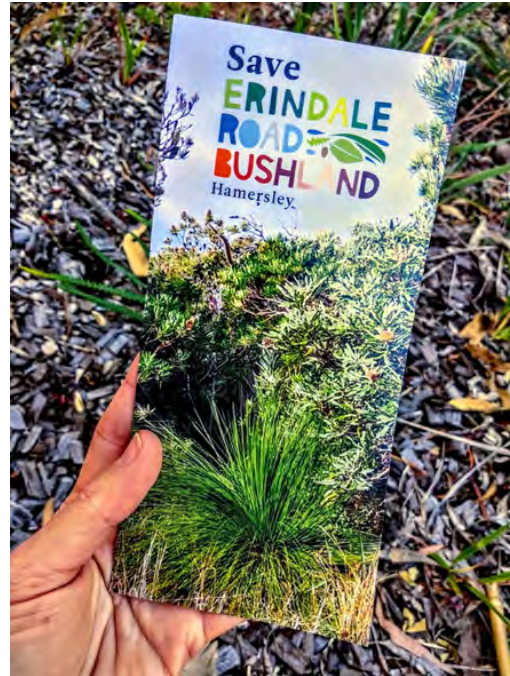
Public  
Anyone can see who's in the group and what they post.

Visible  
Anyone can find this group.

[Learn more](#)

# Building Support: Printed Materials

- Fliers
- Postcards
- Bumper stickers
- Banner
- Verge signs



# Building Support: Website

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### Working together to save the Hamersley Broadcast Tower bushland

60% of Banksia woodlands has already been lost!

Black cockatoo numbers have declined by 50% in 50 years!

We must do everything we can to protect ALL remaining Banksia woodlands.

The Friends of Erindale Road Bushland is a community action group created in 2019 in response to plans to clear a large portion of the bushland bound by Erindale Road, Reid Highway and Lennox Place (the bushland on which the Hamersley broadcast tower is located). The site is located in the suburb of Hamersley in the City of Stirling, Perth, Western Australia. The group was originally established by concerned Hamersley residents and now includes individuals from across Perth who value this ecologically significant site.

[JOIN OUR ACTION TEAM TODAY](#) Membership is free and open to all ages.

We acknowledge the Traditional Owners of this land, the Mooro people whose land lies within Whadjuk Noongar country and within the City of Stirling local government area. We pay our respects to Elders past, present and emerging.

Site location:



# Building Support: Email

- Mailing list
- Newsletters



Dear Marie

## Welcome to Makuru!

Spanning across June and July, this Noongar season is typically the coldest and wettest time of the year. You'll see waterways and lakes fill during this time and an increase in Marlee (Black Swans) as they prepare for breeding season.

During this season, plants such as Puyenak (*Hovea pungens*), Koorla (*Hardenbergia comptoniana*) and Kulurda (*Eucalyptus rudis*) begin to flower.

Credit: [ReWild Perth](#)



# Building Support: Stalls

- Petitions
- Form letters
- Mailing list
- Fliers
- Postcards



# Building Support: Events

WA Tree Fest workshop



Guided fence walks

# Building Support: Media

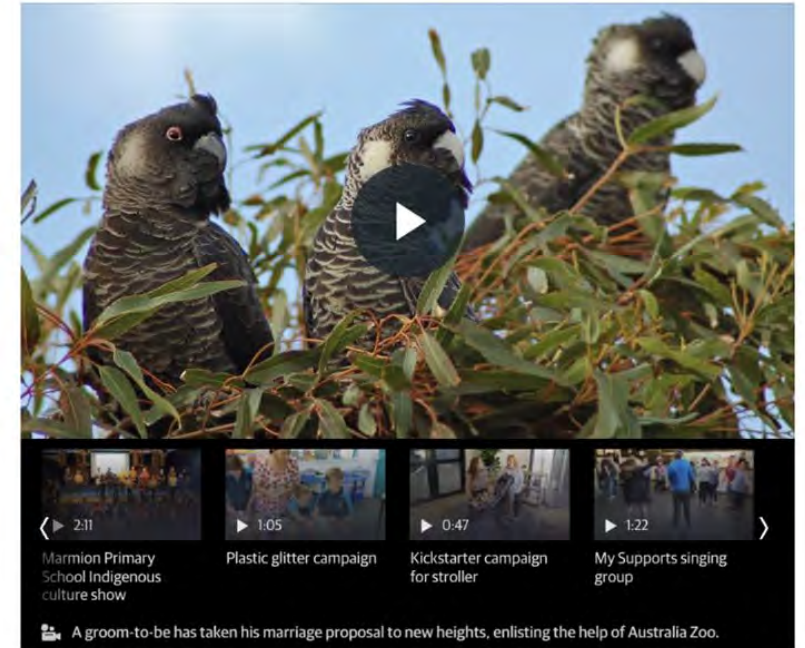
- Newspaper articles
- Letters to the Editor
- Radio
- Media releases - local radio and print news



Hamersley mum Marie Giorgi at the fenced-off Erindale Road bushland with daughters Viola, 3, and Scarlet, 6. Credit: Nadia Budihardjo

## Small win in fight to save native bushland on Erindale Road in Hamersley

<https://www.perthnow.com.au/local-news/perthnow-stirling/small-win-in-fight-to-save-native-bushland-on-erindale-road-in-hamersley-c-6831688>



## Hamersley locals in fight to protect black cockatoo breeding ground

<https://www.perthnow.com.au/community-news/stirling-times/hamersley-residents-fight-to-protect-black-cockatoo-breeding-ground-c-2052213>



# Building Support: Money

- Bank account
- Donations (online, in person)
- Fundraising - Grill'd, CFC
- Grants - UBC



GOAL: \$884



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powered by CauseVox



# Building Support: Connecting with other Groups

- UBC & Friends groups
- BirdLife WA
- Growing a sustainable community: Kingsley and Surrounds
- Hamersley Habitat Garden
- Wadjak Northside
- Save the Black Cockatoos
- Wildflower Society of WA
- WA Tree Canopy Association
- Hamersley Scouts



# Lobbying: Letters

Friends of Erindale Road Bushland  
Record of communication – updated May 2024

Date	Agency/Decision Maker/Individual	Purpose/Content	Method	Response
19 May 2024	Hon Michelle Rowland MP Minister for Communications	Following up the advice received from her <a href="#">Department</a>	Email	
26 April 2024	Hon Tanya Plibersek MP Minister for the Environment and Water	Follow up re delivery of postcards	Email	
18 April 2024	Hon Reece Whitby Minister for Environment	Follow up re delivery of postcards	Email	
16 March 2024	Hon <a href="#">Ayor Makur Chuot</a> MLC Member for North Metropolitan Region	Thank you for tabling our petition and support in writing a submission to the Standing Committee on Environment and Public Affairs	Email	
2 October 2023	Hon <a href="#">Ayor Makur Chuot</a> MLC Member for North Metropolitan Region	Follow-up from meeting 26 September	Email	
20 September 2023	Candidates for Mayor: IRWIN, Mark RE, Elizabeth  Candidates for Hamersley Ward:	Questionnaire seeking views regarding the protection of the bushland at 179 Erindale Road Hamersley	Email	Responses from Mark and Elizabeth <a href="#">received</a>  Phone response from Chris Hatton indicating that he would

# Lobbying: Building Relationships

- Local council
- State MPs
- Federal MPs
- CEOs



# Lobbying: Petitions

- Hard copy
- Online



## Legislative Assembly

Thursday, 25 November 2021

**THE SPEAKER (Mrs M.H. Roberts)** took the chair at 9.00 am, acknowledged country and read prayers.

### REMNANT BUSHLAND — HAMERSLEY

#### *Petition*

**MRS J.M.C. STOJKOVSKI (Kingsley — Parliamentary Secretary)** [9.03 am]: I have a petition from 1 381 petitioners that has been certified by the clerks and is couched in the following terms —

To the Honourable the Speaker and Members of the Legislative Assembly of the Parliament of Western Australia in Parliament assembled.

We, the undersigned residents of Western Australia note that land at Lots 802 and 803 179 Erindale Road Hamersley was until 1999 owned by the Commonwealth Government on behalf of the people of Australia for the purposes of communication before it was privatised, and is now owned by BAI Communications, an international company with headquarters in Toronto, Canada and offices in New York, London, Hong Kong and Sydney. BAI Communications is seeking to develop for housing, 13.5ha of this remnant threatened and rapidly declining Banksia and Tuart Woodland of the Swan Coastal Plain.

We ask the Legislative Assembly to protect this important bushland at Lots 802 and 803 179 Erindale Rd Hamersley for the people of Western Australia because:

1. This area is recognised as a nationally protected threatened ecological community under the Commonwealth Environment Protection and Biodiversity Act 1999;
2. It is a habitat, nesting and foraging area for the endangered Carnaby's Black Cockatoo;
3. It provides a bio-link with other remnant banksia woodland in the northern suburbs;
4. Its clearing would result in a significant loss of tree canopy in the surrounding area.

[See petition 23.]

# Using Supporters' Skills

- Social Media connections
- Graphic Design (logo, t-shirts, fliers, bumper stickers, verge signs, postcards)
- Photography
- Website design

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# How can you help save our bushland? We need you!

- 1 Follow us on social media
- 2 Join our committee
- 3 Contact the decision makers
- 4 Sign our postcards - join our mailing list and tell your friends!
- 5 Do you have any other talents, skills or knowledge to share?

# Workshop coming up!

Any day now, the Environmental Protection Authority (EPA) will put out a call for public comment on the proposal to clear the bushland at Erindale Road Hamersley and we will only have a two-week window to make our voices heard. Join us to write a submission of your own at our Submission Writing Workshop!

Join our mailing list and keep an eye on your email for details coming soon!



[friendsoferindaleroadbushland@gmail.com](mailto:friendsoferindaleroadbushland@gmail.com)



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