



Emerald Link conservation economy proposal

Two Roles Available:

- 1) Regional Advocate (Mallacoota)**
- 2) Regional Advocate (Orbost, Cann River)**

About the Emerald Link and the roles:

The Emerald Link is a conservation economy proposal centred around the forests of East Gippsland. It proposes to protect the last intact native vegetation from the alps to the coast anywhere on mainland Australia. It looks to build social and economic opportunities in East Gippsland through forest protection, management and nature-based tourism, to build resilience in local communities, and keep people living and working in the region. More information on the proposal is here <https://www.emeraldlink.com.au/>

There are four icon areas within the Emerald Link proposal. These are Errinundra (Bonang/ Bendoc/ Tubbut / Goongerah), Kuark (Cabbage Tree, Bemm River, Cann River, Orbost), Nunniong (Buchan, W-Tree, Gelantipy), Coopracambra Coast (Mallacoota).

The Emerald Link seeks applications for two regionally-based, part-time Regional Advocate roles to support promotion of the Emerald Link concept and lead local business and community advocacy for the Emerald Link proposal.

One role will work with local communities in the Coopracambra Coast Icon area (Mallacoota).

A second role will work with local communities in the Kuark Icon area (Cabbage Tree, Bemm River, Cann River, Orbost).

The roles will work collaboratively as part of a team of four Regional Advocates working across the East Gippsland region.

Overview / scope of roles:

The two Regional Advocates will work collaboratively as part of a team of four regionally-based part time advocacy roles across the East Gippsland region, to lead local business and community advocacy for the Emerald Link proposal in the area.

Each Regional Advocate is primarily responsible for promotion of the Emerald Link in their local Icon area while working as part of a larger team promoting opportunities across the East Gippsland region.

Each role involves a \$10,000 contract to deliver on a work plan in your own time, over the course of 12 months starting Oct 2021 negotiable. Additional budget is available to cover transport and meeting costs. The role reports to the Emerald Link project management team, through a partnership with the Goongerah Environment Centre and The Wilderness Society.

Purpose of roles:

Advocate for the Emerald Link, in each identified region/icon area, by raising conversations* with:

1. the community,
2. the business sector,
3. tourism bodies,
4. existing local government processes
5. Traditional Owners, and
6. other networks.

Work Plan deliverables over the 12 month tenure:

1. Refine one draft, preliminary conservation recreation proposal (i.e. equivalent or complimentary to Sea to Summit) for the each local icon area **
2. Report back to communities within each local icon area, so as to keep communities informed. Document and report on the process.
3. Organise two events to introduce the EL concept, promote discussion and garner support for EL in regional communities.
4. Work with Emerald Links' experienced grant writers to identify a small scale infrastructure project that will help promote awareness and appreciation of nature and people living and working in the region (note - this proposal is small and simple compared to the conservation economy proposal under point1). Consult and refine with communities in each local icon area and assist in the production of a funding proposal/application under relevant grant schemes such as for bushfire recovery.

5. Identify and support two Emerald Link champions within each local icon area in order to develop and facilitate local leaders who will grow support for the EL in the region in a volunteer capacity - through existing and developing networks, community groups, and business exchanges (and to help ensure community voices, preferences and expertise is embedded in the advocacy for the EL).
6. Secure further formal correspondence from community, business sector, tourism bodies and other networks to government advocating for the Emerald Link.
7. Assist in the production of content, in line with agreed communications processes, for promotion of the Emerald Link in traditional, digital and social media.
8. Work closely with the project management team to stay updated and engaged over continuing dialogue with traditional owner groups and, where appropriate, facilitate opportunities for traditional owners to engage with nature based tourism proposals within the Emerald Link in accordance with their aspirations for management of traditional land and waters.
9. Participate in existing East Gippsland Shire Council processes engaging the community to invite conversations about the Emerald Link* ,generate draft conservation recreation proposals.** and promote the visitor economy
10. Work closely with the project management team to stay updated and engaged over continuing dialogue with traditional owner groups and, where appropriate, facilitate opportunities for traditional owners to engage with nature based tourism proposals within the Emerald Link in accordance with their aspirations for management of traditional land and waters.

*Inviting conversations about the Emerald Link means:

1. to share the vision and the information about the conservation values, as well as the opportunity these all provide for nature-based tourism and local business operations, and
2. gather feedback for ongoing dialogue about creating the Emerald Link by protecting the icons (in particular) and establishing nature-based tourism infrastructure to support the Emerald Link and to bring people to the region.

**Including preliminary, draft information as follows:

1. Proposed draft location and/or route - map and description
2. Overview of natural values
3. Initial opportunities for recreation infrastructure
4. Possible name - as proposed by the community / EL advocates
5. If feasible, draft budget.

Emerald Link Advocacy Roles - Key Selection Criteria:

Essential

- Qualifications or demonstrated experience in a community development role, with an understanding of community development principles
- Well networked and connected in East Gippsland, with an understanding of the barriers and opportunities in the area
- The ability to work unsupervised, be self-motivated and accountable to multiple stakeholders
- Public speaking skills
- Report-writing skills
- Experience in working in community organisations
- Driver's licence and own car
- Competent use of commonly used computer software (MS office, internet, email, photos)

Desirable

- Experience in use of social and traditional media
- Experience in developing communication materials for a variety of audiences, including community, business and government
- Understanding of working with local traditional owners
- Experience with and commitment to consensus decision-making

Applications with resume and letter addressing the key selection criteria should be emailed to tomcrookprojects@gmail.com by 5pm on Friday October 15th

Please contact: Tom Crook, Emerald Link project facilitator, on 0417 557 114 for further information