

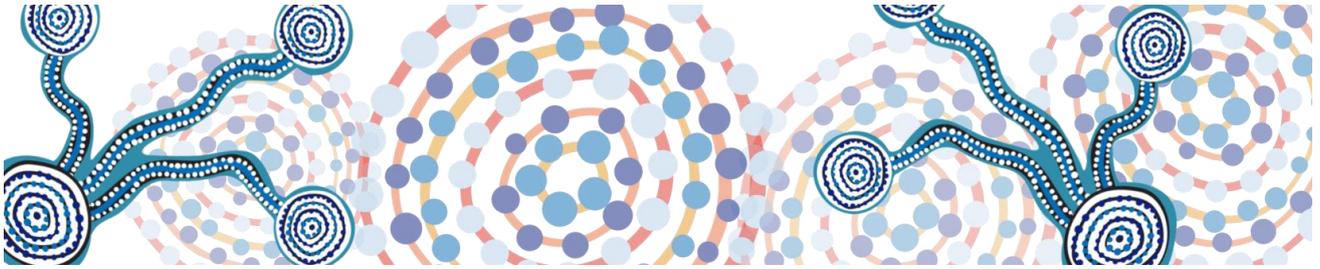
## PRACTITIONER PRESENTATION

### Changing Tides with community, business and government entities in remote and regional areas in Northern Australia

Ricki Hersburgh, Plastic Oceans Australasia

#### Abstract

- Plastic Oceans Australasia is dedicated to changing the world's attitude to plastic within a generation through educational programs underpinned by global scientific and marine research. Working with community groups, businesses, and individuals, we offer informative education programs to encourage schools and community groups to live more sustainably without plastic.
  - The presentation will showcase the obstacles that remote communities face, how to overcome barriers to entry such as communication and funding models, environmental issues and COVID -19 fallout. We will share the positive outcomes to date and what is to be expected by the people, the environment for future change.
  - **Challenges for remote communities by councils', businesses and the groups themselves;**
    1. Logistics:
      - It is a very remote region so all supplies must come by boat or air.
      - Many of the communities are situated on islands and there is a lack of interconnection
    2. Communication
      - Aboriginal language groups with English the last language used.
      - The Aboriginal languages are mostly only spoken.
      - significant culture dichotomy very prevalent understandably.
    3. Funding
      - Minimal funding available to local Government for recycling/waste and often involves is significant cost matching.
  - **We will share how we overcome barriers to entry**
    1. Funding
      - Developing partnerships with businesses by focusing on engagement.
      - Slow long-term education/awareness program delivery by local teachers/rangers that aren't looking at "quick fix" approaches. Expectations and realistic deliverables in behaviour change paramount.
    2. Communication
      - Delivery is needed in the language specific to the region. The utilisation of "local champions" is necessary as many of these languages are mostly spoken so the delivery of education though written words will only reach a small percentage of the population.
- Positive outcomes expected by the people, the environment and future change.**
- Provide a structure and framework to communicate ideas and social changes in remote communities using delivery methods appropriate to the community.
  - Developing community development approach focused on empowerment and collaboration.



## Acknowledgement

Ricki Hersburgh acknowledges the Traditional Custodians of the land on which we meet and pays respects to their Elders past and present.

Acknowledgement also to East Arnhem Regional Council and Veolia

## Speaker Profile

Appointed four years ago by the Producer of the award-winning documentary “A Plastic Ocean” and Founder of Plastic Oceans UK, Ricki brings a wealth of knowledge and expertise to the region having worked internationally and locally with several environmental organisations. Focussed on education, sustainability and resource recovery, Ricki leads a dynamic team who work tirelessly to stem the tide of plastic entering our waterways and oceans. An avid ocean lover, Ricki is passionate about environmental outcomes that deliver impactful change.

## Website links

→ <https://www.linkedin.com/in/ricki-hersburgh-13a82448/>

