



CONVENTION ON WETLANDS
(Ramsar, Iran, 1971)



WHAT WAS YOUR BEST CEPA INTERVENTION IN THIS TRIENNIUM?

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Jenny TOMKINS
CEPA Government Focal Point, Australia



What was your key message?

Wetlands are an important part of the Australian landscape which provide services including habitat, breeding sites, clean water, food production and recreation.

Your Position/Role and Country:

Assistant Director, Wetlands Section, Australian Government Department of Sustainability, Environment, Water, Population and Communities; Government CEPA National Focal Point, Australia

Title of your CEPA activity/product

Discovering wetlands in Australia – Primary school classroom kit
Available at: www.environment.gov.au/water/publications/environmental/wetlands/classroom-kit.html

Other collaborators – please identify other organizations that assisted you or were your partners

Christine Prietto, Australia's NGO CEPA Focal Point for the Ramsar, was engaged as a wetland education expert to review the material and ensure that it was accurate and appropriate for the target audience.

Key stakeholder group(s) targeted by your product/activity (e.g. decision-makers, teachers, families, journalists etc.)

The classroom kit is targeted at upper primary school students and teachers (Years 3-6), but is also appropriate for use in wetland education centres and by the general public.

When did this event take place/when was your product launched?

The kit was launched on World Wetlands Day (2 Feb) 2011, the 40th anniversary of the Ramsar Convention.

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Brief description of your product/ activity / material you used

The kit includes the following materials:

- a classroom teaching unit
- student fact sheets
- origami – frog, turtle and pelican
- word activities linked to the classroom teaching unit
- a DVD of wetland videos
- a set of subject book stickers

The teaching unit assists classes to investigate Australia's wetlands, gain an understanding of the diversity of wetland ecosystems in Australia, broaden understanding of wetlands and their importance to the Australian environment and learn about the Ramsar Convention and internationally important wetlands in Australia. The kit was promoted through the Australian Sustainable Schools Initiative, Wetland Education Centres, the Australian Wetlands Alliance network and other networks, and was also available on the Department's website.

What was your intended outcome from this product/activity? (e.g. change in behaviour of target group; volunteer help with a wetland project; newspaper article)

The kit was designed to help students think about the role of wetlands and their importance, and to recognise that we should all take responsibility for their conservation.

What kind of impact did this activity/product have on the target audience?

The kit was circulated widely and was so popular that a reprint of 1,000 copies was required. It was used by schools and wetland/environmental education centres where it engaged students through fun activities and raised awareness of wetlands and their values.

Is there a follow-up activity/product planned, if yes briefly describe

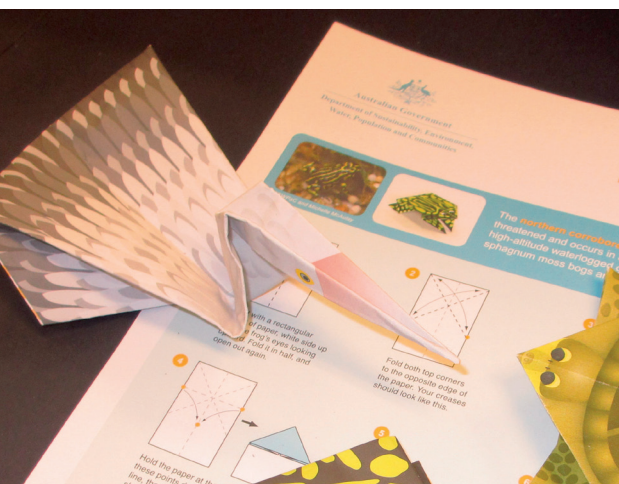
A flyer was produced to advertise the kit, and a reprint was undertaken. There is potential for additional fact sheets to be included. Origami from the kit was included in the CSIRO's Scientriffic magazine for kids.

Why do you identify this as your best CEPA intervention? What makes it stand out?

A variety of activities and resources (printed, audio-visual, action-based) made this an attractive and effective tool for educating students and the general public about Australia's wetlands.

What was the source of your funding?

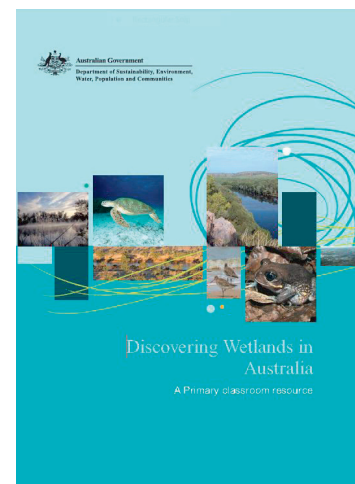
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