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KNP - overview for Min

From: Natalie Peters
 To: Tamsin Lloyd
 Date: Thu, 03 Aug 2023 22:29:38 +1000

Hi Tamsin,

Brief summary for when we chat to the Minister...

I did the one-pager a while ago but I think she just wants the run through of the next few days.

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KOSCIUSZKO NATIONAL PARK WILD HORSE MANAGEMENT MEDIA PLAN SUMMARY

Objective:

- * To clearly explain the process of amending the *Kosciuszko National Park Wild Horse Heritage Management Plan*.
- * To articulate and convey the rationale for control measures including aerial shooting.
- * To build and demonstrate support for those measures.
- * Provide stakeholders and the community factual and relevant information.
- * Minimise negative sentiment.

Risks:

- * Communication of key message and facts does not reach the broader community.
- * Fear of the unknown – correct level of detail on proposed methods during consultation phase.
- * Stakeholder and community outrage leading to negative media coverage.
- * Significant opposition from extreme wild horse advocates who claim there are only 3,000 horses.
- * Reputational and safety risks – Minister, Government, NPWS, staff.

Method:

- Phase 1 - Announce and exhibit plan amendment
- Phase 2 - Finalise and adopt amendment
- Phase 3 - Release population survey results, detail on method
- Phase 4 - Implement control program, method, carcass management
- Phase 5 - Maintain population

Phase 1:

- Fri 21 July: Minister and Premier visit KNP to assess damage and meet staff

- w/c 24 July: Finalise Presser, Med Release, Q&A, Media Pack, contacts etc

- Fri 4 August

- * Min calls

- Sun 6 August

- * Min calls
- * Coordinate reax releases from key stakeholders

- Mon 7 August

- * 0700 Media Alert to newsrooms – Nat to call press gallery members, and key media supporters
- * Send embargoed release, call Ray Hadley
- * 0830 Media arrive, embargoed copy of release
- * 0900 Media Conference – Media Room 52MP
- * 1000 – Minister social media post
- * 1100 on – radio interviews TBC (Hadley, Glover)
- * Nat – coordinate reax releases/socials
- * Nat – coordinate reax interviews for radio – Valentine Knight, O’Keefe, Stanley, Fordham, Laws etc
- * Levi – coordinate media conference
- * Phoebe – film media conference and upload to DropBox straight away
- * Phoebe – monitoring social media for allies, and filtering comments

- Tue 8 August

- o Drop follow up info/angles to media
 - o * Case studies of shooting in Royal NP and Kakadu
 - o * Count methodologies
 - o * Endangered animals in KNP

Media Conference:

- * Level 6 Media Room, 52 Martin Place
 - o * Booked 0800-1000
 - o * Flags?
 - o * Min notes on lectern

- * Six posters of endangered animals – easels?
- * Printed releases and Q&A
- * Natalie Peters with Minister
- * Levi Joule with journos
- * Phoebe Fuller filming media conference and uploading to Dropbox, then uploading social tiles

Minister's Media Pack for presser

- * Media Release
- * Q + A sheet
- * One pager – what does the Min need?
 - * Numbers and dates
 - * 13 species

Phase 1 Media Pack – Distro from PO at 0900 Monday 7 August

- * Media Release (pdf with dropbox link)
- * Q and A (pdf with dropbox link)
- * How to have your say – one pager?
- * Media Content in Dropbox
 - * Media Release PDF
 - * Q&A PDF
 - * Footage
 - *
 - * Photos
 - * Kosci landscape with horses
 - * Endangered animals – with captions
 - * Pristine / trampled river photos
 - * Interactives
 - * Maps
 - * Footage of Media Conference with Min Sharpe
 - * Will be uploaded ASAP

Additional material – MO can hand/email to individuals

- * Spokespeople/advocate contact list – to suggest interviews to journos/producers

Natalie Peters

Director of Communications

Office of the Hon Penny Sharpe MLC

Minister for Climate Change

Minister for Energy

Minister for the Environment

Minister for Heritage

Leader of the Government in the Legislative Council

NSW.GOV.AU

52 Martin Place
Sydney NSW 2000



I acknowledge the traditional custodians of the land and pay respects to Elders past and present. I also acknowledge all the Aboriginal and Torres Strait Islander staff working with NSW Government at this time.

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- Spokespeople/advocate contact list – to suggest interviews to journos/producers
 - o RSPCA
 - o Invasive Species Council
 - o Ant Sharwood
 - o Chris Bath
 - o
 - o

Media Team to prepare:

- List of journos/allies for Nat to call
 - o Ant Sharwood
 - o Chris Bath
 - o Deb Knight
 - o James Valentine
 - o Chris O'Keefe
 - o Richard Glover
 - o John Stanley
- List of Media/Comms Staff to call
 - o Susie Diver – Snowy Monaro Council
 - o TBC – Snowy Valleys Council

TBC

- Easels
- Use of images of Premier and Minister assessing the damage in KNP
- Minister clothing Monday (consider flags, posters)
- Sunday practice with Min

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Received by	SCENN HILL
Date:	2/11/23
Resolved to publish	Yes / No

Kosci

From: Natalie Peters
 To: ZzZ Snowy Monaro communications
 Date: Mon, 07 Aug 2023 10:20:40 +1000
 Attachments: 230807 - PENNY SHARPE - MEDIA RELEASE - Proposed amendment to Kosciuszko wild horse management.pdf (161.21 kB)

Hi Susie,

Here is the release. And guidance for reception – this was my internal to staff so obviously edit!

Thank you for your help with this – I'll touch base later.

Nat

Hi Roshai and Josh,

We are expecting to receive an increased number of phone calls to the office following the announcement about wild horses in Kosciuszko National Park.

The public can give feedback – but it has to be written – you do not need to take feedback from callers.

Some individuals and groups have strong, passionate views about the topic. But we are taking a zero-tolerance approach to all correspondence, including phone calls, that are harassing or threatening.

If you are being harassed or threatened in any way, or someone is just being rude, you have the Minister's full support to simply hang up the phone call.

We'll check in with you, but please sing out if you need support or assistance.

I have attached the media release and some background info in case you want to know more, but here are the basics...

The NSW Government is considering a proposed amendment to the way wild horses are managed in Kosciuszko National Park.

You can submit feedback until the 11th of September.

To have your say, you need to provide a written submission, either by post or online.

The deadline is 11th of September 2023.

You cannot have your say over the phone.

You can:

- Complete an online survey or submit an online form

Go to www.environment.nsw.gov.au/wildhorseees

- Email npws.wildhorses@environment.nsw.gov.au

- Post to:
 The Project Team, Kosciuszko National Park Wild Horse Heritage Management Plan
 National Parks and Wildlife Service
 PO Box 472
 Tumut NSW 2720

Natalie Peters
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Received by	SCOTT HILL
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Kosci post - final version

From: Natalie Peters
To: Phoebe Fuller
Cc: Sharpe Media Levi Joule

Date: Tue, 08 Aug 2023 21:06:07 +1000

Thanks for putting this together Phoebe – it's good, slight change so I could add in 'other methods would remain' angle. Here's the final...

Can you please print it for the Minister to cast an eye over before we post.

We are seeking feedback on a proposed amendment to the Kosciuszko National Park Wild Horse Heritage Management Plan. The proposed change would allow aerial shooting as an additional option for the control of wild horses, alongside existing methods. Kosciuszko National Park is a special and precious place. It has Australia's tallest mountains, rugged landscape and species found nowhere else in the world. But it is in grave danger. Native animals and plants are at risk of extinction due to introduced animals, including wild horses. Under the current Plan, the NSW Government is legally required to reduce the wild horse population to 3,000 by 2027. The ability to conduct aerial shooting as a control method, consistent with the highest animal welfare standards, could be an important addition to current techniques. We are strongly encouraging the community to provide feedback on the proposed amendment, up to the 11th of September 2023. A final decision will not be made until all feedback has been considered.

To give feedback please click the link below.

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Kosciuszko NP - Background prep

From Natalie Peters
To: OEH OCE Public Affairs Branch Mailbox
Cc: Sharpe Media
 Tess Hilleard
 , Claire Allen
 Tamsin Lloyd
Date: Thu, 10 Aug 2023 11:28:02 +1000

Hi all,

Can I please request an updated Q&A document including the arguments against the amendment that have popped up since the announcement?

We have a better idea now of what the Minister and Premier will be asked – so let's bring the issues into one place.

It can be a few pars per response, doesn't have to be a full brief.

We have a list already, but there are some that have popped up – plus Greg's emails

- * Count method criticism
 - * Ray has had a few angles on this – in Greg's notes
 - * Cairns survey methodology is flawed, confidence interval is too wide, and Claire Galea should be tasked with a more reliable survey
 - * The Minister supported previous parliamentary recommendations that DPE use enhanced survey methodologies for kangaroos, but doesn't support this for horses.
 - * There are more likely to be 2,000 horses rather than 14,000,
- * Horse management is ideologically motivated and designed to eradicate all horses -- NPWS wants to kill 100% of horses
- * Claims NPWS deliberately shoots mares in foal, and therefore not complying with legislation
- * What efforts are being made to kill other feral pests in KNP (use data from NPWS submission to Senate Inquiry)
- * When will you know when there are 3,000 left
- * Snowy 2.0 will inundate part of the National Park. Will that do more damage than horses?
- * NPWS is already shooting horses from the air.
- * People were shot at by NPWS targeting horses (means deer)

Some that I'll prepare

- * Is this genuine consultation
- * The Minister asked questions about the count method when it was counting kangaroos – why is she trusting these figures?
- * Wasn't an election promise
- * This is a test of Premier's leadership, because Minister leads "the powerful left faction"
- * Minister failed to repeal the Kosciuszko wild horse heritage legislation in 2019

- * Minister Sharpe and former Minister Kean were ideologically motivated against colonial heritage

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