



Parks Victoria April 2021 Board Meeting Report

The Parks Victoria Board met on Tuesday 25 April 2021 to discuss a range of important issues and opportunities. The highlights of the meeting are outlined below.

Victorian Murray Floodplains Restoration Project

The Board received a briefing from the Executive Director and the Director Statewide Infrastructure and Rural Strategy Division from the Department of Environment, Land, Water and Planning.

Warburton Mountain Bike Trail Project – Environmental Effects Statement Text

The Board received a detailed briefing from Management and discussed environmental opportunities and challenges.

Total Recordable Injury Frequency Rate (TRIFR)

The March 2021 TRIFR is 11.5 which exceeds (i.e. is lower than) the new 2020/21 target of 14.5.

Environment Protection Act 2017

The Board received a comprehensive report on Parks Victoria's preparedness for the upcoming commencement of the new *Environment Protection Act 2017*.

Marketing, Communications and Engagement Report

The Board received a report on marketing, communications and engagement activity for the December 2020 to February 2021 period, including:

- insights and summary of Spring and Summer digital campaign objectives and key metrics;
- comparative data including social media activity and engagement;
- insights and summary of media requests and communications actions including sentiment tracking;
- customer service and support key metrics: incoming calls, email inquiries and permit applications; and
- an outline of stakeholder engagement projects and engagement metrics.