2021- 2022



# **OPERATIONAL PLAN**

1 July 2021 – 30 June 2022

V1.1\_February 2021

# Contents

CONSENT STATEMENT	1
INTRODUCTION	2
HISTORY	3
AIMS AND OBJECTIVES	4
STAKEHOLDERS	5
PROGRAM FUNDING AND FORECAST EXPENDITURE 2021-2022	6
PROGRAM DETAILS AND OUTCOME STATEMENTS	9
OPERATIONAL PLAN TIMELINE	12
TARGET SPECIES BAITING CALENDER	12
COMMUNITY ENGAGEMENT	13

### **CONSENT STATEMENT**

By submitting this Operational Plan, the Central Wheatbelt Biosecurity Association consents to the transfer of funds from the Declared Pest Account to the Central Wheatbelt Biosecurity Association for the control of Declared Pests on freehold and pastoral land in rural areas with in its designated area in the local government districts of Shires Dalwallinu, Koorda, Morawa and Perenjori.

### **Disbursement Financial Year 2021/2022**

Suggested payment schedule as follows:

1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> quarter	4 <sup>th</sup> Quarter
1 July 2021	1 October 2021	1 January 2022	1 April 2022
\$160,000.00  WA Government Matching Funds amount of DPR.	\$0.00	\$160,000.00 or whatever has been collected so far	Remainder of DPR received or available in DPA.

#### INTRODUCTION

The CWBA is a Recognised Biosecurity Group and has a key role in assisting landholders to control declared pests in the area of management. This area is currently defined, as Koorda, Perenjori, and Dalwallinu and Morawa which encompasses a full area of 21,901 square kilometres.

The CWBA encourages landholder and Shire involvement in a broad scale, coordinated approach for effective pest control, targeting wild dogs, red foxes, European rabbits and Feral Pigs as well as other declared pests seen as a priority for the group.

The CWBA successfully implemented its first Declared Pest Rate in 2018-2019. The funds raised through the DPR are matched dollar for dollar by the WA State Government. DPR funds can only be spent within our area of operation and on species prioritised by the community. We again request the Minister for Agriculture and Food to approve a Declared Pest Rate (DPR) in the Shires of Dalwallinu, Koorda, Morawa and Perenjori for 2021-2022 of:

The CWBA requested the Minister for Agriculture and Food to approve an ad valorem rate Declared Pest Rate for 2021-2022 of \$160,000.00 (0.0396 cents in the dollar on the unimproved value) on land in the local government districts of Dalwallinu, Koorda, Morawa and Perenjori, that is:

- identified as freehold on the rural valuation roll maintained under the Valuation of Land Act 1978; and
- no less than 100 hectares in area; and
- a minimum of \$80.00 per VEN.

And 4.591 cents in the dollar on the unimproved value of the land held under pastoral leasehold in the local government districts of Dalwallinu and Perenjori.

This Operational Plan identifies how the funds will be spent. This system will provide our communities with guaranteed annual funds and sustainability to address priority pests using current best practice management techniques.

This Operational Plan details the organisations activities including the budget considerations. This plan will link to the "CWBA Species Management Plan" which currently being developed through the Board of Management, CWBA members and community consultation workshops and will assist the CWBA to meet the responsibilities under the BAM Act.

The CWBA will continue to assist landholders in the control of these species using funding by the Declared Pest Rate in 2021-2022.

The CWBA are pleased with the WA Government's December announcement of the continued funding of the Royalties for Regions Funded WA Wild Dog Action Plan project for LPMTs continuing beyond 30 June 2021. At the time of writing this Operational Plan the CWBA there is no further detail on the allocations of funding with in this plan to RBGs for 2021-2022.

### **HISTORY**

The CWBA is a Recognised Biosecurity Group (RBGs) and has a key role in assisting landholders to control declared pests in the area of management. Formed in 2017 from the previous Central Wheatbelt Declared Species Group (CWDSG) servicing the Shires of Koorda, Dalwallinu and Perenjori. The CWDSG was formed by local landholders in 2012 in response to escalating Wild Dog attacks on livestock in the area. Bait racks were formed to target the worst affected areas.

The group managed to obtain funding and since then has worked hard with this funding to contract Licenced Pest Management Technicians (LPMT's) to work on affected farms, pastoral land and crown land night and day to reduce stock attacks and losses. CWBA also runs bait days to produce free 1080 meat baits for landholders as well as funding free rabbit bait mixing days to combat the feral pests which affect our land and livelihood.

The CWBA encourages landholder, government and industry involvement in a broadscale, coordinated approach for effective pest control targeting Wild Dogs, European Rabbits and Feral Pigs as well as other declared pests seen as a priority for the group.

A Declared Pest Rate was first considered by the Association in 2016 as a mechanism to provide guaranteed annual funds and sustainability to address priority pests using proven and up to date management techniques. The Board undertook a process of consultation, deliberation, modelling and a rationale between considering implementing a flat rate versus an ad valorem rate and as they saw it chose ad valorem as the most fair and equitable rating model for implementing a DPR in the Central Wheatbelt Biosecurity Association at this point in time. This is reviewed, members consulted and modelled annually by the Board of Management.

### **AIMS AND OBJECTIVES**

The <u>Strategic Plan</u> (the Plan) for the Central Wheatbelt Biosecurity Association Inc (CWBA) identifies the strategic directions of the CWBA over the coming three years to direct the management of declared pests in the Shires of Morawa, Perenjori, Dalwallinu and Koorda. It's based on identified needs of stakeholders and payers of the Declared Pest Rate (DPR) and aligns with a range of industry and strategic plans. The plan provides guidance for the onground operations of the group, as contained in its annual Operational Plan.

The aims and objectives of the CWBA cover three core themes of Management, Engagement and Collaboration and Measurement; they are:

- 1. Develop, implement proactive strategies and report on the progress of reducing the effects of declared pests including but not limited to wild dogs, rabbits and foxes.
- 2. To increase stakeholder participation and encourage landholders and the wider community to adopt sound biosecurity practices and provide members with a forum to exchange information, advice and assistance where appropriate.
- 3. To implement best practice declared pest management on private and public lands in the area of management
- 4. The CWBA would welcome the opportunity to support declared pest management in adjacent shires and consider for inclusion in the CWBA specified area of control (or management) with other shires in the future allowing CWBA coordinated pest control over a broader area.
- 5. Grow and engage management strategies to minimise future impacts on landholder properties.
- 6. Apply best practice management on private and public lands.
- 7. Boost landholder participation, both private and public.
- 8. Observe, assess, and report on the progress concerning the reduction of impacts.
- 9. Deliver practical and encouraging community consultation to broaden stakeholder awareness.

### **STAKEHOLDERS**

Engaged stakeholders are crucial to the successful implementation of the CWBA Strategic and Operational Plans. The CWBA recognise that stakeholders may not all have the same objectives for Declared Pest management, but landholder/land manager obligations must be met as stated under the BAM Act and the CWBA are keen to work with individual stakeholders to manage expectations and meet its objectives.

Identified stakeholders of the CWBA include, but are not limited to:

- · Local Landholders in the Shires of Dalwallinu, Koorda, Perenjori and Morawa
- Department of Biodiversity, Conservation and Attractions (formally DPAW)
- Department of Primary Industries and Regional Development (formally DAFWA)
- Department of Water and Environmental Regulation
- Alterra Ltd (formally Carbon Conscious)
- Shire of Dalwallinu
- Shire of Koorda
- Shire of Perenjori
- Shire of Morawa
- Adjacent Shires (Wongan Ballidu, Moora, Mingenew, Mullewa, Coorow, Yalgoo, Mount Marshall, Trayning, Wyalkatchem, Carnamah, Three Springs)
- Australian Wool Innovation Limited
- Meat and Livestock Australia
- Livestock firms (eg West Coast Livestock, Paul Gatti, Stan Hathway, Elders, Nutrien Ag Solutions, wool agencies)
- Australian Wildlife Conservancy Mt Gibson Sanctuary
- Bush Heritage Australia Charles Darwin Reserve
- Gindalbie Metals Badja Station
- Adjacent Recognised Biosecurity Groups (Meekathara RBA, Eastern Wheatbelt RBG, Northern RBG, Midlands RBG)
- Northern Agricultural Catchment Council
- Mingenew-Irwin Group
- Liebe Group

### PROGRAM FUNDING AND FORECAST EXPENDITURE 2021-2022

The table below outlines the anticipated income and proposed program expenditure that the CWBA will implement and the funds required as of 2021-2022 financial year in line with DPIRD reporting requirements.

NCOME	DETAIL / NOTES	DPA/DPR	Other Sources
Rate revenue		160,000.00	
Govt matching		160,000.00	
Additional DPA			
Reserve fund			
Interest			
Carryover	Estimated 2020-2021	122,369.82	
Total DPA/DPR		\$442,369.82	
Grants	IFS Wild Dog Eradication Program		60,000.00
Royalties for Regions	Wild Dog Grant		62,500.00
Australian Wool Industry			
Subscriptions			
Carryover	CWBA Inc. funds carry over from past Local Government contributions.		85,568.34
	Royalties for Region & AWI Training		
	Funding		38,618.57
Total Other sources			\$246,686.91
Total Funds Available		_	\$689,056.73

	185,890.00		131,110.00
	6,000.00		-
	5,000.00		20,000.00
	20,200.00		20,000.00
	6,750.00		
	2,000.00		
	500.00		
\$	226,340.00	\$	151,110.00
	30,000.00		
	40,000.00		
	10,000.00		
	1,000.00		
\$	81,000.00	\$	-
	10,000.00		
	500.00		
\$	10,500.00	\$	
_	\$	6,000.00 5,000.00 20,200.00 6,750.00 2,000.00 500.00 \$ 226,340.00  30,000.00 40,000.00 10,000.00 1,000.00 \$ 81,000.00	6,000.00 5,000.00 20,200.00 6,750.00 2,000.00 500.00 \$ 226,340.00 \$  30,000.00 40,000.00 10,000.00 1,000.00 \$ 81,000.00 \$

OUTCOME				<b>\$</b>	85,769.13
Total Expenditure				\$	603,287.60
Contingency allocation for DPR non-payment					10,000.00
Total Cost of Programs		\$	422,877.60	\$	170,410.00
Total Program 5		<u>     \$                               </u>	96,567.60	\$	4,000.00
Overheads			2,090.00		
Board Development, Training & Sitting Fees			·		
Insurance			26,000.00		,
Professional			7,100.00		1,000.00
Meeting costs			4,077.00		3,000.00
Superannuation			4,377.60		
Travel & Accommodation			10,920.00		
Program 5: Governance & Adminis  Executive Officer	stration		46,080.00		
Total Program 4		\$	8,470.00	\$	15,300.00
Consultation for operational plan (DPR)					3,300.00
Equipment	Signage		2,000.00		
Materials	Website		1,470.00		
Communication & Community Engagement Activities	AWI Training Video		-		10,000.00
Communication & Community Engagement Activities	Workshops, Field days, Surveys, Partnership, Letters to Ratepayers		5,000.00		2,000.00
Program 4: Community Engagement					

# PROGRAM DETAILS AND OUTCOME STATEMENTS

The tables below outline the program details and outcomes for each of the Declared Pest species.

Program 1 – Wild Dogs & Foxes								
Outcome:								
<ul> <li>Reduce Wild Dog ar</li> </ul>	nd Fox numbers to reduce s	tock loss.						
Actions	Input	Success/Measurement						
Aerial Baiting Program	<ul> <li>2 days helicopter &amp;</li> </ul>	5,000 baits laid in identified hard						
	LPMT services	to access areas*.						
	<ul> <li>5,000 Dried Meat</li> </ul>							
	Baits.							
2. Community Wild Dog	<ul> <li>LPMT time</li> </ul>	2 Bait Rack Activities (March/April						
Bait Rack Program.	<ul> <li>50,000 Dried Meat</li> </ul>	& September)						
	Baits	50,000 Dried Meat Baits made						
		and laid.						
		Increase in productivity in						
0.5:0.7		livestock stakeholder's business.						
3. Poisons & Traps	• 50 Traps	Traps and Poisons purchased						
	• 1080 Poison							
	<ul> <li>Strychnine</li> </ul>							
4. LPMT Coordinator	<ul> <li>Coordinator</li> </ul>	LPMT Coordinator engaged.						
5. LPMTs Contracted for	<ul> <li>Approx. 330 LPMT</li> </ul>	LPMTs contracted and days						
on-ground works.	days.	worked.						
6. RCP Permits	<ul> <li>Approx. 10 RCP</li> </ul>	No. of successful valid RCP						
	Permits/Amendments	Permits						

Program 2 – Feral Pigs		
Outcome:		
<ul> <li>Reduce livestock, p Pigs.</li> </ul>	asture, crop and remnant ve	getation damage caused by Feral
Actions	Input	Success/Measurement
Coordinated Feral Pig     Control Group	Local Coordinator	No. landholders participate Landholder feedback from affected areas.
Coordinated Baiting     Program	<ul><li>LPMT Time</li><li>Grain</li><li>Poison (1080 One Shot Bait)</li><li>Camera Traps</li></ul>	No. Feral Pigs poisoned. No. landholders participate Landholder feedback from affected areas.
Coordinated Aerial Cull	Hire of accredited helicopter, pilot and shooter.	No. Feral Pigs shot.
4. RCP Permits	Approx. 6 RCP     Permits/Amendments	No. of successful valid RCP Permits

#### Program 3 – European Rabbit Outcome: • Reduce livestock, pasture, crop and remnant vegetation damage caused by European Rabbits. Actions Input (Money/HR Success/Measurement Required) Community Rabbit Baiting LPMT Time No. landholders participate Km Bait laid Program Grain Reduction in damage caused by Poison (1080 One rabbits. Shot Bait) **RCP Permits** Approx. 6 RCP No. of successful valid RCP Permits/Amendments **Permits**

**Program 4 – Community Engagement** 

<ul> <li>Outcome: <ul> <li>Undertake targeted stakeholder consultation re: DPR</li> <li>Encourage a "best practice" approach to management and control of Declared Pests.</li> </ul> </li> </ul>								
Actions	Input (Money/HR Required)	Success/Measurement						
Consult and communicate with community about the DPR.	<ul> <li>Brochure/Flyer/Letter</li> <li>Website</li> <li>Social Media</li> <li>Information</li> <li>Address Stakeholder Meetings</li> <li>Local Paper adverts/articles</li> <li>Survey</li> </ul>	DPR is supported across the four shires.						
Provide members with information and a mechanism to exchange information, advice and assistance where appropriate.	<ul><li>Quarterly Newsletter</li><li>Workshops/Training</li><li>Website</li><li>Social Media</li></ul>	Target species are controlled humanely. Landholders control pests on own land. Increase in participation						

Program 5 – Governance	Program 5 – Governance & Administration								
Outcome:									
<ul> <li>Good organisationa</li> </ul>	I reporting and financial gove	ernance are achieved.							
Actions	Input (Money/HR Required)	Success/Measurement							
Administration and leadership are provided.	<ul> <li>Executive Officer</li> <li>Directors</li> <li>3 Board of Management meetings.</li> </ul>	Good organisational governance.							
Collect usable data.	Feral Scan	Consistent and accurate data is gathered and used for decision making							
Meet all reporting requirements and financial obligations.	<ul> <li>Annual Report produced.</li> <li>Bookkeeper</li> <li>Financial Reporting and Audit completed.</li> </ul>	Transparent and accountable reporting documentation.							

# **OPERATIONAL PLAN TIMELINE**

MONTH	PLANNED ACTIVITY	SUCCESS/MEASUREMENT
July 2021	Financial Audit	Audit successfully
		completed.
July 2021	CWBA LPMT Meeting	LPMTs attend.
September 2021	Community Wild Dog Bait Rack	No. Baits Made and No.
	Program	landholders participated.
September 2021	Wild Dog Aerial Baiting Program	No. Baits laid
	CWBA Annual General Meeting and	Annual Report tabled.
	Board of Management Meeting	No. attendees,
October 2021		feedback received.
November 2021	Coordinated Feral Pig Control Cull	No. Feral Pigs Shot
	CWBA Board of Management	
February 2022	Meeting	
	Community Rabbit Baiting Program	No. landholders participate.
February 2022		Kms Bait laid
	Community Feral Pig Control	No. landholders participate.
February - March 2022	Program	Kms/No. Bait laid
	Community Wild Dog Bait Rack	No. Baits made
March – April 2022	Program	No. landholders participate
	CWBA Board of Management	
April 2022	Meeting	
	CWBA Board of Management	
June 2022	Meeting	

# TARGET SPECIES BAITING CALENDER

June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May
1	Winter			Spring			Summe	er	Α	utumn	
	Community Control Program										
			Wild		Feral	_			Feral	Wild	
			Dog		Pig			Rabbit	Pig	Dog	

### **COMMUNITY ENGAGEMENT**

The CWBA will undertake community engagement as both a process and an outcome to guide decision making, relationship development and capacity building.

As a part of the operational plan we will undertake a range of consultation, information, participation, collaboration and empowerment of its stakeholders. To answer the following questions:

Has the community had an opportunity to provide input into the plan?

Are we providing the services the community needs?

Is the community well connected and involved with the organisation?

How does the community feel about us?

Has the community changed its behaviour?

We have identified some key community engagement opportunities for 2021-2022 as well as a range of annual and on-going community engagement strategy products that are available to the organisation to assist us to continually answer the above questions.

# **Summary of 2021-2022 Key Community Engagement Opportunities**

MONTH	PLANNED ACTIVITY	MEDIUM	SUCCESS/MEASUREMENT
All Year Round	CWBA Facebook Group (all year round)	Social Media	No. Members Engagement
August 2021	Mingenew Expo - min. Brochure available.	Presence/Stand	Inform
	Dowerin Field Days	Presence/Stand	Inform
September 2021	Community Wild Dog Bait Rack Program, CWBA Wild Dog Plan	Liebe Newsletter, Local Papers, Email, Social Media	Participation & Empowerment– No. landholders.
	Koorda Show – min. Brochure available.	Presence/Stand	Inform
	Liebe Spring Field Day - min. Brochure available.	Presence/Stand	Inform
October 2021	CWBA Annual General Meeting	Meeting	Inform -
February 2022	Community Rabbit Baiting Program	Liebe Newsletter, Local Papers, Email, Social Media	Participation & Empowerment – No. landholders.
March 2022	Community Feral Pig Control Program	Mingenew-Irwin Group, Local Papers, Email, Social Media	Participation & Empowerment – No. landholders.
	CWBA Newsletter.	Members, Social Media, Local Papers	Inform – distribution, % open rate.
	Letters to Ratepayers – DPR, Operational Plan and CWBA Wild Dog Plan.	Mail Out	Consult – No. responses/feedback.
April 2022	Community Wild Dog Bait Rack Program, CWBA Wild Dog Plan	Liebe Newsletter, Local Papers, Email, Social Media	Participation & Empowerment– No. landholders.
	DPR Notices in local papers	Local Papers, Email, Social Media	Inform & consult - No. responses/feedback.
June 2022	CWBA Newsletter	Members, Social Media, Local Papers	Inform – distribution, % open rate.

# **CWBA Communications and Engagement Strategy Products 2020-2021**

#	Goal	Type*	Stakeholder/Target	Resources Needed	Timeline	Responsibility
1	Website Current and up to date website www.cwba.org.au	Inform	General Public/ Wider Community	Website	6 months	Executive Officer
2	Facebook Page Engage with and inform the community through Social Media	Inform	General Public/ Wider Community	Facebook	Weekly- Monthly	Executive Officer
3	Facebook Group Involve and inform the community through Social Media using a private group.	Involve	CWBA Stakeholders	Facebook	Weekly- Monthly	Executive Officer with support from DPIRD
4	Presentations Presentation to Local Governments and Community Groups as requested.	Inform	CWBA Stakeholders	Executive Officer	Annually	Executive Officer with support from DPIRD
5	Information Flyer Current flyer and/or a poster to be used for field days and advertised at local shops for group key messages and contact details	Inform	Advertising for Events for anyone in the community/ area of management	Executive Officer, printing supplies	6 months	Executive Officer

#	Goal	Type*	Stakeholder/Target	Resources Needed	Timeline	Responsibility
6	Pull Up Banner Pull Up CWBA banner made available for use in all communities.	Inform	Advertising for Events for anyone in the community/ area of management	One banner per each Shire	6 months	Executive Officer
7	Bait Rack Days Use Bait Rack Activities/Days as a way of receiving feedback from the community and to consult with the community and encourage group cohesion	Consult	Landholders who attend the bait rack days	Executive Officer to liaise with most appropriate personnel to attend - Rack Coordinators send information to those they have as attendees	On going - Twice Yearly	Executive Officer, Dogger Coordinator, Bait Rack Coordinator and Directors
8	Local Papers & E-News Quarterly E-news to stakeholders with current information and updates.	Inform	CWBA Stakeholders	Executive Officer	Quarterly	Executive Officer
9	Word of Mouth Word of mouth opportunity to consult with the community	Consult	Area of Management community	General conversation	On going	BoM Directors
10	Landholder Training Landholder training and workshops on pest management and control activities as requested by landholders.	Empower	Landholders	Facilitation and technical expertise as identified.	As identified	Executive Officer
11	Word of Mouth Board Directors are key messengers from each Shire/area as a key contact/messenger to distribute and receive information	Consult	Area of Management community	Board Directors	On going	BoM Directors
12	Survey Distribute a community survey for the group to establish a base line for future follow up	Consult	Wider Community and Area of Management Community	Executive Officer, email network, Survey Monkey	1 year	Executive Officer

#	Goal	Type*	Stakeholder/Target	Resources Needed	Timeline	Responsibility
13	Stakeholder Engagement Identify key stakeholders and identify opportunities to work within those groups	Consult	Wider Community and Area of Management Community, NACC, Liebe Group, NEFF, EWBG, MRBA	Executive Officer	On Going	Executive Officer
14	Species Management Plan Develop a strategic species management plan for the region with the community, review annually.	Involve/Participate	Area of Management community, DAFWA	Workshop in conjunction with DPIRD & community in key locations	1 year	Executive Officer
15	Partnership Opportunities Identify where partnerships could be made targeting key groups to leverage funds and good pest management outcomes	Collaborate	NACC, Liebe Group, Mingenew-Irwin Group, Meekatharra, Eastern Wheatbelt	Australia wide	1 year	Executive Officer

### **Communications and Engagement Strategy Type explanation**

### <u>Inform – "provide information" – only a one-way conversation</u>

At its core, 'informing' is the most elementary and simplest engagement goal. Informing goal communicates that you will provide the public with balanced and objective information to assist them with understanding the problem or issue you are focusing on, alternatives to addressing the problem or issue and/or solutions. Informing is generally one-way and primarily involves communicating information about an issue, decision, or process to citizens (DSE & DPI, 2013). A key to informing citizens is to provide them with the most balanced, impartial information as possible (DSE et al, 2013). The limiting characteristic of informing is that it generally does not allow for an exchange of ideas, discussion, dialogue or deliberation.

### Consult – "seek feedback"

The second level of engagement is stakeholder consultation – in essence providing some mechanism to gather input on the issue, problem, or process you are concerned about.

Depending on the issue at hand, your objective(s) for this goal may be to elicit citizens' or specific stakeholders' opinions, perspectives, ideas, underlying values, solutions, or priorities. Regardless of your approach you should strive to gain as much feedback from local citizens and stakeholders as possible (DSE, 2013). Keys to obtaining strong community feedback consist of engaged listening, purposeful design, ensuring widely shared information and an understanding of the engagement process, it's goals and limitations, and a clear demonstration of concern for what stakeholders have to say (DSE, 2013).

### Involve "utilise feedback"

The third engagement goal in the public participation spectrum is involve. The goal to involve the public should reflect that you will work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered. If you include involve as one or your engagement goals it will serve you well to demonstrate that the information gleaned through involving the public is understood and considered.

### Collaborate "work with stakeholders" - everyone has input

The forth level of engagement is to collaborate. Your goal for collaboration is to partner with the public in each aspect of the decision being considered including the development of alternatives and the identification of a preferred solution. If the decision making authority does not rest with the public it important to ensure the public understands that the preferred solution identified through the engagement process may not be chosen.

At its core, collaboration refers to the engagement of stakeholders in order to create an environment conducive for solving complex issues with plausible solutions – and catalysing the contributions and assets of stakeholders into action. Collaboration involves purposeful dialogue and deliberation designed to stimulate ideas and implementation of agreed-upon community action and priorities.

### Empower - "it's in the community's hands"

Empowerment is frequently seen as penultimate goal of an engagement effort. Empowerment refers to placing either the decision making authority or the responsibility for implementing a particular solution in the hands of stakeholders participating in the engagement process.