

IDEAS FOR SIGNS & BANNERS

to bring people our way

NEEDED IMMEDIATELY: ROADSIDE SIGNS TO GO UP DURING NOVEMBER IN BALLINA, BYRON, LISMORE & RICHMOND VALLEY SHIRES, BEFORE THE IMPORTANT DECEMBER DECISION (Rous supplied areas).

Signs along our roads are a critical tool for raising community awareness, and to show that this region is engaged and cares about this issue.

Have road frontage where you live? - please choose from the ideas below, make a sign and put it up.

If you can take on a storyboard sequence for a major road, or you have a good spot but no time etc to do a sign/put up etc please contact Steve 0435 779 773.

INVITE PEOPLE TO QUESTION THE NEED FOR THE DUNOON DAM

- Just saying 'No Dam' is likely to polarise the community until more people know there are alternatives (people will not shift position unless they understand this). So wherever we say 'no dam' we also share an alternative.
- Induce doubt about the dam. Use questions to get people thinking.
- Avoid political polarisation (this is not a 'greenie' issue).
- Use language & imagery with broad appeal (no need to evoke Franklin Dam campaign)
- Expensive dam. System-wide water efficiency is cheaper. All options on the table.
- Reach hearts: The Gorge, rainforest, cultural heritage.

PRACTICAL POINTS RE SIGNS

Doing the signs:

- Made from waterproof materials (coreflutes, outdoor paint, permanent marker etc)
- Materials: Bunnings has large white coreflute sheets for \$9, and very thick markers)
- Very large and clear lettering filling the space - easy to read
- Short concise message on each sign - not too much info

Putting signs up:

- With storyboard type sign series, space them far enough apart along the road so easy to read one at a time (min 30m apart - more like 50-100m apart is good)
- Put signs either on private property or high up on posts/trees etc where not easy for people to take them down. (So take a ladder/crate to stand on if putting up a series)

IDEAS FOR STAND ALONE SIGNS

In areas distant from The Channon/Dunoon it may be good to have at least one sign with “No Dunoon Dam”, or even “No Dam at the Channon/Dunoon”. As the campaign builds, they’ll know what we’re talking about when we have just “No Dam”.

Smart alternatives:

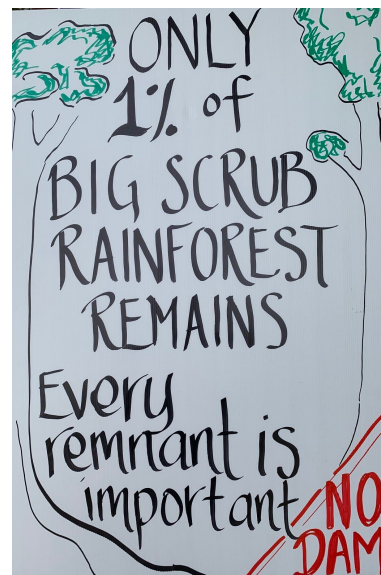
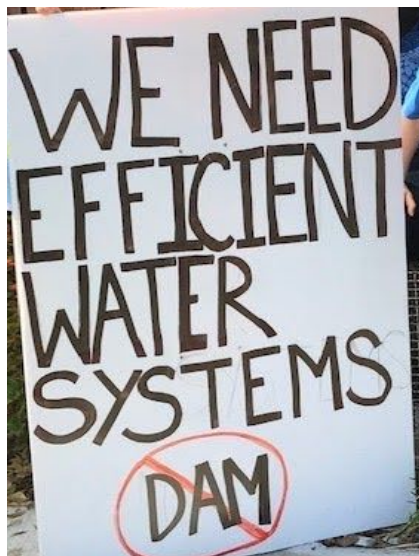
- IF WE BUILD THIS DAM, WE’LL NEVER GET SMART WATER SYSTEMS
- EXPERTS SAY GREEN DESAL & WATER RE-USE HELP IN DROUGHT. NO DAM
- FIX WATER WASTE IN OUR SYSTEM - NO DUNOON DAM
- SMART WATER OPTIONS PLEASE - NO DUNOON DAM
- WHY DON’T WE RE-USE WATER? - NO DUNOON DAM
- WE’D DESTROY RAINFOREST BECAUSE WE WON’T STOP WATER WASTE? - NO DAM
- WE’RE GOOD AT SOLAR. WHY DON’T WE CATCH ROOFTOP RAIN? - NO DAM

Ecology angle:

- BIG SCRUB RAINFOREST: 1% LEFT. DUNOON DAM WOULD DESTROY REMNANT
- ONLY 1% BIG SCRUB RAINFOREST LEFT - DON’T FLOOD REMNANTS. NO DAM.
- WHY DESTROY RAINFOREST? WHEN THERE ARE SMARTER OPTIONS? NO DAM

Cultural Heritage angle:

- DUNOON DAM - THE NEXT RIO TINTO?
- PROTECT CULTURAL HERITAGE - NO DUNOON DAM


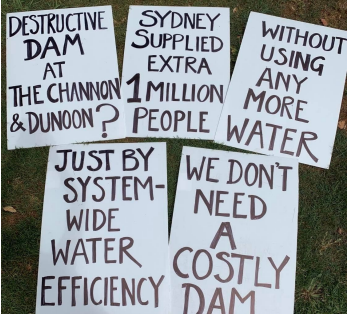



Examples that give an alternative at the same time as opposition to the dam

IDEAS FOR STORYBOARD SIGN SERIES

These work well to induce doubt about the dam & to introduce alternatives. One simple phrase per sign. Spaced at readable intervals (30-100m apart) along a roadside in order. Important to have a plan for replacing & maintaining the sequence, or they don't make sense.

You can add a final sign to any of the storyboard series with: FOR CLEAR INFO: WATERNORTHERNRIVERS.ORG

<p><u>Raising doubt/questions, introducing alternatives:</u></p> <ol style="list-style-type: none"> 1. HUGE DAM AT THE CHANNON & DUNOON? 2. DESTROY RAINFOREST? FARMLAND? BURIAL SITES? 3. IS THIS COSTLY DAM NECESSARY? 4. WHEN THERE ARE ALTERNATIVES? 5. (TICK) SYSTEM-WIDE WATER EFFICIENCY 6. (TICK) PURIFIED RECYCLED WATER 7. (TICK) RAINFALL INDEPENDENT OPTIONS 8. SMART WATER OPTIONS PLEASE! NO DUNOON DAM 9. FOR CLEAR INFO: WATERNORTHERNRIVERS.ORG 	<p><i>Example of storyboard series - places 30-100m apart.</i></p> 
<p><u>Water security/smart options series:</u></p> <ol style="list-style-type: none"> 1. WE CAN HAVE WATER SECURITY 2. WITHOUT A COSTLY DESTRUCTIVE DAM 3. SMART WATER OPTIONS PLEASE! - NO DUNOON DAM 4. MORE INFO? WATERNORTHERNRIVERS.ORG 	<p><u>Waste awareness series:</u></p> <ol style="list-style-type: none"> 1. HUGE DAM AT DUNOON/THE CHANNON? 2. OUR WATER SYSTEM IS RIDDLED WITH WASTE 3. ROUS DID NOT CONSIDER SYSTEM-WIDE EFFICIENCY 4. FIX SYSTEM WATER WASTE - NO DAM 5. MORE INFO? WATERNORTHERNRIVERS.ORG
<p><u>Coastal awareness:</u></p> <ol style="list-style-type: none"> 1. A COSTLY NEW DAM AT THE CHANNON/DUNOON? 2. WHEN THERE ARE ALTERNATIVES? 3. DESTROYING: RAINFOREST? FARMLAND? BURIAL SITES? 4. SYDNEY SUPPLIED EXTRA 1 MILLION PEOPLE WITHOUT EXTRA WATER ! 5. JUST BY SYSTEM-WIDE EFFICIENCY 7. SMART WATER SYSTEMS PLEASE. NO DAM 8. MORE INFO? WATERNORTHERNRIVERS.ORG 	<p><u>system-wide water efficiency sequence</u></p> <ol style="list-style-type: none"> 1. DESTRUCTIVE DAM AT THE CHANNON/DUNOON? 2. SYDNEY SUPPLIED EXTRA 1 MILLION PEOPLE WITHOUT USING ANY MORE WATER 3. JUST BY SYSTEM-WIDE WATER EFFICIENCY 5. WE DON'T NEED A COSTLY DAM 

<p><u>High risk series:</u></p> <ol style="list-style-type: none"> 1. EXPERTS SAY: NEW DAMS ARE HIGH RISK 2. BECAUSE THEY RELY ON RAIN 3. EXPERTS ADVISE A MIX OF OPTIONS 4. DE-SAL & WATER RE-USE DON'T NEED RAIN ! 5. SMART WATER OPTIONS PLEASE ! NO NEW DAM 6. MORE INFO? WATERNORTHERNRIVERS.ORG 	<p><u>water options series:</u></p> <ol style="list-style-type: none"> 9. HUGE NEW DAM AT DUNOON/THE CHANNON? 10. BUT EXPERTS SAY TO DEAL WITH DROUGHTS... 11. WE NEED A MIX OF WATER SOURCES... 12. WATER RE-USE, DE-SAL DON'T NEED RAIN! 13. SYSTEM-WIDE WATER EFFICIENCY DOESN'T NEED RAIN ! 14. SMART WATER OPTIONS PLEASE! NO DAM 15. MORE INFO? WATERNORTHERNRIVERS.ORG
<p><u>Koalas sequence</u></p> <ol style="list-style-type: none"> 1. DUNOON DAM WOULD DESTROY KOALA HABITAT 2. 70% OF NORTH COAST KOALAS DIED IN FIRES 3. 100% KOALAS SAY "DON'T FLOOD OUR HOME" 	<p><u>Experts:</u></p> <ol style="list-style-type: none"> 1. EXPERTS SAY: NEW DAMS ARE HIGH RISK 2. BECAUSE THEY RELY ON RAIN 3. EXPERTS ADVISE A MIX OF OPTIONS 4. INCLUDING RAINFALL-INDEPENDENT OPTIONS 5. IF WE BUILD THIS DAM, WE'LL NEVER GET SMART WATER SYSTEMS 6. NO DUNOON DAM - YES TO OPTIONS ! 7. MORE INFO? WATERNORTHERNRIVERS.ORG

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Effective. Can be strung up high so they can't be removed. Cost about \$90 for 2.5m x 76cm. You can upload your own design, or use their templates. Here are some examples, which you are welcome to use to get your own printed. If you'd like to use some of our already created images/templates contact us via: waternorthernrivers@gmail.com or message us on the Facebook page: <http://facebook.com/nodaminfopage>

