

Swarovski Waterschool Australia – March 2023 Quarterly Report

Table of Contents

Swarovski Waterschool Australia – March 2023 Quarterly Report	1
Acknowledgement of Country	1
Program Update	1
Personal Interest Story	2
Digital Story - Justine, Principal, Lugarno Public School	2
Print Story - Jeremiah, Lead Teacher, Moorebank High School	2
Teacher Quote	3
Project Highlight	3
Quarterly Media Coverage	4
Web page engagement.....	4
Social media engagement.....	4

Acknowledgement of Country

Acknowledgment of Country

Earthwatch Australia acknowledges the Aboriginal and Torres Strait Islander peoples of this nation. We acknowledge the Traditional Custodians of the lands on which our company is located, and where we operate and educate through the Swarovski Waterschool Australia program. We pay our respects to ancestors and Elders, past and present.

Earthwatch is committed to honouring Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to Australian and global society. We recognise that sovereignty over these lands and waters was never ceded.

Aboriginal and Torres Strait Islander people have cared for these lands long before we arrived, yet we all hold a responsibility to do our part, and to combine our efforts to help heal Country.



Program Update

Earthwatch Australia remains the official local delivery partner for the Swarovski Waterschool (SWS) Australia program.

School recruitment for the 2023 program began in November of 2022 to give ample time for teachers to integrate the Global Curriculum modules and additional SWS Australia program activities into their classroom lesson plans before the 2023 school year commenced. Teachers and students from Year 3 to Year 8 (aged 8 – 14 years) at primary and high schools will participate in the 2023 program across New South Wales (NSW).

Recruitment involved direct contact from the Program Manager to 2021 and 2022 participating schools as first priority for 2023 program inclusion, followed by a targeted media and

communications campaign. This resulted in nine schools returning to the program, six new schools being onboarded, and a waiting list now in place for program participation.

The school environment is still adapting to the long-term impacts of COVID-19, with staffing shortages, teacher burnout, and student overwhelm prevalent. As such, three schools onboarded earlier this year have since elected to depart the program and have been replaced by schools from the waiting list. Departing schools noted the desire to participate in the program in 2024 if possible, once staffing and workload settles.

Formal presentations have been provided by the Program Manager to maintain awareness of the SWS Australia program, notably the national Primary Libraries Creative Collaboration (PLCC) Conference in Sydney which involved a 40-minute workshop linking the program to the NSW Department of Education (DoE) Information Fluency Framework shared with 100+ teacher librarians and school principals. Invitations to present SWS program information at Sustainable Schools Network meetings later in the year have also been received.

The first round of workshop planning visits in schools were carried out by the Program Manager in March, along with visits to meet potential delivery partners and to scope several local sites to assess suitability for future program activities. A social media campaign surrounding World Water Day (WWD), including the official Australia partnership video and a series of student testimonials, was launched across a variety of platforms.

Online teacher training sessions have been confirmed for the year, with more Aboriginal Elders and educators, and other Earthwatch subject matter experts contributing to this component of the program to help diversify content for returning teachers. Sessions will once again be conducted over Teams in Term 2, with all teachers involved in planning or implementing SWS program activities at participating schools invited to join these sessions.

The SWS Australia program continues to grow and strengthen community connections, with both interest in program participation and co-funding opportunities increasing month-on-month.

Personal Interest Story

Digital Story - Justine, Principal, Lugarno Public School

Justine is an on-going supporter of the SWS Australia program, which enters a third year running at Lugarno Public School (LPS) through lessons held in the school library by lead teacher Leonie Dufty. Justine shares her insights about the program impact at LPS, and speaks to the value of both the program and the role of the Teacher Librarian to encourage experiential learning and student empowerment in the school community.

See "March 2023 – Quarterly Report" folder in SWS Australia Hub for Justine's testimonial video.

Print Story - Jeremiah, Lead Teacher, Moorebank High School

Jeremiah led the SWS program for his Year 8 Science class in 2022, creating three peer-teaching workshops about flooding, school gardens, and plastic pollution. He shares this update about how several key stakeholders will continue on-ground action at Moorebank High School and throughout the local community in 2023.

"Two thirds of the action projects that were initiated are continuing this year in 2023.

We are working with Georges River Environmental Education Centre staff to go ahead with the Moorebank High School Kitchen Garden and Farmbot; the Sustainable Schools Grant was fully approved, and the school is committing additional funds to complete the project this year.

The school Principal worked really hard to get Department of Education New South Wales to address the drainage issues that were causing flooding at the school, and it looks like infrastructure works will be conducted this year to get the work started. I have met with local Council staff to discuss getting support with reducing plastic pollution at the school, and we will be tackling this in 2024.

In other news, I built my own kitchen garden at home over the school holidays so that I could build my capacity to lead the school project.”

See “March 2023 – Quarterly Report” folder in SWS Australia Hub for Jeremiah’s Kitchen Garden step-be-step installation at home over the holidays.

Teacher Quote

Krystal, Teacher, Luddenham Public School

“We held the Module 3 lesson today for our Year 3 & 4 class and it was great! They enjoyed experimenting with the filters and really took home the message about children having access to clean drinking water. The students in the class and are all very humanitarian focused which is so beautiful to see.”

Project Highlight

1. World Water Day

High quality media assets were captured during the 2022 SWS Australia Flagship Event to create the official Australia partnership video for the global SWS program. A highlight for this quarter was the release of this video alongside a collection of student testimonials and still photos, which were shared globally to celebrate water education and student empowerment on WWD. The partnership video will feature on the new global SWS website, the new Earthwatch Australia website, and to all Swarovski Australia staff as an awareness raising tool. A summary of media engagement during the WWD campaign is summarised in the Media Coverage section of this report.

2. Earthwatch Australia 40th Anniversary and Ceramics Silent Auction

As part of the Earthwatch 40th Anniversary event in Melbourne, SWS Global Manager Simon Kolb contributed a congratulations video message to play during the evening, which we were grateful to receive. A collection of hand-made ceramics created by two Aboriginal Elders involved in SWS Australia program activities in NSW were auctioned at the event, with 100% of proceeds being returned to the artists.



Quarterly Media Coverage

The tables below outline website and social media engagement for this quarter (January 1 – March 31, 2023). Note that due to an early recruitment campaign in November 2022, the significant interactions from these posts are included in last year's 2022 SWS Australia Annual Report reach statistics.

Web page engagement

Website Metrics: Jan-Mar 2023		
Landing Page	March '23 Page Views	March '22 Page Views
Swarovski Waterschool Australia Program	183	100
Swarovski Waterschool Global Curriculum	5	-
Education Resource Hub	42	-

Social media engagement

SWS Metrics: Jan-Mar 2023								
Platform	Date	Post	Format	Post Clicks	Reactions	Impressions	Reach	Eng. Rate
Facebook	February 9, 2023 06:00pm	In honour of the International Day of Women and Girls in Science later this week February 11th , join the #WomenPlusWater lecture series this Friday, February 10, 2023 at 5:30 – 6:30am AEDT on Zoom.	Image	2	4	155	149	3.87%
	March 21, 2023 09:00am	WWD Vox Pop: To celebrate World Water Day tomorrow, we are sharing videos of our Swarovski Waterschool students in action as agents of change. Our water education workshops continue to inspire behaviour change in the community and foster water ambassadors in our schools	Video	104	7	253	211	45.06%
	March 21, 2023 12:00pm	WWD Vox Pop: Animals around the world deserve clean water to live and thrive. The students at Meadowbank Public School know we must accelerate change to maintain and restore healthy ecosystems to ensure access to clean water.	Video	5	4	69	65	13.04%
	March 21, 2023 03:30pm	WWD Vox Pop: Students from Macquarie College want to tackle the challenges of coastal erosion, starting with the	Video	12	8	96	91	21.88%

		Newcastle coastline. 🌐 The students created a STEM challenge						
	March 22, 2023 09:00am	WWD Vox Pop: Through the Swarovski Waterschool program, students from Macquarie College learned about causes and impacts of coastal erosion and microplastics. They have seen the immediate impact of rising sea levels within their own local area and have been driven to make real change.	Video	5	5	119	114	8.40%
	March 22, 2023 10:01am	WWD Partner Video: Today, on World Water Day, we are celebrating our third year as delivery partner of the Swarovski Waterschool program in Australia. We want to recognise the young Australians that have become water ambassadors and agents of change in their local communities.	Video	63	7	322	262	24.53%
			Total/ Average	191	35	1,014	892	19.46%
Platform	Date	Post	Format	Likes	Comments	Impressions	Reach	Eng. Rate
Instagram	February 9, 2023 07:21pm	In honour of the International Day of Women and Girls in Science later this week February 11th , join the #WomenPlusWater lecture series this Friday, February 10, 2023 at 5:30 – 6:30am AEDT on Zoom.	Image	6	1	136	126	5.15%
	March 21, 2023 09:32am	WWD Vox Pop: To celebrate World Water Day tomorrow, we are sharing videos of our Swarovski Waterschool students in action as agents of change. Our water education workshops continue to inspire behaviour change in the community and foster water ambassadors in our schools	Video	14	0	380	329	4.47%
	March 21, 2023 12:01pm	WWD Vox Pop: Animals around the world deserve clean water to live and thrive. The students at Meadowbank Public School know we must accelerate change to maintain and restore healthy ecosystems to ensure access to clean water.	Video	13	0	341	305	4.40%
	March 21, 2023 03:30pm	WWD Vox Pop: Students from Macquarie College want to tackle the challenges of coastal erosion, starting with the Newcastle coastline. 🌐 The students created a STEM challenge	Video	7	0	244	202	3.28%
	March 22, 2023 09:00am	WWD Vox Pop: Through the Swarovski Waterschool program, students from Macquarie College learned about	Video	10	0	194	166	5.67%

		causes and impacts of coastal erosion and microplastics. They have seen the immediate impact of rising sea levels within their own local area and have been driven to make real change.						
	March 22, 2023 11:35am	WWD Partner Video: Today, on World Water Day, we are celebrating our third year as delivery partner of the Swarovski Waterschool program in Australia. We want to recognise the young Australians that have become water ambassadors and agents of change in their local communities.	Video	15	0	305	280	6.56%
			Total/ Average	65	1	1,600	1,408	4.92%
Platform	Date	Post	Format	Clicks	Retweets	Impressions	Likes	Eng. Rate
Twitter	March 21, 2023 09:00am	WWD Vox Pop: To celebrate World Water Day tomorrow, we are sharing videos of our Swarovski Waterschool students in action as agents of change. Our water education workshops continue to inspire behaviour change in the community and foster water ambassadors in our schools	Video	0	0	70	0	0%
	March 21, 2023 12:00pm	WWD Vox Pop: Animals around the world deserve clean water to live and thrive. The students at Meadowbank Public School know we must accelerate change to maintain and restore healthy ecosystems to ensure access to clean water.	Video	0	0	55	0	0%
	March 21, 2023 03:30pm	WWD Vox Pop: Students from Macquarie College want to tackle the challenges of coastal erosion, starting with the Newcastle coastline. 🌊 The students created a STEM challenge	Video	0	0	58	0	0%
	March 22, 2023 09:00am	WWD Vox Pop: Through the Swarovski Waterschool program, students from Macquarie College learned about causes and impacts of coastal erosion and microplastics. They have seen the immediate impact of rising sea levels within their own local area and have been driven to make real change.	Video	0	0	138	2	2.20%
	March 22, 2023 10:01am	WWD Partner Video: Today, on World Water Day, we are celebrating our third year as delivery partner of the Swarovski Waterschool program in Australia. We want to recognise the young Australians that have become water	Video	0	0	92	2	2.20%

		ambassadors and agents of change in their local communities.						
			Total/ Average	0	0	413	4	2.20%
Platform	Date	Post	Format	Clicks	Likes	Impressions	Comments	Eng. Rate
LinkedIn	March 22, 2023 10:01am	WWD Partner Video: Today, on World Water Day, we are celebrating our third year as delivery partner of the Swarovski Waterschool program in Australia. We want to recognise the young Australians that have become water ambassadors and agents of change in their local communities.	Video	11	5	267	0	7.87%
			Totals	11	5	267	0	7.87%

This concludes the Swarovski Waterschool Australia Quarterly Report for March, 2023.



The 2023 Swarovski Waterschool Australia Quarterly Report (March) has been prepared by Earthwatch Australia Education Program Manager, Hannah Gentle with final edits by Earthwatch Australia Head of Education, Michelle Tripp. Media coverage and website information collated by Earthwatch Australia Digital Marketing Assistant Monisha Alexander, and social media posts created by Earthwatch Australia Impact and Communications Officer, Catherine Ramsey.