

Review of SWIFFT (State Wide Integrated Flora & fauna Teams)
November 2014 to November 2015

This update builds on similar reports in 2011, 2012, 2013 and 2014, providing activities over the last 12 months and a snapshot of the web site since 2005.

The SWIFFT web sites and SWIFFT video conferences have continued to grow and provide a valuable means of sharing information between government, education and community sectors relating to threatened species and biodiversity conservation across Victoria.

SWIFFT 's continued momentum has been possible due to continued support from Federation University Australia, Centre for eResearch and Digital Innovation (CeRDI), grant funding from the Helen Macpherson Smith Trust and support from the Department of Environment, Land, Water and Planning in relation to organising and hosting video conference venues across Victoria.

SWIFFT video conferences 2015

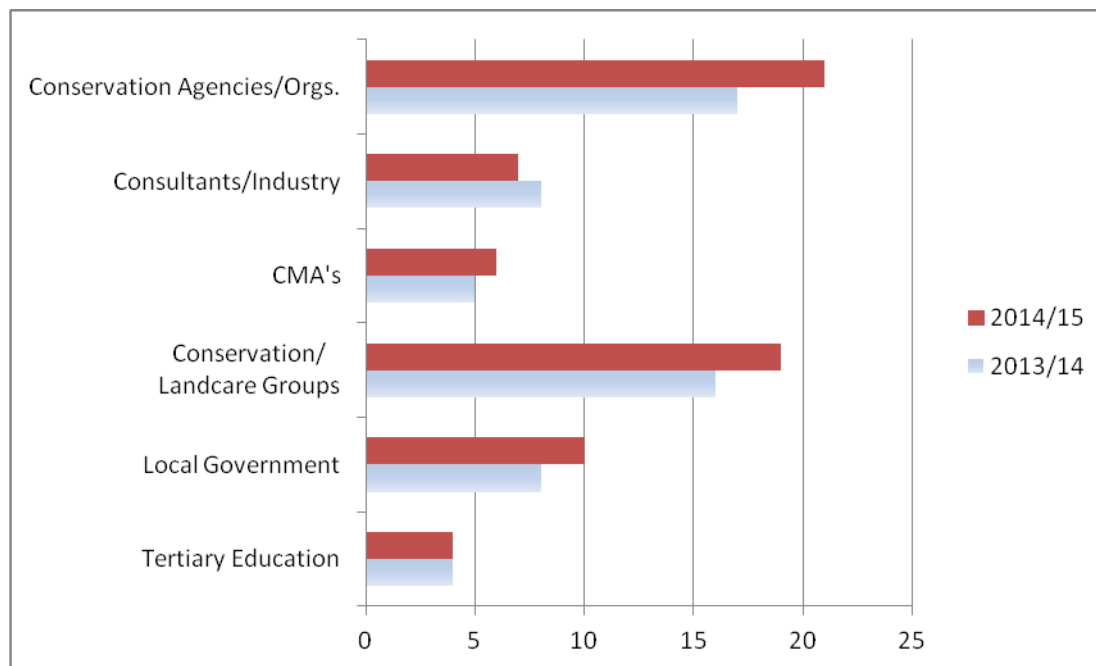


In 2015 video conferences linked up 17 locations throughout Victoria

Video conference outcomes and sphere of influence (Feb. - Oct. 2015)

Video conference topics 2015	Attended
Native freshwater fish	95
Migrations (birds, whale & fish)	79
Moths & butterflies	59
Biodiversity strategy & mapping	94
Total participants in last 12 months	327

Engagement categories for attendance at video conferences 2015



A total of 67 different organisations/groups were involved throughout 2015.

Tertiary Institutions x 4

Bendigo TAFE
 La Trobe University
 Federation University Australia
 Gordon TAFE - Geelong

Local Government x 10

Banyule City
 Bass Coast Shire
 Baw Baw Shire
 City of Bendigo
 Colac Otway Shire
 Macedon Ranges Shire
 Manningham City
 Moorabool Shire
 Southern Grampians Shire
 Yarra Ranges Shire

Conservation groups x 19

ANGAIR (Anglesea & Aireys Inlet Environment Network)
Ballarat Birdlife
Ballarat Environment Network
Ballarat Field Naturalists Club
Bellarine Landcare
Benalla Landcare
Friends of Eastern Otways
Geelong Environment Council
Geelong Field Naturalists Club
Hamilton Field Naturalists Club
Horsham Rural City Landcare
Land for Wildlife
Moyston Landcare
Napoleons Landcare
Portland Field Naturalists Club
Torquay Landcare
Victorian Volcanic Plains Biosphere Network
Wattle Flat/Pootilla Landcare
Wombat Forestcare

Catchment Management Authorities x 6

Corangamite CMA
Goulburn Broken CMA
Glenelg Hopkins CMA
Port Phillip Westernport CMA
West Gippsland CMA
Wimmera CMA

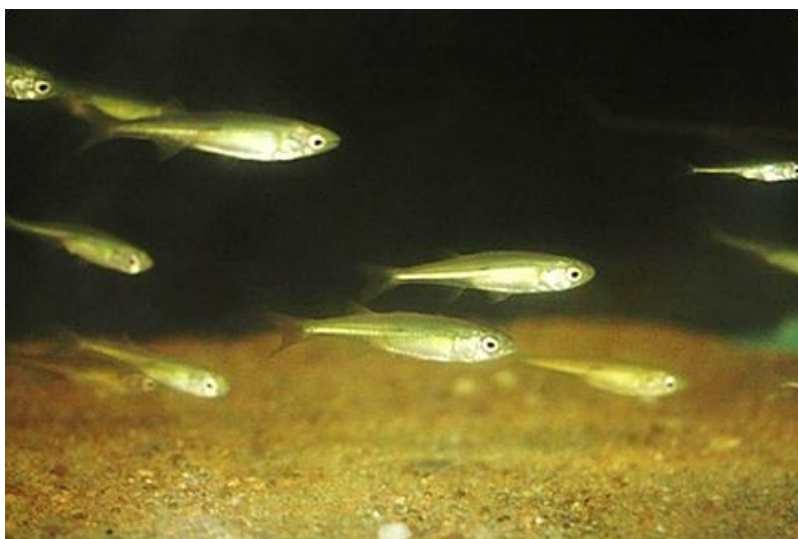
Consultants / Industry x 7

Amaryllis Environmental Consultant
Biodiversity Services
Biosis,
Ecology & Heritage Partners
Environmental Justice Office Australia
ISG Projects
Vic Roads,.

"The Budj Bim Rangers have got a lot out of attending the SWIFFT tele conferences this year. Thanks to you and the team for organising it all". Regards , Matthew Butt, Land Management Coordinator
Winda Mara Aboriginal Corporation.

Conservation agencies and organisations x 21

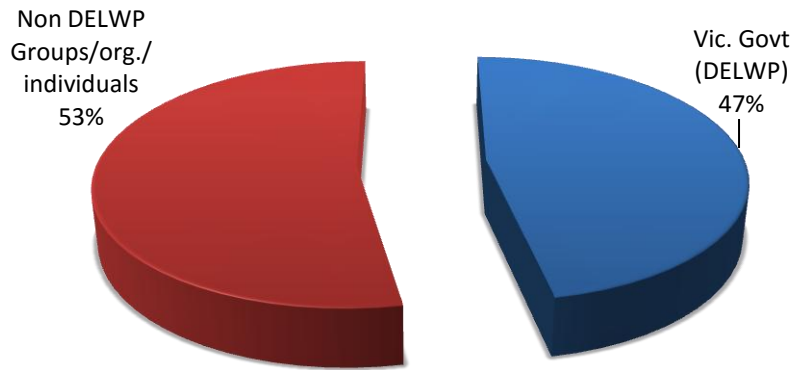
Barwon Coast Committee of Management
Bellarine Bayside Committee of Management
Birdlife Australia
Conservation Volunteers
Department of Economic Development, Jobs, Transport and Resources
(DEDJTR) - Fisheries
Department of Environment, Land, Water & Planning - Arthur Rylah Institute
Department of Environment, Land, Water & Planning - Nicholson Street, Melb.
Department of Environment, Land, Water & Planning x 13 regional locations
Game Management Authority
Helen Macpherson Smith Trust
Murray Darling Freshwater Research Centre
Museum Victoria
Native Fish Australia - Wimmera
Nature Glenelg Trust
Philip Island Nature Parks
Parks Victoria
Trust for Nature
Vic Forests
Wathaurong Aboriginal Co-op
Western Coastal Board
Windamarra Land Management Team.



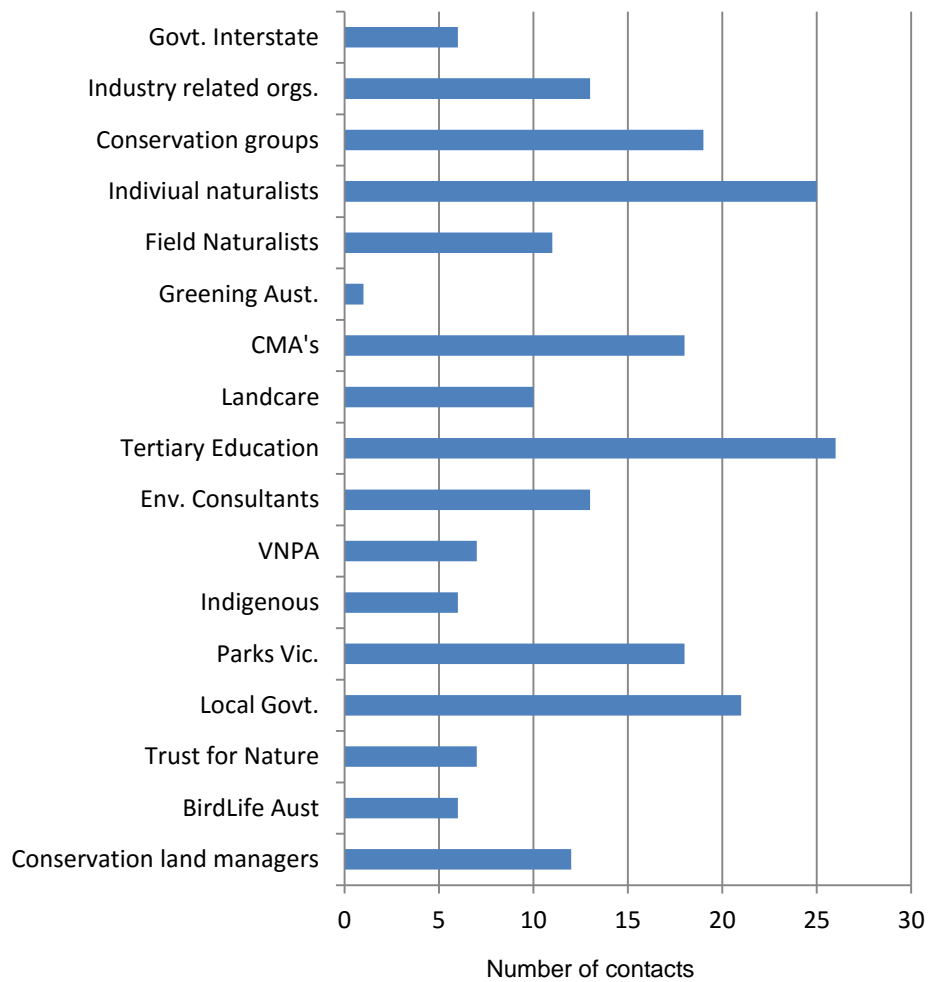
The Murray Hardyhead is a short lived species with a high risk of dramatic population decline or possible extinction if urgent conservation measures are not implemented. Murray Darling Freshwater Research Centre, SWIFFT video conference. 5-02-2015

*"I wanted you both to be aware of this crew of 9 local young people and their supervisor (Nick Graesser employed by CVA) coming to the next Swift event- since they are helping us to achieve some very positive biodiversity outcomes for the Southern Bandicoot zones of St Helens.
Thank you SWIFFT for continuing to provide these opportunities for local people to learn more".
Mrs Lisette MILL - Basalt to Bay Landcare Network Facilitator*

e-mail contacts (based on 2014 list)



Composition of non DELWP SWIFFT contacts (based on 2014 e-mail list)



The SWIFFT web site

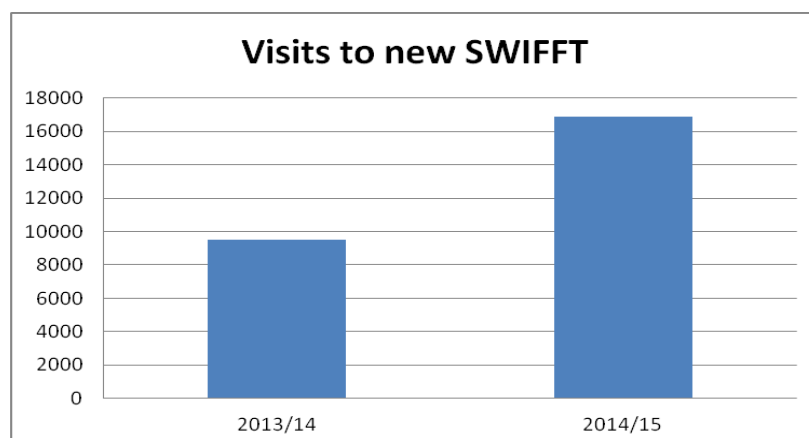
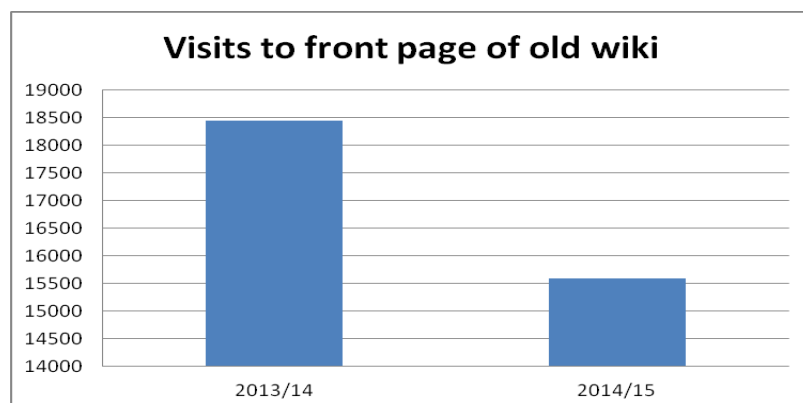
The process of updating and transitioning content from the old wiki to the new SWIFFT web site continued throughout 2015.

The new SWIFFT now has 161 pages, with 39 new pages added during 2015 which includes 26 new species specific pages and 28 LGA pages.

	Old wiki	New Site
Total pages	316	161
Species specific pages		
Flora	35	8 (+6)
Birds	30	15 (+10)
Mammals	20	8 (+3)
Fish	6	3 (+3)
Reptiles & Amphibians	12	3 (+2)
Invertebrates	12	2 (+2)
Total species specific	115	39 (+26)

SWIFFT usage 2015 (old wiki & new site)

- Both sites: 200,000+ visits (approx. 3,846 /week, 547/day)
- Old wiki - front page visits 15,600 in 2015. This represents a decline on last year's front page visits of 18,443 which is to be expected as visitors transition to the new site.
- New site - 16,892 visits (includes all pages).



Includes all pages on new site

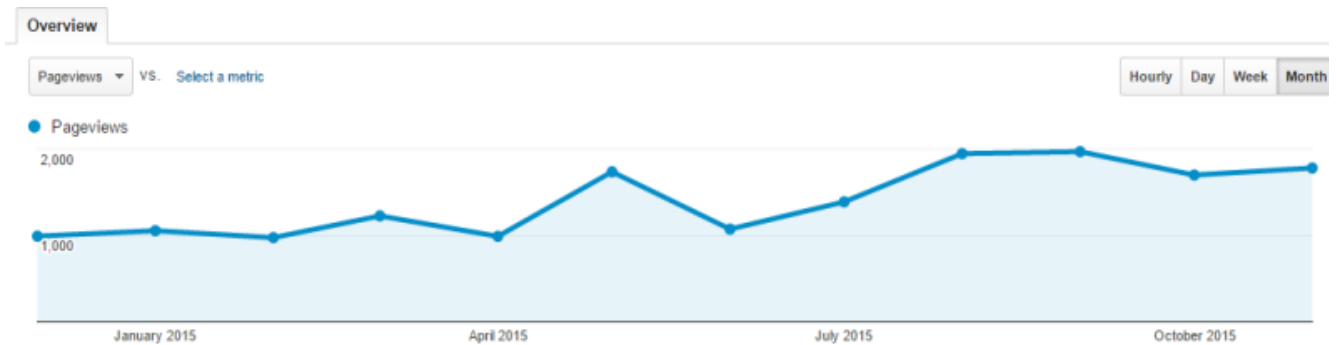
Old wiki - user requests

In the last 2 years (2014 and 2015) there has been 29,782 requests to open user accounts which demonstrates the interest of people to be involved in SWIFFT.

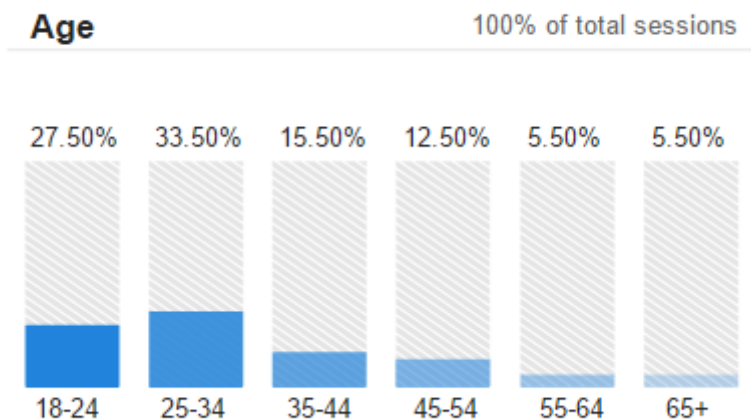


New site monthly page views 1 Nov. 2014 to 30 Nov. 2015

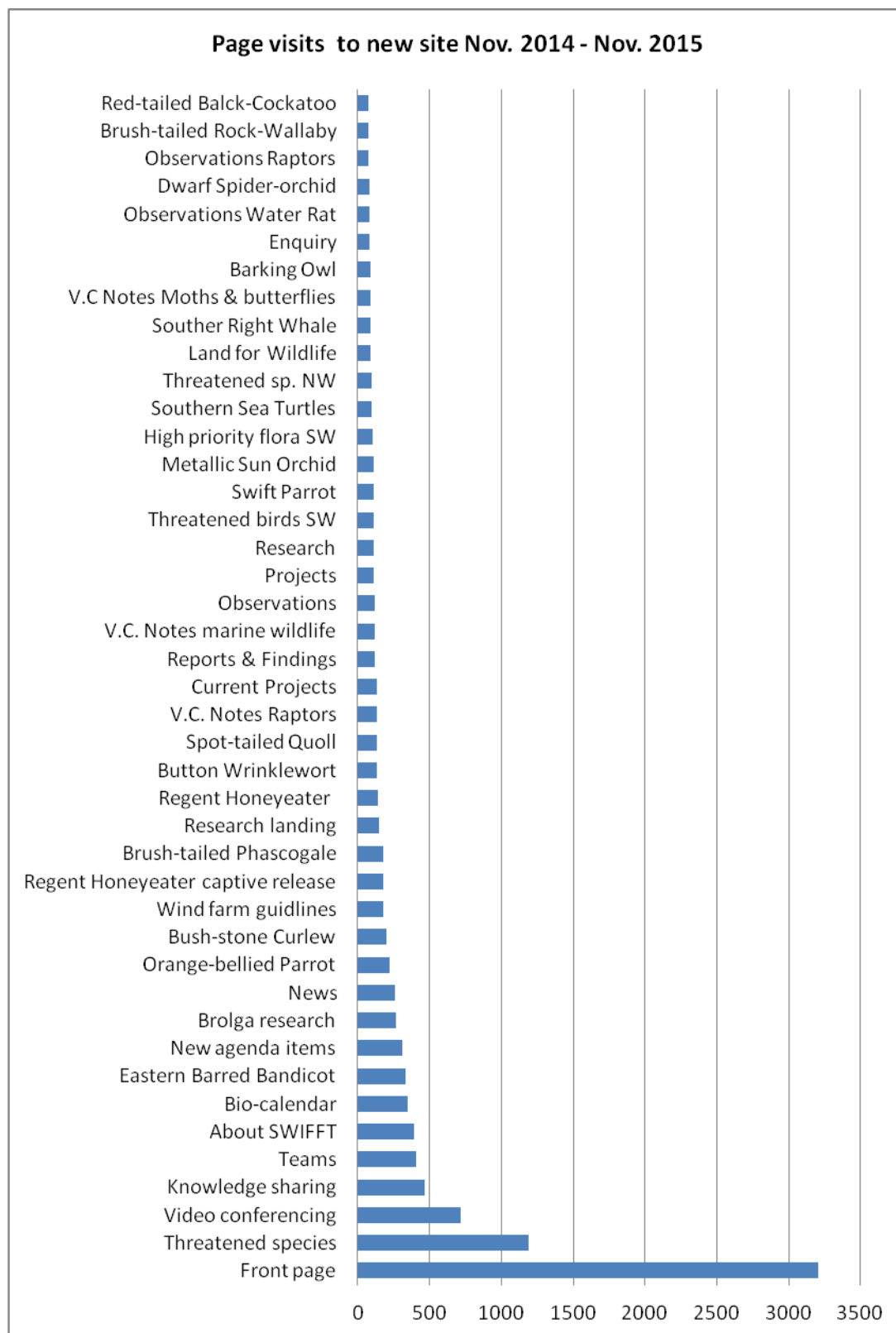
- derived from Google Analytics



Demographics of SWIFFT users - derived from Google Analytics



Popular SWIFFT pages on new site



Note: not all pages are represented on this chart

Popular SWIFFT pages old wiki & new site (pages with over 5000 visits includes old wiki from 2005 and new site) as at 30/11/2015. * Pages which have been added to the new SWIFFT site.

Species /Pages	Accumulated Page visits (2005-2015)	2012-13 visits	2013-14 visits	2014-15
SWIFFT meetings page *	63406	+7693	+22267	+21989
Current Projects page *	58438	+12404	+9382	+11278
Bush Stone-curlew *	50928	+7440	+5256	+4889
Brush-tailed Phascogale *	40983	+9836	+5165	+6217
Brolga*	38879	+10360	+4050	+3645
Orange Bellied Parrot *	37189	+7508	+7277	+7842
Red-tailed Black-Cockatoo *	35670	+8083	+5955	+6886
Hooded Plover *	34620	+4940	+3757	+3953
Surveys page *	32844	+7315	+4294	+5385
Eastern Barred Bandicoot *	32052	+7248	+3536	+5741
Powerful Owl *	31459	+4474	+3707	+4399
Barking Owl *	28067	+4828	+3608	+3972
Common Bent-wing Bat	27157	+6289	+3673	+5063
Striped Legless Lizard *	24436	+5593	+3401	+3896
Diamond Firetail	21942	+4120	+2218	+3528
Growling Grass Frog *	21005	+5202	+3419	+4286
Threat Sp A-Z SW page *	18620	+3898	+4876	+5228
Brush-tailed Rock-Wallaby *	17731	+5898	+2334	+3021
Reports and findings page *	17691	+3276	+5270	+5185
King Quail	16380	+3462	+2574	+2841
Blue-billed Duck *	15876	+4637	+1867	+2612
Masked Owl	14823	+2691	+2176	+1953
Southern Right Whale *	14144		+10953	+3691
Common Dunnart	13638	+3417	+1953	+1769
Blue Whale *	13618	+4262	+836	+1892
Basalt Peppercreess	13567		+10091	+3476
Long-nosed Potoroo	12707	+2582	+1873	+1994
Research page *	12677	+2386	+2253	+2874
Swamp Antechinus	12327	+1896	+1458	+1528
Eastern Curlew *	12251	+3396	+1488	+1875
Azure Kingfisher *	12162	+2947	+1733	+1875
Golden Sun Moth *	12020	+1864	+1271	+1362
Swift Parrot *	12017	+1738	+1422	+1615
Grey Goshawk *	11324	+1967	+1382	+1464
Great Knot *	10654	+1955	+1498	+1735
Musk Duck	10390	+1609	+1100	+1728
Meeting notes native grasslands	10346	+2204	+1746	+1005
Ground Parrot	10162	+2263	+1643	+891
Rosenberg's Goanna	9716		+9044	+672
Bio-calendar *	9692	+3271	+938	+1483
Leatherback Turtle *	9667	+1893	+1427	+1638
Metallic Sun-orchid *	9475	+1743	+1378	+1883
Heath Mouse	9458	+1202	+2057	+1592
International Student Vol. 2007	9127	+1664	+1856	+502
Corangamite Water Skink	9126	+3715	+939	+1472
Threat Flora SW page *	8947	+1313	+777	+1052

Species /Pages	Accumulated Page visits (2005-2015)	2012-13 visits	2013-14	2014-15
Full list threat flora SW page	8947	+1702	+1228	+1358
Rufous Bristlebird	8755	+1377	+975	+745
Spiny Rice-flower *	8713	+1578	+1261	+1539
White-footed Dunnart	8622	+1495	+1376	+1082
Regent Parrot	8518		+7540	+978
Mellblom's Spider orchid	8090	+1553	+1018	+1284
Elegant Spider-orchid	7885		+6993	+892
Ancient Greenling Damselfly	7920	+1420	+1119	+1381
Swamp Skink	7474	+1184	+639	+839
Eltham Copper Butterfly *	7043	+1417	+763	+863
Squirrel Glider	7014		+6268	+746
Square-tailed Kite	6950	+1802	+759	+848
Basalt Rustyhood *	6818		+5783	+1035
Spot-tailed Quoll *	6774		+5642	+1072
Adamson's Blown -grass	6672		+5876	+796
Woodland Blind Snake	6662		+5713	+949
Australian Mudfish	6636		+5832	+864
Lewin's Rail	6489		+5690	+799
Variegated Pygmy Perch	6340		+5403	+937
Grey-headed Flying-fox	6181		+5312	+869
Dwarf Galaxias	5920		+5137	+783
Button Wrinklewort *	5802		+5053	+749
New SWIFFT front page *	3205			+3205
New SWIFFT threat. sp. *	1188			+1188
Totals for popular pages (pages with over 5000 accumulated visits)	1,114,026	+200,010	+256,508	+190,678

Note: the above figures do not include pages with less than 5000 visits except for

- New SWIFFT front page
- New SWIFFT threatened sp. page

Note: the old wiki was off-line for 3 months which would have reduced overall page visits in 2014/15.

The SWIFFT pages are equivalent to producing Fact Sheets for 115 species with the advantage they can be viewed many times more efficiently, updated easily, encourage a diverse range of data and use far less paper resources.

Visits to SWIFFT pages is a reflection how many thousands of times people have sought out information on threatened species and viewed information about threatened species and actions in Victoria. Without the SWIFFT the flow of information to the general community and within conservation partners would have been substantially diminished.

Features of SWIFFT web pages:

Images – the SWIFFT pages contain many images which are not found on other comparable web sites. The sourcing of images has created many new contacts and has been a means of engaging specialist/naturalists in the network.

Facts – the SWIFFT web site contains not only species related information BUT current actions, research and progress towards management outcomes. This information will be linked to Visualising Victoria's Biodiversity in the future.

Updates and links – the SWIFFT web pages are capable of quick and current updates. They contain many links to other sources of information and current events.

Video conference and web site synergies

The SWIFFT web site plays an important part in promoting and recording video conferences. It provides the participants and the community with the opportunity to view key messages from the video conferences. The video conference notes also provide many links to SWIFFT related pages. There has been 29,898 visits to the video conference notes pages in the last year and a cumulative total of 143,425 visits to these pages.

Video conference topic	Date of VC	Attended	Cumulative total page visits	Visits to page 2014/15
General	14 -07-05	22	1525	+297
General	13-10-05	28	1240	+187
General	16-02-06	38	5046	+938
General	18-05-06	34	3072	+589
SW projects	13-07-06	34	6340	+732
SW projects	08-11-06	39	3884	+619
SW projects	14-02-07	43	4079	+682
SW projects	23-05-07	40	4180	+893
SW projects	22-08-07	43	3323	+788
Native grasslands	14-11-07	48	11169	+1821
Bird monitoring	31-01-08	74	3824	+839
Climate change data sets	01-05-08	42	3357	+775
VVP conservation mgt	23-7-08	51	4953	+1187
Freshwater ecology & drought	23-11-08	43	3286	+762
Ecosystem conservation	29-01-09	33	4214	+874
Marine biodiversity conservation	22-04-09	42	3057	+658
Fire & biodiversity	23-07-09	67	2612	+633
Managing small reserves	29-09-09	48	3778	+783
Biodiversity education	28-01-10	57	3514	+875
Fungi mosses & lichen	28-04-10	65	4130	+882
Aboriginal land mgt	29-07-10	110	3475	+839
Insect plant associations	28-10-10	57	3998	+926
Amphibian ecology	27-01-11	77	4701	+1232
VPP grassland recovery	19-04-11	65	4165	+1027
Threat sp reintroductions	28-07-11	115	5187	+1526
Threat species cons. Private land	27-10-11	76	3698	+921
Habitat enhancements	02-02-12	116	3136	+838
Introduced predators	19-04-12	122	3505	+829
Bat ecology & conservation	26-07-12	108	5134	+1592
Biodiversity urban and	31-10-12	67	2754	+934

fringing land				
Reptile conservation	18-04-12	110	18427	+755
Community conservation	25-07-13	77	1232	+498
Conservation of remnant trees	31-10-13	91	2287	+1397
Raptors	6-02-14	95	270	+134
Marine wildlife	24-04-14	52	246	+107
Wildlife on farms	31-07-14	97	255	+183
Wetlands	31-10-14	69	92	+66
Native freshwater fish	05-02-15	95	83	+83
Migrations (birds, whale & fish)	30-04-15	79	86	+86
Moths & butterflies	30-07-15	59	89	+89
Biodiversity strategy & mapping	29-10-15	94	22	+22
Total		2177	143,425	+29,898

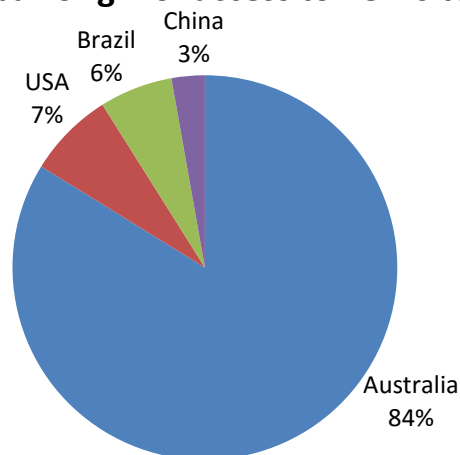
The above table demonstrates the powerful multiplier effect of having the video conference notes on the SWIFFT web site. It means video conference outcomes have reached a far wider audience than to those who attended. Visits to the video conference pages tend to occur well after the video conference which suggests a high proportion of a new audience of people are seeking out the information provided.

SWIFFT's coverage

Global

Over 110 countries have accessed the new SWIFFT site since April 2014.

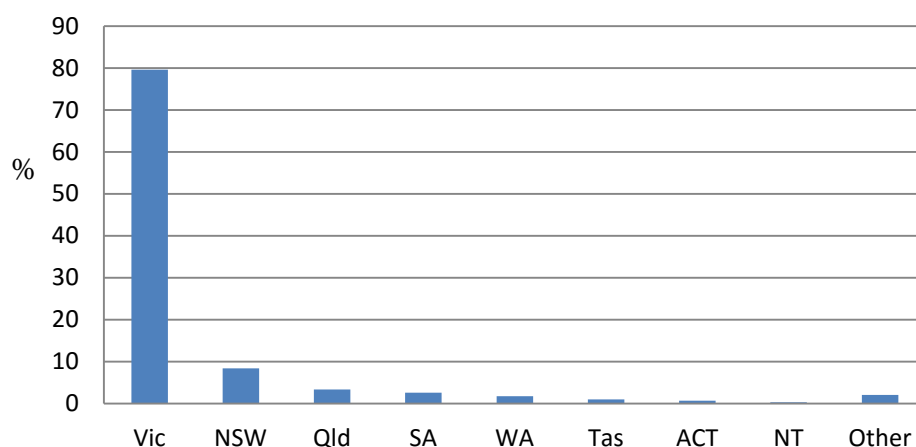
Global origin of access to new site



Australia

Australian origin of access to new SWIFFT site

(since April 2014)



SUMMARY

Operation of SWIFFT

- Federation University Australia, Centre for eResearch and Digital innovation (CeRDI) continued to provide essential web support.
- The Helen Macpherson Smith Trust has enabled on-going development of SWIFFT.
- Voluntary support for web site received.
- The Department of Environment, Land, Water & Planning supported video conferences in 2015.

Community engagement

- SWIFFT is proven to be an efficient and effective means of engaging a wide cross section of people / organisations in biodiversity and threatened species conservation.
- 200,000 + visits were made to SWIFFT during the last 12 months.
- 29,898 visits to video conference notes in the last 12 months.
- 327 people attended video conferences comprising 67 groups/organisations
- Video conference notes play an important role in Citizen Science and assist the community to understand issues relating to biodiversity management.

Future

- A Business Plan and Implementation Plan for future growth has been prepared.
- The development of an innovative biodiversity mapping portal 'Visualising Victoria's Biodiversity' has commenced but is subject to further funding.
- SWIFFT is conducting an on-line survey and stakeholder workshops in 2016.
- Continued support from DELWP regarding video conferences is required.
- SWIFFT is facing severe financial constraints in 2016. Future State Wide growth will be very difficult unless funding is secured.

Report prepared by Ian Smith - 9 Dec. 2015