



Task Number	1	Task Name	Public Awareness Campaign
Course	Year 10 Geography	Faculty	HSIE
Teachers	Clifford, Dunlop, Magriplis, Sanna.	Head Teacher	Jim Selwood
Issue date	Week 5	Due date	Friday 4 th April 2025 by 3:15 pm (Week 10)
Focus (Topic)	Environmental Change and Management	Task Weighting	50%

Outcomes

GE5-2	explains processes and influences that form and transform places and environments
GE5-3	analyses the effect of interactions and connections between people, places and environments
GE5-5	assesses management strategies for places and environments for their sustainability
GE5-8	communicates geographical information to a range of audiences using a variety of strategies

Task description

You are to create a public awareness campaign for an environmental issue in Australia. Environmental issues you could investigate include (but are not limited to):

Type of environment	Environmental issue	Location
Marine	The Great Barrier Reef	QLD
	Microplastics	WA, NSW
Land	Invasive Species, e.g. rabbit, fox, cane toad, prickly pear, fire ant	Various
	Deforestation, Bushfires, soil degradation, biodiversity loss	Various
Inland water	Murray-Darling water access,	QLD, NSW, SA
	Salinity	Various
Coastal	Coastal erosion	Various
	Wetland and habitat destruction	Various
Urban	Air pollution	Various
	Urban Sprawl	Various
Resource Management	Overconsumption e.g. fast fashion, monoculture agriculture	Various
	Global Warming & fossil fuel use	Various

If a topic you would like to investigate is not listed above, please negotiate this with your teacher before starting your assessment task.

You may present your public awareness campaign in one of the following formats:

- Website
- Video
- Podcast
- Brochure/Flyer
- Poster
- Other – please discuss with your teacher

Regardless of the presentation format you choose, you need to ensure your public awareness campaign includes the following information:

Part	Question to answer	Should include information about:
Part 1: Functions of the environment	<ul style="list-style-type: none"> How does the environment normally function? 	<ul style="list-style-type: none"> Interactions between main living and non-living elements of the environment Where possible, describe traditional indigenous management of the environment
Part 2: Environmental changes	<ul style="list-style-type: none"> How is the environment being changed? What is the extent of the environmental change? Is the change permanent or reversible? 	<ul style="list-style-type: none"> Biophysical processes (natural and human-induced) Stakeholders Geographical data (including relevant maps, statistics, graphs, tables) What damage has been done so far? Relevant data to show this
Part 3: Management and sustainability	<ul style="list-style-type: none"> How is/could this environment be managed to prevent further change or return it to health? What is the call to action? 	<ul style="list-style-type: none"> Stakeholders (including government, business, individuals and Aboriginal communities) What your campaign is asking individuals and groups to do to better manage the environment to conserve what is left or return it to health

Suggested length based on format:

Format	Suggested length
Website	3-5 pages of content
Video	2-3 minutes
Podcast	5-10 minutes
Brochure/Flyer	2 A4 pages
Poster	A3 poster
Other	Please discuss with your teacher

Public Awareness Campaign – Marking Criteria

Criteria	Outstanding	High	Sound	Basic	Limited
GE5-2: explains processes and influences that form and transform places and environments	Provides a detailed and comprehensive explanation of processes and influences that have contributed to environmental change in chosen location	Provides a detailed explanation of processes and influences that have contributed to environmental change in chosen location	Provides explanation of processes and/or influences that have contributed to environmental change in chosen location	Attempts to provide some information of processes and/or influences about environmental change; may refer to a specific location	Little or no attempt to communicate ideas about environmental change
GE5-3: analyses the effect of interactions and connections between people, places and environments	Public awareness campaign provides a sophisticated analysis of the relationships between various living and non-living elements of the environment and explains how they interact to create a balanced and healthy ecosystem, using specific examples	Public awareness campaign provides an analysis of the relationships between various living and non-living elements of the environment and explains how they interact to create a balanced and healthy ecosystem; may or may not use specific examples	Public awareness campaign provides some analysis of the relationships between various living and non-living elements of the environment and describes how they interact to create an ecosystem	Public awareness campaign attempts to provide some information about living and/or non-living elements of the environment; may refer to ecosystems	Little or no attempt to provide information about the environment
GE5-5: assesses management strategies for places and environments for their sustainability	Provides insightful and thorough assessment of management strategies for chosen environmental issue, including a clear call to action	Provides a thorough assessment of management strategies for chosen environmental issue, including a call to action	Provides sound assessment of management strategies for chosen environmental issue; may include a call to action	Attempts to provide some information about how to manage the environment and/or a call to action	Little or no attempt to provide information about managing the environment
GE5-8: communicates geographical information to a range of audiences using a variety of strategies	Selects and integrates a range of relevant geographical information such as maps, photos, diagrams, statistics/graphs, text into an organised and persuasive final product that clearly articulates the issue and seeks a response from individuals and/or groups; shows excellent control of language forms features that are highly appropriate to task	Selects and uses a range of relevant geographical information such as maps, photos, diagrams, statistics/graphs, text into an organised final product that clearly articulates the issue and seeks a response from individuals and/or groups; shows high level of control of language forms and features appropriate to task.	Selects and uses relevant geographical information such as maps, photos, diagrams, statistics/graphs, text into a final product that states the issue and seeks a response; shows satisfactory control of language forms and features	Attempts to use geographical information in final product; may seek a response; shows inconsistent control of language forms and features	Little or no attempt to communicate geographical information in final product; little or no attempt to use language forms and features
Non submission / Plagiarism / – no misadventure = Parental Notification and zero (0) marks					