

Communication Strategy



WAP 4.3.1

NSW Invasive Species Plan. Goal 4: Capacity	
Ensure NSW has the ability and commitment to manage invasive species	4.3 Increased community acceptance and involvement in effective weed management

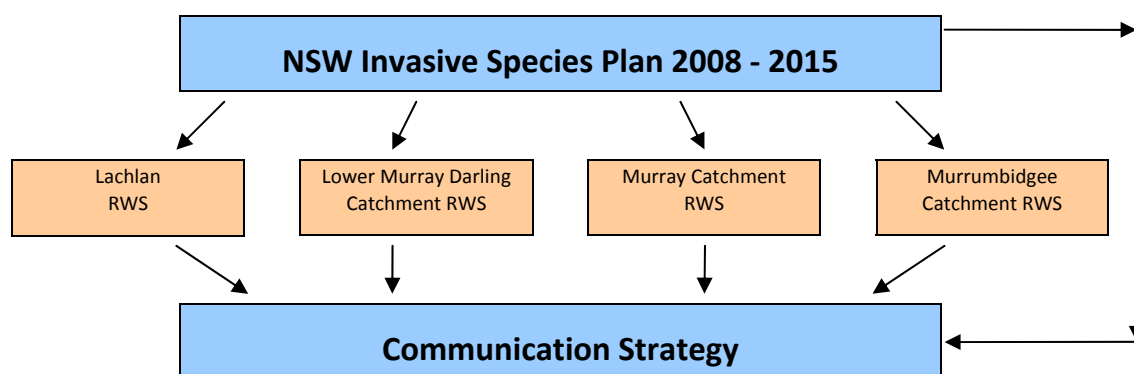
Regional Weed Strategy. Aim: Awareness, Education and Training	
Develop effective communication networks to disseminate information	3.1.1 Develop and implement a communication strategy

The Eastern Riverina Noxious Weeds Advisory Group (ERNWAG) and Western Riverina Noxious Weeds Advisory Group (WRNWAG) vision is to “Minimise the economic, environmental and social impacts of existing and new and emerging weeds in the Murray, Murrumbidgee and Lower Murray Darling Catchments through coordination, cooperation and commitment from weed managers and the community”.

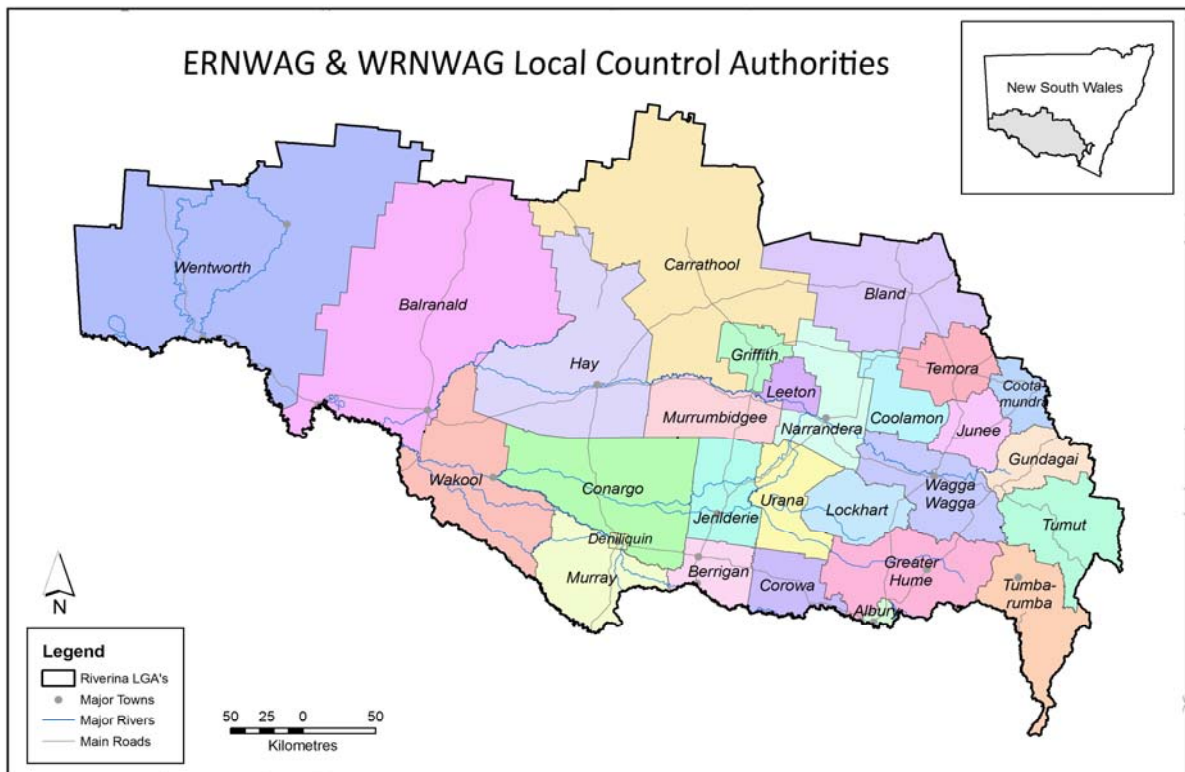
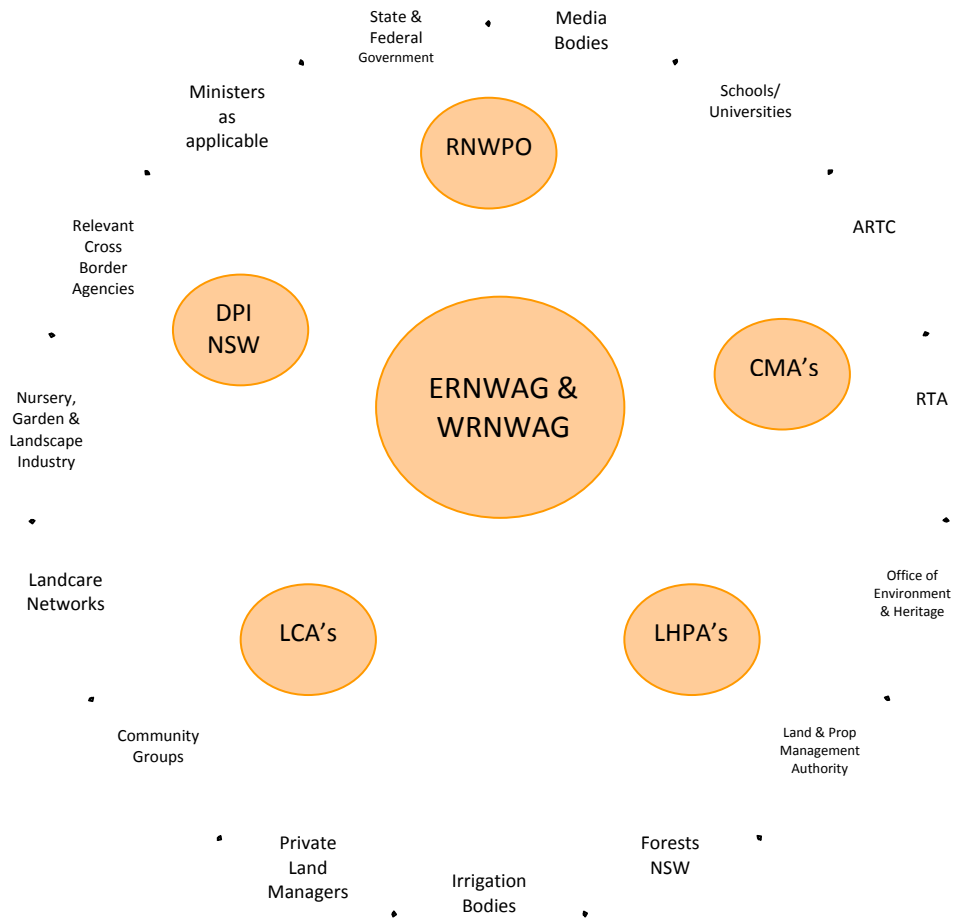
This strategy outlines the major communication, extension, training and education activities of ERNWAG & WRNWAG member organisations. The major activities and outcomes are taken directly from the Riverina WAP and 4 Regional Weed Strategies (RWS).

Key messages as adopted from the Australian Weeds Committee Communications Strategy:

1. Weed management is an essential and integral part of the sustainable management of natural resources and the environment, and requires an integrated multi-disciplinary approach.
2. Prevention and early intervention are the most cost effective techniques that can be deployed against weeds.
3. Successful weed management requires a coordinated approach which involves all levels of government in establishing appropriate legislative, educational and coordination frameworks in partnerships with industry, landholders and the community.
4. The primary responsibility for weed management rests with landholders/land managers but collective action is necessary where the problem transcends the capacity of the individual landholder/land manager to address it adequately.



Key stakeholders:



Action Plan

ERNWAG & WRNWAG Aims	Code	Activities	Who is responsible?
Develop and implement regional weed control plans and strategies	4.2 ISP 4.3.2 WAP 3.1.1 RWS	Develop and implement communication campaigns that increase target audience awareness and understanding	All stakeholders
	4.3.2 WAP 3.1.6 RWS	Circulate regular updates on the implementation of this strategy	All stakeholders
	4.2.1.6 WAP	Develop weed management plans for priority weeds in consultation with stakeholders	RNWPO, LCAs
	4.6.1 WAP	Review existing plans and strategies	RNWPO
Promote the awareness of noxious and environmental weeds within the community.	4.3.2.1 WAP	Encourage use of existing weed awareness programs (ie Weed Warriors) in local schools.	LCAs, RNWPO
	4.3.2.2 WAP	Website updated monthly and on an as needs basis www.riverinaweeds.org.au	RNWPO
	4.3.2.3 WAP 3.2.2 RWS	Promote state and national initiatives that raise the profile of weed management (weed buster week, WoNS, grow me instead)	All stakeholders
	4.3.2.7 WAP	Ensure NSW NS4W campaign is tied in with all regional activities	All stakeholders
	4.3.2.11 WAP 3.4.2 RWS	Update Regional Weed Identification Guide (Weeds of the Riverina)	RNWPO
	4.3.2.12 WAP 2.1.7. RWS	Develop Weeds Information Pack including information on Category A Weeds	LCAs
	4.3.2.10 WAP 3.4.3 RWS	Distribute weed awareness resources on priority weeds (High Risk species)	RNWPO, LCAs, CMA
Education, train and encourage persons and organisations in all matters relating to noxious and environmental weeds	4.3.2.5 WAP 4.3.2.6 WAP	Identify and inform Weed Extension Team Leader of all current regional resources.	RNWPO, LCAs
	4.3.2.8 WAP 3.2.3 RWS	Participate in Weed Awareness Plan reference group meetings/ correspondence	RWACs, NSW DPI, LCAs
	4.3.2.9 WAP 3.3.3 RWS	Develop demonstration sites and run field days to educate land holders on best weed management practices for priority weeds	LCAs, CMA, NSW DPI
Promote the coordination of weed management with all relevant stakeholders on a regional basis	4.3.2.4 WAP 3.4.1 RWS	Produce regular weed management material for the media and relevant publications	RNWPO, NSW DPI, LCAs
	4.2 ISP	Publicise weed management success stories	LCAs, RNWPO
Provide forum for the interchange of information	4.3.2.13 WAP	Attendance and participation at ERNWAG & WRNWAG meetings	All stakeholders

Desired outcome:

To have a well informed, well resourced, wide network of people involved in weed management

Linkages

- Lachlan RWS 2009
- Lower Murray Darling RWS 2006
- NSW Invasive Species Plan 2008-2015
- Riverina (Lower Murray Darling, Lachlan, Murray & Murrumbidgee Catchments) WAP 2010-2015
- Murray RWS 2008
- Murrumbidgee RWS 2007