

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

This strategy outlines the major communication, extension, training and education activities of WAP project partners. It will allow for greater coordination of activities and in turn lead to more successful awareness campaigns.

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

1. Weed management is an essential, 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.

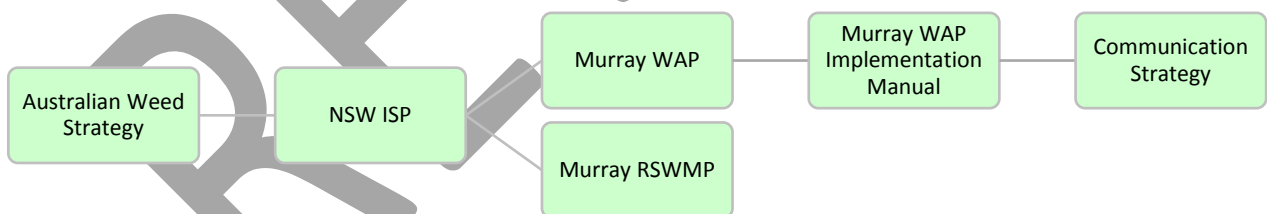


Figure 1: Strategic linkages with other relevant weed management documentation.

Key Stakeholders:

Local Control Authorities (LCAs), Regional Weed Committee Coordinator (RWCC), Murray Regional Weed Committee (RWC), Murray Local Lands Services (LLS), NSW Department of Primary Industries (DPI); Media bodies, Schools/Universities, ARTC, Roads and Maritime Services (RMS), Office of Environment & Heritage (OEH), Crown lands, NSW Forestry, Irrigation bodies, Private land managers, Community groups, Landcare, Nursery & Garden Industry Australia (NGIA), relevant cross border agencies.

Action Plan:

Objectives	Code	Activities	Who is responsible?
Develop and implement regional weed control plans and strategies	4.2 ISP 4.3.2 WAP	Develop and implement communication campaigns that increase target audience awareness and understanding	All stakeholders
	4.3.2 WAP	Circulate regular updates on the implementation of this strategy & the WAP	All stakeholders
	4.2.1.4 WAP	Develop plans for priority weeds in consultation with landholder	RWCC, LCA
	4.6.1 WAP	Review existing plans and strategies	RWCC
	4.8.1.2 WAP	Participate in NSW DPI capacity building and engagement meetings/ correspondence to enable the development of an education and awareness program	RWCC
Promote the awareness of priority weeds within the community	4.3.2.1 WAP	Website updated regularly www.riverinaweeds.org.au	RWCC
		Media releases/articles produced & distributed	All stakeholders
		Encourage use of existing weed awareness campaigns (ie Weed Warriors, RGP initiative, weed buster week, WoNS, grow me instead)	LCA, RWCC
		Field Days (hold & attend). HMFD display. Promote best practice weed management	All stakeholders
		Promote regional priority weeds to land managers (resources produced, distributed & maintained)	LCA
		Incorporate CBSM & NS4W campaign as required in conjunction with NSW DPI	All stakeholders
Promote the coordination of weed management with all relevant stakeholders on a regional basis	4.3.2.1 WAP	Produce regular weed management material for the media and relevant publications	RWCC, NSW DPI, LCA
	4.2 ISP	Publicise weed management success stories	All stakeholders
Provide a forum for the interchange of information	4.8.1.5 WAP	Attendance & participation at RWC meetings	All stakeholders

Desired outcome:	To have a well-informed, well resourced, wide network of people involved in weed management
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Linkages

- Murray RSWMP 2017-2022
- NSW Invasive Species Plan 2018-2021
- Riverina RSWMP 2017-2022
- Murray WAP 2015-2020

Case Study (May 2017): Red Guide Posts – a weed awareness tool!

In 2013 the former Eastern & Western Riverina Noxious Weeds Advisory Groups collaborated with the Lachlan Valley & Macquarie Valley Weeds Advisory Committees, Local Control Authorities (LCAs), Local Land Services (LLS) and Roads and Maritime Services (RMS) to develop a simple system to assist in reducing the spread of priority weeds along roadsides. It involves the installation of **red guide posts** at the 'start' and 'end' of each infestation. The **red guide posts** identify the site and an extensive awareness campaign advises that there is to be *no works between the posts*.



This project was funded through the NSW Weeds Action Program (WAP) New Innovative Project for Weeds 2013-2015 and Murray Local Land Services Integrated Pest and Weed Management Projects. Over 2,000 red guide posts have been distributed to the 33 partnering LCAs across the Riverina & Central Western NSW to be installed next to existing white guide posts.

A major output of this project was the development of resources that can be picked up by RMS and LCAs across NSW to ensure state consistency. Resources available at www.riverinaweeds.org.au

- PowerPoint Presentation for weed officers to show to management
- Installation procedure to ensure consistency & safety
- FAQ factsheet
- Flyer targeting outdoor staff & road users (LCAs, RMS, LLS etc)
- 30 sec & 15 sec animated TV commercials targeting families
- 30 sec & 15 sec radio ad targeting road users
- Fuel Nozzle Advertising – 8 designs targeting road users
- Windscreen sticker/prompt for roadside machinery operators
- Red Guide Post Geocache - educating Geocachers
- Banners for field days - using the flyer and frames from TVC



Outcomes:

- Increased knowledge and awareness of this initiative;
- Reduction in the spread of invasive species along high risk pathways;
- Reduction in unauthorised works taking place in red guide posted areas;
- Increased community acceptance of and involvement in effective weed management;
- Biosecurity risks on our roadsides identified so they can be prevented, eliminated, minimised and managed.



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