

## Project details

### Riverina State WAP Pilot – Red Guide Posts Project

High Risk Pathways – Red Guide Posts

*Eastern and Western Riverina Noxious Weeds Advisory Groups*



## Performance overview

The former Eastern and Western Riverina Noxious Weeds Advisory Group teamed up with the Lachlan Valley Weeds Advisory Committee & Macquarie Valley Weeds Advisory Committee (LVWAC & MVWAC) to promote the Red Guide Post initiative.

Red Guide Posts are being installed along roadsides throughout the Riverina and Central Western NSW (by weed officers) to identify known locations of priority weeds. The posts alert road users of the area they need to avoid to prevent further spread of priority weeds along high risk pathways.

## Activities completed

A major component of this project was the development of resources that can be picked up by Roads & Maritime Services and other Local Control Authorities across the state. The below resources will ensure state consistency and are all available on our dedicated web site [www.riverinaweeds.org.au](http://www.riverinaweeds.org.au):

- Over 2,000 Red Guide Posts supplied to 33 project partners
- Installation procedure to ensure consistency & safety
- FAQ factsheet
- Flyer to target outdoor staff (LCAs, RMS, LLS etc)
- 30 sec & 15 sec animated TV commercials targeting families
- 30 sec & 15 sec radio ad for community radio
- PowerPoint Presentation
- Fuel Nozzle Advertising – 8 designs to target road users
- Windscreen sticker/prompt for roadside machinery operators
- Red Guide Post Geocache - targeting Geocachers
- Banners for field days - using the flyer and frames from TVC
- Dedicated page on our website



## 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 invasive species management
- Biosecurity risks on our roadsides identified so they can be prevented, eliminated, minimised and managed.

Winner of the *Excellence in the Environment Weed Management Award 2013/2014*

## Further information

Your local council weed officer

[www.riverinaweeds.org.au](http://www.riverinaweeds.org.au)