

START

Red Guide Posts

An Eastern Riverina Noxious Weeds Advisory Group &
Western Riverina Noxious Weeds Advisory Group
initiative in cooperation with
Lachlan Valley Weeds Advisory Committee &
Macquarie Valley Weeds Advisory Committee.

Funded through the NSW Weeds Actions Program
(WAP) New Innovative Project for weeds 2013-2015
and Murray Local Land Services.

END

By avoiding **Red Guide Posted** areas we can all help stop the spread of weeds!

START

Red Guide Posts

Red Guide Posts are being installed along roadsides throughout the Riverina & Central Western NSW (by weed officers) to identify known locations of high risk noxious weeds.

The **Red Guide Posts** alert road users of the site they need to avoid to prevent further spread of noxious weeds along high risk pathways.

For a complete list of high risk noxious weeds go to www.riverinaweeds.org.au or www.westernweeds.org

END

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Red Guide Posts

Over 2,000 **Red Guide Posts** have been distributed to 33 NSW Councils (project partners):



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Red Guide Posts

A major component of this project was the development of resources that can be picked up by RMS and other Councils across the state. These resources ensure consistency:

- Installation procedure
- FAQ factsheet
- Flyer
- Windscreen sticker
- 30 sec & 15 sec TV commercial
- 30 sec & 15 sec radio ad
- Fuel Nozzle advertising
- Media articles / releases

END

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Red Guide Posts

Installation procedure

Red Guide Post installation procedure

The purpose of this procedure is to provide a consistent approach to the installation of red guide posts throughout New South Wales.

Red Guide posts are being installed along roadides to:

- Identify known locations of high risk noxious weeds
- Alert machinery operators of the site
- Encourage liaison with local council weed officers on each site's requirements
- Prevent further spread of noxious weeds along high risk pathways

Locate → Install → Sticker → Record → Inform

Location along roads with existing guide posts: Red guide posts are to be installed on the fence side beside existing delineated white guide posts nearest to the start & end of the noxious weed infestation. Distance between white & red posts = 200mm.

Location along roads with no existing guide posts: Red guide posts are to be installed the fence side of the table drain so as not to hinder grading. Note: grader operators should be checking with the weed officer prior to entering a red guide posted site.

Installation procedure: Refer to the Reflex marker post system installation procedure on page 2.

Placement of Sticker: Position sticker 50mm from top of post. Peel a small portion off the back of the sticker. Once in correct position peel the remaining sticker off smoothing the sticker into place in a downward motion. Once fully stuck, peel the front sticker off. The letters should be all that remains on the post.

Record GPS coordinates: Record red guide post locations (start & end); estimate the length of the actual infestation, and submit to Regional Project Officer.

Inform: Communicate with neighbouring landholders regarding the red guide post site.

RGP installation procedure 06/03/2014 Page 1 of 2

Reflex MARKER POST SYSTEM

INSTALLATION PROCEDURE

Step 1 Ground Preparation: Loosen the surface of the ground where installation is to take place.

Step 2 Installation Preparation: Slide the Guide Post into the 1-part driver within the profile slides and fit into driving position.

Step 3 Installation: Stretch and bend your knees throughout the driving process.

Step 4 Check Depth Marker: Ensure post is driven into Depth Mark position.

Step 5 How to Uninstall: Place driver back onto post and insert removal rod into the removal hole of the post - remove by using reverse installation action.

Roadside Products MANUFACTURERS OF Dura-Post

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Red Guide Posts

FAQ factsheet

FAQ - Red Guide Posts



What is the Red Guide Post project?

Eastern Riverina Noxious Weeds Advisory Group and Western Riverina Noxious Weeds Advisory Group (ERNWAG & WRNWAG) teamed up with the Lachlan Valley Weeds Advisory Committee & Macquarie Valley Weeds Advisory Committee (LWVAC & MVWVAC) to apply for the NSW government funding under the NSW Weeds Action Program to promote the Red Guide Posts Initiative. We were successful and as a result have been able to produce the following resources which are all available at www.riverinaweeds.org.au:

- TV & Radio Commercials; Fuel Nozzle advertising; windscreens stickers; flyer; banners
- Power point presentation; installation procedure.

Why are Red Guide Posts being installed?

To identify known locations of high risk noxious weeds. The posts alert road users of the site they need to avoid and prevent further spread of noxious weeds along high risk pathways.

Why Red Guide Posts?

Several coloured posts are already in use by Local Councils and Roads & Maritime Services (RMS). Red was not being used along roads for anything or anywhere that we knew of. Red stands out especially when installed right next to a white guide post.

Who is installing the Red Guide Posts?

Mostly Local Control Authorities (LCAs) – Council Weed Officers and sometimes RMS in collaboration with the weed officer.

Where are the Red Guide Posts being installed?

Along roadsides in New South Wales – at the moment in the Riverina and Western NSW as a pilot project that is hopefully adopted state-wide.

Can I work between the start & end posts?

The area between the red guide posts is a no go zone – meaning there is to be no work carried out. Each LCA weed officer can be contacted to discuss individual site requirements.

Can I park between the start & end posts?

The area between the red guide posts is a no go zone – please park outside of the zones.

Can I move stock between the start & end posts?

The area between the red guide posts is a no go zone – do not move stock through these zones as you risk spreading high risk weeds.

I've come across an 'end' post while slashing the roadside; I didn't see the 'start' post. What do I do now I'm in the site?

Contact the local weed officer to discuss the individual site's hygiene requirements.

Which weeds are being targeted with Red Guide Posts?

Parthenium weed, Chilean needle grass, Serrated tussock, Coolat grass and Spiny burgrass are just a few examples of high risk weed species being target in this project.

My council wants to get involved how do I get started?

After reading this FAQ and viewing the PowerPoint presentation, please read the installation procedure to find out all requirements for participation. Contact ERNWAG & WRNWAG or LWVAC & MVWVAC Project Officers to get involved.

Where do I purchase Red Guide Posts?

Original suppliers to the project were Roadside Products Reflex Marker posts. Other suppliers exist.

Where do I purchase the 'start' and 'end' stickers?

Original suppliers to the project were Conways Printing at Jindera. Other suppliers exist.

If I have any more questions about the Red Guide Post project who can I talk to?

Contact ERNWAG & WRNWAG or LWVAC & MVWVAC Project Officers to find out more.

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Monday - Friday



Department of
Primary Industries

NEW SOUTH WALES

WEEDS ACTION PROGRAM



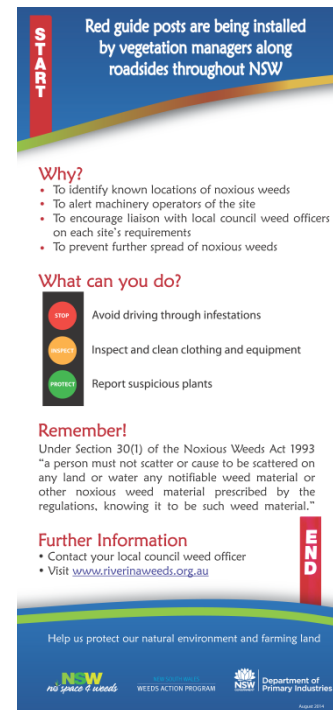
no space & weeds

END

START

Red Guide Posts

Flyer



END

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Red Guide Posts

Windscreen sticker

To be put in all outdoor staff fleet vehicles (RMS, LCAs, LLS and utilities) as a visual reminder of what's required in the **Red Guide Post** areas. The sticker is given to staff who have been briefed on the campaign and had the opportunity to ask questions. The sticker is not to replace the briefing.



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Red Guide Posts

TV Commercials & Radio ads

- 30 sec & 15 sec TVCs went to air on the WIN network in Southern & Western NSW in September 2014.
- 30 sec & 15 sec Radio ads aired on community radio
- All are viewable via www.riverinaweeds.org.au



END

“Dad! We can’t stop here!”



macquarie and lachlan valley weeds advisory committee

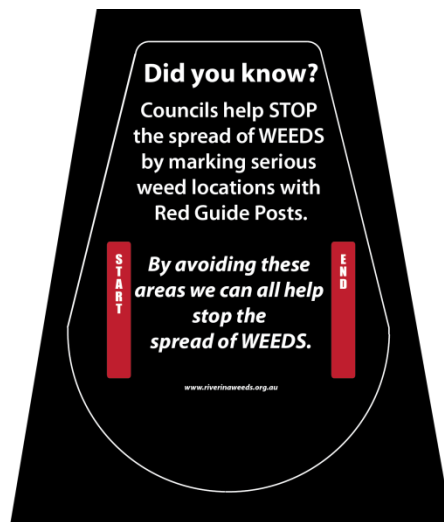
ERNWAG &
WRNWAG

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Red Guide Posts

Fuel nozzle advertising

Unavoidable engagement medium – this advertising will be read by everyone who fills up at the 10 service stations being trialled in the Riverina during each 6 week campaign. These 3 creatives were on display September – November 2014



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Red Guide Posts

Fuel nozzle advertising

Given the creatives from the 1st campaign were in place for 3 months – no one else bought the space – we designed new creatives for our 2nd & 3rd campaigns which ran December 2014 - April 2015. \$360 per site – 10 sites booked.



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Red Guide Posts

Fuel nozzle advertising

A version of our creatives have now been in place (at 10 service stations) since the first campaign commenced 1st September 2014. Given our 2nd & 3rd campaigns ran into each other we again decided to refresh our creatives for the 4th campaign in June 2015. We also sourced 5 new service stations (Metro) to add to the 10 existing (Woolworths) service stations currently displaying our creatives across the Riverina.



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Red Guide Posts

Media articles / releases



Do NOT enter the Red Zone!

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

Further information on the **Red Guide Post** project can be found at www.riverinaweeds.org.au or contact your local weed officer.

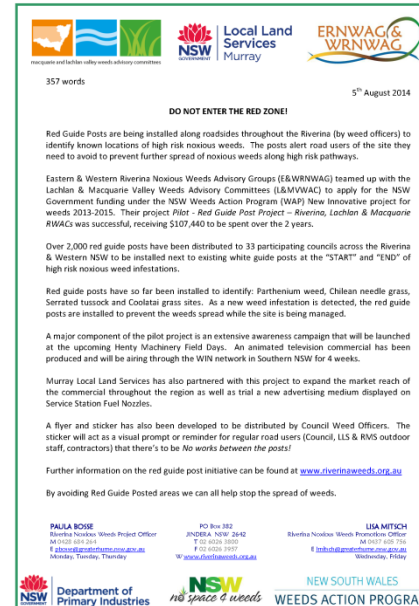
By avoiding **Red Guide Posted** areas we can all help stop the spread of weeds!

NEW SOUTH WALES
WEEDS ACTION PROGRAM

NSW GOVERNMENT Department of Primary Industries

NSW GOVERNMENT Local Land Services Murray

NSW no space 4 weeds



357 words

5th August 2014

DO NOT ENTER THE RED ZONE!

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

Eastern & Western Riverina Noxious Weeds Advisory Groups (E&W&WRNWAG) teamed up with the Lachlan & Macquarie Valley Weeds Advisory Committees (L&M&VWAC) to apply for the NSW Government funding under the NSW Weeds Action Program (WAP) New Innovative project for weeds 2013-2015. Their project **Pilot - Red Guide Post Project - Riverina, Lachlan & Macquarie** RWACs was successful, receiving \$107,440 to be spent over the 2 years.

Over 2,000 red guide posts have been distributed to 33 participating councils across the Riverina & Western NSW to be installed next to existing white guide posts at the "START" and "END" of high risk noxious weed infestations.

Red guide posts have so far been installed to identify: Parthenium weed, Chilean needle grass, Serrated tussock and Coolatai grass sites. As a new weed infestation is detected, the red guide posts are installed to prevent the weeds spread while the site is being managed.

A major component of the pilot project is an extensive awareness campaign that will be launched at the upcoming Henty Machinery Field Days. An animated television commercial has been produced and will be airing through the WIN network in Southern NSW for 4 weeks.

Murray Local Land Services has also partnered with this project to expand the market reach of the commercial throughout the region as well as trial a new advertising medium displayed on Service Station Fuel Nozzles.

A flyer and sticker has also been developed to be distributed by Council Weed Officers. The sticker will act as a visual prompt or reminder for regular road users (Council, LLS & RVIS outdoor staff, contractors) that there's to be **No works between the posts!**

Further information on the red guide post initiative can be found at www.riverinaweeds.org.au

By avoiding Red Guide Posted areas we can all help stop the spread of weeds.

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NSW GOVERNMENT Department of Primary Industries

NSW GOVERNMENT Local Land Services Murray

NSW no space 4 weeds


NEW SOUTH WALES
WEEDS ACTION PROGRAM

START

Red Guide Posts

Weed Officer Survey

An initial survey was circulated (May 2014) to project partners (weed officers) to gather benchmark data on unauthorised works in known infested roadsides. The follow-up survey (June 2015) determined the effectiveness of resources developed by the project and again asked about unauthorised works. Results are being collated as the surveys come in... Drink Coolers were developed as an incentive to maximise return of surveys!



NSW no space & weeds **ERNWAG & WRNWAG**

Red Guide Post (RGP) Survey May 2014

Note: all responses below do not include the RGPs we have just given out. Please only answer with information relevant to pre-existing RGP sites (installed prior to 1st March 2014).

UIC: _____

- Do you have RGPs installed in your LGA (prior to the current pilot project)?
 - If NO – please email this information back to Paula (livering) or Megan (lactan) ASAP.
 - If YES – Please continue...
- Who has approached you about the RGPs installed in your LGA (please "r")

EMS staff	<input type="checkbox"/>	Landholders	<input type="checkbox"/>
Council staff	<input type="checkbox"/>	Private developers	<input type="checkbox"/>
Contractors	<input type="checkbox"/>	Other (please detail)	_____

What was the nature of the query/approach/request?

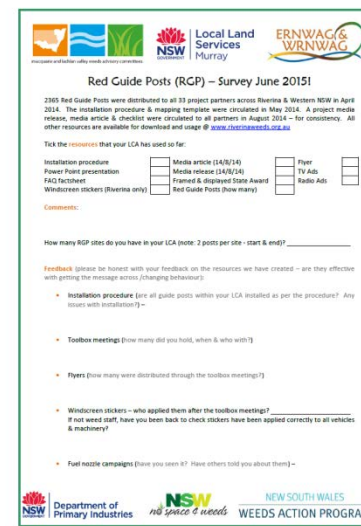
Please detail below **unauthorised works** that have taken place within RGP sites in your LGA since installation (please include location of site, type of road, type of unauthorised activity that took place, weed etc. if multiple instances at the one site – mention this or list separately if activity differs, eg. Weekly mowing, EMS managed road, Contractors slashed through entire RGP site that was heavily infested with pernicious weed at the time).

While out and about over the next 4 weeks, please monitor existing RGP sites in your LGA and report back within the survey of any activity taking place.

We appreciate you taking the time to complete this brief survey. Please email it back to your Project Officer by COB 2nd June 2014.

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NSW no space & weeds **ERNWAG & WRNWAG**

Red Guide Posts (RGP) - Survey June 2015

2385 Red Guide Posts were distributed to all 33 project partners across Southern & Western NSW in April 2014. The installation procedure & mapping template were circulated in May 2014. A project media release, media article & checklist were circulated to all partners in August 2014 - for consistency. All other resources are available for download and usage @ www.nsw.gov.au/weeds

Tick the **resources** that your LGA has used so far:

Installation procedure	<input type="checkbox"/>	Media article (14/8/14)	<input type="checkbox"/>	Flyer	<input type="checkbox"/>
Power Point presentation	<input type="checkbox"/>	Media release (14/8/14)	<input type="checkbox"/>	TV Ads	<input type="checkbox"/>
RAG Checklist	<input type="checkbox"/>	Parade & Display State Award	<input type="checkbox"/>	Radio Ads	<input type="checkbox"/>
Windscreen stickers (Beverly only)	<input type="checkbox"/>	Red Guide Posts (How many)	<input type="checkbox"/>		

Comments:

How many RGP sites do you have in your LGA (note: 2 posts per site - start & end)? _____

Feedback (please be honest with your feedback on the resources we have created - are they effective with getting the message across / changing behaviour?)

- Installation procedure (are all guide posts within your LGA installed as per the procedure? Any issues with installation?)
- Toolbox meetings (How many did you hold, when & with who?)
- Flyers (How many were distributed through the toolbox meetings?)
- Windscreen stickers - who applied them after the toolbox meetings? If not weed staff, have you been back to check stickers have been applied correctly to all vehicles & machinery?
- Fuel nozzle campaigns (Have you seen it? Have others told you about them?)

NSW Department of Primary Industries **NSW no space & weeds** **NEW SOUTH WALES WEEDS ACTION PROGRAM**

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Red Guide Posts

Other resources

We try to promote this initiative through any opportunity that arises. The below are just two examples that we are currently working on – a postcard to hand-out at the NSW Weeds Conference (Cooma in October) and a display header for the Henty Field Days (September).

Travel weed free
these school holidays
by avoiding
RED guide posted areas



Thank you for helping in the fight
against invasive species (weeds)

Further information & resources
can be found at our dedicated website
www.riverinaweeds.org.au



END

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Red Guide Posts

Pilot Project Suppliers:

- Roadside Products - Reflex Flexible Steel Marker Post (Red) no delineators
- Conways Printing Jindera for the stickers (Vinyl Cut Lettering (50mm Font Height) (White vinyl cut lettering, "START" and "END" vertically ready for application))
- TVC & radio ad produced by Anvil media. 2 year CAD license.

This initiative is being rolled out with all listed partners.
All resources have been developed with state roll out in mind.

All resources are available at: www.riverinaweeds.org.au

By avoiding Red Guide Posted areas we can all help stop the spread of weeds!

END

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Red Guide Posts

Weed Management Award Winner 2013/2014



EXCELLENCE IN THE
ENVIRONMENT
AWARDS



END