



Regional Communication Strategy Macquarie Invasive Species Project

Introduction

Many Councils, Livestock Health & Pest Authorities and community groups already work hard to raise awareness of weeds and associated issues such as management and compliance. As local level education and extension activities increase, so does the need for those activities to be coordinated at a regional level. This communication strategy will allow for greater coordination of activities and in turn lead to more successful awareness campaigns across the Macquarie area.

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

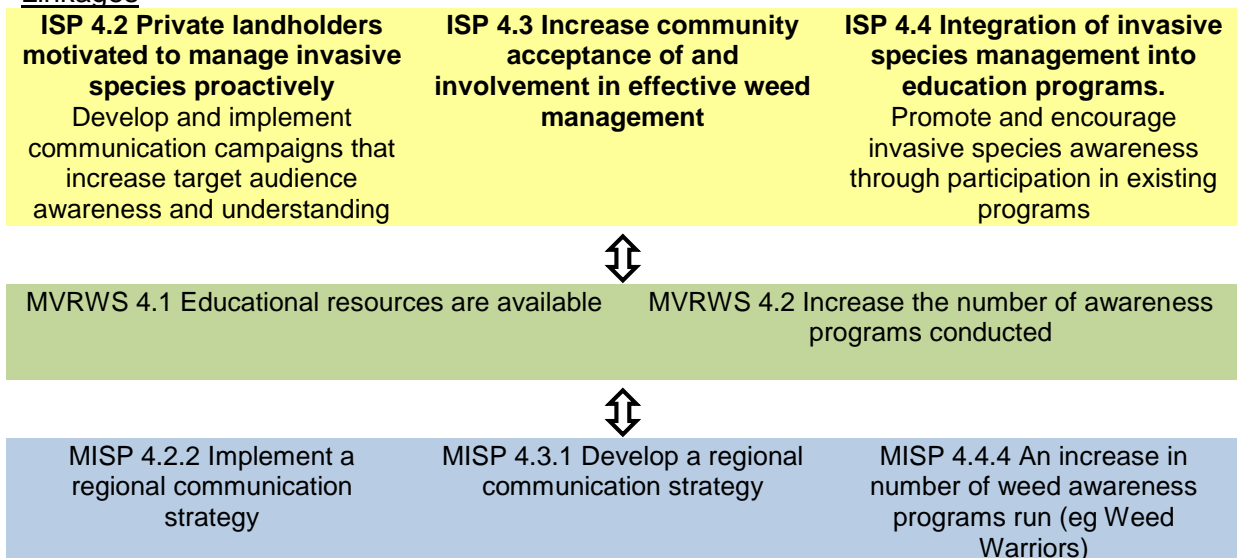
1. Weed management is an essential and integral part of the sustainable management of natural resources and the environment, and requires an integrated multi-disciplinary approach.
2. Prevention and early intervention are the most cost-effective techniques that can be deployed against weeds.
3. Successful weed management requires a coordinated approach which involves all levels of government in establishing appropriate legislative, educational and coordination frameworks in partnership 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.

Outcomes

By undertaking community education and awareness campaigns, there will be:

- Increased acceptance by public of the need for weed management
- Coordination of previously separate awareness activities
- Land managers will be more willing to undertake weed management
- Less need for notices to be issued by weed officers
- Improved public perception of weed officers

Linkages



Action Plan

Reference number	Activities	Responsibility	Timing
MISP 4.2.2.3	Articles or advertisements placed in local newspapers or ratepayer newsletters	LCA	Annual target
MISP 4.2.2.4	Advertisements or segments on local radio	LCA	Annual target
MISP 4.2.2.5 MVRWS 4.2.5	Displays/stalls are manned at field days or local shows	LCA	Annual target
MISP 4.2.2.7 MVRWS 4.2.2	Television advertisements	MVWAC	Annual target
MISP 4.3.3.2 MVRWS 4.1.5	Send information pack including local weeds information, website flyer, local WO contact information to new property owners	LCA	Annual target
MISP 4.2.2.8 MVRWS 4.2.3	Website is updated regularly	RPO	Annual target
MISP 4.2.2.9	Create and distribute advertisements for website	RPO & LCA	Annual target
MISP 4.2.1.3 MVRWS 4.1.3	Relevant information is made available to landholders during property inspections	LCA	Annual target
MISP 4.2.3.3	Promote case studies detailing weed management success stories using media releases, flyers and website	MVWAC	Annual target
MVRWS 4.2.4	Local field days targeting current weed issues to be held	LCA	Ongoing
MISP 4.4.1.1	Encourage use of existing weed awareness programs (Weed Warriors) in local schools	LCA	Annual target
MVRWS 4.2.1	Promote existing programs such as Grow Me Instead, No Space 4 Weeds etc	LCA	Ongoing
	Provide information on high priority weeds	MVWAC & LCA	Developed as required
MISP 4.2.2.1	Identify all available weeds awareness material from each LCA within region (eg local pamphlets)	RPO	Once only
MISP 4.2.2.2	Contribute to reference group of I&I weeds education unit	RPO	Annually
MISP 4.2.2.6	Provide information to I&I weeds education unit regarding material and needs for displays (existing resources)	LCA	As required
	Promote information and resource sharing between stakeholders	All stakeholders	Ongoing