

North Coast Weed Biosecurity Communication and Engagement Plan 2019-2024



NEW SOUTH WALES
WEEDS ACTION PROGRAM

NORTH COAST
**No Space for
Weeds**

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North Coast Weed Biosecurity Communication and Engagement Plan

2019-2024

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More information

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NSW Weeds Action Program 2020-2015

North Coast Regional Weed Committee

North Coast Weeds Action Program Operational Group

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Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing February 2020. However, because of advances in knowledge, users are reminded of the need to ensure that information upon which they rely is up to date and to check currency of the information with the appropriate officer of Local Land Services or the user's independent adviser.

Summary

This Plan outlines how weed biosecurity partners will communicate and engage with the NSW Government, each other, key stakeholders and the community, to encourage strategic and effective weed management in the North Coast Local Land Services Region. It addresses the priorities outlined in the NSW Weeds Capacity Building and Engagement Strategy 2017-2020 and relates to the North Coast Weeds Action Program and North Coast Regional Strategic Weed Management Plan 2017-2022.

The Plan identifies key stakeholders in the region and the level of engagement required for each stakeholder group. It also provides some engagement examples, state-wide and regional key messages, planned responses to frequently asked questions, and resources that are currently available for communication and engagement activities. Finally the Plan includes the evaluation process and more detailed information in the appendices.



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Introduction

Weeds have a major impact on our unique natural environment and threaten the survival of native plants and animals on the North Coast of New South Wales. They also impact on the price of food, human health, recreational activities and the economy. To achieve meaningful outcomes, protect the environment and our well-being, we all need to work together to reduce the impacts of weeds.

In order to work together, we must first engage with one another and communicate effectively to achieve common goals. This North Coast Weed Biosecurity Communication and Engagement Plan (Plan) outlines how weed biosecurity partners will communicate and engage with the NSW Government, each other, key stakeholders and the community to encourage strategic and effective weed management in the North Coast Local Land Services Region.

Objectives

The objectives of this Plan are to:

- Support weed biosecurity partners to develop consistent information about weed management on the North Coast.
- Encourage collaboration between weed biosecurity partners in the delivery of weed engagement activities
- Establish a culture where community, industry and land managers are engaged in best practice weed management.
- Increase stakeholder understanding and awareness of weeds and that biosecurity is a shared responsibility.
- Encourage the adoption of the *NSW Biosecurity Act 2015*, the North Coast Regional Strategic Weed Management Plan 2017-2022 and the risk approach that determines priority weeds.
- Encourage new behaviours which demonstrate long-term sustainable voluntary weed compliance.

Guiding documents

This Plan has been established as a mandatory document under the NSW Government Weed Action Program and address the priorities contained in the NSW Weeds Capacity Building and Engagement Priorities 2017-2020. It is also guided by the *NSW Biosecurity Act 2015* and the following documents:

- NSW Invasive Species Plan 2018-2021
- NSW Department of Primary Industries Communication and Engagement Plan 2018-2021
- North Coast Regional Strategic Weed Management Plan 2017-2022
- North Coast Local Land Services Engagement Framework and Toolkit 2015
- North Coast Local Land Services Marketing and Communications Strategy 2014-2017

Stakeholders

There are a broad range of stakeholders on the North Coast when it comes to weed biosecurity. Under the *NSW Biosecurity Act 2015* it is every person's General Biosecurity Duty to prevent, eliminate or minimise the impacts of weeds.

While Biosecurity is a shared responsibility, communication and engagement activities relating to weed biosecurity on the North Coast are typically lead by those government organisations that receive funding through the NSW Weeds Action Program and implement the North Coast Regional Strategic Weed Management Plan 2017-2022. These organisations are; the Department of Primary Industries, North Coast Local Land Services, Rous County Council, Clarence Valley Council, Coffs Harbour City Council, Bellingen Shire Council, Nambucca Shire Council, Kempsey Shire Council, Port Macquarie-Hastings Council and the Lord Howe Island Board. In addition to these collaborators, the North Coast Regional Weed Committee also has a key role to play in promoting weed biosecurity in the region. Collectively, for the purpose of this plan, these stakeholders are referred to as the North Coast Weed Biosecurity Partners.

Other key stakeholders relevant to weed biosecurity communication and engagement activities include state government departments, local government, industries and associations, and private land owners. It is important to identify these stakeholders and the best way to communicate or engage with each of them.



Stakeholder mapping

Stakeholder mapping is the process of identifying stakeholders, determining the level of engagement required and assigning the appropriate engagement style to them. The process is based on the framework developed and endorsed by the International Association for Public Participation. The framework identifies four levels of engagement depending on their level of influence and interest (Figure 1). These levels of engagement are:

- **Inform** - Low interest, low influence – those you need to keep informed
- **Consult** - High interest, low influence – those you need to involve and consult with
- **Involve / Consult** - Low interest, high influence – powerful stakeholders you need to engage
- **Collaborate / Empower** - High interest, high influence – partners you need to collaborate with

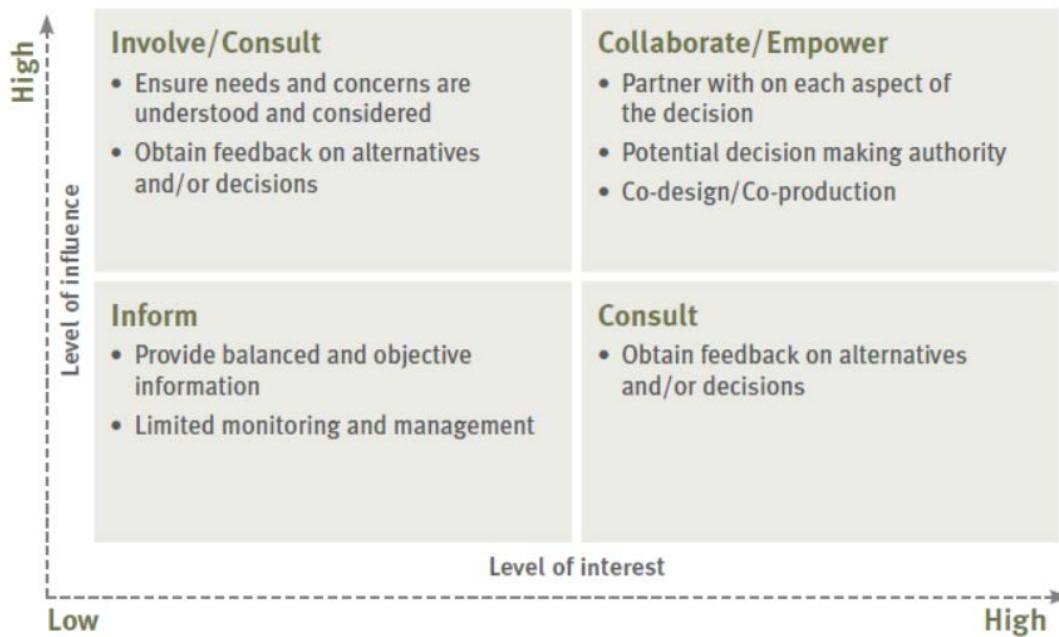


Figure 1: Matrix of engagement levels based on stakeholder level of interest and influence

The stakeholders relevant to weed biosecurity communication and engagement activities on the North Coast and the suggested level of engagement are shown in Table 1 below.

Table 1: Key stakeholders in the North Coast region and the suggested level of engagement.

Stakeholders		Engagement level
North Coast weed biosecurity partners	NSW Department of Primary Industries North Coast Regional Weed Committee North Coast Local Land Services Rous County Council Clarence Valley Council Coffs Harbour City Council Bellingen Shire Council Nambucca Shire Council Kempsey Shire Council Port Macquarie - Hastings Council Lord Howe Island Board	Collaborate / Empower each other in all aspects of weed biosecurity on the North Coast. Collaborate in the development and dissemination of communication and engagement materials and approaches.
QLD Government departments and agencies	Queensland Biosecurity	Involve / Consult with on initiatives where their participation / support is critical to its success.
Other NSW Government departments and agencies	National Parks and Wildlife Service Department of Industry - Crown Lands Roads and Maritime Service Transport for NSW Royal Botanic Gardens Hunter Local Land Services	Involve / Consult with on initiatives where their participation / support is critical to its success.

	Northern Tablelands Local Land Services	
NSW Government trading corporations and contractors	Water NSW Forestry Corporation of NSW Rail Corporation Rail Corridor Managers John Holland Australian Rail Track Corporation	Inform of legislation and state and regional priority weeds.
Local Government	Councillors Gold Coast City Council Scenic Rim Council Tweed Shire Council Byron Shire Council Ballina Shire Council Richmond Valley Council Lismore City Council Kyogle Shire Council Tenterfield Shire Council New England Weeds Authority Mid Coast Council	Involve / Consult with on initiatives where their participation / support is critical to its success.
Industry and Associations	Local Government NSW NSW Farmers Association NSW Aboriginal Land Council Local Aboriginal Land Councils Landcare, Coastcare Nature Conservation Council Nursery and Garden Industry of NSW NSW Horticulture Association Livestock Carriers Association Civil Contractors Association Australian Livestock and Property Agents Association Australian Association of Bush Regenerators	Inform of legislation and state and regional priority weeds. OR Consult with on projects / initiatives where their participation / support is critical to its success.
Others	North Coast Local Land Services Board Electricity Companies Public Utilities Potable Water Utilities Private land owners Agronomists General public Special interest groups Local schools, TAFE and Universities	Inform of legislation and state and regional priority weeds. OR Consult with on projects / initiatives where their participation / support is critical to its success.

Communication and engagement tools

There are a range of communication and engagement tools that are available for each level of engagement. These range from common communication and engagement methods to those that have been specifically developed by the NSW Department of Primary Industries for weed biosecurity purposes. Table 2 outlines some of the communication and engagement tools that may be used in the North Coast Region.

Table 2: Stakeholder engagement levels and examples of communication and engagement tools

Engagement level	Communication and engagement tools	
Inform <i>Provide balanced and objective information</i>	NSW WeedWise Social media Fact sheets Websites Displays Emails Podcasts Virtual reality Calendars Competitions Frequently Asked Questions	Videos / YouTube Webinars Newsletters Events Field days Story Maps Billboards No Space for Weeds Campaign Business cards Key messages
Consult <i>Obtain feedback on alternatives and or decisions</i>	Public comment Focus groups Surveys Meetings Webinars Community Based Social Marketing (CBSM)	Opinion polls and voting Social media Discussion Field days Phone calls Key messages
Involve / Consult <i>Ensure needs and concerns are considered</i> <i>Obtain feedback</i>	Workshops Forums Social media Round tables	Action research Conferences Surveys Phone calls
Collaborate / Empower <i>Partner with in decision making</i> <i>Co-design / Co-production</i>	Reference groups Brainstorming Consultative committee Project delivery Workshops	Co-designed conference Document co-creation Online communities and groups Meetings Weeds Extranet

More detailed information about the communication and engagement activities of the North Coast Weed Biosecurity Partners, based on the NSW Weeds Capacity Building & Engagement Priorities 2017-2020, North Coast Weeds Action Program 2015-2020 and the North Coast Regional Strategic Weed Management Plan 2017-2022 can be found in Appendix 1.

Key messages

State-wide messages

The NSW Department of Primary Industries Communication and Engagement Plan identifies state-wide overarching key messages that should be adopted when communicating about weed biosecurity programs. These key messages are:

- Priorities specified in the NSW Weeds Capacity Building and Engagement Priorities 2017-2020 drives this Plan.
- Management of biosecurity risks, including weeds, is a shared responsibility.
- Weeds have a significant financial impact to the agriculture industry in Australia, with approximately \$2.5 billion p.a. lost to production as a result of weed impact and \$1.8 billion spent on weed control activities. This does not include the environmental and social impacts that weeds also cause.
- The *Biosecurity Act 2015* regulates weed management in NSW.
- The *Biosecurity Act 2015* is tenure neutral. This means public authorities have the same duty to manage weeds as private landholders.
- Public land managers, including local government, Local Land Services, WaterNSW and National Parks and Wildlife Service, have the same duty as private landholders to manage the risk of priority weeds on land they manage.
- Under the *Biosecurity Act 2015*, any person who deals with biosecurity matter, including priority weeds, has a general biosecurity duty to ensure that, as far as is reasonably practicable, the biosecurity risk is prevented, eliminated or minimised.
- Preventing the entry of new weeds is the most cost-effective approach for managing weed biosecurity risks.
- New high risk weed incursions in NSW or a region will be prioritised for management over widespread weeds.
- Management of weeds is prioritised under the *Biosecurity Act 2015* on the basis of the risk.
- Priority weeds are documented in the Regional Strategic Weed Management Plans and NSW WeedWise.
- NSW WeedWise is considered the point of truth for priority weeds in NSW.
- As defined within the *Biosecurity Act 2015*, Local Control Authorities, which are usually local councils, have a clear function in relation to weeds.
- To ensure Local Control Authority Weeds Officers are in the best position to be able to implement and enforce the *Biosecurity Act 2015*, they are required to undergo training.
- Local Land Services has roles in weed management including:
 - regional coordination through 11 Regional Weed Committees
 - programs for widespread weed management
 - managing high priority weeds on land they manage
- Weed research is an essential in supporting effective weed management.

North Coast messages

In addition to the overarching state-wide key messages. The North Coast Region's key messages are:

1. The North Coast Regional Strategic Weed Management Plan 2017-2022 outlines the priority weeds for our region.
2. It is every person's responsibility to control, report and prevent the spread of weeds.
3. The North Coast is the most biodiverse region in the State which makes our region highly susceptible to weed incursions.

The weed biosecurity partners may also identify key messages for specific projects that they would like stakeholders to understand and act upon. In this case, no more than 5 key points are recommended.



Prepared responses

Across the region, the North Coast weed biosecurity partners are often faced with tricky questions that can take valuable time to prepare responses to. By pre-empting frequently asked questions and preparing clear responses in advance, the Partners can ensure consistent messaging across the region and save time. Table 3 includes some of the questions that the weed biosecurity partners may be face in their day-to-day work with and suggested responses.

Table 3: Frequently asked questions and prepared responses.

Question	Response
What is Council doing about [<i>widespread weed</i>]?	Preventing the entry of new weeds into the region is the most cost-effective approach for managing weed biosecurity risks. New high risk weed incursions in the region are prioritised for management over widespread weeds.
Why should I control my weeds when they are not being controlled on [<i>Council roadside, National Park, State Forest, neighbours property</i>]?	Public land managers, including local government, Local Land Services and National Parks and Wildlife Service, have the same duty as private landholders to manage the risk of priority weeds on land they manage.
Why does Council use [<i>Round-up, toxic chemicals etc.</i>]?	<p>[<i>Organisation</i>] undertakes weed management and control using the principles of Integrated Pest Management (IPM). IPM includes a combination of practices and control methods with the aim of preventing problems from occurring and reducing the need for pesticide intensive activities. IPM includes the use of chemical, cultural, mechanical, biological and physical methods.</p> <p>Pesticides are assessed and registered by the Australian Pesticide and Veterinary Medicines Authority (APVMA), an independent statutory body, before they are permitted to be used in NSW.</p> <p>Pesticides are applied in accordance with legal obligations under the <i>Pesticides Act 1999</i> and best practice techniques. These obligations include operator training and public notification processes. All activities are undertaken in accordance with Workplace Health and Safety requirements.</p> <p>Pesticides use in each situation is determined by a range of factors. These include (but are not limited to) efficacy, environmental impact, toxicity and cost.</p> <p>[<i>Organisation</i>] have trialled and tested and use a range of synthetic and organic alternatives to glyphosate.</p> <p>The APVMA regularly review the toxicology of glyphosate and its use in Australia and their current stance is that registered use of glyphosate in Australia, as per label instructions, is safe. Regulators in Europe, New Zealand, Canada and the United States hold a similar view.</p> <p>[<i>Organisation</i>] supports the use of glyphosate for the control of any plant for which it is registered, in the manner identified on the label or current permit.</p>
Why does Council promote the use of herbicide?	[<i>Organisation</i>] does not specify how you control weeds on your property. They only state that you must control them. You can control weeds on your property using non-chemical control methods.

Communication and Engagement resources

In addition to the communication and engagement resources developed by each of the North Coast weed biosecurity partner's respective organisations, the NSW Department of Primary Industries also developed a range of resources available for use across the state.

No Space for Weeds Campaign

The No Space for Weeds Campaign was developed by the NSW Department of Primary Industries. This campaign aims to engage partner organisations in the promotion of its central message of weeds prevention in NSW. The campaign is supported by market research and creative testing.

Any promotional material that is developed at a regional level, on behalf of the Weed Biosecurity Partners, will adopt this campaign (see examples in Figure 2). This is to reduce the need to include up to 11 logos on any given resource, keep in line with the state programs and reduce duplication of effort by sharing resources with other regions through the weeds extranet.

NORTH COAST No Space for Weeeeds



Figure 2: No Space for Weeds campaign examples

Plain English

The No Space for Weeds campaign promotes the use of plain English, calls to action and protection of the unique values of NSW. The North Coast weed biosecurity partners are encouraged to use the plain English messages in their communication and engagement activities with stakeholders. Table 4 provides some examples of plain English messages based on the state-wide key messages.

Table 4: State-wide key messages and plain English alternatives.

State-wide key message	Plain English message
Priorities specified in the NSW Weeds Capacity Building and Engagement Priorities 2017-2020 drives this Plan.	"Have you looked at the priorities in the NSW Weeds Capacity Building and Engagement Priorities 2017-2020? It's on the extranet and sets out what you should be doing in your WAP project."
Management of biosecurity risks, including weeds, is a shared responsibility.	"Every person and organisation needs to do their bit to protect our land, water and food production from the risks posed by weeds. This is now part of your biosecurity duty."
Weeds have a significant financial impact to the agriculture industry in Australia, with approximately \$2.5 billion p.a. lost to production as a result of weed impact and \$1.8 billion spent on weed control activities. This does not include the environmental and social impacts that weeds also cause.	"Preventing weeds protects our land, water and food production." "Preventing weeds protects our native plants and animals." "Preventing weeds protects the natural beauty of Australia." "Preventing weeds protects our agricultural way of life."
The Biosecurity Act 2015 regulates weed management in NSW.	"By law biosecurity is everybody's business. Weeds threaten our biosecurity and come under the new Biosecurity Act in NSW."
The Biosecurity Act 2015 is tenure neutral. This means public authorities have the same duty to manage weeds as private landholders. Public land managers, including local government, Local Land Services, WaterNSW and National Parks and Wildlife Service, have the same duty as private landholders to manage the risk of priority weeds on land they manage.	"By law biosecurity is everybody's business. Weeds that threaten our biosecurity and come under the new Biosecurity Act in NSW." "Every person and organisation needs to do their bit to protect our land, water and food production from the risks posed by weeds. This is now part of the general biosecurity duty."
Under the Biosecurity Act 2015, any person who deals with biosecurity matter, including priority weeds, has a general biosecurity duty to ensure that, as far as is reasonably practicable, the biosecurity risk is prevented, eliminated or minimised.	"Use NSW WeedWise to find out about the biosecurity duties for weeds in your area." "Talk to your local Council Weeds Officer about weeds on your property." "Control and prevent weeds spreading on and from your property."

<p>Preventing the entry of new weeds is the most cost-effective approach for managing weed biosecurity risks.</p> <p>New high risk weed incursions in NSW or a region will be prioritised for management over widespread weeds.</p>	<p>"Check for plants that spread and take over, plants you didn't plant and unusual plants you haven't seen before."</p> <p>"Check gardens, paddocks, fence lines, waterways, bushland, roads, tracks, stockyards, holding paddocks, stock feeding areas, cattle camps and worksites."</p> <p>"Check when cultivating, planting and irrigating."</p> <p>"Check when moving or feeding livestock."</p> <p>"Check after floods, fires or introducing gravel, sand, soil or turf."</p> <p>"Call your local Council Weeds Officer, the NSW Biosecurity Helpline 1800 680 244, or email: weeds@dpi.nsw.gov.au."</p>
<p>Management of weeds is prioritised under the Biosecurity Act 2015 on the basis of the risk.</p> <p>Priority weeds are documented in the Regional Strategic Weed Management Plans and NSW WeedWise.</p> <p>NSW WeedWise is considered the point of truth for priority weeds in NSW.</p>	<p>"Some weeds pose more of a threat to our biosecurity than others. Talk to your local Council Weeds Officer about weeds on your property or visit NSW WeedWise to search the list of high priority weeds in your region"</p>
<p>As defined within the Biosecurity Act 2015, Local Control Authorities, which are usually local councils, have a clear function in relation to weeds.</p> <p>To ensure Local Control Authority Weeds Officers are in the best position to be able to implement and enforce the Biosecurity Act 2015, they are required to undergo training.</p>	<p>"Call your local Council Weeds Officer for assistance and free advice."</p>
<p>Local Land Services has roles in weed management:</p> <ul style="list-style-type: none"> • regional coordination through 11 Regional Weed Committees • programs for widespread weed management • managing high priority weeds on land they manage 	<p>"Contact your Local Land Services office for advice on pasture management for widespread weed control."</p>
<p>Weed research is an essential in supporting effective weed management.</p>	<p>"Weed research helps safeguard our \$12 billion primary industry sector and protects and conserves our environment."</p> <p>"NSW Department of Primary Industries research develops tools and ways to effectively and efficiently reduce the impacts of weeds on the farms, primary industries and ecosystems of NSW."</p>

Community Based Social Marketing

Behaviour change through the use of Community Based Social Marketing is another communication and engagement method that is recommended by the Department of Primary Industries. Community Based Social Marketing involves:

1. Describing and prioritising important behaviours
2. Understanding the barriers and benefits to those behaviours
3. Developing strategies to encourage these behaviours by minimising the barriers and maximising the benefits
4. Testing the strategies before investing money, time or effort
5. Running the strategies and measure the amount of behaviour change that has occurred.

The North Coast weed biosecurity partners may adopt this method or use existing resources on the Weeds Extranet to change the behaviour of stakeholders.

Regional Media Promotions Schedule

As part of the North Coast Weeds Action Program, the North Coast weed biosecurity partners have developed a Regional Media Promotions Schedule. This Schedule (included in Appendix 2) outlines regional promotions that will occur throughout the year and will be reviewed annually.



Evaluation

The objectives of this Plan will be evaluated against the measures listed in Table 5.

Table 5. Plan objectives and measures of implementation.

Objective	Measure
Support weed biosecurity partners to develop consistent information about weed management on the North Coast	Number of times that the common branding (North Coast No Space for Weeds) is used on promotional resources Number of regional media campaigns developed Implementation of the regional media promotions schedule
Encourage collaboration between weed biosecurity partners in the delivery of weed engagement activities	Number of regional weeds officers meetings or workshops attended Number of exchange field days for weed professionals in collaboration with adjacent regions, states and LCAs organised Number of RWC meetings held
Establish a culture where community, industry and land managers are engaged in best practice weed management	Publicise and provide weed identification services to landholders Number of landholders provided with best practice weed management advice Number of surveillance networks within local government areas and across the region developed with stakeholders
Increase stakeholder understanding and awareness of weeds and that biosecurity is a shared responsibility	Number of annual reports prepared and circulated to LCAs and relevant stakeholders Number of representatives from other state agencies/utilities and other key stakeholders invited and encouraged to attend RWC meetings Number of partnerships developed that support tenure neutral weed management
Encourage the adoption of the <i>NSW Biosecurity Act 2015</i> , the North Coast Regional Strategic Weed Management Plan 2017-2022 and the risk approach that determines priority weeds	Use forms and instruments provided by DPI in administration of the Biosecurity Act 2015 Number of extension events such as field days, workshops and presentations conducted Number of North Coast Regional Strategic Weed Management Plans distributed (hard or soft copy) Number of training programs conducted for agencies on high risk sites, high risk pathways, inspections and reporting
Encourage new behaviours which demonstrate long-term sustainable voluntary weed compliance	NSW WeedWise smartphone, web applications and any other new technology to the community promoted Number of weed biosecurity information sessions presented to students at local schools and TAFE's Number of volunteer groups supported

Appendix 1: Weed biosecurity partners communication and engagement activities

Description	Responsibility	Activity
How the North Coast weed biosecurity partners communicate and engage with the state government	All	Provide representatives to participate as part of the NSW Weeds Awareness Reference Committee
		Provide input into the development of new state-wide weeds awareness campaigns
	Regional Weed Committee (RWC)	Inform the State Weeds Committee of relevant issues that require state-wide discussion/determination by emailing swc.secretariat@dpi.nsw.gov.au
	Local Control Authorities (LCAs)	Contribute to the Biosecurity Information System (BIS) in line with the NSW Weeds Metadata Standard
How the North Coast weed biosecurity partners communicate and engage with each other	All	Subscribe to and regularly check the Weeds Extranet and to the Weeds Extranet - New Content Bulletin
		Undertake analysis of BIS data and prepare regional maps and reports for RWC
		Advertise weeds awareness events to weeds professionals by using the Weeds Extranet calendar
		Enable sharing and reduce duplication of effort by providing details of other weeds awareness activities and resources to Department of Primary Industries (DPI) via weed.resource@dpi.nsw.gov.au
		Contribute information to the behaviour change database when requested
		Share progress of behaviour change initiatives on the Google+ Community Based Social Marketing for Weeds community
		Attend training and maintain skills relating to weeds compliance
		Contribute information to the Weed Extranet via weed.resource@dpi.nsw.gov.au
		Regularly review content and provide technical input for weed profiles via weed.resource@dpi.nsw.gov.au
		Include standing agenda items to discuss Weeds Information Database content
		Work with DPI to improve print functionality of NSW WeedWise including local content and branding, when requested

		Establish / maintain collaboration networks with adjacent states and regions by attending cross-border meetings and sharing information
		Attend Weeds Mini-Forum
		Prepare and circulate annual reports to LCAs and any relevant stakeholders
		Contribute content and provide reviews for the 'Noxious Weed Handbook for Council and Councillors' when requested
		Attend regional weeds officers meetings or workshops
	RWC	Give all LCAs an opportunity to have adequate representation at RWC meetings
		Invite and encourage attendance of representatives from other state agencies/utilities and other key stakeholders to RWC meetings
		Provide updated lists of weeds in each Regional Strategic Weed Management Plan, local area or weed specific plan via weed.resource@dpi.nsw.gov.au
	North Coast Local Land Services (NCLLS)	Conduct quarterly RWC meetings
		Publish minutes of regional meetings on NCLLS web page for linking to other platforms including the Weeds Extranet
		Give all weeds professionals the opportunity to contribute information to the RWC
		Include agenda items to discuss weeds awareness activities to ensure partner organisations are aware of common branding and state-wide campaigns
		Provide update reports to RWC on outcomes of regional tasks
		Conduct quarterly Weed Action Program Operational Group meetings to address effective and collaborative LCA operations
		Develop and review 'industry best practice' protocols to minimise the introduction and spread of invasive plant materials
		Organise exchange field days for weed professionals in collaboration with adjacent regions, states and LCAs
		Develop annual regional media promotions schedule for high risk and high priority weeds (Appendix 2)
	NCLLS & LCAs	Notify DPI of staff changes via weed.resource@dpi.nsw.gov.au

		Support weeds staff to attend the NSW Weeds Conference
		Support The Weed Society of NSW Inc. in the conduct of the NSW Weeds Conference
	LCAs	Prepare Management Plans for widespread weeds on public lands and roadside
How the North Coast weed biosecurity partners communicate and engage with stakeholders	All	Promote the NSW WeedWise smartphone, web applications and any other new technology to the community
		Provide links to each partners online content / webpages
		Distribute the NSW Weed Control Handbook
		Use the print functions in NSW WeedWise to produce and distribute hardcopy information
		Use the common branding on promotional resources for regional and local events
		Deliver state-wide weed awareness campaigns at regional and local levels including the development of regional media templates for high risk and high priority species
		Identify and publicise the invasive plants and animals hotline: 1800 680 244 for reporting weeds on websites and regional media templates for high risk and high priority species
		Develop and implement regional multi-media campaigns that utilise television, radio and print advertising
		Use the weeds awareness resources available
		Advertise weeds awareness events to the general public on the DPI weeds webpage at www.dpi.nsw.gov.au/biosecurity/weeds/what-to-do/events
		Apply the Community Based Social Marketing framework to guide weeds-related behaviour change projects
		Provide (available) best practice weeds management information to the community to support and build capacity to manage weeds
		Use forms and instruments provided by DPI in administration of the <i>Biosecurity Act 2015</i>
		Conduct extension events such as field days, workshops and presentations
		Develop and deliver regional weeds mini forums
Maintain surveillance networks within local government areas and across the region by developing relationships with stakeholders		

		Develop and distribute hygiene protocols to agencies and contractors
		Assist / work with researchers where relevant
		Develop partnerships that support tenure neutral weed management
		Foster networks, alliances and Aboriginal engagement that support communities and stakeholders in weed management activities
		Develop and implement mechanisms to protect biodiversity and support management of weeds on non-productive lands
		Sponsor weed biosecurity events and projects to promote brand awareness, media exposure, community capacity building, endorsement of partners, general community relations, and education opportunities.
	NCLLS	Develop, maintain and update regional high risk and high priority website for information dissemination with public weed reporting capabilities
	LCAs	Distribute the 'Noxious Weed Handbook for Council and Councillors' (once developed)
		Produce media articles for local newspapers / newsletters relating to weed biosecurity
		Conduct weed biosecurity training events for landholders and volunteers
		Facilitate training programs for agencies on high risk sites, high risk pathways, inspections and reporting
		Develop and present targeted weed presentations
		Present weed biosecurity information to students at local schools and TAFE's
		Conduct media campaigns for new weed incursions
Publicise and provide weed identification services to landholders		

Appendix 2: North Coast regional media promotions schedule - 2020

Month	Media promotions	Activities	Responsibility
January	Call to action: Check for new weeds that may have spread to your property with drought relief feed	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline Media release	LLS LCAs
February	Call to action: Control 'weed of the month' - Groundsel Bush	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	Lord Howe Island Discovery Day	Stall at show to raise awareness about high risk and high priority weeds	Lord Howe Island Board
March	Call to action: Control 'weed of the month' - Giant Devils Fig	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	North Coast No Space for Weeds calendar	Start planning for 2021	LLS LCAs
	Comboyne Show	Stall at show to raise awareness about high risk and high priority weeds	Port Macquarie Hastings Council (PMHC)
April	Call to action: Beware of buying or selling illegal plants such as, Frog bit and Pampas Grass	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline Media release about Frog bit online sales	LLS LCAs

	Wauchope Show	Stall at show to raise awareness about high risk and high priority weeds	PMHC
	Bonalbo Show	Stall at show to raise awareness about high risk and high priority weeds	Rous County Council (RCC)
	Woodenbong Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Kempsey Show	Stall at show to raise awareness about high risk and high priority weeds	Kempsey Shire Council
	Macksville Show	Stall at show to raise awareness about high risk and high priority weeds	Nambucca Shire Council
May	Call to action: Control 'weed of the month' - Tropical Soda Apple	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline Media release about Tropical Soda Apple control in Kempsey Shire Council	LLS LCAs
	Grafton Show	Stall at show to raise awareness about high risk and high priority weeds	Clarence Valley Council
	Coffs Harbour Show	Stall at show to raise awareness about high risk and high priority weeds	Coffs Harbour City Council
June	Call to action: Call your Weeds Officer if you have seen 'weed of the month' - Leaf Cactus	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline Media release	LLS LCAs

	School / TAFE visits	Promote high risk and high priority weed identification Encourage students to call local Council Weeds Officer if they see anything unusual	LCAs
July	Call to action: Control 'weed of the month' - Ground Asparagus	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	School / TAFE visits	Promote high risk and high priority weed identification Encourage students to call local Council Weeds Officer if they see anything unusual	LCAs
August	Call to action: Control 'weed of the month' - Seeded Banana	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	School / TAFE visits	Promote high risk and high priority weed identification Encourage students to call local Council Weeds Officer if they see anything unusual	LCAs
September	Call to action: Call your Weeds Officer to get some free biological control agents for Salvinia, Cat's Claw Creeper, Madeira Vine or Prickly Pear	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	School / TAFE visits	Promote biological control Promote high risk and high priority weed identification	LCAs

October	Call to action: Control 'weed of the month' - Cockspur Coral Tree	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	Kyogle Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Casino Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Camden Haven Show	Stall at show to raise awareness about high risk and high priority weeds	PMHC
	North Coast National Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Alstonville Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
November	Call to action: Call your Weeds Officer if you have seen 'weed of the month' - Senegal Tea Plant	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
	North Coast No Space for Weeds calendar	Finalise review Print and distribute	LLS LCAs
	Murwillunbah Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Mullumbimby Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Bangalow Show	Stall at show to raise awareness about high risk and high priority weeds	RCC
	Dorrigo Show	Stall at show to raise awareness about high risk and high priority weeds	Bellingen Shire Council

December	Call to action: Check out the North Coast Weed Plan to find out which weeds are priorities in your area	Post on social media Include in newsletters Promote weed identification services Promote NSW WeedWise and Biosecurity hotline	LLS LCAs
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Acknowledgments

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