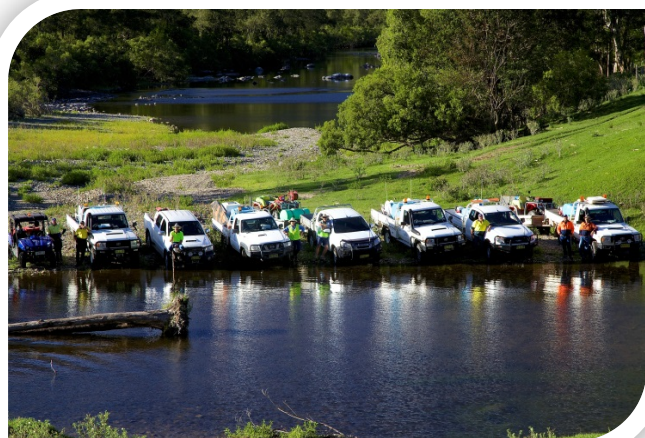


# Northern Tablelands Regional Weed Committee Communication Strategy 2017 – 2022



Adopted: 5 February 2019



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## Abbreviations

<b>ARTC</b>	Australian Rail Track Corporation
<b>BS</b>	NSW Biosecurity Strategy 2013 - 2021
<b>DPI</b>	NSW Department of Primary Industries
<b>ISP</b>	NSW Invasive Species Plan 2017-2022
<b>LCA</b>	Local Control Authority
<b>MERI</b>	Monitoring, Evaluation, Reporting , Improvement
<b>NEWA</b>	New England Weeds Authority
<b>NIWAC</b>	Northern Inland Weeds Advisory Committee
<b>NPWS</b>	National Parks and Wildlife Services
<b>NTLLS</b>	Northern Tablelands Local Land Services
<b>NTRWC</b>	Northern Tablelands Regional Weed Committee
<b>RSWMP</b>	Regional Strategic Weed Management Plan
<b>WAP</b>	NSW Weed Action Program 2015 -2020

## 1. EXECUTIVE SUMMARY

This document outlines the overarching communication strategy for weeds in the Northern Tablelands Local Land Services (NTLLS ) region.

The communication strategy helps deliver the goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan (RSWMP), particularly as they relate to capacity building and engaging partners and the broader community.

The objectives and priority activities of this plan are directly in line with the NSW DPI's NSW Weeds Capacity Building and Engagement Priorities 2017 – 2020, to focus capacity building and engagement across six key areas;

1. Information Resources
2. Collaboration between agencies
3. Weeds Awareness
4. Behaviour Change
5. Biosecurity Legislation
6. Training

The Communication Strategy will detail how partners and relevant stakeholders in the region will communicate key messages amongst each other, to the broader community and to the NSW Government.

## 2. BACKGROUND

This document outlines the overarching communication strategy for weeds in the Northern Tablelands Local Land Services region to help deliver the communication goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan 2018 -2022.

The document replaces the Northern Inland Weeds Advisory Committees (NIWAC) Communication Strategy 2010 – 2015, which was prepared as part of the NIWAC Weeds Action Program 2010 -2015.

The Communication Strategy is a mandatory measurable outcome of the WAP (*Objective 4.3 Increase community acceptance of and involvement in effective weed management*) and will form a key document of the project, together with the Weed Action Business Plan 2015 – 2020.

The scope of the communication strategy includes, but extends beyond, the NT Weeds Action Program project and focusses on delivering:

1. The goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan 2017 – 2022 (RSWMP), particularly as they relate to capacity building and engaging partners and the broader community; and
2. The regional priorities as identified in the NSW Weeds Capacity Building and Engagement Strategy and is guided by the;
  - NSW Biosecurity Strategy 2013 – 2021 (BS)
  - NSW Invasive Species Plan 2017 - 2023 (the ISP)
  - Northern Tablelands Weeds Action Business Plan 2015 – 2020 (WAP)

The Northern Tablelands RSWMP outlines how government, industry and the community share responsibility and will work together to identify, minimise, respond to and manage high risk weeds. The plan supports regional implementation of the *Biosecurity Act 2015* through articulating community expectations in relation to effective weed management and facilitating a consistent and coordinated approach to weed management in the region.

The Plan relates to all lands and waters in the Northern Tablelands Local Land Services (NTLLS) region of NSW (Map 1).



**Map 1: Northern Tablelands Local Land Services region.**

### 3. NORTHERN TABLELANDS WEEDS ACTION PROGRAM 2015 -2020

The NSW Weeds Action Program 2015-2020 (WAP1520) follows from the successful implementation of the NSW Weeds Action Program 2010-2015. It is a NSW Government initiative to reduce the impact of weeds and is guided by the NSW Biosecurity Strategy 2013-2021 (the Biosecurity Strategy) and the NSW Invasive Species Plan 2015-2020 (the ISP).

WAP1520 is an outcomes based program where activities contribute to clearly defined goals and objectives under the ISP. The four goals of the ISP are:

**Goal 1: Exclude** – prevent the establishment of new invasive species

**Goal 2: Eradicate or contain** – eliminate, or prevent the spread of new invasive species

**Goal 3: Effectively manage** – reduce the impact of widespread invasive species

**Goal 4: Capacity** – ensure that NSW has the ability and commitment to manage invasive species.

### 4. COMMUNICATION OBJECTIVES – NORTHERN TABLELANDS

The key objectives of the communication strategy are to assist in the delivery of the four goals of the Regional Strategic Weed Management Plan, particularly as they relate to capacity building and engaging partners and the broader community.

#### **Goal 1: Responsibility for weed biosecurity is shared by all people of the Northern Tablelands**

Actions focus on a whole of community approach to weed management, with an emphasis on:

- Building community capacity
- Building stronger partnerships
- Fostering a shared responsibility
- Increasing awareness

#### **Goal 2: Weed biosecurity supports profitable, productive and sustainable primary industries**

#### **Goal 3: Weed biosecurity supports healthy, diverse and connected natural environments**

Actions focus on weed biosecurity to protect the environment, the community and sustainable economic growth. Actions for Goals 2 and 3 have been combined as weed management efforts provide multiple outcomes across natural environments and primary industries.

The emphasis is on:

- preventing new weeds from entering the region
- eradicating or containing the spread of new weeds that do establish
- managing widespread weeds where the benefits are greatest

#### **Goal 4: Weed biosecurity is supported by coordinated, collaborative and innovative leadership**

Actions focus on consistent and contemporary approaches to implementing this plan, with an emphasis on:

- providing good governance and leadership to support a collaborative approach
- supporting and delivering the weed biosecurity reforms for NSW
- implementing risk based systems across all tenancies in a co-ordinated manner
- supporting innovation by embracing continuous learning, information systems, research and technology.



## 5. COMMUNICATION GOALS & ACTIONS - NORTHERN TABLELANDS

The following tables outline the goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan that specifically relate to the Communication Strategy through capacity building and engagement.

Goal 1: Responsibility for weed biosecurity is shared by all people of the Northern Tablelands	
Strategies	Actions
1.1 Promote weed management and behavioral changes within the community	1.1.1 Develop and implement a strategic marketing and communication plan that promotes delivery of weed management on the Northern Tablelands. 1.1.2 Develop products promoting the profile of weed management on the Northern Tablelands, including promotional campaigns and events, sponsorship, media releases, social media, web sites, e-newsletters and publications and brochures.
1.2. Build stronger partnerships that support weed management	1.2.1 Develop partnerships that support tenure neutral weed management. 1.2.2 Foster networks, alliances and Aboriginal engagement that support communities and stakeholders in their delivery of weed management 1.2.3 Develop and implement mechanisms to protect biodiversity and support management of weeds on non-productive land.
1.3 Enhance community-wide capacity in sharing responsibility for weed management	1.3.1 Develop, promote and assist with interpretation of information outlining stakeholder roles, obligations and implications in weed management. 1.3.2 Enhance existing communication networks to increase effective dissemination of information and understanding of shared responsibility and a whole of community approach to weed management. 1.3.3 Enhance education, training and community based programs that increase community capacity to manage priority weeds

Goal 2: Weed biosecurity supports profitable, productive and sustainable primary industries	
Goal 3: Weed biosecurity supports healthy, diverse and connected natural environments	
Strategies	Actions
2-3.2 Improve prevention, preparedness and response to weed emergencies	2-3.2.1 Improve cross-jurisdictional collaboration on consistent and effective approaches to preventing establishment of new weed species. 2-3.2.2 Manage high risk pathways, using strategic intentional surveillance, region-wide and consistent industry codes, education and enforcement mechanisms. 2-3.2.3 Improve prevention and response to weed biosecurity emergencies through improved identification processes, improved communication and reporting networks, and rapid responses to management of new high priority weeds.
2-3.3 Eradicate or prevent the spread of new weeds of new weeds	2-3.3.2 Work with other jurisdictions to standardise weed biosecurity arrangements across regional and State borders.

**Goal 4: Weed biosecurity is supported by co-ordinated, collaborative and innovative leadership**

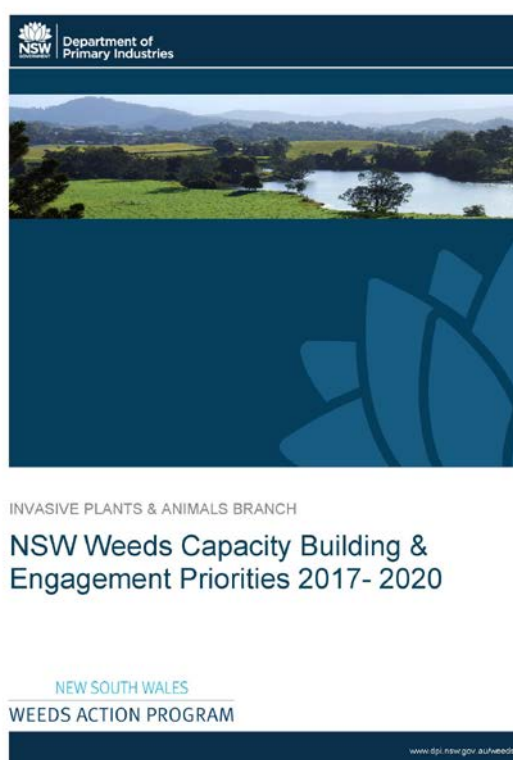
<b>Strategies</b>	<b>Actions</b>
4.1 Provide governance and leadership that supports collaborative, effective and efficient weed management	4.1.1 Work in a collaborative partnership with all stakeholders to implement this plan.
4.2 Adopt adaptive, contemporary planning and processes	4.2.2 Work with stakeholders to develop and update local implementation plans using best available standards, local knowledge, research and technology, as required. 4.2.4 Share information with other jurisdictions and regions on approach, progress and innovation with weed management.
4.3 Develop a regional invasive weed knowledge base and information system that supports state standards	4.3.1 Support the development and adoption of standard regional data (including weed mapping) capture, storage, record keeping and retrieval processes. 4.3.2 Encourage wider use of the BIS to improve weed distribution and impacts data and management information. 4.3.3 Ensure that weed information and research data are readily available to stakeholders for use in research, updating management plans and reporting



## 6. NSW WEEDS CAPACITY BUILDING & ENGAGEMENT PRIORITIES 2017 - 2020

The NSW Weeds Capacity Building and Engagement Priorities 2017 – 2020<sup>1</sup> guides capacity building and engagement activities relating to weeds in NSW. The Objectives and priority activities for NSW DPI and NTRWC are detailed against 6 key areas:

1. Information resources
2. Collaboration between agencies
3. Weeds awareness
4. Behaviour change
5. Biosecurity legislation
6. Training



### **NSW DPI Publication: NSW Weeds Capacity Building Engagement Priorities 2017 - 2020**

The regional priorities listed below will enable more efficient allocation of resources across the region and maximise the outcomes of combined efforts:

<sup>1</sup> <https://extranet.dpi.nsw.gov.au/weeds/homepage/nsw-weeds-capacity-building-and-engagement-strategy/NSW-Weeds-Capacity-Building-and-Engagement-Priorities.pdf>

## 1. Information Resources

The development of information resources should focus on supporting the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>1.1 One comprehensive state-wide database of weeds information is maintained.</b>	1.1.1a Host the Weeds Information Database (WID) 1.1.2a Provide guidelines and format of the content in the WID 1.1.3a Undertake ongoing quality management of content in the WID. 1.1.4a Develop new content and functionality as needed, including profiles for new incursions 1.1.5a Notify users of new content via the Weed Resource Bulletin	1.1.1b Weeds professionals regularly review content and provide technical input for weed profiles. 1.1.2b NTRWC provide updated lists of weeds in each Regional Strategic Weed Management Plan, local area or weed specific plans. 1.1.3b Weeds professionals subscribe to the Weed Resource Bulletin (links on DPI weeds web pages and the Weeds Extranet)
<b>1.2 Meet the information needs of weeds professionals</b>	1.2.1a Liaise with weeds professionals to ensure the content in the WID meets their needs 1.2.2a Investigate improving weed identification functionality in NSW WeedWise applications 1.2.3a Investigate customised functionality to incorporate local content and branding	1.2.1b NTRWC include standing agenda items to discuss WID content. 1.2.2b NTRWC and weeds professionals provide recommendations to NSW DPI via <a href="mailto:weed.resource@dpi.nsw.gov.au">weed.resource@dpi.nsw.gov.au</a>
<b>1.3 Provide digital weeds information to the general community</b>	1.3.1a Provide digital weeds information through the NSW WeedWise smartphone and web applications 1.3.2a Maintain general information about weeds management on the DPI website	1.3.1b Weeds professionals promote the NSW WeedWise smartphone and web applications to the community 1.3.2b NTLLS, LCAs and DPI provide links to each other's online content
<b>1.4 Provide weeds information in hardcopy format to the general</b>	1.4.1a Review, update, publish and print the NSW Weeds Control Handbook (formerly known as the Noxious and Environmental Weeds Control Handbook)	1.4.1b Distribute the NSW Weeds Control Handbook within each region 1.4.2b Weeds professionals use the print functions in NSW WeedWise to produce and distribute hardcopy

## 2. Collaboration between agencies

Mechanisms to facilitate collaboration between agencies and industry weed professionals should focus on the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>2.1 Provide a State-wide digital platform to facilitate engagement and collaboration</b>	2.1.1a Maintain and develop the Weeds Extranet to provide and share information specific to the needs of weeds professionals 2.1.2a Send Weeds Extranet Bulletins to weeds professionals when new content is posted 2.1.3a Regularly update staff details in the Regions & contacts section of the Weeds Extranet, and the Contacts & links section of the DPI weeds web pages	2.1.1b Weeds professionals subscribe to the Weeds Extranet and to the Weeds Extranet – New Content Bulletin 2.1.2b Weeds professionals regularly check the Weeds Extranet 2.1.3c Weeds professionals contribute information to the Weed Extranet via <a href="mailto:weed.resource@dpi.nsw.gov.au">weed.resource@dpi.nsw.gov.au</a> 2.1.4b NTLLS and LCAs notify DPI of staff changes via <a href="mailto:weed.resource@dpi.nsw.gov.au">weed.resource@dpi.nsw.gov.au</a>
	2.2.1a Conduct State Weed Committee meetings 2.2.2a Support The Weed Society of NSW Inc. in the conduct of the NSW Weeds Conference 2.2.3a Promote the importance of weeds conferences to LCA and NTLLS managers 2.2.4a Support and attend the NSW Weeds Conference 2.2.5a Conduct other state weeds meetings that address effective and collaborative operation (eg. NSW Biocontrol Taskforce, Tropical Soda Apple Taskforce meetings)	2.2.1b LCAs and NTLLS support weeds staff to attend the NSW Weeds Conference 2.2.2b LCAs and NTLLS support The Weed Society of NSW Inc. in the conduct of the NSW Weeds Conference
<b>2.3 Support regional meetings</b>	2.3.1a Attend and participate in Regional Weed Committee meetings and activities 2.3.2a Attend other weeds-related meetings as appropriate	2.3.1b Conduct Regional Weed Committee meetings at least quarterly 2.3.2b Give all LCAs an opportunity to have adequate representation at Regional Weed Committee meetings 2.3.3b Publish minutes of regional meetings online. 2.3.4b Give all weeds professionals the opportunity to contribute information to the NTRWC. 2.3.5b Conduct other regional weeds meetings that address effective and collaborative LCA operations 2.3.6b NTRWC invite and encourage attendance of representatives from other state agencies/utilities and other key stakeholder

Objectives	DPI Priorities	Regional Priorities
<b>2.4 Enhance communication from the State Weeds Committee to weeds professionals</b>	2.4.1a Publish the outcomes of meetings of the State Weeds Committee on the Weeds Extranet 2.4.2a Provide outcomes of meetings of the State Weed Committee to the Regional Weed Coordinators	2.4.1b Inform the State Weeds Committee of relevant issues that require state-wide discussion/determination by emailing <a href="mailto:swc.secretariat@dpi.nsw.gov.au">swc.secretariat@dpi.nsw.gov.au</a>
<b>2.5 Build an understanding of weeds management responsibilities with the upper management of LCAs</b>	2.5.1a Review, rename and publish the “Noxious Weed Handbook for Councils and Councillors” and align it to weeds management compliance standards 2.5.2a Provide support and engage with all levels of the LCAs	2.5.1b Contribute content and provide reviews for the “Noxious Weed Handbook for Council and Councillors” when requested 2.5.2b Distribute the “Noxious Weed Handbook for Council and Councillors”
<b>2.6 Enhance reporting and strategic planning</b>	2.6.1a Distribute regional information collected within the Biosecurity Information System (BIS)	2.6.1b Contribute to the BIS in line with the NSW Weeds Metadata Standard 2.6.2b Undertake analysis of BIS data and prepare regional maps and reports for NTRWC

### 3. Weeds awareness

Weeds awareness activities around the state should focus on supporting the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>3.1 Use common branding for weeds awareness events and resources</b>	3.1.1a Form and administer a NSW Weeds Awareness Reference Committee with representatives from key weeds management organisations	3.1.1b Provide representatives to participate as part of the NSW Weeds Awareness Reference Committee
	3.1.2a Provide access to Weeds Awareness resources via the Weeds Extranet	3.1.2b NTRWC to include agenda items to discuss weeds awareness activities to ensure partner organisations are aware of the common branding and statewide campaigns
	3.1.3a Review the New South Wales No Space 4 Weeds slogan	3.1.3b Use the common branding on promotional resources for regional and local events
<b>3.2 Develop a state-wide weeds awareness campaign</b>	3.2.1a Develop a new weeds awareness campaign incorporating biosecurity messages	3.2.1b Provide input into the development of the campaign
	3.2.2a Contract a professional organisation to develop the campaign, including resources, messaging and delivery methods	3.2.2b Deliver the campaign at regional and local level
	3.2.3a Facilitate consultation between the NSW Weeds Awareness reference group and the contractor to ensure collateral meets the needs of weeds professionals	
	3.2.4a Liaise with the NSW Biosecurity Stakeholder Engagement and Customer Service Branch to facilitate sharing and prevent duplication of resources, and to coordinate with any state biosecurity awareness events	
<b>3.3 Use common branding for weeds awareness events and resources</b>	3.1.2a Provide access to Weeds Awareness resources via the Weeds Extranet	3.1.1b Provide representatives to participate as part of the NSW Weeds Awareness Reference Committee
		3.1.2b NTRWC to include agenda items to discuss weeds awareness activities to ensure partner organisations are aware of the common branding and statewide campaigns
		3.1.3b Use the common branding on promotional resources for regional and local events

## 4. Behaviour Change

Behaviour change activities around the state should support the following priority activities:

Objectives	DPI Priorities	Regional Priorities
<b>4.1 Maintain a behaviour change database for weeds in NSW</b>	4.1.1a Improve and further develop the behaviour change database to facilitate learning and efficiencies	4.1.1b Weeds professionals contribute information to the behaviour change database when requested
<b>4.2 Promote successful behaviour change initiatives for weeds management around the State</b>	4.2.2a Promote behaviour change initiatives and results from around the State by including details of projects and links on the Weeds Extranet 4.2.3a Maintain the Google+ Community Based Social Marketing for Weeds community as a resource of detailed project information	4.2.1b Regions share progress of behaviour change initiatives on the Google+ Community Based Social Marketing for Weeds community
<b>4.3 Support behaviour change training for weeds professionals</b>	4.3.1a Conduct, facilitate and support projects applying Community Based Social Marketing to weeds issues in NSW 4.3.2a Support, mentor and empower weeds professionals to use proven behaviour change techniques	4.3.1b Weeds professionals apply the Community Based Social Marketing framework to guide weeds-related behaviour change projects 4.3.2b Weeds professionals use proven behaviour change techniques to improve weeds management outcomes

## 5. Biosecurity Legislation

Implementation of biosecurity legislation should include the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>5.1 Enable a skilled workforce to implement legislation</b>	5.1.1a Provide guidance, forms and instruments to LCAs 5.1.2a Provide online biosecurity training 5.1.3a Provide examples and share simple messages that frame the concept of biosecurity as a shared responsibility 5.1.4a Provide examples of simple messages that frame the concept of the general biosecurity duty (links to 3.2.1a) 5.1.5a Support the delivery of accredited legal training 5.1.6a Provide training on the Weed Risk Management System and provide access to weed risk assessments	5.1.1b Weeds professionals use forms and instruments provided by DPI in their administration of the Biosecurity Act 2015 5.1.2b Weeds professionals access information on the DPI website and the Weeds Extranet 5.1.3b Weeds professionals attend training and maintain skills relating to weeds compliance
<b>5.2 Best practice information available to the community</b>	5.2.1a Ensure best practice information on weeds control is current and readily available in digital and hardcopy formats	5.2.1b Weeds professionals provide best practice weeds management information to the community to support and build their capacity to manage weeds

## 6. Training

Training for weeds professionals should focus on the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>6.1 Develop and provide competency-based training to weeds professionals</b>	6.1.1a Provide technical input into the review of weed management training 6.1.2a Deliver training on community engagement for weeds professionals 6.1.3a Work with Tocal College to develop and deliver short courses to meet the needs of weeds professionals	6.1.1b Weeds professionals check the DPI website and Weeds Extranet for training opportunities 6.1.2b Weeds professionals and their organisations liaise with DPI about their competency-based training needs
<b>6.2 Enable a skilled workforce to implement weeds management</b>	6.2.1a Organise weeds officer induction training once a year 6.2.2a State Weeds Committee develops a recommendation on the minimum training standards for weeds officers 6.2.3a Provide behaviour change workshops and mentorship to weeds professionals	6.2.1b LCAs support all new weeds officers to attend weeds officer induction training 6.2.2b LCAs and NTLLS support weeds staff to attend training 6.2.3b NTRWC support LCAs in seeking funding to indenture trainee weeds professionals 6.3.4b NTRWC support LCAs in mentoring weeds professionals 6.2.5b Seek opportunities to conduct/fund weeds tours



## 7. TARGET AUDIENCES

This strategy targets the following primary and secondary stakeholder groups and audiences;

### 1. Primary Stakeholders (who will evaluate and adopt the Strategy)

- Northern Tablelands Regional Weed Committee member organisations and their representatives
- Northern Tablelands Local Land Services
- NSW DPI
- LCA Biosecurity Officers
- NEWA (WAP Subprogram – Regional Co-ordination Provider)

### 2. Secondary Stakeholder groups and audiences (who will need to be aware of the Strategy)

- State Weed Committee
- All land owners and occupiers – public and private
- Land managers
- Adjoining Regional Weed Committees and Local Land Services
- State Government Agencies (other than NSW DPI)
- Industry groups (national, state, regional eg transport and Landcare networks)
- Weed professionals of NSW
- Media

## 8. COMMUNICATION OUTCOMES

The strategy has the following measurable outcomes;

- Increase the capacity to recognise, detect and report new weed incursions
- Community and stakeholders accept the need for and involvement in weed management programs
- Use of the media and technology, including the NT LLS website for the distribution of information to minimise the introduction and spread of new invasive weed species
- An increase in the number of operators holding competency based qualifications
- An increase in educational resources for schools and the community on invasive weeds and their management
- Increase capacity of volunteer networks to identify and disseminate information in regard to invasive weeds and their management

There are a range of tools that can be used to effectively communicate information about this project.

The communication strategy will;

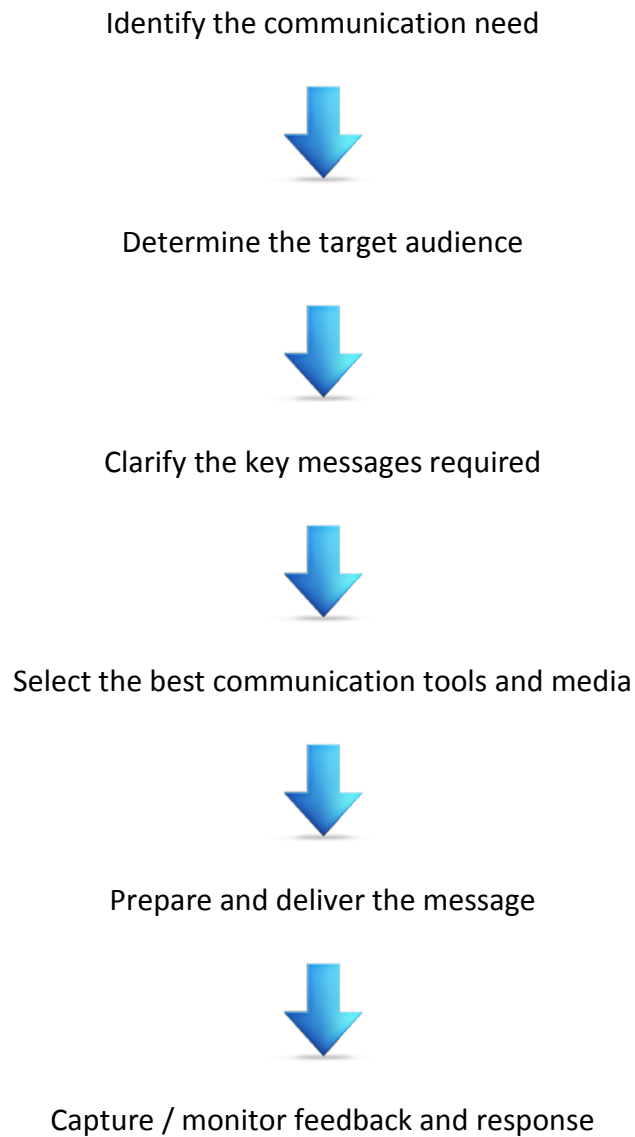
- Be designed to achieve the communication outcomes
- Recognise opportunities to promote milestones
- Inform and engage stakeholders

The communication tools will include;

- Meetings
- Reports
- Publications and DVDs
- School project kits
- Workshops
- Field days
- Seminars
- Newsletters
- Media releases
- Internet (emails, electronic bulletins, web page)
- Television, print and radio promotions
- NT RWC, Local Land Services, Landcare networks
- NSW DPI

## 9. COMMUNICATION PROCESSES

The following diagram conveys the process of communicating key messages to a target audience:



All information about the processes of the Communication Strategy will be integrated and coordinated.  
All stakeholders to the strategy will need to be consistent in their approach to its implementation.

## 10. COMMUNICATIONS MANAGEMENT MATRIX

The following table summarises the key target audiences/ organisations and details the communicative channels that will be used in the communication strategy.

Target Audience/Organisation	Meetings	Reports	Publications	Weed awareness (general communities & schools)	Workshops	Field days, events	Seminars	Newsletters	Media releases	Internet Extranet	Television & radio promotions	Other Agencies & Landcare networks	NSW DPI
<b>PRIMARY STAKEHOLDERS</b>													
NTRWC	●	●	●	●	●	●	●	●	●	●	●	●	●
LCA Biosecurity Officers	●	●		●	●	●	●		●		●	●	
LLS staff	●	●			●	●	●		●		●	●	
Regional Biosecurity Officer Team	●	●			●		●					●	●
NSW DPI	●	●	●	●	●		●		●	●	●		●
WAP Regional Coordination Team (formerly Lead Agency)	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>SECONDARY STAKEHOLDER GROUPS</b>													
State Weed Committee (SWC)		●			●				●		●		●
NTRWC Other Agency Stakeholders - ARTC, State Forests National Parks, Landcare	●	●	●			●	●						
Land Managers	●		●			●	●	●	●				
State Government Agencies (other than NSW DPI)	●				●	●			●				
Industry groups (National, State, Regional – eg Landcare networks, transport)	●					●							
Weed Professionals of NSW	●		●			●			●				
Media (print, radio and TV)	●					●			●		●		

## 11. COMMUNICATIONS ACTIVITIES, TIMING AND RESPONSIBILITIES (WEEDS ACTION PROGRAM)

Achieving the objectives of the communication strategy is primarily the responsibility of the NT WAP stakeholders and overseen by the Northern Tablelands Regional Weed Committee.. Table 2 below details activities, timing and responsibilities. From time to time, communication tools may change to continually improve the effectiveness of delivering the message in a way that best reaches its audience at the time. Refer to Appendix One for the key objectives and measurable outcomes of WAP 15-20.

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why is it needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
<b>PRIMARY STAKEHOLDERS</b>	<b>NSW DPI</b>	WAP Project progress report including measurable outcomes, project expenditure and any deviations Feedback from NSW DPI  Survey regions to provide gaps High quality weed awareness publications	WAP progress reports in August 2018, 2019 and final report in 2020 as required annually  1 survey 6 monthly weed awareness	Annual progress report, and final report. Interim briefings and reports as appropriate Annual feedback report  Extranet publications	Accountability  Regional reporting Evaluation Access to information reported by MERI	NEWA/NT Weed Coordinator in consultation with NTRWC stakeholders  NSW DPI Invasive Species Officer & DPI Communications Officer
	<b>NTRWC</b>	Organise regular meetings, review reports, update website, distribute media releases and involvement in promotions Reflection workshop on data, strategies, management processes, funding and progress	Quarterly NTRWC meetings, report annually to NSW DPI on WAP. Media releases as required Quarterly review of website. Held in September annually.	Meeting Agendas, minutes Annual progress report, and final report. Interim briefings and reports as appropriate	Regional reporting Accountability Implementation and monitoring. Evaluation & feedback	NTRWC Chair and NT Weed Coordinator
	<b>LCAs and LLS Officers involved in the WAP</b>	Progress updates of project Work Plan and Task schedules and time lines Reporting templates Monitoring requirements as per MERI Plan Implement schools education awareness program. Conduct workshops, field days, seminars, involved in media promotions, networking with volunteer groups.	Monthly Regional Weed Officers meetings in Year One, then held at least quarterly. Update Reports from stakeholders	Meeting Agendas, minutes, and templates. Quarterly reports prepared by LCA stakeholders to Lead Agency on budget, Program outcomes, risks and issues Briefings and reports as appropriate Promotional activities as required	Regional reporting. To actively involve the group in the planning, implementation, monitoring and to support future action in the WAP. Evaluation & feedback	LCA Officers, NT Weed Coordinator in consultation with Lead Organisation.

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
	<b>Regional Weed Management Team</b>	Project reporting templates, draft documentation for review, mapping criteria, funding reporting schedules, work plan, quarterly reporting formats.	Monthly Regional Weed Officers meetings in Year One, then held at least quarterly. Collation of quarterly performance reports distributed to stakeholders. Annual collation of reporting requirements for NSW DPI.	Meeting Agendas, minutes, and templates. Quarterly reports prepared by LCA stakeholders to Lead Agency on budget, Program outcomes, risks and issues Briefings and reports as appropriate	Regional reporting Actively involve the group in the planning, implementation and dissemination of media material. To inform target audience and stakeholders	LCA Officers, NT Weed Coordinator in consultation with Lead Organisation
	<b>NEWA (NT WAP Coordinator)</b>	Reports to NTRWC on progress and budget of WAP, including exception reports. Organise meetings, reports, publications, workshops, field days, newsletters, media releases, media promotions Facilitate the WAP work plan	Quarterly NTRWC meetings, report annually to NSW DPI on WAP. Promotional activities as required and detailed in work plan.	Meeting Agendas, minutes, and templates. Quarterly reports prepared by NEWA to NTRWC on budget, program outcomes, risks and issues Briefings and reports as appropriate	Regional reporting Accountability. Planning, evaluation Actively involve the group in the planning, implementation and dissemination of media material. To inform target audience and stakeholder.	NEWA team

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
<b>SECONDARY STAKEHOLDER GROUPS</b>	<b>SWC</b>	Through NSW DPI, Receive project progress reports including measurable outcomes, project expenditure and any deviations	Through NSW DPI, progress reports in August 2018 2019, and final report in 2020 - as required	Through NSW DPI, annual progress report, and final report. Interim briefings and reports as appropriate	Accountability Receive information, Evaluation. Support the sustainability of the WAP program.	NEWA/NT Weed Coordinator in consultation with NIWAC stakeholders
	<b>Other NTRWC stakeholders (LLS, ARTC, NPWS, SF, Landcare)</b>	Education and extension programs, project updates, community engagement, network facilitation, and reports on WAP progress	Quarterly meetings, six monthly review meetings and annual feedback meeting.	Education and extension awareness materials Media releases/promotions Joint participation in events activities and annual feedback survey	Accountability Receive information. Evaluation. Support the sustainability of the WAP program.	NEWA/NT Weed Coordinator in consultation with NIWAC stakeholders
	<b>Local Communities</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions and annual reports on WAP progress	In accordance with calendar of events and workplan.	Media releases, website updates, verbal communication, promotional events and activities, field days, network opportunities.	Receive information To inform target audience. Enhance community engagement. Support the sustainability of the WAP program.	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Land Managers</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions and annual reports on WAP progress	In accordance with calendar of events and workplan.	Field Days, Agricultural Shows, saleyard displays, media releases, website updates, verbal communication, promotional events and activities, network opportunities.	Receive information Support the sustainability of the WAP program.	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Adjoining Regional Weed Committees</b>	Sharing of information and resources relevant to the implementation of the WAP.	Quarterly, with annual review in conjunction with RWC.	Meetings, WAP information dissemination and networking communication outcomes.	Receive information Support the sustainability of the WAP program.	NT Weed Coordinators for each Regional Weeds Advisory Committee



Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
	<b>Industry Groups (Other)</b>	Notification of community engagement activities and network facilitation. Media releases / promotions	In accordance with calendar of events and workplan.	Media releases, website updates, verbal communication, promotional events and activities, field days, network opportunities.	Receive information. Support the sustainability of the WAP program. Enhance community engagement and awareness.	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Weed Professionals of NSW</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions	In accordance with calendar of events and workplan.	Media releases, website updates, verbal communication, promotional events and activities, network opportunities.	Receive information Support the sustainability of the WAP program. Professional capacity building and enhanced learning outcomes and network collaboration	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Media</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions and annual reports on WAP progress	In accordance with calendar of events and workplan	Media releases, website updates, verbal communication, promotional events and activities, network opportunities.	Receive information Support the sustainability of the WAP program. Increased community engagement and awareness. Enhanced working relationship with the media	NEWA/NT Weed Coordinator / Regional Weed Officers

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
<b>INTERNAL STAKEHOLDERS (Regional WAP Coordinator))</b>	<b>NEWA staff</b>	Report on WAP changes to scope, timelines, priorities & funding. Information exchange on project progress & other workload priorities/commitments	Agenda item at monthly team meetings	Emails, team meetings Regular project meetings and briefings at regular intervals Quarterly WAP review team meetings	Accountability, improve communication processes. Team capacity building. Evaluation and improvement. Support sustainability of the WAP program.	General Manager/Senior Weeds Officer (NEWA) & NT Weed Coordinator

## 12. EVALUATION

The Communication Plan will continue to be updated and amended as part of an evaluation process.

The tools that work alongside the plan, such as stakeholder feedback, response to information requests, survey responses, website users, as well as the key outcomes and publication opportunities, will continue to shape the content and implementation of the communication strategies outlined.

## 13. COMMUNICATION STAKEHOLDERS

### 1. NORTHERN TABLELANDS REGIONAL WEED COMMITTEE

Name	Position	Phone	Email
Maria Woods	Chairperson	6777 2250 or 0427 772 250	maria.woods@bigpond.com
Jonathan Lawson	Vice Chairperson	6730 1936 or 0429 914207	jonathan.lawson@lls.nsw.gov.au
Heather Apps	Executive Officer NT WAP Coordinator	0427 080567	happs@newa.nsw.gov.au

### 2. NT REGIONAL WAP SUB-PROGRAM COORDINATION

Name	Position	Phone	Email
Wayne Deer	General Manager	02 6770 3602	<a href="mailto:wdeer@newa.nsw.gov.au">wdeer@newa.nsw.gov.au</a>
James Browning	Senior Biosecurity Officer	02 6770 3940	<a href="mailto:jbrowning@newa.nsw.gov.au">jbrowning@newa.nsw.gov.au</a>
Jonathan Lawson	Senior Land Services Officer	6730 1936 or 0429 914207	jonathan.lawson@lls.nsw.gov.au
Heather Apps	NT WAP Coordinator	0427 080567	happs@newa.nsw.gov.au

### 3. LOCAL CONTROL AUTHORITY CONTACTS

#### **INVERELL SHIRE COUNCIL**

Weeds Officer: **Geoffrey Riley**  
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#### **NEW ENGLAND WEEDS AUTHORITY**

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**Matthew Benham** 0488 711 027  
Walcha: **Josh Biddle** 0427 711 729  
Uralla: **Russel Smith** 0488 711 012  
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Website: [www.newa.com.au](http://www.newa.com.au)

#### **TENTERFIELD SHIRE COUNCIL**

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Tenterfield NSW 2372  
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### 4. NORTHERN TABLELANDS LOCAL LAND SERVICES

#### **Jonathan Lawson**

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Website: [www.northerntablelands.lls.nsw.gov.au](http://www.northerntablelands.lls.nsw.gov.au)

### NTLLS Aboriginal Reference Advisory Group

#### **Zane Bartholomew**

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#### **Harry White**

Senior Land Service Officer (Aboriginal Communities)  
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### 5. NSW DEPARTMENT OF PRIMARY INDUSTRIES

#### **Philip Blackmore**

Invasive Species Officer & Industrial Hemp & Alkaloid  
Poppy Licence Officer  
Invasive Plants and Animals | Biosecurity NSW  
NSW Department of Primary Industries  
Block K TAFE New England  
Allingham Street Armidale  
PO Box 1138 Armidale NSW 2350  
Telephone: 02 6770 3134 or 0427 311 824 |  
Email: [philip.blackmore@dpi.nsw.gov.au](mailto:philip.blackmore@dpi.nsw.gov.au)

### 6. OTHER GOVERNMENT AGENCIES

#### **Rail Corp**

Michael Hooper  
[Michael.Hooper@jhgc.com.au](mailto:Michael.Hooper@jhgc.com.au)  
MPM Projects – Country Regional Network  
27-31 Griffin Lane  
Tamworth NSW 2340

#### **Roads & Maritime Service**

Warren Faulkner  
District Works Manager  
[warren.faulkner@rms.nsw.gov.au](mailto:warren.faulkner@rms.nsw.gov.au)

#### **National Parks & Wildlife Service**

Piers Thomas  
Senior Conservation Planning Officer  
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Email: [Piers.Thomas@environment.nsw.gov.au](mailto:Piers.Thomas@environment.nsw.gov.au)  
Telephone: (02) 6776 0011 or 0428 364 527  
Website: [nationalparks.nsw.gov.au](http://nationalparks.nsw.gov.au)

## **Forestry Corporation NSW**

Warren Chawner (Silviculture & Fire Supervisor)  
Warren.Chawner@fcns.w.gov.au

## **Regional Operations Unit**

### **Environment and Regulation Group (Pesticides Act)**

PO Box 494 Armidale NSW 2350  
Ground Floor, 85 Faulkner St, Armidale NSW 2350  
Ph: (02) 6773 7000 Fax: (02) 6772 2336

## **Land and Property Management Authority**

### **Armidale - Crown Lands**

108 Faulkner Street  
PO Box 199A  
Armidale NSW 2350  
Ph: (02) 6770 3100 Fax: (02) 6772 8782

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## **7. NON GOVERNMENT GROUPS**

### **NSW Farmers**

Archie Cameron (Chair – Region 2)  
Email: kalanga@activ8.net.au

### **Nature Conservation Council**

NT Representative - Dave Carr  
representing Nature Conservation Council  
Email: dbcarr@stringybarkecological.com.au  
Telephone: 0418 651 263  
Website: <https://www.nature.org.au>

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## **8. MEDIA**

### **Armidale**

#### **Armidale Express**

115 Faulkner St  
PO Box 70 Armidale NSW 2350  
Ph: (02) 6776 0500  
Web: <http://www.armidaleexpress.com.au>

### **Glen Innes**

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## **9. LANDCARE GROUPS WITHIN THE NTRWC REGION**

### **NEW ENGLAND NORTH WEST LANDCARE**

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Web: <https://www.nenwlandcare.org.au>

### **GWYMAC**

Gwydir and Macintyre Resources Management  
Committee PO Box 18 Inverell NSW 2360  
Ph (02) 6721 1241 Fax: (02) 6722 1149  
Email: [gwymacgg@bigpond.com](mailto:gwymacgg@bigpond.com)  
Website: [www.gwymaclandcare.com.au](http://www.gwymaclandcare.com.au)

**GBLC**

Granite Borders Landcare Committee  
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Ph: (02) 6736 3500 Fax: (02) 6736 3500  
Email: [office@gblc.org.au](mailto:office@gblc.org.au)  
Website: [www.gblc.org.au](http://www.gblc.org.au)

**GLENRAC**

(Glen Innes Natural Resource Advisory Committee)  
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Email: [office@glenrac.org.au](mailto:office@glenrac.org.au)  
Website: [www.glenrac.org.au](http://www.glenrac.org.au)

**SNELCC**

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[mail@snelandcare.org.au](mailto:mail@snelandcare.org.au)<mailto:mail@snelcc.org.au>  
Website: <https://snelandcare.org.au/>

## 14. APPENDIX ONE NT WAP KEY OBJECTIVES & MEASURABLE OUTCOMES

NIWAC WAP Key Objectives and Measurable Outcomes as contained within the Northern Tablelands Weeds Action Program Business Plan 2015 -2020 are listed below.

ISP Objectives mandatory	Measurable Outcomes
1.1 High risk species and pathways identifies and managed	Regional high risk pathways identified and documented  Effective regional management protocols of high risk pathways developed
1.2 Develop and implement early detection capabilities	List of high risk weeds developed.  Incursion plans for high risk weeds developed in line with the NSW Incursion Plan for Invasive species Regional Inspection program developed
2.1 Timely detection of new weed incursions	Regional Inspection implemented  Weed Management Plans Reviewed and Monitored Using MERI  New Incursions Reported Regionally
2.2 Provide a rapid response and eradicate or contain new weeds	Rapid response plans developed which include on-going monitoring  Implement Appropriate Surveillance on High Risk Pathways  Monitor the Effectiveness of Eradication Programs
3.2 Provide effective and targeted on-ground control	Regional management plans linked to CAPS and other Key Stakeholder Plans Monitoring Programs Developed Using MERI Principles  Reduce the Impact of Invasive Weeds at Priority Sites
4.2 Private landholders motivated to manage invasive species proactively	Invasive weeds effectively managed on private lands
4.3 Increase community acceptance of and involvement in effective weed management	Develop a regional communication strategy  Information Distributed on High Risk Weeds Maintain and build on existing volunteer networks
4.5 Increase the skill of the workforce implementing weed management	An increase in the number of operators holding competency based qualifications



ISP Objectives mandatory	Measurable Outcomes
4.6 Ability to measure the effectiveness of invasive species management	<p>Review All Projects Outcomes Using MERI Principles</p> <p>Mapping Conducted on all New Invasive Species in the Region</p> <p>Working Group Formed to Plan, Implement, Monitor and Review the Progress of the      Annually</p> <p>Common Reporting Across Stakeholders on Implementation of Invasive Species Management</p>
4.8 Roles and responsibilities defined for invasive species management	Maintain and Strengthen Regional Weeds Advisory Committee
4.10 Legislation and Policies Implemented and Enforced Consistently for Effective Species Management	<p>Legislation Integrated with Local Policies and Procedures. Combined with below</p> <p>Enforcement Policy Consistent with Local Management Plans Implemented.</p>

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## Abbreviations

<b>ARTC</b>	Australian Rail Track Corporation
<b>BS</b>	NSW Biosecurity Strategy 2013 - 2021
<b>DPI</b>	NSW Department of Primary Industries
<b>ISP</b>	NSW Invasive Species Plan 2017-2022
<b>LCA</b>	Local Control Authority
<b>MERI</b>	Monitoring, Evaluation, Reporting , Improvement
<b>NEWA</b>	New England Weeds Authority
<b>NIWAC</b>	Northern Inland Weeds Advisory Committee
<b>NPWS</b>	National Parks and Wildlife Services
<b>NTLLS</b>	Northern Tablelands Local Land Services
<b>NTRWC</b>	Northern Tablelands Regional Weed Committee
<b>RSWMP</b>	Regional Strategic Weed Management Plan
<b>WAP</b>	NSW Weed Action Program 2015 -2020

## 1. EXECUTIVE SUMMARY

This document outlines the overarching communication strategy for weeds in the Northern Tablelands Local Land Services (NTLLS ) region.

The communication strategy helps deliver the goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan (RSWMP), particularly as they relate to capacity building and engaging partners and the broader community.

The objectives and priority activities of this plan are directly in line with the NSW DPI's NSW Weeds Capacity Building and Engagement Priorities 2017 – 2020, to focus capacity building and engagement across six key areas;

1. Information Resources
2. Collaboration between agencies
3. Weeds Awareness
4. Behaviour Change
5. Biosecurity Legislation
6. Training

The Communication Strategy will detail how partners and relevant stakeholders in the region will communicate key messages amongst each other, to the broader community and to the NSW Government.

## 2. BACKGROUND

This document outlines the overarching communication strategy for weeds in the Northern Tablelands Local Land Services region to help deliver the communication goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan 2018 -2022.

The document replaces the Northern Inland Weeds Advisory Committees (NIWAC) Communication Strategy 2010 – 2015, which was prepared as part of the NIWAC Weeds Action Program 2010 -2015.

The Communication Strategy is a mandatory measurable outcome of the WAP (*Objective 4.3 Increase community acceptance of and involvement in effective weed management*) and will form a key document of the project, together with the Weed Action Business Plan 2015 – 2020.

The scope of the communication strategy includes, but extends beyond, the NT Weeds Action Program project and focusses on delivering:

1. The goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan 2017 – 2022 (RSWMP), particularly as they relate to capacity building and engaging partners and the broader community; and
2. The regional priorities as identified in the NSW Weeds Capacity Building and Engagement Strategy and is guided by the;
  - NSW Biosecurity Strategy 2013 – 2021 (BS)
  - NSW Invasive Species Plan 2017 - 2023 (the ISP)
  - Northern Tablelands Weeds Action Business Plan 2015 – 2020 (WAP)

The Northern Tablelands RSWMP outlines how government, industry and the community share responsibility and will work together to identify, minimise, respond to and manage high risk weeds. The plan supports regional implementation of the *Biosecurity Act 2015* through articulating community expectations in relation to effective weed management and facilitating a consistent and coordinated approach to weed management in the region.

The Plan relates to all lands and waters in the Northern Tablelands Local Land Services (NTLLS) region of NSW (Map 1).



**Map 1: Northern Tablelands Local Land Services region.**

### 3. NORTHERN TABLELANDS WEEDS ACTION PROGRAM 2015 -2020

The NSW Weeds Action Program 2015-2020 (WAP1520) follows from the successful implementation of the NSW Weeds Action Program 2010-2015. It is a NSW Government initiative to reduce the impact of weeds and is guided by the NSW Biosecurity Strategy 2013-2021 (the Biosecurity Strategy) and the NSW Invasive Species Plan 2015-2020 (the ISP).

WAP1520 is an outcomes based program where activities contribute to clearly defined goals and objectives under the ISP. The four goals of the ISP are:

**Goal 1: Exclude** – prevent the establishment of new invasive species

**Goal 2: Eradicate or contain** – eliminate, or prevent the spread of new invasive species

**Goal 3: Effectively manage** – reduce the impact of widespread invasive species

**Goal 4: Capacity** – ensure that NSW has the ability and commitment to manage invasive species.

### 4. COMMUNICATION OBJECTIVES – NORTHERN TABLELANDS

The key objectives of the communication strategy are to assist in the delivery of the four goals of the Regional Strategic Weed Management Plan, particularly as they relate to capacity building and engaging partners and the broader community.

#### **Goal 1: Responsibility for weed biosecurity is shared by all people of the Northern Tablelands**

Actions focus on a whole of community approach to weed management, with an emphasis on:

- Building community capacity
- Building stronger partnerships
- Fostering a shared responsibility
- Increasing awareness

#### **Goal 2: Weed biosecurity supports profitable, productive and sustainable primary industries**

#### **Goal 3: Weed biosecurity supports healthy, diverse and connected natural environments**

Actions focus on weed biosecurity to protect the environment, the community and sustainable economic growth. Actions for Goals 2 and 3 have been combined as weed management efforts provide multiple outcomes across natural environments and primary industries.

The emphasis is on:

- preventing new weeds from entering the region
- eradicating or containing the spread of new weeds that do establish
- managing widespread weeds where the benefits are greatest

#### **Goal 4: Weed biosecurity is supported by coordinated, collaborative and innovative leadership**

Actions focus on consistent and contemporary approaches to implementing this plan, with an emphasis on:

- providing good governance and leadership to support a collaborative approach
- supporting and delivering the weed biosecurity reforms for NSW
- implementing risk based systems across all tenancies in a co-ordinated manner
- supporting innovation by embracing continuous learning, information systems, research and technology.

## 5. COMMUNICATION GOALS & ACTIONS - NORTHERN TABLELANDS

The following tables outline the goals and actions of the Northern Tablelands Regional Strategic Weed Management Plan that specifically relate to the Communication Strategy through capacity building and engagement.

Goal 1: Responsibility for weed biosecurity is shared by all people of the Northern Tablelands	
Strategies	Actions
1.1 Promote weed management and behavioral changes within the community	1.1.1 Develop and implement a strategic marketing and communication plan that promotes delivery of weed management on the Northern Tablelands. 1.1.2 Develop products promoting the profile of weed management on the Northern Tablelands, including promotional campaigns and events, sponsorship, media releases, social media, web sites, e-newsletters and publications and brochures.
1.2. Build stronger partnerships that support weed management	1.2.1 Develop partnerships that support tenure neutral weed management. 1.2.2 Foster networks, alliances and Aboriginal engagement that support communities and stakeholders in their delivery of weed management 1.2.3 Develop and implement mechanisms to protect biodiversity and support management of weeds on non-productive land.
1.3 Enhance community-wide capacity in sharing responsibility for weed management	1.3.1 Develop, promote and assist with interpretation of information outlining stakeholder roles, obligations and implications in weed management. 1.3.2 Enhance existing communication networks to increase effective dissemination of information and understanding of shared responsibility and a whole of community approach to weed management. 1.3.3 Enhance education, training and community based programs that increase community capacity to manage priority weeds

Goal 2: Weed biosecurity supports profitable, productive and sustainable primary industries	
Goal 3: Weed biosecurity supports healthy, diverse and connected natural environments	
Strategies	Actions
2-3.2 Improve prevention, preparedness and response to weed emergencies	2-3.2.1 Improve cross-jurisdictional collaboration on consistent and effective approaches to preventing establishment of new weed species. 2-3.2.2 Manage high risk pathways, using strategic intentional surveillance, region-wide and consistent industry codes, education and enforcement mechanisms. 2-3.2.3 Improve prevention and response to weed biosecurity emergencies through improved identification processes, improved communication and reporting networks, and rapid responses to management of new high priority weeds.
2-3.3 Eradicate or prevent the spread of new weeds of new weeds	2-3.3.2 Work with other jurisdictions to standardise weed biosecurity arrangements across regional and State borders.

**Goal 4: Weed biosecurity is supported by co-ordinated, collaborative and innovative leadership**

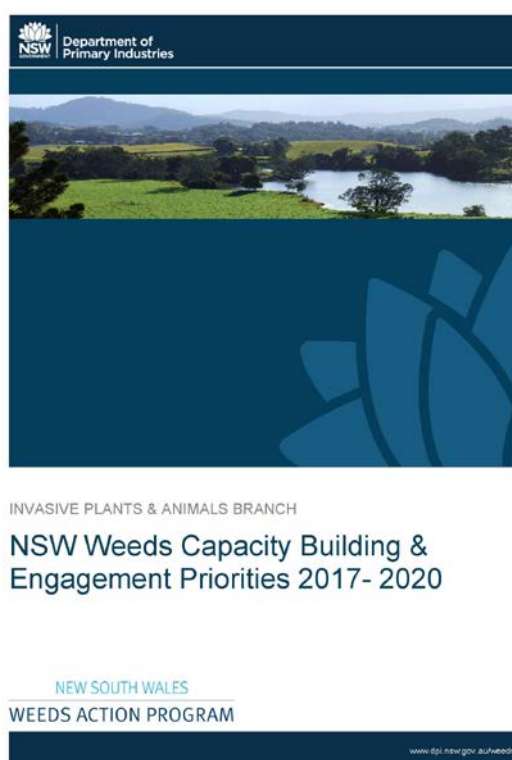
<b>Strategies</b>	<b>Actions</b>
4.1 Provide governance and leadership that supports collaborative, effective and efficient weed management	4.1.1 Work in a collaborative partnership with all stakeholders to implement this plan.
4.2 Adopt adaptive, contemporary planning and processes	4.2.2 Work with stakeholders to develop and update local implementation plans using best available standards, local knowledge, research and technology, as required. 4.2.4 Share information with other jurisdictions and regions on approach, progress and innovation with weed management.
4.3 Develop a regional invasive weed knowledge base and information system that supports state standards	4.3.1 Support the development and adoption of standard regional data (including weed mapping) capture, storage, record keeping and retrieval processes. 4.3.2 Encourage wider use of the BIS to improve weed distribution and impacts data and management information. 4.3.3 Ensure that weed information and research data are readily available to stakeholders for use in research, updating management plans and reporting



## 6. NSW WEEDS CAPACITY BUILDING & ENGAGEMENT PRIORITIES 2017 - 2020

The NSW Weeds Capacity Building and Engagement Priorities 2017 – 2020<sup>1</sup> guides capacity building and engagement activities relating to weeds in NSW. The Objectives and priority activities for NSW DPI and NTRWC are detailed against 6 key areas:

1. Information resources
2. Collaboration between agencies
3. Weeds awareness
4. Behaviour change
5. Biosecurity legislation
6. Training



### **NSW DPI Publication: NSW Weeds Capacity Building Engagement Priorities 2017 - 2020**

The regional priorities listed below will enable more efficient allocation of resources across the region and maximise the outcomes of combined efforts:

<sup>1</sup> <https://extranet.dpi.nsw.gov.au/weeds/homepage/nsw-weeds-capacity-building-and-engagement-strategy/NSW-Weeds-Capacity-Building-and-Engagement-Priorities.pdf>

## 1. Information Resources

The development of information resources should focus on supporting the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>1.1 One comprehensive state-wide database of weeds information is maintained.</b>	1.1.1a Host the Weeds Information Database (WID) 1.1.2a Provide guidelines and format of the content in the WID 1.1.3a Undertake ongoing quality management of content in the WID. 1.1.4a Develop new content and functionality as needed, including profiles for new incursions 1.1.5a Notify users of new content via the Weed Resource Bulletin	1.1.1b Weeds professionals regularly review content and provide technical input for weed profiles. 1.1.2b NTRWC provide updated lists of weeds in each Regional Strategic Weed Management Plan, local area or weed specific plans. 1.1.3b Weeds professionals subscribe to the Weed Resource Bulletin (links on DPI weeds web pages and the Weeds Extranet)
<b>1.2 Meet the information needs of weeds professionals</b>	1.2.1a Liaise with weeds professionals to ensure the content in the WID meets their needs 1.2.2a Investigate improving weed identification functionality in NSW WeedWise applications 1.2.3a Investigate customised functionality to incorporate local content and branding	1.2.1b NTRWC include standing agenda items to discuss WID content. 1.2.2b NTRWC and weeds professionals provide recommendations to NSW DPI via <a href="mailto:weed.resource@dpi.nsw.gov.au">weed.resource@dpi.nsw.gov.au</a>
<b>1.3 Provide digital weeds information to the general community</b>	1.3.1a Provide digital weeds information through the NSW WeedWise smartphone and web applications 1.3.2a Maintain general information about weeds management on the DPI website	1.3.1b Weeds professionals promote the NSW WeedWise smartphone and web applications to the community 1.3.2b NTLLS, LCAs and DPI provide links to each other's online content
<b>1.4 Provide weeds information in hardcopy format to the general</b>	1.4.1a Review, update, publish and print the NSW Weeds Control Handbook (formerly known as the Noxious and Environmental Weeds Control Handbook)	1.4.1b Distribute the NSW Weeds Control Handbook within each region 1.4.2b Weeds professionals use the print functions in NSW WeedWise to produce and distribute hardcopy

## 2. Collaboration between agencies

Mechanisms to facilitate collaboration between agencies and industry weed professionals should focus on the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>2.1 Provide a State-wide digital platform to facilitate engagement and collaboration</b>	2.1.1a Maintain and develop the Weeds Extranet to provide and share information specific to the needs of weeds professionals 2.1.2a Send Weeds Extranet Bulletins to weeds professionals when new content is posted 2.1.3a Regularly update staff details in the Regions & contacts section of the Weeds Extranet, and the Contacts & links section of the DPI weeds web pages	2.1.1b Weeds professionals subscribe to the Weeds Extranet and to the Weeds Extranet – New Content Bulletin 2.1.2b Weeds professionals regularly check the Weeds Extranet 2.1.3c Weeds professionals contribute information to the Weed Extranet via <a href="mailto:weed.resource@dpi.nsw.gov.au">weed.resource@dpi.nsw.gov.au</a> 2.1.4b NTLLS and LCAs notify DPI of staff changes via <a href="mailto:weed.resource@dpi.nsw.gov.au">weed.resource@dpi.nsw.gov.au</a>
	2.2.1a Conduct State Weed Committee meetings 2.2.2a Support The Weed Society of NSW Inc. in the conduct of the NSW Weeds Conference 2.2.3a Promote the importance of weeds conferences to LCA and NTLLS managers 2.2.4a Support and attend the NSW Weeds Conference 2.2.5a Conduct other state weeds meetings that address effective and collaborative operation (eg. NSW Biocontrol Taskforce, Tropical Soda Apple Taskforce meetings)	2.2.1b LCAs and NTLLS support weeds staff to attend the NSW Weeds Conference 2.2.2b LCAs and NTLLS support The Weed Society of NSW Inc. in the conduct of the NSW Weeds Conference
<b>2.3 Support regional meetings</b>	2.3.1a Attend and participate in Regional Weed Committee meetings and activities 2.3.2a Attend other weeds-related meetings as appropriate	2.3.1b Conduct Regional Weed Committee meetings at least quarterly 2.3.2b Give all LCAs an opportunity to have adequate representation at Regional Weed Committee meetings 2.3.3b Publish minutes of regional meetings online. 2.3.4b Give all weeds professionals the opportunity to contribute information to the NTRWC. 2.3.5b Conduct other regional weeds meetings that address effective and collaborative LCA operations 2.3.6b NTRWC invite and encourage attendance of representatives from other state agencies/utilities and other key stakeholder

Objectives	DPI Priorities	Regional Priorities
<b>2.4 Enhance communication from the State Weeds Committee to weeds professionals</b>	2.4.1a Publish the outcomes of meetings of the State Weeds Committee on the Weeds Extranet 2.4.2a Provide outcomes of meetings of the State Weed Committee to the Regional Weed Coordinators	2.4.1b Inform the State Weeds Committee of relevant issues that require state-wide discussion/determination by emailing <a href="mailto:swc.secretariat@dpi.nsw.gov.au">swc.secretariat@dpi.nsw.gov.au</a>
<b>2.5 Build an understanding of weeds management responsibilities with the upper management of LCAs</b>	2.5.1a Review, rename and publish the “Noxious Weed Handbook for Councils and Councillors” and align it to weeds management compliance standards 2.5.2a Provide support and engage with all levels of the LCAs	2.5.1b Contribute content and provide reviews for the “Noxious Weed Handbook for Council and Councillors” when requested 2.5.2b Distribute the “Noxious Weed Handbook for Council and Councillors”
<b>2.6 Enhance reporting and strategic planning</b>	2.6.1a Distribute regional information collected within the Biosecurity Information System (BIS)	2.6.1b Contribute to the BIS in line with the NSW Weeds Metadata Standard 2.6.2b Undertake analysis of BIS data and prepare regional maps and reports for NTRWC

### 3. Weeds awareness

Weeds awareness activities around the state should focus on supporting the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>3.1 Use common branding for weeds awareness events and resources</b>	3.1.1a Form and administer a NSW Weeds Awareness Reference Committee with representatives from key weeds management organisations	3.1.1b Provide representatives to participate as part of the NSW Weeds Awareness Reference Committee
	3.1.2a Provide access to Weeds Awareness resources via the Weeds Extranet	3.1.2b NTRWC to include agenda items to discuss weeds awareness activities to ensure partner organisations are aware of the common branding and statewide campaigns
	3.1.3a Review the New South Wales No Space 4 Weeds slogan	3.1.3b Use the common branding on promotional resources for regional and local events
<b>3.2 Develop a state-wide weeds awareness campaign</b>	3.2.1a Develop a new weeds awareness campaign incorporating biosecurity messages	3.2.1b Provide input into the development of the campaign
	3.2.2a Contract a professional organisation to develop the campaign, including resources, messaging and delivery methods	3.2.2b Deliver the campaign at regional and local level
	3.2.3a Facilitate consultation between the NSW Weeds Awareness reference group and the contractor to ensure collateral meets the needs of weeds professionals	
	3.2.4a Liaise with the NSW Biosecurity Stakeholder Engagement and Customer Service Branch to facilitate sharing and prevent duplication of resources, and to coordinate with any state biosecurity awareness events	
<b>3.3 Use common branding for weeds awareness events and resources</b>	3.1.2a Provide access to Weeds Awareness resources via the Weeds Extranet	3.1.1b Provide representatives to participate as part of the NSW Weeds Awareness Reference Committee
		3.1.2b NTRWC to include agenda items to discuss weeds awareness activities to ensure partner organisations are aware of the common branding and statewide campaigns
		3.1.3b Use the common branding on promotional resources for regional and local events

## 4. Behaviour Change

Behaviour change activities around the state should support the following priority activities:

Objectives	DPI Priorities	Regional Priorities
<b>4.1 Maintain a behaviour change database for weeds in NSW</b>	4.1.1a Improve and further develop the behaviour change database to facilitate learning and efficiencies	4.1.1b Weeds professionals contribute information to the behaviour change database when requested
<b>4.2 Promote successful behaviour change initiatives for weeds management around the State</b>	4.2.2a Promote behaviour change initiatives and results from around the State by including details of projects and links on the Weeds Extranet 4.2.3a Maintain the Google+ Community Based Social Marketing for Weeds community as a resource of detailed project information	4.2.1b Regions share progress of behaviour change initiatives on the Google+ Community Based Social Marketing for Weeds community
<b>4.3 Support behaviour change training for weeds professionals</b>	4.3.1a Conduct, facilitate and support projects applying Community Based Social Marketing to weeds issues in NSW 4.3.2a Support, mentor and empower weeds professionals to use proven behaviour change techniques	4.3.1b Weeds professionals apply the Community Based Social Marketing framework to guide weeds-related behaviour change projects 4.3.2b Weeds professionals use proven behaviour change techniques to improve weeds management outcomes

## 5. Biosecurity Legislation

Implementation of biosecurity legislation should include the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>5.1 Enable a skilled workforce to implement legislation</b>	5.1.1a Provide guidance, forms and instruments to LCAs 5.1.2a Provide online biosecurity training 5.1.3a Provide examples and share simple messages that frame the concept of biosecurity as a shared responsibility 5.1.4a Provide examples of simple messages that frame the concept of the general biosecurity duty (links to 3.2.1a) 5.1.5a Support the delivery of accredited legal training 5.1.6a Provide training on the Weed Risk Management System and provide access to weed risk assessments	5.1.1b Weeds professionals use forms and instruments provided by DPI in their administration of the Biosecurity Act 2015 5.1.2b Weeds professionals access information on the DPI website and the Weeds Extranet 5.1.3b Weeds professionals attend training and maintain skills relating to weeds compliance
<b>5.2 Best practice information available to the community</b>	5.2.1a Ensure best practice information on weeds control is current and readily available in digital and hardcopy formats	5.2.1b Weeds professionals provide best practice weeds management information to the community to support and build their capacity to manage weeds

## 6. Training

Training for weeds professionals should focus on the following priorities:

Objectives	DPI Priorities	Regional Priorities
<b>6.1 Develop and provide competency-based training to weeds professionals</b>	6.1.1a Provide technical input into the review of weed management training 6.1.2a Deliver training on community engagement for weeds professionals 6.1.3a Work with Tocal College to develop and deliver short courses to meet the needs of weeds professionals	6.1.1b Weeds professionals check the DPI website and Weeds Extranet for training opportunities 6.1.2b Weeds professionals and their organisations liaise with DPI about their competency-based training needs
<b>6.2 Enable a skilled workforce to implement weeds management</b>	6.2.1a Organise weeds officer induction training once a year 6.2.2a State Weeds Committee develops a recommendation on the minimum training standards for weeds officers 6.2.3a Provide behaviour change workshops and mentorship to weeds professionals	6.2.1b LCAs support all new weeds officers to attend weeds officer induction training 6.2.2b LCAs and NTLLS support weeds staff to attend training 6.2.3b NTRWC support LCAs in seeking funding to indenture trainee weeds professionals 6.3.4b NTRWC support LCAs in mentoring weeds professionals 6.2.5b Seek opportunities to conduct/fund weeds tours

## 7. TARGET AUDIENCES

This strategy targets the following primary and secondary stakeholder groups and audiences;

### 1. Primary Stakeholders (who will evaluate and adopt the Strategy)

- Northern Tablelands Regional Weed Committee member organisations and their representatives
- Northern Tablelands Local Land Services
- NSW DPI
- LCA Biosecurity Officers
- NEWA (WAP Subprogram – Regional Co-ordination Provider)

### 2. Secondary Stakeholder groups and audiences (who will need to be aware of the Strategy)

- State Weed Committee
- All land owners and occupiers – public and private
- Land managers
- Adjoining Regional Weed Committees and Local Land Services
- State Government Agencies (other than NSW DPI)
- Industry groups (national, state, regional eg transport and Landcare networks)
- Weed professionals of NSW
- Media



## 8. COMMUNICATION OUTCOMES

The strategy has the following measurable outcomes;

- Increase the capacity to recognise, detect and report new weed incursions
- Community and stakeholders accept the need for and involvement in weed management programs
- Use of the media and technology, including the NT LLS website for the distribution of information to minimise the introduction and spread of new invasive weed species
- An increase in the number of operators holding competency based qualifications
- An increase in educational resources for schools and the community on invasive weeds and their management
- Increase capacity of volunteer networks to identify and disseminate information in regard to invasive weeds and their management

There are a range of tools that can be used to effectively communicate information about this project.

The communication strategy will;

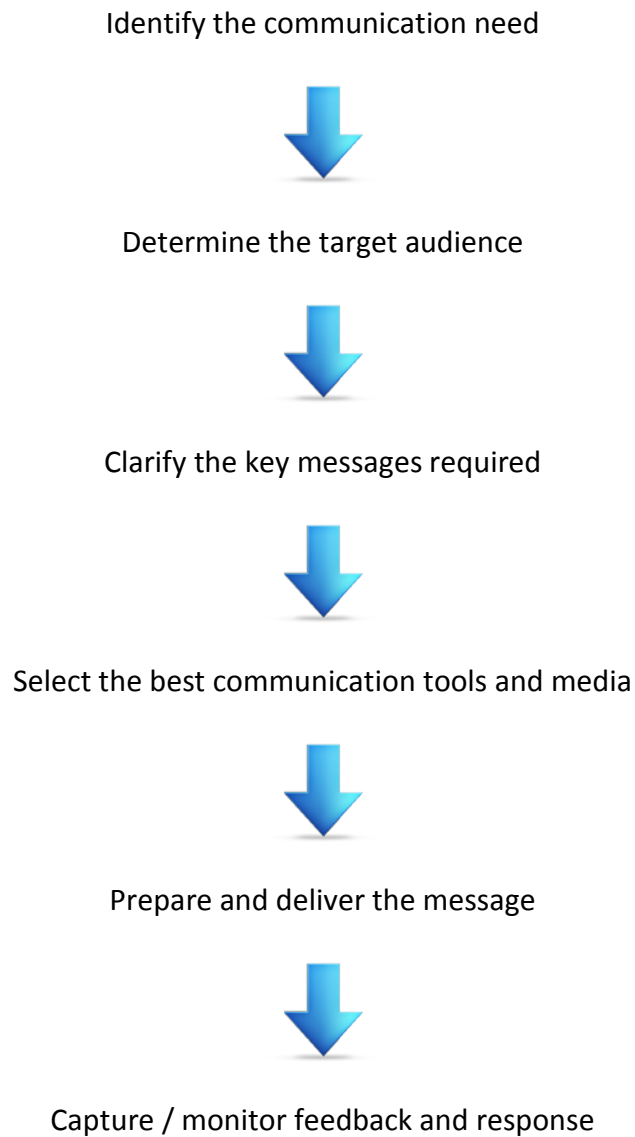
- Be designed to achieve the communication outcomes
- Recognise opportunities to promote milestones
- Inform and engage stakeholders

The communication tools will include;

- Meetings
- Reports
- Publications and DVDs
- School project kits
- Workshops
- Field days
- Seminars
- Newsletters
- Media releases
- Internet (emails, electronic bulletins, web page)
- Television, print and radio promotions
- NT RWC, Local Land Services, Landcare networks
- NSW DPI

## 9. COMMUNICATION PROCESSES

The following diagram conveys the process of communicating key messages to a target audience:



All information about the processes of the Communication Strategy will be integrated and coordinated.  
All stakeholders to the strategy will need to be consistent in their approach to its implementation.

## 10. COMMUNICATIONS MANAGEMENT MATRIX

The following table summarises the key target audiences/ organisations and details the communicative channels that will be used in the communication strategy.

Target Audience/Organisation	Meetings	Reports	Publications	Weed awareness (general communities & schools)	Workshops	Field days, events	Seminars	Newsletters	Media releases	Internet Extranet	Television & radio promotions	Other Agencies & Landcare networks	NSW DPI
<b>PRIMARY STAKEHOLDERS</b>													
NTRWC	●	●	●	●	●	●	●	●	●	●	●	●	●
LCA Biosecurity Officers	●	●		●	●	●	●		●		●	●	
LLS staff	●	●			●	●	●		●		●	●	
Regional Biosecurity Officer Team	●	●			●		●					●	●
NSW DPI	●	●	●	●	●		●		●	●	●		●
WAP Regional Coordination Team (formerly Lead Agency)	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>SECONDARY STAKEHOLDER GROUPS</b>													
State Weed Committee (SWC)		●			●				●		●		●
NTRWC Other Agency Stakeholders - ARTC, State Forests National Parks, Landcare	●	●	●			●	●						
Land Managers	●		●			●	●	●	●				
State Government Agencies (other than NSW DPI)	●				●	●			●				
Industry groups (National, State, Regional – eg Landcare networks, transport)	●					●							
Weed Professionals of NSW	●		●			●			●				
Media (print, radio and TV)	●					●			●		●		

## 11. COMMUNICATIONS ACTIVITIES, TIMING AND RESPONSIBILITIES (WEEDS ACTION PROGRAM)

Achieving the objectives of the communication strategy is primarily the responsibility of the NT WAP stakeholders and overseen by the Northern Tablelands Regional Weed Committee.. Table 2 below details activities, timing and responsibilities. From time to time, communication tools may change to continually improve the effectiveness of delivering the message in a way that best reaches its audience at the time. Refer to Appendix One for the key objectives and measurable outcomes of WAP 15-20.

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why is it needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
<b>PRIMARY STAKEHOLDERS</b>	<b>NSW DPI</b>	WAP Project progress report including measurable outcomes, project expenditure and any deviations Feedback from NSW DPI  Survey regions to provide gaps High quality weed awareness publications	WAP progress reports in August 2018, 2019 and final report in 2020 as required annually  1 survey 6 monthly weed awareness	Annual progress report, and final report. Interim briefings and reports as appropriate Annual feedback report  Extranet publications	Accountability  Regional reporting Evaluation Access to information reported by MERI	NEWA/NT Weed Coordinator in consultation with NTRWC stakeholders  NSW DPI Invasive Species Officer & DPI Communications Officer
	<b>NTRWC</b>	Organise regular meetings, review reports, update website, distribute media releases and involvement in promotions Reflection workshop on data, strategies, management processes, funding and progress	Quarterly NTRWC meetings, report annually to NSW DPI on WAP. Media releases as required Quarterly review of website. Held in September annually.	Meeting Agendas, minutes Annual progress report, and final report. Interim briefings and reports as appropriate	Regional reporting Accountability Implementation and monitoring. Evaluation & feedback	NTRWC Chair and NT Weed Coordinator
	<b>LCAs and LLS Officers involved in the WAP</b>	Progress updates of project Work Plan and Task schedules and time lines Reporting templates Monitoring requirements as per MERI Plan Implement schools education awareness program. Conduct workshops, field days, seminars, involved in media promotions, networking with volunteer groups.	Monthly Regional Weed Officers meetings in Year One, then held at least quarterly. Update Reports from stakeholders	Meeting Agendas, minutes, and templates. Quarterly reports prepared by LCA stakeholders to Lead Agency on budget, Program outcomes, risks and issues Briefings and reports as appropriate Promotional activities as required	Regional reporting. To actively involve the group in the planning, implementation, monitoring and to support future action in the WAP. Evaluation & feedback	LCA Officers, NT Weed Coordinator in consultation with Lead Organisation.

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
	<b>Regional Weed Management Team</b>	Project reporting templates, draft documentation for review, mapping criteria, funding reporting schedules, work plan, quarterly reporting formats.	Monthly Regional Weed Officers meetings in Year One, then held at least quarterly. Collation of quarterly performance reports distributed to stakeholders. Annual collation of reporting requirements for NSW DPI.	Meeting Agendas, minutes, and templates. Quarterly reports prepared by LCA stakeholders to Lead Agency on budget, Program outcomes, risks and issues Briefings and reports as appropriate	Regional reporting Actively involve the group in the planning, implementation and dissemination of media material. To inform target audience and stakeholders	LCA Officers, NT Weed Coordinator in consultation with Lead Organisation
	<b>NEWA (NT WAP Coordinator)</b>	Reports to NTRWC on progress and budget of WAP, including exception reports. Organise meetings, reports, publications, workshops, field days, newsletters, media releases, media promotions Facilitate the WAP work plan	Quarterly NTRWC meetings, report annually to NSW DPI on WAP. Promotional activities as required and detailed in work plan.	Meeting Agendas, minutes, and templates. Quarterly reports prepared by NEWA to NTRWC on budget, program outcomes, risks and issues Briefings and reports as appropriate	Regional reporting Accountability. Planning, evaluation Actively involve the group in the planning, implementation and dissemination of media material. To inform target audience and stakeholder.	NEWA team

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
<b>SECONDARY STAKEHOLDER GROUPS</b>	<b>SWC</b>	Through NSW DPI, Receive project progress reports including measurable outcomes, project expenditure and any deviations	Through NSW DPI, progress reports in August 2018 2019, and final report in 2020 - as required	Through NSW DPI, annual progress report, and final report. Interim briefings and reports as appropriate	Accountability Receive information, Evaluation. Support the sustainability of the WAP program.	NEWA/NT Weed Coordinator in consultation with NIWAC stakeholders
	<b>Other NTRWC stakeholders (LLS, ARTC, NPWS, SF, Landcare)</b>	Education and extension programs, project updates, community engagement, network facilitation, and reports on WAP progress	Quarterly meetings, six monthly review meetings and annual feedback meeting.	Education and extension awareness materials Media releases/promotions Joint participation in events activities and annual feedback survey	Accountability Receive information. Evaluation. Support the sustainability of the WAP program.	NEWA/NT Weed Coordinator in consultation with NIWAC stakeholders
	<b>Local Communities</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions and annual reports on WAP progress	In accordance with calendar of events and workplan.	Media releases, website updates, verbal communication, promotional events and activities, field days, network opportunities.	Receive information To inform target audience. Enhance community engagement. Support the sustainability of the WAP program.	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Land Managers</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions and annual reports on WAP progress	In accordance with calendar of events and workplan.	Field Days, Agricultural Shows, saleyard displays, media releases, website updates, verbal communication, promotional events and activities, network opportunities.	Receive information Support the sustainability of the WAP program.	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Adjoining Regional Weed Committees</b>	Sharing of information and resources relevant to the implementation of the WAP.	Quarterly, with annual review in conjunction with RWC.	Meetings, WAP information dissemination and networking communication outcomes.	Receive information Support the sustainability of the WAP program.	NT Weed Coordinators for each Regional Weeds Advisory Committee

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
	<b>Industry Groups (Other)</b>	Notification of community engagement activities and network facilitation. Media releases / promotions	In accordance with calendar of events and workplan.	Media releases, website updates, verbal communication, promotional events and activities, field days, network opportunities.	Receive information. Support the sustainability of the WAP program. Enhance community engagement and awareness.	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Weed Professionals of NSW</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions	In accordance with calendar of events and workplan.	Media releases, website updates, verbal communication, promotional events and activities, network opportunities.	Receive information Support the sustainability of the WAP program. Professional capacity building and enhanced learning outcomes and network collaboration	NEWA/ NT Weed Coordinator / Regional Weed Officers
	<b>Media</b>	Education and extension program initiatives, notification of community engagement activities and network facilitation. Media releases / promotions and annual reports on WAP progress	In accordance with calendar of events and workplan	Media releases, website updates, verbal communication, promotional events and activities, network opportunities.	Receive information Support the sustainability of the WAP program. Increased community engagement and awareness. Enhanced working relationship with the media	NEWA/NT Weed Coordinator / Regional Weed Officers

Stakeholders / Target Audience	Organisation	What information	Frequency and when communication will occur	Nature of communication with each stakeholder group	Why needed?	Who to action?
<i>Identify the target audience</i>		<i>What do you intend to communicate to the audience?</i>	<i>When must the action be implemented?</i>	<i>What communication strategies are most appropriate to the audience?</i>	<i>Why is the information needed?</i>	<i>Who will be responsible for implementing each action?</i>
<b>INTERNAL STAKEHOLDERS (Regional WAP Coordinator))</b>	<b>NEWA staff</b>	Report on WAP changes to scope, timelines, priorities & funding. Information exchange on project progress & other workload priorities/commitments	Agenda item at monthly team meetings	Emails, team meetings Regular project meetings and briefings at regular intervals Quarterly WAP review team meetings	Accountability, improve communication processes. Team capacity building. Evaluation and improvement. Support sustainability of the WAP program.	General Manager/Senior Weeds Officer (NEWA) & NT Weed Coordinator



## 12. EVALUATION

The Communication Plan will continue to be updated and amended as part of an evaluation process.

The tools that work alongside the plan, such as stakeholder feedback, response to information requests, survey responses, website users, as well as the key outcomes and publication opportunities, will continue to shape the content and implementation of the communication strategies outlined.

## 13. COMMUNICATION STAKEHOLDERS

### 1. NORTHERN TABLELANDS REGIONAL WEED COMMITTEE

Name	Position	Phone	Email
Maria Woods	Chairperson	6777 2250 or 0427 772 250	maria.woods@bigpond.com
Jonathan Lawson	Vice Chairperson	6730 1936 or 0429 914207	jonathan.lawson@lls.nsw.gov.au
Heather Apps	Executive Officer NT WAP Coordinator	0427 080567	happs@newa.nsw.gov.au

### 2. NT REGIONAL WAP SUB-PROGRAM COORDINATION

Name	Position	Phone	Email
Wayne Deer	General Manager	02 6770 3602	<a href="mailto:wdeer@newa.nsw.gov.au">wdeer@newa.nsw.gov.au</a>
James Browning	Senior Biosecurity Officer	02 6770 3940	<a href="mailto:jbrowning@newa.nsw.gov.au">jbrowning@newa.nsw.gov.au</a>
Jonathan Lawson	Senior Land Services Officer	6730 1936 or 0429 914207	jonathan.lawson@lls.nsw.gov.au
Heather Apps	NT WAP Coordinator	0427 080567	happs@newa.nsw.gov.au

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### 3. LOCAL CONTROL AUTHORITY CONTACTS

#### **INVERELL SHIRE COUNCIL**

Weeds Officer: **Geoffrey Riley**  
PO Box 138, Inverell NSW 2360  
Telephone 0427 241 806  
Email: [Geoffrey.Riley@inverell.nsw.gov.au](mailto:Geoffrey.Riley@inverell.nsw.gov.au) or  
Website: <https://inverell.nsw.gov.au/>  
Email: [council@inverell.nsw.gov.au](mailto:council@inverell.nsw.gov.au)

#### **NEW ENGLAND WEEDS AUTHORITY**

Armidale: **James Browning** 0428 211 314  
**Matthew Benham** 0488 711 027  
Walcha: **Josh Biddle** 0427 711 729  
Uralla: **Russel Smith** 0488 711 012  
Glen Innes: **Luke Turner** 0438 501 286  
2/129 Rusden St (PO Box 881) Armidale NSW 2350  
Telephone: (02) 6770 3602 Fax: (02) 6771 1893  
Email: [newa@newa.nsw.gov.au](mailto:newa@newa.nsw.gov.au)  
Website: [www.newa.com.au](http://www.newa.com.au)

#### **TENTERFIELD SHIRE COUNCIL**

Chief Weeds Officer: **Chris Battersby**  
Telephone: (02) 6736 1744 or 0402 210 102  
Email: [c.battersby@tenterfield.nsw.gov.au](mailto:c.battersby@tenterfield.nsw.gov.au)  
247 Rouse St (PO Box 214)  
Tenterfield NSW 2372  
Telephone: (02) 6736 6000  
Email: [council@tenterfield.nsw.gov.au](mailto:council@tenterfield.nsw.gov.au)

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### 4. NORTHERN TABLELANDS LOCAL LAND SERVICES

#### **Jonathan Lawson**

Senior Land Service Officer-Weeds  
Northern Tablelands Local Land Service  
444 Strathbogie Road Glen Innes NSW 2370  
Telephone: (02) 6730 1936 M: 0429 914207  
Email: [jonathan.lawson@lls.nsw.gov.au](mailto:jonathan.lawson@lls.nsw.gov.au)  
Website: [www.northerntablelands.lls.nsw.gov.au](http://www.northerntablelands.lls.nsw.gov.au)

### NTLLS Aboriginal Reference Advisory Group

#### **Zane Bartholomew**

Aboriginal Land Council  
Email: [zanebartholomew@gmail.com](mailto:zanebartholomew@gmail.com)

#### **Harry White**

Senior Land Service Officer (Aboriginal Communities)  
15 Vivian Street Inverell NSW 2360  
PO Box 411, Inverell NSW 2360  
Ph (02) 6720 8303 or Mob 0437 678 720  
Email: [harry.white@lls.nsw.gov.au](mailto:harry.white@lls.nsw.gov.au)

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### 5. NSW DEPARTMENT OF PRIMARY INDUSTRIES

#### **Philip Blackmore**

Invasive Species Officer & Industrial Hemp & Alkaloid  
Poppy Licence Officer  
Invasive Plants and Animals | Biosecurity NSW  
NSW Department of Primary Industries  
Block K TAFE New England  
Allingham Street Armidale  
PO Box 1138 Armidale NSW 2350  
Telephone: 02 6770 3134 or 0427 311 824 |  
Email: [philip.blackmore@dpi.nsw.gov.au](mailto:philip.blackmore@dpi.nsw.gov.au)

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### 6. OTHER GOVERNMENT AGENCIES

#### **Rail Corp**

Michael Hooper  
[Michael.Hooper@jhgc.com.au](mailto:Michael.Hooper@jhgc.com.au)  
MPM Projects – Country Regional Network  
27-31 Griffin Lane  
Tamworth NSW 2340

#### **Roads & Maritime Service**

Warren Faulkner  
District Works Manager  
[warren.faulkner@rms.nsw.gov.au](mailto:warren.faulkner@rms.nsw.gov.au)

#### **National Parks & Wildlife Service**

Piers Thomas  
Senior Conservation Planning Officer  
Northern Inland Branch  
85 Faulkner Street, Armidale NSW 2350  
Email: [Piers.Thomas@environment.nsw.gov.au](mailto:Piers.Thomas@environment.nsw.gov.au)  
Telephone: (02) 6776 0011 or 0428 364 527  
Website: [nationalparks.nsw.gov.au](http://nationalparks.nsw.gov.au)

## **Forestry Corporation NSW**

Warren Chawner (Silviculture & Fire Supervisor)  
Warren.Chawner@fcnsw.com.au

## **Regional Operations Unit**

### **Environment and Regulation Group (Pesticides Act)**

PO Box 494 Armidale NSW 2350  
Ground Floor, 85 Faulkner St, Armidale NSW 2350  
Ph: (02) 6773 7000 Fax: (02) 6772 2336

## **Land and Property Management Authority**

### **Armidale - Crown Lands**

108 Faulkner Street  
PO Box 199A  
Armidale NSW 2350  
Ph: (02) 6770 3100 Fax: (02) 6772 8782

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## **7. NON GOVERNMENT GROUPS**

### **NSW Farmers**

Archie Cameron (Chair – Region 2)  
Email: kalanga@activ8.net.au

### **Nature Conservation Council**

NT Representative - Dave Carr  
representing Nature Conservation Council  
Email: dbcarr@stringybarkecological.com.au  
Telephone: 0418 651 263  
Website: <https://www.nature.org.au>

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## **8. MEDIA**

### **Armidale**

#### **Armidale Express**

115 Faulkner St  
PO Box 70 Armidale NSW 2350  
Ph: (02) 6776 0500  
Web: <http://www.armidaleexpress.com.au>

### **Glen Innes**

#### **The Glen Innes Examiner**

124 Bourke Street  
PO Box 249  
Glen Innes, NSW, 2370  
Phone: 02 6732 1666  
Editor: Laurie Bullock  
Email: [laurie.bullock@fairfaxmedia.com.au](mailto:laurie.bullock@fairfaxmedia.com.au)

### **Guyra**

Guyra Argus  
146 Bradley St Guyra NSW 2365  
Ph: (02) 6779 1730  
Email: [guyra.argus@ruralpress.com](mailto:guyra.argus@ruralpress.com)

### **Inverell**

#### **The Inverell Times**

37 Vivian St  
PO Box 5 Inverell NSW 2360  
Ph (02) 6720 0100  
Email: [mail.invtimes@ruralpress.com](mailto:mail.invtimes@ruralpress.com)  
Web: <http://www.inverelltimes.com.au>

### **Tenterfield**

#### **The Tenterfield Star**

255 Rouse St  
PO box 15 Tenterfield NSW 2372  
Ph (02) 6736 1799 Fax: (02) 6736 2758  
Email: [mail.tentstar@ruralpress.com](mailto:mail.tentstar@ruralpress.com)

### **Walcha**

Walcha News  
16n Derby St  
PO Box 12 Walcha NSW 2354  
Ph (02) 6777 2513 Fax: (02) 6777 2598  
Email: [walcha.news@ruralpress.com](mailto:walcha.news@ruralpress.com)

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## **9. LANDCARE GROUPS WITHIN THE NTRWC REGION**

### **NEW ENGLAND NORTH WEST LANDCARE**

Regional Landcare Facilitator - Northern Tablelands  
PO Box 85 Armidale, NSW 2350  
Telephone: (02) 6770 2008 or 0419 329 762  
Email: [tablelands@nenwlandcare.org.au](mailto:tablelands@nenwlandcare.org.au)  
Web: <https://www.nenwlandcare.org.au>

### **GWYMAC**

Gwydir and Macintyre Resources Management  
Committee PO Box 18 Inverell NSW 2360  
Ph (02) 6721 1241 Fax: (02) 6722 1149  
Email: [gwymacgg@bigpond.com](mailto:gwymacgg@bigpond.com)  
Website: [www.gwymaclandcare.com.au](http://www.gwymaclandcare.com.au)

**GBLC**

Granite Borders Landcare Committee  
PO Box 400 Tenterfield NSW 2372  
Ph: (02) 6736 3500 Fax: (02) 6736 3500  
Email: [office@gbhc.org.au](mailto:office@gbhc.org.au)  
Website: [www.gbhc.org.au](http://www.gbhc.org.au)

**GLENRAC**

(Glen Innes Natural Resource Advisory Committee)  
PO Box 660 Glen Innes NSW 2370  
Ph (02) 6732 3443 Fax (02) 6732 6628  
Email: [office@glenrac.org.au](mailto:office@glenrac.org.au)  
Website: [www.glenrac.org.au](http://www.glenrac.org.au)

**SNELCC**

Southern New England Landcare  
PO Box 85 Armidale NSW 2350  
Ph (02) 6772 9123  
Email:  
[mail@snelandcare.org.au](mailto:mail@snelandcare.org.au)<mailto:mail@snelcc.org.au>  
Website: <https://snelandcare.org.au/>

## 14. APPENDIX ONE NT WAP KEY OBJECTIVES & MEASURABLE OUTCOMES

NIWAC WAP Key Objectives and Measurable Outcomes as contained within the Northern Tablelands Weeds Action Program Business Plan 2015 -2020 are listed below.

ISP Objectives mandatory	Measurable Outcomes
1.1 High risk species and pathways identifies and managed	Regional high risk pathways identified and documented  Effective regional management protocols of high risk pathways developed
1.2 Develop and implement early detection capabilities	List of high risk weeds developed.  Incursion plans for high risk weeds developed in line with the NSW Incursion Plan for Invasive species Regional Inspection program developed
2.1 Timely detection of new weed incursions	Regional Inspection implemented  Weed Management Plans Reviewed and Monitored Using MERI  New Incursions Reported Regionally
2.2 Provide a rapid response and eradicate or contain new weeds	Rapid response plans developed which include on-going monitoring  Implement Appropriate Surveillance on High Risk Pathways  Monitor the Effectiveness of Eradication Programs
3.2 Provide effective and targeted on-ground control	Regional management plans linked to CAPS and other Key Stakeholder Plans Monitoring Programs Developed Using MERI Principles  Reduce the Impact of Invasive Weeds at Priority Sites
4.2 Private landholders motivated to manage invasive species proactively	Invasive weeds effectively managed on private lands
4.3 Increase community acceptance of and involvement in effective weed management	Develop a regional communication strategy  Information Distributed on High Risk Weeds Maintain and build on existing volunteer networks
4.5 Increase the skill of the workforce implementing weed management	An increase in the number of operators holding competency based qualifications

ISP Objectives mandatory	Measurable Outcomes
4.6 Ability to measure the effectiveness of invasive species management	Review All Projects Outcomes Using MERI Principles
	Mapping Conducted on all New Invasive Species in the Region
	Working Group Formed to Plan, Implement, Monitor and Review the Progress of the      Annually
	Common Reporting Across Stakeholders on Implementation of Invasive Species Management
4.8 Roles and responsibilities defined for invasive species management	Maintain and Strengthen Regional Weeds Advisory Committee
4.10 Legislation and Policies Implemented and Enforced Consistently for Effective Species Management	Legislation Integrated with Local Policies and Procedures. Combined with below
	Enforcement Policy Consistent with Local Management Plans Implemented.