

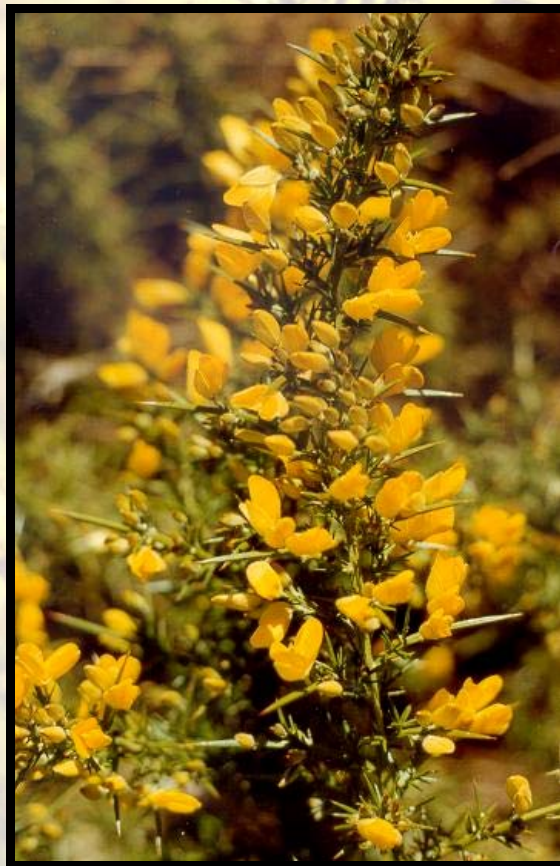


National Gorse **TASKFORCE**

National Gorse Task Force

Communications Plan

2007 - 2011



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Funded through the Defeating the Weed Menace programme
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Australian Government

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seedlings



young plant



flowering sprig

“There is no singular best method of extension, multiple methods are required to deliver the message to the diverse range of farmers and to reinforce the message in different ways” Vanclay 2004

WoNS National Communication Plan - Gorse

Document Purpose

The purpose of this document is to define how the National Gorse Task Force (NGT) will communicate identified strategies and actions to control gorse effectively throughout the country.

The Gorse National Communication Plan has been developed to fulfil Action B of Strategy 2.5.2 of the National Gorse Strategy, 'Identify stakeholders and produce and distribute communication plan,' (p 19).

The NGT has the following Vision for this Communications Plan.

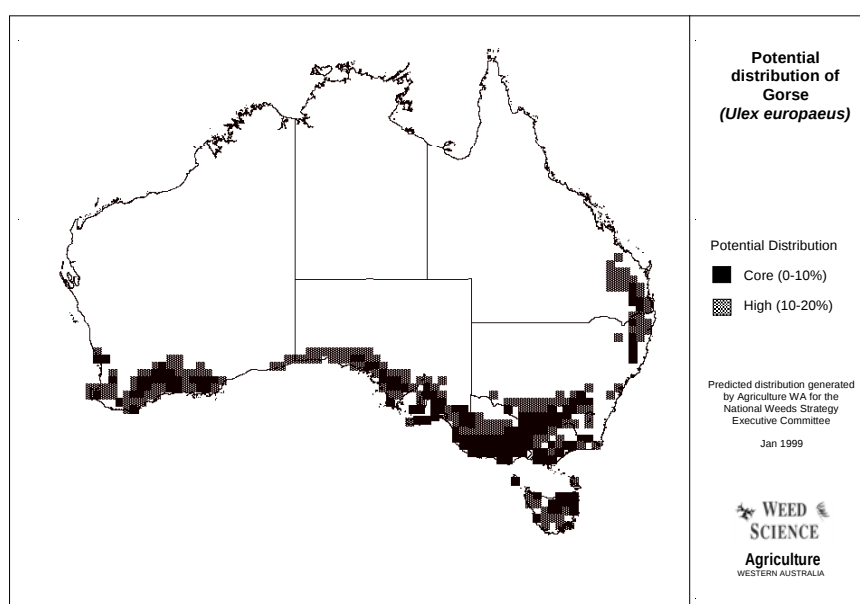
Vision

That the National Gorse Task Force builds a constituency of people who are 'gorse literate', pro-active, seeking assistance and supporting current and future gorse control programs

Background

Gorse (*Ulex europaeus*) is a Weed of National Significance (WoNS) due to the economic and environmental threat it poses to production and conservation values throughout Australia. In 2000, it was estimated that gorse cost primary industries (agriculture and forestry) nearly \$7 million per year. In addition gorse threatens the ecological integrity of conservation areas, threatened species and priority vegetation communities.

Gorse was originally introduced into Australia in the early to mid 1800s as a garden and hedge plant. As a result of this major infestations now occur in Tasmania and Victoria, with more isolated and less widespread infestations found in New South Wales, South Australia, Western Australia and the Australian Capital Territory. There is potential for gorse to become more widespread in Australia. Currently gorse invades over 23 million hectares of Australia, actually covering and making unusable up to 1 million hectares of land. Its potential range covers 87 million hectares of mainland Australia and Tasmania.



Potential distribution of gorse in Australia

The National Gorse Strategy has the vision;

'Gorse will be managed in Australia through collective action to minimise its social, economic and environmental impacts.'

The National Gorse Communication Plan, developed by the National Gorse Task Force, forms an attachment to the National Gorse Strategy. The Strategy is overseen by the National Gorse Task Force and aims to confine gorse and reduce its impact by delivering on five desired outcomes.

National Gorse Strategy Outcomes

1. Best Practice Management of Established Infestations Implemented across Australia
2. Prevention of spread from established infestations
3. Eradication of isolated and scattered infestations
4. Management of at risk areas to maintain them free of gorse
5. The strategy for gorse is effectively managed at the national level

Communication Plan Objectives

1. To promote the principles of the National Gorse Strategic Plan
2. To increase awareness of identification and the impacts of gorse
3. To increase effective participation in gorse control from all stakeholders
4. To increase resource and information sharing amongst stakeholders



Severe Gorse infestation at Nile, Tasmania (Photo: Tasmanian Institute of Agricultural Research)

"Extension involves the use of communication and adult education processes to help people and communities identify potential improvements to their practices and then provides them with the skills and resources to effect these improvements"
Australian Pacific Extension Network

Stakeholder Groups and Target Audience

Community

- Private Land Managers (rural and urban)
- All Catchment Management Authorities and NRM Regional Groups
- Recreational Groups
- Landcare Networks and Sub Regional Groups

Government

- The Minister for Fisheries, Forestry and Conservation
- Department of Agriculture, Fisheries and Forestry
- Local, State and Australian Governments
- Public Land Managers
- Utility Managers

Industry

- Production farming family units
- Peak Bodies, (eg TFGA, SAFF, NFF)
- Forestry, Agribusiness, Mining
- Contractors, (agricultural, forestry, roading, engineering, earth moving)
- Training Providers
- Potential Investors
- Nursery and Landscape Gardeners

Specialist Groups

- Media
- Scientific Institutions
- Consultants
- Weed Committees



Gorse "Meri Crusher" (Photo: Andrew Laird)

Action Plan

(Brackets) in action column, relate to specific actions of the National Gorse Strategy

Key Message	Action	Delivery Mechanism	Responsibility	Timing
1. Gorse is a highly invasive Weed of National Significance (WoNS) that costs primary industry in excess of \$7 million annually in Australia	a) Targeted stakeholder marketing during gorse flowering period to maximise recognition	- Gorse TV commercial - Radio and print media - Newsletter	Coordinator + NGT Coordinator Coordinator	Ongoing Ongoing Ongoing
	b) Displays at regional agricultural shows	- WoNS banners - Best Practise Manual - Gorse TV commercial - Newsletters	Coordinator Coordinator Coordinator + NGT Coordinator	Ongoing Annually Ongoing Ongoing
2. Gorse negatively affects primary production, aesthetic and conservation values	a) Facilitate inclusion of gorse component in property management planning, Tech Colledge, Prograze and Farmbiz training programs (2.4.3)	- Property management planning, tech college, Prograze and Farmbiz training program curriculums - Radio and print media - Gorse TV commercial	Coordinator Coordinator Coordinator Coordinator Coordinator Coordinator	2008 Ongoing Ongoing
	b) Contact and facilitate gorse management programs with managers of conservation areas	Direct contact	Coordinator	Ongoing
3. Successful control of gorse is possible	a) Promote success stories along with best practise management	- Radio - Print media - Web site - Best practise manual - Newsletter	Coordinator Coordinator Coordinator Coordinator + NGT Coordinator	Ongoing Ongoing Quarterly Ongoing Biannually
4. Reliable and easy to access gorse control information is available	a) Promote the information resources available and develop those required	- Best practise manual - Gorse TV commercial - Field Days and Print Media - Best practise site information	Coordinator + NGT Coordinator + NGT Coordinator Coordinator	Ongoing Ongoing Ongoing Ongoing
	b) Report to NGT and stakeholders on the lessons that Australian States and Territories and New Zealand has learnt from controlling gorse	- Power point presentation - Regular emails to NGT	Coordinator Coordinator	Ongoing Ongoing

Action Plan, continued

Key Message	Action	Delivery Mechanism	Responsibility	When
5. Support and funding opportunities are available	a) Target specific stakeholders as opportunities arise	• Newsletter • Direct contact	Coordinator Coordinator	Quarterly Ongoing
	b) Use existing networks to inform the broad stakeholder groups of support and funding as opportunities arise	• Newsletter • Direct contact	Coordinator Coordinator	Quarterly Ongoing

Appendices

Abbreviations and Acronyms:

ACT	Australian Capital Territory
CG	Community groups
CMA	Catchment Management Authority
DAFF	Department of Agriculture, Fisheries and Forestry (Australian Government)
DEW	Department of Environment and Water (Australian Government)
Environment ACT	Environment ACT
NFF	National Farmers Federation
NGT	National Gorse Task Force
NRM	Natural Resource Management
NSW	New South Wales
NSW DPI	Department of Primary Industries
SA	South Australia
SAFF	South Australian Farmers Federation
SA DWLBC	Department of Water, Land and Biodiversity Conservation
TAS	Tasmania
TAS DPIW	Department of Primary Industries and Water
TIAR	Tasmanian Institute of Agricultural Research
TFGA	Tasmanian Farmers and Graziers Association
VIC	Victoria
VIC DPI	Department of Primary Industries
WA	Western Australia
WA DAF	Department of Agriculture and Food
WoNS	Weeds of National Significance



Cut and Paint technique (Photo: Greg Taylor)

Existing Communication Products

Manuals and Fact Sheets

- National Gorse Best Practice Manual
- 'How to Control Gorse' an Australian Government Weed Management Guide
- State Government extension material (Tasmanian DPIWE, Victorian DPI, WA Department of Agriculture, SA DWLBC)
- Tasmanian Institute of Agricultural Research (Gorse Weed Biological Control Pamphlets)

Television

National Gorse Task Force Television Weed Mercial

Web sites

- Weeds Australia (WoNS national gorse program, Weed ID and field guide WEEDeck, status throughout Australia) www.weeds.org.au
- National Landcare Program
- Natural Resource Management Regions individual web sites
- SA DWLBC (distribution and Plant ID notes)
- DPIW Tasmania (images, Service Sheet, status under *Weed Management Act 1999*)
- DPI Victoria (distribution, Landcare notes and Fact Sheet)
- WA Agriculture (images, distribution, status, Farmnote)
- Environment ACT (program updates)
- DPI NSW (status only)
- DEC NSW (gorse management program 2003)

Gorse Banner (for workshops, conferences and field days)

- WoNS Gorse Banner (3m x 1m) 2 produced by DEW and held by National Gorse Coordinator

Other

- Booklet such as; 'Coastal Weeds of Tasmania', 'Weeds of the Blue Mountains Bushland' and 'Weed of the Month' Sainty WEEDeck

Communication Gaps

- Frequently Asked Questions information
- Poster/ stickers/ bookmarks/ flier for national distribution

Communications Plan - Risk Strategy

Assumption 1

Quality and 'fit for purpose' of Communications Plan is high based on comparisons with other WoNS communication plans, similar industry plans and the level of input which the National Gorse Task Force (NGT) Members put into Plan development.

Risk 1

NGT fail to provide necessary level of input into Communications Plan to achieve this assumption.

Solution 1

Coordinator to communicate clearly with NGT Members and to provide forum for feedback and modification.

Assumption 2

The Communications Plan provides appropriate opportunities to target chosen audiences to deliver Key Messages effectively.

Risk 2

The Plan does not provide necessary opportunities to deliver key messages.

Solution 2

The NGT will ensure adequate target audience analysis is conducted.

Ensure target audience can achieve progress towards implementation of the National Strategy or design a mechanism for them to deliver.

Ensure that NGT Members have opportunity to deliver their expertise reviews of the Communications Plan.

Assumption 3

The Communications Plan will reach the necessary Stakeholder Groups and appropriate level of consultation and marketing will occur.

Risk 3

The desired stakeholder groups will not know of the existence of the Communications Plan.

Solution 3

Coordinator and NGT Members will compile a list for hard copy distribution to key stakeholder groups.

Assumption 4

The timing of the delivery of specific Key Messages is correct.

Risk 4

Timing of marketing of specific key Messages is not well considered may clash with public holidays and occur during incorrect seasonality.

Solution 4

Consider developing marketing strategies for specific key messages or events planned in Communications Plan.

Assumption 5

The Action deadlines will be met by the responsible person or group

Risk 5

Deadlines not met and a reduction in communication capacity will occur.

Solution 5

Ensure a majority of communication actions are built into the Coordinator work plan and are priority actions within the National Gorse Strategy.

Assumption 6

No press release will occur without authority of the Chair of the National Gorse Task Force.

Risk 6

Unauthorised press releases will have a counter productive effect on the implementation of the National Gorse Strategy.

Solution 6

Ensure the Chair of the Task Force signs off on all press releases.

Only the Chair or his nominee speaks on behalf on the NGT

Monitoring and Evaluation

The Communication Plan will occur annually reviewed against established project time lines and finally in 2011.

Monitoring of Outputs

Outputs are the communication activities completed or products developed as a result of this strategy. Outputs do not in themselves lead to practice change of land managers or other target stakeholders but are tools for achieving such goals. Examples of outputs include: number of field days held or participants present, number of newsletter articles produced, number of best practice manuals delivered to stakeholders, number of agricultural events and farm visits. Monitoring of outputs will occur through the:

- National Gorse Coordinator who will monitor and advise the National Gorse Task Force members of product development and distribution; and
- National Gorse Coordinator will collate and document communication and extension activities on a state by state basis as part of the yearly report to the Australian Weeds Committee on the *Review of Progress Against the National Gorse Strategic Plan*

Evaluation of Outcomes

Outcomes are the results of communication activities or products. These are the eventual impacts of the Communication Strategy in influencing practice change by a target audience. This practice change is achieved through awareness, understanding, skills, attitudes and aspirations. Examples of outcomes include: hectares of gorse controlled, measurable increases in gorse control activity, changes in awareness of gorse seed spread and increased adoption of gorse best management practice. Evaluation of outcomes will occur through:

- Evaluation activities will be designed and undertaken by a range of stakeholders throughout Australia and by the National Gorse Task Force. Evaluation will be reported on a state by state basis as part of the yearly report to the Australian Weeds Committee on the *Review of Progress Against the National Gorse Strategic Plan*

Communications Plan Development

The National Gorse Task Force developed the National Gorse Communication Strategy. We would like to thank the following working group members for their assistance – Ian Sauer, Dean Vincent, Corey Watts, Karen Stewart (NGT members) and Peter Martin (CRC for Australian Weed Management).

All photos by Sandy Leighton unless otherwise indicated.

Disclaimer: While every care is taken to ensure accuracy of the information in this publication, neither the National Gorse Task Force nor any other party accept any responsibility for any loss or damage which may result from any inaccuracy or omission, or from the use of information herein.

This strategy will be reviewed annually.



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Gorse Mulcher (Photo: Tasmanian Institute of Agricultural Research)