



BLACKWOOD BIOSECURITY

Our Land. Our Lifestyle. Our Livelihood



OPERATIONAL PLAN 2022-2023





Blackwood Biosecurity Inc.

2022-2023 Operational Plan

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1. INTRODUCTION

ORGANISATIONAL OVERVIEW

Blackwood Biosecurity Inc (BBI) is a community-run, Not-For-Profit group operating in the Shires of Boyup Brook, Bridgetown – Greenbushes, West Arthur and the southern portion of Donnybrook-Balingup.

BBI takes a positive and proactive approach to facilitating declared pest management and is focused on increasing community awareness on declared pests and their management; and on achieving on-ground outcomes to compliment the great work the majority of individual landholders are already doing.

Our Focus for 2022 – 23 is on the Declared Pests presented below.

Vertebrates:

Feral Pigs
Foxes
Rabbits



Plant Pests

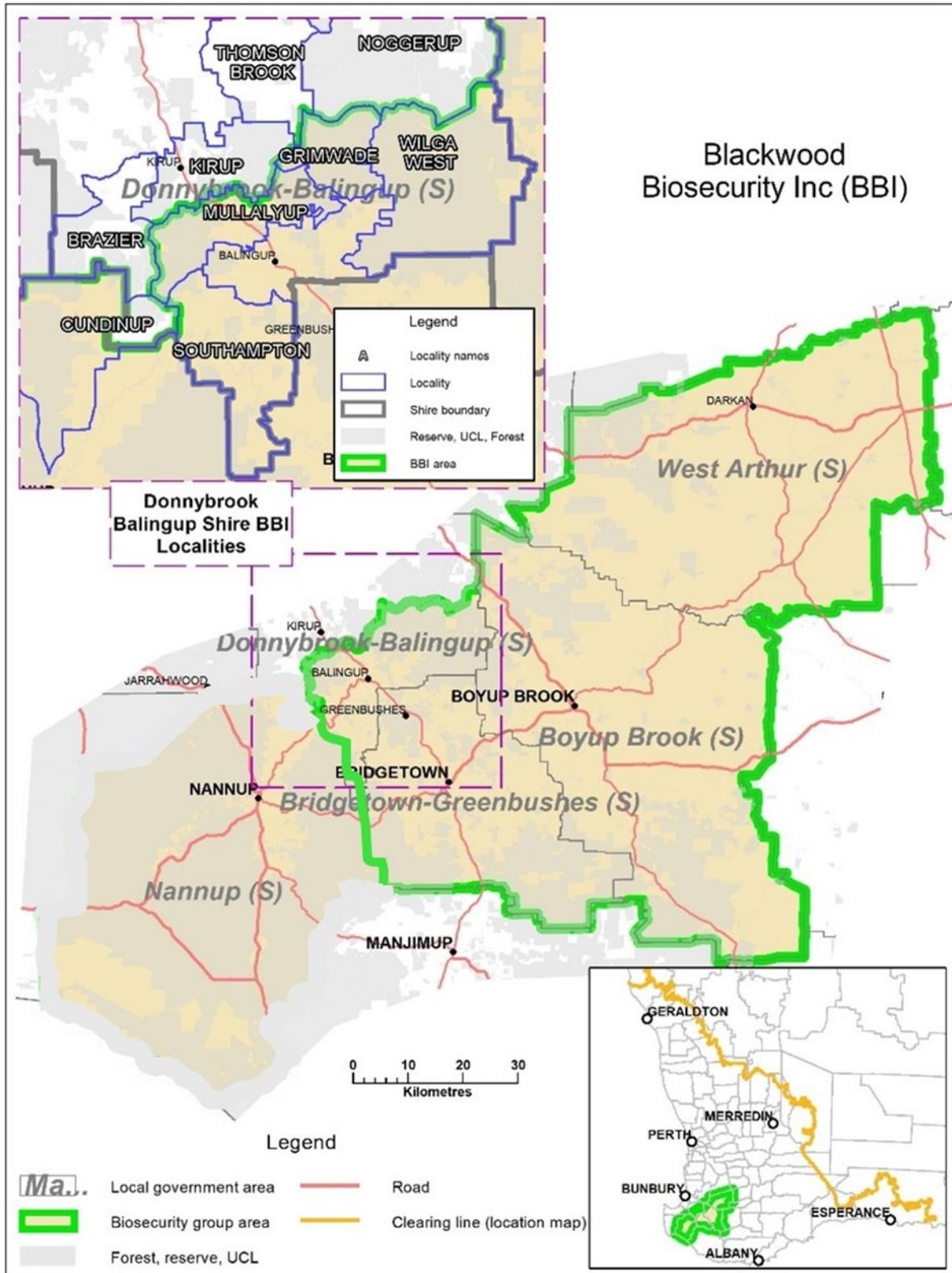
Arum Lily
Blackberry
Bridal Creeper
Cape Tulip
Cleavers
Cotton Bush
Paterson's Curse
Pokeweed



Priority Focus on Declared Pests with Flexibility to Address Other Concerns

As we are funded directly through the Declared Pest Rate (DPR) our priority must be on declared pests (vertebrate pests and weeds) across the operational area, however, we will respond to requests from landowners for assistance with other pests.

BBI OPERATIONAL AREA



2. PURPOSE & OBJECTIVES

Purpose

Blackwood Biosecurity Inc has defined its purpose as:

- To plan, promote, support and monitor community control of declared pests within our Recognised Area.
- To work in stable, resilient relationships with all stakeholders.
- To secure ongoing funding to undertake this work.

While landholders and managers remain responsible for pests on their properties, costs to control some pests are beyond the biosecurity budget and capacity of some landholders.

Pest control can only be successful in a strategic co-ordinated approach across the whole of the landscape. Everyone needs to be involved and everyone needs to be supported.

Secure, ongoing funding is essential to allow landholders access to best practice equipment, expert onsite advice and training, subsidised operational costs including chemicals and consumables

BBI's responsibilities are determined by the Biosecurity and Agricultural Management Act WA 2007 (BAM Act) and priorities are determined through landowner consultation.

Objectives

The aims of the BBI's 2022-23 Operational Plan are to:

- engage with a broader range of our community and stakeholders, and;
- reduce the severity and occurrences of our focus declared pests across the BBI Operational Area

BBI Rules of Association Objectives

To play a key role in assisting landholders and managers within BBI's Operational Area to meet their responsibility, under the Biosecurity and Agricultural Management Act (2007), to reduce the impact of Declared Plant and Animal Pests on their land, with the aim that Declared Pests should be controlled to minimise economic, environmental or social impact on BBI's Operational Area, and that all landholders and managers across tenure adopt pest control activities to meet this objective.

As a shared responsibility and integral part of land management, this objective is to be achieved by:

a) The name of the Association is: Blackwood Biosecurity Inc.

b) The objects of the Association are:

To play a key role in assisting landholders and managers within BBI's Operational Area to meet their responsibility, under the Biosecurity and Agricultural Management Act (2007), to reduce the impact of Declared Plant and Animal Pests on their land, with the aim that Declared Pests should be controlled to minimise economic, environmental or social impact on BBI's Operational Area, and that all landholders and managers across tenure adopt pest control activities to meet this objective.

As a shared responsibility and integral part of land management, this objective is to be achieved by:

-
- c) Community engagement and consultation;
 - d) Working collaboratively and maintaining effective partnerships with all parties across tenure responsible for pest management across the region;
 - e) Continuing to work closely with the recognised state authority(ies) (DPIRD, etc);
 - f) Supporting and resourcing communities to engage in active management and control;
 - g) Seeking funding through the raising of a Declared Pest Rate (DPR) to implement annual Operational Plans that reflect the Declared Pest priorities of the community. Seeking additional funding from other sources when necessary;
 - h) Using effective governance and best practice principles;
 - i) Seeking, sharing and supporting scientific advances and research;
 - j) Remaining vigilant to new pest and disease threats;
 - k) Mapping and monitoring pests;
 - l) Promoting and facilitating community and industry reporting of pests;
 - m) Equipping the community with the ability to identify declared weeds;
 - n) Reducing the impact of exotic vertebrate pests and zoonotic

The Rules of Association are provided on the group's website.

3. BACKGROUND

The BBI was recognised under section 169 of the BAM Act on 1st February 2017. The instrument of recognition was amended on 9th October 2017 to include the Shire of West Arthur. In 2018/19 the Declared Pest Rate was raised for the first (1st) time across the BBI operational area

4. LEADERSHIP AND STAFF

BBI is led by a Management Committee of volunteers representing the community.

Daily operations are carried out by a small team of part time staff.

The management committee provides governance, oversight and direction to the BBI.

BBI Management Committee

Blackwood Biosecurity Inc Management Committee members as confirmed -:

November 2021:

<u>BOARD MEMBER</u>	<u>ROLE</u>	<u>LOCATION</u>
Margaret Morton	Chairperson	Bridgetown
Phillipe Kaltenrieder	Vice Chairperson	Boyup Brook
Julia Boyle	Secretary	Bridgetown
Jenny Dewing	Treasurer	Bridgetown
Eric Wheatley	Member	Bridgetown
Gwendalyn Banks	Member	Balingup
Tony Pratico	Member	Bridgetown

Staff

Minimum part-time staff member positions, responsible for daily operations will include:

- Executive Officer
- Biosecurity/Project Officer x 2 (vertebrate and weed)
- Communications Officer

Additional staff members may be employed subject to Management Committee approval.

5. STAKEHOLDERS

BBI advocates for cross barrier pest management by working with numerous stakeholders towards the common goal of pest management. Collaboration among our diverse stakeholders is the most effective way to combat the increasing spread of pests (both animals and plants) and develop strategies to significantly reduce the impact of these pests our communities, our region, and our state.

Our stakeholders include:

- Landholders within our Operational Area
 - Shire of Boyup Brook
 - Shire of Bridgetown-Greenbushes
 - Shire of Donnybrook-Balingup (southern half)
 - Shire of West Arthur
- State Government Agencies:
 - Department of Primary Industries and Regional Development (DPIRD)
 - Department of Biodiversity Conservations and Attractions (DBCA)
 - Department of Communities (DoC)
 - Forest Products Commission (FPC)
 - Southwest Development Commission (SWDC)
 - Main Roads Western Australia (MRWA)
 - Department of Water Environmental Regulation (DWER)
- Other Stakeholders:
 - Arc Infrastructure
 - Blackwood Basin Group
 - Blackwood Environment Society & Blackwood Valley Small Landholders Group
 - Lower Blackwood Land Conservation District Committee (LBLCDC)
 - Local Pest & Weed Operators
 - South West Catchment's Council (SWCC)
 - South West Alliance of Recognised Biosecurity Groups
 - Recognised Biosecurity Groups (RBGs)
 - Wespine
 - Western Australian Plantation Resources (WAPRes)

6. FUNDING

BBI's operations are sustained utilising the shared responsibility funding model for declared pest management. Landowners pay a set annual DPR which is matched dollar for dollar by the state government.

Flat Rate (Fixed Sum):

The Minister for Agriculture and Food, under section 130 of the BAM Act and after a period of consultation in line with section 4 of the Biosecurity and Agriculture Management (Declared Pest Account) Regulations 2014, determines a flat rate, on freehold land within our operational area, including the Shires of Boyup Brook, Bridgetown-Greenbushes Donnybrook (southern half) and West Arthur. For the financial year commencing 1st July 2022 the proposed rate is as follows:

- a) \$40.00 (forty dollars and zero cents) for urban rated properties; and
- b) \$50.00 (fifty dollars and zero cents) for rural rated properties

7. PROPOSED BUDGET

This budget is proposed for the purposes of control of declared pests on land in the Local Government Areas of Boyup Brook, Bridgetown-Greenbushes, West Arthur the southern portion of Donnybrook-Balingup.

Subject, where necessary, to the submission and acceptance to DPIRD of a variation to the operational plan, the proposed activities presented on previous pages and the corresponding budget may be altered based on:

- actual Declared Pest Account raised through payment of the DPR and matching government funding,
- community feedback; and
- the needs of our stakeholders throughout the operational year.

A detailed breakdown of our proposed budget is presented on the following page.

BLACKWOOD BIOSECURITY INC									
OPERATIONAL PLAN 2022-2023 PROPOSED BUDGET									
Expense Details	Admin & Govern	Blackberry	Cleavers	Cotton Bush	Foxes	Other Pests	Pigs	Rabbits	TOTALS
Accounting/Bookkeeping Fees	\$1400.00	\$1200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$9,800.00
Advertising & Marketing	\$200.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$3,700.00
Audit	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,000.00
Bank Fees	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00
Chair - Approved Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Conferences & Workshops - Attended by BBI	\$500.00	\$250.00	\$750.00	\$500.00	\$500.00	\$750.00	\$800.00	\$500.00	\$4,550.00
Conferences & Workshops - Delivered by BBI	\$500.00	\$500.00	\$1,500.00	\$1,000.00	\$1,500.00	\$3,000.00	\$2,600.00	\$1,500.00	\$12,100.00
Computer (Equipment) Hardware	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,000.00
Computer Software/Licenses	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$2,400.00
Computer Support/Maintenance	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$3,600.00
Computer Training	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,600.00
Computer Web Development	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$800.00
Freight & Courier	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$400.00
General Expenses	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,600.00
Insurance	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$4,800.00
Light, Power, Heating	\$1,172.50	\$1,172.50	\$1,172.50	\$1,172.50	\$1,172.50	\$1,172.50	\$1,172.50	\$1,172.50	\$9,380.00
Meetings - External	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Meetings - Internal	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$800.00
Motor Vehicle Expenses	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$16,000.00
Office Equipment	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$3,200.00
Office Expenses	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,600.00
Postage	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$800.00
Rent	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$20,000.00
Repairs and Maintenance	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,000.00
Stationery	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,600.00
Subcontractor	\$0.00	\$16000.00	\$5,000.00	\$5,000.00	\$7,500.00	\$10,000.00	\$10,000.00	\$7,500.00	\$61,000.00
Subscriptions	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$400.00
Superannuation	\$3150.00	\$3150.00	\$3150.00	\$3150.00	\$3150.00	\$3150.00	\$3150.00	\$3150.00	\$25,200.00
Telephone & Internet	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$6,000.00
Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Tools & Equipment	\$0.00	\$1000.00	\$1000.00	\$1000.00	\$1000.00	\$1000.00	\$1000.00	\$1000.00	\$7,000.00
Uniforms	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$800.00
Wages and Salaries	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$240,000.00
Wages - Travel Allowance	\$750.00	\$1500.00	\$1500.00	\$1500.00	\$1500.00	\$1500.00	\$1500.00	\$1500.00	\$11,250.00
Weeds & Animals Inputs	\$0.00	\$20,000.00	\$5,000.00	\$5,000.00	\$2,500.00	\$10,000.00	\$10,000.00	\$15,000.00	\$67,500.00
TOTALS	\$47,512.50	\$85,072.50	\$60,572.50	\$59,822.50	\$60,322.50	\$72,072.50	\$71,722.50	\$72,822.50	\$529,920.00

NOTES:

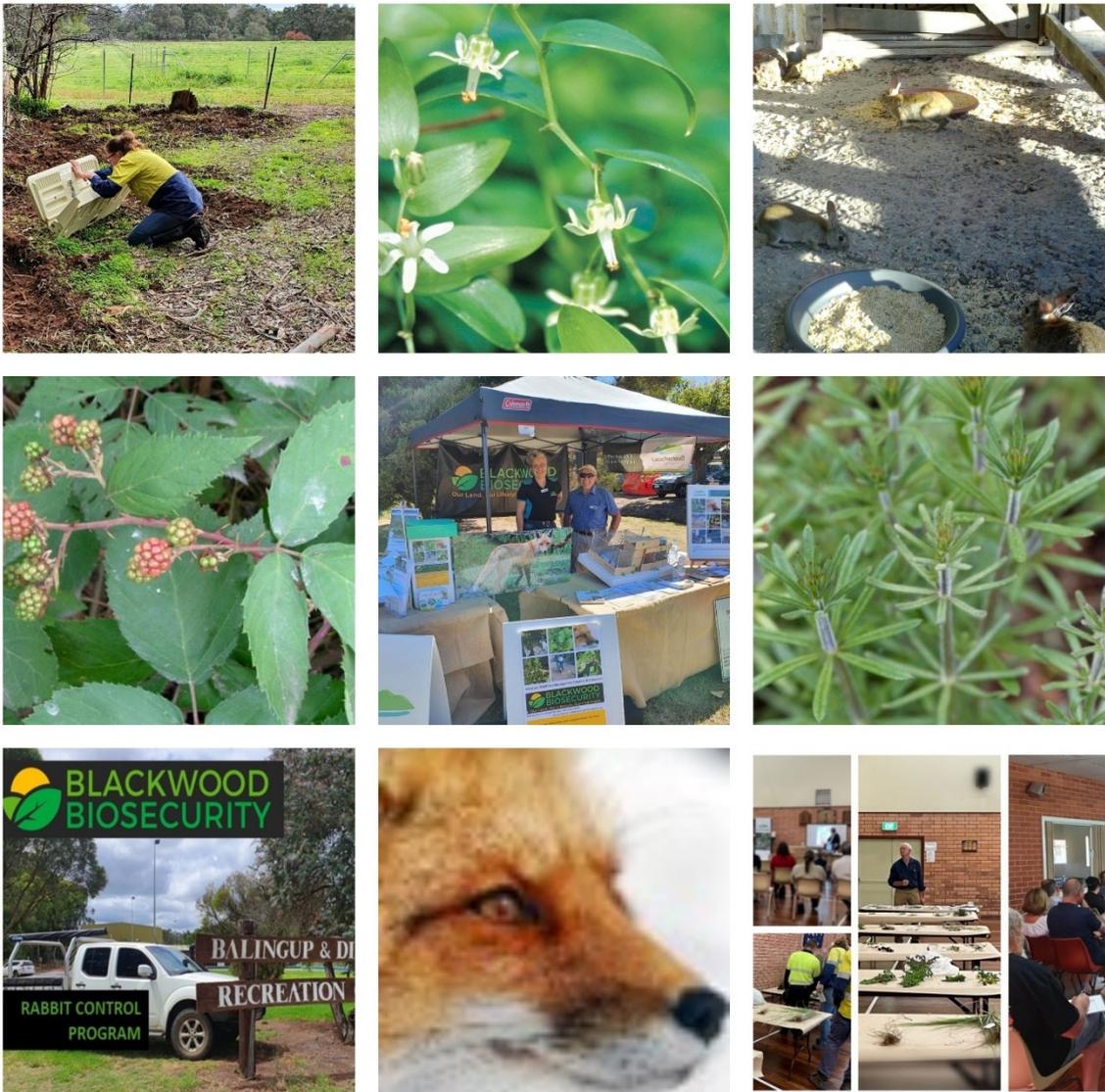
TOTAL Proposed Budget = \$529,920.00, which includes:

- \$224,960 DPR Funds – annual collection
- \$224,960 State Matching Funds
- \$ 40,000 DPR Funds – additional projects’ funding
- \$ 40,000 State Matching Funds – additional projects’ funding

8. PLANNED PROGRAMS 2022- 23

The Blackwood Biosecurity Group operates under guidance from the Biosecurity and Agriculture Management Act 2007. Taking guidance from the BAM Act, our main aims are to coordinate, facilitate, educate, and collaborate, with the community around the control of declared pests.

The Executive Officer provides direction and resources for effective development and implementation of strategic initiatives that support the main aims of the group.



Our programs address a wide span of pest management needs to support landholders across our operational area.

Stakeholder Engagement



Facilitating and achieving meaningful stakeholder engagement is an essential component of our operational plan. Effective engagement can promote development of positive and collaborative working relationships between stakeholders for effective pest management across our operational area. Stakeholder engagement is embedded into the group's everyday activities through various methods of interaction to best reach diverse stakeholders.

Our methods for engagement with our stakeholders will include:

- Team accessibility to stakeholders by phone, e-mail and face-to-face
- Expert advice and related resources at events and publications
- Face-to-face participation at community events, including markets
- Educational and informational workshops on varied topics, such as weeds identification and advice, rabbit control and others as applicable to stakeholders
- Expert advice shared from industry professionals through events and publications
- Online resources and advice
- Pest identification guidance and advice
- Social media outreach
- Publications in local newspapers and other forums
- Pest reports' validation, mapping and reporting to compliance programs
- Loan of pest control equipment, such as fox traps, warren smokers, weed sprayers, etc.
- Coordinated pest control programs, such as K5 rabbit control virus release
- Subsidised training and licensing of select pest control methods
- On-ground assistance and pest management advice, including site visits

The following pages presents an overview of planned community engagement activities during the 2022-23 financial year in order as follows:

1. *EVENTS (Markets, Festivals, and other Engagement Opportunities)*
2. *PROJECTS/PROGRAMS*
3. *WORKSHOPS/FIELD DAYS*

1. EVENTS

Community Markets and Festivals

Participation in local community markets, festivals and other events is an important part of our operational plan, providing valuable direct interaction with community members.

Through these events, we will:

- actively seek community feedback regarding landowner's pest management priorities, address concerns to better enable us to support landowners with directly applicable guidance, resources, and programs to meet their needs,
- promote awareness of the importance of effective management of pests and related responsibilities, available resources, knowledge, and guidance.

Other Engagement Opportunities

We will actively seek and create opportunities to have meaningful engagement with our diverse stakeholders, including:

- Workshops on varied topics in response to community feedback
- Field days to actively observe in-field pest management concerns and share best practice
- Participation in pest management meetings/forums with local and state regulatory entities
- Participation in and support of peer organisations pest management & related programs/events

Please see our Community Consultation Timeline presented under item 10 of this document for listings of some of the community events and other engagement opportunities in which we plan to participate.

2. PROJECTS

Some of our planned pest management initiatives for 2022-23 include:

- Blackberry Management Program
- Cleavers Control Project
- Cotton Bush Control Project
- Feral Pig Management Program
- Fox Control Program
- Pokeweed Control Project
- Rabbit Control Project
- Others to be determined as applicable to on-going community priorities

An overview of our Rabbit Control Calicivirus RHDV1-K5 Release Program is presented below.



Our Calicivirus RHDV1-K5 Release Program has proven to be highly effective in significantly reducing rabbit populations, better providing landholders with opportunities for successful implementation of additional rabbit control strategies.

We have adopted Calicivirus RHDV1-K5 releases as an important component of our overall rabbit control efforts. This program has proven to be a significant tool in reducing rabbit populations, bolstered by high volume participation by landholders across our operational area. The program is implemented in the following phases:

- Promotion for Expressions of Interest to Participate
- Series of Information Sessions Across Operational Area
- Participation Registration Confirmation
- Series of Communications to Participants throughout with Process Updates
- Landholder Participation in Prefeed Process
- Delivery of Inoculated Oats on “Release” Dates

Rabbits reproduce very effectively, and complete elimination of rabbits is close to impossible. With community members working together, significant decrease in numbers can be achieved. To optimise control of feral rabbits, a combination of control tools and methods, such as targeted releases of Calicivirus RHDV1-K5, strategic fencing, cleaning rubble and wood piles that may be used as refuge and tree protection are advised. Landholders across our operational area have embraced participation in this program.

3.WORKSHOPS

Community workshops will be focused on priority pest management needs, with topics, locations, and formats to be guided by and flexible to feedback from our ratepayers. Some of our planned workshops include:

- Bridal Creeper Workshops
- Cleavers Control Workshop
- Weed Education & Awareness Workshops
- K5 Rabbit Control Workshops
- Pest Management Equipment & Tools Use Information Workshops



BBI regularly conducts workshops across our operational area, providing opportunities for focused engagement with community members, sharing information and resources about topics important to them.

9. PLANNED PROGRAM FOCUS

BLACKWOOD BIOSECURITY PEST CONTROL PROGRAM				
<p>An overview of planned pest management programs for this financial year are presented below. This plan is submitted with the contingency that activities could be altered based on community feedback and the needs of the community throughout the operational year.</p>				
Pest Program	Timeframes	Action	Input	Measurement
Blackberry	Ongoing with efforts concentrated on lead up to control season	Pest Management advice and assistance	- BBI Staff - Contractor - Herbicide & Additives	Participation and Feedback Continual and increased effort in the control blackberry
Bridal Creeper	Ongoing with efforts concentrated on lead up to control season	Bridal Creeper Rust Program	- BBI Staff - Spray Bottles - Bridal Creeper biological control	Participation and Feedback Continual and increased effort in the control of bridal creeper
Cape Tulip	Ongoing with efforts concentrated on lead up to control season	Pest Management advice and assistance	- BBI Staff - Contractor - Herbicide & Additives	Participation and Feedback Continual and increased effort in the control Cape Tulip
Cleavers	Ongoing with efforts concentrated on lead up to control season	Pest Management advice and assistance	- BBI Staff - Contractor - Herbicide & Additives	Participation and Feedback Continual and increased effort in the control Cleavers
Cotton Bush	Ongoing with efforts concentrated on lead up to control season	Cotton Bush Control Project	- BBI Staff - Contractor - Herbicide & Additives - Tree Poppers	Participation and Feedback. Continual and increased effort in the control Cotton Bush
Paterson's Curse	Ongoing with efforts concentrated on lead up to control season	Paterson's Curse Control Project	- BBI Staff - Contractor - Herbicide and additives	Participation and Feedback Continual and increased effort in the control Paterson's Curse

Feral Pigs	Ongoing	Feral Pig Control Research and Development	- BBI Staff - Purchase of HOGGONE Baits and Boxes - LPMT for Pig Control	Participation and Feedback Reduction in Pig Activity Number of participants
Foxes	Ongoing	Pest Management Assistance	-Traps - LPMT for fox control	Participation and Feedback Reduction of foxes
Rabbits	Late Spring to Early Autumn	RHDV1_K5 Calicivirus release (or new strain if applicable)	- BBI Staff - BBI Contractor - Virus - Oats - 3 x Community Workshops	Participation and Feedback Decrease in rabbits
Community Engagement	Ongoing	Work with community groups to develop best community interactions, and research potential arising pest concerns amongst the community	-BBI Staff	Number of participants and Participant Feedback
All Declared Animal Pests	Ongoing	Assist Community groups to undertake pest management	- BBI Staff - BBI Equipment - Feedback forms - Traps	Number of participants and Participant Feedback
All Declared Weeds	Ongoing	Pest Management Assistance	- PPE - Knapsacks -Tree poppers	Participation & Feedback Declared Weeds Reduction Educate stakeholders
All Animal Pests	Ongoing	Community Training/ Education Workshops	- BBI Staff - 4 x Community Workshops	Number of participants Current and relevant information gathered
All Weeds	Ongoing	Integrated Weed Management Plan Preparation	- BBI Staff - GPS/Mapping Device and Software	Participation and Feedback Reduction in weeds Ongoing efforts from stakeholders

10. COMMUNITY CONSULTATION TIMELINE 2022- 23

Blackwood Biosecurity Inc. are available for regular consultation with landowners face to face and via social media, phone, email and mail. Landowners are referred to the REPORT A PEST/YOUR PRIORITIES survey on the group's website. The information from this survey along with the information from the channels described in the table below are used to guide the groups actions.

Our proposed Community Consultation Timeline is presented on the following page.

BLACKWOOD BIOSECURITY INC COMMUNITY CONSULTATION TIMELINE 2022- 23			
Month	Planned Activity	Medium	Purpose
July 2022	Fox Control Promotion Feral Pig Control Promotion Winter Weeds Control	- E-Newsletter - Social Media - BBI Website - Media Releases	- Promote awareness of pest management needs and resources available for assistance Education regarding Seasonal Weeds Impact & Control
August 2022	Declared Pest Rate Focus Winter Weeds Control Participate in Local Markets	- E-Newsletter - Posters - BBI Website - Media Release - Social Media	- Provide information to stakeholders regarding DPR purpose, benefit and to address raised concerns, priorities Education regarding Seasonal Weeds impact & control
September 2022	Participate in Local Markets Arum Lily Control Promotion Cleavers Control	- Face to Face - E-Newsletter - BBI Website - Posters - Social Media	- Feedback from and information to Community stakeholders to understand priorities & promote awareness of related resources Education regarding Arum Lily impact & control
October 2022	Participate in Local Markets Harvey Dickson Rodeo	- Face to face (stall) - E-Newsletter - Media Release - Social Media	- Collect information on community priorities/concerns Promotion of available resources
November 2022	Biosecurity Blitz (DPIRD) The Upper Blackwood Agricultural Society -	- Face to Face - E-Newsletter - Posters - Social Media	- Reporting of pests within the operational area - Collect information on community

	Dinninup Show Boyup Brook Country Music Festival Bridgetown Blues Festival Bridgetown Agricultural Show Rabbit Control Workshops		priorities/concerns Education & Registration for Calicivirus Release Program
December 2022	Annual General Meeting Rabbit Control Workshops	Open community discussion	Feedback on past and current programs
February 2023	Attend local markets Boyup Brook Ute & Truck Muster	- Face to face (stall) - E-Newsletter	Collect information on community priorities
March 2023	Participate in Local Markets Arum Lily Control Promotion	- Face to Face - E-Newsletter - BBI Website - Posters - Social Media	- Feedback from and information to Community stakeholders to understand priorities & promote awareness of related resources Education regarding Arum Lily impact & control
April 2023	Participate in Local Markets Balingup Small Farm Field Days	- Face to face (stall) - E-Newsletter - Media Release - Social Media	- Collect information on community priorities/concerns Promotion of available resources
May 2023	Attend local markets	Face to face	Collect information on community priorities
June 2023	Winter Weeds Workshops Tell Us Your Priorities	- E-Newsletter - Social Media - Media Releases	- Education regarding Arum Lily impact & control Collect information on community priorities

11. COMMUNICATIONS STRATEGY

We will use multiple channels of communication to reach our diverse stakeholders to promote awareness of the importance and benefits of effective, collaborative management of declared pests across our regions. Communications will be focused on our stakeholders' priorities, BBI's role, shared responsibilities, and related resources to support and encourage consistent, integrated, and cooperative management of priority pests.

Blackwood Biosecurity Inc 2022-23 Communications Strategy			
Goal	Timing	Detail	Who
Public Relations (PRINT & Online) –Timely, newsworthy information regarding BBI/stakeholder activities shared by local, regional, and wider print and online publications	July 2022 – June 2023	Proposed media releases to be regularly created and submitted to local and other print and online publications, including, but not limited to: <ul style="list-style-type: none"> - Bridgetown Mailbag - Bridgetown Star - Preston Press - Boyup Brook Gazette - The Bleat - Farm Weekly - WA Local Government Assoc Enviro News 	Communications Officer with input from BBI team
Public Relations (RADIO) Newsworthy information presented by interview of BBI Team member	July 2022 – June 2023	Provide content to radio stations to promote value of interview with BBI to raise awareness of RBGs & BBIs responsibilities and value to local communities: <ul style="list-style-type: none"> - ABC South West Radio - Donnybrook Balingup Community Radio 	Communications Officer with input support by BBI team & board
Monthly E-Newsletter	July 2022 – June 2023	<ul style="list-style-type: none"> - Distribution of monthly e-newsletter - New members are automatically subscribed - Visitors to website can self-subscribe” to e- - Digital Communication channels provide for timely, cost-effective to share information 	Communications Officer with input from all BBI team
Face to Face Engagement	Aug 2022 –Dec 2022 Jan 2023 – April 2023	Seek and create opportunities for face-to-face interaction with stakeholders, including <ul style="list-style-type: none"> - Local Community Markets & Other Events - BBI Workshops (varied Pest Management Focus) - Peer Organisations Workshops/Forums 	BBI Staff, Board Members & Volunteers
Weeds Identification & Control Workshops	July 2022 – June 2023	Coordinate with Environmental Officers at local councils and other stakeholders for weed identification priorities	BBI Staff
Social Media Including: -Instagram -Facebook -LinkedIn	July 2022 – June 2032	Content will be based on the following: <ul style="list-style-type: none"> - Current Projects - DPIRD Campaigns - Seasons (Weed Calendar) - Other as may be relevant to our stakeholders 	Promote engagement through social media