



Leschenault

BIOSECURITY GROUP INC.

OPERATIONAL PLAN

2022-2023

Y O U R L A N D
Y O U R F U T U R E





Leschenault Biosecurity Group
2022-2023 Operational Plan
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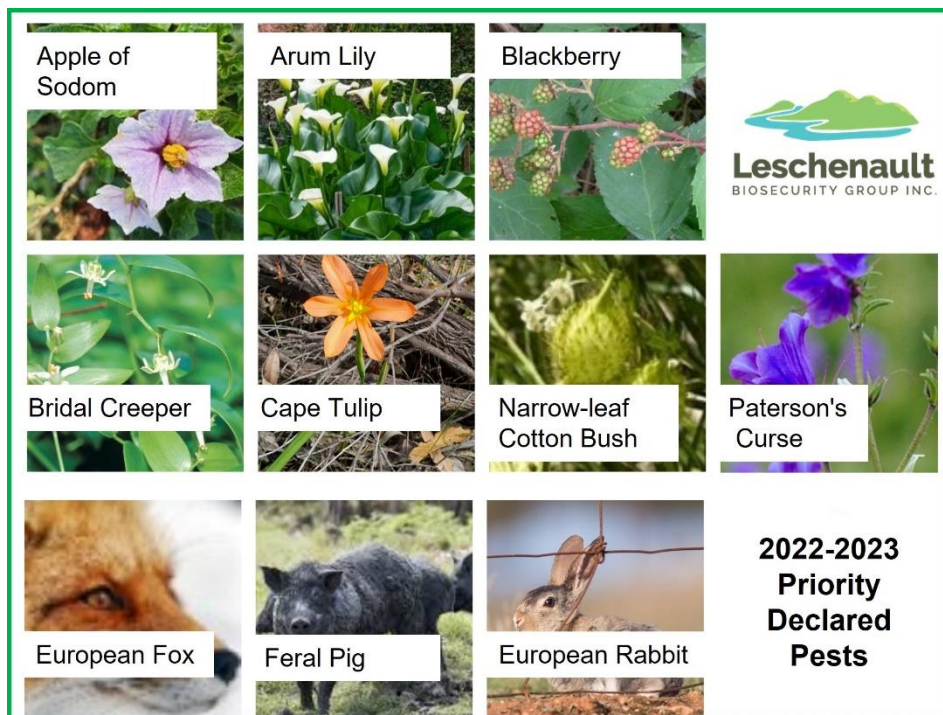
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1. INTRODUCTION

The Leschenault Biosecurity Group Inc. (LBG) is a community-run Not-For-Profit group operating in the Shires of Capel, Dardanup, the northern half of Donnybrook-Balingup and the City of Bunbury. The LBG offices are in Donnybrook and all operations are coordinated from this site.

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

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



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 across the operational area, however, we will respond to requests from landowners for assistance with other pests.

2. PURPOSE & OBJECTIVES

Purpose

The LBG has defined its purpose as:

Collaborating with landowners/managers and the broader community to achieve a significant reduction in the impact of pests across our region and develop strategies to significantly reduce the impact of these pests on the environment, economy, and landscape.

Collaborating is about bringing together the unique capabilities of our landowners/managers, the LBG Board, partnership agencies, friends and networks, the community, and private sectors.

We combine everyone's efforts with our own for a greater collective impact.

Our stated aim is to work collaboratively with landowners/managers to tackle the increasing spread of pests (both animals and plants) and develop strategies to significantly reduce the impact of these pests on the economy and the environment, on both a landscape and regional level

The LBG responsibilities are determined by the Biosecurity and Agricultural Management Act WA 2007 (BAM Act) and priorities are determined through landowner consultation. Our work is additionally supported by our colleagues at the Department of Primary Industries and Regional Development (DPIRD).

Our planned actions to achieve our aims are presented on the following page.

WE WORK TOWARDS OUR PURPOSE AND STATED AIMS BY:

Providing on ground advice and information to ratepayers in relation to Pest Management.

Developing Integrated Weed Management Plans for individual Landowners/Managers.

Developing collaborative relationships with larger Land Managers (i.e., DBCA, FPC) to develop and support measures in pest management.

Facilitating community workshops targeting:

Weed Identification Weed
Management
Vertebrate Pest Management Community
Action Groups Educating youth in schools

Increasing our online resources:

Instructional Videos and Flyers
Educational Videos and Flyers
Advice Documents Information
Sheets
Brochures

Developing larger projects directly related to Pest Management:

Arum Lily Project
Blackberry Project
HOGGONE Pig Management Trials
Cape Tulip Management
School Based Weed Educational Programs

Growing our successful K5 project:

Increasing landowner/manager uptake by 20% in 2022/23
Continuing to develop community action groups (neighbourhood) to combat rabbits.

Whilst developing and facilitating our planned programs and projects, we will also:

1. Develop KPI's to ensure outcomes are measured and reportable
2. Provide concise audited financial reports to DPIRD
3. Capture all relevant data including:
 - a. Number of engagements (including contact details).
 - b. Details of individuals and community groups engaged with K5 program.
 - c. Mapping and logging of field activities.
4. Provide feedback opportunities to participants in all programs as a continuous improvement process.
5. Engaging with rate payers and receiving their priorities through
 - a. Social media
 - b. Community radio
 - c. Print media
 - d. Workshops
 - e. Direct contact
 - f. Newsletter
 - g. School engagements
6. Increase training, resources and educational opportunities for rate payers in pest management.
7. Provide timely and accurate information electronically to ratepayers to increase outcomes in pest control.
8. Collaborate with Murdoch University, hosting of a PhD Student to conduct research relating to our Declared Pests.
9. Collaborate and support other stakeholders with pest management projects.
10. Where a landholder is unable to control Declared Weeds on their property, the LBG can assist with staff, equipment, expertise & or contractors when approached.

The value of our programs to the communities we service will be measured in terms of:

- Participation from ratepayers,
- Feedback from ratepayers
- A decrease in repeat pest reports
- Number of engagements from ratepayers seeking assistance from LBG
- Number of social media interactions
- Contribution to the body of knowledge by supporting research across the operational area.

Objectives of the LBG 2022-2023 Operational Plan

The aims of the LBG 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 LBG Operational Area.

Objectives of the LBG Rules of Association

To initiate, promote and foster the management of Declared Pests in the LBG operational area, under the requirements of the BAM Act.

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

3. BACKGROUND

The LBG commenced operations in 2014 with a group of committed and dedicated volunteers who managed all programs. In September 2019, the DPR was raised for the first (1st) time across the LBG operational area. The LBG operates with a volunteer Board and four (4) part time staff members.

The LBG became a Recognised Biosecurity Group (RBG) in 2019. This enabled the group to engage with government and work collaboratively utilising the shared responsibility funding model for declared pest management.

The group has been based from an office in Donnybrook since January 2021.



4. OUR BOARD

LBG is led by a board of volunteer members representing the community who provide a diverse range of knowledge and experience for guidance and support of the group for our operations to address biosecurity issues affecting the environment, industry, agriculture, and lifestyle across our operational area.

Leschenault Biosecurity Group Board members as confirmed December 2020:

<u>BOARD MEMBER</u>	<u>ROLE</u>	<u>LOCATION</u>
Morrie Goodz	Chairperson	Donnybrook
Scott Bartholomew	Vice Chairperson	Donnybrook
Sarah Forrest	Secretary	Donnybrook
Sherry Thomas	Treasurer	Donnybrook
Tony Albertson	Member	Dardanup
Peter Bass	Member	Dardanup
Alexis Davey*	Member	Donnybrook

*joined the board in June 2021

5. STAKEHOLDERS

LBG 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 on our communities, our region, and our state.

Our stakeholders include:

- Landholders within our Operational Area
- Local Government Authorities (LGAs)
 - City of Bunbury
 - Shire of Capel
 - Shire of Dardanup
 - Shire of Donnybrook Balingup
- State Government Agencies:
 - Department of Primary Industries and Regional Development (DPIRD)
 - Department of Biodiversity Conservation 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:
 - Western Australian Plantation Resources (WAPRes)
 - Arc Infrastructure
 - Wespine
 - South West Catchment's Council (SWCC)
 - Leschenault Catchment Council (LCC)
 - Geographe Catchment Council (GeoCach)
 - Local Pest & Weed Operators
 - South West Alliance of Recognised Biosecurity Groups
 - Recognised Biosecurity Groups (RBGs)
 - Other peer organisations

6. FUNDING

The LBG 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.

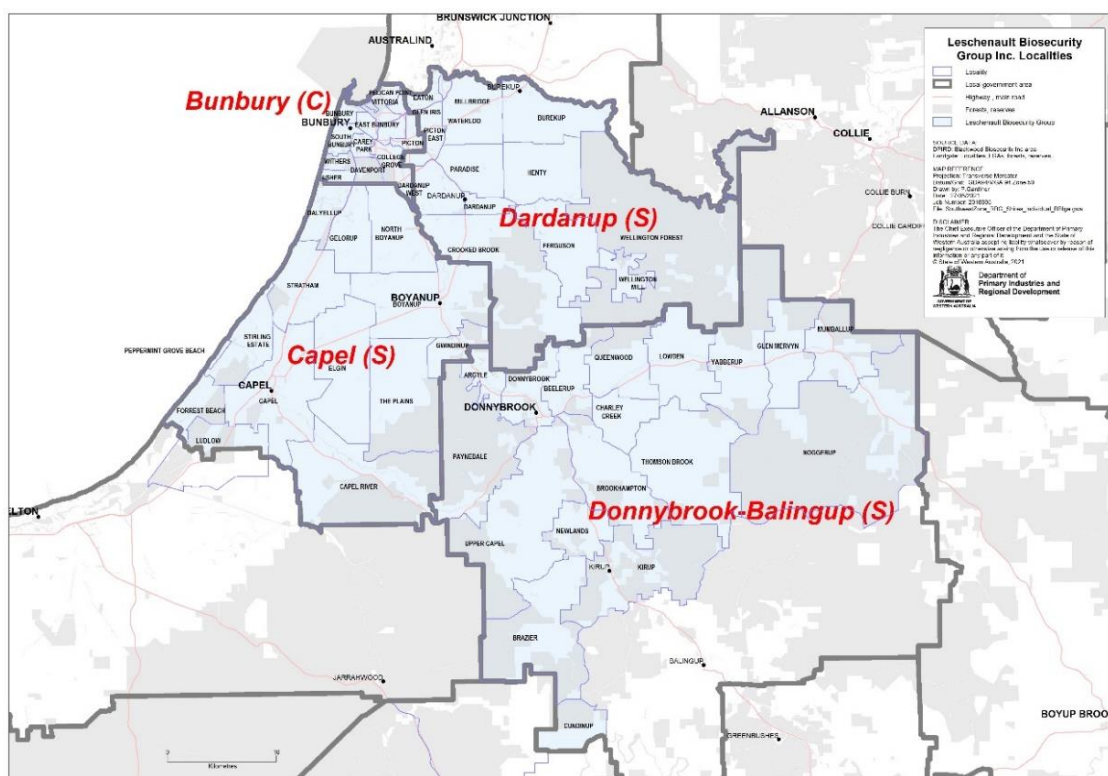
Flat Rate (Fixed Sum):

LBG recommends that the Minister for Agriculture and Food as per the BAM Act determines a flat rate, with a 4.9% increase for the 2022-2023 Financial Year, on freehold land within our operational area, including the City of Bunbury and Shires of Dardanup, Capel, and Donnybrook (northern half) for the financial year commencing 1st July 2022 as follows:

- a) minimum land size above one (1) hectare,
- b) minimum declared pest rate* payable amount of:
 - \$47.20 (forty-seven dollars and twenty cents) for landholding of one to (1-10) ten hectares
 - \$62.95 (sixty-two dollars and ninety-five cents) for landholdings above ten (10) hectares

*includes 4.9% rate increase

LBG OPERATIONAL AREA



7. PROPOSED BUDGET

Leschenault Biosecurity Group's Proposed 2022-2023 Operational Budget

This budget is proposed for the purposes of the control of declared pests on land in the Local Government Areas of Bunbury, Capel, Dardanup, and the northern half of Donnybrook-Balingup.

As with the proposed activities presented on previous pages, this 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.

Operational Plan 2022-2023 Proposed Budget

Expense Details	Admin & Govern	Arum Lily	Blackberry	Cotton Bush	Foxes	Other Pests	Pigs	Rabbits	TOTAL
Accounting/Bookkeeping Fees	\$1300.00	\$1200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$9,700.00
Advertising & Marketing	\$250.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$3,750.00
Audit	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,000.00
Bank Fees	\$38.72	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$38.72
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 LBG	\$500.00	\$250.00	\$750.00	\$500.00	\$500.00	\$750.00	\$800.00	\$500.00	\$4,550.00
Conferences & Workshops - Delivered by LBG	\$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	\$200.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$2,300.00
Computer Software/Licenses	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$2,000.00
Computer Support/Maintenance	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$450.00	\$3,600.00
Computer Training	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,200.00
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	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$550.00
Insurance	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$4,800.00
Light, Power, Heating	\$1,162.50	\$1,162.50	\$1,162.50	\$1,162.50	\$1,162.50	\$1,162.50	\$1,162.50	\$1,162.50	\$9,300.00
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	\$1,500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,000.00
Office Equipment	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,600.00
Office Expenses	\$150.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$1,550.00
Postage	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$400.00
Rent	\$2,310.00	\$2,310.00	\$2,310.00	\$2,310.00	\$2,310.00	\$2,310.00	\$2,310.00	\$2,310.00	\$18,480.00
Repairs and Maintenance	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$3,200.00
Stationery	\$231.00	\$100.00	\$200.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,281.00
Subcontractor	\$0.00	\$1000.00	\$16,000.00	\$2,000.00	\$6,500.00	\$4,000.00	\$6,500.00	\$6,400.00	\$42,400.00
Subscriptions	\$50.00	\$0.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$350.00
Superannuation	\$2100.00	\$2100.00	\$4200.00	\$3150.00	\$2100.00	\$3150.00	\$3150.00	\$3150.00	\$23,100.00
Telephone & Internet	\$750.00	\$100.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$5,350.00
Travel	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Tools & Equipment	\$500.00	\$250.00	\$500.00	\$300.00	\$250.00	\$500.00	\$500.00	\$500.00	\$3,300.00
Uniforms	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00	\$600.00
Wages and Salaries	\$20,000.00	\$20,000.00	\$40,000.00	\$30,000.00	\$20,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$220,000.00
Wages - Travel Allowance	\$750.00	\$750.00	\$900.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$6,150.00
Weeds & Animals Inputs	\$0.00	\$2,000.00	\$15,000.00	\$3,000.00	\$1,000.00	\$5,000.00	\$7,500.00	\$15,000.00	\$48,500.00
TOTAL	\$35,417.22	\$36,197.50	\$88,997.50	\$50,797.50	\$42,697.50	\$57,247.50	\$61,897.50	\$67,897.50	\$441,149.72

NOTES:

TOTAL Proposed Budget = \$441, 149.42, which includes:

- Requested 4.9% increase in DPR (\$172,140 + 4.9% increase = \$180,574.86)
- State Matching Funds
- Requested \$80,000 Reserve (or Carried Over Funds) from LBG Declared Pest Account

\$172,140 + 4.9% increase = \$180,574.86

\$180,574.86 x 2 = 361,149.72 + \$80,000 = \$441, 149.72

8. PLANNED PROGRAMS 2022- 23 IMPLEMENTATION

This section presents an overview of our implementation of our planned programs in order as follows:

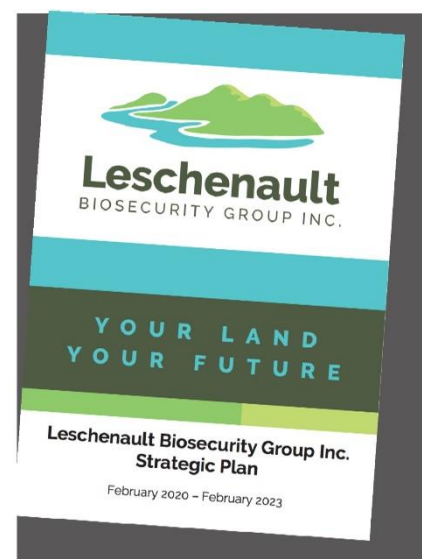
- Introduction
- Stakeholder Engagement
 - o Events
 - o Projects
 - o Workshops
- Research and Development

INTRODUCTION

We continue to operate under guidance from the Leschenault Biosecurity Group Strategic Plan 2020-2023, which was adopted by the LBG Board in March 2020. This plan identifies the organisation's purpose as to coordinate, educate, facilitate, and collaborate. It highlights LBG's values of courage, respect, empathy, and accountability.

The Executive Officer provides direction and resources for effective development and implementation of strategic initiatives that support the five areas of focus for the group's actions as outlined in the Strategic plan, including to:

1. Support landowners/managers to uphold their responsibilities to minimise the impact of pests.
2. Develop larger scale projects to assist in the ongoing management of pests.
3. Work tirelessly to ensure our stakeholders have access to contemporary, evidence-based methods to manage pests.
4. Share relevant and timely information to our stakeholders.
5. Maintain systems to keep our landowners/managers abreast of new incursions.



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 e.g., fox cage traps and warren smokers
- 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 2022-2023 in order as follows:

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

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 and 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 declared 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
- Participation in Pest Management Meetings/Forums with Local and State Regulatory Entities
- Participation in and Support of Peer Organisations Pest Management & Related Programs/Events

NOTE: *Please see our Community Consultation Timeline presented under item 9 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 2022-2023 include:

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

Highlights of two of our projects are presented on the following pages in order as follows:

1. Rabbit Control Calicivirus RHDV1-K5 Release Project
2. Feral Pig Management Initiatives - HOGGONE® Project

1. Rabbit Control Calicivirus RHDV1-K5 Release Project

We have adopted Calicivirus RHDV1-K5 releases as an important component of our overall rabbit control efforts. This program enjoys 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
- Follow-up with Participants



Photos from top left clockwise: rabbits eating during "pre-feed" phase captured on LBG surveillance camera, measuring accurate dosage of virus, mixing clipped oats with virus, inoculated virus.

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.

2. Feral Pig Management Initiatives - HOGGONE® Project



Multiple pigs feeding at LBG's first HOGGONE® trial use conducted at a Mumballup property

Building on past successes, we will continue to promote use of the HOGGONE® Feral Pig Control System. Since late 2020, LBG has significant success trialling this system for feral pig management. This system uses Sodium Nitrite as a poison to ethically control Feral Pigs which is presented in a way that heavily reduces potential off-target poisoning to other fauna. Additionally, use of this system does not require licences or registered training for landholders to use on their property.

Collaborating with local landholders in Shires of Dardanup and Donnybrook-Balingup in trialling this system, the group has found it to be a highly effective and cost-efficient method of feral pig control. To quote one participating landholder, "It's very difficult to have any method that gets all of the pigs on your property in one go: a rare event. The beauty of this system is that once you get them to eat from these boxes, it's 100% effective for all of them."

We continue to learn about effective strategies for and use of this system which each installation, providing feedback to DPIRD, peer organisations and other stakeholders.

3. Workshops



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

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
- Weed Education & Awareness Workshops
- K5 Rabbit Control Workshops
- Pest Management Equipment & Tools Use Information Workshops

RESEARCH AND DEVELOPMENT

- Hosting and facilitating a Murdoch University Honours Student's Thesis exploring strategies for optimising community engagement for support of and involvement in community wide pest management initiatives
 - Continued trialling of the HOGGONE® Feral Pig Control System toward optimising application within our operational area
 - Data collection and analysis of community pest reports
 - Developing maps to track the extent of declared pests across the LBG operational area, capturing data from community and LBG pest reports
- Identifying and tracking emerging pests within our operational area

9. PROGRAM FOCUS 2022- 23

RBG's have a unique set of challenges, and with them comes some exceptional opportunities. As part of the Strategic Plan for LBG, the organisation will focus their efforts in following areas.

- We will support landowners/managers to uphold their responsibilities to minimise the impact of pests.
- We will develop larger scale projects to assist in the ongoing management of pests.
- We will work tirelessly to ensure our stakeholders have access to contemporary, evidence-based methods to manage pests.
- We will share relevant and timely information to our stakeholders.
- We will maintain systems to keep our landowners/managers abreast of new incursions.

An overview of planned pest management programs for this financial year are presented on a table on the following page.

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



2022-2023 PLANNED PEST MANAGEMENT PROGRAMS			
Leschenault Biosecurity Group			
PEST PROGRAM	ACTIONS	INPUT	MEASUREMENT
Apple of Sodom	Pest Management advice and assistance	-LBG Staff -LBG Equipment and Resources Feedback Forms	Number of participants Feedback from participants
Arum Lily	Arum Lily Control Project	-LBG Staff -LBG Contractor -Herbicide and additives	Participation and Feedback Educate stakeholders Collaborative response
Blackberry	Blackberry Control Project	-LBG Staff -LBG Contractor -Herbicide and additives	Participation and Feedback Continual and increased effort in the control blackberry
Feral Pigs	Feral Pig Control Research & Development	LBG Staff Providing HOGGONE baits & boxes	Participation and Feedback Reduction in Pig Activity Number of participants
Rabbit	K5 (or new strain if applicable) release	-LBG Staff -LBG Contractor -Virus -Oats -4 x Community Workshops	Participation and Feedback Decrease in rabbits
Research and Development	Honours Student Research	LBG Staff Outcome of research Relationships developed with Tertiary Institutions	Research which provides value to ratepayers Research which adds to the body of knowledge in terms of management of pests
All declared pests	Pest Management Assistance	-Traps -PPE - Knapsacks -Tree poppers -Hog Hopper Boxes	Participation and Feedback Reduction in Declared Pests Educate stakeholders Current and relevant information gathered
All declared pests	Community Training/ Education Workshops	-LBG Staff -4 x Community Workshops	Number of participants Current and relevant information gathered
All declared pests	Assist Community groups to undertake pest management	-LBG Staff -LBG Equipment -Feedback forms	Number of participants Feedback from participants
All Declared Pests	Community Action Group Assistance	-LBG Staff -LBG Equipment	Participation
All Pests	Develop Online resources/training	-LBG Staff -Camera -Editing software	Website Statistics Feedback from stakeholders
All Weeds	Integrated Weed Management Plan Preparation	-LBG Staff - GPS/Mapping device and software	Participation and Feedback Reduction in weeds Ongoing efforts from stakeholders
All Weeds	School Incursion Program	-LBG Staff -LBG Equipment	Feedback from teachers

10. COMMUNITY CONSULTATION TIMELINE 2022- 23

An essential component of our operational plan is ensuring regular consultation with ratepayers to maintain awareness and understanding of their priorities and concerns.

Month	Planned Activity	Medium	Purpose
July 2022	Fox Control Promotion Feral Pig Control Promotion Winter Weeds Control	- E-Newsletter - Social Media - LBG 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 - LBG 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	- Face to Face - E-Newsletter - LBG 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 Dardanup Bull & Barrel Festival The Brunswick Show	- 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) Captivate Capel Donnybrook Food & Wine Festival Rabbit Control Workshops	- Face to Face - E-Newsletter - Posters - Social Media	- Reporting of pests within the operational area - Collect information on community 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	- Face to face (stall) - E-Newsletter	- Collect information on community priorities
March 2023	Attend local markets	- Face to face (stall) - E-Newsletter	- Collect information on community priorities
April 2023	Balingup Farm Field Day Donnybrook Apple Festival	- Activation and stall at the Balingup Farm Field Day in Balingup and Apple Festival in Donnybrook	- Collect information on community priorities - Promote awareness of LBG purpose and benefits to communities within our operational area
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

10. 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

Leschenault Biosecurity Group 2022-2023 Communications Strategy			
Goal	Timing	Detail	Who
Public Relations (PRINT & Online) –Timely, newsworthy information regarding LBG/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: <ul style="list-style-type: none"> - Dardanup Times - Preston Press - Boyanup Post - Gelorup Gazette - Farm Weekly - WA Local Government Assoc Enviro News 	Communications Officer with input from LBG team
Public Relations (RADIO) Newsworthy information presented by interview of LBG Team member	July 2022 – June 2023	Provide content to radio stations to promote value of interview with LBG to raise awareness of RBGs & LBGs responsibilities and value to local communities: <ul style="list-style-type: none"> - ABC South West Radio - Donnybrook Balingup Community Radio - Bunbury Community Radio 	Communications Officer with input support by LBG 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 LBG 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 - LBG Workshops (varied Pest Management Focus) - Peer Organisations Workshops/Forums - Other as applicable 	LBG 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. Local Councils include: <ul style="list-style-type: none"> -City of Bunbury -Shire of Donnybrook Balingup -Shire of Capel -Shire of Dardanup 	LBG Staff
Social Media Including: <ul style="list-style-type: none"> -Instagram -Facebook -LinkedIn 	July 2022 – June 2023	Content will be based on the following: <ul style="list-style-type: none"> -Current Projects -DPIRD Campaigns -Seasons (Weed Calendar) Using the following social media channels:	Promote engagement through social media



Leschenault

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