

**2003 - 2008  
MANAGEMENT PLANS**

***Australian Weeds Committee***

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**AUSTRALIAN WEEDS COMMITTEE**

NRPPC nominated Chairman 2003-2005  
Mr Don Hayman  
Executive Director (Policy & Corporate Planning)  
NSW Department of Primary Industries

Deputy Chairman  
Dr Bruce Wilson  
Director, Land Protection  
Dept of Natural Resources, Mines & Energy, Qld

**AUSTRALIAN WEEDS COMMITTEE SECRETARIAT**

John Thorp Australia  
16 Flowers Court  
LAUNCESTON TAS 7250

Telephone: (03) 6344 9657  
Facsimile: (03) 6343 1877  
E-mail: [jthorp@jta.com.au](mailto:jthorp@jta.com.au)  
Web site: [www.weeds.org.au](http://www.weeds.org.au)

## **Australian Weeds Committee**

*A sub committee of the Natural Resource Management Ministerial Council*

### **Origin**

Established by the Standing Committee on Agriculture (SCA) 76/24 (July 1966) and endorsed as a subcommittee of the Plant Production Committee SCA 97/6 (February 1975). Continuation as a subcommittee of Sustainable Land and Water Resource Management Committee (SLWRMC) confirmed at SCARM 9 (February 1997). SCARM restructured the Australian Weeds Committee (AWC) in 2000 by raising the level of operation of the Committee in order to gain improved policy development and commitment to action on the part of member states. In 2002 following the restructuring of the Ministerial Councils the AWC became responsible to the Land, Water and Biodiversity Committee (LWBC) and Members were charged with representing weeds for their entire jurisdiction (state/territory etc).

### **Method of Operation**

The AWC meets once or twice per year face-to-face and via teleconferencing, with other issues resolved out of session. The Committee may establish specific purpose working groups. The cost of meetings (other than fares and accommodation costs of delegates) is met by the meeting host.

The Committee developed a Communications Plan which includes industry liaison and observers in order to ensure appropriate consultation, but recognising that the Committee needs to be kept to a manageable size.

Currently observers are included from the CRC for Australian Weeds Management (CRCAWM), Plant Health Association (PHA) and the National Weeds Management Facilitator (NWMF).

### **The Weed Problem**

Weeds impact widely on the Australian primary industries and the environment, having significant economic and social consequences. Approximately 3000 naturalised weedy species are known, with in excess of 400 being of significant concern to agriculture as noxious weeds. Twenty weeds where national action is required have been given Weeds of National Significance status.

These plants have been introduced into Australia as contaminants of livestock, produce and seed, deliberate agricultural and horticultural introductions. Weedy plants have primarily been of European origin, reflecting Australia's early settlement history, but plants have come from many parts of the world with significant introductions from Africa and South America. The latter two countries having considerable potential as sources for new weed incursions.

The introduction of weeds into Australia has not stopped, as there are potential weeds in gardens, botanic gardens seed repositories and arboreta that have not naturalised, others have not been introduced from overseas. Therefore, it is vital that import restrictions and incursion management procedures are actively enforced in order to keep the weed burden to a minimum.

Failure to manage Australia's weed problem will result in further production costs for primary industries and the irrevocable loss of the nation's unique biodiversity.

## Terms of Reference for the Australian Weeds Committee

**Vision:** (from the National Weeds Strategy)

*To reduce the detrimental impact of weeds on the economic, environmental, social and cultural sustainability of Australia's productive capacity and natural ecosystems.*

**Purpose:**

*To provide an inter-Governmental mechanism for identification and resolution of weed issues at a National level for Australia.*

### Terms of Reference

Ensure an integrated approach to all aspects of weed management by:

1. Providing national policy and planning solutions to weed issues.
2. Planning, coordinating and monitoring the continued implementation of the National Weeds Strategy.
3. Providing policy and planning advice to Natural Resource Management Standing Committee (NRMSC) and Primary Industries Standing Committee (PISC) on recognised national weed issues or as directed by NRMSC. Identify and facilitate implementation of action on significant weed issues.
4. Building linkages with NRMSC, PISC, Plant Health Australia Limited, CRC for Australian Weed Management and other weed research agencies on weed issues.
5. Identifying potential and emerging weed problems and recommend appropriate actions to NRMSC.
6. Identifying and facilitating implementation of consistent national approaches to weed management including:
  - Codes of Practice
  - Biological control programs
  - Harmonisation of weeds legislation
  - Weeds of National Significance
  - Weed assessment processes
  - Research, education, extension and training
  - Harmonisation of weed data collection and management systems
  - Response to emergency weed incursions.
7. Developing a communications strategy for increasing the profile of weeds throughout the community, government and key stakeholders.

### Modus Operandi

- Develop a three-year strategic plan.
- Report annually to NRMSC, through NRPPC with a copy to PISC.
- Liaise with other committees and external stakeholders.
- Set up networks for emergency planning / action.
- Meet at least once annually and use teleconferences and Working Groups between sessions to progress business.
- Liaise with the National Weeds Management Facilitator

### Membership

NRPPC representative, Commonwealth (DEH and DAFF 2), all States and Territories, CSIRO, Observers PHA, CRCAWM & NWMF.

## AUSTRALIAN WEEDS COMMITTEE

### STRATEGIC PLAN 2003-2008

#### **Goal 1. Providing national policy and planning solutions to weed issues.**

##### **Objectives**

To provide advice and develop policy positions and papers for national weed issues in alignment with broader policy objectives and the prevailing Natural Resource Management framework.

##### **Key Performance Indicators**

- National weed awareness program operational and effective WONS management committees in place for most of the weeds.
- National cost sharing principles in place and supported by key stakeholders.
- Weed management accepted as a key component of NRM.
- International obligations for weed related issues identified and publicised.
- Effective procedures in place for the definition of target organisms and agents for biological control.

#### **Goal 2. Planning, coordinating and monitoring the continued implementation of the National Weeds Strategy (NWS).**

##### **Objectives**

To monitor and review the implementation of the NWS.

##### **Key Performance Indicators**

- Performance review and audit of achievements against the goals of the NWS.
- Updated NWS published.

#### **Goal 3. Providing policy and planning advice to Natural Resource Management Standing Committee (NRMSC) and Primary Industries Standing Committee (PISC) on recognised national weed issues or as directed by NRMSC. Identify and facilitate implementation of action on significant weed issues.**

##### **Objectives**

To provide policy advice via papers to the relevant Standing Committee.

##### **Key Performance Indicators**

- Number and timelines of Papers provided to Standing Committees and their subordinate bodies.

**Goal 4. Building linkages with NRMSC, PISC, Plant Health Australia Limited, CRC for Australian Weed Management and other weed research agencies on weed issues.**

**Objectives**

To ensure that key stakeholders are consulted and have the opportunity to comment on AWC Papers and initiatives as appropriate.

**Key Performance Indicators**

- The organisations/ key stakeholders as observers on the AWC.
- Numbers of stakeholders/ organisations attending AWC Workshops/ Conferences.

**Goal 5. Identifying potential and emerging weed problems and recommend appropriate actions to NRMSC.**

**Objectives**

To ensure that new weed problems which are detected are assessed for weediness and that eradication programs are operated where appropriate under national management guidelines.

**Key Performance Indicators**

- Number of Consultative Committee meetings held.
- Number of plant incursions evaluated for weediness.
- Generic incursion plan devised and in operation.
- Standing Committee funding arrangements in place for economic and environmental weed incursions.

**Goal 6. Identifying and facilitating implementation of consistent national approaches to weed management including:**

**Objectives**

To develop consistent approaches to weed management activities where a coordinated national approach is advantageous.

**Key Performance Indicators**

- National mapping standards agreed and in use.
- Review of the current state and territory economic and environmental weed impact.
- Number and quality of weed Action Plans developed for weeds.
- Barriers to improved weed management identified and solutions to this problem promoted.
- Number and quality of communications distributed to key stakeholders describing new improved management techniques and options.

**Goal 7. Developing a communications strategy for increasing the profile of weeds throughout the community, government and key stakeholders.**

**Objectives**

To develop a Communications Strategy for promoting the work of the AWC to its key stakeholders.

**Key Performance Indicators**

- Communications Strategy in place.
- Number and type of communication undertaken.

## Work Program 2003-2005

### Goal 1 – Providing national policy and planning solutions to weed issues

- Strategies
- 1.1 Recognition of weed impact by stakeholders with across portfolio integrated weed management (for biodiversity; NRM; national native vegetation management; catchment management (including water & land); agriculture; amenities / public health).
  - 1.2 Weed response cost sharing arrangement (gaining commitment by stakeholders).
  - 1.3 Weed issues incorporated into NRM framework (obtaining responses as part of whole or NRM, etc).
  - 1.4 National and international weed conventions and obligations identified (audit – identify what obligations exist).
  - 1.5 Process for managing national and international weed conventions and obligations (implement procedures).
  - 1.6 Process for nominating weed target species for biocontrol (examine current processes).
  - 1.7 Review Biological Control Act (BCA).
  - 1.8 Process for assessing GMO's weediness.

#### Specific Actions

What specific actions	By whom	By when	Indicative Resources	What evidence or target	AWC Member priority
1.1 Maintain arrangements for ongoing national weed awareness initiatives. Prepare materials and address management committees for national strategies(WONS).	AP, by Qld NWAP / NWMF	Ongoing  Ongoing	80 days consultant  40 days	Review with recommendations Arrangements in place Principles identified	2
1.2 Identify principles for cost sharing for responses (including identified research needs) for established and new weeds. Seek peak body agreement to principles.	AWC / PHA / OCPPO	Mar 2004 Link to PHA work program	25 days	Discussion paper for SC and PHA Board	1
1.3 Establish opportunities for addressing weeds within the NRM framework. Identify other initiatives where weeds should be addressed.	AWC members / NWMF	Ongoing	20 days	Incorporation into NRM plans, strategies and policies Report on obligations	2
1.4 Conduct an audit to identify the national and international obligations that exist for weed related issues.	DAFF / DEH Working Group /	June 2004	10 days		2
1.5 Develop and implement procedures for managing obligations.	DAFF / DEH	Ongoing	10 days	Obligations are met	2

1.6 Review current process and establish ongoing process for biocontrol target species nominations for weeds.	BCA review group	Ongoing	10 days ongoing pa	Applications processed	2
1.7 Provide input into the working group reviewing the BCA.	AWC	NRMSC timetable	20 days	AWC views incorporated in BCA review	2
1.8 Review the process for assessing the weediness of GMOs and recommend changes as required.	Working Group / OCPPO	Dec 2004	10 days	Best process identified	2

Goal 2 – **Planning, coordinating and monitoring the continued implementation of the National Weeds Strategy**

- Strategies 2.1 Facilitate a review and updating of the strategy  
 2.2 Annual reporting on progress in implementing the strategy

Specific Actions – next 12 months

What specific actions	By whom	By when (approx)	Indicative Resources	What evidence or target	AWC Member priority
2.1 Facilitate a review and update of the strategy	Writing Panel and Consultant	June 2005	\$60,000	Review report Updated strategy endorsed by NRMCC	1
2.2 Annual reporting on progress in implementing the strategy	AWC	Annually in June	5 days	Rolling annual report	1

Goal 3 – **Providing policy and planning advice to Natural Resource Management Standing Committee (NRMSC) and Primary Industries Standing Committee (PISC) on recognised national weed issues or as directed by NRMSC. Identify and facilitate implementation of action on significant weed issues**

Strategies 3.1 Papers provided to committees in a timely manner

Specific Actions – next 12 months

What specific actions	By whom	By when (approx)	Indicative Resources	What evidence or target	AWC Member priority
3.1 Papers for decision and information provided to the Committees in a timely manner	AWC/ Secretariat	Ongoing	0.1 man year by Secretariat	Number of papers produced and the subject covered	1

Goal 4 – **Building linkages with NRMSC, PISC, Plant Health Australia Limited, CRC for Australian Weed Management and other weed research agencies on weed issues**

- Strategies
- 4.1 Include key stakeholders, PHA and CRCAWM on the Committee as observers
  - 4.2 Conduct periodic conferences/workshops/fora on a specific topic basis in order to communicate with stakeholders and gain feedback from them

Specific Actions – next 12 months

What specific actions	By whom	By when (approx)	Indicative Resources	What evidence or target	AWC Member priority
4.1 Include key stakeholders, PHA and CRCAWM on Committee as observers	Secretariat	Ongoing	Increased Secretariat services only minimal resources	Participation in AWC by observers	1
4.2 Conduct periodic conferences/workshops/for a on a specific topic basis in order to communicate with stakeholders and gain feedback from them.	AWC	Periodic	40 days per activity	Activities undertaken	2

Goal 5 – **Identifying potential and emerging weed problems and recommend appropriate actions to NRMSC**

- Strategies
- 5.1 Maintain national consultative committee for weed incursions.
  - 5.2 Develop generic weed incursion plan.
  - 5.3 Standing Committee funding arrangements to be adapted for all incursions.
  - 5.4 Contingency process for weed incursion management.
  - 5.5 Evaluate new plant incursions for weediness.

Specific Actions – next 12 months

What specific actions	By whom	By when (approx)	Indicative Resources	What evidence or target	AWC Member priority
5.1 Maintain national consultative committee for weed incursions.	AWC Members / OCPPO	Ongoing	5 days	Ongoing advice to LWBC and SC	2
5.2 Adopt generic incursion plan and other models to develop a national weed incursion plan.	AWC Members / OCPPO	June 2004	40 days	Draft plan for approval by AWC & then SC	1
5.3 SC funding arrangements to be progressed to include all weed incursions (not just economic weeds).	AWC/OCPPO/PHA	June 2004	40 days and ongoing	Paper to SC and PHA Board	1
5.4 Encourage the development of weed incursion contingency process within member states.	In place in some jurisdictions AWC Agencies / CRC /PHA	December 2004	40 days	Contingency process in place and operational	2
5.5 Evaluation process for new plant incursions for weediness (engage PHA in process).	AWC Members / OCPPO / PHA / CRC	December 2003	10 days and ongoing	Process in place No. incursions evaluated	1

**Goal 6 – Identifying and facilitating implementation of consistent national approaches to weed management**

- Strategies
- 6.1 Weed mapping / GIS systems.
    - Establish current status.
    - Review of potential compatibility.
    - Develop paper for the 3 Standing Committees (SC).
    - Working group.
    - Develop consistent approach.
  - 6.2 National weed mapping / GIS systems for data entry / access to data.
  - 6.3 Review economic and environmental impact assessment for current and potential impacts of weeds.
  - 6.4 Management / action plans for prioritised weeds.
  - 6.5 Recommendations for consistency of approach for assessing weed priorities.
  - 6.6 Reduce barriers to improved techniques for management of weeds (advice from user groups – impediments / blocks).
  - 6.7 Advise relevant Commonwealth/State agencies on report findings on improved techniques / options for the management of weeds (pass information / problems onto relevant agencies).
  - 6.8 Communicate availability of improved techniques / options for management of weeds.

Specific Actions – next 12 months

What specific actions	By whom	By when (approx)	Indicative Resources	What evidence or target	AWC Member priority
6.1 Mapping / GIS for WONS weeds (a) Obtain current status by State / Territory. (b) Review compatibility of various state systems. (c) Develop project seeking support for developing consistent approach for weed mapping systems based on core data set. (d) Working group to develop consistent approach and parameters for weed mapping / GIS systems.	Contracted provider	Sept 2003	35 days* + 2 day workshop	Report of State / Territory systems and compatibility and potential for compatibility	2
6.2 Data entry and access – (a) and (b) above. Specialist working group to develop consistent approach, to maximum extent possible including the development of a tool box for on-the-ground users.	As above	As above  December 2003	In conjunction with 1.1 requiring an additional 10 days	Process agreed for advising consistency** As above	2

What specific actions	By whom	By when (approx)	Indicative Resources	What evidence or target	AWC Member priority
6.3 Economic and environmental impact assessment – Review current State/Territory economic and environmental weed impact assessment. Draft position paper.	Contracted provider	June 2004	50 days	Collated list of Aust. studies undertaken complete with further info and contacts and a position paper	2
6.4 Develop management / action plans for prioritised weeds. Available technology? Achievable outcomes? Consultation industry / community.	AWC sub groups / Member States / OCPPO	Ongoing	Dependent on number of incursions	Agreed management plans	1
6.5 Report SC Develop recommendations for consistency of approach amongst governments.	Contracted provider	Dec 2004	40 days	Recommendation/s approved and adopted	1
6.6 Identify technical / operational barriers to improved weed management techniques / options (especially on environmental weeds). Get appropriate technical / operational advice, eg from user groups NRA, fire control authorities, CRCAWM.	AWC working group or a consultant	Sep 2004	40 days	Report on barriers	3
6.7 Facilitate relevant agency review involving key stakeholders (government agencies / industries / community) on proposed improved techniques / options.	Relevant agency, eg NRA	Dec 2004	10 days	Review conducted and findings and recommendations reported	3
6.8 Communication strategy advising target audience on availability of improved techniques / options.	AWC via LWBC / NRMSC	Ongoing	20 days	Potential users informed on availability of extra techniques	3

Notes - \* Each step dependent on success of previous step. \*\* Obtaining compatible and consistent data is an ongoing problem

Goal 7 – **Developing a communications strategy for increasing the profile of weeds throughout the community, government and key stakeholders**

Strategies 7.1 Effective communication with key stakeholders.

Specific Actions – next 12 months

What specific actions	By whom	By when	Indicative Resources	What evidence or target	AWC Member priority
7.1 Development of a communications strategy. Provide ongoing and effective communication to key stakeholders on national weed issues.	AWC members	ongoing	10 days	Communications strategy developed Key stakeholders informed on national weeds issues	1

**Strategies and actions that deliver across goals**

Effective AWC Management Arrangements

What specific actions	By who	By when	Indicative Resources	What evidence or target	AWC Member priority
1. Ensure Strategic Plan and its progress is on the agenda at each meeting.	Chair / Secretariat	Ongoing		Plans / Actions progressed—having an effect on weed management	1
2. Have two face-to-face meetings per annum plus teleconferences as required to ensure good communication established amongst AWC members.	Chair / Secretariat / members	Ongoing	70 days	Number meetings held. AWC working well and progresses its Action Plan and agenda	1
3. AWC working processes (eg meeting schedule, agendas, papers, minutes, Chair) and reporting arrangements and timeframes established and operational.	Chair / Secretariat	Ongoing	30 days	Processes all in place and operating	1

## Prioritised Work Program 2003- 2005

### HIGH PRIORITIES

The following strategies related to the AWC's goals and objectives in the 2003-2004 Strategic Plan were given the highest priority by AWC Members for action over the 2001-02 period. Wherever possible, linkages will be established with existing programs and projects in order to facilitate greater cooperative action in progressing these national weed issues.

STRATEGIES	ACTIONS	RESOURCES	OUTCOMES
1.2 Weed response cost-sharing arrangement (gaining commitment by stakeholders)	Identify principles for cost sharing for responses (including identified research needs) for established and new weeds Seek peak body agreement to principles	25 days	Draft principles developed with discussion paper for SC and PHA Board
2.1 Facilitate a review and updating of the NWS	Facilitate a review and update of the strategy	\$60,000	Updated strategy in place by June 2005
2.2 Annual reporting on progress in implementing the strategy	Annual reporting on progress in implementing the strategy	5 days	Reports finalised
3.1 Papers provided to committees in a timely manner	Papers for decision and information provided to the Committees in a timely manner	0.1 man year by Secretariat	Papers provided
4.1 Include key stakeholders, PHA and CRCAWM on the Committee as observers	Include key stakeholders, PHA and CRCAWM on the Committee as observers	Increased Secretariat services only minimal resources	Observers on AWC
5.2 Develop generic weed incursion plan	Adapt generic incursion plan and other models to develop a national weed incursion plan	40 days	Draft national weed incursion plan for approval by AWC and then SC
5.3 Standing Committee funding arrangements to be adapted for all weed incursions	SC funding arrangements to be progressed to include all weed incursions (not just economic weeds)	40 days and ongoing	Draft paper on funding arrangements for weed incursions to SC and PHA Board
5.5 Evaluate new plant incursions for weediness	Evaluation process for new plant incursions for weediness(engage PHA in process)	10 days and ongoing	All plant incursions evaluated for weediness
6.4 Management / action plans for prioritised weeds	Develop management / action plans for prioritised weeds Available technology? Achievable outcomes? Consultation industry/community	Dependent on number of incursions	Agreed management / action plans for prioritised weeds
6.5 Recommendations for consistency of approach for assessing weed priorities	Report SC Develop recommendations for consistency of approach amongst governments	40 days	SC informed on process with recommendations for consistency of approach amongst governments
7.1 Effective communication with key stakeholders	Development of a communications strategy Provide ongoing and effective communication to key stakeholders on national weed issues	10 days	Key stakeholders identified and communications strategy developed Key stakeholders informed on national weeds issues with relevant agenda papers

**MEDIUM PRIORITIES**

The following strategies were given a medium priority by AWC Members.

<b>STRATEGIES</b>	<b>ACTIONS</b>	<b>FULL RESOURCES REQUIRED</b>	<b>OUTCOMES</b>
1.1 Recognition of weed impact by stakeholders with across portfolio integrated weed management (for biodiversity; NRM; national native vegetation management; catchment management (including water & land); agriculture; amenities / public health)	Maintain arrangements for ongoing national weed awareness initiatives Prepare materials and address management committees for national strategies (WONS)	80 days consultatnt 40 days	Arrangements in place for ongoing national weed awareness initiatives
1.3 Weed issues incorporated into NRM framework	Establish opportunities for addressing weed issues within NRM framework Identify other initiatives where weeds should be addressed	20 days	Weed issues incorporated into future NRM strategies and policies
1.4 National and international weed conventions and obligations identified (audit – identify what obligations exist)	Conduct an audit to identify the national and international obligations that exist for weed issues	10 days	Report on national and international weed conventions and obligations
1.5 Process for managing national and international weed conventions and obligations (implement procedures)	Develop and implement procedures for managing obligations	10 days	National and international weed conventions and obligations are met
1.6 Process for nominating weed target species for biocontrol (examine current processes)	Review current process and establish ongoing process for biocontrol target species nominations for weeds	10 days Ongoing pa	System in place for ongoing processing of biocontrol weed target species applications efficiently and effectively
1.7 Review Biological Control Act (BCA)	Provide input into the working group reviewing the BCA	20 days	AWC input into the review of the BCA
1.8 Process for assessing GMOs' weediness	Review the process for assessing the weediness of GMOs and recommend changes as required	10 days	Better defined process for assessing the weediness of GMOs
4.2 Conduct periodic conferences/ workshops/ fora on a specific topic basis in order to communicate with stakeholders and gain feedback from them	Conduct periodic conferences/ workshops/ fora on a specific topic basis in order to communicate with stakeholders and gain feedback from them	40 days per activity	Number and type of activities conducted

5.1 Maintain national consultative committee for weed incursions	Maintain national consultative committee for weed incursions	5 days	National consultative committee structure in place to address weed incursions
5.4 Contingency process for weed incursion management	Encourage the development of weed incursion contingency process within Member states	40 days	Weed incursion contingency process in place and operational
6.1 Weed mapping / GIS systems <ul style="list-style-type: none"> <li>• Establish current status</li> <li>• Review of potential compatibility</li> <li>• Develop paper for the 3 Standing Committees</li> <li>• Working group</li> <li>• Develop consistent approach</li> </ul>	Obtain current status by State / Territory Review compatibility of various state systems Develop project seeking support for developing consistent approach for weed mapping systems based on core data set Working group to develop consistent approach and parameters for weed mapping / GIS systems	35 days + 2 day workshop	Report of State / Territory weed mapping / GIS systems and compatibility and potential for compatibility Draft paper to SC with recommendations for consistent approach and parameters for weed mapping / GIS systems
6.2 National weed mapping / GIS systems for data entry / access to data	Data entry and access – (a) and (b) above Specialist working group to develop consistent approach to maximum extent possible including the development of a tool box for on-the-ground users	In conjunction with 1.1 requiring an additional 10 days	As above
6.3 Review economic and environmental impact assessment for current and potential impacts of weeds	Economic and environmental impact assessment - Review current State/Territory processes for economic and environmental weed impact assessment Draft position paper	50 days	Report of current State/Territory processes for economic and environmental weed impact assessment Position paper developed

**LOW PRIORITIES**

The following strategies were given a low priority by AWC Members. Some actions may be progressed over the 2001-02 period.

<b>STRATEGIES</b>	<b>ACTIONS</b>	<b>FULL RESOURCES REQUIRED</b>	<b>OUTCOMES</b>
6.6 Reduce barriers to improved techniques for management of weeds (advice from users groups -impediments/blocks)	Identify technical / operational barriers to improved weed management techniques / options (especially on environmental weeds) Get appropriate technical/operational advice, eg from user groups, NRA, fire control authorities, CRCAWM	40 days	Report on barriers for improved techniques / options for the management of weeds
6.7 Advise relevant Commonwealth / State agencies on report findings on improved technique / options for the management of weeds (pass information/problems on to relevant agencies)	Facilitate relevant agency review on proposed improved techniques / options for the management of weeds	10 days	Relevant agency review conducted and improved techniques / options for the management of weeds available
6.8 Communicate availability of improved techniques for management of weeds	Communication strategy advising target audience on availability of improved techniques / options	20 days	Increased range of management techniques / options for use on weeds, especially environmental weeds

*Australian Weeds Committee*

**COMMUNICATIONS**

**STRATEGY**

## COMMUNICATIONS STRATEGY

### AWC VISION (from the National Weeds Strategy)

To reduce the detrimental impact of weeds on the economic, environmental, social and cultural sustainability of Australia's productive capacity and natural ecosystems.

### COMMUNICATION OBJECTIVES

- To build and maintain the credibility of the AWC as the peak national weeds policy body with stakeholders
- To inform the key stakeholders of national weed issues and policies
- To provide consistent national weed information and policies to all stakeholders
- To communicate with, and provide maximum opportunities for input from, relevant stakeholders in developing national weeds policies
- To encourage unified communication of weed issues across all jurisdictions in order to provide clear and consistent national messages
- To inform key stakeholders of major AWC achievements

### KEY STAKEHOLDERS

The AWC's key stakeholders are:

- Federal and State Ministers
- Chief Executive Officers of federal and state agencies
- Standing Committees (Primary Industries Standing Committee (PISC), Natural Resources Management Standing Committee (NRMSC) and sub-committee Land, Water & Biodiversity Committee (LWBC)

that are responsible for primary industries, natural resources and the environment.

The AWC will also build and maintain strong communication links with:

- CRC for Australian Weed Management
- Plant Health Australia Limited

Communication with, and policy input from, other stakeholders, including the community, will occur on an issues basis as required.

### KEY MESSAGES

The key messages communicated by the committee will be based on the four principles underpinning the National Weeds Strategy, which are included below:

1. Weed management is an essential and integral part of the sustainable management of natural resources and the environment, and requires an integrated, multi-disciplinary approach.
2. Prevention and early intervention are the most cost effective techniques that can be deployed against weeds.
3. Successful weed management requires a coordinated national approach which involves all levels of government in establishing appropriate legislative, educational and coordination frameworks in partnership with industry, landholders and the community.
4. The primary responsibility for weed management rests with landholders/land managers but collective action is necessary where the problem transcends the capacity of the individual landholder/land manager to address it adequately.

## DESIRED OUTCOMES

- Targetted dissemination of national policies, papers and discussion documents requesting feedback where appropriate
- Recognition of AWC as the peak national weeds policy body amongst stakeholders
  - A balanced approach to deliver sustainable long-term national outcomes
  - Improved weed management outcomes through greater collaboration amongst stakeholders
  - Consistent national weed information and policy
- Effective promotion of AWC achievements especially amongst key stakeholders

## COMMUNICATION METHODS

The focus of the AWC's communications will be directed at the key stakeholders highlighting the key messages. This will occur through:

- Agenda papers on national weed issues and policies to Standing Committees and Ministerial Councils
- Involvement of Ministers and Chief Executive Officers of federal and state agencies in relevant press releases on national weed issues and policies
- Regular feedback to federal and state agencies on AWC issues through AWC Members
- Involvement and input of the AWC in the policy direction setting of organisations responsible for managing weed issues of national importance

The AWC will maintain regular dialogue on weed issues of mutual interest with:

- CRC for Australian Weed Management
- Plant Health Australia Limited
- NGO's; World Wildlife Fund, Greening Australia, National Farmers' Federation, Australian Landcare Council, Australian Conservation Fund, National Weeds Management Facilitator (NWMF)
- Community Natural Resource Management organisations and Landcare

including the involvement of representatives of these committees or organisations in AWC committee and sub-committee meetings.

### Individual Members' Responsibilities

Individual Members represent state and territory jurisdictions for all weed management and are responsible for ensuring that appropriate stakeholder consultation and communication is undertaken in order to facilitate the work of the AWC.

The NWMF will promote the work of the AWC and inform contacts of issues under consideration during the course of his normal operations.

In the first instance, other stakeholder communications will be via the website [www.weeds.org.au](http://www.weeds.org.au) which will provide information on AWC activities and issues, relevant publications and allow for feedback.

An electronic newsletter will be circulated to all stakeholders, by using a self administering mail server, that allows users to subscribe and unsubscribe as they desire.

The NRMSC Community Consultative Committee will be used to gauge community attitudes, concerns and issues, subject to clarification of its role and responsibilities at the Committee's first meeting (April 2003).

In addition, the AWC also provides for communications with other stakeholders on an issues basis as required. Through this "Weeds Forum" the AWC will:

- Define topics on which public consultation is required and request input from the relevant organisations.
- Seek issues via AWC Members from other State agencies and organisations for discussion by the AWC.

## **RESOURCES**

Overall management of the strategy is the responsibility of the Committee under the operational guidance of the Chairman.

No additional resources will be available to undertake this strategy, but it is expected that the key objectives will be recognised and supported by all Members and implemented whenever possible.

The Secretariat will operate within this communications framework and moderate the newsletter list server, having prepared the newsletter with the approval of the Chairman. The Secretariat will ensure that the AWC component of the weeds.org.au website is kept up-to-date.

It is also recognised that at least two complementary projects are in operation and that they are encouraged to promote the role of the Committee and disseminate information where appropriate.

These are the NWMF and the National Weed Awareness Project.