

9 REGIONAL STRATEGIES

Any job is easier when people work together. The Regional Camphor Laurel Taskforce has been established to improve co-ordination between stakeholders and oversee implementation of the strategies, however, all stakeholders are required to play important parts. The following chapter lists strategies required to successfully control camphor laurel and other threatening weeds at the broader scale, as well as listing the role of each stakeholder.

This chapter was compiled with the assistance of all stakeholders listed, particularly the Regional Camphor Laurel Taskforce.

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9.1 **Regional camphor laurel management strategies**

AREA OF OPERATION

Area covered by the North Coast Weed Advisory Committee – from Taree to the Queensland border. This includes the Far North Coast County Council, Clarence Valley Weed Authority, Coffs Harbour City, Bellingen, Nambucca, Kempsey, Hastings and Greater Taree City Councils.

AIM

To contain and reduce the adverse impacts of camphor laurel on the environment.

9.1.1 Improve coordination and undertake all necessary planning

Performance indicators

- A Regional Taskforce is established by December 1999 (Done);
- Networks of key stakeholders are established in each LCA area by April 2001;
- Regional maps highlighting the distribution and abundance of camphor laurel and areas co-dominated by Privet are produced by July 2001;
- Camphor laurel is declared a W4(d) noxious weed in at least 13 of the 19 shires in the region by June 2003;
- A regional camphor laurel replacement program is implemented by December 2002.

Objective 9.1.1: Establish a coordinated approach to management at the regional level			
Strategy	Actions	By Whom	Priority
Coordinate management at the regional level	Establish a Camphor Laurel Taskforce comprising key stakeholders and experts from throughout the region.	RWAP Project Officer	1 DONE
	Monitor implementation of the strategies.	Camphor Taskforce,NCWAC	1
	Circulate information about current and future projects, issues, changes to funding, new management techniques and opportunities.	Camphor Taskforce, NCWAC	1
	Investigate and promote ways of increasing the number of combined stakeholder management projects.	Camphor Taskforce,NCWAC	1
	Promote use of best management practices commencing in high priority areas.	Camphor Taskforce, LCAs, NCWAC, Landcare coordinators, DLWC	1

Incorporate strategies into other regional programs	Consider camphor laurel and other threatening weeds when setting priority objectives, management targets and when producing other regional strategies.	RVMC's, CMB's, DLWC	1
	Support and liaise with the Australian Camphor Timber Association and NSW State Forests bioenergy project.	Camphor Taskforce, NCWAC, FNCCC, State Forests	1
Liaise with stakeholders in adjoining regions	Liaise with the Scientific Committee and key stakeholders in adjoining regions to ensure control programs are complemented.	NCWAC, MNCWAC	1
Establish a funding base for management	Seek long-term commitments from major funding sources to implement the strategies.	Camphor Laurel Taskforce, NCWAC, MNCWAC, NSW Agriculture, DLWC, NPWS, Landcare coordinators, NSW State Forests, RVMCs, CMBs, community groups	1
	Seek long-term commitments from major funding sources for control of other environmental weeds.	Camphor Laurel and Environmental Weeds Taskforces, NCWAC, NSW Agriculture, DLWC, NPWS, Landcare coordinators, Coastcare facilitators, NSW State Forests, RVMCs, CMBs, community groups	1
	Encourage all Councils within the region to consider declaration of camphor laurel as a noxious weed.	NCWAC, MNCWAC, NPWS, DLWC, RVMC's, CMB's, NSW Agriculture, Shire's Assoc.	1
	Promote the benefits of declaration to community groups, departments, committee's and individuals.	NCWAC, MNCWAC, Camphor Laurel Taskforce, RWAP Project Officer, LCAs, NCWAC	1
	Apply to the minister for further declarations.	LCAs	1
	Encourage Councils within the region to implement Environmental Levies	NCWAC, Camphor Laurel Taskforce	1

Objective 9.1.2: Establish a coordinated approach to management at the local level			
Strategy	Actions	By Whom	Priority
Coordinate management at the local level	Identify key stakeholders in each LCA area, investigate and promote ways of increasing the number of combined stakeholder management projects.	LCAs, Camphor Laurel Taskforce, NCWAC, Councils, NPWS, DLWC, State Forests, Landcare coord's, Camphor Timbers Assoc, community groups	1
	Monitor and review control programs and circulate relevant information to the regional Taskforce.	As above	1
	Establish long-term specialised on-ground management teams.	As above	1
Objective 9.1.3: Gather all relevant information and undertake necessary planning			
Strategy	Actions	By whom	Priority
Map the distribution and abundance of camphor laurel	Produce shire-wide maps of camphor laurel distribution and abundance and areas co-dominated by privet in-conjunction with other stakeholders.	LCAs, Camphor Laurel Taskforce, NCWAC, State Forests, Councils, NPWS, DLWC, Landcare coordinators, community groups	1
	Compile and digitise distribution maps from each Shire.	NCWAC, MNCWAC, Camphor Laurel Taskforce, NSW State Forests, DLWC, Councils	2
Identify and manage significant environmental and cultural areas appropriately	Identify and establish management priorities for significant environmental areas such as bushland corridors, threatened species habitats and significant ecological communities.	NPWS, Councils, RVMCs, LCAs, State Forests	1
	Identify significant heritage and cultural areas that require specific management.	NPWS, Local Aboriginal Lands Councils, Councils, LCAs, State Forests	1
	Liaise with NPWS to determine appropriate management of significant environmental and cultural areas	All stakeholders	1

Initiate and promote the replacement of camphor laurel with appropriate species	Distribute lists and encourage seed collection, propagation and distribution of local native replacement species in each provenance following the NPW Act and TSC Act.	NCWAC, Camphor Laurel Taskforce, Councils, LCAs, Landcare coordinators, DLWC, Greening Australia, Labour market programs, bush regenerators, nurseries	1
	Establish a coordinated regional replacement program.	Camphor Laurel Taskforce	1
	Promote the availability of replacement species when available.	Councils, LCAs, Landcare coordinators, nurseries	1
Support strategies through other initiatives	Include all threatening weeds in LEP restricted plants lists.	Councils	1

9.1.2 Increase stakeholder education and involvement

Performance indicators

- Seek direct input and involvement from the community by holding public workshops throughout the region by December 1999 (Done)
- Bushland Regeneration courses are run for LCA staff by March 2001
- Community awareness raising activities that highlight the need for control are increased over the life-time of the plan
- Produce and circulate a comprehensive camphor laurel kit by December 2000
- 80% of rural landholders aware of camphor laurel control kit by February 2001
- Field days to demonstrate camphor laurel control techniques held in each LCA annually

Objective 9.2.1: Educate key stakeholders and operational staff			
Strategy	Actions	By whom	Priority
Train noxious weeds officers and other stakeholders	Train noxious weeds officers in basic bush regeneration and environmental weed identification.	NSW Agriculture, TAFE, NPWS, NCWAC, LCAs	1
	Promote bush regeneration and environmental weed identification courses at TAFE, ACE etc.	TAFE, NSW Agriculture, NPWS, NCWAC, LCAs, Camphor Taskforce, RLPBs, Councils, community groups	1
Educate operational staff	Train operational staff to minimise impacts on vegetation and reduce the spread of weed seeds through Roadside Environment Training.	NSW REC, Councils, NPWS, Telstra, North Power, State Forests, RTA, RLPB's, RAC	2

Objective 9.2.2: Raise awareness and seek community support for control			
Strategy	Actions	By Whom	Priority
Compile and distribute camphor laurel kits	Advertise / hold 6 public workshops throughout the region to share information regarding control.	RWAP Project Officer	1 DONE
	Compile all relevant information regarding camphor laurel, its control, replacement, value adding etc.	RWAP Project Officer	1 DONE
	Circulate an initial 700 copies of the Kit to the community by December 2000.	RWAP Project Officer, LCAs, Camphor Taskforce, NCWAC	1 DONE
	Distribute Kit promotion brochures in rural outlets by December 2000.	RWAP Project Officer, NCWAC, Camphor Laurel Taskforce	1
	Notify all stakeholders regarding the kit's availability by January 2000.	RWAP Project Officer, LCAs	1
	Conduct survey to gauge awareness of the Kits by December 2000	LCAs	2
Acknowledge and support community-based control projects	Purchase tree-injector kits / spears for use by community groups/ individuals.	LCAs	1
	Publicise successful control projects undertaken by community groups.	Landcare Coordinators, Councils, LCAs	1
Educate and encourage community involvement	Distribute regular media releases focusing on the camphor problem, opportunities and responsibilities.	RWAP Project Officer, LCAs	1
	Produce a television advertisement highlighting the spread of camphor and related issues by February 2001.	NCWAC, Camphor Laurel Taskforce, NPWS	1
	Organise, promote and run field days and promote camphor laurel control during weed buster week in each LCA annually.	LCAs, Councils, Landcare Coordinators, DLWC, millers, community groups	1
	Promote camphor laurel control and related issues on the Australian Camphor Timbers Assoc. website.	Camphor laurel Taskforce, LCAs, NCWAC, Aust. Camphor Timbers Assoc.	1
	Establish and promote demonstration sites highlighting control techniques in each LCA area by February 2001.	LCAs, Councils, Landcare Coordinators, DLWC, millers, community groups	1
	Organise field trips in the local area to inspect bad infestations and successful control projects.	Landcare coordinators, LCAs, DLWC	2

9.1.3 Implement on-ground integrated management

Performance indicators

- At less 80% of camphor laurels under 3 metres in height in areas mapped as isolated or scattered are controlled on public and private lands by 6/2005;
- At less 50% of camphor laurels over 3 metres in height in areas mapped as isolated or scattered be controlled on public and private lands by 6/2005;
- Management plans be in place by 30/6/2005, for all infestations considered to be 'core'.
- At least one workshop held within 12 months of declaration in each LCA area.

Objective 9.3.1: Reduce the establishment of new camphor laurel infestations			
Strategy	Actions	By Whom	Priority
Fulfill all legal obligations	Ensure all legal obligations are met regarding other legislation.	All stakeholders	1
	Inform occupiers of their responsibility, issue and enforce Weed Control Notices as appropriate.	LCAs	1
Control all new and isolated infestations	Beginning in high priority / prominent areas, control all new and isolated plants and other threatening weeds where possible. Monitor. Follow up control. Value add wherever possible.	LCAs, NPWS, DLWC, NSW State Forests, RTA, RAC, Landcare / community groups, land managers	1
	Encourage adjoining land occupiers to control camphor laurels and other weeds at the same time as they are controlled on public lands.	LCAs, NPWS, Landcare / community groups	1
Gradually control camphor laurel shade, heritage and street trees	Encourage the gradual replacement of camphor laurel shade, heritage and street trees.	NCWAC, Camphor Laurel Taskforce, LCAs, Councils, Public Utilities	2
	Locate, plan, consult, replace then gradually control camphor laurel shade, heritage and street trees.	Councils, land occupiers / managers	2
Objective 9.3.2: Reduce the abundance and adverse impacts of camphor laurel			
Strategy	Actions	By Whom	Priority
Control and replace infestations in or near significant environments	Develop and implement local plans to strategically control camphor laurels and other weeds where possible in or near significant environments.	LCAs, NPWS, bush regenerators, community groups, land managers	1
	Encourage and initiate bush regeneration projects in significant environments and other areas of native vegetation wherever possible.	LCAs, NPWS, Camphor Laurel Taskforce, bush regenerators, landcare coordinators, DLWC, community groups, land managers	1

Develop management plans for control of camphor laurel in core areas	Distribute suitable camphor laurel replacement species as part of the regional replacement program.	LCAs, Councils, Camphor Laurel Taskforce, Landcare coordinators, State Forests, DLWC	1
	Hold at least one workshop to assist land occupiers develop effective management plans in each LCA within 12 months of declaration.	LCAs, NCWAC, Camphor Laurel Taskforce	1
	Distribute written information describing what is required to be included in management plans.	LCAs, NCWAC, Camphor Laurel Taskforce, DLWC, Landcare coordinators	1
	Assess core infestations on public land and produce management plans for each local area by 30/6/2003.	LCAs, NCWAC, Camphor Laurel Taskforce, State Forests, millers	1
	Assess core infestations on private land and produce management plans by 30/6/2005.	Land occupiers	1
	Ensure compliance with management plans during routine inspections.	LCAs	1

9.1.4 Monitoring and evaluation

The Regional Camphor Laurel Taskforce will oversee and review implementation of the strategies and circulate information between the various stakeholders and regions.

LCAs will be required to provide an annual review of the progress towards meeting the performance indicators. The NSW North Coast Weed Advisory Committee will produce a brief regional report based on the information provided by the LCAs.

The regional report will also contain recommendations about future funding on the whole program and the allocation to individual LCAs. The report will relate the requested funding to the weighted Grants received for the period.

After four years it is proposed that a community based review of the plan to date be undertaken. This would be coordinated by the NSW North Coast Weed Advisory Committee. Funding may be sought to ensure that the review provides meaningful outcomes.

Protection of native vegetation, pasture, stream banks, local ecosystems and land values will be the major benefits of the plan.

Of more significance is the detrimental affect of camphor laurel on the above factors if the plan is not implemented.

The plan addresses the area of value adding. It is anticipated that at least 20% of the cost of removal can be gained from value adding. A wide range of initiatives are being undertaken in the region to increase the practicality of value adding.

Many of the benefits will not be measurable in the life of the plan. The adverse effect of camphor laurel on vegetation communities and habitats, stream banks, aquatic life etc will take many years to correct.

Tree replacement and reductions in the numbers and distribution of camphor laurel will be easier to assess. Future monitoring and updating of maps should give a clear indication of the benefits of the programs being implemented.

9.2 Role of stakeholders

Successful control of any weed requires the full commitment of all stakeholders involved in its management. There is a number of things that each major stakeholder can do to improve the effectiveness of control and these are listed below.

Local Councils

Communication

- Support the formation of Local Working Groups and have direct input into local strategies;
- Appoint a Council staff member to have ownership of camphor laurel management within Council. Amongst other things, this officer could be responsible for encouraging the long-term replacement of camphor laurel street trees;
- Contribute relevant information to the Regional Camphor Laurel Taskforce.

Maintenance and construction works

- Encourage communication between operational staff and the noxious weed officer / control authorities to help educate staff about the impact of weeds.
- Encourage staff to minimise impact on native vegetation to reduce the spread of weeds. Contact NSW Roadside Environment Committee (REC) on 4587 7564 for information.

Assist field days and other education campaigns

- Assist the establishment of "camphor laurel control" demonstration sites through helping choose a site; initial maintenance to improve access; promotion of the site (and field days) through Council publications and notices and attendance of key staff at field days.

Legislation

- Keep improving efficiency re: processing of camphor laurel and other weed control applications through provisions in local TPO's and LEP's.

Street plantings

- Effective control of camphors requires long-term replacement of street trees. This usually involves planting suitable replacements NOW. See chapter 3.4.5 & 6.2.3 for information.

Local Weed Control Authorities / Noxious weeds officers

Local Weed Control Authorities (LCAs) are responsible for implementation of many of the strategies where camphor laurel is declared noxious. In areas where it is not declared noxious, however, LCAs must also form an integral part of local stakeholder networks.

Local Working Groups can assist LCAs to establish priorities and coordinate control. In areas where camphor laurel is not declared noxious, Working groups or stakeholder networks can help implement projects aimed at reducing the area infested.

In some significant environmental areas there will be a need for bush regeneration. Working Groups can help identify areas requiring bush regenerators following initial work from LCAs.

Other ways that LCAs can assist in the control of camphor laurel:

- Purchase tree injector kits or tree spears for hire (in-conjunction with other agencies);

- Organising and participating in field days and establishment of demonstration sites;
- Education of the community regarding the need to control camphor laurel and other environmental weeds. In non-core areas there is a need to educate landholders about the potential threat and adverse affects of camphor laurel;
- Encourage landholders to participate in “Chemical Use” and “Plant Identification” courses.

Catchment Management Boards (CMBs)

Many of the issues relevant to camphor laurel management are also relevant to the goals of CMBs. These include:

- Control of environmental weeds;
- Encouragement of native vegetation in riparian zones;
- Protection and enhancement of forest remnants (particularly highly significant lowland sub-tropical rainforest remnants) and bushland corridors;
- Addressing threats to water quality;
- Increasing community awareness of environmental degradation, and;
- Improved communication and coordination between stakeholders, including community groups.

It is hoped that CMBs can consider the need to control camphor laurel and other threatening weeds and encourage the planting of alternate food sources for birds currently eating camphor laurels when setting priority objectives and management targets. CMBs can help facilitate the establishment of local Camphor Laurel Working Groups as discussed on previous pages.

National Parks and Wildlife Service (NPWS)

Ways that NPWS can assist in environmentally sustainable control of camphor laurel include:

- Direct input into management strategies through the Camphor Laurel Taskforce;
- Highlight significant areas threatened by camphors that require a high priority for control;
- Provide advice regarding management of significant environments;
- Assist landholders / stakeholders through providing information, support and efficient processing of applications under the Threatened Species Conservation Act;
- Continue to provide support to landholders wishing to establish Property Conservation Agreements and encourage control of camphor laurel within those areas, and;
- Continue to monitor populations of threatened species which utilise camphor laurel (see chapter 4.3.2) and encourage planting of suitable replacement species.

Department of Land and Water Conservation (DLWC)

DLWC can assist control of Camphor laurel through several ways. These include:

Coordination

- DLWC is already involved in the production of camphor laurel management strategies through CMBs and Native Vegetation Committees. It is hoped that out of these committees local camphor laurel working groups can be established.

Mapping

- Continue to produce distribution maps for other parts of the North Coast and hence assist local working groups establish local priorities for control.

Information and education

- DLWC staff have produced numerous publications relevant to camphor laurel control. It is hoped that this information can continue to be circulated in-conjunction with other stakeholders and the Regional Taskforce.
- The camphor laurel taskforce / working groups will require information relating to the control of camphor laurel in riparian areas as well as suitable replacement species.

- DLWC staff can also assist the organisation of camphor laurel field days through site selection, publicity and making staff available to speak on the day.

Legislation

- Continue to work on streamlining the application process for the control of camphor laurel on protected lands.

Funding

- DLWC is encouraged to assist in the funding of small community projects;
- Continue to provide support to landholders through Property Agreements and encourage control of camphor laurel in those areas.

NSW State Forests

- Continue to work closely with relevant organisations (such as NPWS, Councils etc.) in the development of the Bioenergy Project (see Chapter 7.2). The regional taskforce and other stakeholders can also assist NSW State Forests achieve these goals.
- Liaise closely with NPWS as large-scale harvesting of camphor laurel in some areas may impact upon threatened species, populations and / or ecological communities;
- NSW State Forests is encouraged to expand camphor laurel harvesting programs in the future to other areas, including State Forest land.
- Reduction in the spread of weeds whilst undertaking road construction works can be gained through roadside environment training. Contact (02) 4587 7564 for information

State and Regional Development

- Continue to assist the development of Value Adding opportunities by means of technical support to local enterprises.

NSW Agriculture (D.Ag)

D.Ag provides funds and technical support for noxious weed control. D.Ag can encourage control in non-core areas whilst it is still manageable, and in all areas provide essential funding for its control so that it does not spread to other regions. D.Ag could also:

- Help promote “chemical use”, “environmental weed” and “bushland regeneration” courses in-conjunction with TAFE / Adult Community Education;
- Continue to facilitate trials on the effectiveness of various chemical and non-chemical weed control techniques and their environmental impacts, and;
- Encourage the control of other threatening weeds.

Roads and Traffic Authority

As with Councils, the Roads and Traffic Authority (RTA) can assist the control of camphor laurel in several ways:

Communication

- Support the formation of Local Working Groups and have direct input into local control strategies or through the Regional Taskforce;
- Appoint a staff member to have ownership of camphor laurel management within the organisation.

Construction works

- When construction projects are located near camphor laurels, especially where other vegetation is being removed, control them at the same time wherever possible, in consultation with adjoining landholders;
- Reduce the spread of weeds through the training of staff in ways of minimising impact during maintenance and construction works.

Street plantings

- To effectively control camphor laurel, long-term replacement of camphor laurel street trees is needed. This will usually involve the planting of suitable replacement trees NOW. See Chapter 3.4 and 6.2 for information.

Environment Protection Authority

- Advise and further promote appropriate weed control methods adjacent to waterways;
- Encourage and promote the use of registered herbicides and assist stakeholders to obtain permits in-conjunction with the National Registration Authority.

Landcare Coordinators

Landcare coordinators can provide an important link between the community and other stakeholders and hence are important members of local Working Groups or stakeholder networks. Coordinators can help implement strategies by:

- Assisting the organisation of field days through contacting relevant groups, publicising the day and providing information to the community about how to form a Care group;
- Circulating relevant information between landcare / rivercare groups, the regional taskforce and other stakeholders.

Rivercare / Landcare groups

Rivercare / Landcare groups have been controlling camphor laurel and other environmental weeds for many years. It is hoped that groups can utilise the camphor laurel kit and that relevant information not included can be passed onto key stakeholders or the taskforce.

Regional Vegetation Management Committee's

- Support and encourage implementation of the strategies by stakeholders;
- Prioritise control and restoration of areas infested / threatened by environmental weeds.

Universities and other research institutions

- Encourage students to undertake research into the negative effects of environmental weeds and other projects listed in chapter 10.

Water management Committee's

- Prioritise and make recommendations on camphor laurel management as it relates to management of waterways, particularly where they threaten significant riparian areas.

Public Utilities – Overhead services

Overhead service providers are encouraged to have input into the strategies and, where possible, undertake control on adjoining land at the same time as local weed authorities (or other groups / organisations). Other strategies that may help control camphor laurel are:

- Encourage shrubs and other low-growing vegetation under easements (i.e through only controlling taller trees) to reduce growth of camphor laurels (as they require light);
- Continue to encourage contractors to control camphor laurel underneath powerlines using stem injection or cut-and-paint techniques wherever possible;
- Continue to educate staff and contractors on ways to minimise disturbance whilst undertaking works activities, especially in areas currently supporting few or no weeds. Examples of ways to minimise the spread of weeds include:
 - Use of appropriate pruning techniques when making clearances;
 - Use of the appropriate type and minimum size of machine for the job at hand;
 - Avoid disturbing native vegetation where possible, particularly where there are few or no weeds;
 - Avoid constructing new access tracks wherever possible, and;
 - Where possible, clean down machinery on the property before moving to another site.

Public Utilities – Underground services

Underground service providers are encouraged to have input into the management strategies via the regional taskforce or other key stakeholders. Examples of ways that Underground Service providers can minimise the spread of weeds include:

- Avoiding disturbing native vegetation where possible, particularly where there are few or no weeds;
- Mark out and always staying within the 'construction zone';
- Minimise soil disturbance;
- Only use the appropriate type and minimum size of machine for the job at hand;
- Avoid 'cleaning up' vegetation;
- Avoid importing soil from weedy areas to non-weedy areas;
- Pruning of trees and shrubs using the 3-cut method, and;
- Where possible, clean down machinery on the property before moving to another site.

Rail Access Corporation (RAC)

Control of large trees needs to include removal to avoid them falling towards the rail line. Camphor laurel Working Groups must encourage RAC to control camphor laurel wherever possible when control works are being undertaken by other stakeholders in the area. Any control must minimise impacts on native vegetation so that it can shade the area and form a long-term weed control. Camphor laurels should be controlled from near / above the plant to ensure complete control.

Bush regenerators

Bush regenerators are encouraged to implement the camphor laurel management strategies and provide feedback on possible improvements / new control methods to the local Working groups and / or Regional Taskforce.

9.3 Tips for organising a successful field day

Coordination – Involve Local Weed Control Authority / Noxious Weed Officer, Landcare coordinator(s), Catchment Management Boards (DLWC has contact lists), Rivercare Officer (based at DLWC) for the area, any local camphor laurel millers.

Ask the Landcare coordinator(s) if there is a group already working nearby. They may be able to provide free native plants, give planting demonstrations or be able to help with follow-up.

Site location – Choose a central location with ample parking. It should, of course, have camphor laurels present and you must have permission to control them.

The best sites are just off a main road so that people driving by can see how the control works are progressing. If people can ask "why are those trees dead?" the site is good!

In wet or very hot weather it can be handy to have the option of using a nearby hall but it must be close and preferably advertised so people will attend rain, hail or shine.

Well before the day

Demonstrate control techniques and the after-effects by controlling some trees at least one month before the day - people can then see very clearly what the finished product will be.

Theme

Camphor laurel does not have to be the only theme. You may want to broaden it to include Giant Parramatta Grass, Privet, Fireweed, environmental weeds etc. depending on the target audience. This way, people that don't think they have a problem can also be encouraged.

In most areas there will be enough people and certainly enough to talk about without the need for 'combined weed' field days.

Advertising / Getting people there

Weekend mornings are often good times to give people the most opportunity of attending.

Have a media release out advertising the day at least a week before it; longer if a newspaper is published less frequently. Contact local ABC radio for advertising in morning rural reports. Consider use of community notices in newspapers and community radio stations as well as community noticeboards where available. The media release needs to include:

- a catchy heading;
- brief information about why it is a huge problem and hence why they should go;
- Information about what topics will be covered by the speakers and say that a range of control techniques (preferably chemical and non-chemical) will be demonstrated;
- The place, date and time (both start and finish times).

If you want television coverage you need to have something visual such as felling and milling of camphors on the day. Safety is the prime concern if you plan to fell trees.

As well as media releases, spread the word by mouth. Ensure Councillors are notified as their support is vital. If there are large (preferably active) landholders with bad camphor problems, notify them and ask them to tell their friends. Spread the word through Dairy Farmer Discussion Groups, Beef Cattle Promotion Groups etc. and local rural stores.

Structure of the day

Include a range of speakers. Topics could include:

- Brief description of why it's a major problem;
- How to approach it, where to start, priority areas and strategies;
- Legislation affecting control, especially riparian zones (by DLWC or Council staff);
- Camphor laurel look-alikes and replacement species – why, what species, when & how;
- Awareness of other weeds, e.g Small-leaf Privet / vines, how to control them and why;
- Value Adding – opportunities, what to look for;
- Descriptions of what is happening in the local area by the LCA, local landcare groups etc.

Physically demonstrate several techniques such as:

- Stem-injection using a tomahawk, chainsaw and drill (optional). You may wish to demonstrate both glyphosate and Tordon DSH[®] controls;
- Tree-injection spear (if available);
- Scrape and paint;
- Non-chemical methods such as ring-barking with a hammer;

Other techniques such as Foliar spraying, Basal Bark and Cut-and-paint can be described.

Tea/coffee, cold drinks and food is always well received. A Camden-Haven field day included a BBQ by a service club which promoted a relaxed social atmosphere and was inexpensive.

Documentation

To create a true demonstration site, mark each treatment with a sign describing the method used and the date on which it was implemented. Whether you use signage or not, it is worthwhile documenting the techniques used, date of control, amount of other weeds / natives and amount of weed / native regeneration.