

# NSW – No Space 4 Weeds



# Background

The **NSW Department of Primary Industries** (NSW DPI) identified a low awareness of weed issues in the general community of NSW.

## **Evidence:**

- Weeds didn't rate a mention in the 'Who Cares about the Environment' study by NSW DECC
- In a survey of federal parliamentarians on the nations top 20 science issues, invasive plants were rated the least important

**Public perception drives 'decision makers' – need to get weeds in the picture!**

# Evaluation of past weed awareness activities

- NSW DPI conducted an evaluation of Weedbusters in NSW in February 2007. Findings included that:
  - Weed activities would be done regardless of Weedbusters Week
  - The focus for weed awareness should be led by NSW DPI
  - An overarching State-wide media campaign to support regional activities is required
  - Weedbusters Week lacked flexibility and did not always fit into activity schedules
  - Woody is not an effective mascot for the NSW program
  - Any weed awareness program must be easy to participate in and provides organisations ideas for potential activities and the supporting resources to implement the activities.



# The way forward for weed awareness

- Five year plan with ongoing evaluation
- Will deliver the objectives of the NSW Invasive Species Plan
- Is guided by a Reference group
- First year will focus on garden escapes under the slogan “NSW – No Space 4 Weeds”
- Incorporates existing programs and resources (e.g. ‘What does your garden grow?’, Weed Warriors)
- Will be implemented through the Regional Weeds Advisory Committees throughout NSW to achieve state-wide consistency



# What we will be doing...

## NSW Weed Awareness Plan

Develop and promote a slogan for all activities and resources.

Establish and support a NSW Weed Awareness Reference Group.

Identify existing resources to use as NSW weed awareness activities (e.g. Weed Warriors, What does your garden grow?).

Identify gaps for weed awareness activities and develop appropriate resources.

Identify existing and potential networks to enhance the promotion of weed awareness resources and activities.

Develop and promote relevant promotional resources to support weed awareness activities in NSW.

Develop and provide media and advertising resources to NSW weed professionals to support their regional weed awareness activities.

Officially launch the NSW Weed Awareness Plan.

Engage NSW weed professionals to facilitate weed awareness activities in their communities.

Expand and promote the NSW DPI website as the one stop shop for weeds in NSW.

Plan and coordinate state-wide weed awareness events.

# Find out more & get involved

NSW one stop shop for weeds -  
[www.dpi.nsw.gov.au/weeds](http://www.dpi.nsw.gov.au/weeds)

- Find out more about the program
- Register your events in the events calendar
- Get suggestions for activities
- **Weed professionals** can download the logo, order merchandise and download resources and activities using the **Extranet** (need to be subscribed).



# More information

## Contact:

Alyssa Schembri

NSW DPI, Orange

T: (02) 6391 3850

E: [Alyssa.Schembri@dpi.nsw.gov.au](mailto:Alyssa.Schembri@dpi.nsw.gov.au)