

NCWAP Community Extension, Education and Involvement

The NCWAP 2010-2015 will drive the contemporary approach to weed management in the NCWAC region by providing a very strategic focus to all activities carried out as part of the project. The measurable outcomes and resultant activities are all linked closely to the NSW Invasive Species Plan.

To compliment the 2010-2015 NCWAP, the North Coast Weeds Advisory Committee has developed a Communication Strategy to guide the essential strategic extension, education and community involvement components project. The strategy provides the framework for a targeted program incorporating the goals of the Invasive Species Plan

- Exclusion
- Eradicate or contain
- Effectively manage
- Capacity building

Key activities of the targeted extension program are centred on the message that the most effective way to manage invasive species is to prevent their initial incursion. The NCWAC has identified that priorities for the control of invasive species in the area must be established and resources focused on areas where the benefits of control are the greatest. Accordingly, community extension and education activities will primarily be focused on high risk pathways, high risk weeds and best practice management in private lands.

The NCWAP extension program is very strategic and includes the message of “awareness, identification, detection and reporting” of high risk weeds.

Regional Example:

FNCW has developed and distributed numerous pamphlets for invasive species (cecropia, tropical soda apple, giant devils fig) showing high potential to establish in the area. In addition, FNCW has undertaken an advertising campaign utilising “Wanted Dead or Alive” features in local media to encourage awareness and identification. These brochures and posters are included in the NCWAP library. FNCW has also developed their website to incorporate a reporting mechanism for community detection of invasive species.

Several of the brochures for the high risk weeds have been modified to incorporate local hotline numbers and distributed by other participating LCA's.

New Initiatives:

Coffs Harbour City Council undertook an intensive Alligator Weed extension and control campaign with a very urban, alternative community in 2010/2011. After the initial identification of the high risk weed, CHCC worked closely with the community to determine control options for the weed. The NCWAC Alligator Weed extension campaign was critical to the identification of the weed and ongoing management program.