

Greater Sydney RWC Meeting 13: BUSINESS PAPER

Agenda Item 3	Peri-urban Biosecurity Project & Online Weed Sales
ATTACHMENTS	
BACKGROUND	<p>Dante Buntsma has over 10 years' experience in the product marketing, customer engagement and eCommerce industries working for brands such as eBay, Gumtree, LG, Brother, and most recently, managing end to end product marketing campaigns and digital project deployment in the NSW Business Chamber.</p> <p>Dante has been engaged by the Greater Sydney Local Land Services (GS LLS) and the Department of Primary Industries (DPI) until December 2018 to coordinate the Peri Urban Biosecurity Digital Surveillance Pilot Program.</p> <p>Dante's expertise in the digital space, in particularly with the identification of trading trends in the online space, form the basis of the pilot program.</p> <p>The findings of the pilot program will be reported to GS LLS and DPI and will help inform future digital surveillance/compliance programs.</p>
FOR ACTION/DECISION/NOTING	Noting
DECISIONS REQUIRED BY RWC MEMBERS	The committee notes this business paper and the presentation by Dante Buntsma.