



Local Land
Services

Greater Sydney Regional Weed Communication Strategy 2017 - 2022

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Greater Sydney Regional Weed Communication Strategy 2017-2022

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Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing. However, because of advances in knowledge, users are reminded of the need to ensure that information upon which they rely is up to date and to check currency of the information with the appropriate officer of Local Land Services or the user's independent adviser.

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2. EXECUTIVE SUMMARY

This document provides the overarching communication strategy for weeds in the Greater Sydney Local Land Services region.

The communication strategy helps deliver the goals and actions of the Greater Sydney RSWMP 2017-2022, particularly as they relate to capacity building and engaging partners and the broader community.

Chapter 5 of the strategy outlines state and regional priorities, as identified in the NSW Weeds Capacity Building and Engagement Strategy 2017-2020, to focus capacity building and engagement activities across the following six key areas.

1. Information resources
2. Collaboration across agency and industry weeds professionals
3. Weeds awareness
4. Behaviour change
5. Biosecurity legislation
6. Training

The Greater Sydney Regional Weed Committee, Local Control Authorities and other key stakeholders will adopt the strategy and its priorities in delivering weeds related communication activities.

The strategy will remain in place until 2022 and will be subject to updating or amendment in the event of changes to regional strategic priorities, stakeholder feedback and outcomes of specific communication activities.

3. BACKGROUND

This document provides the overarching communication strategy for weed management in the Greater Sydney Local Land Services region. The document replaces the Sydney Weeds Committees Communication Strategy 2010-2015, which was prepared as part of the NSW Government funded Weeds Action Program.

The purpose of the strategy is to identify regional priorities to guide communication activities which are primarily delivered by local control authorities.

The scope of the communication strategy includes, but extends beyond, the Weeds Action Program project and focuses on delivering:

1. the goals and actions of the Greater Sydney Regional Strategic Weed Management Plan (RSWMP), particularly as they relate to capacity building and engaging partners and the broader community; and
2. the regional priorities as identified in the NSW Weeds Capacity Building and Engagement Strategy.

The Greater Sydney RSWMP provides a framework for regional weed management. The plan supports regional implementation of the NSW *Biosecurity Act 2015* as it relates to weeds by addressing priority weed species, articulating community expectations in relation to effective weed management and facilitating a coordinated approach to weed management in the region.

The plan (and the legislation that underpins it) is based on the premise that biosecurity is everyone's responsibility.

The Greater Sydney RSWMP relates to all lands and waters (excluding marine) in the Greater Sydney Local Land Services region of NSW (Figure 1.1).

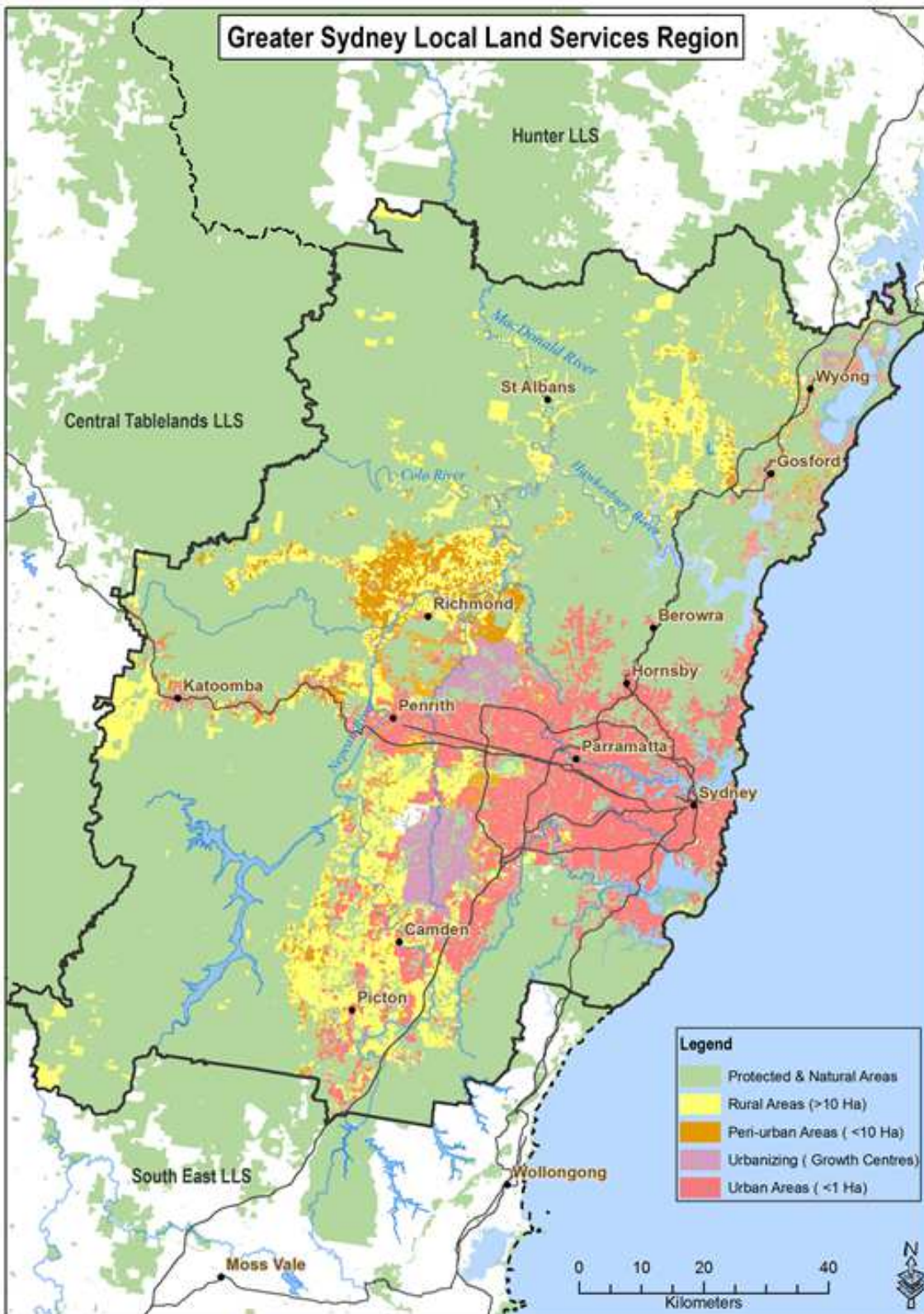


Figure 1.1: Greater Sydney Local Land Services region.

3.1 Greater Sydney Weeds Action Program (WAP) Project

The NSW Weeds Action Program (WAP) is a NSW Government grant funding initiative to reduce the adverse impact of weeds. It is guided by the NSW Biosecurity Strategy 2013-2021 and the NSW Invasive Species Plan (ISP). The WAP is an outcomes-based program where grant funded activities clearly contribute to achieving the weed management goals of the ISP.

The program targets the highest priority (ie highest risk) weeds and supports activities that:

- prevent new weeds from establishing via inspections and surveillance,
- eliminate or prevent the spread of new weeds via control and follow-up monitoring,
- protect significant natural assets (endangered ecological communities, wetlands and major waterways) from invasive weeds through targeted control programs, and
- improve the capacity of NSW to identify and manage weeds through awareness and education that targets the weed management workforce and the broader community.

Approximately \$1 million is allocated to the Greater Sydney WAP regional sub-program per year from the funding body, NSW Department of Primary Industries (NSW DPI). Each Local Land Services region is the Lead Organisation with responsibility for delivering the WAP sub-program in that region. In 2017-18 Hawkesbury River County Council has been contracted to deliver the Greater Sydney regional sub-program and devolves grant funds to partner organisations (predominantly local councils) and coordinates project submissions and reports on behalf of the project partners. Each partner contributes additional resources bringing the total annual expenditure to over \$2 million, all of which is focused on managing priority weeds on a regional scale.

There are statutory and obligatory reporting requirements that drive a need to document and communicate the outcomes of the Greater Sydney WAP regional sub-program, hence the need for a Monitoring, Evaluation, Reporting and Improvement (MERI) framework and a Communication Strategy.

For updates and information visit <http://hrcc.nsw.gov.au/latest-newssydney-wap/> or <http://www.dpi.nsw.gov.au>.

4. COMMUNICATION OBJECTIVES

The objective of this communication strategy is to help deliver the goals and actions of the Greater Sydney RSWMP, particularly as they relate to capacity building and engaging partners and the broader community. Specifically, the strategy contributes to the following goals, strategies and actions of the Greater Sydney RSWMP.

| Goal 1: Responsibility for weed biosecurity is shared by all people of the Greater Sydney region, including organisations and businesses | |
|---|---|
| Strategies | Actions |
| 1.1 Promote weed management and behavioural change in the community | <p>1.1.1 Develop and implement a strategic marketing and communication plan that promotes delivery of weed management in the Greater Sydney region.</p> <p>1.1.2 Develop products promoting behavioural change and the profile of weed management in the Greater Sydney region, including promotional campaigns and events, sponsorship, media releases, social media, web sites, e-newsletters, brochures and other publications.</p> |
| 1.2. Build stronger partnerships that support weed management | <p>1.2.1 Develop partnerships that support tenure neutral weed management.</p> <p>1.2.2 Foster networks, alliances and aboriginal engagement that support communities and stakeholders in weed management activities.</p> <p>1.2.3 Develop and implement mechanisms to protect biodiversity and support management of weeds on non-productive land.</p> |
| 1.3 Enhance community-wide capacity in sharing responsibility for weed management | <p>1.3.1 Develop, promote and assist with interpretation of information outlining stakeholder roles, obligations and implications in weed management.</p> <p>1.3.2 Enhance existing communication networks to increase effective dissemination of information and understanding of shared responsibility and a whole of community approach to weed management.</p> <p>1.3.3 Provide greater opportunities for education, training and community based programs that increase community capacity to manage priority weeds.</p> |

| Goal 2: Weed biosecurity supports profitable, productive and sustainable primary industries and Goal 3: Weed biosecurity supports healthy, diverse and connected natural environments | |
|--|--|
| Strategies | Actions |
| 2-3.2 Improve prevention, preparedness and response to weed emergencies | <p>2-3.2.1 Improve cross-jurisdictional collaboration on consistent and effective approaches to preventing establishment of new weed species.</p> <p>2-3.2.2 Manage high risk pathways, using strategic intentional surveillance, region-wide and consistent industry codes, education and enforcement mechanisms.</p> <p>2-3.2.3 Improve prevention and response to weed biosecurity emergencies through improved identification processes, improved communication and reporting networks, and rapid responses to management of new high priority weeds,.</p> |
| 2-3.3 Eradicate or prevent the spread of new weeds | 2-3.3.2 Work with other jurisdictions to standardise weed biosecurity arrangements across regional and state borders. |

| Goal 4: Weed biosecurity is supported by coordinated, collaborative and innovative leadership | |
|--|--|
| Strategies | Actions |
| 4.2 Adopt adaptive, effective, and collaborative planning and processes | <p>4.2.2 Work with stakeholders to develop and update local implementation plans using best available standards, local knowledge, research and technology, as required.</p> <p>4.2.4 Share information with other jurisdictions and regions on approach, progress and innovation with weed management.</p> |
| 4.3 Develop a regional invasive weed knowledge base and information system that supports state standards | <p>4.3.1 Support the continuing development of the Biosecurity Information System to collect standardised regional data (including weed mapping) capture, storage, record keeping and retrieval processes.</p> <p>4.3.2 Encourage wider use of the Biosecurity Information System to improve weed distribution and impacts data and management information.</p> <p>4.3.3 Ensure that weed information and research data are readily available to stakeholders for use in weed management and planning.</p> |

5. COMMUNICATION OBJECTIVES AND PRIORITIES

The NSW Weeds Capacity Building and Engagement Strategy 2017-2020 articulates state (NSW DPI) and regional priorities to focus capacity building and engagement activities across the following six key areas.

1. Information resources
2. Collaboration across agency and industry weeds professionals
3. Weeds awareness
4. Behaviour change
5. Biosecurity legislation
6. Training

The Regional Priorities below should be used to guide allocation of resources by internal and external organisations (see Section 6) for communication to support weed management.

5.1 Information resources

The development of information resources should focus on supporting the following priorities:

| Objectives | NSW DPI Priorities | Regional Priorities |
|---|---|---|
| 1.1 One comprehensive state-wide database of weeds information is maintained | 1.1.1a NSW DPI will host the NSW Weed Information Database (WID) 1.1.2a Provide guidelines on the voice, style and format of the profiles within the WID 1.1.3a Undertake ongoing quality management of content for weed profiles in WID 1.1.4a Develop new profiles 1.1.5a Add new incursions to WID | 1.1.1b Weeds professionals ongoing review of content and technical input for weed profile updates 1.1.2b Regional Weed Committees (RWC) regularly provide updated lists of weeds in each RSWMP |
| 1.2 WID meets the needs of weeds professionals | 1.2.1a Ongoing liaison with weeds professionals to ensure content meets their needs | 1.2.1b RWC to include agenda items to discuss WID content 1.2.2b RWC and weeds professionals to provide |

| Objectives | NSW DPI Priorities | Regional Priorities |
|---|---|--|
| | <p>1.2.2a Investigate improving weeds identification functionality in NSW WeedWise applications</p> <p>1.2.3a Investigate customised functionality to incorporate local content and branding</p> | <p>recommendations to NSW DPI via weed.resource@dpi.nsw.gov.au</p> |
| 1.3 Weed information is provided on digital platforms for the general community | <p>1.3.1a NSW WeedWise applications, smartphone and web, are the key digital means to provide information to weeds professionals, agencies and community</p> <p>1.3.2a Maintain general information about weeds management on NSW DPI website</p> | <p>1.3.1b Weeds professionals promote NSW WeedWise applications to the community</p> <p>1.3.2b LLS and LCA's provide links to each other's and NSW DPI weeds webpages and NSW WeedWise applications</p> |
| 1.4 Hardcopy format of weeds information available to meet target audience needs | <p>1.4.1a Review, update, publish and print NSW weeds control handbook (formerly known as Noxious and environmental weed control handbook)</p> <p>1.4.2a Distribute copies to each region</p> <p>1.4.3a Functionality see 1.2.1a</p> | <p>1.4.1b Distribute books within each region.</p> <p>1.4.2b Weeds professionals utilise and distribute information through print functions in NSW WeedWise</p> <p>1.4.3b Weeds professionals work with NSW DPI to test functionality of NSW WeedWise including local content and branding</p> |

5.2 Collaboration across agency and industry weeds professionals

Mechanisms to facilitate collaboration between agencies and industry weeds professionals should focus on the following priorities:

| Objectives | NSW DPI Priorities | Regional Priorities |
|---|---|---|
| 2.1 A state-wide digital platform is provided to facilitate engagement and collaboration | <p>2.1.1a Maintain and develop the weeds extranet to provide and share information specific to the needs of weeds professionals</p> <p>2.1.2a NSW Weeds Extranet Bulletins sent out to notify weeds professionals when new content is posted</p> <p>2.1.3a Regularly update the list of relevant staff in each agency</p> | <p>2.1.1b All weeds professionals in LLS and LCAs subscribe to the weeds extranet and the extranet bulletin</p> <p>2.1.2b Weeds professionals regularly check the weeds extranet</p> <p>2.1.3b Weeds professionals contribute information to the weeds extranet via weed.resource@dpi.nsw.gov.au</p> <p>2.1.4b LLS and LCAs notify DPI of staff changes</p> |

| Objectives | NSW DPI Priorities | Regional Priorities |
|---|---|--|
| 2.2 Conduct state-wide forums bring key stakeholders together | <p>2.2.1a Support The Weed Society of NSW Inc. in the conduct of the NSW Weeds Conferences</p> <p>2.2.2a Promote the importance of weeds conferences to LCA managers</p> <p>2.2.3a NSW DPI staff support and attend NSW Weeds Conferences</p> | <p>2.2.1b LCAs and LLS support weed professional staff to attend the NSW Weeds Conferences</p> <p>2.2.2b LCAs and LLS support conduct of the NSW Weeds Conferences</p> |
| 2.3 Conduct Regional Weed Committee meetings | <p>2.3.1a NSW DPI representatives attend and participate in RWC meetings and minuted activities</p> | <p>2.3.1a Conduct Regional Weed Committee meetings at least quarterly</p> <p>2.3.2b Give all LCAs an opportunity to have a representative at RWC meetings.</p> <p>2.3.3b Publish minutes for each meeting publically online</p> <p>2.3.4b Give all weeds professionals the opportunity to contribute information to RWC</p> <p>2.3.5b RWC invite and encourage attendance of representatives from other state agencies</p> |
| 2.4 Enhance communication from state weeds committee to weeds professionals. | <p>2.4.1a Publish minutes from State Weed Committee meeting on the weeds extranet.</p> | |

5.3 Weed awareness

Weeds awareness activities around the state should focus on supporting the following priorities:

| Objectives | NSW DPI Priorities | Regional Priorities |
|---|---|---|
| 3.1 Weeds management organisations use common branding for weeds awareness events and resources. | <p>3.1.1a Form and administer a state-wide Weeds Awareness Reference Group with representatives from all key weeds management organisations</p> <p>3.1.2a Maintain the weeds extranet as a place to store and provide access to weeds awareness resources</p> | <p>3.1.1b Provide representatives to participate as part of the NSW Weeds Awareness Reference Group</p> <p>3.1.2b RWC to include agenda items to discuss weeds awareness activities to ensure partner organisations are aware</p> |

| Objectives | NSW DPI Priorities | Regional Priorities |
|--|---|--|
| | 3.1.3a Review New South Wales No Space 4 Weeds Slogan 1.1.4a Develop new profiles | of state resources and campaigns 3.1.3b Use the NSW weeds awareness resources for regional and local event and on promotional resources |
| 3.2 Develop a state-wide awareness campaign on weeds and biosecurity. | 3.2.1a Develop new weeds awareness campaign focused on biosecurity messages 3.2.2a Contract professional provider to develop campaign strategy and resources 3.2.3a Facilitate consultation between NSW Weeds Awareness Reference Group and contractor to ensure resources meets the needs of weeds professionals 3.2.4a Liaise with NSW Biosecurity Stakeholder Engagement and Customer Service Branch to facilitate sharing of resources and conduct of State Biosecurity Awareness events to prevent duplication of resources | 3.2.1b Provide input into the development of the campaign strategy. 3.2.2b Deliver campaign strategy at regional and local level. |
| 3.3 Provide easy access to weeds awareness resources for all stakeholders | 3.3.1a Publish weeds awareness resources on the weeds extranet and DPI web pages | 3.3.1b Weeds professional utilise weed awareness resources 3.3.2b Advertise weeds awareness events on the NSW DPI weeds webpage https://www.dpi.nsw.gov.au/biosecurity/weeds/what-to-do/events and weeds extranet calendar. 3.3.3.b Provide details of activities or other resources regarding weed awareness events and resources to NSW DPI to either enable sharing or reduce duplication of effort |

5.4 Behaviour change

Behaviour change activities around the State should support the following priority activities:

| Objectives | NSW DPI Priorities | Regional Priorities |
|--|---|---|
| 4.1 Maintain a behaviour change database for weeds in NSW | 4.1.1a Improve and further develop the behaviour change database to facilitate learning and efficiencies | 4.1.1b Weeds professionals contribute information to the behaviour change database |
| 4.2 Promote successful behaviour change initiatives for weeds management around the state | 4.2.1a NSW DPI Weeds Extranet content includes details of Community-Based Social Marketing (CBSM) weeds projects and links to Google+ Communities to promote behaviour change initiatives and results from around the state 4.2.2a Maintain the Google+ CBSM for Weeds Community as a resource of detailed information for Weeds CBSM projects | 4.2.1b Regions share progress of behaviour change initiatives on the Google+ CBSM for Weeds Community |
| 4.3 Weeds professionals trained in behaviour change techniques | 4.3.1a See section 6.2.3a 4.3.2a Sponsor master classes in CBSM for eligible weeds professionals | 4.3.1b Weeds professionals attend CBSM training. 4.3.2b Weeds professionals undertake projects under the guidance of the CBSM master classes |
| 4.4 Weeds professionals use proven behaviour change techniques | 4.4.1 Conduct, facilitate and support projects applying CBSM in NSW 4.4.2a Support, mentor and empower weeds professionals to use proven behaviour change techniques | 4.4.1b Weeds professionals apply the CBSM framework to guide weeds related behaviour change projects 4.4.2b Weeds professionals use proven behaviour change techniques |

5.5 Biosecurity legislation

Implementation of biosecurity legislation should include the following priorities:

| Objectives | NSW DPI Priorities | Regional Priorities |
|--|--|--|
| 5.1 Skilled workforce implementing legislation | 5.1.1a Provide guidance, forms and instruments for use by Local Control Authorities 5.1.2a Provide online biosecurity training 5.1.3a Provide examples and share simple messages that frame the concept of biosecurity as a shared responsibility 5.1.4a Provide examples of simple messages that frame the concept of general biosecurity duty (links to 3.2.1a) 5.1.5a Support the delivery of accredited legal training | 5.1.1b Weeds professionals use these forms and instruments in their administration of the of requirements imposed under or by the Biosecurity Act 2015 5.1.2b Weeds professionals access information on DPI website and extranet 5.1.3b Weeds professionals attend training and maintain skills relating to weeds compliance |
| 5.2 Best practice information is available to the community | 5.2.1a Ensure best practice information is current and readily available in digital and hardcopy formats 4.2.2a Maintain the Google+ CBSM for Weeds Community as a resource of detailed information for Weeds CBSM projects | 5.2.1b Weeds professionals engage the community and build their capacity to manage weeds |

5.6 Training

Training for weeds professionals should focus on the following priorities:

| Objectives | NSW DPI Priorities | Regional Priorities |
|--|--|--|
| 6.1 Competency based training developed and provided to meet weeds professional needs | 6.1.1a Provide technical input into the review of weed management training 6.1.2a Deliver training on community engagement for weeds professionals 6.1.3a Work with Tocal to develop and deliver short courses | 6.1.1b LLS and LCA weeds professionals check the website and weeds extranet for training opportunities 6.1.2b Weeds professionals and their organisations liaise with NSW DPI about their competency based training needs |

| Objectives | NSW DPI Priorities | Regional Priorities |
|---|---|---|
| 6.2 Enable a skilled workforce to implement weeds management | to meet the needs of weeds professionals | |
| | 6.2.1a .Organise yearly weed officer induction training 6.2.2a State Weed Committee develop a policy regarding weeds professionals training minimum standards 6.2.3a Provide skills workshops and mentorship to weeds professional supporting the utilisation of behaviour change | 6.2.1b LCAs support all new weeds officers to attend weed officer induction training 6.2.2b LCAs and LLS support weeds professionals to attend training 6.2.3b RWC support LCAs to seek funding to indenture trainee weeds professionals 6.2.4b RCW support LCAs in mentorship programs for weeds professionals 6.2.5b Seek opportunities to conduct/fund weeds tours |

6. STAKEHOLDERS AND TARGET AUDIENCES

The strategy targets both internal and external stakeholders. A comprehensive list of stakeholders and their contact information is included in Appendix 1.

6.1 Internal Stakeholders

Internal stakeholders are generally those organisations that will adopt the strategy and its priorities in their own weeds communication activities. They include:

- Greater Sydney Regional Weed Committee member organisations and their representatives
- Greater Sydney Local Land Services and its Board
- Four Subregional Weeds Committees
- Local governments (i.e. Local Control Authorities) and staff responsible for managing weeds
- NSW Department of Primary Industries
- National Parks and Wildlife Service (Office of Environment and Heritage)
- NSW Department of Industry – Lands
- Other managers of state owned land, including power and transport corridors
- WAP Lead Organisation and project partners

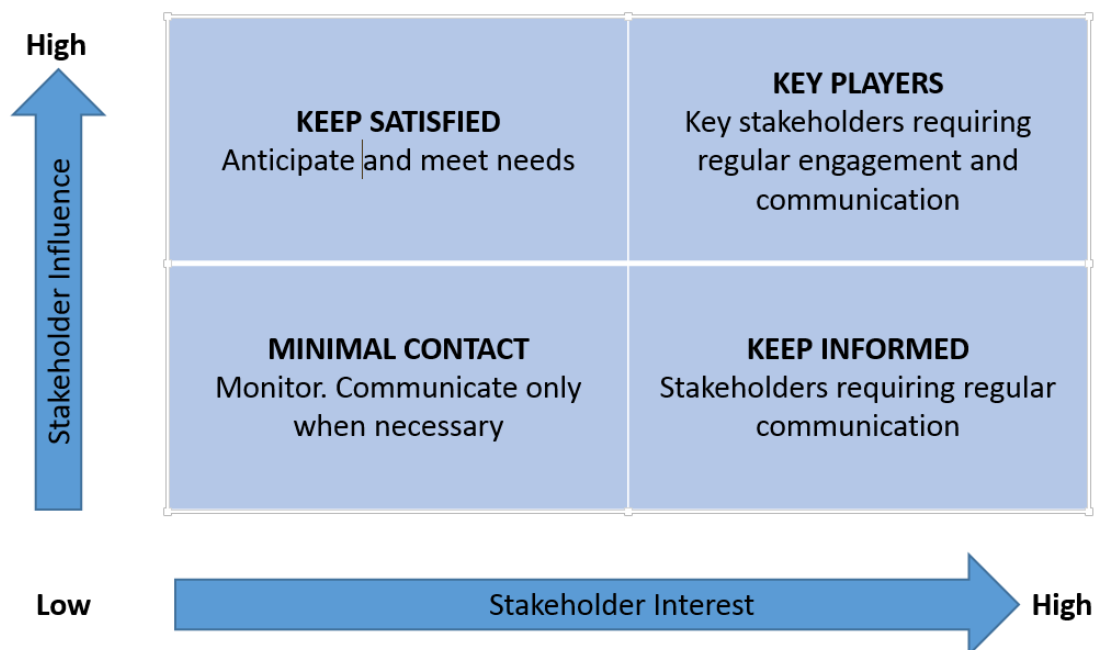
6.2 External Stakeholders

External stakeholders are generally those individuals, groups and organisations that weeds communication activities and messages are directed towards. In many cases, these activities and messages will also be directed towards internal stakeholders.

- All land occupiers – public and private, including agriculture industry and developers
- Aboriginal Land Managers
- Volunteers and networks (eg. Bushcare, Landcare)
- Nursery and garden industry members
- Private contractors and consultants with a role in controlling weeds and managing natural areas (non-government weed management professionals)
- Media
- Other Local Land Services / Regional Weed Committees in NSW
- Technical and professional groups such as the Australian Association of Bush Regenerators, Weeds Officers Association and Weed Society of NSW
- State Weeds Committee

6.3 Stakeholder mapping

It is not practical or necessary to engage with all stakeholder groups with the same level of intensity all of the time. The following diagram can be used to prioritise communication activities by evaluating stakeholders based on their levels of influence and interest regarding the committee’s activities and weed management in general.

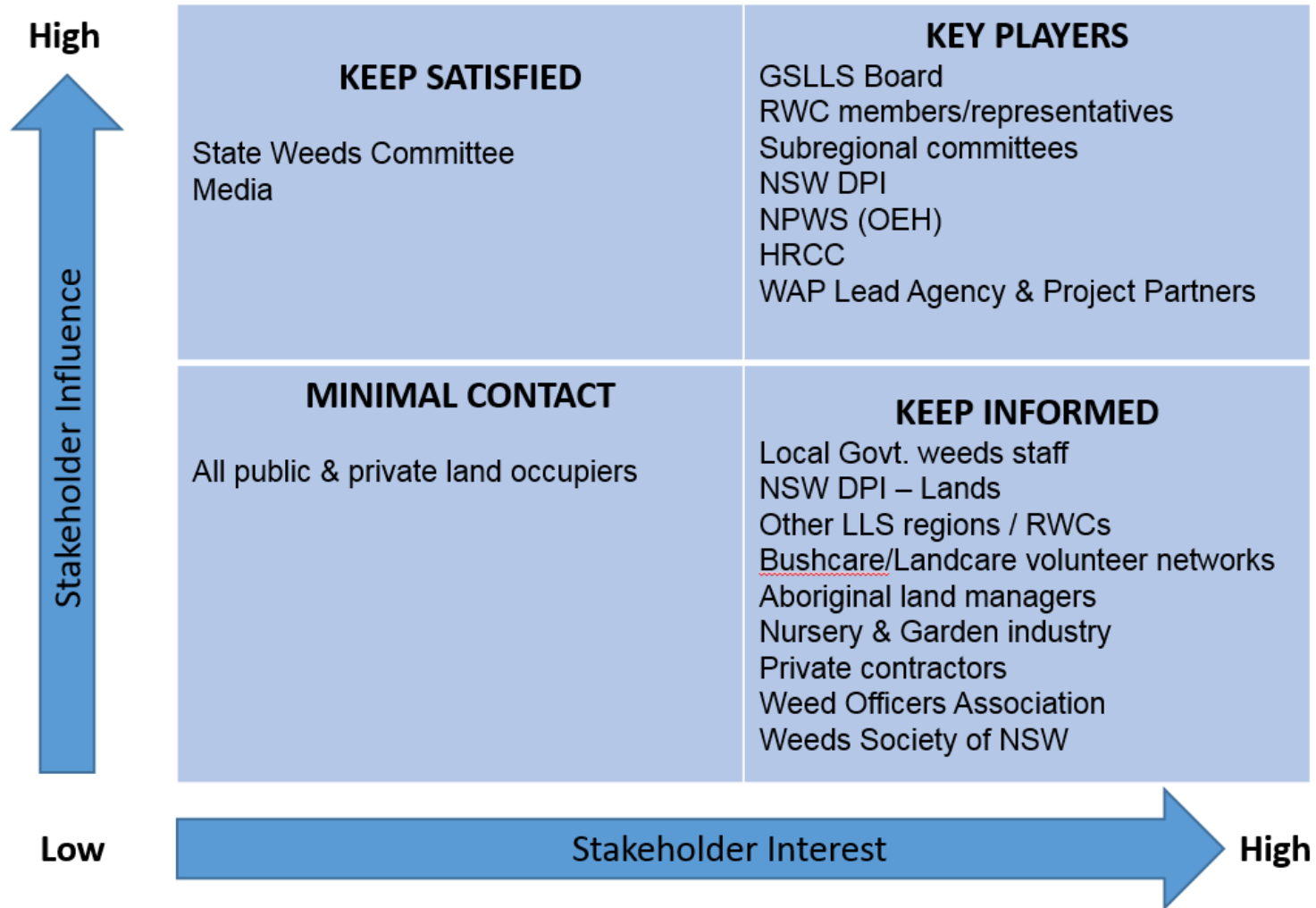


The position that is allocated to a stakeholder group on the grid reflects the actions that need to be taken with that group:

- **High influence, high interest stakeholders (Key Players)** must be fully engaged. These groups are generally represented on the regional weed committee and require regular communication and opportunities for input into decisions.
- **High influence, less interested stakeholders (Keep Satisfied)** need to be engaged to the extent they remain satisfied with the activities of the committee.
- **Low influence, highly interested stakeholders (Keep Informed)** must be kept adequately informed of the committees decisions and activities, and engaged to the extent that no major issues are arising.
- **Low influence, less interested stakeholders (Minimal Contact)** need to be monitored for major issues, but do not require excessive communication.

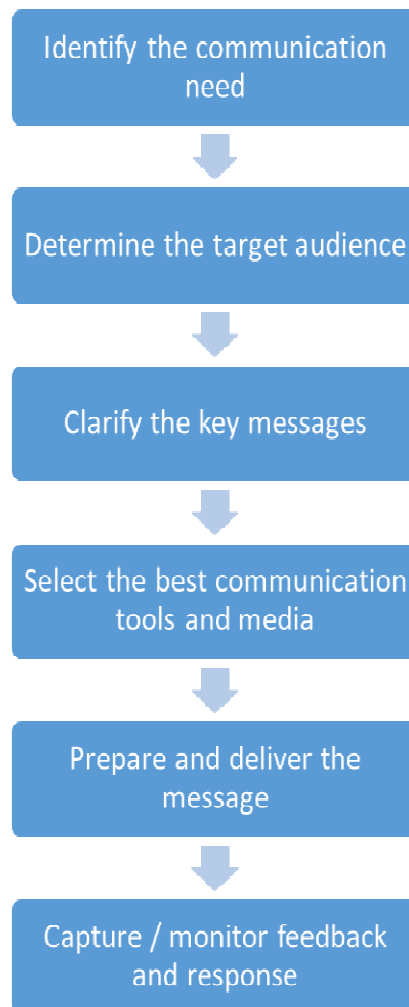
The stakeholders identified in sections 6.1 and 6.2 have been mapped using the above method, and are shown in the Greater Sydney RWC Stakeholder Map on page 16.

Greater Sydney RWC Stakeholder Map



7. COMMUNICATION PROCESS

The following diagram conveys the process of communicating key messages to a target audience:



8. EVALUATION

The Communication Strategy will be updated and amended as part of an evaluation process.

Changes to state and regional strategic priorities, stakeholder feedback and outcomes of communication activities will continue to shape the content and implementation of this document.

APPENDIX 1. COMMUNICATION STAKEHOLDERS

Greater Sydney Regional Weed Committee

| Organisation | Representative | Email |
|---|-------------------|--|
| Aboriginal landholders | Tony Williams | ajw1901@bigpond.com |
| Sydney West-Blue Mountains sub-regional weeds committee | David Whiteman | Dwhiteman@bmcc.nsw.gov.au |
| Central Coast Council | Paul Marynissen | Paul.Marynissen@centralcoast.nsw.gov.au |
| Department of Industry Lands | Stan Rees | stan.rees@crowland.nsw.gov.au |
| Greater Sydney LLS | Robert Adam | robert.adam@lls.nsw.gov.au |
| Hawkesbury River County Council (Chair) | Chris Dewhurst | gm@hrcc.nsw.gov.au |
| Landcare | Matthew Keighery | matthew.keighery@gmail.com |
| | | |
| NPWS | Steve Parker | steve.parker@environment.nsw.gov.au |
| Nature Conservation Council | Judy Lambert | tswombat@optusnet.com.au |
| Sydney North sub-regional weeds committee | Jillian Macintyre | jillian.macintyre@warringah.nsw.gov.au |
| NSW DPI | Rod Ensbey | rod.ensbey@dpi.nsw.gov.au |
| NSW Farmers Association | David Banham | banhamd@nswfarmers.org.au |
| Nursery and Garden Industry Association | Michael Danelon | michael.danelon@ngina.com.au |
| Sydney Central sub-regional weeds committee | Leanne Bunn | leanne.bunn@randwick.nsw.gov.au |
| Roads and Maritime Services | Tracey Austin | tracey.austin@rms.nsw.gov.au |
| Sydney South West sub-regional weeds committee | Erin Fardy | efardy@ssc.nsw.gov.au |
| Transport NSW | Samir Kumar | samirkumar.patel@transport.nsw.gov.au |
| Water NSW | Jacob Adams | Jacob.adams@watersnsw.com.au |

Sydney Weeds Committees (sub-regional weeds committees)

| Name | Position | Email |
|----------------|-------------------|--|
| Amanda Kotlash | Executive Officer | info@sydneyweeds.org.au |

Greater Sydney WAP Project

| Name | Position | Email |
|--------------|---------------------|--|
| Nicola Dixon | WAP Project Officer | wapadmin@hrcc.nsw.gov.au |

State Weeds Committee

| Name | Position | Email |
|------------------|-------------|--|
| Emma Fitzsimmons | Secretariat | swc.secretariat@dpi.nsw.gov.au |

Council (Local Control Authority) Contacts

| Council | Weed Officer/Contact | Telephone | email |
|---------------------------------|----------------------|-----------|--|
| Bayside Council | Stewart Harris | 9562 1703 | stewart.harris@bayside.nsw.gov.au |
| Blacktown City Council | Justine Clarke | 9839 6813 | justine.clarke@blacktown.nsw.gov.au |
| Blue Mountains City Council | David Whiteman | 4780 5331 | DWhiteman@bmcc.nsw.gov.au |
| Burwood Council | Harry Gavrilis | 9911 9911 | Harry.gavrilis@burwood.nsw.gov.au |
| Camden Council | Kathryn Ashton | 4654 7719 | kathryn.ashton@camden.nsw.gov.au |
| Campbelltown City Council | Mitchell Clark | 4645 4501 | Mitchell.Clark@campbelltown.nsw.gov.au |
| Canterbury-Bankstown Council | | | |
| Central Coast Council | Paul Marynissen | 4350 1690 | Paul.Marynissen@centralcoast.nsw.gov.au |
| City of Canada Bay Council | Robert Stevenson | 9911 6383 | Robert.Stevenson@canadabay.nsw.gov.au |
| City of Parramatta Council | Pino Toderello | 9806 5727 | ptoderello@parracity.nsw.gov.au |
| City of Ryde Council | Craig Redfern | 9952 8273 | credfern@ryde.nsw.gov.au |
| City of Sydney | Michelle Munda | | mreid@cityofsydney.nsw.gov.au |
| Cumberland Council | Kerrie Davies | 8745 9753 | kerrie.davies@cumberland.nsw.gov.au |
| Fairfield City Council | Eddie Ferry | 9725 0394 | eferry@fairfieldcity.nsw.gov.au |
| Georges River Council | Damien Duggan | 9330 9476 | damien.duggan@georgesriver.nsw.gov.au |
| Hawkesbury City Council | Michael Pattison | 4560 4531 | michael.pattison@hawkesbury.nsw.gov.au |
| Hawkesbury River County Council | Chris Stanfield | 4574 9605 | om@hrcc.nsw.gov.au |
| Hornsby Shire Council | Anthony Newling | 9847 6839 | anewling@hornsby.nsw.gov.au |
| Hunters Hill Council | Jacqui Vollmer | 9879 9439 | vollmerj@huntershill.nsw.gov.au |

| Council | Weed Officer/Contact | Telephone | email |
|-----------------------------|-----------------------------|------------------|--|
| Inner West Council | Sue Pritchard | 9335 2254 | sue.pritchard@innerwest.nsw.gov.au |
| Ku-ring-gai Council | Tony McCormack? | 9424 0707 | tmccormack@kmc.nsw.gov.au |
| Lane Cove Council | Jeff Culleton | 9472 6872 | jculetton@lanecove.nsw.gov.au |
| Liverpool City Council | Joel Daniels | 9821 9504 | BWMO@liverpool.nsw.gov.au |
| Mosman Municipal Council | Steven Smith | 9978 4025 | s.smith@mosman.nsw.gov.au |
| Northern Beaches Council | Jillian Macintyre | 9942 2913 | Jillian.Macintyre@northernbeaches.nsw.gov.au |
| North Sydney Council | Ramin Khosravi | 9936 8252 | ramin.khosravi@northsydney.nsw.gov.au |
| Penrith City Council | Robert Spilling | 0478 333 867 | Robert.spilling@penrithcity.nsw.gov.au |
| Randwick City Council | Leanne Bunn | 9399 0687 | leanne.bunn@randwick.nsw.gov.au |
| Strathfield Council | Alex Mackenzie | 9748 9651 | alex.mackenzie@strathfield.nsw.gov.au |
| Sutherland Shire Council | Erin Fardy | 9524 5672 | EFardy@ssc.nsw.gov.au |
| The Hills Shire Council | Brenton Piper | | bpiper@thehills.nsw.gov.au |
| Waverley Council | Sue Stevens | 93698226 | sues@waverley.nsw.gov.au |
| Willoughby City Council | Cameron Bennell | 9777 7756 | cameron.bennell@willoughby.nsw.gov.au |
| Wollondilly Shire Council | Alex Burgess-Buxton | 4677 8277 | Alex.Burgess-Buxton@wollondilly.nsw.gov.au |
| Woollahra Municipal Council | Rudi Adlmayer | 9391 7134 | rudi.adlmayer@woollahra.nsw.gov.au |

Other Stakeholders

NSW government agencies

- Department of Planning and Environment
- Royal Botanic Gardens
- Water NSW Sydney Coastal Councils Group
- Sydney Olympic Park Authority
- Sydney Water Corporation
- Western Sydney Parklands Trust

Australian government agencies

- Australian Rail Track Corporation
- Department of Defence
- Sydney Harbour Federation Trust

Other organisations

- Bidjigal Reserve Trust Board
- Cooks River Alliance
- Deerubbin Aboriginal Land Council
- Parramatta River Catchment Group
- Sydney Airport Corporation
- Western Sydney Parklands Trust

APPENDIX 2. MEDIA

Warning: Most organisations have strict media policies and protocols which must be adhered to when contacting the media. If you are unsure, check with your organisation's Communications Manager.

Major Sydney Media

| | |
|---|---|
| SYDNEY MORNING HERALD 9282 2833 newsdesk@smh.com.au | DAILY TELEGRAPH 9288 3000 news@dailytelegraph.com.au |
| ABC RADIO 8333 1234 | MACQUARIE MEDIA (2GB and 2UE) 8570 0000 |

Sydney North

| | |
|--|---|
| HORNSBY ADVOCATE 9476 5111 editor@hornsbyadvocate.com.au | NORTHERN DISTRICT TIMES 9858 1766 editor@northerndistricttimes.com.au |
| MANLY DAILY 9977 3333 editor@manlydaily.com.au | MOSMAN DAILY 9414 1403 editor@mosmandaily.com.au |
| HILLS & HAWKESBURY EQUESTRIAN NEWS 4572 8860 hillshawkesburyequestriannews@mail.com | PITTWATER ONLINE NEWS 9974 2874 aguesdon@live.com.au |
| PITTWATER LIFE 02 9973 1890 pitlife@ozemail.com.au | PENINSULA LIVING Ph 9905 6016 editor@peninsulaliving.com.au |

Sydney North (cont)

| | |
|---|--|
| <p>NORTHERN EXPOSURE 0458 072 612 editor@northernexposurenews.com.au</p> | <p>MONTHLY CHRONICLE 9980 6654 news@monthlychronicle.com</p> |
| <p>BUSH TELEGRAPH 9456 5200 / 9456 2880 editor@thebushtele.com.au</p> | <p>DOORAL ROUNDUP/ BUSHLAND BUZZ 0412 122 239 mwm@bluerock.net.au</p> |
| <p>THE GALSTON AND GLENORIE NEWS 9653 1321 editorial@galstoncommunity.com.au</p> | <p>LIVING HERITAGE Ph: 4566 8264 carolesweeny@bigpond.com</p> |
| <p>EPPING CIVIC TRUST NEWSLETTER Ph: 9936 8121 glovell@acon.com.au</p> | <p>THE SYDNEY OBSERVER 9499 2230 news@kamdha.com</p> |
| <p>THE WEEKLY TIMES (Epping Area Only) 9807 6666 journalist@weeklytimes.com.au</p> | <p>FORGOTTEN VALLEY VIEWS (Wisemans Ferry) 4566 4328 forgottenvalleyviews@psinc.com.au</p> |
| <p>VISION CHINA TIMES (Chinese language paper) community@visionchinatimes.org 0431 304 100</p> | |

Radio

| | |
|---|--|
| <p>TRIPLE H 100.1FM Hornsby Community Radio Office: 9489 3934 info@triplehfm.com.au</p> | <p>FM99.3 North shore Radio at Chatswood 9419 6969 manager@fm993.com.au</p> |
| <p>2RRR Ryde Regional Radio Co-operative Ltd 9816 2988 office@2rrr.org.au</p> | |

Sydney West Blue Mountains

| | |
|--|--|
| <p>HILLS NEWS 8867 2999 hreece@fairfaxmedia.com.au</p> | <p>HILLS SHIRE TIMES 9634 2599 editor@hillsshiretimes.com.au</p> |
| <p>HAWKESBURY GAZETTE 4588 0880 mlawrence@fairfaxmedia.com.au</p> | <p>BLUE MOUNTAINS GAZETTE damien.madigan@fairfaxmedia.com.au</p> |
| <p>LITHGOW MERCURY mail.lithgowmercury@ruralpress.com</p> | <p>PENRITH PRESS mailto:lauren.mcmah@news.com.au</p> |
| <p>BLUE MOUNTAINS LIFE MAGAZINE editorial@bluemountainlife.com.au</p> | <p>THE ECHO NEWSLETTER mailto:lauren.mcmah@news.com.au</p> |

Radio

| | |
|--|---|
| <p>RADIO BLUE MOUNTAINS info@rbm.org.au</p> | <p>RADIO 2LT (Lithgow) news@2LT.com.au</p> |
|--|---|

Central Coast

| | |
|---|--|
| <p>CENTRAL COAST EXPRESS ADVOCATE editor@expressadvocate.com.au</p> | <p>CENTRAL COAST COMMUNITY NEWS editorial@centralcoastnews.net 4325 7369 Mangrove Mountain and District Community News</p> |
| <p>ABC RADIO CENTRAL COAST Brad Storey Storey.brad@abc.net.au 4367 1911</p> | <p>Keith Aranjó cnews@k3s.com.au 0412 669 649</p> |

Sydney Central

| | |
|--|--|
| <p>WENTWORTH COURIER 9353 9999 editorial@wentworthcourier.com.au</p> | <p>EASTERN SUBURBS SPECTATOR 8305 1400 office@thespectator.com.au</p> |
| <p>LATTE LIFE 9211 7328 johnathan@lattelife.com.au</p> | <p>EASTSIDE FM (Community Radio Station) 9331 3000 eastside@eastsidefm.org</p> |
| <p>CANTERBURY BANKSTOWN EXPRESS 8778 2832 editor@theexpress.com.au</p> | <p>CANTERBURY BANKSTOWN TORCH 9795 0700 mark@torchpublishing.com.au</p> |

Ethnic Community Newspapers

| | |
|--|---|
| <p>AN-NAHAR 9789 5553 editor@annahar.com.au</p> | <p>EL TELEGRAPH 9707 4955 Sydney@eltelegraph.com</p> |
| <p>MIDDLE EASTERN HERALD 8764 8186 abourizk@meherald.com.au</p> | <p>FUTURE 9791 5722 labc@optusnet.com.au</p> |
| <p>OKOSMOS 9564 3288 kosmos@kosmos.com.au</p> | <p>VIET LUAN 9796 3922 info@vietluan.com.au</p> |
| <p>SAIGON TIMES 9793 2557 info@saigontimes.com.au</p> | <p>CHINESE DAILY HERALD 9261 3033 editorial@aucd.com.au</p> |

Sydney South West

| | |
|---|--|
| <p>WOLLONDILLY ADVERTISER 4640 5104 bchenoweth@fairfaxmedia.com.au</p> | <p>WOLLONDILLY CHRONICLE 4620 1524 Amanda.partridge@news.com.au</p> |
| <p>MACARTHUR CHRONICLE</p> | <p>DISTRICT REPORTER 4655 1234 news@tdr.com.au</p> |

Radio

| | |
|---|--|
| <p>2MRC 100.3 4625 2768 feedback@2mcr.org.au</p> | <p>C91.3 4622 4170 news@c913.com.au</p> |
| <p>2ST 4862 2411 news@2st.com.au</p> | <p>I98 4223 4170</p> |

TV

| | |
|---|--|
| <p>WIN TV 4223 4277 feedback@2mcr.org.au</p> | |
|---|--|