



Sydney Weeds Committees

- Sydney Central
- Sydney South West
- Sydney North
- Sydney West – Blue Mountains



Sydney Weeds Committees Communication Strategy

2010-2015

NEW SOUTH WALES

WEEDS ACTION PROGRAM

Front cover photo: No Space for Weeds Display at 2011 ABC Gardening Expo, Sydney Weeds Committees

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Abbreviations

| | |
|----------------|---|
| ARTC | Australian Rail Track Corporation |
| CMA | Catchment Management Authority |
| NSW DPI | NSW Department of Primary Industries |
| ISP | NSW Invasive Species Plan 2008-2015 |
| LCA | Local Control Authority |
| LLS | Local Land Services |
| MERI | Monitoring, Evaluation, Reporting , Improvement |
| MOU | Memorandum of Understanding |
| OEH | NSW Office of Environment and Heritage |
| SWC | Sydney Weeds Committees |
| NPWS | National Parks and Wildlife Services |
| NRM | Natural Resource Management |
| NWAC | NSW Noxious Weeds Advisory Committee |
| WAP | NSW Weeds Action Program |

2. EXECUTIVE SUMMARY

This document outlines the overarching communications strategy for the Sydney Weeds Committees (SWC) in the implementation of the Sydney Region Weeds Action Project 2010-2015.

The objective of the communication strategy is to build and maintain awareness of the role of the Sydney Weeds Committees and its work in meeting the measurable outcomes of the NSW WAP, an initiative under the NSW Invasive Species Plan. (Refer Appendix Two for SWC WAP Key Objectives and Measurable Outcomes).

The communication strategy outlines communication objectives, identifies key stakeholders and target audiences, as well as their preferred communication channels. Both internal and external audiences exist and these require different communication products and information.

A suite of communication tools is available to reach the stakeholders, and specific activities for the Sydney Weeds Committees, LCA Weed Officers, WAP project partners, contractors and volunteers. A process of monitoring and evaluating activities are available to ensure stakeholder needs and aspirations are being met.



Weeds display at Concord carnival 2012 (Photo: Sydney Weeds Committees)

3. BACKGROUND

The 'NSW Weeds Action Program' is a NSW Government initiative under the 'NSW Invasive Species Plan 2008 - 2015' to reduce the impact of weeds.

The WAP replaces a range of noxious weed grant programs provided by the NSW Government to local and public authorities, and trustees of reserves and commons. The WAP will target these funds to ensure that local weed control authorities and other key stakeholders (including land management agencies) meet the ISP targets for weed management.

The work to be carried out under this plan will comprise the completion of the objectives as listed in the project submission relevant to the Invasive Species Plan 2008- 2015:

The NSW Weeds Action Program plans to:

- identify and manage high risk weed species and entry pathways;
- develop and implement early weed detection capabilities;
- assist in the timely detection of new weed incursions;
- affect a quick response to eradicate or contain new weeds;
- identify and prioritise weed management programs to where benefits are greatest;
- provide effective and targeted on-ground weed control;
- increase community acceptance of, and involvement in, effective weed management;
- integrate weed management into education programs;
- improve the knowledge base for weed management;
- monitor progress of the *NSW Invasive Species Plan's* implementation; and
- encourage the use of cost-sharing arrangements

Sydney Weeds Committees have a history spanning 20 years of coordinated and cooperative approach to regional weed management which is reflected in the current Sydney WAP Project.

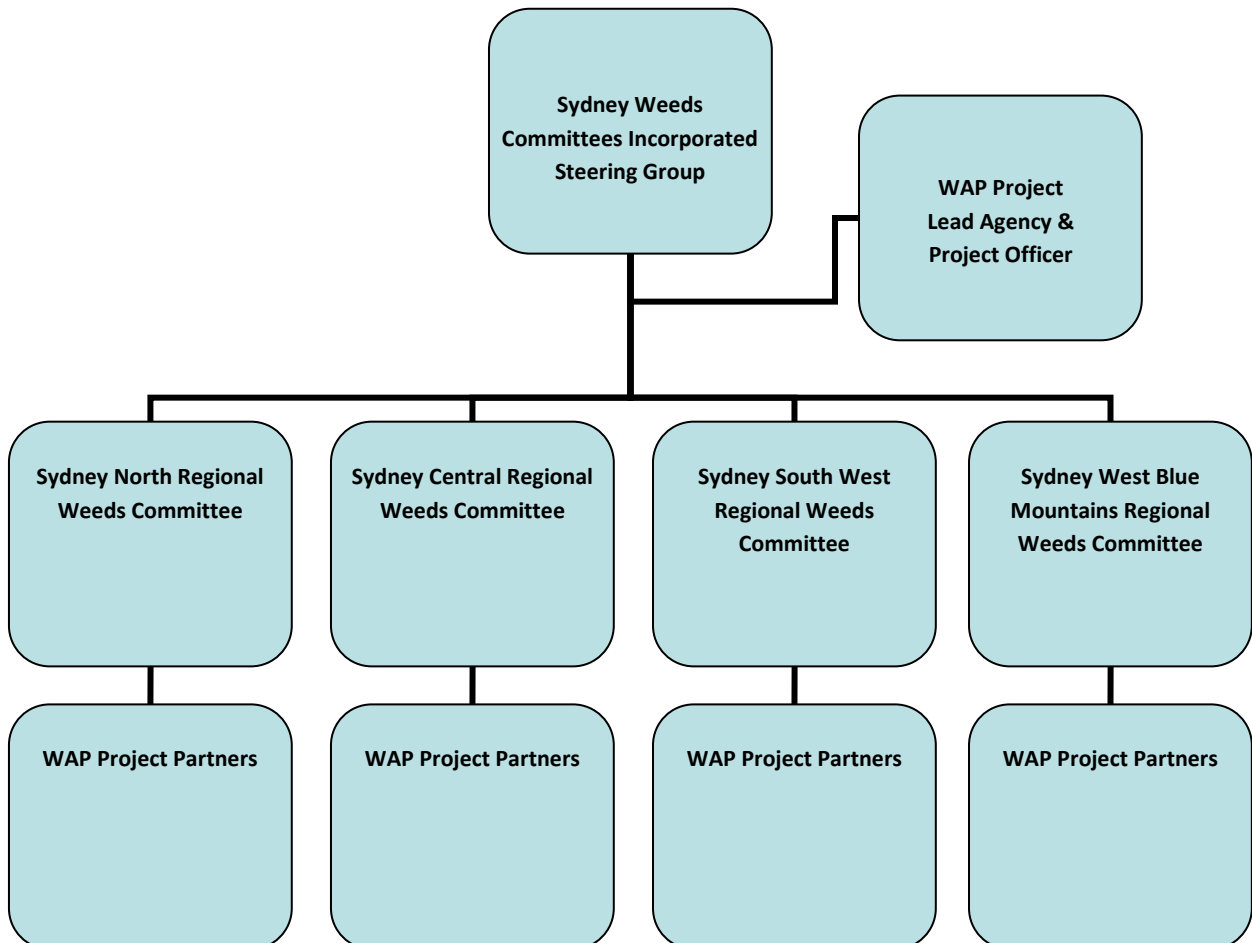
There are statutory and obligatory reporting requirements that drive a need to document and communicate the outcomes of the Sydney WAP Project, hence the need for a Monitoring, Evaluation, Reporting and Improvement (MERI) framework and a Communication Strategy.

The Communication Strategy is a mandatory measurable outcome of the WAP (*Objective 4.3 Increase community acceptance of and involvement in effective weed management*) and will form a key document of the project, together with the Sydney WAP Project Application.

4. ORGANISATIONAL STRUCTURE

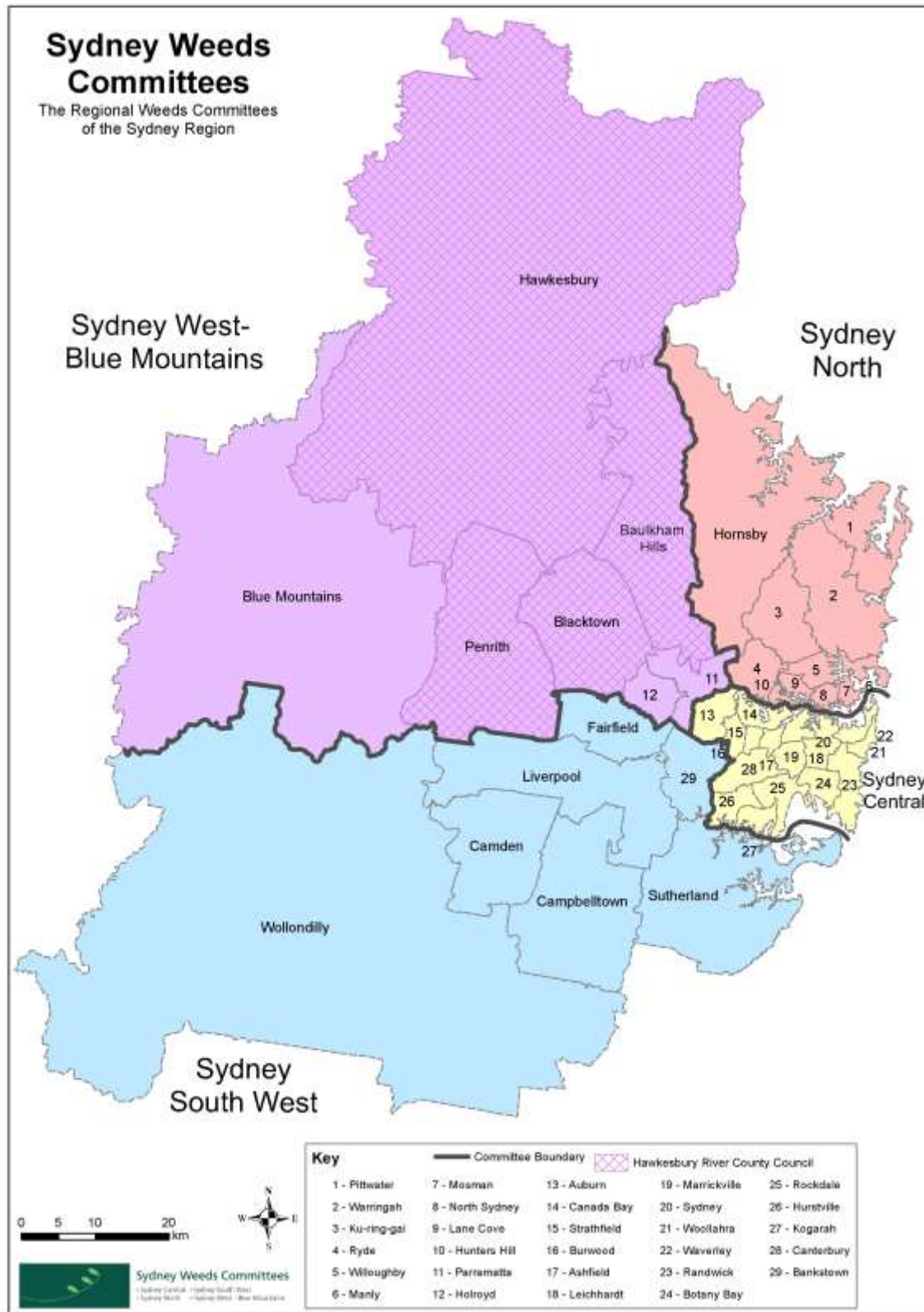
Sydney Weeds Committees is comprised of four regional weeds committees each representing a different geographical area of the Greater Sydney Region. The Chair and Deputy Chair of each of the regional committees form the executive, or “Steering Group” of the Sydney Weeds Committees. Membership of the four Regional Weeds Committees is comprised of local councils, the County Council, and NSW and Australian Government agencies that manage land and have a responsibility to control weeds. Some, but not all, members are also project partners for delivery of the Sydney Weeds Action Program (WAP) project.

**Chart 1: Sydney Weeds Committees Organisational Structure
(for delivery of Sydney WAP project)**



A full list of Sydney Weeds Committees members and key stakeholders can be found in Appendix 1.

Map 1 – Sydney Weeds Committees REGIONAL MAP



5. COMMUNICATION OBJECTIVES

The key objectives of the communications strategy are to provide information on the progress and results of activities to stakeholders and the wider community. The Program demands wide consultation and communication with stakeholders, both government and non-government, as well as the broader community.

This strategy is a component of the Sydney WAP project and its purpose is to provide:

- Communication conduits to better inform the community and assist the Sydney Weeds Committees achieve the measurable outcomes as defined under the NSW Weeds Action Program 2010-2015, and other regional initiatives.
- To facilitate input and participation by stakeholders, through the use of positive and targeted communication
- To identify target audiences and provide the necessary information to each audience
- To identify specific roles and responsibilities and timelines for actions
- Promote the WAP activities and outcomes
- Strengthen links with partner organisations and stakeholders
- Foster effective internal communication
- To promote SWC's activities to key stakeholders and industries (eg. Transport, commerce, agriculture, tourism, sport & recreation)
- To help build networks and support key stakeholders to implement the Sydney WAP project
- To encourage sharing of information between the SWC, Local Control Authorities, CMAs, LLSs and NSW DPI (Crown Land Division) in the region, as well as with adjoining Regional Weeds Committees.
- To encourage networking between Local Control Authorities and government/NRM agencies and volunteer organisations.
- Increase awareness of weed issues
- Increase media and website participation

Objectives will continue to evolve with project development and as opportunities arise and the communication strategy is evaluated.

6. TARGET AUDIENCES

This strategy targets the following primary and secondary stakeholder groups and audiences:

6.1 Internal Stakeholders

(who will evaluate and adopt the Strategy)

- SWC Regional Committees
- WAP Project Partners
- SWC member organisations and their representatives
- NSW Department of Primary Industries

6.2 External Stakeholder groups and audiences

(who will be made aware of the Strategy as appropriate)

- Other government organisations associated with the four weeds committees in Sydney
- Regional bodies: Catchment Management Authorities/Local Land Services, catchment groups and Regional Organisations of Councils
- Volunteers and networks – Bushcare, Landcare
- Private contractors and consultants with a role in controlling weeds and managing natural areas (non-government weed management professionals)
- Transport corridor managers
- Private landholders and land managers
- Academics and tertiary institutions (universities and TAFE)
- Media
- Other regional weeds committee regions in NSW
- Technical and professional groups such as the Australian Association of Bush Regenerators, Weeds Officers Association and Weed Society of NSW
- Industry groups (national, state, regional)
- NSW Noxious Weeds Advisory Committee (NWAC)

7. OVERVIEW OF THE STRATEGY

The following chart provides an overview of the SWC Communication Strategy as it relates to the NSW Invasive Species Plan 2008 – 2015.

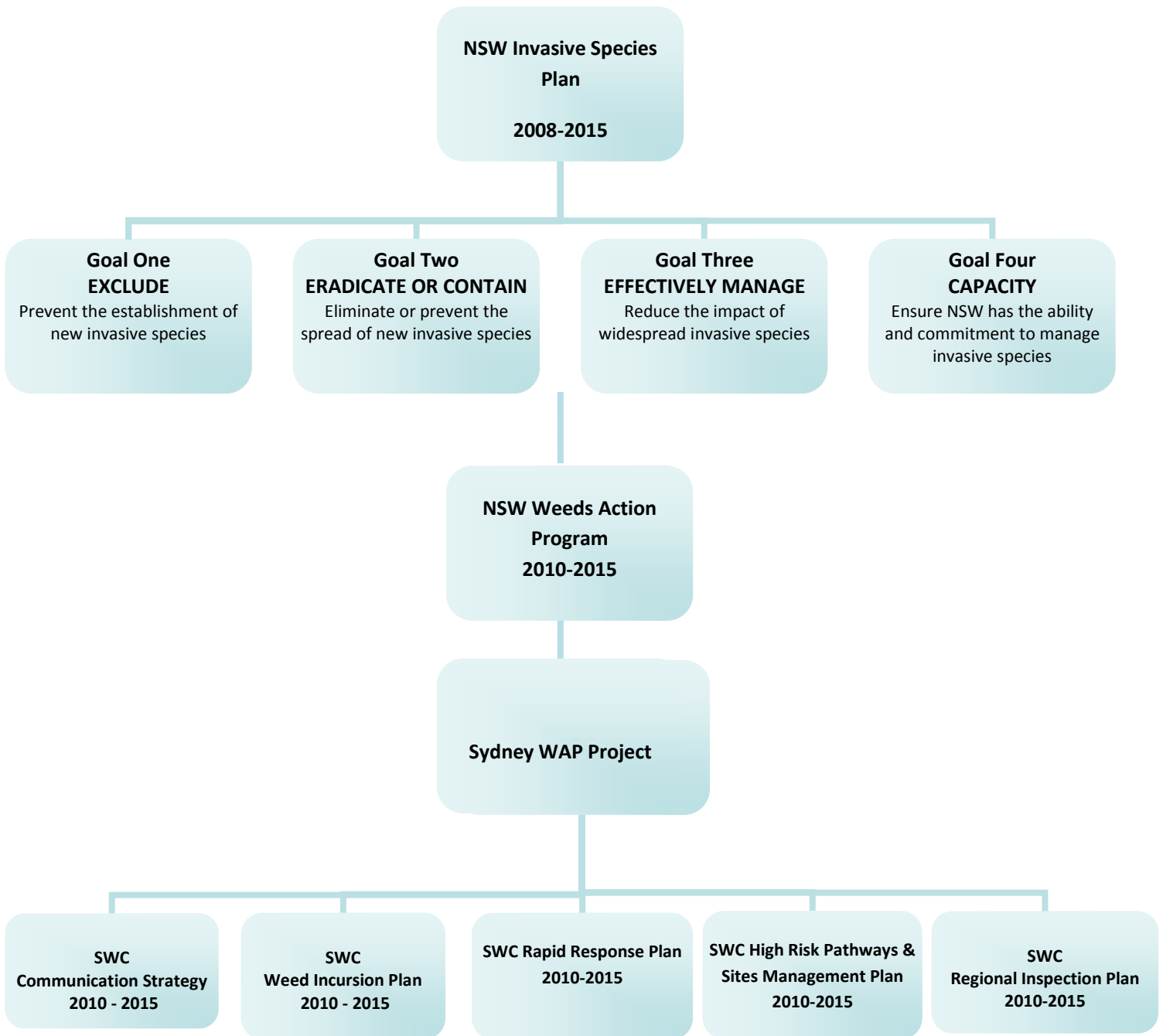


Chart 2: Strategy Overview

8. COMMUNICATION OUTCOMES

The strategy has the following outcomes:

- Increase the capacity to recognise, detect and report new weed incursions
- Greater acceptance by the community and stakeholders of the need for and involvement in weed management programs
- Use of the media and technology, including the SWC website for the distribution of information to minimise the introduction and spread of new invasive weed species as well as the impact of widespread weeds
- An increase in educational resources and their use by schools and the community on invasive weeds and their management
- Increase capacity of volunteer networks to identify and disseminate information in regard to invasive weeds and their management

There are a range of tools that can be used to effectively communicate information about this project.

The communication strategy:

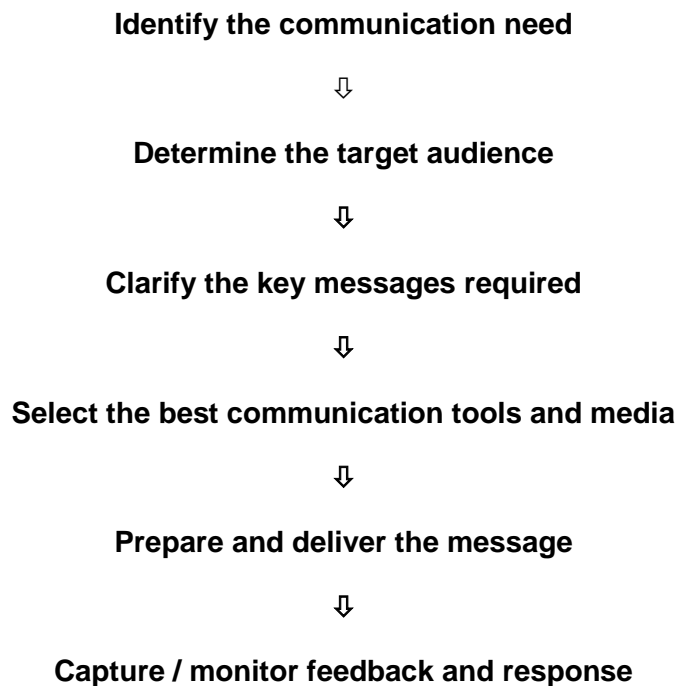
- Is designed to achieve the communication outcomes
- Recognises opportunities to promote milestones
- Informs and engages stakeholders

The communication tools include:

- Meetings
- Reports
- Publications and DVDs
- School project kits
- Workshops
- Field days
- Seminars
- Newsletters
- Weed Alerts
- Media releases
- Internet (emails, electronic bulletins, web page)
- Television, print and radio promotions
- SWC, CMA, and Landcare networks
- NSW Department of Primary Industries, including Weeds Extranet

9. COMMUNICATION PROCESSES

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



All information about the processes of the Communication Strategy will be integrated and coordinated. All stakeholders to the strategy will need to be consistent in their approach to its implementation.

9.1 Stakeholder Management

One of the primary focuses of SWC is to inform stakeholders of the plans and progress of the implementation of the Sydney WAP Project and to facilitate stakeholder input in relation to issues as they emerge and are managed. Other working groups, discussion groups or ad hoc meetings will be arranged with different stakeholder groups as the need arises.

Actions:

- Ensure high level support is given to the SWC, WAP Project Partners, their representatives and Weed Officers, and that their input and suggestions are heard and disseminated.
- Participate in events to raise awareness.
- Strengthen links with NSW DPI and across all potential WAP project partners, in particular non-member LCA's.
- Regularly update and improve the SWC website.

9.2 Program Governance and Team building

Good internal communication is critical to the success of each year of the five year WAP project. Meetings of project team members will occur on a regular basis.

The Regional Weeds Committees will meet 2-3 times per year and on an as-needs basis to ensure measurable outcomes are achieved on time. This may include out of session communication and networking via telephone and email.

Actions:

- Facilitate, encourage and improve communication between SWC, the SWC Steering Group, project partners, supporters and stakeholders.
- Encourage new ideas, wider participation from other stakeholders and implement innovative methods to improve communication across the region.
- Encourage recognition of the contribution of WAP project partners, other in-kind contributors and their roles in implementing the project.

9.3 Education and community awareness

Education and community awareness is a key component of the strategy, with Goal Four of the NSW Invasive Species Plan 2008 – 2015 being *Capacity – Ensure NSW has the ability and commitment to manage invasive species*.

Actions:

- Facilitate activities and develop programs to educate land holders / land managers, and the general public to raise awareness about invasive weed species
- Support Weed Officers and other staff in their role of educating the community about invasive weed species and their management
- Increase the capacity of weed professionals through training and education.

9.4 Promotion and Media

Media plays an important role in communicating with landholders and the public about high risk weeds.

All promotion and communication regarding the Weed Action Program will be integrated and co-ordinated through SWC. In addition, assistance where necessary by stakeholders will be provided to assist with events i.e. field days, agricultural shows and workshops/seminars related to the WAP.

Actions:

- Encourage weeds officers to be proactive in identifying and capitalising on media opportunities to highlight the work of the WAP and community events such as field days, agricultural show / community information displays.
- Maintain a calendar of high profile events within the region that are opportunities to provide media attention
- Develop working relationships with media contacts
- Develop case studies about the initiatives and achievements funded by the WAP, and promote the case studies at public forums, and on the SWC website and DPI extranet.
- All media requests and press releases will be co-ordinated by the WAP Project Officer and the SWC Executive Officer, working together to ensure that the information is delivering a uniform and consistent message about the Weeds Action Project's aims and achievements.

TABLE 1: COMMUNICATIONS MANAGEMENT MATRIX

The following Table 1 summarises the key target audiences/ organisations and details the communicative channels that will be used in the communication strategy.

| Target Audience/Organisation | Meetings | Reports | Publications | Weed awareness (general communities & schools) | Workshops | Field days, events | Seminars | Newsletters | Media releases | Internet Extranet | Television & radio promotions |
|--|----------|---------|--------------|--|-----------|--------------------|----------|-------------|----------------|-------------------|-------------------------------|
| INTERNAL STAKEHOLDERS | | | | | | | | | | | |
| SWC Regional Committees | • | • | • | • | • | • | • | • | • | • | • |
| WAP Project Partners | • | • | • | • | • | • | • | • | • | • | • |
| SWC member Councils (LCA's) | • | • | • | • | • | • | • | • | • | • | • |
| LCA Weed Officers | • | • | | • | • | • | • | | • | | • |
| NSW DPI | • | • | • | • | • | | • | | • | • | • |
| EXTERNAL STAKEHOLDERS | | | | | | | | | | | |
| Other Govt stakeholders | • | | | | | • | • | | | | |
| Land holders / land managers | • | | • | | | • | • | • | • | | |
| CMA's/LLS's & other regional bodies | • | • | • | | • | • | • | • | • | | |
| Volunteers and networks – Bushcare, Landcare | • | | • | | • | • | | | • | | |
| Private contractors & consultants | • | | • | | • | • | • | • | • | | |
| Transport corridor managers | • | | • | | • | • | • | • | • | | |
| Private landholders and land managers | | | • | • | • | • | | • | • | | • |
| Academics – TAFE, universities | • | • | • | | • | | • | • | • | • | |
| Media (print, radio and TV) | • | | | | | • | | | • | | • |
| Other regional weeds committees – regions | • | • | • | | • | • | • | • | • | • | |
| Technical & professional groups | • | • | • | | • | • | • | • | • | • | |
| Industry groups | • | • | • | | • | | • | • | • | • | |
| NSW Noxious Weeds Advisory Committee (NWAC) | | • | | | • | | | | • | | • |

10. COMMUNICATIONS ACTIVITIES, TIMING AND RESPONSIBILITIES (ACTION PLAN)

Achieving the objectives of the communication strategy is primarily the responsibility of SWC and will be overseen by the SWC Steering Group. Table 2 below details activities, timing and responsibilities. From time to time, communication tools may change to continually improve the effectiveness of delivering the message in a way that best reaches its audience at the time. Specific communication activities are identified under the Measurable Outcomes of the WAP, and are to be implemented by the SWC and local Weed Officers.

Table 2: Communication Action Plan

Community education and information about high risk weeds

| Resource | Target audience | Timeframe & Actions |
|--|--|---|
| Sydney Weeds Website Information, photos etc Council officer contacts New Weeds of Sydney Illustrated weeds | Community Sydney Weeds network Professionals & contractors | Ongoing. Website updates every 3 months. |
| Sydney Weeds Website Reporting procedure for high risk weeds and new incursions (set up something simple like the Look Learn Act website) | Community Sydney Weeds network Professionals & contractors | Ongoing. Website updates every 3 months. |
| Regional education stall Information display or stall at Sydney wide or regional event Subject to events being held each year, and availability of funding for co-ordination, cost of the stall and people to supervise the stall. | Community Industry Eg: Gardeners Horse events Peri-urban/rural agricultural shows Trade Shows | Book ahead to borrow DPI marquee "No Space for Weeds" and banners etc Ask Sydney Weeds officers to assist with building the stall, bringing specimens, plants etc. Set up roster for being at the stall (if it is a long event, and applicable) |
| Publications: Stop the Spread brochure Garden Escapes Booklet Website sticker WEEDeck (high risk weeds) | Community Professionals and contractors | Ongoing. Revisions and reprints as required |
| Sydney Weeds shared display kit Laminated photos, vases, banners | Available for loan to Sydney Weeds officers, for community education events and displays. | Ongoing. Monitor loans and returns. |
| Laminated panels with photos and translations of "This is a weed" or equivalent wording. | Available for loan to Sydney Weeds officers, for community education events and displays. Target group: Non-English Speaking Background | Ongoing. Monitor loans and returns. |

Sydney Weeds Professional network

| Communication | Target audience | Timeframe & Actions |
|--|--|---|
| <p>Regional weeds committee meetings</p> <ul style="list-style-type: none"> - Roundtable info sharing (items, experiences and information that is of interest to others in the region) - Reporting new incursions/bringing specimens - Follow up on treatment/progress of previously reported new incursions - Report back of main issues from previous meeting. - Canvass feedback from committee for discussion and decisions by Steering Group. - Election of Chairs, Deputies and Steering group members (March) | <p>Representatives from all members and associate organisations of the Sydney Weeds Committees:</p> <ul style="list-style-type: none"> • Local councils • County council • Government Agencies • Reserve Trusts • DPI • CMA/LLS <p>Guest presenters and visitors as appropriate</p> <p>Contractors not permitted to attend</p> | <p>March & September each year</p> <p>Adopted minutes from previous meeting posted on SWC members page</p> <p>Update committee contact lists every 3 months</p> |
| <p>Steering Group meetings</p> <p>Oversee implementation of grant projects (eg WAP)</p> <p>Oversee Budget</p> <p>Guide the work of Project Officers</p> | <p>Elected Chairs and Deputy Chairs of each Weeds Committee</p> <p>Others can be invited: lead agency, DPI, co-opted members asked to assist</p> | <p>Meet 6 times per year (face to face or teleconference)</p> |
| <p>Weeds Action Project planning meeting</p> <p>Progress on previous year</p> <p>Preparation for Annual Reporting</p> <p>Planning ahead for next year</p> | <p>All WAP project partners and lead agency</p> | <p>April/May each year</p> |

| Communication | Target audience | Timeframe & Actions |
|--|---|--|
| <p>Weed Professionals Forum</p> <p>Case studies Research High Risk Weeds Professional networking Annual General Meeting of Sydney Weeds Inc</p> | <p>Bringing together government and private sectors involved in weed management and natural area management:</p> <p>Councils County Council Government Agencies DPI, CMA/LLS, Academics TAFE teachers Contractors Consultants Other networks – AABR, Weeds Society, Weed Officers Association</p> | <p>October each year</p> |
| <p>Email Announcements from Project Officer</p> <p>Circulating information in between meetings: Eg: Funding opportunities Training opportunities “Weeds extranet” updates Legislation and policy changes</p> | <p>Representatives from all members and associate organisations of the Sydney Weeds Committees:</p> | <p>As needed, at least once a month.</p> |
| <p>Sydney-wide Weed Alert</p> <p>New Incursions Outbreaks Emergencies</p> | <p>All Sydney Weeds contacts: government and private sectors involved in weed management and natural area management:</p> <p>Councils County Council Neighbouring RWAC regions Government Agencies Bushcare/Landcare networks DPI, CMA, Academics TAFE teachers Contractors Consultants Other networks – AABR, Weeds Society, Weed Officers Association</p> | <p>As needed</p> |
| <p>Community education strategies of member councils</p> <p>Review strategies and initiatives to link with SWC priorities for community education</p> | <p>Councils County Council, to enhance and assist community education programs in relation to high risk weeds.</p> | <p>As needed, resources permitting.</p> |

11. EVALUATION

The Communication Plan will continue to be updated and amended as part of an evaluation process.

The tools that work alongside the plan, such as stakeholder feedback, response to information requests, survey responses, website users, as well as the key outcomes and publication opportunities, will continue to shape the content and implementation of the communication strategies outlined.

The screenshot displays the Sydney Weeds Committees website. At the top left is the logo and name, with sub-regions listed. A search bar is on the top right. A navigation menu includes 'All About Weeds', 'What is Being Done', 'What You Can Do', and 'Who to Contact'. The main content area features 'Weeding Techniques - Featured Videos' with five video thumbnails: Asparagus Fern, Moth Vine, Madeira Vine, Cassia, and Gazania. Below these are links to view basic, specific, and all videos. A 'Sydney Weeds Committees' section provides a mission statement and objectives. A 'Latest News' section highlights the 'Sydney Weeds Professional Forum 2014' held on Friday 4th April 2014.

Sydney Weeds Committees website – www.sydneyweeds.org.au

12. COMMUNICATION STAKEHOLDERS

Sydney Weeds Committees

| Name | Position | Phone | Email |
|------------------|-----------------|-----------|--|
| Jonathan Sanders | Chairperson | 4572 3100 | jonathan.sanders@environment.nsw.gov.au |
| Vacant | Project Officer | | info@sydneyweeds.org.au |

Regional Weeds Committees (SWC Steering Group)

| Name | Position | Phone | Email |
|-----------------------------------|--------------|-----------|--|
| Sydney North | | | |
| Mel Hall | Chairperson | 9472 8953 | mel.hall@environment.nsw.gov.au |
| Steven Smith | Deputy Chair | 9978 4025 | s.smith@mosman.nsw.gov.au |
| Sydney Central | | | |
| Jeff Hill | Chairperson | 9391 7978 | Jeff.hill@woollahra.nsw.gov.au |
| Vacant | Deputy Chair | | |
| Sydney South West | | | |
| Alex Burgess-Buxton | Chairperson | 4677 8277 | Alex.burgess-buxton@wollondilly.nsw.gov.au |
| Matthew McNaughton | Deputy Chair | 4654 7777 | Matthew.mcnaughton@camden.nsw.gov.au |
| Sydney West Blue Mountains | | | |
| Jonathan Sanders | Chairperson | 4572 3100 | Jonathan.sanders@environment.nsw.gov.au |
| Chris Stanfield | Deputy Chair | 4574 9605 | om@hrcc.nsw.gov.au |

Sydney WAP Project Lead Agency Team – HRCC

| Name | Position | Phone | Email |
|-------------------|---------------------|-----------|--|
| Chris Dewhurst | General Manager | 4574 9603 | gm@hrcc.nsw.gov.au |
| Anthony Schofield | WAP Project Officer | 4574 9601 | wapadmin@hrcc.nsw.gov.au |

Council Contacts

| Council | Weed Officer | Telephone | email |
|--|--------------------|-----------|--|
| Ashfield Council | Adam Ward | 9716 1865 | adamw@ashfield.nsw.gov.au |
| Auburn Council | Kerrie Davies | 9735 1250 | Kerrie.davies@auburn.nsw.gov.au |
| Bankstown City Council | Bart Schiebaan | 9707 9467 | Bart.schiebaan@bankstown.nsw.gov.au |
| Blacktown City Council | Brendon Andrei | 9839 6813 | Brendon.andrei@blacktown.nsw.gov.au |
| Blue Mountains City Council | Eric Mahony | 4780 5539 | emahony@bmcc.nsw.gov.au |
| Botany Bay Council | Tom Facey | 9366 3547 | faceyt@botanybay.nsw.gov.au |
| Burwood Council | Harry Gavrilis | 9911 9851 | Harry.gavrilis@burwood.nsw.gov.au |
| Camden Council | Matthew McNaughton | 4654 7719 | Matthew.mcnaughton@camden.nsw.gov.au |
| Campbelltown Council | Mitchell Johnson | 4645 4501 | Mitchell.johnson@campbelltown.nsw.gov.au |
| Canterbury Council | Lana McGee | 9789 9450 | lanam@canterbury.nsw.gov.au |
| City of Canada Bay | Robert Stevenson | 9911 6383 | Robert.stevenson@canadabay.nsw.gov.au |
| City of Ryde | Nicola Booth | 9952 8254 | nbooth@ryde.nsw.gov.au |
| City of Sydney | Bill Potter | 9265 9147 | bpotter@cityofsydney.nsw.gov.au |
| Fairfield City Council | Eddie Ferry | 9725 0394 | eferry@fairfieldcity.nsw.gov.au |
| Hawkesbury City Council | Michael Pattison | 4560 4531 | mpattison@hawkesbury.nsw.gov.au |
| Hawkesbury River County Council (HRCC) | Chris Stanfield | 4574 9605 | om@hrcc.nsw.gov.au |
| Holroyd City Council | Maree Costigan | 8724 8677 | Maree.costigan@holroyd.nsw.gov.au |
| Hornsby Council | Anthony Newling | 9847 6839 | anewling@hornsby.nsw.gov.au |
| Hunters Hill Council | Jacqui Vollmer | 9879 9439 | vollmerj@huntershill.nsw.gov.au |
| Hurstville Council | Heather Stolle | 9330 6222 | hstolle@hurstville.nsw.gov.au |
| Kogarah Council | Damien Duggan | 9330 9476 | Damien.duggan@kogarah.nsw.gov.au |
| Ku-ring-gai Council | Rob Gleeson | 9424 0402 | rgleeson@kmc.nsw.gov.au |
| Lane Cove Council | Kerry Heatley | 9911 3565 | kheatley@lanecove.nsw.gov.au |

| Council | Weed Officer | Telephone | email |
|------------------------------|---------------------|------------------|--|
| Leichhardt Municipal Council | Doug Anderson | 9367 9326 | douga@lmc.nsw.gov.au |
| Liverpool City Council | Joel Daniels | 9821 9504 | bwmo@liverpool.nsw.gov.au |
| Manly Council | Sean Granger | 9976 1448 | Sean.granger@manly.nsw.gov.au |
| Marrickville Council | Jan Orton | 9335 2198 | mes@marrickville.nsw.gov.au |
| Mosman Council | Steven Smith | 9978 4025 | s.smith@mosman.nsw.gov.au |
| North Sydney Council | Gareth Debney | 9936 8525 | Gareth.debney@northsydney.nsw.gov.au |
| Parramatta City Council | Pino Todarello | 9806 5727 | ptodarello@parracity.nsw.gov.au |
| Penrith City Council | Janet Rannard | 4732 8088 | jrannard@penrithcity.nsw.gov.au |
| Pittwater Council | Lavinia Schofield | 9970 1365 | Lavinia.schofield@pittwater.nsw.gov.au |
| Randwick City Council | Matt Leary | 9399 0683 | Matt.leary@randwick.nsw.gov.au |
| Rockdale Council | Lana McGee | 9789 9450 | lanam@canterbury.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 | Lisa Willock | 9686 8207 | lw@thehills.nsw.gov.au |
| Warringah Council | Jillian Macintyre | 9942 2913 | macinj@warringah.nsw.gov.au |
| Waverley Council | Sue Stevens | 9386 7920 | 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 Council | Jeff Hill | 9391 7978 | Jeff.Hill@woollahra.nsw.gov.au |

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

| | |
|--|---|
| <p>SYDNEY MORNING HERALD Phone: 9282 2833 newsdesk@smh.com.au</p> | <p>DAILY TELEGRAPH Ph: 9388 3000 Vikki.campion@news.com.au</p> |
| <p>ABC RADIO Phone (02)8333 1500 Fax (02) 8333 2603 Director: Kate Dundas</p> | <p>2GB Ph: 8570 000 pchristenson@2gb.com dmullins@2gb.com</p> |
| <p>2UE Ph: 9282 1391 9930 9871 sclare@2ue.com.au agibson@2ue.com.au</p> | |

Sydney North

Major Local Newspapers

| | |
|---|--|
| <p>HORNSBY ADVOCATE Switch: 9476 5111 Editor: Brenton Cherry cherryb@cumberlandnewspapers.com.au editor@hornsbyadvocate.com.au</p> | <p>NORTHERN DISTRICT TIMES Ph: 9858 1766 Editor: Colin Kerr editor@northerndistricttimes.com.au 9024 8716</p> |
| <p>MANLY DAILY Editor: Melissa Stevens Phone: 9977 3333 Fax: 9977 3104 Email: editor@manlydaily.com.au Location: 26 Sydney Road, Manly NSW 2095</p> | <p>MOSMAN DAILY Ph: 9414 1403 editor@mosmandaily.com.au</p> |

Sydney North (cont)

Community Newspapers / Specialised magazines

| | |
|--|---|
| <p>HILLS HAWKESBURY Equestrian Magazine Camille Alexander 0401 783 434 4572 8860</p> <p>hillshawkesburyequestriannews@mail.com</p> | <p>PITTWATER ONLINE NEWS Ph: 9974 2874 0409 465 779 aguesdon@live.com.au</p> |
| <p>PITTWATER LIFE Email: pitlife@ozemail.com.au Phone: 02 9973 1890</p> | <p>PENINSULA LIVING Ph 9905 6016 0424 178 170 editor@peninsulaliving.com.au</p> |
| <p>NORTHERN EXPOSURE Editor: David Mitchell 0458 072 612 submissions@northernexposure.com.au editor@northernexposurenews.com.au</p> | <p>MONTHLY CHRONICLE Editor: Bill Aitken news@monthlychronicle.com Ph: 9980 6654 Mb: 0412 518 422</p> |
| <p>BUSH TELEGRAPH Editor: Kathie Comb editor@thebusstele.com.au Ph: 9456 5200 / 9456 2880</p> <p>THE GALSTON AND GLENORIE NEWS Editor: Diana Paton editorial@galstoncommunity.com.au 9653 1321</p> | <p>DOORAL ROUNDUP/ BUSHLAND BUZZ Publisher/Editor: Michael Martin mwm@bluerock.net.au 0412 122 239</p> <p>LIVING HERITAGE Journalist: Carole Sweeny carolesweeny@bigpond.com Ph: 4566 8264</p> |
| <p>EPPING CIVIC TRUST NEWSLETTER Editor: Graham Lovell glovell@acon.com.au Ph: 9936 8121</p> | <p>THE SYDNEY OBSERVER news@kamdha.com Journalist: Pat McAuley Ph: 9499 2230</p> |
| <p>THE WEEKLY TIMES (Epping Area Only) Editor: John Booth Ph: 9807 6666 Journalist: journalist@weeklytimes.com.au</p> | <p>FORGOTTEN VALLEY VIEWS (Wisemans Ferry) Editor: Courtney forgottenvalleyviews@psinc.com.au 4566 4328</p> |
| <p>VISION CHINA TIMES (Chinese language paper) community@visionchinatimes.org 0431 304 100</p> | |

Sydney North (cont)



Radio

| | |
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| <p>TRIPLE H 100.1FM Hornsby Community Radio info@triplehfm.com.au Office: 9489 3934 Studio: 8086 1900 On Air: 9987 1800</p> | <p>FM99.3 North shore Radio at Chatswood manager@fm993.com.au Ph: 9419 6969</p> |
| <p>2RRR Ryde Regional Radio Co-operative Ltd ph:9816 2988</p> | |

Sydney West Blue Mountains

Local Newspapers

| | |
|--|--|
| <p>HILLS NEWS Editor: Heloise Reece hreece@fairfaxmedia.com.au 8867 2999</p> | <p>HILLS SHIRE TIMES Editor: David Catt editor@hillsshiretimes.com.au Ph: 9634 2599</p> |
| <p>HAWKESBURY GAZETTE Ph: 4588 0880 Editor: Maryann Jenkins maryann.jenkins@ruralpress.com</p> | <p>BLUE MOUNTAINS GAZETTE Damien Madigan – Editor damien.madigan@fairfaxmedia.com.au</p> |
| <p>LITHGOW MERCURY Len Ashworth - Editor mail.lithgowmercury@ruralpress.com</p> | <p>PENRITH PRESS Lauren Tesolin – journalist mailto:lauren.mcmah@news.com.au</p> |
| <p>BLUE MOUNTAINS LIFE MAGAZINE editorial@bluemountainlife.com.au</p> | <p>THE ECHO NEWSLETTER Lauren Tesolin – journalist 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> |
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Sydney Central

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| <p>WENTWORTH COURIER Level 3 2 Holt St Surry Hills NSW. 2010 . Phone: 02 9353 9999 Web: www.wentworthcourier.com.au Email: editorial@wentworthcourier.com.au</p> | <p>EASTERN SUBURBS SPECTATOR Phone: 02 - 8305 1400 Fax: 02 - 9882 1718 Email: office@thespectator.com.au</p> |
| <p>LATTE LIFE Phone: 02 9211 7328 Email: johnathan@lattelife.com.au</p> | <p>EASTSIDE FM (Community Radio Station) Phone: 02 9331 3000 Email: eastside@eastsidefm.org</p> |
| <p>CANTERBURY BANKSTOWN EXPRESS Editor: Luisa Cugno Phone: 8778 2832 editor@theexpress.com.au</p> | <p>CANTERBURY BANKSTOWN TORCH Editor: Mark Kirkland Phone: 9795 0700 mark@torchpublishing.com.au</p> |

Ethnic Community Newspapers

| | |
|---|---|
| <p>AN-NAHAR Editor: Anwar Harb Phone 02 9789 5553 Fax 02 9789 4178 editor@annahar.com.au</p> | <p>EL TELEGRAPH Editor: Tony Kazzi Phone: (02) 9707 4955 Fax: (02) 9707 4533 Sydney@eltelegraph.com</p> |
| <p>MIDDLE EASTERN HERALD Editor: Antonios Bourizk Phone 02 8764 8186 Fax 02 8764 8062 abourizk@meherald.com.au</p> | <p>FUTURE Editor: Joe Khoury Phone 02 9791 5722 Fax 02 9791 5733 labc@optusnet.com.au</p> |
| <p>OKOSMOS Editor: Pan Nikolson Phone 02 9564 3288 Fax 02 9569 9344 kosmos@kosmos.com.au</p> | <p>VIET LUAN Editor: Mr Anh Le Phone 02 9796 3922 Fax 02 9707 1572 info@vietluan.com.au</p> |
| <p>SAIGON TIMES Editor : Huu Nguyen Phone 02 9793 2557 Fax 02 9791 5438 info@saigontimes.com.au</p> | <p>CHINESE DAILY HERALD Editor: Daniel Tong Phone 02 9261 3033 Fax 02 9261 3525 editorial@aucd.com.au</p> |

Sydney South West



| | |
|--|--|
| <p>WOLLONDILLY ADVERTISER Ben Chenoweth 4640 5104 bchenoweth@fairfaxmedia.com.au</p> | <p>WOLLONDILLY CHRONICLE Amanda Partridge 4620 1524 Amanda.partridge@news.com.au</p> |
| <p>DISTRICT REPORTER Lee Abrahams 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 Nicole Charlton 4223 4170</p> |

TV

| | |
|---|--|
| <p>WIN TV Natassia Apolloni 4223 4277 apollonin@winns.wom.au 5 2768 feedback@2mcr.org.au</p> | |
|---|--|

13. APPENDIX ONE

Sydney Weeds Committees Key Stakeholders

The Sydney Weeds Committees (SWC) cover the Sydney and Blue Mountains region of NSW comprising 10,461 square kilometers, 41 local councils and other key stakeholders that have a responsibility to control weeds.

13.1 SWC Members and key stakeholders

| | |
|---|------------------------------|
| Ashfield Council | Lane Cove Council |
| Auburn Council | Leichhardt Municipal Council |
| Bankstown City Council | Liverpool Council |
| Blacktown City Council | Manly Council |
| Blue Mountains City Council | Marrickville Council |
| Botany Bay Council | Mosman Council |
| Burwood Council | NPWS Metro South West |
| Camden Council | NPWS Metro North East |
| Campbelltown Council | North Sydney Council |
| Canterbury Council | Parramatta City Council |
| City of Canada Bay | Penrith City Council |
| City of Ryde | Pittwater Council |
| City of Sydney | Randwick City Council |
| Fairfield City Council | Rockdale Council |
| Hawkesbury City Council | Strathfield Council |
| Hawkesbury River County Council (HRCC) | Sutherland Shire Council |
| Holroyd City Council | Sydney Catchment Authority |
| Hornsby Council | The Hills Shire Council |
| Hunters Hill Council | Warringah Council |
| Hurstville Council | Waverley Council |
| Kogarah Council | Willoughby City Council |
| Ku-ring-gai Municipal Council | Wollondilly Shire Council |
| | Woollahra Council |

Other key stakeholders

NSW & Australian government agencies

- Sydney Trains (ex Railcorp)
- Hawkesbury Nepean Catchment Management Authority / Greater Sydney Local Land Services
- Sydney Catchment Authority
- Crown Lands
- Sydney Olympic Park Authority
- Sydney Water
- Roads and Maritime Services
- Western Sydney Parklands Trust
- Department of Health
- Sydney Harbour Federation Trust
- Department of Planning
- Royal Botanic Gardens
- Department of Defence
- Australian Rail Track Corporation
- Sydney Airport Corporation

14. APPENDIX TWO – SYDNEY WAP MEASURABLE OUTCOMES

SWC WAP Key Objectives and Measurable Outcomes as contained within the Sydney WAP Project 2012-2015.

| SYDNEY REGION Weeds Action Project APPROVED new targets (Project Variation) Submitted to DPI 13th February 2013, Approved March 2013. | | |
|---|-------------------------|--|
| ISP Object | Type of Activity | REVISED TARGETS for Years 3-5 |
| 1.1 | | High risk species and pathways identified and managed |
| | Strategy (mandatory) | Regional High Risk Pathways are identified and documented |
| | Strategy | A commitment to managing weeds along the high risk pathways is reflected in at least two more local council operational plans each year |
| 1.2 | | Develop and implement early detection capabilities |
| | Strategy | Regional management plans are linked to CAPs and other key stakeholder plans |
| | Strategy (mandatory) | High risk weeds list is developed |
| | Strategy | Weed distribution and containment lines for highest risk weeds are mapped via Sydney Weeds GIS database and updated as new locations are detected. |
| | Strategy (mandatory) | New Weed Incursion Plan is developed and progress reviewed annually |
| 2.1 | | Timely detection of new weed incursions |
| | Strategy (mandatory) | Regional Inspection Program is developed |
| | Inspections | Priority sites / high risk sites are inspected (no. sites) |
| | Inspections | Strategic private property inspections under the <i>Noxious Weeds Act</i> (no. properties) |
| | Inspections | High risk pathways are inspected for high risk weeds (no. kms) |
| 2.2 | | Provide a rapid response to eradicate or contain new weeds |
| | Strategy (mandatory) | Rapid Response Plan is developed |
| | Strategy | Implementation of Rapid Response Plan is reviewed annually through the four regional weeds committee meetings |
| | Weed control (targeted) | Annual contingency fund for outbreak of high risk weeds or new incursions |

| ISP Object | Type of Activity | REVISED TARGETS for Years 3-5 |
|------------|--------------------------|--|
| 3.2 | | Provide effective and targeted on-ground control |
| | Weed control | High risk aquatic weeds are controlled to protect significant assets (no. kms) |
| | Weed control | High risk aquatic weeds are controlled to protect significant assets (no. ha) |
| | Strategy | Implementation of the <i>2010 Sydney Region Alligator Weed Priorities</i> plan is reviewed annually |
| | Weed control | High risk terrestrial weeds are controlled along perimeter of significant assets and/or linear high risk pathways (number of kms) |
| | Weed control (asset mgt) | EEC /high conservation areas managed to prevent impact from invasive grasses, tree, shrub or vine weeds (number of hectares) |
| | Weed control (targeted) | High risk terrestrial weeds are controlled to protect significant assets (number of hectares) |
| 4.2 | | Private landholders motivated to manage invasive species proactively |
| | Inspections | Progress of the Regional Inspection Program is reviewed annually with the four weeds committees |
| | Education/extension | Private landholders are mentored about controlling high risk weeds (number of landholders) |
| 4.3 | | Increase community acceptance of and involvement in effective weed management |
| | Strategy (mandatory) | Regional Communication Strategy is developed |
| | Education | Weed awareness community events and displays are held across the region (number of events and displays) |
| 4.5 | | Increase the skill of the workforce implementing weed management |
| | Workforce | An annual skills and training survey is conducted across the four committees |
| | Workforce | Weed management officers attend relevant professional training courses (no officers) |
| | Workforce/Volunteers | Other people are trained to identify and control high risk weeds Eg. other staff members in an organisation, Bushcare and Landcare volunteers etc (number of participants) |
| 4.6 | | Ability to measure the effectiveness of invasive species management |
| | Monitoring | Weed control work and weeds officer capacity are checked regularly, and gaps are identified for ongoing improvement. |
| | | Project management and grant administration |
| | Project Officer | Administer allocation and reporting of grant funds. Tasks include: Finalise mandatory documents. Supervise data collection, mapping and reporting. Assessment of regional priorities. Annual reports submitted to DPI. |
| | Project Officer | Revised Memorandums of Understanding are signed between the new Lead Agency and WAP project partners |
| | Project Officer | Annual Report submitted to DPI |
| | Lead Agency | Annual Administrative fee |



Sydney Weeds Committees

- Sydney Central • Sydney South West
- Sydney North • Sydney West – Blue Mountains