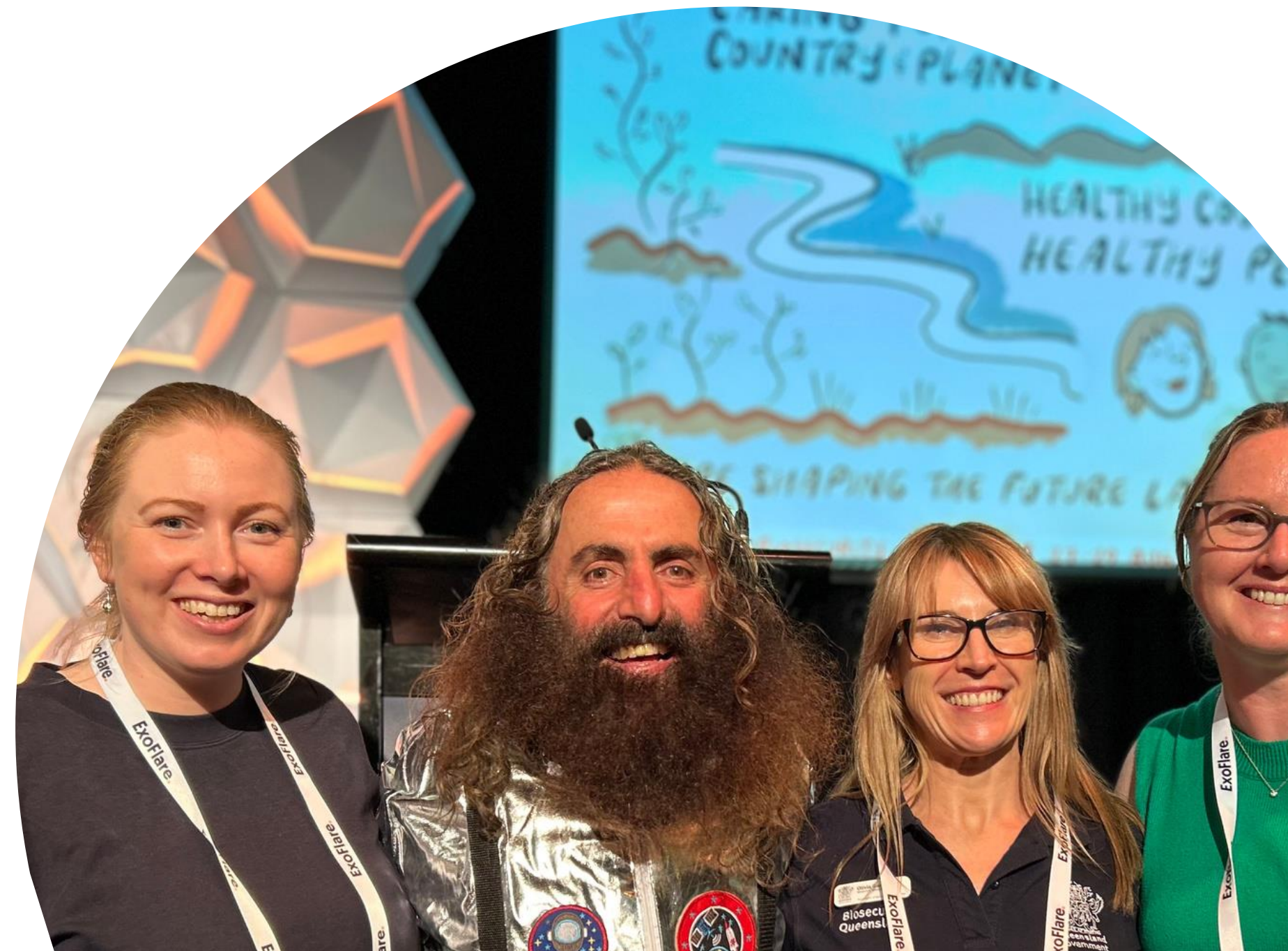


# Awareness-raising and education





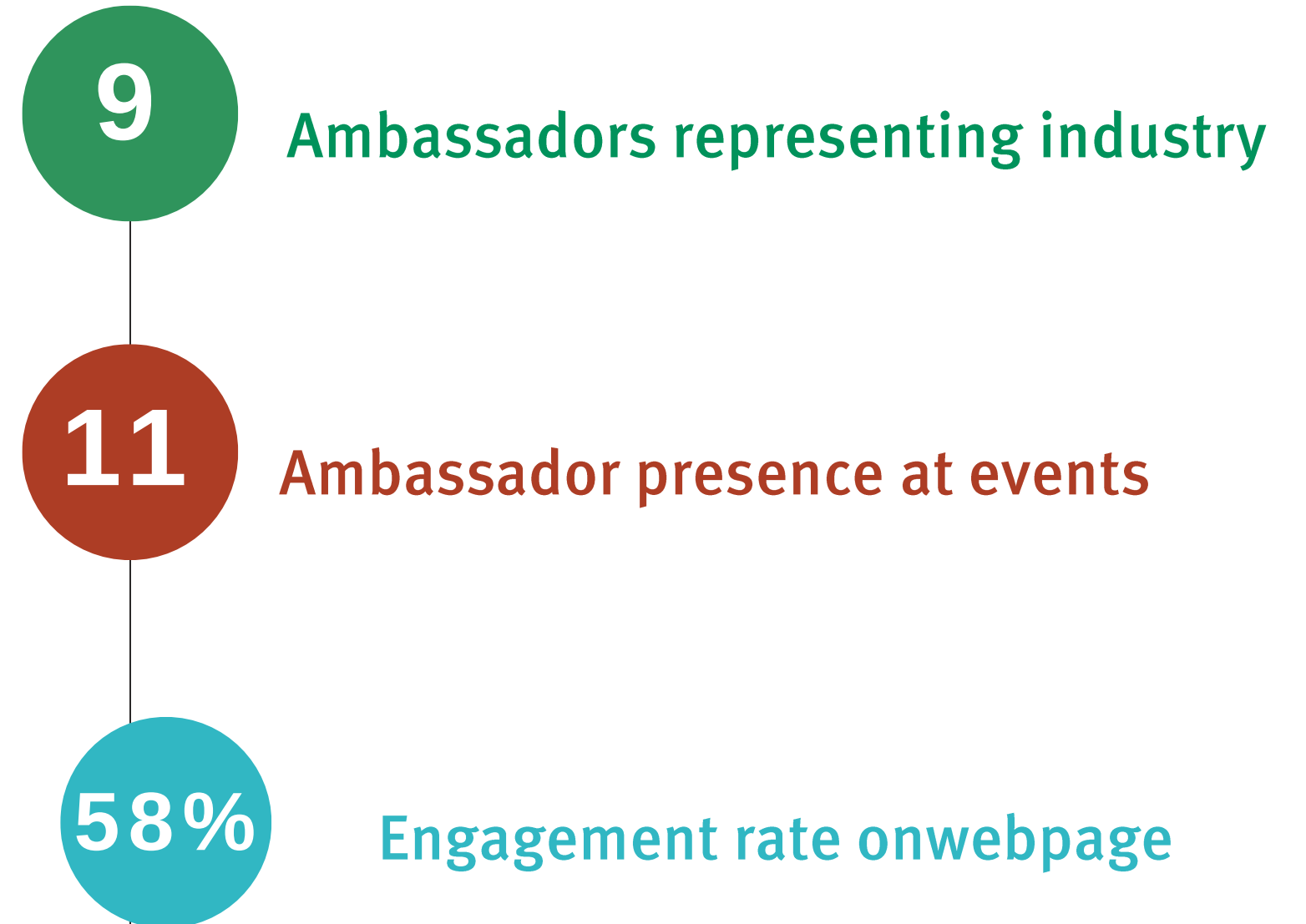
# Raising the profile





# Biosecurity Mates

## Ambassador Program







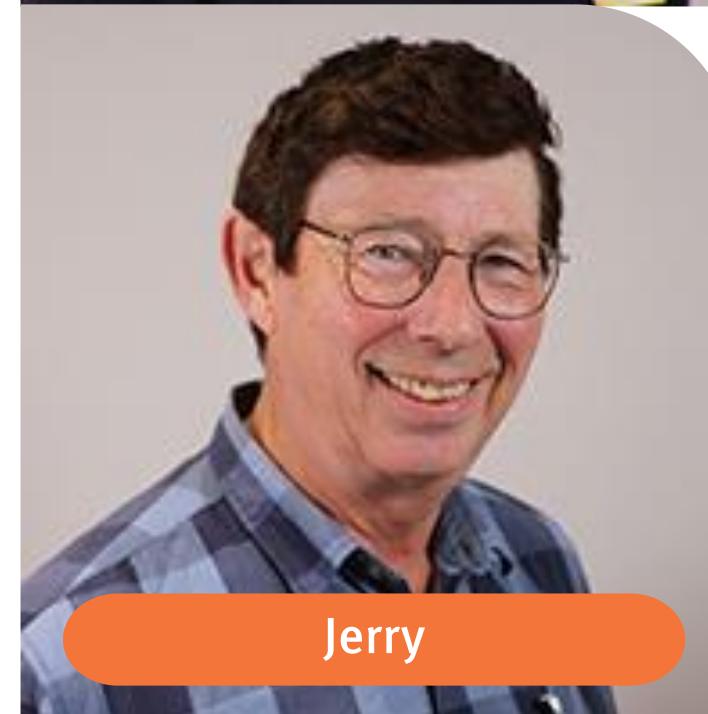
Phoebe



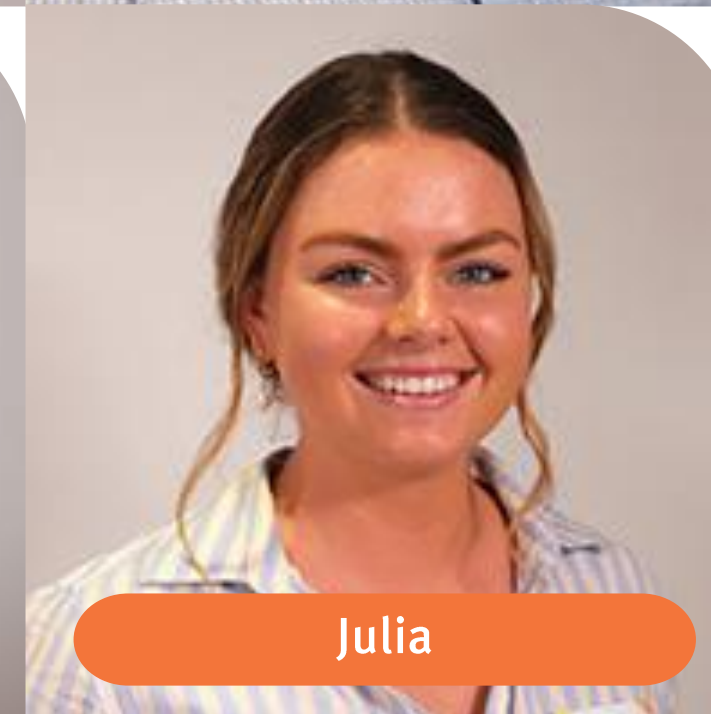
Craig



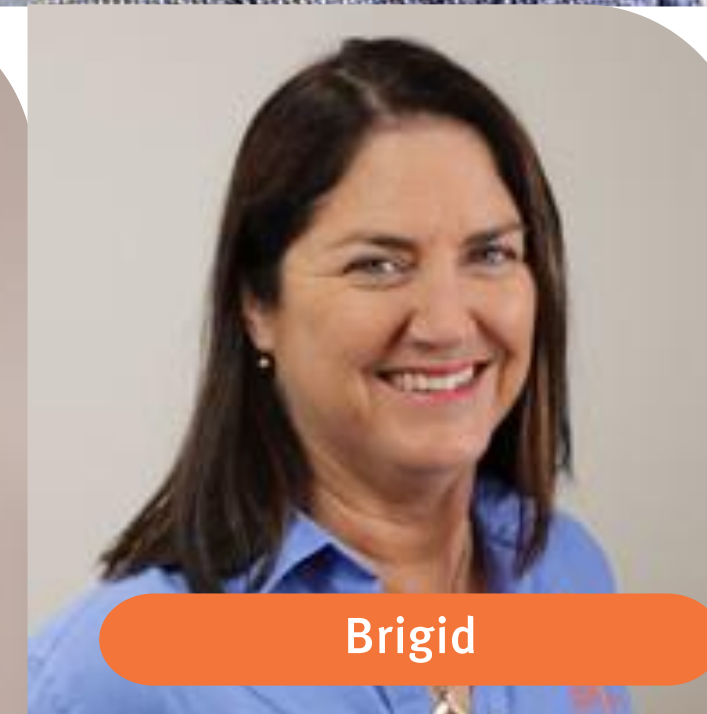
Trevor



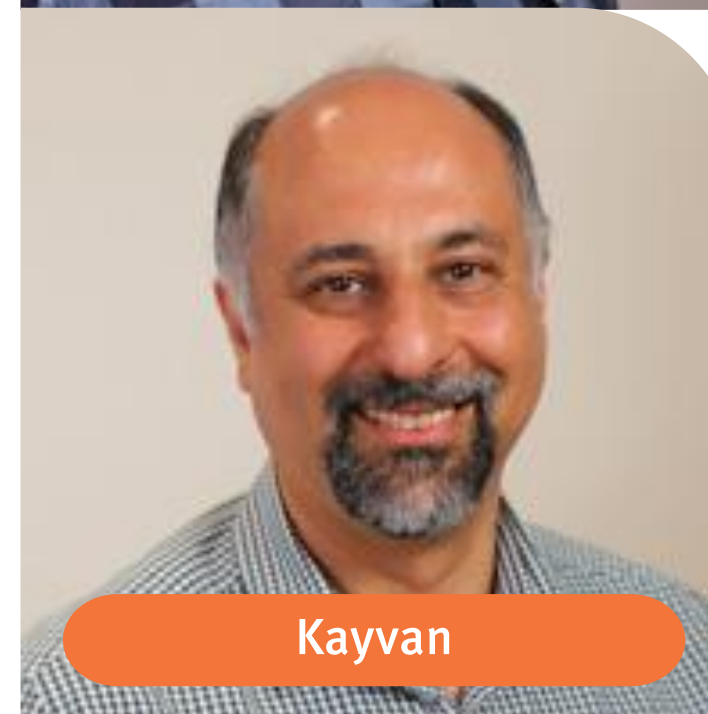
Jerry



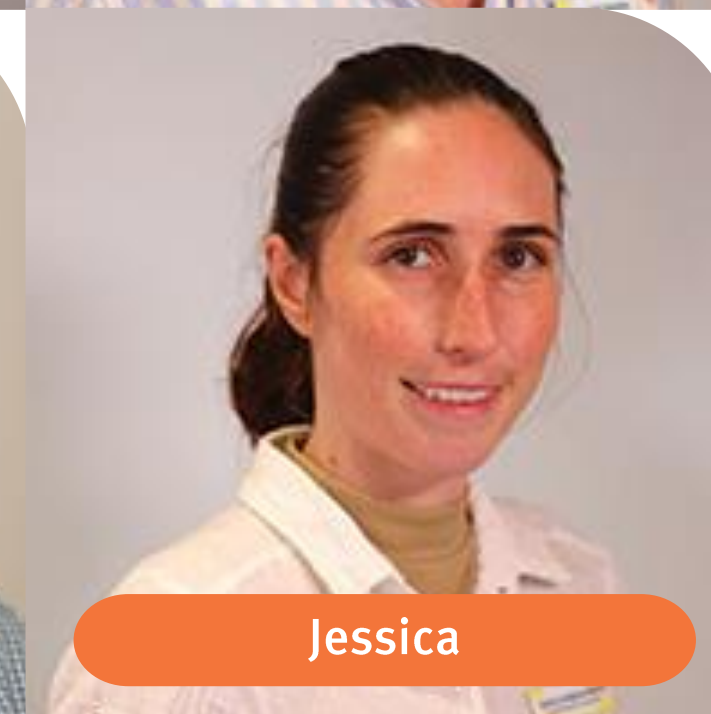
Julia



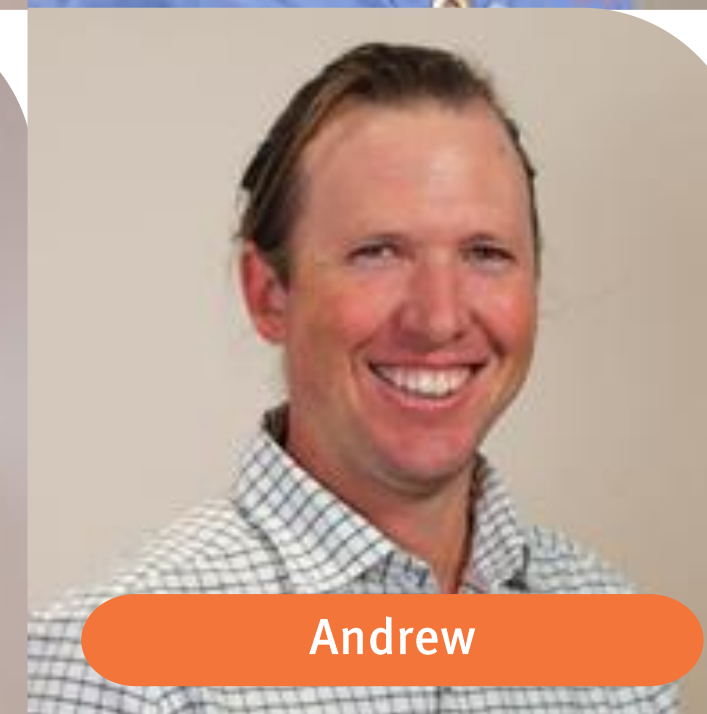
Brigid



Kayvan



Jessica



Andrew



# Biosecurity Connect: Event highlights

- 3rd Biosecurity Symposium
- Beef Week
- AgForce
- QFF Breakfast
- LGAQ Annual Conference
- Weeds conference
- Garden Show





# Biosecurity Youth Summit



"Learning about all the different ways biosecurity can be applied in everyday life was fascinating."  
- student participant

39

Students registered

14

Schools participated

40k

Total investment

911

Total views on eHub project page



# Safeguarding Australia together

bioweek.org.au



Total posts

**20**

Facebook, LinkedIn, Instagram, Twitter



Total impressions

**31,422**

Facebook, LinkedIn, Instagram, Twitter



Total engagements\*

**384**

Facebook, LinkedIn, Instagram, Twitter



Total reach

**29,092**

Facebook, LinkedIn, Instagram



# Queensland Biosecurity Grants Program



Peacetime



Innovation



Education

## Round 1

**12**

Awarded  
applicants

**1700**

Website  
views

**\$210k**

Total  
investment

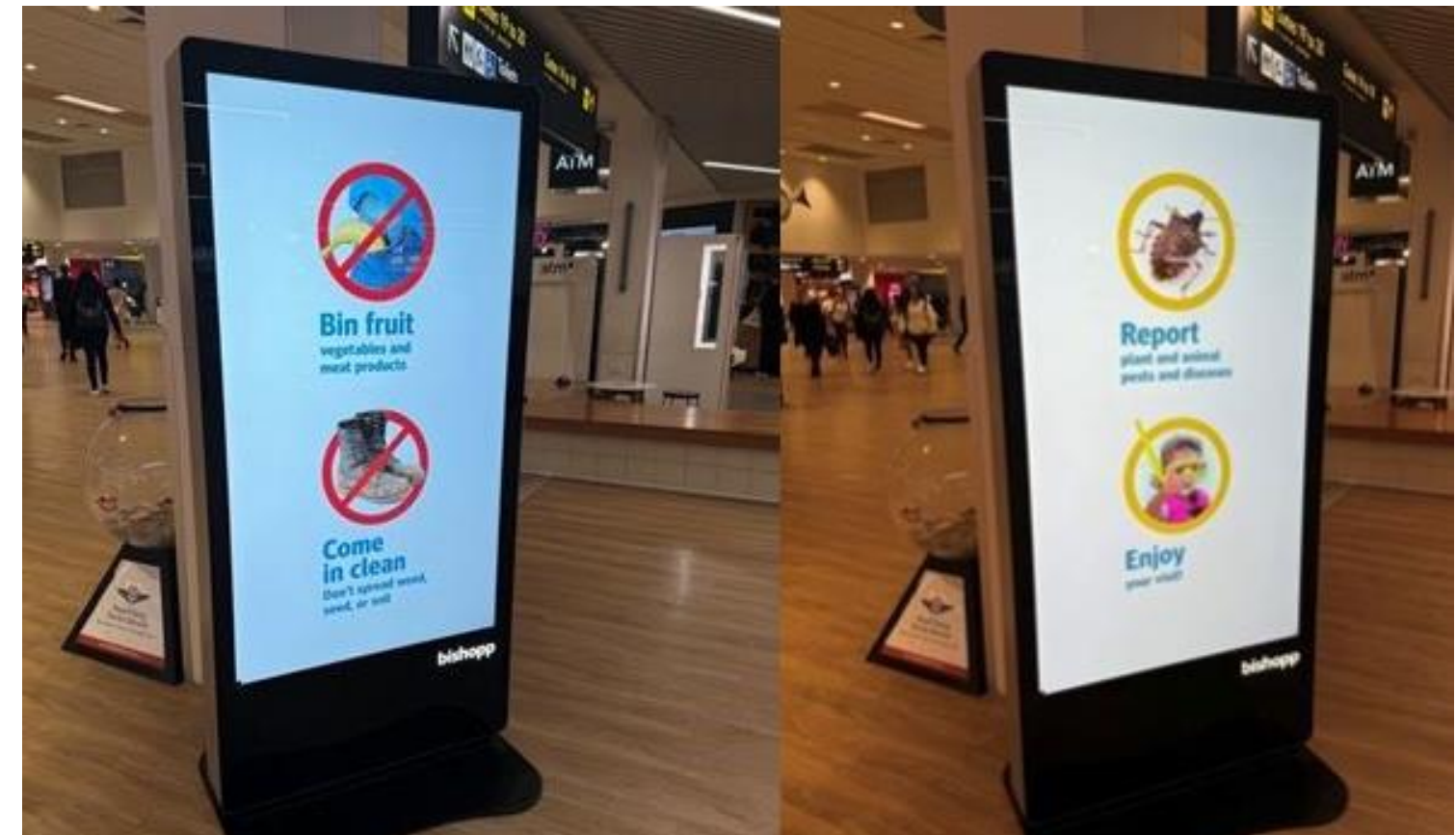


# Behaviour change



## Behaviour change campaign

- **60% increase** in 'Report a biosecurity pest or disease' in October
- Increased form submissions and completion rates well **above the industry benchmark of 5%**



## Airport signage

- **\$11k investment** in successful pilot project
- Signage **reached over 600,000~ people** between June – July
- Positive feedback from airport employees of a **notable willingness to engage**



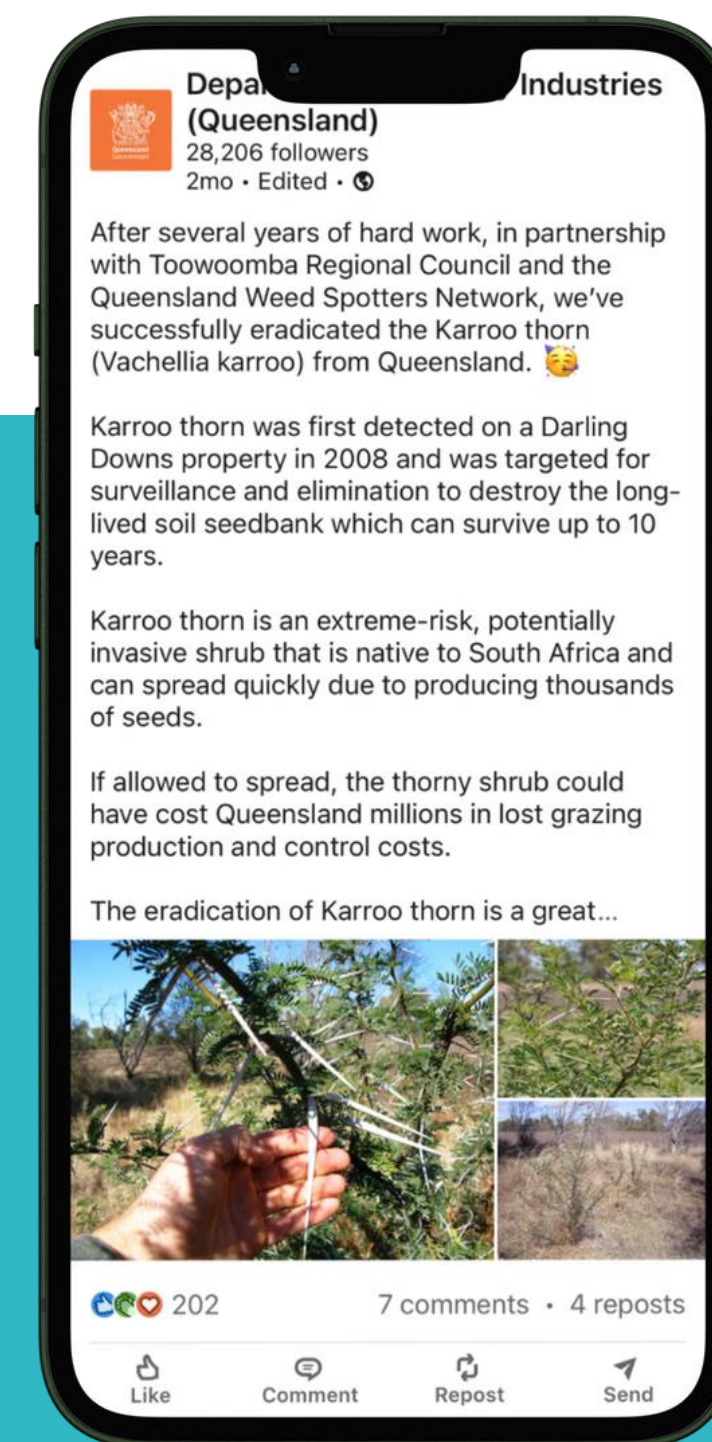
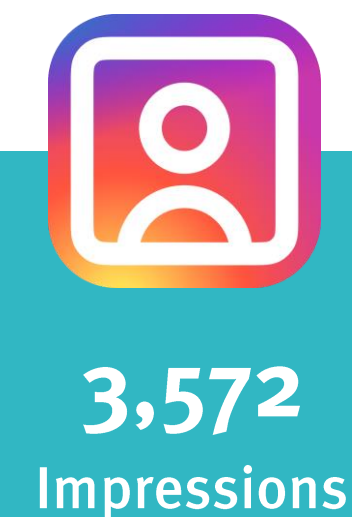
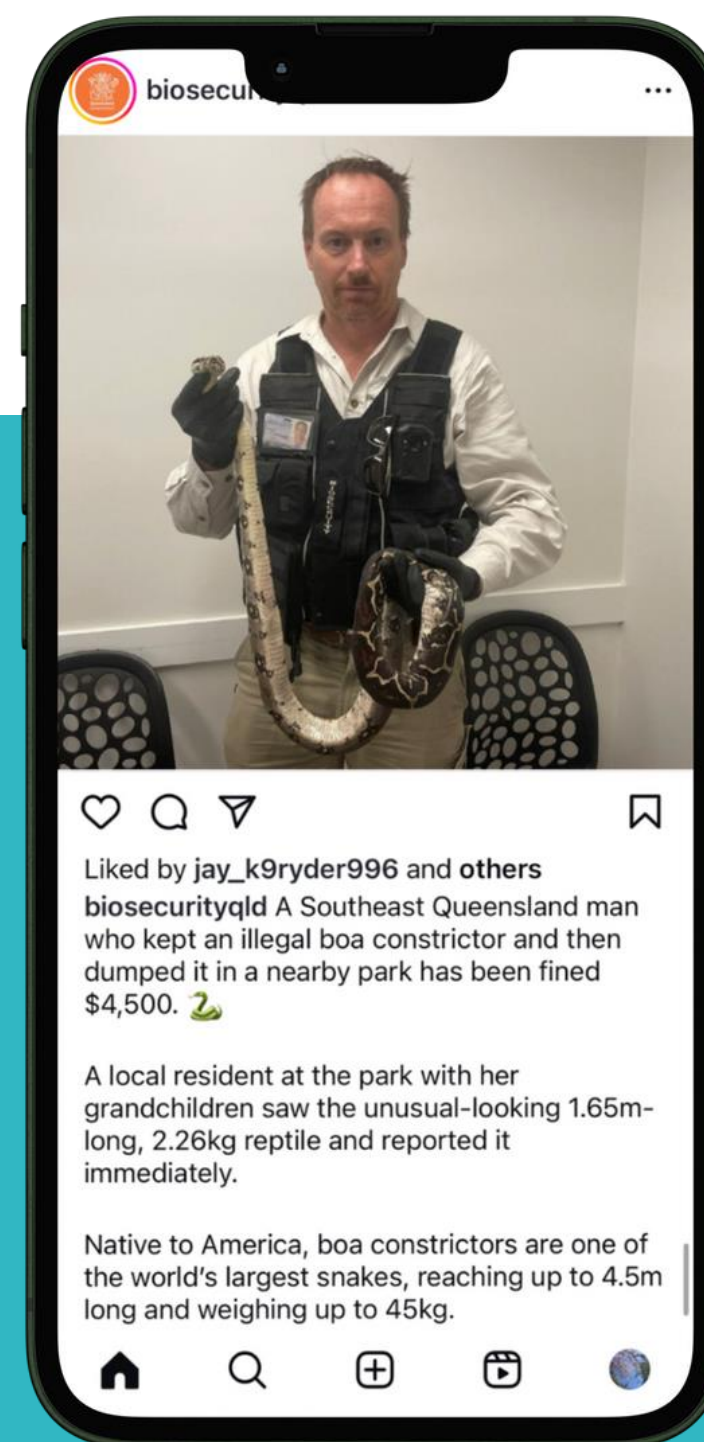
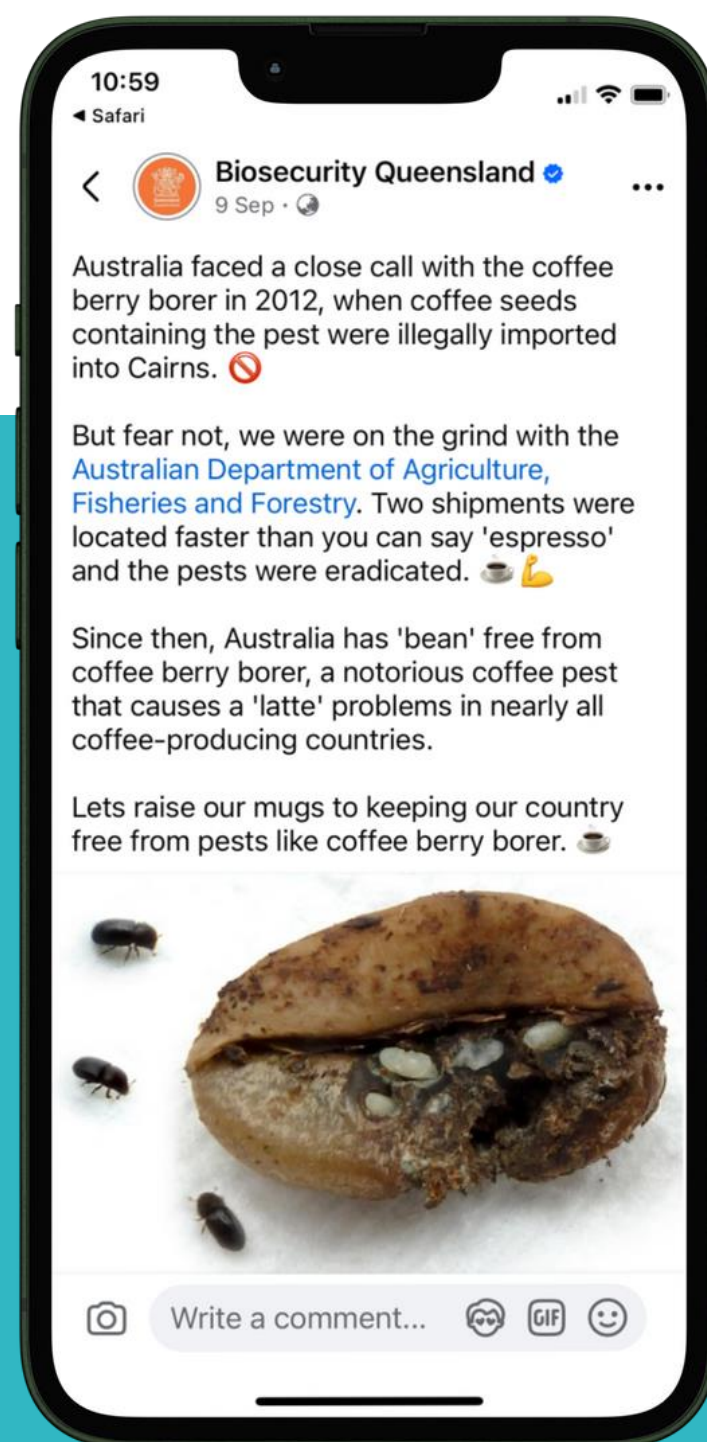
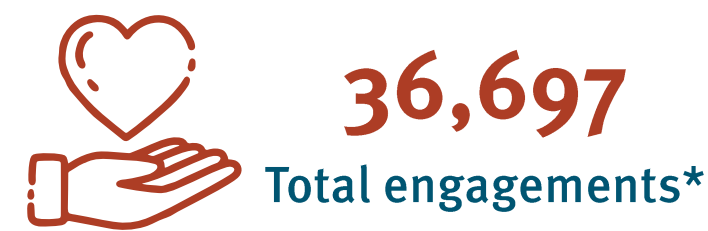
# Biosecurity alerts: 26 issued

- Varroa mite
- Tomato brown rugose fruit virus
- Asian green mussel
- Marine pest detections – Suminoe oyster, gold clam
- Avian influenza
- AgVet chemicals and spray drift
- Electric ants





# Social media





# Social media

## Most popular video of the 2024



Instagram reel showing how easily varroa mite can transfer between bees



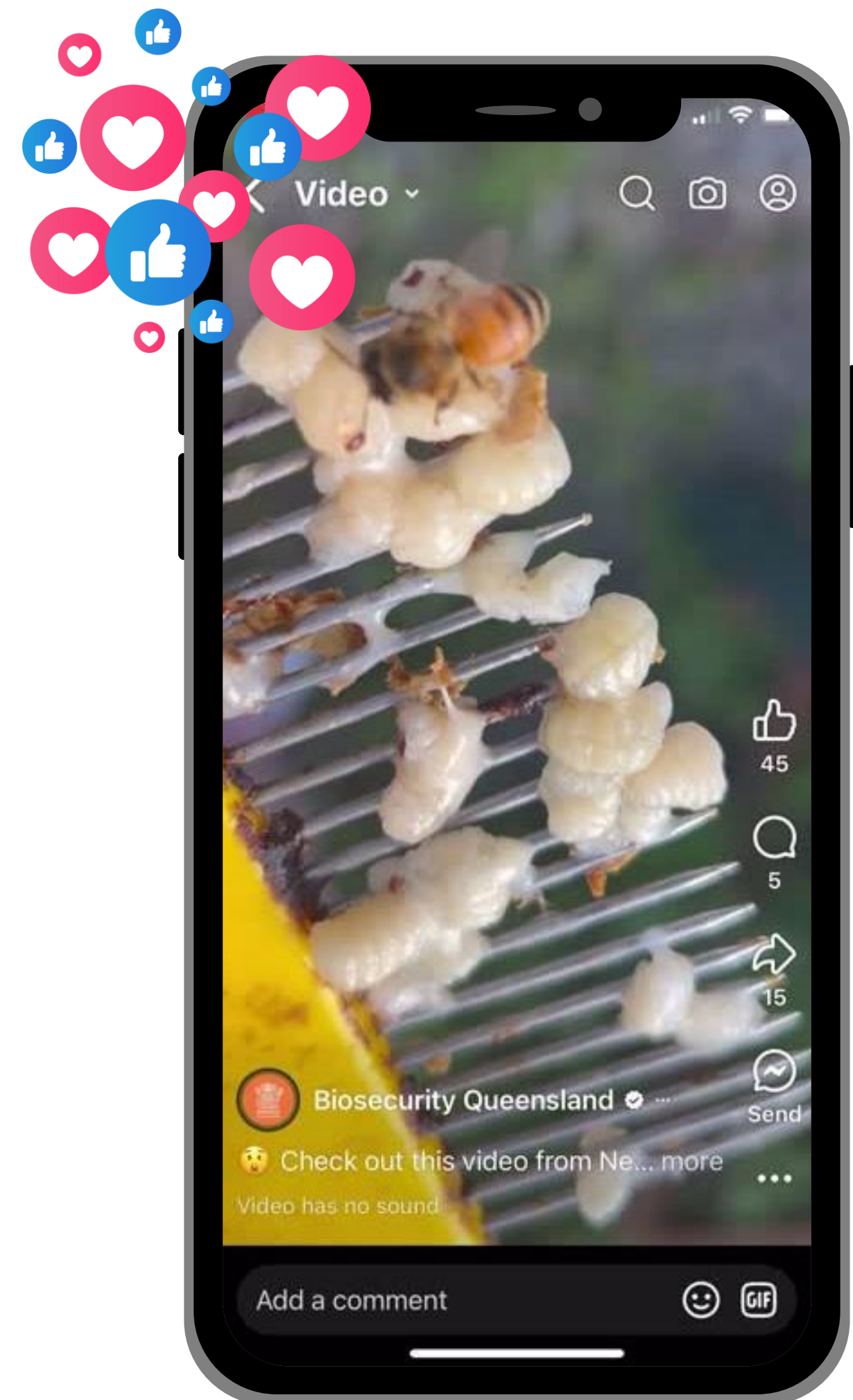
1,460 views



Short, eye-catching, educational and different



Easy to understand, informational caption





# Biosecurity behavioural research

- Psycho-social response curve
- EAD social licence research
- Response impacts research
- Biosecurity behaviour change priorities – prevention research
- On-farm biosecurity uptake

**VISITORS**

**PLEASE RESPECT  
FARM BIOSECURITY**

---

Please phone or visit the office before entering



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**Do not enter property without prior approval**  
Vehicles, people and equipment can carry weed seeds,  
pests and diseases



# Empowered to Act





# Education capability



## On-Farm Biosecurity Basics

- 11 x YouTube videos inc. 5 x case studies and 5 x biosecurity principles
- 2 x Train-the-trainer sessions reaching 13 peak bodies



## IBRRT - Industry Biosecurity Response Readiness Training

- 12 x sessions in-person and online
- 207 registrations
- 138 participants



## Public Information

- PI Training - 44 participants
- PI Manager training - 26 participants



## National Biosecurity Online Training Hub

- Campaign won EMPA Award
- 63 courses available
- 16 training providers
- 38,000+ clicks through to the Hub



# Future opportunities





# What's on the horizon?

## What else could be done?

- National Biosecurity Pledge and Qld Biosecurity in the Boardroom
- Local Government Preparedness Workshops
- Regional youth biosecurity forum and exercise
- New online training modules
- Industry-led Codes of Practice – on-farm biosecurity similar to fishing industry
- Other possibilities?????



# Awareness and education: Focus areas

1. Social research, trends and intelligence
2. Raising the profile
3. Timely consistent and concise messaging
4. High risk audiences and behaviours
5. Education for upskilling including e-learning
6. Investment in education





The background of the slide is a close-up photograph of water ripples. The ripples are concentric circles emanating from a central point, creating a sense of movement and depth. The colors range from light blue to a deeper, darker blue, with highlights and shadows that emphasize the texture of the water. On the far left, there is a vertical teal-colored bar.

it's all about  
**the ripple effect**