

Biosecurity in Queensland


Awareness and Education Framework

“Biosecurity relies on a shared culture where the strength of the system depends on the willingness of everyone to be actively involved.” *Queensland Biosecurity Strategy 2024 – 2029*

Awareness and education objective:


To enhance Queenslanders’ understanding of what biosecurity means for them, how their activities create risk, and how they can embrace and actively fulfil their general biosecurity obligation. To achieve this, Queenslanders and organisations, particularly those that have the potential to create biosecurity risk, require access to a broad range of programs that promote good biosecurity behaviours and help embed these in planning and practices for positive biosecurity outcomes.

Key principles for effective awareness and education:




Collaborate

Partners coordinate efforts in relation to biosecurity awareness-raising and education to enhance outcomes.




Participate

Partners embed biosecurity awareness-raising and education activities as part of their everyday work plans.




Proactive

Partners acknowledge proactive and preventative biosecurity measures are more effective than reactive remedies.



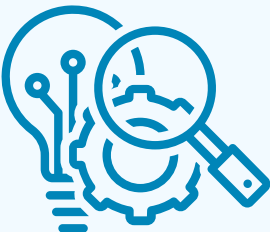
Innovate

Partners commit to challenging the status quo and developing responsive biosecurity awareness-raising and education solutions.



Accessible

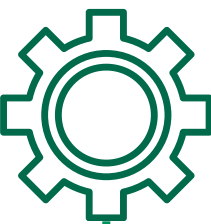
Partners work towards on-demand, fit-for-purpose biosecurity upskilling opportunities.



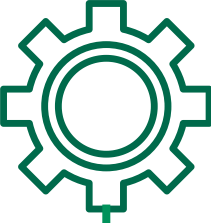
Evidence-based

Partners focus behaviour change efforts on highest risk threats, audiences and behaviours based on research and intelligence.

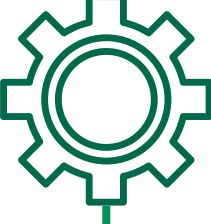
Biosecurity fundamentals:



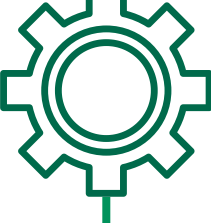
Everyone has a role to play in protecting Queensland from biosecurity threats.



Biosecurity impacts are broad – plant and animal pests and diseases have the potential to significantly impact Queensland’s industries, economy, environment and way of life.



Good biosecurity practices and behaviours help to safeguard Queensland from plant and animal pests and diseases.



Increasing early detection and reporting of plant and animal pests and diseases is critical to mitigating biosecurity risks.

Biosecurity Queensland priorities to raise awareness and enhance biosecurity education

| Focus area | Biosecurity Queensland initiatives 2025 – 26 |
|--|---|
| Social research, trends and intelligence | <ul style="list-style-type: none">• Priority biosecurity threats behaviour change research to inform high risk behaviour targets• Emergency animal disease (EAD) social licence research and supporting social licence framework• Biosecurity response psycho-social curve research• Imminent threat communication – review biosecurity alerts• Environmental scan – outcomes to inform future awareness campaign |
| Raising the profile | <ul style="list-style-type: none">• Biosecurity Mates Ambassador Program – supporting biosecurity system champions• Biosecurity Connect – program of event attendance and engagement to reach diverse audiences• National Biosecurity Week support• Profile biosecurity partner initiatives through active social media sharing |
| Timely, consistent and concise messaging | <ul style="list-style-type: none">• Create biosecurity narrative resources for use by all stakeholders including topics such as biosecurity in Queensland and GBO• Improved public information capability and capacity to support biosecurity incident response |
| High risk audiences and behaviours | <ul style="list-style-type: none">• Biosecurity in the Boardroom• Increase uptake of On-farm Biosecurity Check In App• Support biosecurity operating procedure development for high-risk audiences• Backyard biosecurity resources developed and targeted to peri-urban and recreational farming sector• Domestic airport signage program to support domestic biosecurity movement risks• Marine pest student education program• Focus on on-farm biosecurity awareness and profiling links back to industry resources and best practice• On-farm biosecurity basics video resources rolled out• On-farm biosecurity basics online training rolled out• Biosecurity Blitz campaign targeting community-based biosecurity behaviours and encourage passive surveillance through early detection and reporting |

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|--|---|
| Education for upskilling including e-learning | <ul style="list-style-type: none">• Increase the number of fit-for-purpose online training courses• Promote National Biosecurity Training Hub courses• Industry Biosecurity Response Readiness Training (IBRRT) – online modules completed and additional F2F roll out• National Biosecurity Youth Training Hub support• Local government capability training:<ul style="list-style-type: none">• GBO workshops focused on invasive species• Biosecurity incident response preparedness workshops• Biosecurity and youth – learning and development forum |
| Investment in education | <ul style="list-style-type: none">• Education grants provided through Biosecurity Fund to further education initiatives that support better biosecurity outcomes |

Stakeholder contribution to raise awareness and enhance biosecurity education

| Focus area | Input from biosecurity partners |
|--|---------------------------------|
| <p><i>Social research, trends and intelligence</i></p> <ul style="list-style-type: none">• Do you know of any research being undertaken that could support increased awareness-raising?• List any sources of trends or intelligence that would support awareness-raising or education. | |
| <p><i>Raising the profile</i></p> <ul style="list-style-type: none">• Is your organisation delivering or planning any initiatives to help raise the profile of biosecurity?• How can we collaborate on these? | |
| <p><i>Timely, consistent and concise messaging</i></p> <ul style="list-style-type: none">• Where are the opportunities to collaborate on messaging?• Are there any opportunities to further improve biosecurity incident public information? | |

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| <p><i>High risk audiences and behaviours</i></p> <ul style="list-style-type: none">• Who are the highest risk audiences?• Who do consider the target audience is when we use the term ‘peri-urban’• What are any current initiatives or future opportunities to target high risk audiences?• What are some current initiatives or future opportunities to target high risk behaviours? | |
| <p><i>Education for upskilling including e-learning</i></p> <ul style="list-style-type: none">• What e-learning opportunities currently exist?• What new e-learning packages would be beneficial?• How is your organisation /stakeholders supporting education roll out?• What other opportunities are there for education packages? | |
| <p><i>Investment in education</i></p> <ul style="list-style-type: none">• How is your organisation investing in biosecurity education? | |