

Look. Check. ask an expert

Animal Health Australia's Protect Australian Livestock Campaign ran from 2001 to 2006. It aimed to educate Australian plant and animal owners about biosecurity. In 2003 Plant Health Australia began a similar plant health awareness campaign which aimed to make commercial plant producers aware that plant health is an important issue to them individually, to their industry and the national economy at large, and there are steps they can take to reduce the risk of exotic pests and diseases.

PLANT AND ANIMAL HEALTH CAMPAIGNS

The Commonwealth Government (DAFF) then took the campaign and adopted it for the Non English Speaking Biosecurity Campaign for the peri urban market Australia wide.

The plant health campaign won the Public Relations Institute of Australia (ACT) Award for Excellence 2004 in the Community Communication Category and was commended in the PRIA National Golden Target Awards 2004 in the category of community communication.

CLIENT

Animal Health Australia and Plant Health Australia

TIME FRAME

2001-2006

TYPE OF CAMPAIGN

Awareness, education and behavioural change

THE ROLE OF SEFTON & ASSOCIATES

When Sefton & Associates commenced the campaign work in 2001/02, it took what had been a one-week program focused on paid media and turned it into an integrated, multi-faceted program which ran throughout the whole year for the same budget. The tasks undertaken by Sefton & Associates covered all aspects of strategy development and implementation.

COMMUNICATION GOALS

The campaigns aimed to:

- Educate Australian plant and animal owners about biosecurity
- Encourage them to prevent pests and disease outbreaks on their property
- Reduce the risk of exotic pests and diseases.

TARGET AUDIENCES

The Protect Australian Livestock Campaign targets primary producers and representative bodies from Australia's 13 largest livestock sectors, along with national decision makers and key stakeholders from Australian rural life. The plant health campaign targeted plant producers from Australia's 24 largest plant industries.

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COMMUNICATION CHANNELS

Sefton & Associates used the following channels in the communication campaign:

- Enlisting state government agencies, local governments, industry groups, producers and supporters/advocates to convey campaign messages to their members and act as spokespersons for media and events.
- Preparing extensive media materials, organising interviews and selling stories to targeted media.
- Managing events and providing marketing material to events (e.g. coordination of the Launch of the 2001 Protect Australian Livestock Campaign by Animal Health Australia Chairman, Dr Roly Nieper, at the National Press Club).
- Organising government and industry representations and lobbying.
- Running a strategic alliances program including developing tailored materials and presentations to major rural companies and agencies encouraging them to partner.

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Sefton & Associates also developed the creative approaches for both campaigns, with the 'spotted animals' advertisements that were highly visible and contributed significantly to the campaign's success. The plant health campaign used the tagline Look. Be Alert. Call an Expert. The animal health campaign used the tagline Look. Check. Call a Vet.

MAIN PROJECT OUTPUTS

These major campaigns saw the production of extensive national communication materials across all key livestock sectors and plant industry groups. Many of these materials are still in use, including:

- Biosecurity information kit
- Extensive web information and updates
- Fact sheets, posters, fridge magnets, postcards
- Media relations materials – editorials, feature stories and newsletters.

INDICATIVE BUDGET FOR PROMOTION

- Protect Australian Livestock Campaign budget \$250,000 per year for six years
- Plant Health Australia Campaign budget \$120,000 per year for two years.



Spot the Risk

#1 Stock Purchase Insist on a health declaration and segregate new stock for a week.	#5 Work with your Vet Isolate sick animals and keep a record. Report unusual or abnormal behaviour.
#2 Vehicles & Visitors Limit vehicle access to main station area. Insist visitors' clothing and equipment is clean.	#6 Feral Animals Work with your neighbours to control feral animals.
#3 Stockfeed Beware of contaminated stockfeed. Only purchase from quality-assured manufacturers.	#7 Good Animal Health Practices Develop a health plan that includes disease surveillance, vaccination and parasite control.
#4 Fences Fences need to be checked regularly.	#8 Dispose of Carcasses Dispose of carcasses in a fenced-off area.

If you notice unusual disease symptoms, abnormal behaviour or unexpected deaths in your herd, immediately call your veterinarian, stock inspector, or the Emergency Disease Watch Hotline on 1800 675 888.

Look. Check. Ask a Vet. 1800 675 888



Spotted anything unusual?

Grain growers are the key to protecting Australia's crops from exotic insects and diseases like khapra beetle. It is important that you are aware of the risk, and if you spot anything unusual on your crop you should always check it out and call the Exotic Plant Pest Hotline on 1800 084 881. The call is free (except from mobiles) and early detection will help protect your industry. Visit www.planthealthaustralia.com.au for further information.

Spotted anything unusual?

Vegetable and potato growers are the key to protecting Australia's crops from exotic insects and diseases that could devastate the industry. It is important that you are aware of the risk, and if you spot anything unusual on your crop you should always check it out and call the Exotic Plant Pest Hotline on 1800 084 881. The call is free (except from mobiles) and early detection will help protect your industry. Visit www.planthealthaustralia.com.au for further information.

LOOK. BE ALERT. CALL AN EXPERT. 1800 084 881