

Local Links - Stronger Communities

MEPAAW2-NW-01

"Weed of the Week" Project

Northern Slopes Landcare Association Incorporated



An eight week series of Advertorials raising awareness on priority and emerging weed species in the North West of NSW

The issue

The severe drought conditions in the North West of NSW have had many impacts, however one issue that landholders need to be aware of is the potential for increased weed incursions on their properties due to lack of groundcover and introduction of new weed species through fodder from other regions/states.

Also, we wanted to raise awareness in the general community, urban included, about the dangers posed by some of the introduced species which may be growing in their gardens.

The solution

Northern Slopes Landcare consulted with the North West Regional Weeds Committee - comprised of North West LLS, Council Weeds officers representing the 6 shires of the North West Region, and the North West Cacti Coordinator, to select the eight invasive weed species (both priority and emerging) of most concern in our region.

The species selected were *Harrisia Cactus*, *Blue Heliotrope*, *St Johns Wort*, *Green Cestrum*, *African Lovegrass*, *Fireweed*, *Tropical Soda Apple*, and *Parthenium*. Using funding from MEPAAW phase 2, an advertorial on each of these species was developed, giving a summary of the potential impacts of each, in some cases control options including biocontrol, and in all cases it was recommended that the occurrence be reported to the Landholders' local Council Weeds officer so that assistance could be given in removing/containing the plant.

The advertorials were placed in the North West Magazine, which goes out to approximately 30,000 households across the North West region and into Southern Queensland. Additionally, the ads were placed on Facebook and Instagram, where they reached over 600 people.

The impact

Measuring the impact of this project has been difficult. While we know we reached over 600 people on Facebook and Instagram, it is impossible to know how many people actually read the information published in the paper. When the drought breaks however, and regrowth begins, it is hoped that landholders will report any new weeds growing in their paddocks to their Local Council Weeds officers, so that they can get assistance in controlling and/or eradicating the weed from their property.



Key facts

- If landholders identify any new incursions of Priority or emerging weeds on their property, they should contact their Council Weeds Officer for assistance in controlling/eradicating it.
- It is anticipated that many weeds will appear in new areas due to the introduction of seeds through drought fodder supplies.
- NSW DPI's Weedwise App can be a very useful tool for landholders in identifying weed species on their properties

Project Partners



The Local Landcare Coordinator Initiative Program that enables the promotion of these case studies on the Gateway, is funded by the NSW Government and is supported through the partnership of Local Land Services and Landcare NSW

