

MEETING SUMMARY

ASF industry/government teleconference

11 February 2020 | 11:30am-12:30pm | Teleconference

SUMMARY

TOPIC

INTRODUCTION

The purpose of the teleconference was to discuss current and planned ASF communications and engagement activities, to identify collaborative opportunities and potential gaps.

MEETING NOTES

Activities to note during the teleconference are outlined below:

- Organisations were asked to provide an update on their organisations ASF activities since the last meeting; these were circulated with the agenda.
- Updates received after circulation of agenda will be shared with these meeting notes.
- APL raised that there needs to be better communication about what ASF is to the broader community. The difference between African Swine Fever and Swine Flu need to be distinguished better. AHA advised that they have developed collateral related to this and will re-share with the group.
- Question was raised asking if coronavirus was confused with swine fever. At this stage there has been limited reporting of this. Advice from the Commonwealth is that they have received only one query via AHA. Australian Chief Veterinary Officer advises that there is no reason to suspect livestock may be affected by coronavirus.
- Agreement that messaging about 'keeping pork on your fork' should be maintained; NT is developing messaging related to this and will share when available.
- The bushfires have caused some disruption around penetration of messaging for ASF.
- NSW DPI also advised they had been in touch with universities regarding coronavirus messaging and whether they can promote ASF messaging - result was that they wouldn't whilst coronavirus is in full swing.
- Agreement from the group that the threat of ASF remains and communication activities need to continue.
- AgForce Qld advised that the Qld Schools Animal Ethics Committee oversees pig-keeping by schools and ensures the relevant schools operate as per Pig Standard Operating Procedure. Qld DAF has also contacted all schools keeping pigs. Contact person for Qld schools is Cicely Milne – ph 07 3513 5916 or email cicely.milne@qed.qld.gov.au.
- Qld are conducting research insights into pig owners' attitudes towards biosecurity:
- Draft report is being prepared and will be shared with the group.
- Early feedback (through Facebook advertising campaign and social research) indicates that the term swill is not resonating with people anymore
- Messaging that resonates is "people food is not pig food" and "What can/cannot you feed your pig".
- AHA is finalising a factsheet related to this and will share with the group.
- Australian Meat Industry Council noted that if ASF was to enter Australia we would only have a minimum of 9-13 weeks supply of pork on the market.

TOPIC

- Commonwealth advised that the National ASF Communications Response Plan is being updated based on findings from Exercise Razorback; it will be tested at the National Biosecurity Communications and Engagement Network meeting in March.
- Key communication takeaways from Exercise Razorback was that more messaging needs to be developed for messaging for producers (there was a heavy focus at the exercise on messaging for Ministers).
- APL have appointed the National Feral Pig Coordinator. Tom Dawkins will be working in this role.
- Agree that meetings will be held every two months or as required.

ACTIONS

1. **AHA** - AHA to re-share the difference between ASF and Swine influenza collateral with group.
2. **AHA** – Enquire with Animal Health Committee if some CVOs can do a short video informing on the difference between ASF and Swine influenza.
3. **AHA** – Factsheet related to ‘what you can and can’t feed your pigs’ to be shared with group when finalised.
4. **Qld Gov’t** – Share research draft report when finalised.
5. **NT Gov’t** – Share updated collateral when available.
6. **SA Gov’t** – Advise if the collateral they shared can be used by the wider group.
7. **ALL** – When sending collateral to the group, advise of any parameters for use i.e. acknowledgement of origin.

NEXT MEETING – APRIL 2020