

## UPDATE ON ASF COMMUNICATIONS ACTIVITIES

Teleconference participants were invited to provide an update on their organisation's ASF activities for the Dec 2019 – Feb 2020 period (and any activities coming up over the next six months). Updates received are outlined below.

### CURRENT STATE OF PLAY

#### Agforce

- AgForce has been participating in a few regional multi-stakeholder working groups to develop feral pig management strategies – plus increase landholder capacity such as feral pig trapping info days.
- Not mainstream ASF prevention but increased awareness & activity in the risk pathway of feral pigs.
- Many Qld commercial piggeries are very busy putting in exclusion fencing around their piggery properties – to ensure non-contactable margins between ferals & domestic pigs

#### Animal Health Australia

- AHA continues to raise awareness of ASF through social media
- AHA developed an article in partnership with Wildlife Health Australia, for the National Shooters, Fishers and Farmers Party to distribute in their newsletter.
- Development of an ASF FAQ for the AHA website is underway, with the aim to have it finalised by mid-late Feb.
- AHA contributed to the planning, hosting and evaluation of Exercise Razorback – CCEAD and NMG exercises - in December 2019. The exercises provided all participants with an opportunity to practice their roles in a simulated African swine fever response.
- AHA working with livestock transporters on a project supported by Biosecurity Queensland that is primarily focused on defining current and preferred communication methods within the transport industry for use of communicating a livestock standstill and or movement restrictions during an emergency animal disease outbreak. The project also looks at identifying biosecurity gaps and resource gaps for the transport industry.

#### Australian Pork Limited

- ASF co-ordinator role.
- Established industry ASF technical committee.
- Providing regular ASF updates for industry.
- Involvement in national ASF response activities.
- Review of ASF AUSVETPLAN.
- Review of valuation and compensation AUSTVETPLAN manual (pig section).
- Increases to border security.
- Engagement of Industry CVO ASF taskforce.
- APL ASF focused activities – R&D, marketing and policy.
- Monitor imports and ASF risk.
- Feral pig management – feral pig co-ordinator role.
- Communications/engagement and media.
- Training in exotic disease preparedness.

#### Commonwealth Government

##### “Don't bring pork products to Australia” campaign

**Scheduled campaign date:** 15 December 2019 to 22 March 2020 (14 weeks)

**Budget:** Presently at \$118,181.

## CURRENT STATE OF PLAY

**Audiences:** Passengers, students visiting or returning to Australia from high risk countries.

**Channels:** Facebook, Weibo, digital display advertising, Qantas magazine print advertising, signage at Brisbane, Sydney and Melbourne international airports.

**Language:** Some materials and posts have been translated into the following languages; English, Simplified Chinese, Traditional Chinese, Vietnamese, Korean, Japanese, Thai, Malay, Tagalog, French, Hindi and Indonesian

**Evaluation data** (as of 26 January 2020):

Advertising	Reach	Frequency	Click through rate
Facebook	587,903	2 - 3 times	1,856
Weibo	244,636	2 - 3 times	0.32% (0.09% benchmark)
Digital display advertising	605,951	3 - 4 times	0.11% (0.9%) benchmark

### Meat and Livestock Australia

- MLA doesn't have any collateral in the pipeline but will link to ASF resources if running a relevant article eg. our article about managing feral pigs included links to ASF resources from Australian Pork <https://www.mla.com.au/news-and-events/industry-news/its-feral-friday-pigs/?clean=true>
- The ASF threat is an excellent opportunity to test biosecurity plans and preparation. Our R&D investment in the FMD Ready project is aimed at improving our livestock biosecurity capabilities both for endemic disease at enterprise level and exotic incursions (using FMD as an example).

### NSW Government

#### Engagement

- Ongoing meetings with NSW Farmers Pork group (last met via telecon 17 Jan)
- APL / NSW Farmers / DPI producer meetings held in Casino and Kempsey on 30 and 31 January 2020
- Exercise Waratah – using ASF as a scenario, the UK DEFRA team and NSW DPI team practised rapid risk assessments focusing on the risks of various movements from a restricted area emergency zone within and into the control area emergency zone. Knowledge and expertise shared across the two countries. Media release and media coverage of the exercise took place.
- Presenting at upcoming Local Government State Liaison EHO biannual meeting re swill feeding surveillance in the retail sector.

#### Communications

- ASF article for hunters developed to be issued in DPI Game Licensing Unit newsletter and shared with Australian Pig Doggers and Hunters Assoc in Feb.
- Link to main ASF DPI website information added to other key pages (including Biosecurity and GLU). Pre festive season, an ASF homepage carousel was also live on the site. Scoping adding more information soon.
- Draft emergency response communications drafted and in review with technical teams.
- Two proactive 'dispose of your food waste thoughtfully' social tiles published on DPI channels and Local Land Services Facebook (one for festive season and one for Aus Day / Chinese New Year long weekend).
- Next batch of social tile messaging to go through approvals shortly – to cover a range of prevention and preparedness messaging.
- Exploring options for targeted outreach workshops.
- Universities – continuing to reach out to ask them to share 'Don't Pack Pork' messaging - particularly targeting International student publications and Exchange programs, where possible.
- Developing modules of information for Environmental Health Officers and Compliance Officers.
- Updating resources including Eight must do's for Pig Owners and Four steps to keep exotic pig diseases out.
- ASF awareness article for Food Australia magazine to be developed soon.

## CURRENT STATE OF PLAY

### Queensland Government

- **Education and awareness:** in mid-February a Queensland campaign will commence to promote awareness of African swine fever prevention. This will include some print, radio, digital and social media placements. We will be able share copies of the materials with the group once this commences.
- **Social research:** Biosecurity Queensland is undertaking a social research project to learn more about pig owner's attitudes and behaviours towards biosecurity practices.
- **National African swine fever vet guide:** this follows the production of the Queensland vet guide after other jurisdictions confirmed interest in this being converted into a national guide. Our creative team is coordinating the design of this and this will be sent for final approval shortly.
- **Response plan:** Biosecurity Queensland has developed a Queensland African swine fever response plan in partnership with industry and technical experts that details the actions Queensland will take to contain and eradicate African swine fever as quickly and effectively as possible in the event of an emergency animal disease incident. Areas of logistics and finance are being finalised.
  
- **Surge capacity / readiness:** The Queensland Government is in a lean forward position ready to respond to African swine fever if required. Surge capacity planning activities in preparation for an African swine fever or other significant emergency disease response include:
  - Training for local governments on African swine fever awareness and what response requirements may be required
  - Consultation with the State Disaster Coordination Centre Watchdesk including providing African swine fever updates to all councils, Local Disaster Management Groups and District Disaster Management Groups
  - Lean forward information provided across Queensland Government for staffing
  - Department of Agriculture and Fisheries staff have nominated to assist in the event of incursion. These staff have completed training in preparation
  
- **Laboratory preparedness:** Passive surveillance enhancements are continuing to be implemented including cross-training of laboratory personnel, increasing laboratory testing capacity, and evaluation of options for efficient and reliable sample transport. If African swine fever enters Australia this will help us detect it quickly in Queensland.
- **Industry engagement:** engagement with industry continues to ensure a coordinated approach to prevention and preparedness. A recent meeting held at Kingaroy in late January (the Response and Biosecurity Considerations Forum) had representatives from 50 per cent of Queensland's pork industry. Participants were provided with an overview of African swine fever, disease response measures, border controls, trade implications, on-farm biosecurity, emergency preparedness activities and feral pig management. Biosecurity Queensland staff also participated in a recent visit to one of Queensland's largest piggeries. As part of our continued preparedness activities Biosecurity Queensland veterinarians and pathologists undertook refresher training in necropsy and sampling.

### SA Government

#### Activities in development:

- Developing fridge magnet and DL flyer for smallholder producers – focus on swill, registering pigs and reporting.
- Refreshing posters on ASF – food disposal, swill, symptoms and feeding pigs.
- Developing content for SA Country Shows – new poster.

#### Activities recently completed:

- Refreshed social media tiles (attached) and posts
- Refreshed web content on ASF – including info on hunting/shooting feral pigs, registering pigs
- Developed articles for:

## CURRENT STATE OF PLAY

- Department of Environment and Water – feral pigs
- NRM – ASF / registering / feeding pigs
- Conservation and Hunting Alliance of SA – feral pigs

### Stock Feed Manufacturers' Council of Australia

- Last Branch update on ASF to be held in WA early in March.
- The feed mill biosecurity manual is being finalised. Comments were received from about 25 organisations domestically and internationally.
- Will be drafting some guidance for members on feed and its role in the spread of diseases (within the month). This comes out of Duncan Rowland's attendance at an international feed forum where Dr Cassie Jones presented on her work and that of others at KSU.

### Victoria Government

- Print, radio and online advertising, complemented by a media release and social media encouraging people to "Get your pig a PIC."
- Press release and social media about domestic travellers disposing of food waste carefully.
- Two flyers translated into Vietnamese and Chinese. "Don't pack pork" and "swill feeding".
- In the next month we will be looking at advertising around swill feeding and producing material for vets.
- We will also include some ASF messaging in ads for an app for vets called Notify Now. These ads are tentatively booked for mid-April.

### WA Government

#### General

- 10 December 2019: Second industry workshop held by DPIRD on ASF response and preparedness
- 3 January 2020: New webpage for hikers/campers/mountain bikers – Spending time in the bush? Ensure feral pigs don't meet with meat

#### Social Media

- DPIRD Facebook
- 23 December 2019: Heading overseas these holidays – help keep ASF out of Australia
- 13 January 2020: Advice for campers re preventing ASF via safe food disposal
- DPIRDbroadacre Twitter: Retweet: Northern Biosecurity Group Beer and Boar Night – find out how to protect the region from ASF

#### Presentations

- 7 Feb 2020: Presentation on ASF prevention and feral pigs to Northern Biosecurity Group (Geraldton)

#### New publications/collateral

- Pig sampling and post-mortem guide - step-by-step bench aid for vets (attached – but be warned - it is a visual guide to a post-mortem)
- Bannerup – Keep out ASF (final draft attached)
- Translations of pig swill flyer into Chinese, Vietnamese, Italian

#### For completion in Feb/March:

- Preparation of draft ASF response communications for WA
- Flyers and banner up for camping and caravanning show and for tourist bureaus/national parks - March
- Facebook posts – for campers/hikers (ongoing through 2020)
- Wagin Woolorama ASF display – 6-7 March
- ASF presentation at Muresk Animal Health Day - March