

Project Summary

Cross Industry Biosecurity and Emergency Animal Disease (EAD) Awareness

Objectives

To develop and distribute materials that will assist in raising biosecurity and emergency animal disease (EAD) awareness and measure the resulting change.

Background

Biosecurity is crucial for protecting and preserving animal health in Australia's livestock industries, maintaining access to markets and reducing unnecessary production costs. Therefore, awareness of biosecurity risks and practices on-farm is essential across all livestock enterprises.

There was a gap in biosecurity communication specifically for new, emerging and maturing industries. In collaboration with Charles Sturt University (CSU), Animal Health Australia (AHA) undertook research to raise awareness of on-farm biosecurity practices and EAD preparedness in this sector.

Research

The project consisted of four stages:

- **Phase 1** – Initial survey identifying preferred methods of communication by participants in the sector.
- **Phase 2** – Development of key messages and communication materials to promote on-farm biosecurity practices and generate greater awareness about EAD preparedness and reporting responsibilities.
- **Phase 3** – Distribution of materials to industries.
- **Phase 4** – Survey determining impact and change in awareness resulting from communication activities.

New, emerging and maturing industries:

Alpaca
Buffalo
Camel
Crocodile
Dairy goat
Dairy sheep
Deer
Duck
Turkey

Emu
Fibre goat
Game bird
Kangaroo
Marron
Ostrich
Rabbit
Redclaw

Outcomes

Initial consultation with 17 industry representatives identified that biosecurity and EAD awareness in new, emerging and maturing industries was low. For communications dissemination, industry representatives held a preference for email, newsletters and websites.

General and industry-specific messaging and collateral was developed for each of the industries that agreed to participate in the project. Industries without a national peak body were sometimes difficult to contact and only a limited number of participants (eight) were able to be contacted for the final interview by the researchers. These participants reported that the resources provided varied in usefulness and relevance to their industry. Short-term impact and change in awareness resulting from the communication activities indicated a positive increase in awareness.



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Implications

This project provided new insight into the state of biosecurity awareness of new, emerging and maturing industries, which suggests further engagement and extension is required to facilitate the increased adoption of best-practice biosecurity relevant to them.

If adopted, the practices promoted by this project will benefit the identified industries by protecting and preserving animal health in these operations and potentially protecting market access.

Acknowledgements

Project partners included AgriFutures Australia, Charles Sturt University (CSU) and Animal Health Australia (AHA).

Publications and resources

A series of industry-specific fact sheets have been produced to promote monitoring, early detection and immediate reporting of emergency animal diseases.

To view and download the fact sheets, visit:

Farm Biosecurity: New and emerging livestock industries

The final report is available from the AgriFutures Australia website:

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Fact sheets and posters

Download and print these fact sheets to educate staff and others working on your property about the importance of biosecurity for your industry.

Contact

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AgriFutures Australia Project No.: PRJ-010047
AgriFutures Australia Publication No.: 18/050

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