

START

Red Guide Posts

An initiative of the former Eastern & Western Riverina
Noxious Weeds Advisory Groups
in collaboration with

Lachlan Valley Weeds Advisory Committee &
Macquarie Valley Weeds Advisory Committee.

Funded through the NSW Weeds Action Program
(WAP) New Innovative Project for weeds 2013-2015
and Murray Local Land Services.

By avoiding **Red Guide Posted** areas we can all help stop the spread of weeds!

END



macquarie and lachlan valley weeds advisory committee

Murray WAP &
Riverina WAP

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Red Guide Posts

Red Guide Posts are being installed throughout NSW (by weed officers) to identify biosecurity risks along our roadsides.

The **Red Guide Posts** alert road users of the site they need to avoid to prevent further spread of priority weeds along high risk pathways.

For a complete list of priority weeds go to www.riverinaweeds.org.au or www.westernweeds.org

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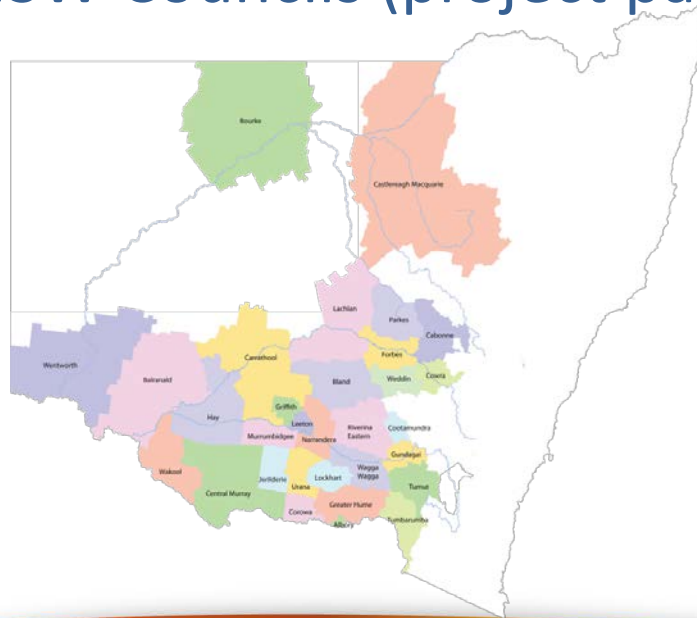


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Red Guide Posts

Over 2,000 **Red Guide Posts** were distributed to 33 NSW Councils (project partners) in 2014:



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Red Guide Posts

A major component of this project was the development of resources that can be picked up by RMS and other Councils across the state. These resources ensure consistency:

- Installation procedure
- FAQ factsheet
- Flyer
- Windscreen sticker
- 30 sec & 15 sec TV commercial
- 30 sec & 15 sec radio ad
- Fuel Nozzle advertising
- Media articles / releases

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Red Guide Posts Installation procedure

Red Guide Post installation procedure

The purpose of this procedure is to provide a consistent approach to the installation of red guide posts throughout New South Wales.

Red Guide posts are being installed along roadsides to:

- Identify known locations of priority weeds
- Alert machinery operators of the site
- Encourage liaison with local council weed officers on each site's requirements
- Prevent further spread of priority weeds along high risk pathways

Locate → Install → Sticker → Record → Inform

Location along roads with existing guide posts: Red guide posts are to be installed on the fence side beside existing delineated white guide posts nearest to the start & end of the priority weed infestation. Distance between white & red posts = 200mm.

Location along roads with no existing guide posts: Red guide posts are to be installed the fence side of the table drain so as not to hinder grading. Note: grader operators should be checking with the weed officer prior to entering a red guide posted site.

Installation procedure: Refer to the Reflex marker post system installation procedure on page 2.

Placement of Sticker: Position sticker 50mm from top of post. Peel a small portion off the back of the sticker. Once in correct position peel the remaining sticker off smoothing the sticker into place in a downward motion. Once fully stuck, peel the front sticker off. The letters should be all that remains on the post.

Record GPS coordinates: Record red guide post locations (start & end); estimate the length of the actual infestation, and submit to Regional WAP Project Officer.

Inform: Communicate with neighbouring landholders regarding the red guide post site.

RGP installation procedure 30/11/2017 Page 1 of 2

Reflex MARKER POST SYSTEM

INSTALLATION PROCEDURE

Step 1 Ground Preparation: Loosen the surface of the ground where installation is to take place.

Step 2 Installation Preparation: Slide the Guide Post into the 1/2 inch driver within the profile slides and lift into driving position.

Step 3 Installation: Stretch and bend your knees throughout the driving process.

Step 4 Check Depth Marker: Ensure post is driven into Depth Mark position.

Step 5 How to Uninstall: Place driver back onto post and insert removal tool into the removal hole of the post - remove by using reverse installation action.

Roadside Products CITY LTD
MANUFACTURERS OF Dura-Post

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Red Guide Posts

FAQ factsheet

START

FAQ - Red Guide Posts



What is the Red Guide Post project?

In 2013, the former Eastern Riverina Noxious Weeds Advisory Group and Western Riverina Noxious Weeds Advisory Group (ERNWAG & WRNWAG) teamed up with the Lachlan Valley Weeds Advisory Committee and Macquarie Valley Weeds Advisory Committee (LVWAC & MVWAC) to apply for the NSW government funding under the NSW Weeds Action Program to promote the Red Guide Posts initiative. We were successful and as a result have been able to produce the following resources which are all available at www.riverinaweeds.org.au:

- TV & Radio Commercials; Fuel Nozzle advertising; windscreens stickers; flyer; banners
- Power point presentation; installation procedure.

Why are Red Guide Posts being installed?

Red Guide Posts are being installed to identify biosecurity risks along our roadsides. The posts alert road users of the site they need to avoid and prevent further spread of priority weeds along high risk pathways.

Why Red Guide Posts?

Several coloured posts are already in use by Local Councils and Roads & Maritime Services (RMS). Red was not being used along roads for anything or anywhere that we knew of. Red stands out especially when installed right next to a white guide post.

Who is installing the Red Guide Posts?

Mostly Local Control Authorities (LCAs) – Council Weed Officers and sometimes RMS in collaboration with the weed officer.

Where are the Red Guide Posts being installed?

Along roadsides in New South Wales – at the moment in the Riverina and Western NSW as a pilot project that is hopefully adopted state-wide.

Can I work between the start & end posts?

The area between the red guide posts is a no go zone – meaning there is to be no works carried out. Each LCA weed officer can be contacted to discuss individual site requirements.

Can I park between the start & end posts?

The area between the red guide posts is a no go zone – please park outside of the zones.

Can I move stock between the start & end posts?

The area between the red guide posts is a no go zone – do not move stock through these zones as you risk spreading priority weeds.

I've come across an 'end' post while slashing the roadside; I didn't see the 'start' post. What do I do now I'm in the site?

Contact the local weed officer to discuss the individual site's hygiene requirements.

Which weeds are being targeted with Red Guide Posts?

Parthenium weed, Chilean needle grass, Serrated tussock, Coolatai grass and Spiny burgrass are just a few examples of high risk weed species being targeted in this project.

My council wants to get involved how do I get started?

After reading this FAQ and viewing the PowerPoint presentation, please read the installation procedure to find out all requirements for participation. Contact Regional WAP Project Officer (RWAPPO) or LVWAC & MVWAC Project Officers to get involved.

Where do I purchase Red Guide Posts?

Original suppliers to the project were Roadside Products Reflex Marker posts. Other suppliers exist.

Where do I purchase the 'start' and 'end' stickers?

Original suppliers to the project were Conway's Printing at Jindera. Other suppliers exist.

If I have any more questions about the Red Guide Post project who can I talk to?

Contact RWAPPO or LVWAC & MVWAC Project Officers to find out more.

Paula Bosse
Murray & Riverina WAP
Regional WAP Project Officer
pbosse@greaterhume.nsw.gov.au
Monday, Tuesday, Thursday



LVWAC & MVWAC
Regional Project Officer
[mvvac@orange.nsw.gov.au](mailto:mvwac@orange.nsw.gov.au)
Monday - Friday



END



Red Guide Posts

Flyer

START



END



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Red Guide Posts

Windscreen sticker

To be put in all outdoor staff fleet vehicles (RMS, LCAs, LLS and utilities) as a visual reminder of what's required in the **Red Guide Post** areas. The sticker is given to staff who have been briefed on the campaign and had the opportunity to ask questions. The sticker is not to replace the briefing.



END

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Red Guide Posts

TV Commercials & Radio ads

- 30 sec & 15 sec TVCs went to air on the WIN network in Southern & Western NSW in September 2014.
- 30 sec & 15 sec Radio ads aired on community radio
- All are viewable via www.riverinaweeds.org.au



END

“Dad! We can’t stop here!”



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Red Guide Posts

Fuel nozzle advertising

Unavoidable engagement medium – this advertising was in the hands of everyone who filled up at the 10 service stations trialled in the Murray-Riverina during each 6 week campaign. These 3 creatives were on display September – November 2014



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Red Guide Posts

Fuel nozzle advertising

Given the creatives from the 1st campaign were in place for 3 months – no one else bought the space – we designed new creatives for our 2nd & 3rd campaign which ran December 2014 - April 2015. \$360 per site – 10 sites booked.



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Red Guide Posts

Fuel nozzle advertising

A version of our creatives were in place from 1st September 2014 until mid 2016. 5 Metro service stations and 10 Woolworths service stations displayed our creatives across the Murray-Riverina region.



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Red Guide Posts

Media articles / releases

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Do NOT enter the Red Zone!


Red Guide Posts are being installed throughout the Riverina and Central Western NSW (by weed officers) to identify biosecurity risks along our roadsides. The posts alert road users of the site they need to avoid to prevent further spread of priority weeds along high risk pathways.


Further information on the **Red Guide Post** project can be found at www.riverinaweeds.org.au or contact your local weed officer.


By avoiding **Red Guide Posted** areas we can all help stop the spread of weeds!

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353 words

30th November 2017

DO NOT ENTER THE RED ZONE!

Red Guide Posts are being installed throughout the Riverina (by weed officers) to identify biosecurity risks along our roadsides. The posts alert road users of the area they need to avoid to prevent further spread of priority weeds along high risk pathways.

The former Eastern & Western Riverina Noxious Weeds Advisory Groups (E&WRNWAG) teamed up with the Lachlan & Macquarie Valley Weeds Advisory Committees (L&MVWAG) to apply for the NSW Government funding under the NSW Weeds Action Program (WAP) New Innovative project for weeds 2013-2015. Their project **Pilot - Red Guide Post Project - Riverina, Lachlan & Macquarie RWAGs** was successful, receiving \$107,440 to be spent over the 2 years.

Regional WAP Project Officer Paula Bosse said that over 2,000 red guide posts were distributed to 33 partnering councils across the Murray-Riverina & Western NSW to be installed next to existing white guide posts at the "START" and "END" of priority weed infestations.

"Red guide posts have so far been installed to identify: Parthenium weed, Chilean needle grass, Serrated tussock and Coolatai grass sites. As a new weed infestation is detected, the red guide posts are installed to prevent the weeds spread while the site is being managed," Mrs Bosse said.

A major component of the pilot project was an extensive awareness campaign that was launched at the Henty Machinery Field Days. An animated TV commercial was also produced and aired on the WIN network in Southern NSW for 4 weeks in September 2014.

Murray Local Land Services also partnered with this project to expand the market reach of the commercial throughout the region as well as trial a new advertising medium displayed on Service Station Fuel Nozzles. This advertising was in place for over 2 years to remind road users to avoid the red guide posted areas.

Further information on the Red Guide Post initiative can be found at www.riverinaweeds.org.au or contact your local council weed officer.

By avoiding Red Guide Posted areas we can all help stop the spread of weeds.

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Red Guide Posts Weed Officer Survey

An initial survey was circulated (May 2014) to project partners (weed officers) to gather benchmark data on unauthorised works in known infested roadsides. The follow-up survey (June 2015) determined the effectiveness of resources developed by the project and again asked about unauthorised works. Another survey is due to go out... Drink coolers were developed as an incentive to maximise return of surveys!

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Red Guide Post (RGP) Survey May 2014

Note: all responses below do not include the RGPs we have just given out. Please only answer with information relevant to pre-existing RGP sites (installed prior to 1st March 2014).

UKA: _____

- Do you have RGPs installed in your LGA (prior to the current pilot project)?
- If NO – please email this information back to Paula (lineal) or Megan (larch) ASAP.
- If YES – Please continue...
- Who has approached you about the RGPs installed in your LGA (please ✓)?

| | | | |
|---------------|--------------------------|-----------------------|--------------------------|
| EMS staff | <input type="checkbox"/> | Landholders | <input type="checkbox"/> |
| Council staff | <input type="checkbox"/> | Private developers | <input type="checkbox"/> |
| Contractors | <input type="checkbox"/> | Other (please detail) | _____ |

What was the nature of the query/approach/request?

- Please detail below **unauthorised works** that have taken place within RGP sites in your LGA since installation (please include location of site, type of road, type of unauthorised activity that took place, weed etc). If multiple instances at the one site – mention this or list separately if activity differs.
eg: weedy highways, RMS managed road, Contractors slashed through entire 3km RGP site that was heavily infested with pernicious weed at the time.
- While out and about over the next 4 weeks, please monitor existing RGP sites in your LGA and report back within this survey of any activity taking place.

We appreciate you taking the time to complete this brief survey. Please email it back to your Project Officer by COB 2nd June 2014.

PAULA ROSE
Regional Project Officer
P 02 6361 1111
E paula.rose@nsw.gov.au
Murray, Riverina, Southern

MEGAN POWER
Regional Project Officer
P 02 6361 1111
E megan.power@nsw.gov.au
Murray, Riverina, Southern



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Red Guide Posts (RGP) – Survey June 2015!

2365 Red Guide Posts were distributed to all 13 project partners across Riverina & Western NSW in April 2014. The installation procedure & mapping template were circulated in May 2014. A project media release, media article & checklist were circulated to all partners in August 2014 – for consistency. All other resources are available for download and use at www.nswweednews.org.au

Tick the **resources** that your LGA has used so far:

| | | | | | |
|-------------------------------------|--------------------------|---------------------------------|--------------------------|-----------|--------------------------|
| Installation procedure | <input type="checkbox"/> | Media article (14/8/14) | <input type="checkbox"/> | Flier | <input type="checkbox"/> |
| Power Point presentation | <input type="checkbox"/> | Media release (14/8/14) | <input type="checkbox"/> | TV Ads | <input type="checkbox"/> |
| FAQ factsheet | <input type="checkbox"/> | Printed & displayed State Award | <input type="checkbox"/> | Radio Ads | <input type="checkbox"/> |
| Windscreen stickers (Riverina only) | <input type="checkbox"/> | Red Guide Posts (how many) | <input type="checkbox"/> | | |

Comments:

How many RGP sites do you have in your LGA (note: 2 points per site – start & end)? _____

Feedback: (please be honest with your feedback on the resources we have created – are they effective with getting the message across / changing behaviour?)

- Installation procedure** (are all guide posts within your LGA installed as per the procedure? Any issues with installation?) =
- Toolbox meetings** (how many did you hold, when & with who?)
- Fliers** (how many were distributed through the toolbox meetings?)
- Windscreen stickers** – who applied them after the toolbox meetings?
If not weed staff, have you been back to check stickers have been applied correctly to all vehicles & machinery?
- Fuel nozzle campaigns** (have you seen it? Have others told you about them?) =

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Red Guide Posts

Other resources

We try to promote this initiative through any opportunity that arises. The below are just two examples of this – a postcard handed-out at the NSW Weeds Conference (Cooma 2015) and a display header for the annual Henty Field Days. The postcard is also handed out at Henty FDs.



END

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Red Guide Posts Pilot Project Suppliers:

- Roadside Products - Reflex Flexible Steel Marker Post (Red) no delineators
- Conways Printing Jindera for the stickers (Vinyl Cut Lettering (50mm Font Height) (White vinyl cut lettering, "START" and "END" vertically ready for application))
- TVC & radio ad produced by Anvil media. 2 year CAD license.
- Note: there are other suppliers available.

This initiative is being rolled out with all listed partners.
All resources have been developed with state roll out in mind.

All resources are available at: www.riverinaweeds.org.au

By avoiding **Red Guide Posted** areas we can all help stop the spread of weeds!

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Red Guide Posts

Self sustaining - all of this is working!



The screenshot shows the CamperTrailer Australia website. The main article is titled "BIOSECURE TOURING: DO YOUR BIT FOR THE COUNTRY" by Scott Heiman, dated 26.08.2016. The article features a photo of a man in a field holding a red guide post. The text discusses domestic quarantine and biosecurity. To the right of the article is a sidebar with a search bar, a "GO YOUR OWN WAY" advertisement for a Mitsubishi Mux, and a "SUBSCRIBE" section for the latest issue of the magazine.

- freelance “Recently I saw your red guide posts and a fuel bowser label and thought what a great initiative”. A story idea was pitched... article & Webvid produced in 2016.
- 4x4 and towing instructor “would like to give my fellow trainers a rundown on this programme”... workshop March 2018.
- Posts were supplied for educational purposes

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Red Guide Posts

Self sustaining – geocache educating the masses!

“haven’t noticed on our travels before, but will be sure to keep an eye out on them in the future”

“thanks for bringing this to our attention”

“a good idea to let people know what the sign posts are about and hope people do the right thing, a worthwhile cause to help stop the spread of invasive weeds”



“Wasn’t aware of the red signs, learnt something in the mix and duly noted some on the way home”

“I learnt a lot about this topic”

“had often wondered about the red zone as we travel the country. Thanks for the info”

Found by 58 teams (Feb 2018)

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Red Guide Posts

Weed Management Award Winner 2013/2014



EXCELLENCE IN THE
ENVIRONMENT
AWARDS



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