



## Holding a Weedbuster event

Organising or hosting an event in your local area can increase understanding about the impacts of weeds to many different people. Many people do not know that their backyard garden plants could be contributing to the \$4 billion cost of weeds to agriculture faced by Australians every year.

By hosting an event during Weedbusters you can help:

- **Protect** our environment from the impact of weeds
- **Raise** awareness about the problems weeds cause
- **Increase** your group's profile and promote your achievements
- **Connect** and share ideas with other Weedbusters
- **Appeal** to the community for increased action

Be sure to register your event at [www.weedbusters.info](http://www.weedbusters.info) so it becomes officially recognised.

This fact sheet may provide some ideas for an event in your local area for Weedbusters. Here are some key tips for making an event successful:

### Hot tips

1. Work together with other organisations and individuals when possible.
2. Invite your audience to the event. A personal invitation is an effective method for gaining their support.
3. Offer an incentive for people to attend your event or speak to local groups to inform them of the activity.
4. Approach the whole weed picture—what it is, why it's a problem, how to get rid of it, what to use in its place
5. Don't expect too much too soon. Public awareness can be a slow process, especially in the early stages when you're trying to create momentum.
6. Don't expect action to necessarily follow awareness. Providing information will seldom be enough if you want people to change their behaviour. Observe what the barriers are to preventing people playing a larger role against weeds and try and reduce these barriers.

### Event ideas

Weedbuster events can range from displays at garden retail centres to carnivals. Just think of all the ways you can promote the prevention or removal of weeds!

- **Community Weedbusting event**  
Hold a community Weedbusting event at your local park, reserve or wetland with the support of a local community group. Think about what you will need to provide on the day to make it a success and promote the event in the local community. Your state Weedbuster coordinator may be able to assist you.
- **District tour**  
Organise a group tour of the district for school children, group members or other community groups. The tour could visit some weed-infested and rehabilitation sites.
- **Weeds awareness campaign**  
Tell your local community or target audience all about weeds. Key topics might include weed identification, impacts, prevention and control.
  - Hold a seminar workshop.
  - Distribute information such as fact sheets, posters about weeds from your state/territory agency or local government.



- Invite an expert speaker to talk to your community or school about the environment.
  - Discuss weeds in your school's or group's newsletter.
  - Contact your local newspaper to discuss opportunities for community weeds awareness articles.
  - Write a "Letter to the Editor" of your local newspaper or talking about weeds on the local radio station.
- **Weeds display**  
Hold a weeds display at a local shopping centre, garden retail centre, community hall or local library. Choose a visual location with plenty of passing people. Contact your State or Territory Coordinator for assistance with information materials.
  - **Plant swaps**  
Offer an incentive for people to remove pest plants by providing a replacement native plant.
  - **Organise a Weed Walk**  
Have an expert give a group tour through a weedy area or a restoration site. This can be a great way to learn to recognise weeds.
  - **News articles and feature stories**  
Contact your local media if there are any upcoming weeding events; particularly if there are good photo opportunities
  - **Weed of the month**  
Promote a weed of the month, either through a local newspaper, magazine, council, community notice board, or library
  - **Promote weeds issues**  
Use related events such as Clean Up Australia Day or Keep Australia Beautiful
  - **Family fun day**  
A perfect way to get families involved. Involve activities such as a BBQ, guest speaker, tree planting, face painting and promotional giveaways.

### More information

See the Weedbusters fact sheet *Organising your Event*.