

Media Release

VSTWP LAUNCH TV CAMPAIGN AND VIDEO GALLERY

10th October 2016

The Victorian Serrated Tussock Working Party (VSTWP) has recently launched its first TV Commercial campaign on regional stations across Victoria, highlighting the impact that serrated tussock is having across the Victorian landscape. The community service announcement video was aired on the Ballarat and Bendigo networks in late September 2016 and was produced by BSTV at a location west of Bacchus Marsh featuring landowners who have been impacted directly by the declared noxious weeds.

Community engagement officer from the VSTWP Ivan Carter said “the television campaign aims to reach landowners and managers that might not be aware of the resources and educational information the VSTWP can offer them to assist with identifying and managing this detrimental weed of significance”. “serrated tussock can spread rapidly and infests over 140,000 hectares in Victoria, so we hope that this TV campaign brings attention to the importance of controlling this weed using the best practice management options that the VSTWP advocate” noted Mr Carter.

For those who missed the recent TV announcement, the VSTWP website now features a new video gallery page which enables viewers to watch the TV commercial through Youtube. The VSTWP website is now an even better resource with the addition of the new video gallery page and will allow landowners to have instant access to successful video case studies in managing serrated tussock over the longer term”. “I would encourage anyone who has not recently visited the website to have an explore of the resources available and services our group can offer group and individuals” said Mr Carter.

The recently updated VSTWP Youtube channel has recently clocked more than 1200 views over the past 12 months, including the addition of a number of videos that highlight successful case studies in managing serrated tussock in Victoria, to allow landowners to better understand the invasive plant. Also added to the video gallery on the website are videos to help landowners identify serrated tussock, history of the VSTWP and interviews with various land managers regarding serrated tussock.

VSTWP Chairperson John Burgess said “the latest TV campaign has been a useful tool in our engagement tool kit, and the revamped VSTWP website is now an even better resource with the addition of the new videos and video gallery, and will allow landowners to have instant access to successful case studies in managing serrated tussock over the longer term”.

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Serrated tussock is an introduced invasive plant from South America and has potential to rapidly decreased biodiversity in native grasslands and seriously reduced the agricultural capacity of properties. Also available on the VSTWP website are notes on best practice management for serrated tussock, photo libraries, identification guides, current VSTWP projects and progress reports.

The latest TV Commercial video, case studies and upgrades to the video gallery can be viewed at:

www.serratedtussock.com



Photos: Serrated tussock invading farmland and reducing productivity. Source: VSTWP

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