National talking points template

> The information provided in this template should be used as a guide only, and is based on standard content commonly presented in national talking points for Incidents under the Emergency Plant Pest Response Deed (EPPRD) as well as the generic template available in the Biosecurity Incident Public Information Manual. The specific headings, content and level of detail required in national talking points will depend on the nature, extent and stage of the Incident as well as the specific messages that Affected Parties need to communicate.
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> This template should be read in conjunction with the *National talking points* guidelines[1] which provide information on the purpose, use and process for development of national talking points during a response to an Incident under the EPPRD.

Document revision history

Version	Date issued	Amendment details	
		Section(s)	Details
1.0	30 Nov 2017	All	New document developed by Plant Health Australia in collaboration with Biosecurity Incident National Communication Network Chair/Secretariat. Endorsed by Parties November 2017.
1.1	30 Nov 2018	All	Minor update to reference inclusion of relevant situational information, response strategy details and information on counselling and support services available. Endorsed by Parties November 2018.

Pest name – location (state/territory)

National Talking Points – date (of draft/approval)   DRAFT/APPROVED

Current Situation

This section should include up to date details about the Incident. It may be brief or contain as much detail as required to meet the communication needs of Affected Parties. This section will cover information such as:

- The identity of the pest that has been found (scientific and common name), if suspect or confirmed identity through diagnosis. The common name must be used throughout the talking points.

- Date of detection(s) (i.e. month)

- Broad location of the detection(s) (i.e. suburb or region)

- The specific commodity/commodities it has been found on

- The number of Infected Premises

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[1] Available from plberithaustralia.com.au/plantplan

- Other specific situational details as considered appropriate and necessary to support stakeholder engagement and other communication needs

- Immediate response activities that are underway (e.g. whether quarantine actions are in place, that surveillance is being undertaken) and/or have been completed. If required, a summary of data may be included to reflect more detail on the activities (e.g. data on the number of samples collected, traces completed, surveillance events conducted, plants destroyed etc).

- The significance and impact of the pest (what other plants/commodities it could affect)

- Whether there is or is not any potential impact on human health

- That the detection is being considered by national committees (Consultative Committee on Emergency Plant Pests (CCEPP) and National Management Group (NMG))

- Whether there is a nationally agreed Response Plan in place or being developed

- The response strategy being implemented under the agreed Response Plan

- What activities are being undertaken or planned (long term) in implementing the Response Plan

- Where more information can be found

Background

- Information that provides context about why the pest is significant. This could include impacts observed internationally, to crops, the economy or wider.

- Any decisions previously made by the CCEPP or NMG about this pest. e.g. decision that the pest is feasible to eradicate, and/or Response Plan approved

- Where to go for further information (outbreak.gov.au/)

Biosecurity and reporting

Advice to growers

- Any specific advice to growers about:

  o what they should look out for

  o whether they need to do something differently

  o Advice on how to minimise the spread of the pest

  o who they should contact if they want advice on how to treat for the pest, or if they have any questions

  o where they can get additional information.

- Messages highlighting the importance of on-farm biosecurity; e.g. *Good on-farm biosecurity practices minimise the risk of pests entering and exiting your property, as well as spreading within your crops. Information about how to put biosecurity measure in place on your farm is available at* farmbiosecurity.com.au.

- If there is a specific need for the public to look for and report the pest, this section will include messages targeted for the public in relation to what they should look out for, and where as well as any other information that is relevant to finding the pest.

- Include the following statements where relevant:

- o *All commercial growers and home gardeners, need to be vigilant for new plant pests or disease symptoms. Reporting suspect symptoms can prevent serious and long-term damage to Australia's food production industries.*
  - - This statement should be tailored to the appropriate audience such as groups like bush walkers.
- o *If you think you have seen the 'pest name' or that it may be present on your plants, you need to report this to the Exotic Plant Pest Hotline on 1800 084 881 or to the 'insert details of the relevant state or territory government'.*
- o *Everyone has a role in Australia's biosecurity. It is important that importers and others who work around imported goods be vigilant for exotic pests and pest activity. Some pests may not be visible to the human eye and it may take certain environmental conditions for some pests to emerge from imported goods.*
  - - This statement is specific for pests that may have arrived in imported cargo.

Counselling and support services

- Information on the availability of counselling and support services provided by the relevant jurisdiction and available nationally (if relevant), and where to go to find information on these services.

About 'pest name'

- Description of the pest, both immature and adult forms, and/or what the symptoms look like. Do not use scientific terminology, but rather describe in lay terms for example small white insects, approximately 0.5 mm in diameter, appearing on the underside of leaves.

- Host list for the pest

- Description of how the plants are impacted including where on the plant symptoms may first be observed and how the symptoms progress.

- How the pest can be spread

- Global distribution of the pest

- Clarification of the name or any synonyms if appropriate

- Where to access further information about the pest and images

Trade

International trade

This section should be included if the presence of the plant pest or response activities have an impact on domestic or international trade.

- The information in this section could be as simple as 'There are no trade impacts as a result of the detection of this pest.'

- If there are international trade implications, include the Department of Agriculture and Water Resources website (agriculture.gov.au).

- Any media enquiries related to overseas trade issues are handled by the Department of Agriculture and Water Resources, and should be directed to media@agriculture.gov.au or (02) 6272 3232.

Domestic trade

This section should be included if movement restrictions have been put in place for one or more jurisdictions.

- If there are different restrictions for each jurisdiction, these should be outlined and directed to the Australian interstate quarantine website (interstate quarantine.org.au) for further information.

- Include the information for industry/growers and if there are any restrictions that may impact or be relevant to the general public.

Response arrangements

Standard wording has been developed to explain the EPPRD, the CCEPP and the NMG, and their role in the national biosecurity emergency management.

- *The Consultative Committee on Emergency Plant Pests provides technical and scientific advice in response to exotic plant pest and disease outbreaks. The committee is chaired by Australia's Chief Plant Protection Officer and comprises the Chief Plant Health Managers and specialists from government, Plant Health Australia, and representatives from affected industries. In this incident, this includes (insert Affected Industry Party names).*

- *The National Management Group consists of Chief Executive Officers from government agencies responsible for agriculture, and representatives from affected industry organisations. It is chaired by the Secretary of the Australian Government Department of Agriculture and Water Resources. Plant Health Australia is a non-voting member.*

- *The National Management Group makes decisions on whether or not to support national eradication programs for pest or disease outbreaks under the Emergency Plant Pest Response Deed. The National Management Group considers recommendations provided by the Consultative Committee before making decisions on whether or not a pest or disease is technically feasible to eradicate.*

- *The Consultative Committee and National Management Group operate in accordance with the deed. The deed is a formal legally binding agreement between Plant Health Australia, the Australian, state and territory governments, and national plant industry bodies that represent specific cropping sectors. It covers the management and funding of nationally agreed responses to Emergency Plant Pests.*

If asked

- This section includes information that the CCEPP do not want to promote but agree to release if members are asked specifically.

- The information listed under 'Response arrangements' is sometimes listed in this section.