

# DIG 07



MARITIME MUSEUM, VICTORIA QUAY, FREMANTLE, FRIDAY JULY 13

## Conference Agenda

Registration Opens 8.30am

9:00 — 9:10	Conference Welcome	Gary Muir
9:10 — 9:40	Last Stand at the Bell Track, Fitzgerald River National Park , Western Australia	Malcolm Grant, DEC
9:40 — 9:55	Development of Molecular Diagnostic Tools for the Detection of <i>Phytophthora cinnamomi</i> from Soil Samples in Southern Australia	Nari Williams, CPSM
9:55 — 10:10	The Mechanism of Action of Phosphite in Protection of Host Plants Against Infection by <i>Phytophthora cinnamomi</i> .	Phil O'Brien, CPSM
10:10 — 10:25	Panel Discussion / Questions	
<b>10:25 — 10:55 Morning Tea</b>		
10:55 — 11:15	CPSM 5 Years On!	Emer O'Gara and Giles Hardy, CPSM
11:15 — 11:30	Does Abiotic Stress on a Plant Influence Phosphite Protection to <i>Phytophthora cinnamomi</i> ?	Daniel Huberli, CPSM
11:30 — 11:40	New <i>Phytophthora</i> Species	Mike Stukely, DEC
11:40 — 11:55	Australasia is at High Risk of a <i>Phytophthora ramorum</i> Epidemic	Kylie Ireland, CPSM
11:55 — 12:10	Soil Acidification and Base Cation Depletion on the Swan Coastal Plain: Setting the scene for regional vegetation decline with increasing ground water use	Steve Appleyard, DEC
12:10 — 12:30	Panel Discussion / Questions	
<b>12:30 — 13:30 Lunch</b>		
13:30—13:45	<i>Phytophthora</i> Dieback Signage: One System for All	Gary Muir & Joanna Young, South Coast NRM
13:45—14:00	The Scope of Strategic Management for <i>Phytophthora</i> Dieback within the South Coast Region	Viv Read, NRM Consultants
14:00—14:15	The impact of <i>Phytophthora cinnamomi</i> induced plant deaths on small native mammals in the jarrah ( <i>Eucalyptus marginata</i> ) forest	Rod Armistead, Murdoch University
14:15—14:30	Update on South Coast NRM and Project Dieback Activities	Joanna Young & Annabelle Bushell, South Coast NRM
14:30—14:45	Dieback Communication Project Update	Lesley Thomas & Leah Pearson, EMRC
14:45—15:05	Panel Discussion	
<b>15:05—15:30 Afternoon Tea</b>		
15:30—16:30	Workshop	Facilitated by Ian Colquhoun
16:30—16:40	Conference Close	Ian Colquhoun

**Due to the generosity of our sponsors, we are offering limited sponsored registration for community members and students (registration still required for catering).**



*This project is funded by the Australian and State Government's investment through the Natural Heritage Trust administered in the Swan Region by the Swan Catchment Council.*



### Conference Organising Committee

Stop Dieback the Biological Bulldozer

Dieback Treatment Services

City of Armadale

Department of Environment and Conservation

### Conference Sponsors



# DIG 07



## Registering for DIG 07

Due to the generosity of our sponsors, we are offering sponsored registration for community members and students (registration still required for catering).

**Cost :** \$35 registration for professionals

**Registration Close :** 6th July 2007

**Registration Contact :** elita.lewis@water.wa.gov.au or fax (08) 9374 0685

*Morning tea, lunch and afternoon tea will be provided.*

### Attendant's Details

Organisation Name: \_\_\_\_\_

Name of Attendee/s: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Special Dietary Requirements (eg. Vegetarian) \_\_\_\_\_

**Are You Interested in Attending a Post Conference Dinner?**

*Note: this is not covered in the registration fee and is an opportunity for additional networking*

Yes / No

No. of Seats

### Payment Details

Seats Required: \_\_\_\_\_

Conference Registration @ \$35<sup>(inc. GST)</sup> per person. Total: \$ \_\_\_\_\_

Cheque/Money order enclosed  
(Made payable to the Swan Catchment Council—Post to PO Box 2206 Midland 6936)

VISA       Mastercard       Bankcard

Account Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Exp Date \_\_\_\_ / \_\_\_\_      Signature \_\_\_\_\_



MARITIME MUSEUM,  
VICTORIA QUAY  
FREMANTLE

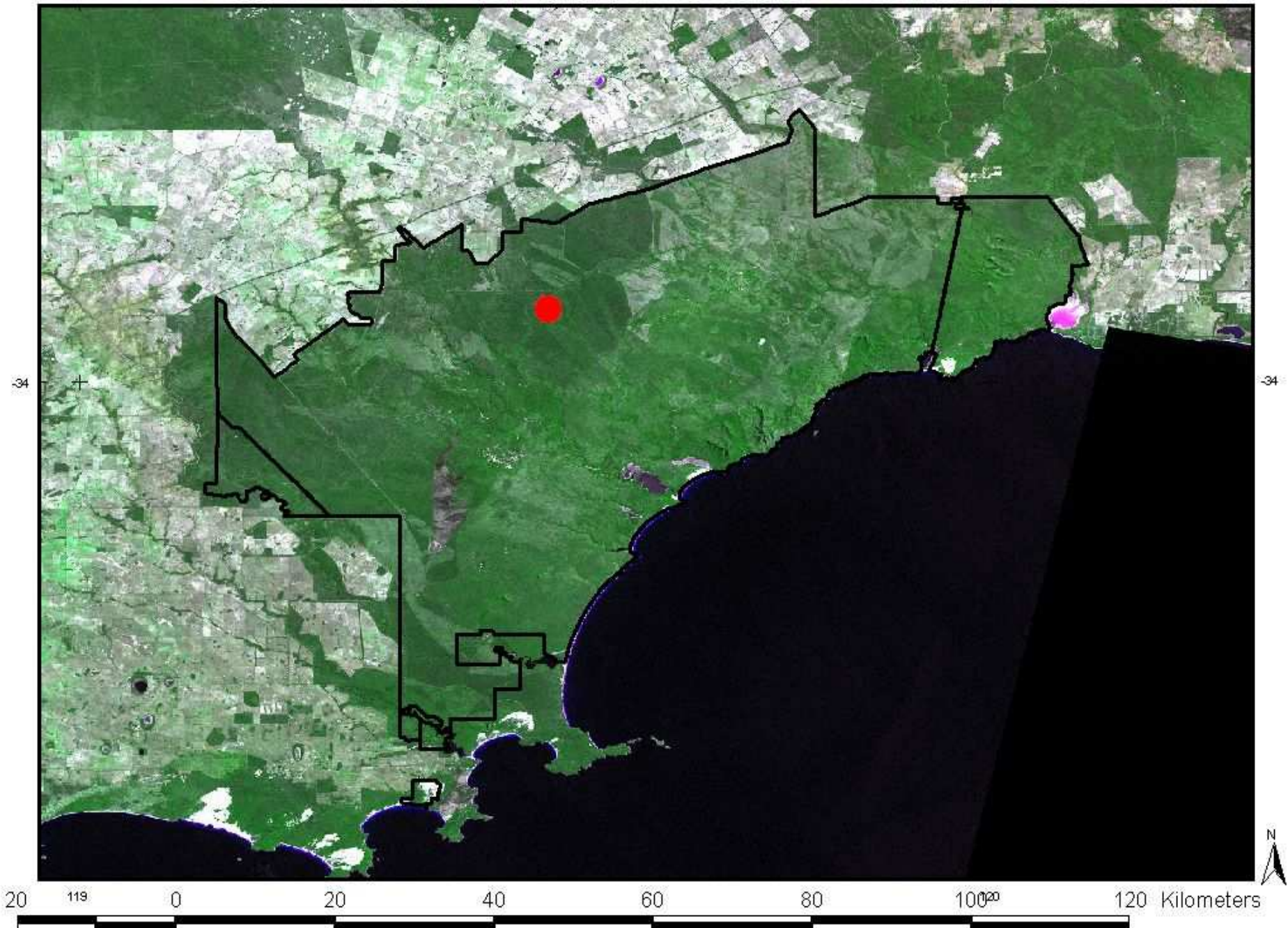
# LAST STAND AT BELL TRACK – Saving the FRNP



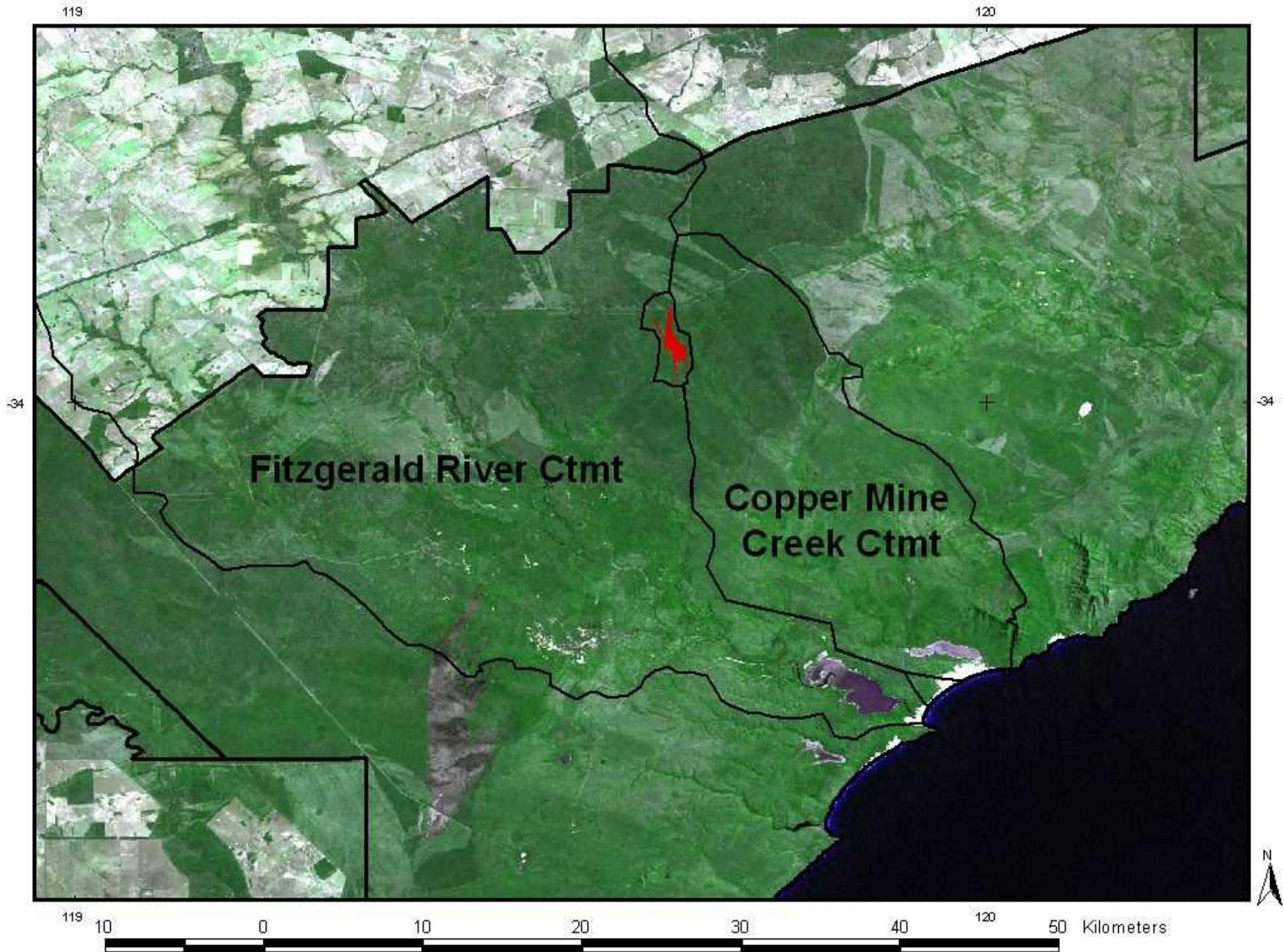
# Location of the Bell Track P.c. Infestation within F.R.N.P.

119

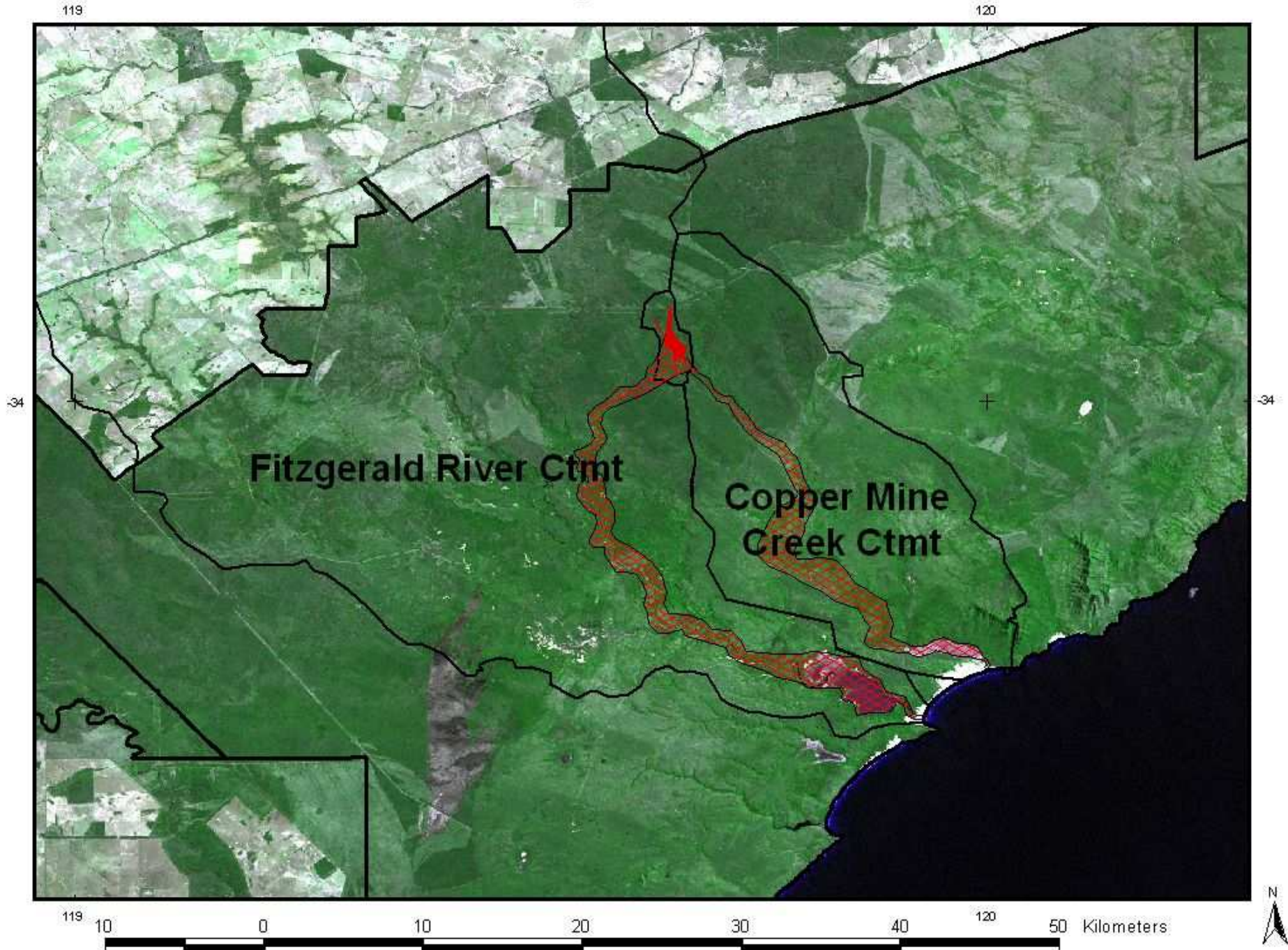
120



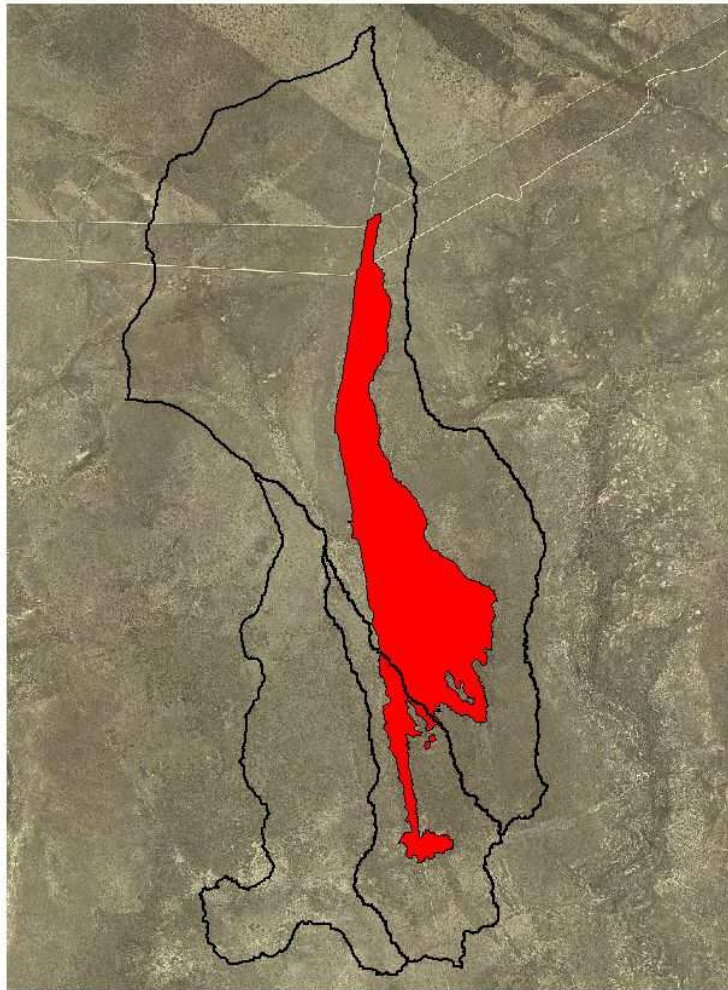
**Location of the Bell Track P.c. Infestation and Micro Catchment within F.R.N.P.**



Location of the Bell Track P.c. and the Zone at High risk to infestation with future spread from the infestation



**Bell Track Pc Infestation November 2004**

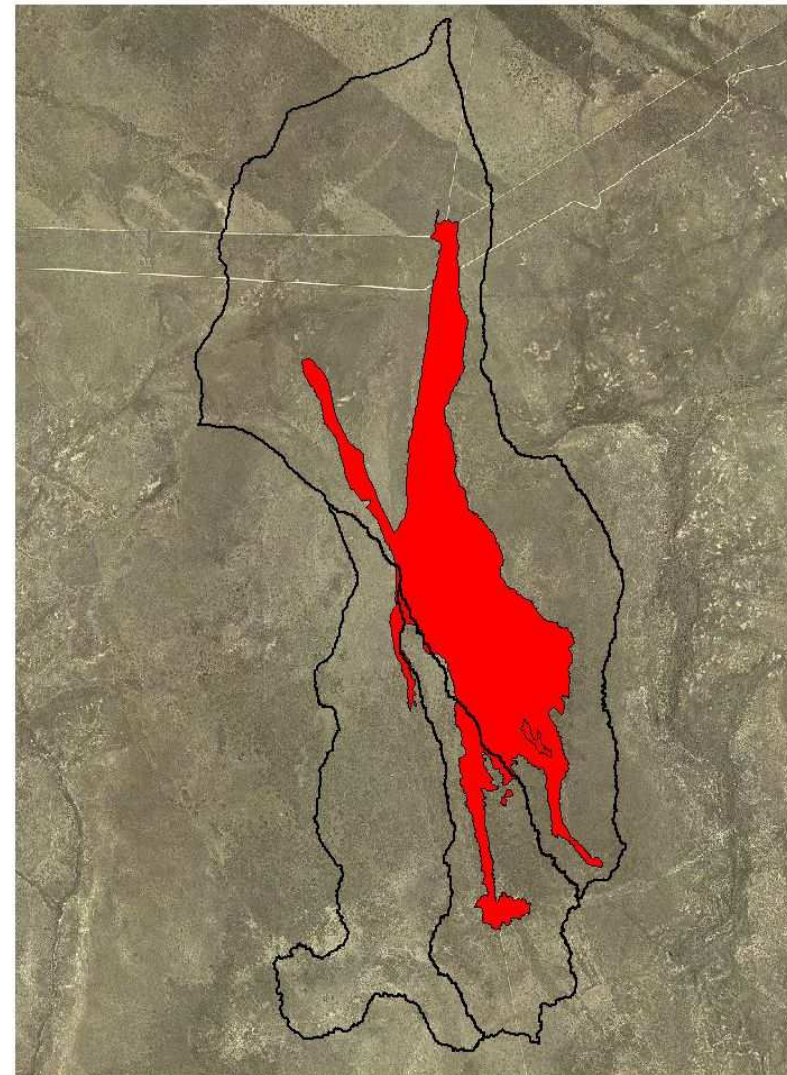


Dem5m\_catchments2\_ll.shp  
Frnp bell trk 2005 linework\_ll.shp  
infested  
uninfested

1 0 1 2 3 Kilometers



**Bell Track Pc Infestation April 2007**



Dem5m\_catchments2\_ll.shp  
Frnp bell trk 2007.shp

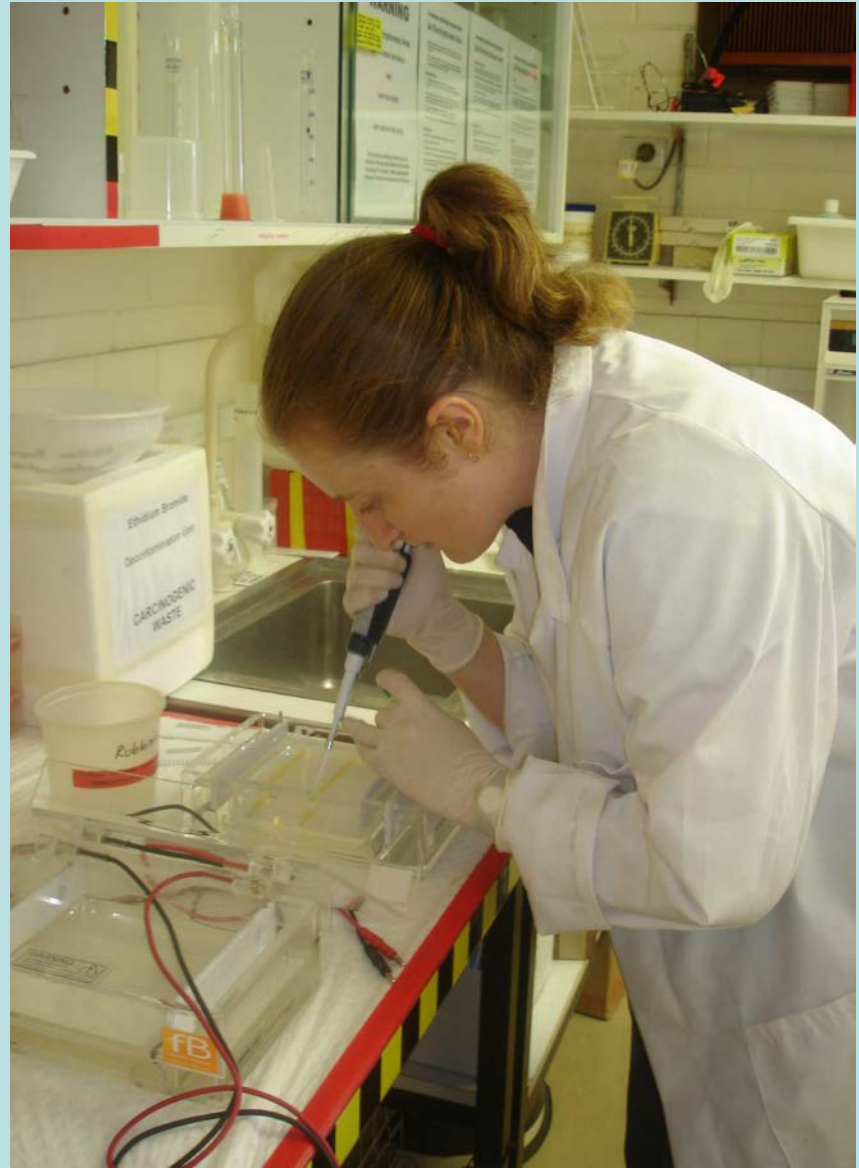
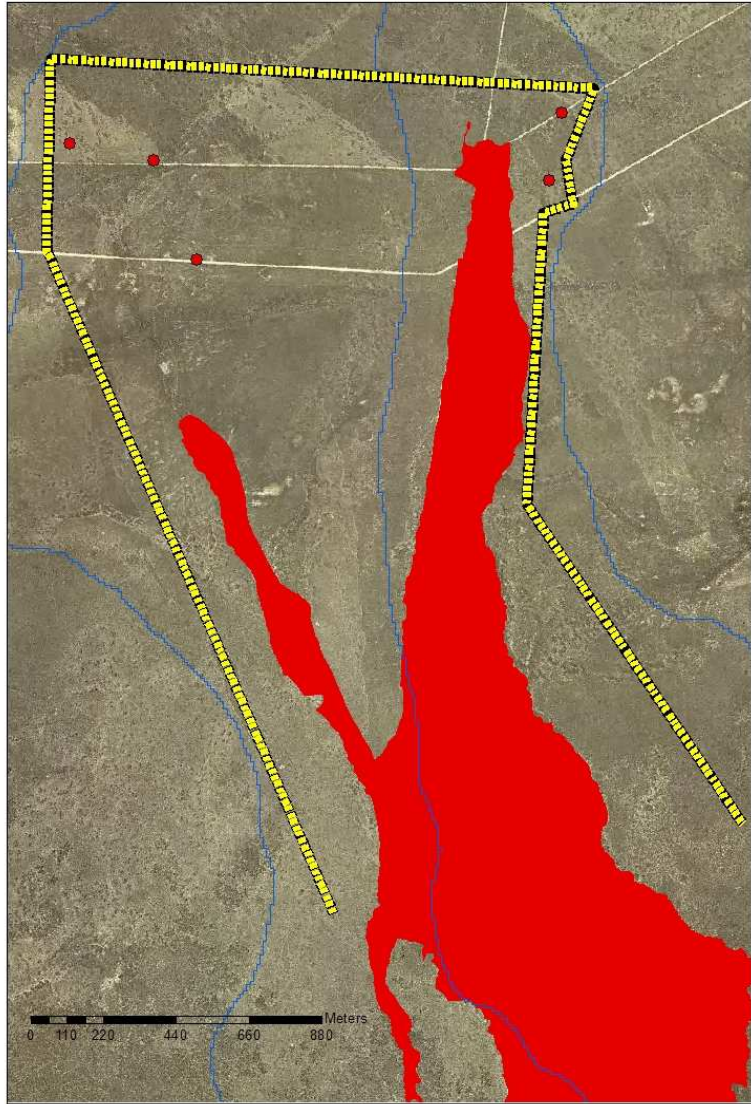
1 0 1 2 3 Kilometers



# FENCE











# SOIL & EPIDEMIOLOGY STUDIES

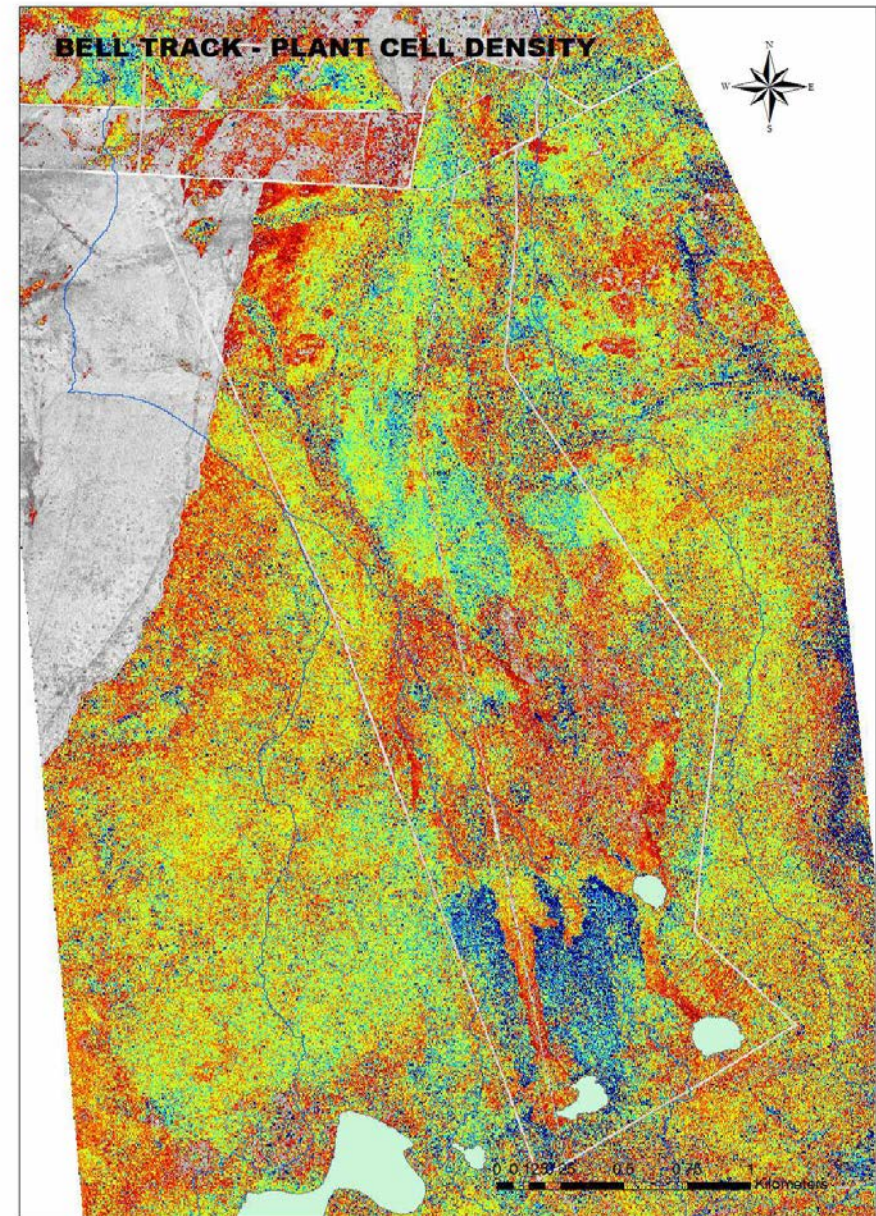


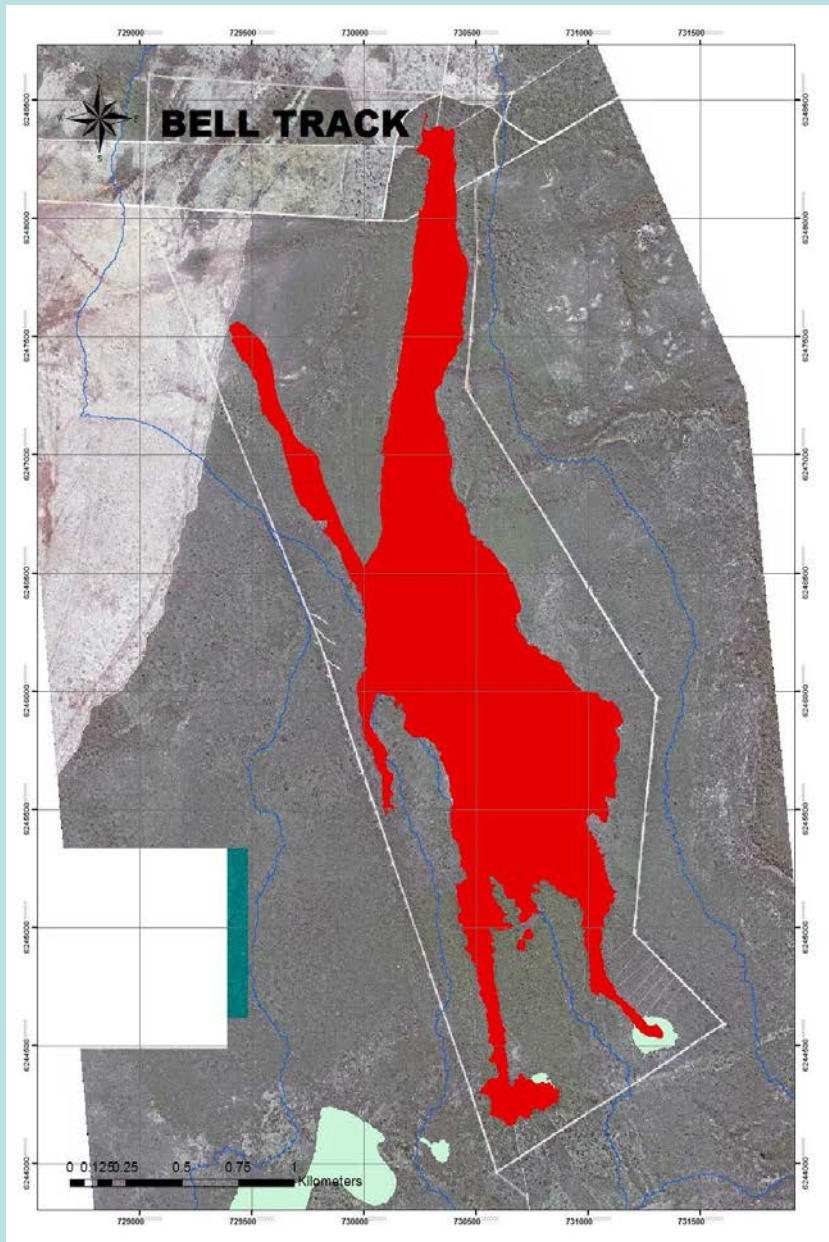
# PHOSPHITE



# HYDRO

- LIDR
- DMSI
- Vegetation & Soil Survey
- Hydrological Investigation and Feasibility Study





# 2007/08

- Engineering works
- High-water use species planting
- Barrier membranes
- Aerial phosphite application
- Fauna management

# Development of molecular diagnostic tools for the detection of *Phytophthora cinnamomi* from cryptic soil samples in southern Australia

Nari Williams, Emer O’Gara, Phillip O’Brien and Giles Hardy

Centre for Phytophthora Science and Management, School of Biological Science and Biotechnology, Murdoch University, South Street, Murdoch, Western Australia

[n.williams@murdoch.edu.au](mailto:n.williams@murdoch.edu.au)

Phone: 9360 2605



**Division of Science and Engineering**  
**School of Biological Sciences and Biotechnology**

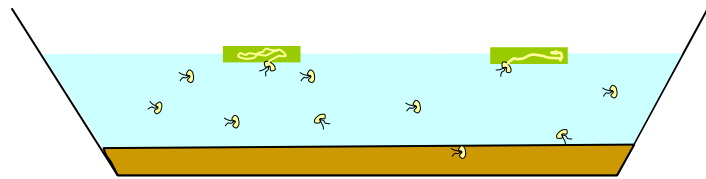


# Role of pathogen diagnosis in disease management

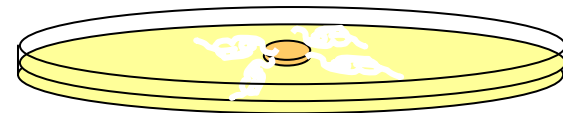
- Effective management of *P. cinnamomi* is reliant on the identification of dieback boundaries and detection from soil samples.
- Detection of *P.cinnamomi* from soil is especially critical in cryptic sites which have no visible plant symptoms.

# Current Testing Methods

- Culture based detection
- Potential to miss slower species/isolates or those inhibited by the growth of other micro-organisms



Days 2-10



Days 7-14

# DNA Tests

- Application of DNA based detection on other species have shown these are;
  - More sensitive
  - More specific
  - Relatively quick
  - Relatively little knowledge needed about the pathogen
- Conducive to robotic analysis systems

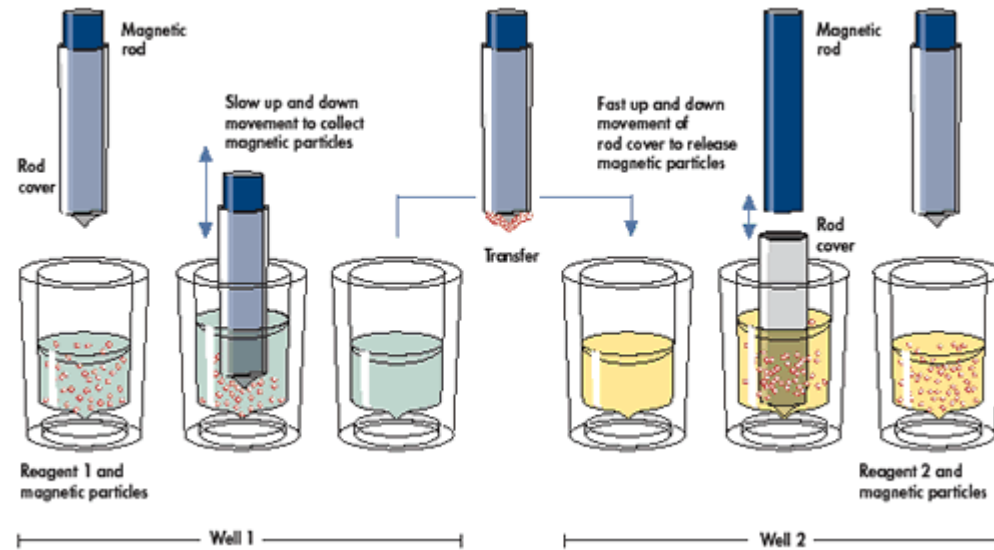
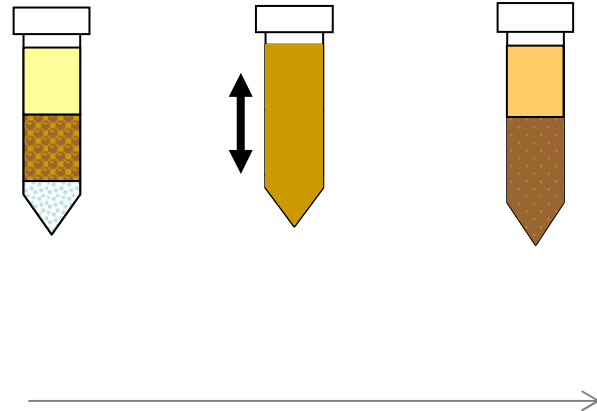
# Semi-Automated DNA Extraction

1. Measure

2. Grind

3. Spin

4. The BioSprint robot does the rest



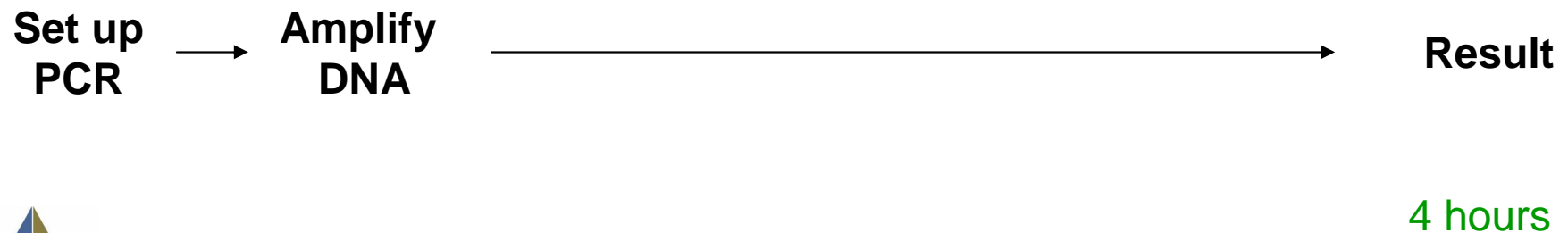
30 minutes

# DNA Analysis

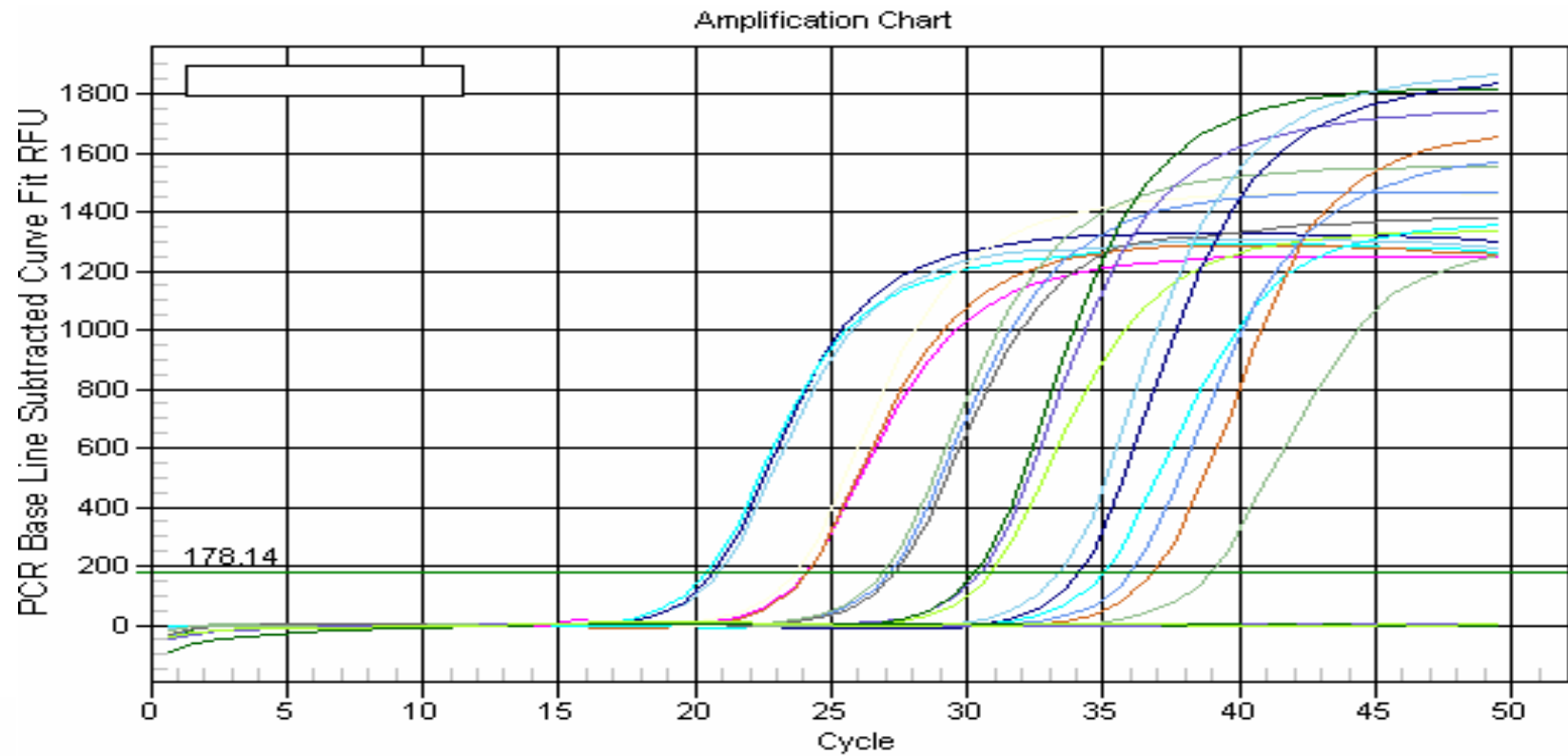
## (A) Nested PCR



## (B) Real Time PCR

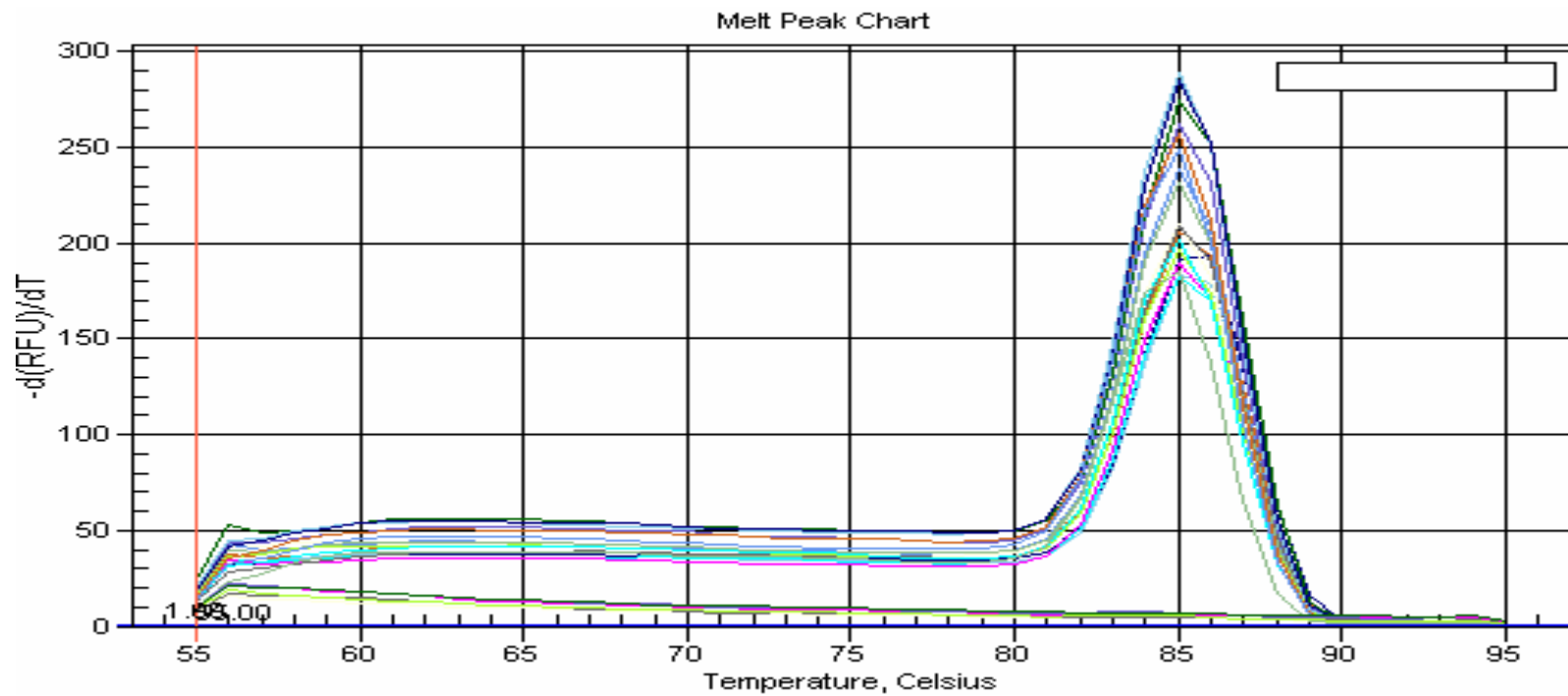


# Real Time PCR



# Real Time PCR

## Thermal stability of DNA products



# CPSM Diagnostics Program

- Aim: To provide a *Phytophthora* diagnostic service to researchers and land managers
  - Run on a fee for service basis
  - Is being established in conjunction with the research program aiming to further improve our knowledge regarding the application of DNA based diagnostic tools.



# Where to from here?

- Testing on naturally infested soils
- Validation of real time PCR by comparison with baiting.
- Variation in detection
  - Variation in inoculum levels
  - Seasonal/climatic variation
  - Vegetation types
  - Soil types
- Application of the quantitative nature of rtPCR as a research tool within comparable soil types

# Where to from here?

- Expansion of the diagnostic tool box
  - Establish probes generic for all species of *Phytophthora*
  - New and emerging species
  - Multiplex reactions
    - Targeting more than one species within a single assay



Nari Williams

Centre for Phytophthora Science and Management  
Diagnostics Program

[n.williams@murdoch.edu.au](mailto:n.williams@murdoch.edu.au)

Phone: 9360 2605

Thank you



# The Mechanism of Action of Phosphite in Protection of Host Plants Against Infection by *Phytophthora cinnamomi*.

Philip A. O'Brien

Centre for Phytophthora Science  
& Management,  
Murdoch University



## Phosphite, Phosphorus Acid, Phosphonate

- Application to native vegetation sites can slow the progress of disease fronts through the site.
- It's the only chemical available for effective control.
- It's relatively cheap, and non-toxic.
- Phosphite is not metabolised by plants but accumulates in the tissues.
- Efficacy depends on the amount applied, the time of application and the host spp.

## Objectives of the Research

- Does phosphite activate the host defence mechanisms? Does this make the plant resistant?
- Does phosphite activate other pathways in the plant that lead to resistance?
- Does accumulated phosphite in the plant act directly on *P cinnamomi*?
- What does phosphite do to *P cinnamomi*?
- Will *P cinnamomi* become resistant to phosphite?

# *Arabidopsis thaliana*



## Advantages of using *A. thaliana*

- The genome is fully sequenced.
- Small plant.
- Grows quickly (6 weeks)
- Experimental protocols well developed.
- Strains with mutations in known genes are available.
- Recombinant Inbred Lines are available.
- Genetics are well understood.
- Gene libraries and arrays are available.



# *P cinnamomi* infection of *A thaliana*.



Infected plants do not develop a root system.

QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

Phosphite treatment activates the defence systems.

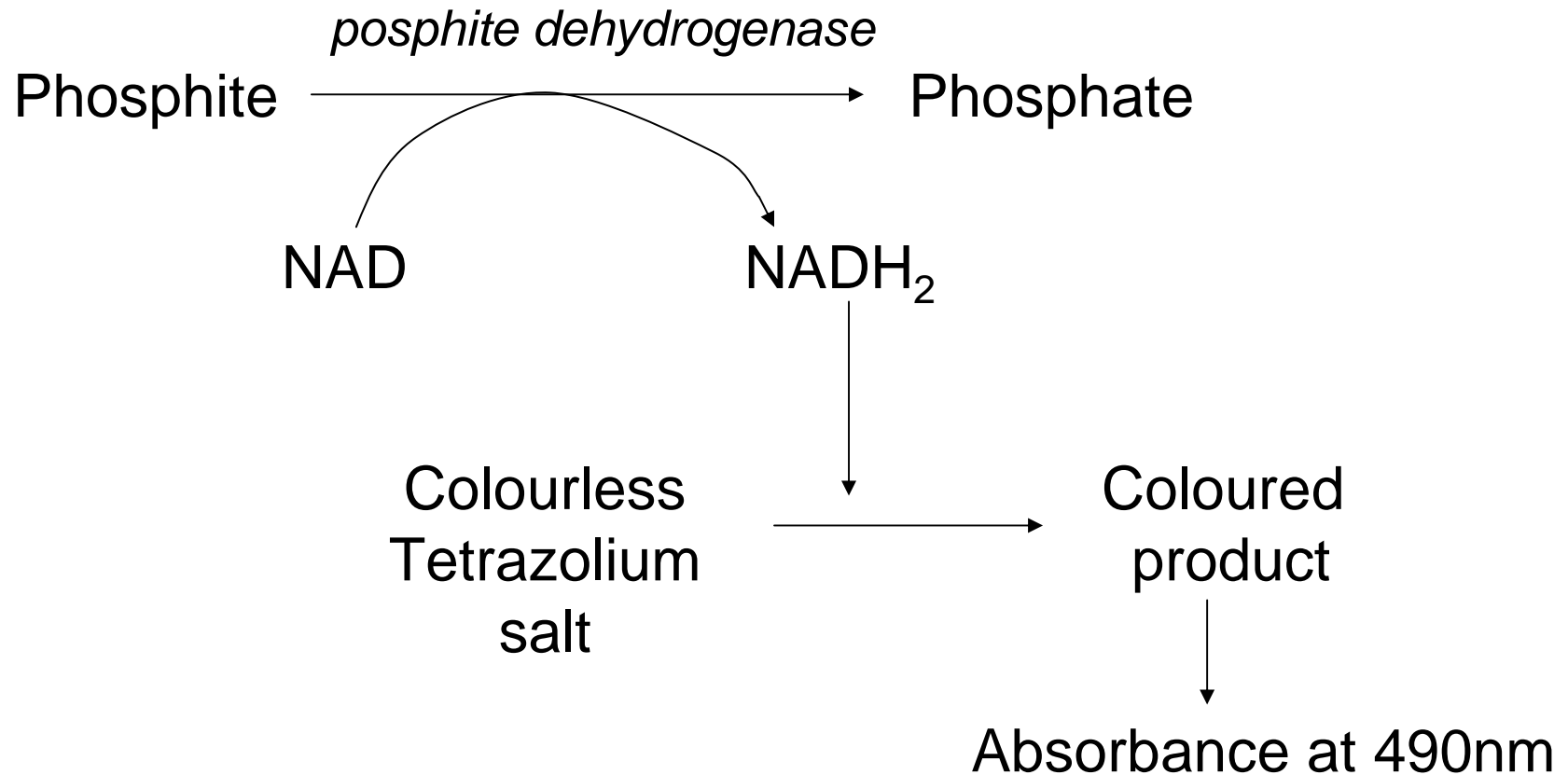


QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

## Current Methods for Measuring Phosphite

- Requires specialised equipment.
- Requires processing of each individual sample.
- Limited access to equipment.
- Expense limits scope of studies.
- AIM
  - To develop a cheap, inexpensive highthroughput method.

# Development of assays for phosphite



# Spectrophotometric Assay for Phosphite

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

**Phosphite (mg)**



# Effect of Treating Plant Extracts with Activated Charcoal

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

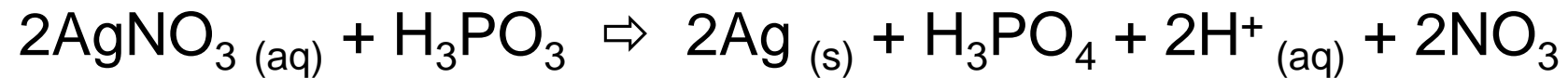


(Control - enzyme; Control + enzyme; Act Char - enzyme;  
Act char + enzyme)



Phosphite can also be detected by a silver deposition assay.

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.



# Phosphite can be detected in the tissues of plants exposed to phosphite.

4

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

6

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

Controls

Treated

## Effect of Phosphite on *Phytophthora cinnamomi*.

- Inhibition of growth *in vitro*.
- Inhibition of zoospore production *in planta*.
- Changes in morphology of mycelium.

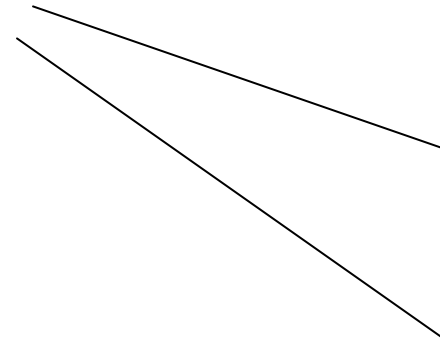


# Phosphite Inhibits Growth of *Phytophthora cinnamomi*.

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

# Microarray Analysis of *P. cinnamomi* genes

QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.



QuickTime™ and a  
TIFF (LZW) decompressor  
are needed to see this picture.

Red-gene switched on  
Yellow-not affected  
Green-switched off

## Types of *P. cinnamomi* genes affected by Phosphite

- ABC Transporters.
- Adhesive protein genes.
- Genes involved in protein degradation.
- Alternative oxidase.
- Cellulose synthesis
- Activators of host defence (elicitins).
- Signal Transduction genes.
- Glutamine synthase
- ADP-ribosylation factor

# Future Directions

- PLANT
  - The role of defence pathways.
  - The role of stress response pathways.
  - Phosphate metabolism.
  - More effective methods for detection of phosphite.
- PATHOGEN
  - What are the critical pathways that are affected by phosphite.
  - Studies on resistance to phosphite.
  - Variation in response to phosphite.

## RESEARCHERS

N Jardine

P Stasikowski

L Eshraghi

M King

M Wong

## COLLABORATORS

G Hardy

J McComb

B Dell

W Reeve

B Shearer (DEC)

## FUNDING

Australian Research Council

Dept Environment & Water Resources

Murdoch University



murdochuniversity

*The Centre for  
Phytophthora Science &  
Management (CPSM)*

**5 Years On!**

Emer O’Gara (Manager) & Giles Hardy (Director)



an outstanding australian university



**MURDOCH**  
**UNIVERSITY**  
PERTH, WESTERN AUSTRALIA

## CPSM : A Potted History!

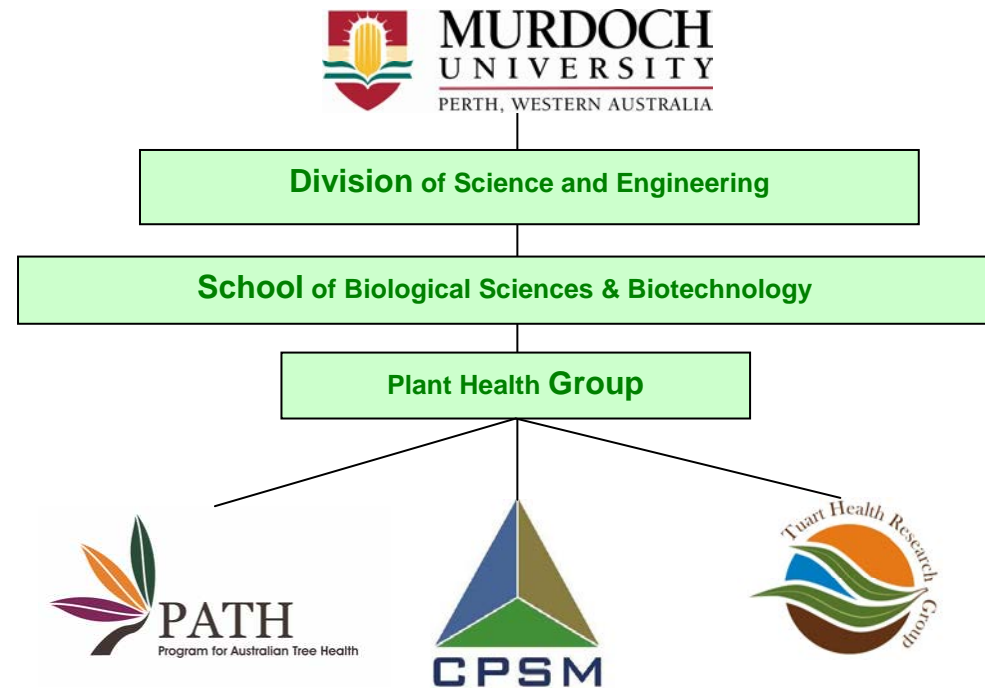
- Founded on > 20 years of research on Phytophthora and other aspects of plant health
- 2003 Murdoch University Centre for Phytophthora Science and Management launched
- Focused primarily on diseases of natural ecosystems caused by *P. cinnamomi*



(Left to right) Prof Jeff Gawthorne - DVC,  
Dr Judy Edwards MLA - Minister for Environment and  
Heritage and Dr Giles Hardy - Centre Director

# What is a Murdoch University Centre?

- Recognition of area of existing and potential research strength
- 'Administrative entity within the University'
- Fixed term 5 years – with potential for extension
- Funding of the Centre is driven almost exclusively by the Centre's activities



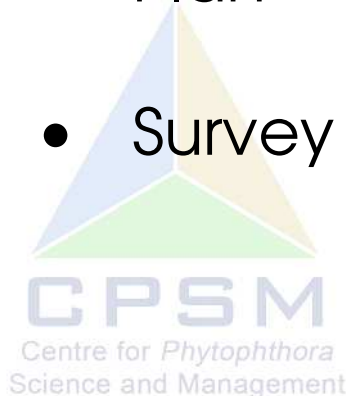


## CPSM : 2003 to 2005

- Initial Centre Plan had described a detailed structure and 5 research programs
- Difficult to implement the Plan because no resources available over and above those won to undertake specific research projects
- Research Programs not formally established
- **...but that did not stop the research from continuing**

# CPSM : 2006 to 2007

- Manager position funded in 2006/2007 via DRG/DEC and MU
- Board of Management appointed
- Revisit original Centre Plan
- Survey new environment



# Surveying the New Environment?

- new stakeholders
- new technology
- consultancy work vs. grants
- market demand
- WA economic boom
- DEST Research Quality Framework
- MU restructure
- climate change

# Current Planning

- Strategic Plan
- Business Plan
- Action Plan



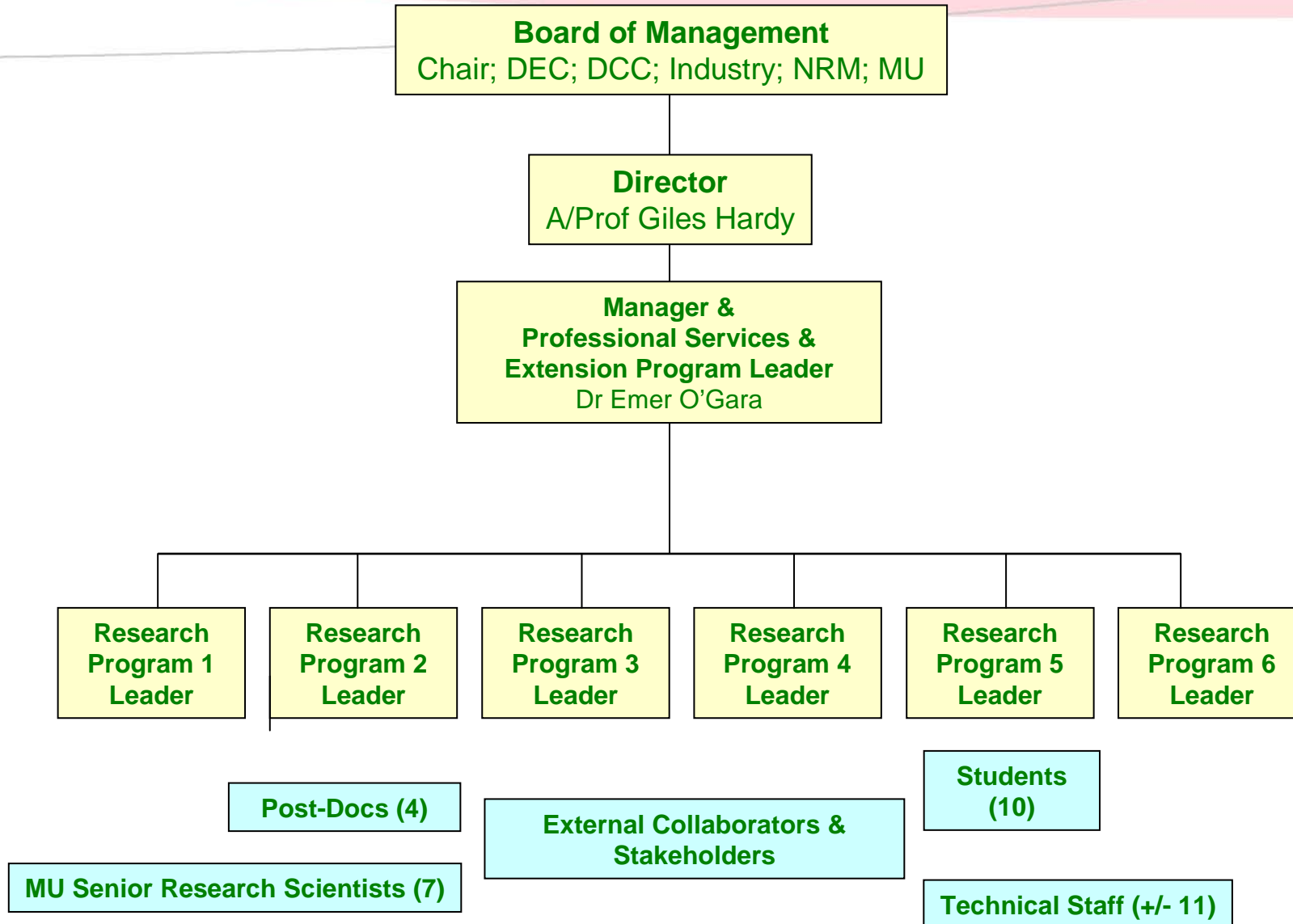
## Vision

No Australian biota is threatened by *Phytophthora*

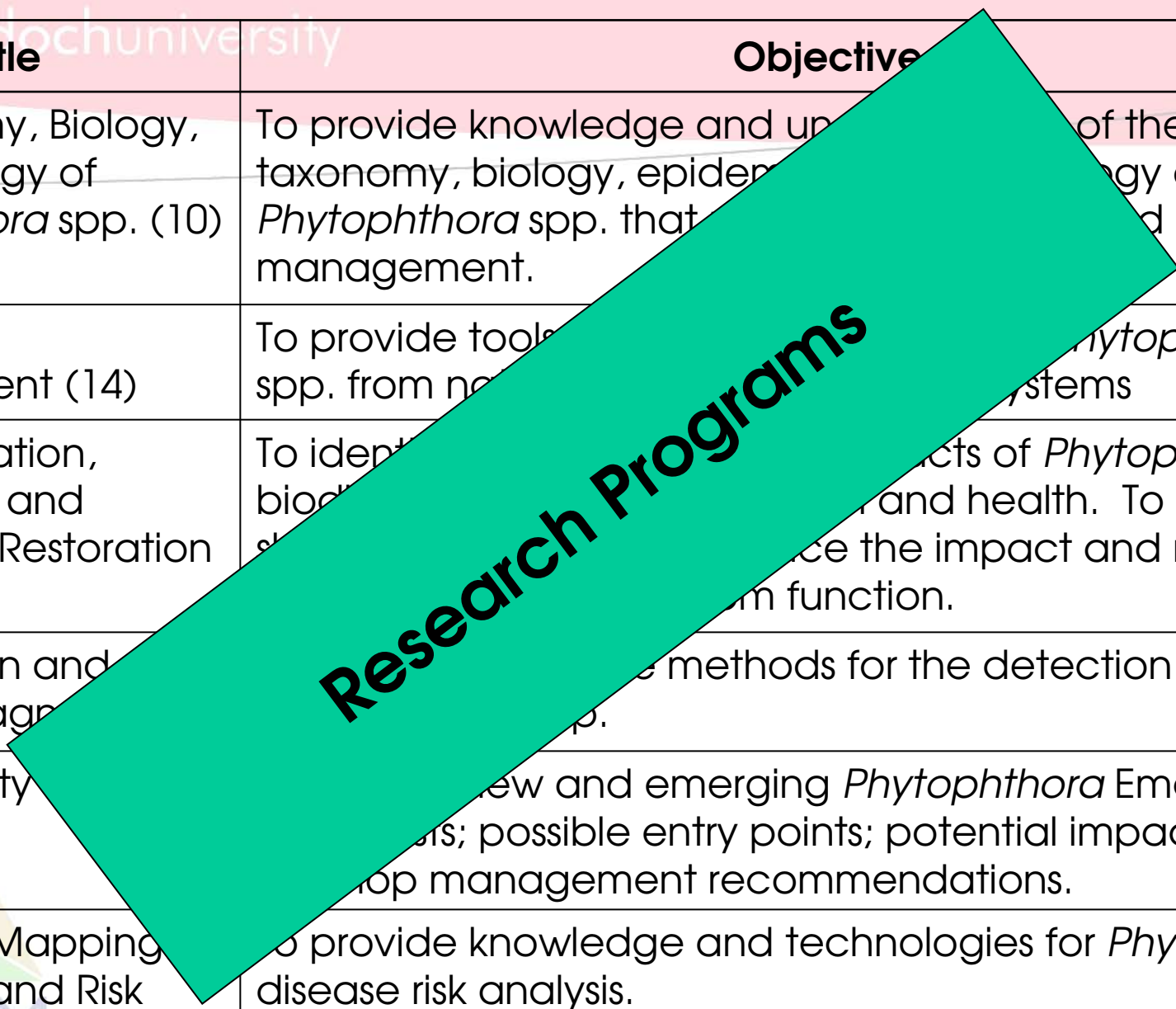
## Mission

Through a coordinated program of management and research, and in partnership with industry, government and community, the Centre will provide science, management and training to underpin the amelioration of the threats posed by *Phytophthora*.

murdochuniversity **CPSM Structure**



Title	Objective
1. Taxonomy, Biology, Epidemiology of <i>Phytophthora</i> spp. (10)	To provide knowledge and understanding of the taxonomy, biology, epidemiology of <i>Phytophthora</i> spp. that inform adaptive management.
2. Disease Management (14)	To provide tools for the management of <i>Phytophthora</i> spp. from novel systems
3. Conservation, Biodiversity and Ecosystem Restoration (4)	To identify the effects of <i>Phytophthora</i> on biodiversity and health. To provide the science to assess the impact and restore ecosystem function.
4. Detection and Disease Diagnosis	To develop methods for the detection of <i>Phytophthora</i> spp.
5. Biosecurity	To review and emerging <i>Phytophthora</i> Emergency risks; possible entry points; potential impacts and; develop management recommendations.
6. Disease Mapping Modelling and Risk Assessment	To provide knowledge and technologies for <i>Phytophthora</i> disease risk analysis.



# Professional Services and Extension Program

To adapt and apply the knowledge and technology developed in the research programs to on-ground management of *Phytophthora* spp.

To develop revenue streams for CPSM activities by developing commercial services based on the knowledge and technology

- Molecular Diagnostic Facility
- Training





## Alignment with Other Initiatives

- National Research Priorities
- National Threat Abatement Plan for Pc<sup>1</sup>
- Draft Biodiversity Conservation Strategy for WA
- DCC and State Dieback Response Framework
- NRM planning processes
- Department of Environment and Conservation, Science Division, Strategic Plan for Biodiversity Conservation Research 2008-2017
- WA Phytophthora Dieback Management and Investment Plan



Photo BB Wells/DEC

<sup>1</sup> Draft revised NTAP available for public comment until mid August  
<http://www.environment.gov.au/biodiversity/threatened/publications/draft-tap-phytophthora.html>

murdochuniversity

*Thankyou*

Emer O'Gara  
e.ogara@murdoch.edu.au  
08 9360 7414



an outstanding australian university



**MURDOCH**  
**UNIVERSITY**  
PERTH, WESTERN AUSTRALIA

# Does the physiological status of a plant at the time of spraying affect the efficacy of phosphite?

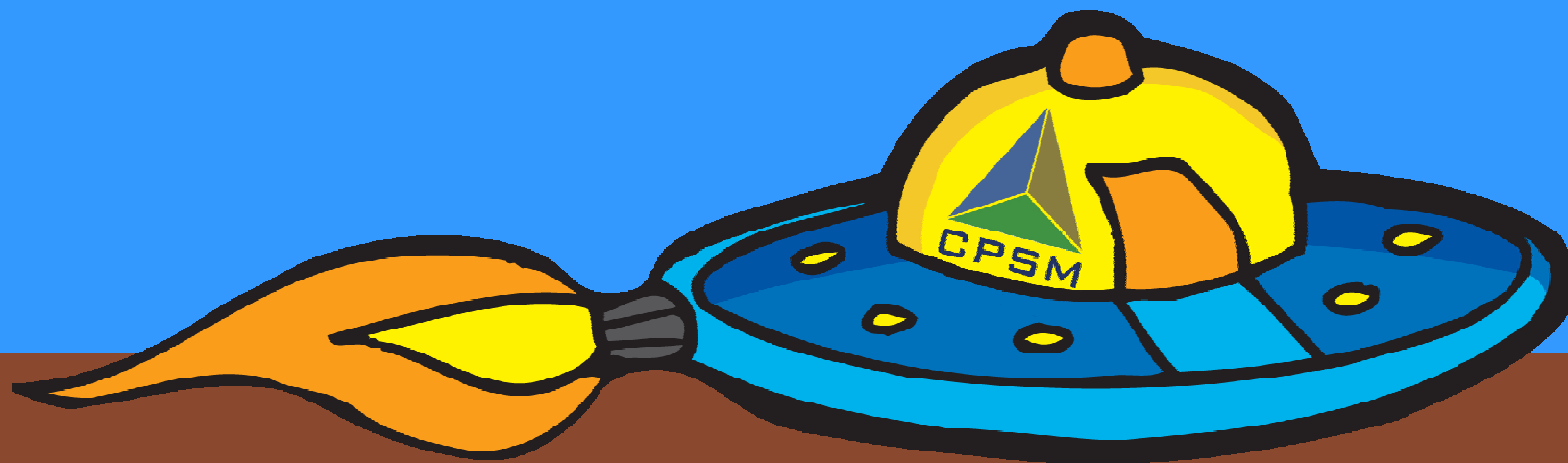


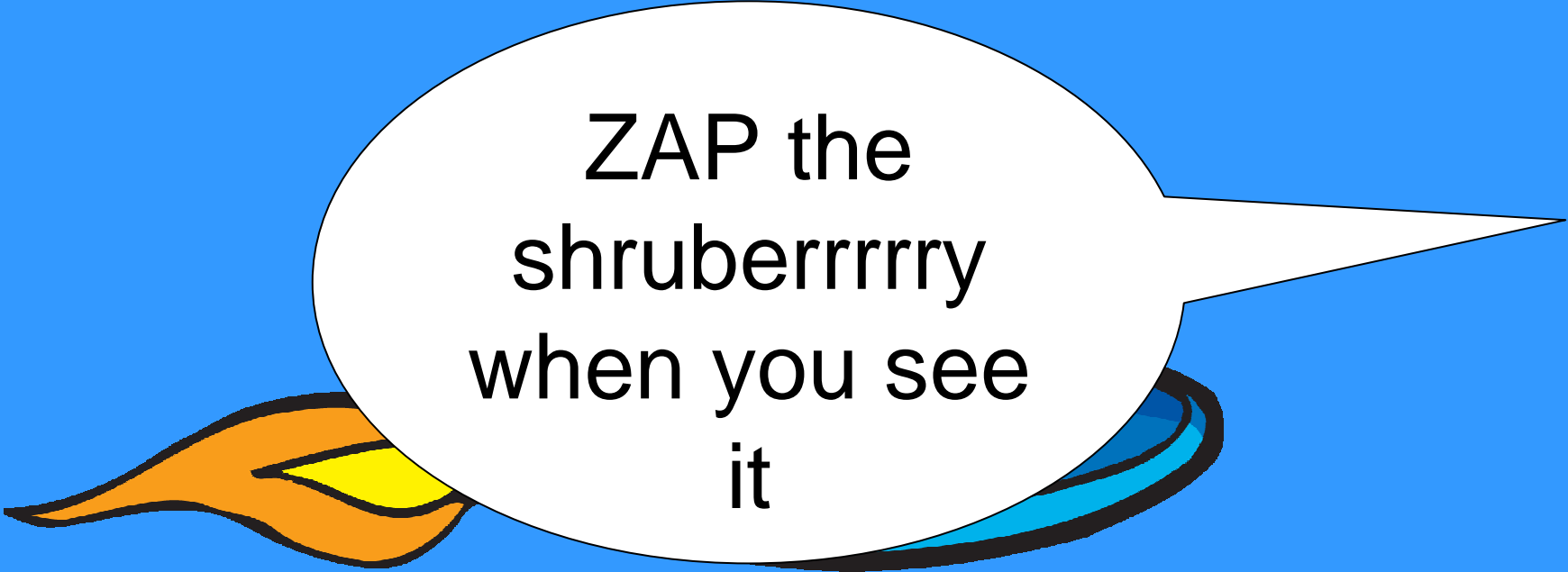
**Murdoch**  
UNIVERSITY

Daniel Hüberli, Trudy, Paap, Nicole Moore,  
Nathalie Long, Karyn Gower, Bernie Dell & Giles Hardy



2050

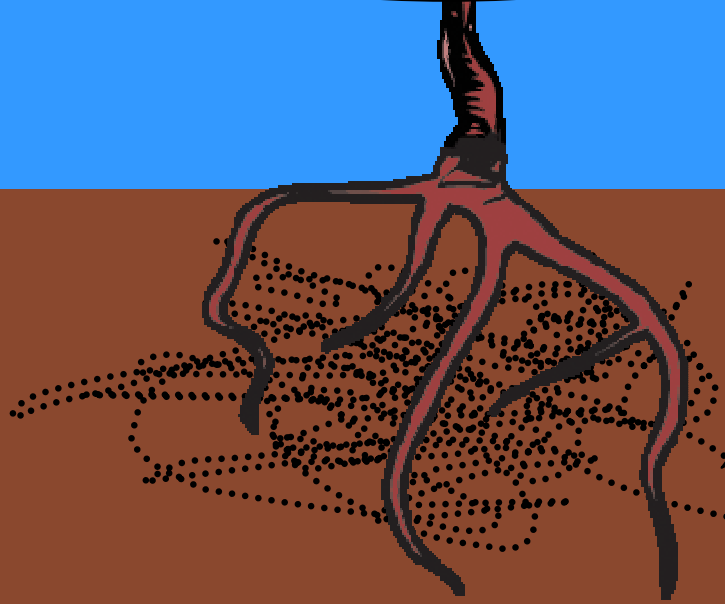




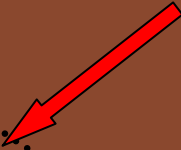
ZAP the  
shruberrrrry  
when you see  
it



USELESS!  
You missed



*Phytophthora cinnamomi*  
spores

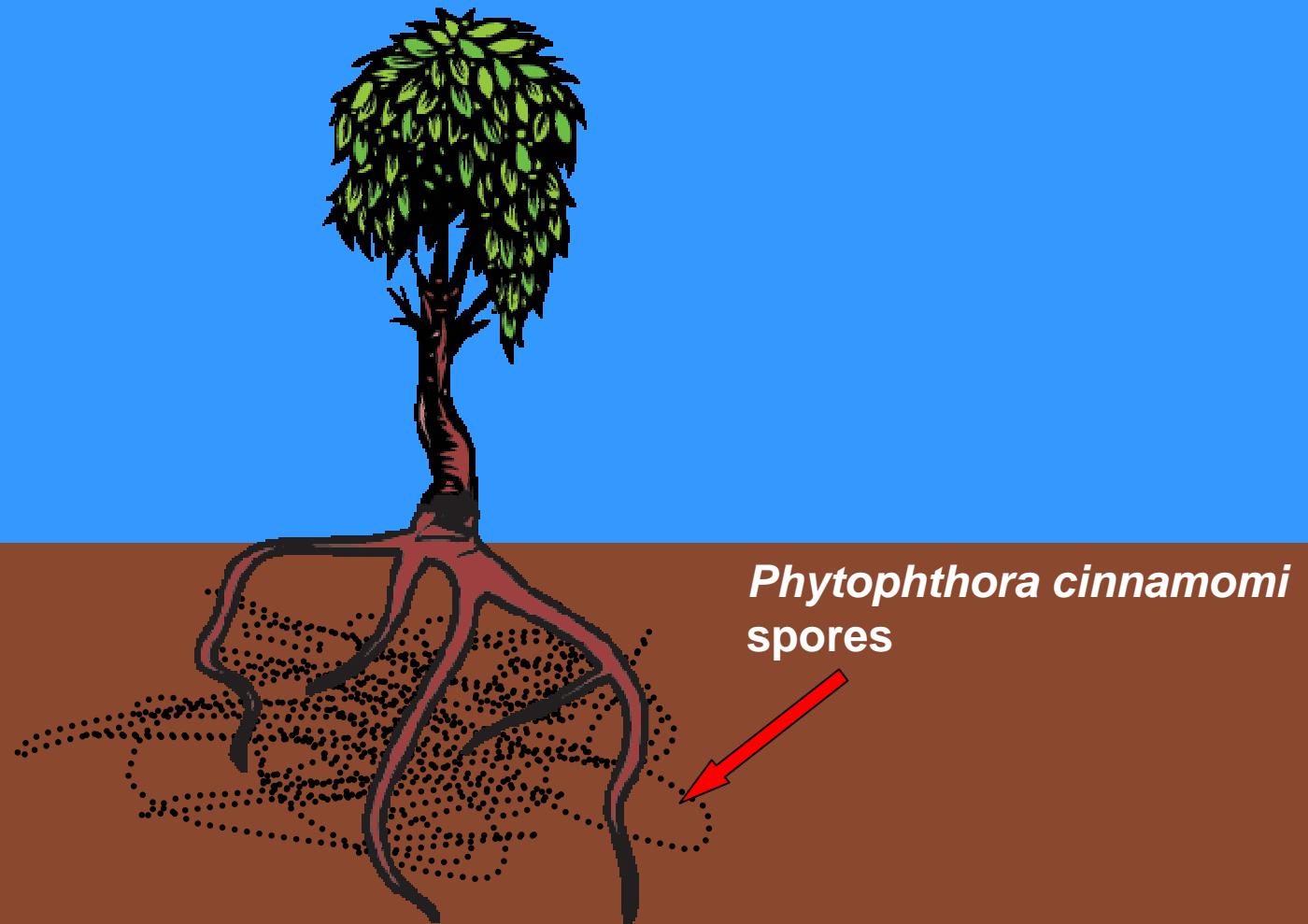




BRILL WOZZLE!

*Phytophthora cinnamomi*  
spores

We know..... (!)

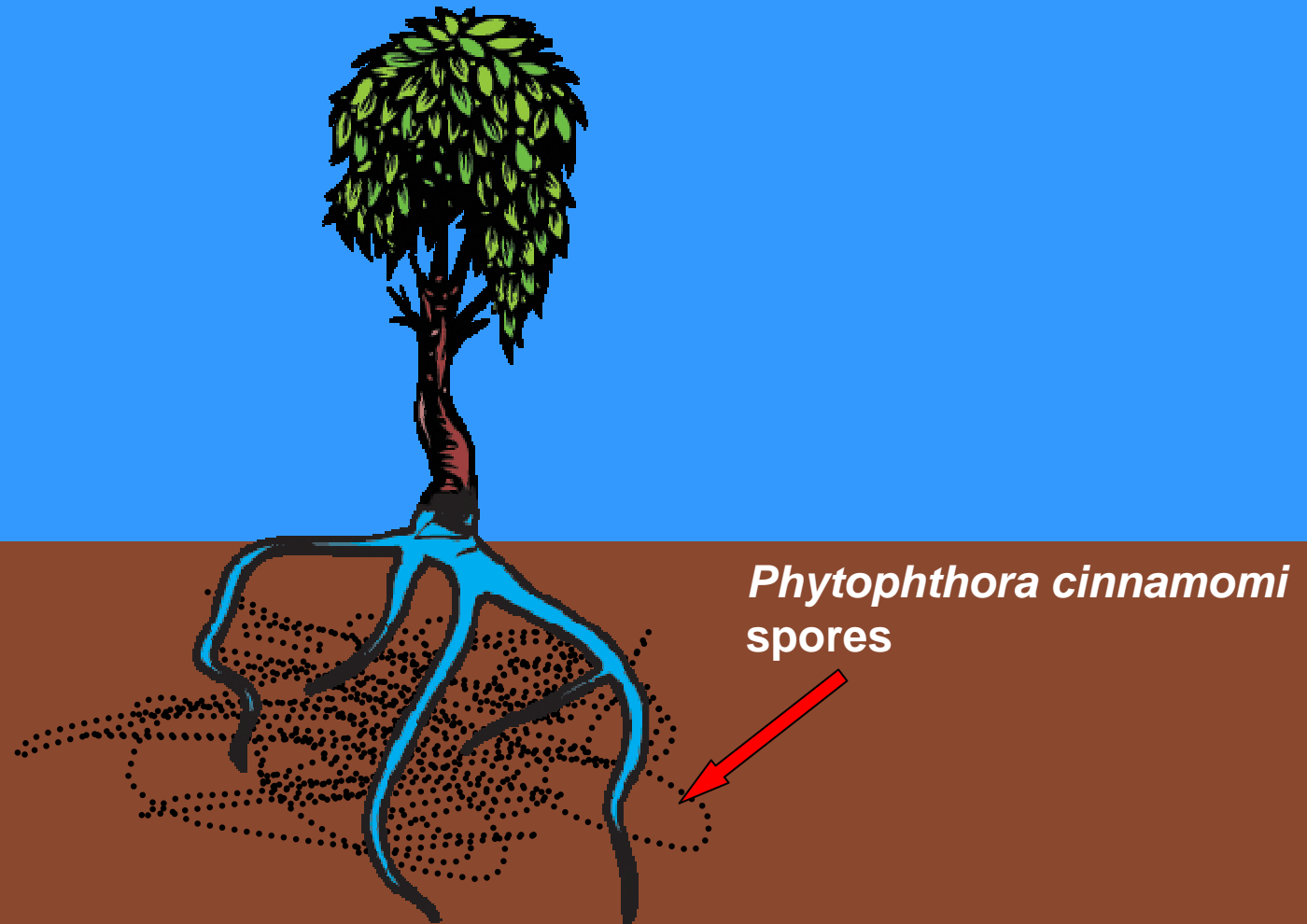




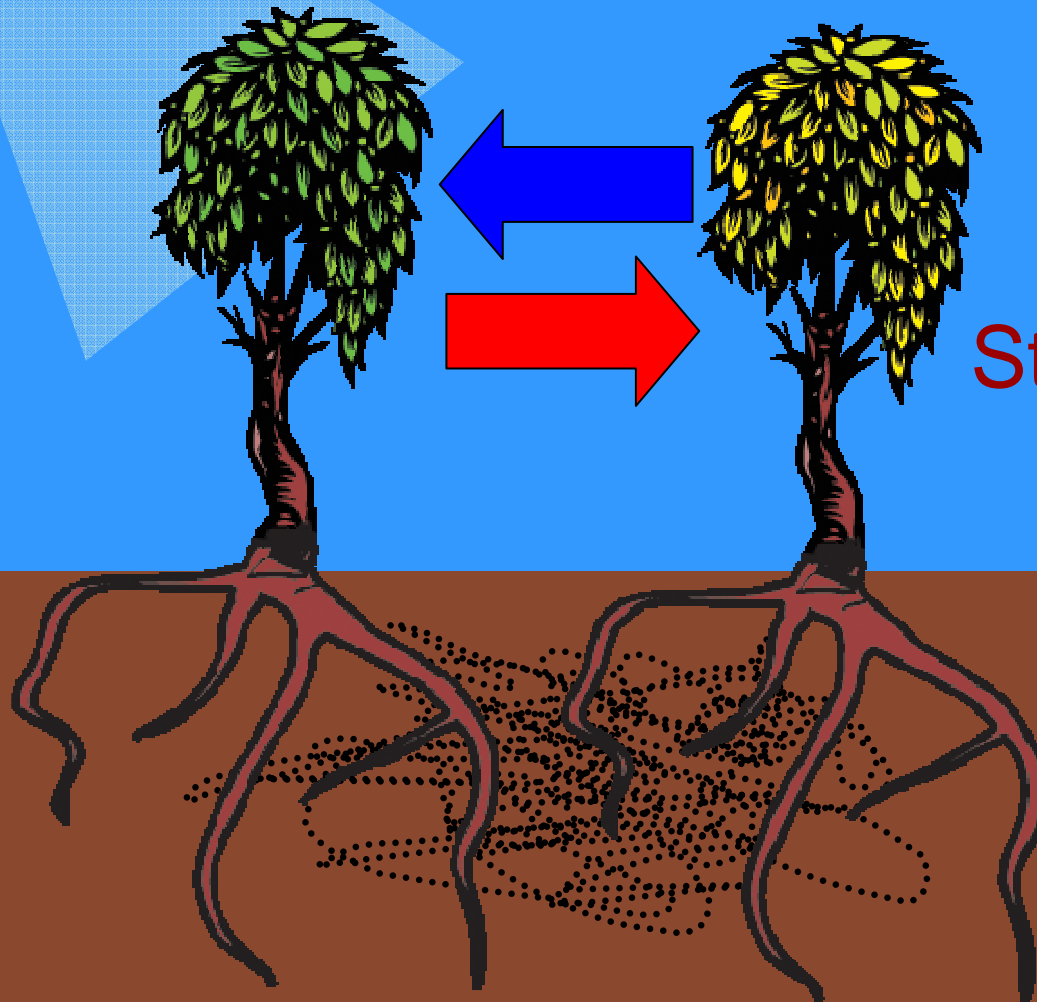


*Phytophthora cinnamomi*  
spores

# PROTECTED!



The question is... phosphite treatments  
before/after plant is STRESSED???



Still protected?

# Project questions

- Plant stress factors
  - **Fire**
  - Waterlogging
    - Water deficit
- Determine whether spray is effective if plants are treated
  - Before, or
  - After stress



# Field site/plant selection criteria

- Suitable for burning
- High plant density, and...
  - *P. cinnamomi* susceptible
  - Phosphite responsive
  - Similar age and size
  - Leaf physiology
  - Reseeder/ resprouter species
- Large area that included fire buffers
- Easy off-road access



# Three Species

## Resprouter species



*Adenanthos cuneatus*

## Reseeder species



*Banksia baueri*



*Banksia attenuata*

# Field site



Spray before

Spray after

Cohort 1

Cohort 2

Cohort 1

Cohort 2

**Plot 1**

**Plot 2**



Spray before

Spray after

Cohort 1

Cohort 2

Cohort 1

Cohort 2

**Plot 3**

**Plot 4**

**FIRE BREAK**

# Phosphite application





24 kg/ha phosphite



# Spray events

Spray 1



2 months

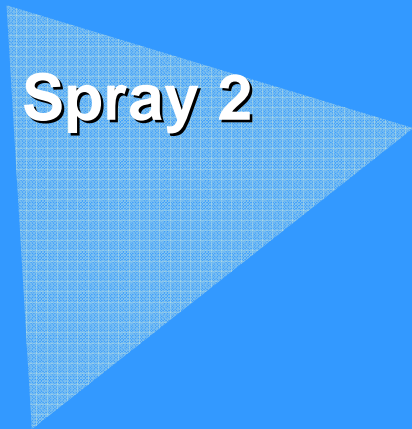


2 months



8-10 months?

Spray 2



# Results (in the future)

Progressive measurements  
for 2 cohorts (before/after  
fire):

- Lesion development (to do)
- Phosphite analysis (OJI)
- Leaf gas exchange (OJI)
- Pressure potentials (OJI)



# Physiology measurements

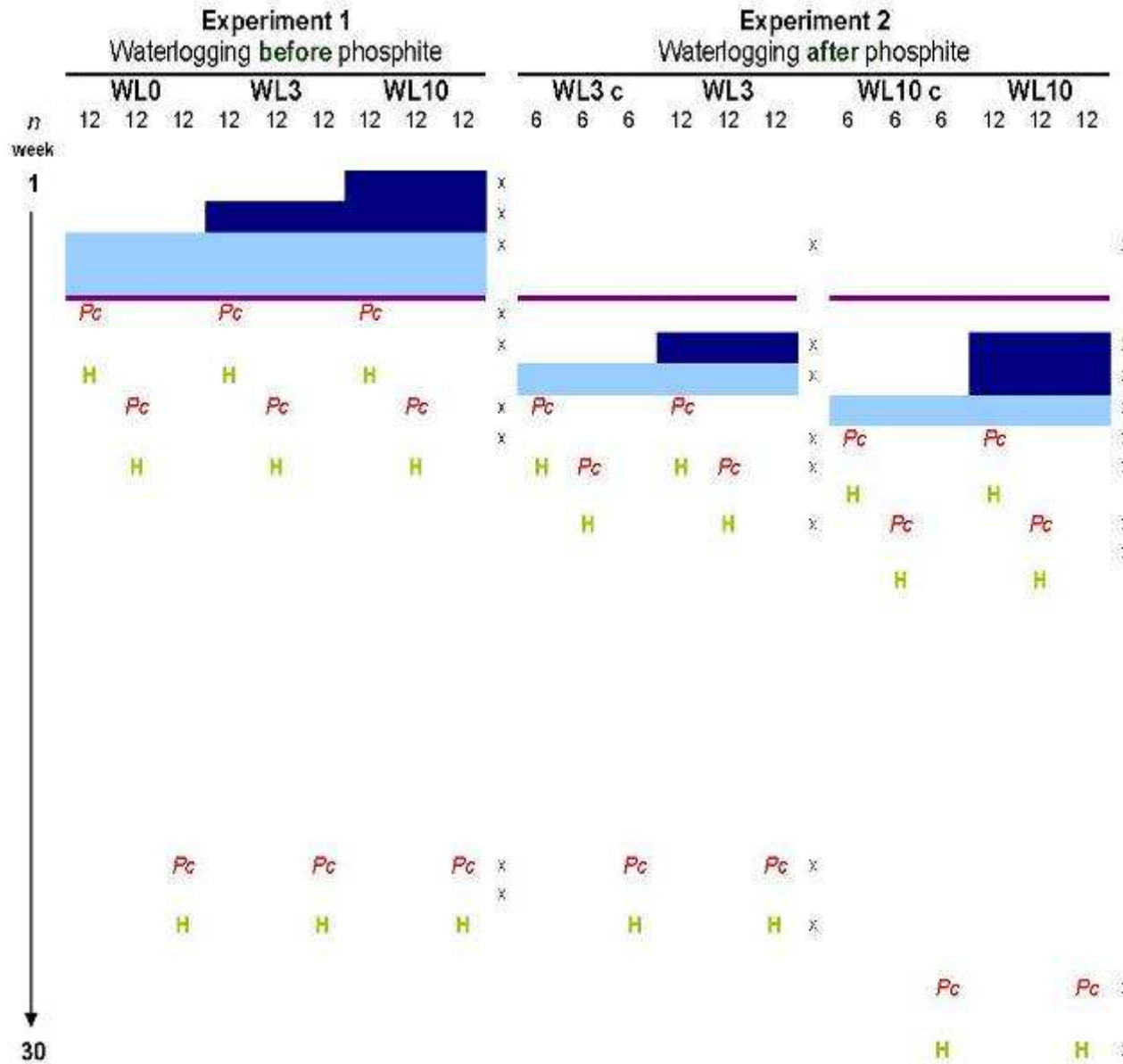


**Water potentials**



**Gas exchange**

# Waterlogging trials



# *P. cinnamomi* stem lesions



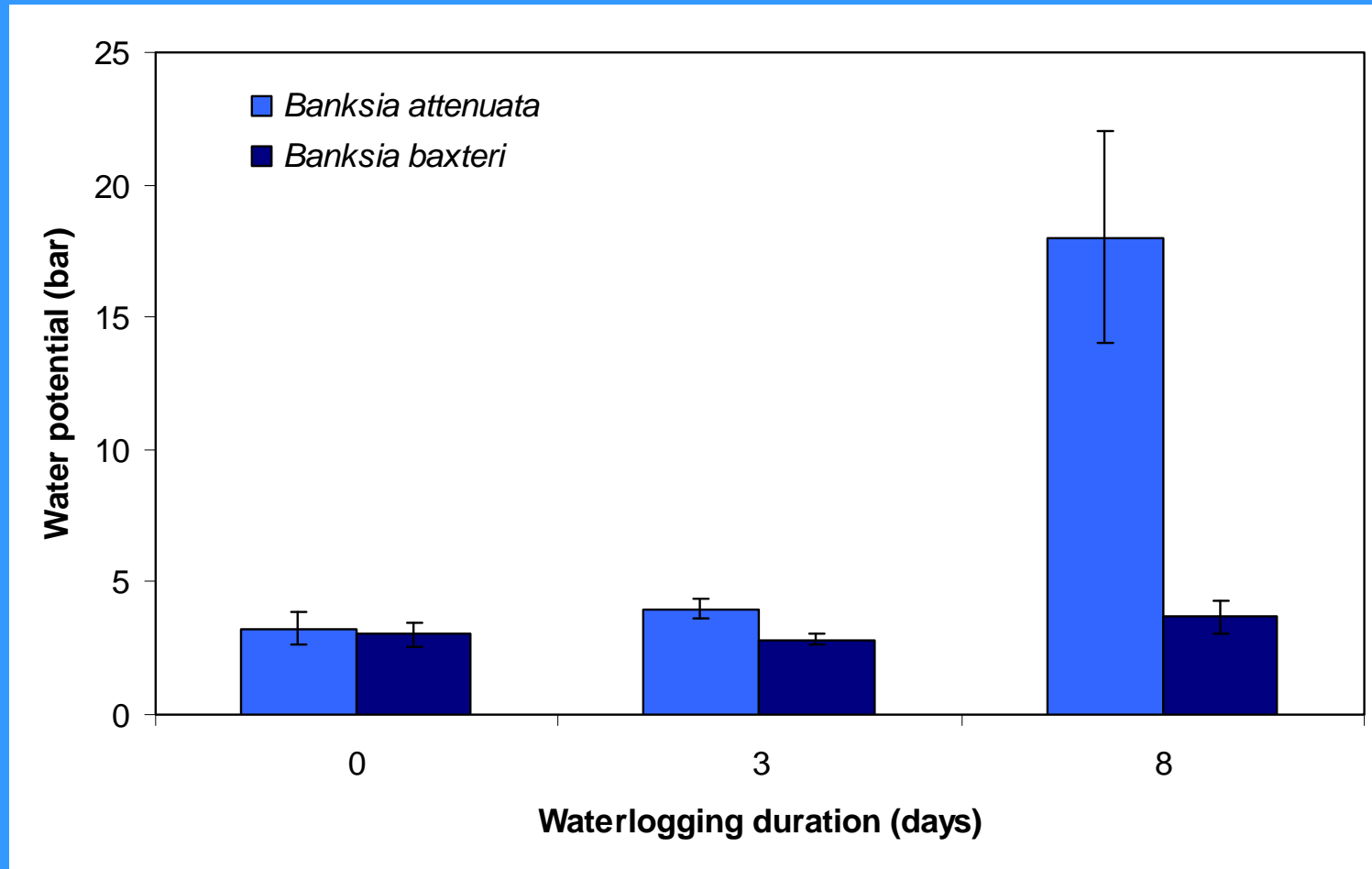
1 week later



*B. attenuata*  
(110 cm)

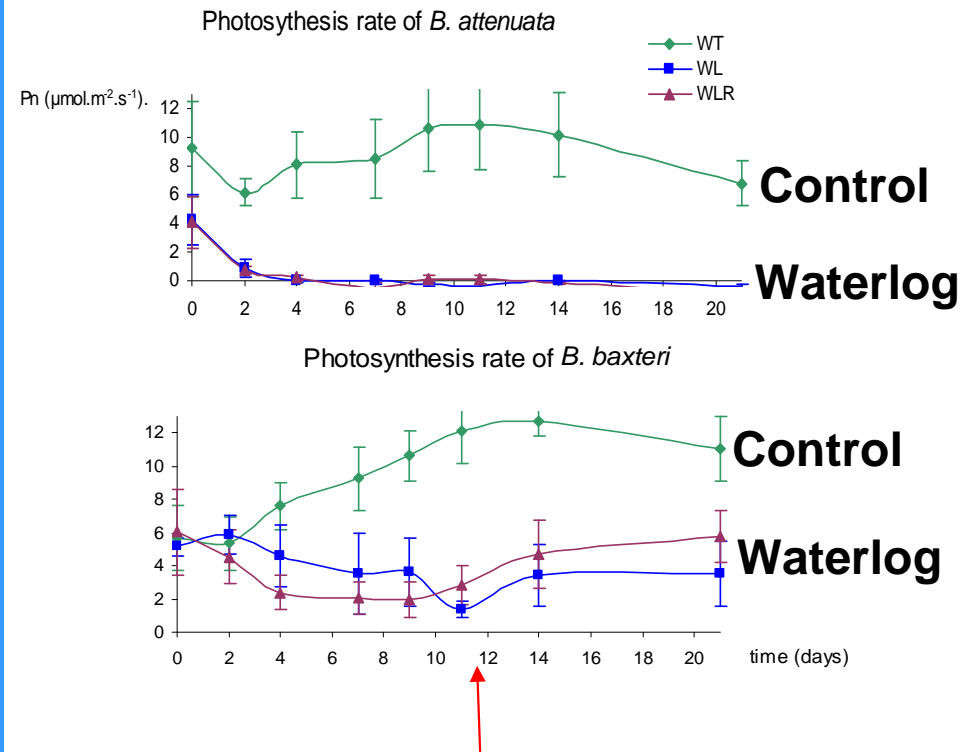
*B. baxteri*  
(90 cm)

# Water potentials after waterlogging



# We know...

- *B. baxteri* is less sensitive to waterlogging





We hope to answer...

Are treated plants still  
protected from *P.*  
*cinnamomi*?



# Thank you!

- **Funding**
  - Department of the Environ. and Heritage
- **Collaborators**
  - Department of Conservation (Greg Freebury, Sarah Barrett, Sara Hands, Nicole Moore)
  - Chemistry Centre, WA (Ted Spadek)
- **The CPSM team!**



# New *Phytophthora* spp. in WA: Update 2007

Mike Stukely

Manager, Vegetation Health  
Service

Department of Environment and Conservation



Department of  
Environment and Conservation



# New *Phytophthora* species from WA – as reported in 2006

- “*P. sp. 1*”  
morphology ~ *P. cactorum*
- “*P. sp. 2*” **APDN (2007)**  
morphology ~ *P. citricola*
- *P. inundata* **APP (in press)**  
morphology ~ *P. cryptogea*

# DNA sequencing

Prof Giles Hardy – CPSM

Dr Treena Burgess, Diane White

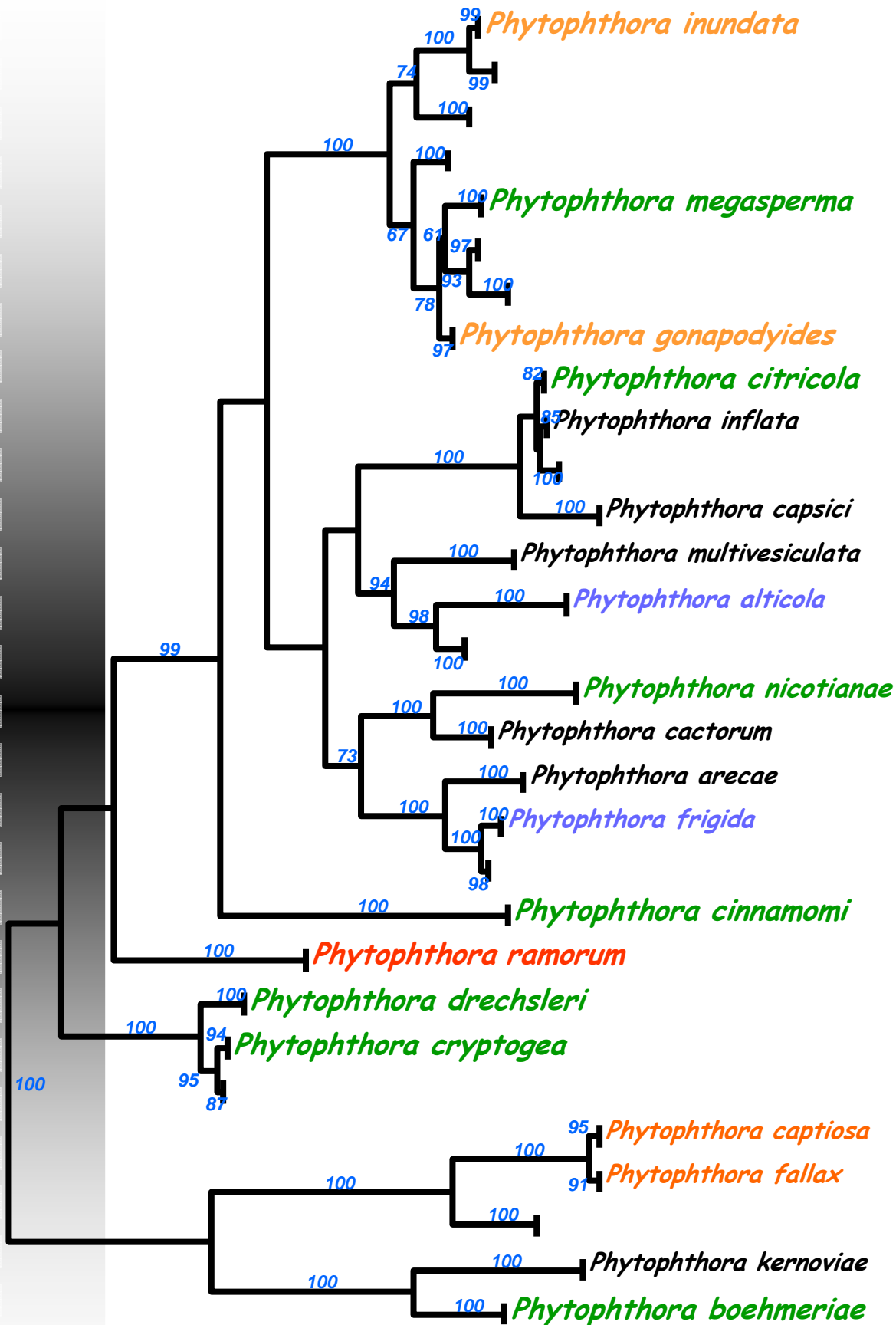
- DNA extracted – pure cultures
- Internal Transcribed Spacer (ITS) regions of the rDNA
- Amplified using Primers ITS6 and ITS4
- Sequences are compared with all GenBank accessions – on a world database

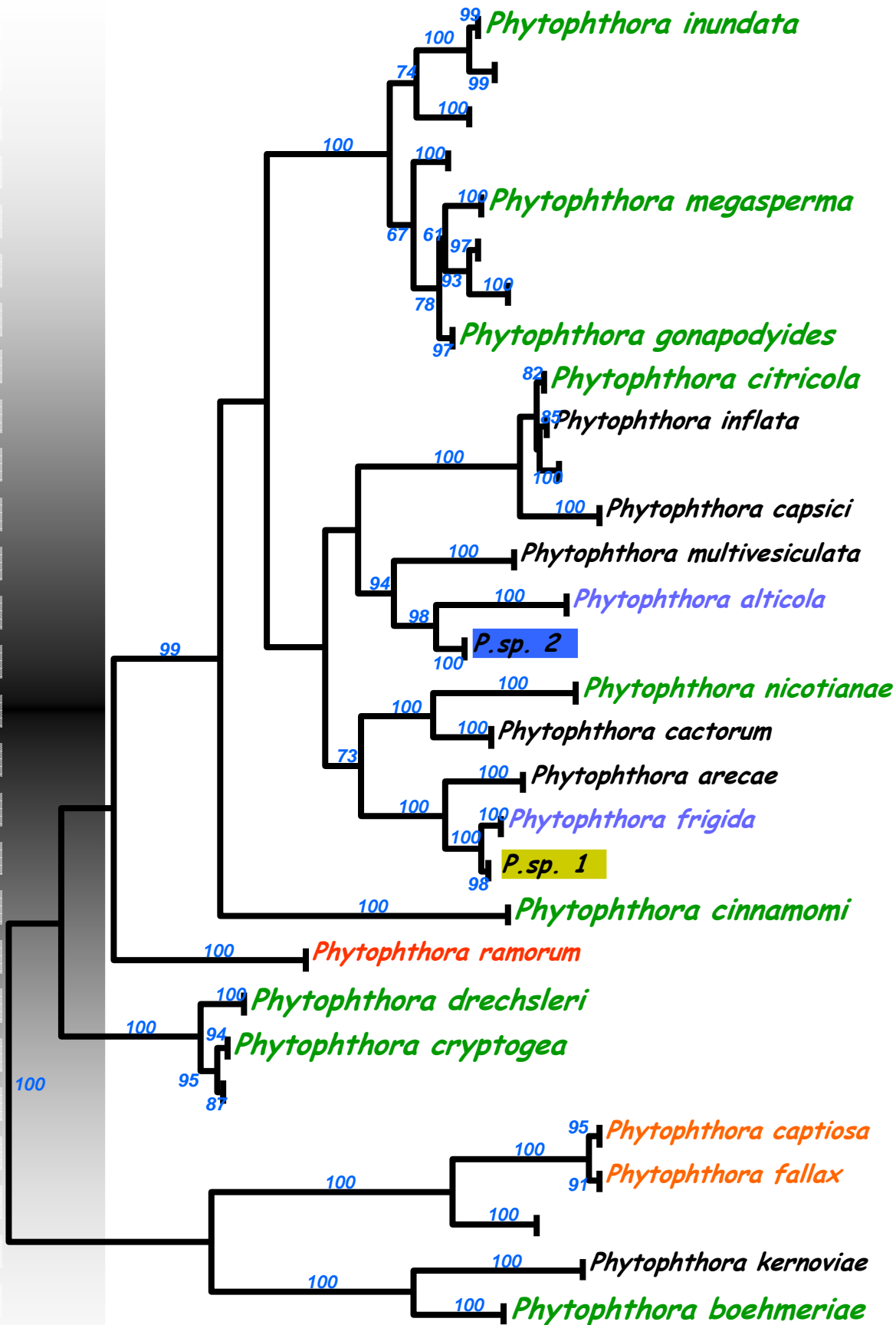
# *Phytophthora* species other than *P. cinnamomi* in WA native ecosystems

Traditionally, we identified species on morphology

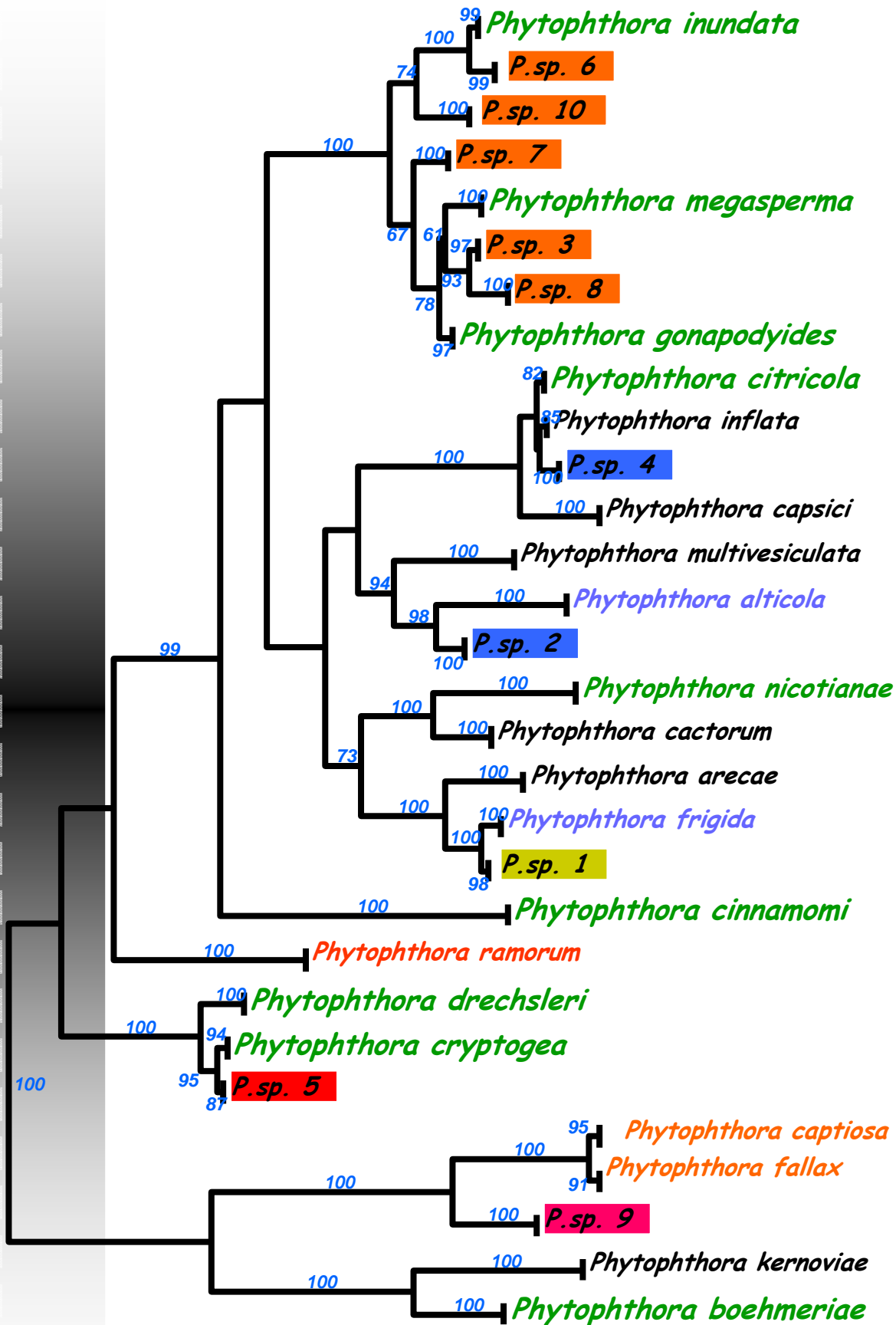
- *P. citricola*
- *P. megasperma* [complex]
- *P. cryptogea*
- *P. drechsleri*
- *P. nicotianae*
- *P. boehmeriae*

...and others are found in nurseries, horticulture, etc









— 10 changes

# *Phytophthora* species identification

<u>Isolate</u>	<u>Morphology</u>	<u>DNA</u>
(many)	<i>P. citricola</i>	P.sp. 2
(many)	<i>P. citricola</i>	P.sp. 4
(many)	<i>P. cryptogea</i>	P.sp. 5
(several)	<i>P. drechsleri</i>	P.sp. 3/8
VHS 9854	<i>P. megasperma</i>	P.sp. 7
VHS 16127	<i>P. megasperma</i>	P.sp. 9
TCH 009	<i>P. megasperma</i> var. <i>sojae</i>	P.sp. 10
DDS 3884	<i>P. boehmeriae</i>	P.sp. 1*

# *Phytophthora* species identification

<u>Isolate</u>	<u>Morphology</u>	<u>DNA</u>
DDS 1450	<i>P. citricola</i> IMI 329674 (UK)	P.sp. 4
DCE 444	<i>P. drechsleri</i> A1 IMI 329666 (UK)	P.sp. 3
TCH 009	<i>P. megasperma</i> var. <i>sojae</i> IMI 329669 (UK)	P.sp. 10
DDS 3884	<i>P. boehmeriae</i> CBS (Netherlands)	P.sp. 1

# New Phytophthoras – the present position

- We have as many as 10 new and undescribed *Phytophthora* species in WA ecosystems (about 8 are certain)
- Also new records of 2 named species – *P. inundata*, *P. gonapodyides*

## We know that:

- These P.spp. are genetically distinct from all the known, named species
- Many isolates of the new species are associated with dying native plants
- Some are widely distributed – found in multiple land Regions in SW-WA

# Significance of the New Phytophthoras for Land Managers

## Key question:

- Do they pose a threat to biodiversity?

If the threat level is significant –  
cost-effective management  
strategies will need to be  
developed

# What next?

To determine levels of threat and devise management strategies –  
Questions to be answered.

## We now need to investigate:

- Host ranges, pathogenicity
- Distribution – start with culture collection
- Factors affecting spread and impact
- Characteristics – eg effectiveness of Phosphite – what are weaknesses?
- ...Are these “new” Phytophthoras introduced or indigenous?

# Management Strategy – must be based on sound Science

- The approaches we use for *P. cinnamomi* may or may not be appropriate, eg phosphite, dry soil operations/access
- We need detailed knowledge of these new pathogens, in the Disease Triangle context
- Climate change – what effect on levels of activity/impact/spread?



# New projects 2007

## CPSM

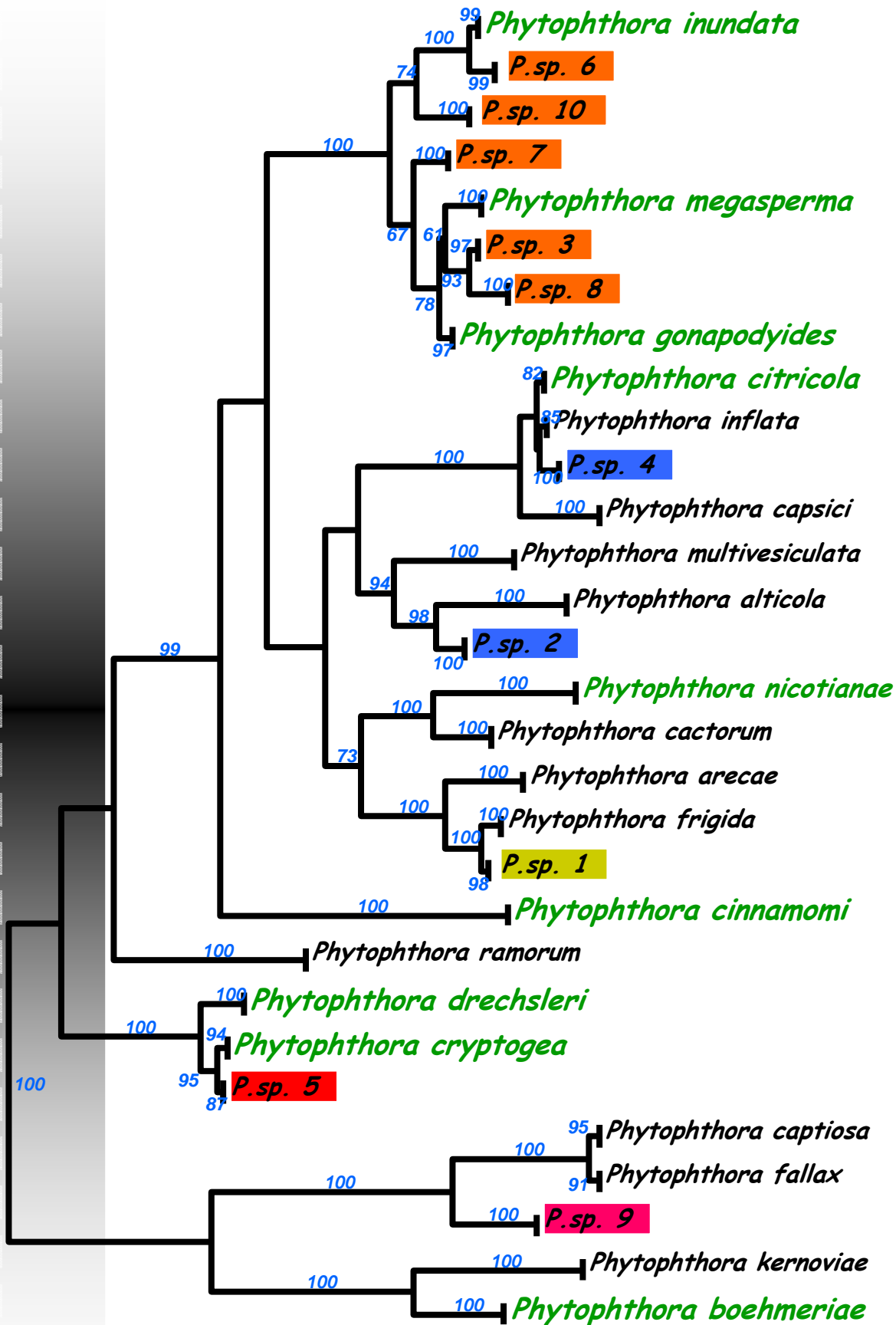
### 1. Ph D – Alex Rea

Classical and molecular  
taxonomy and pathogenicity  
testing of *Phytophthora*  
species

### 2. Hons

“*P. megasperma*-like”  
pathogen (P.sp. 3/8)





— 10 changes

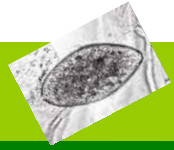
# Terror Alert:

Australasia at high risk of  
*Phytophthora ramorum* epidemic

Kylie Ireland

Giles Hardy, Daniel Hüberli, Bernard Dell

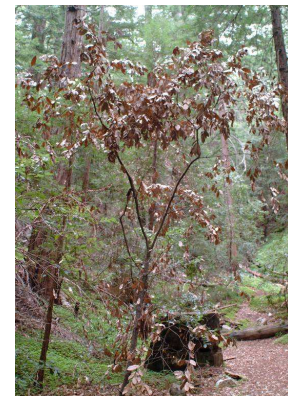
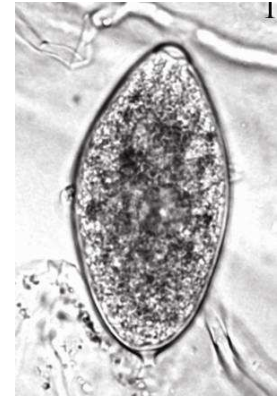
---



# *Phytophthora ramorum*

## What is *Phytophthora ramorum*?

- Category 1 emergency pest pathogen
- Aerially dispersed
  - Caducous sporangia – rain splash
  - Thick walled chlamydospores – survival structure
  - Heterothallic – needs both mating types (A1 & A2)
- Sudden Oak Death - California
  - Severe mortality of forest native tree species
  - Some sites: tanoaks (100%) & coast live oak (45%) deaths
  - Changing forest structure
- Spread through international nursery trade



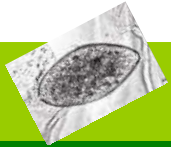


# Major Nursery in California: Infected Camellia's shipped all over USA





**All Camellia's  
DESTROYED**



# *Phytophthora ramorum*

## SYMPTOMS

### **Stem cankers (Sudden Oak Death)**

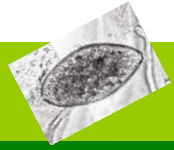
- Girdling of phloem
- Bleeding (oozing sap)
- Fatal on adult plants



### **Foliar blight & twig dieback**

- Spots & blotches on leaves
- Twig & branch dieback
- Occasional death





# *Phytophthora ramorum*

## EPIDEMIOLOGY

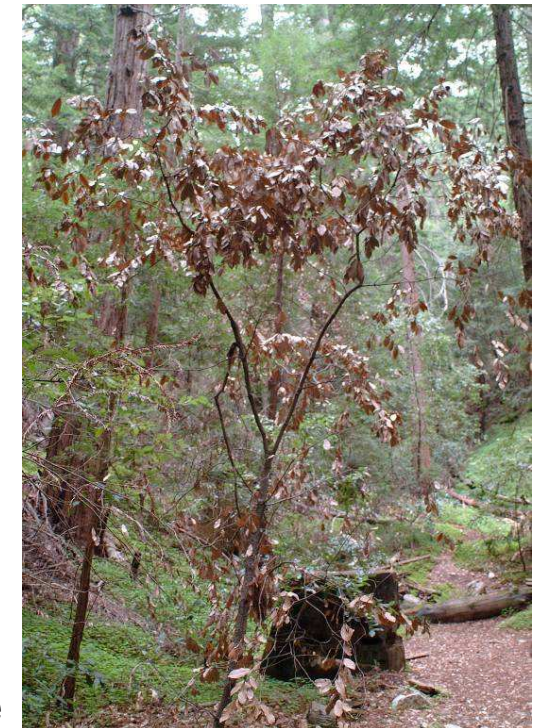
### Sporulating (foliar) hosts

- Drive epidemics by producing inoculum
- *Rhododendron*, *Viburnum*, *Camellia*
- California bay laurel (*Umbellularia californica*)



### Dead end (canker) hosts

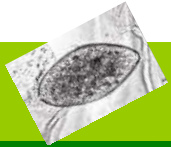
- Tree mortality
- Tanoak (*Lithocarpus densiflora*), Coast Live Oak (*Quercus agrifolia*), Black Oak (*Quercus kelloggii*)



### Large host range

- Trees, shrubs & herbs
- >100 species, 54 genera, 26 families
- Fagaceae (Oaks), Lauracea, Ericaceae, Caprifoliaceae





# Phytophthora ramorum

## HOSTS

### Natural

#### LETHAL

Oaks:

Coast live oak

CA black oak

Shreve oak

Canyon live oak

Tanoak

*Nothofagus obliqua*

#### NON-LETHAL

Bay laurel

Bigleaf maple

Douglas-fir

Honeysuckle

Huckleberry

Maidenhair ferns

Wood Rose

### Nursery

Rhododendron

Camellia

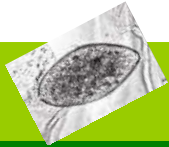
Viburnum

Pieris



## Australian Hosts

- **Scribbly Gum** *Eucalyptus haemastoma* - yellowing leaves
- **Victorian Box** *Pittosporum undulatum* - dying leaves
- **Cider Gum Tree** *Eucalyptus gunnii* - leaf necrosis (artificial inoculation)



# Phytophthora ramorum

## DISTRIBUTION

### North America

#### Nurseries

- 16 US States
- British Columbia

#### Wildlands

- California & Oregon
- Mediterranean climate
- Distribution is patchy

### Europe

#### Nurseries

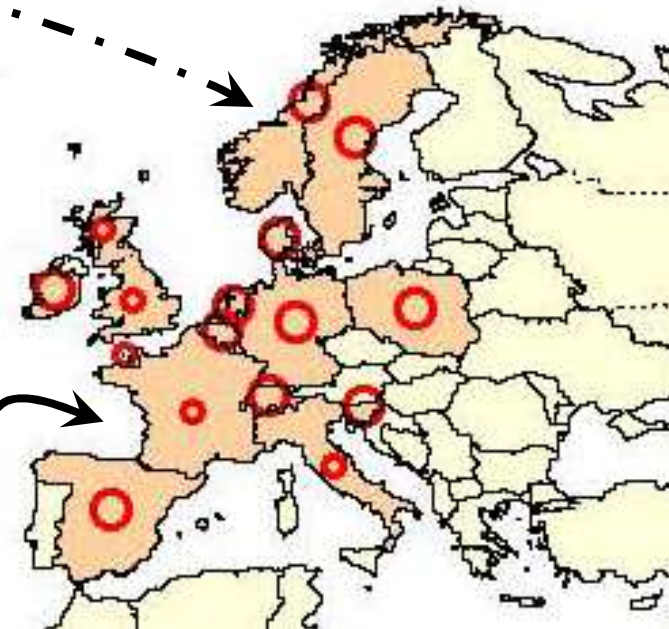
#### Managed gardens/ woodlands

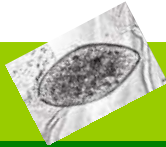
- Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Slovenia, Spain, Sweden, Switzerland, UK

Distribution of Sudden Oak Death as of December 12, 2005



**Origin**  
Unknown  
China?





# Oak tree killer may reach WA: experts

ALISON BATCHELER

Plant scientists are bracing to repel a foreign type of dieback which has killed century-old oak trees in the US in weeks and threatens to breach Australia's border.

*Phytophthora ramorum* can spread rapidly through air and water, unlike WA's soil-spread variety, and has cut a path of destruction through the nursery industries in Europe and California and caused widespread deaths of oak trees along the Californian coast in the past decade.

Scientists will tell a Perth conference this week that if introduced into Australia by travellers carrying cuttings from infected areas or by infected soil on shoes, the fungal-like disease may flourish in predicted warmer, wetter conditions in the South-West, devastating many native and nursery plants and commercial crops.

The local dieback variety, *Phy-*

*tophthora cinnamomi*, which affects up to 45 per cent of WA's native plant species, is endemic along wetter coastal areas between Perth and Albany and has wiped out big tracts of banksia woodland and jarrah forests.

Murdoch University centre for phytophthora science and management director Giles Hardy said massive oak trees from Oregon to California were succumbing to sudden oak death — called SOD — as the disease infiltrated root systems and stripped foliage.

"Once infected, it can knock off a 500-year-old oak tree in weeks," Associate Professor Hardy said.

Although it killed in the same way, by "girdling" or "ringbarking" trees, he said the rampant spread of the overseas variety would make it harder to contain.

The centre's research fellow, Dr Daniel Huberli, has studied *ramorum* dieback in the US and said that it also had the potential to hit

the home garden by killing rhododendrons, azaleas, camellias and roses.

Research was continuing to assess whether WA's karri, jarrah and marri forests were susceptible but Victorian box trees and scribbly gum eucalypts were likely to succumb to the dieback, Dr Huberli said.

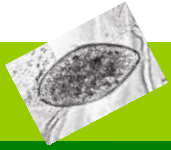
"It could have a greater impact than jarrah dieback — in areas down south that are very moist, it could really take off," he said.

In addition to strict quarantine measures, travellers should clean footwear when returning from infected overseas areas.

Associate Professor Hardy said changing climate conditions could also favour a greater spread of *cinnamomi* dieback in the Stirling Range and along the coast from Walpole to Albany.

Native mammals faced greater destruction of their habitats and possible extinction.





# Phytophthora ramorum

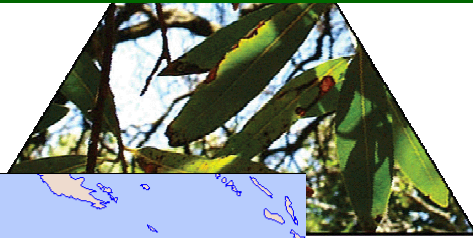
## Epidemic if....

*P. ramorum*

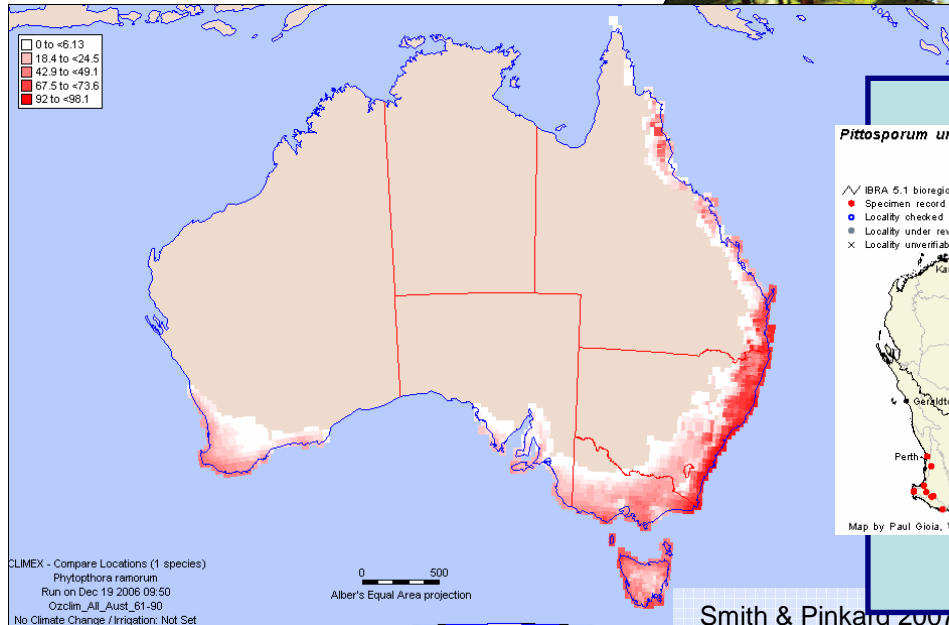
### International Plant Trade

- Exotic nursery plantings in urban/forest interfaces (i.e. Dandenong Ranges, Vic)
- e.g. Infested plant shipments within USA

### Dirty hiking boots

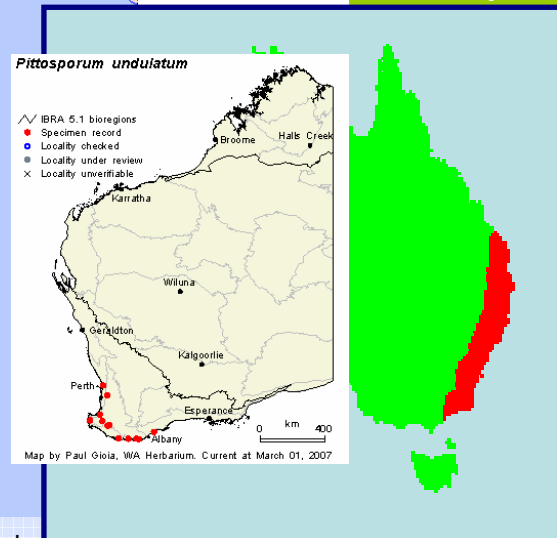


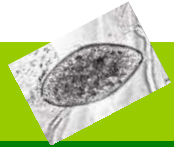
## Favorable environment



## Susceptible hosts

*Pittosporum undulatum*





# *Phytophthora ramorum*

## Being prepared - PhD Project

### Susceptibility & sporulation potential of Australian plants

- foliar & stem inoculations
- keystone/widely distributed species within climatic zone
- UC Davis, California, starts in August

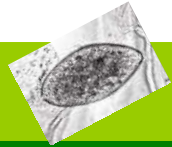
### Identify asymptomatic hosts

### Model risk & spread

- CLIMEX
- Rule-based modelling: hosts & climate & spread

### Compare politics & policy for management

- Europe vs. USA vs. Australia



# *Phytophthora ramorum*

## COLLABORATION

### Here in WA

PhD Student

- Kylie Ireland

Supervisors

- Giles Hardy
- Daniel Hüberli
- Bernard Dell

DAFWA

- Alison Mackie

### Funding

- Department of Environment & Water
- CRC National Plant Biosecurity
- Murdoch University

### Interstate

Vic DSE/Melb. Uni

- Ian Smith

ENSIS/CSIRO

- Darren Kriticos

### USA

UC Davis

- Dave Rizzo
- Elizabeth Fichtner

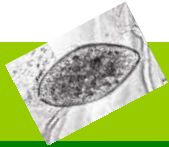
USDA

- Susan Frankel

### UK

Forest Research

- Sandra Denman
-



Phy

ARE YOU PREPARED?

**SUDDEN  
OAK  
DEATH**

IS COMING...AND THE  
ONLY CURE IS  
EXPOSURE

SUDDENOAKDEATH99@HOTMAIL.COM

This mater  
Australian Go

The views ar  
and do not ne

S

rants from the  
erative Research

ose of the author  
ent or the Minister



**Acidification and calcium  
depletion –  
potential effects on  
woodland health on the  
Swan Coastal Plain**



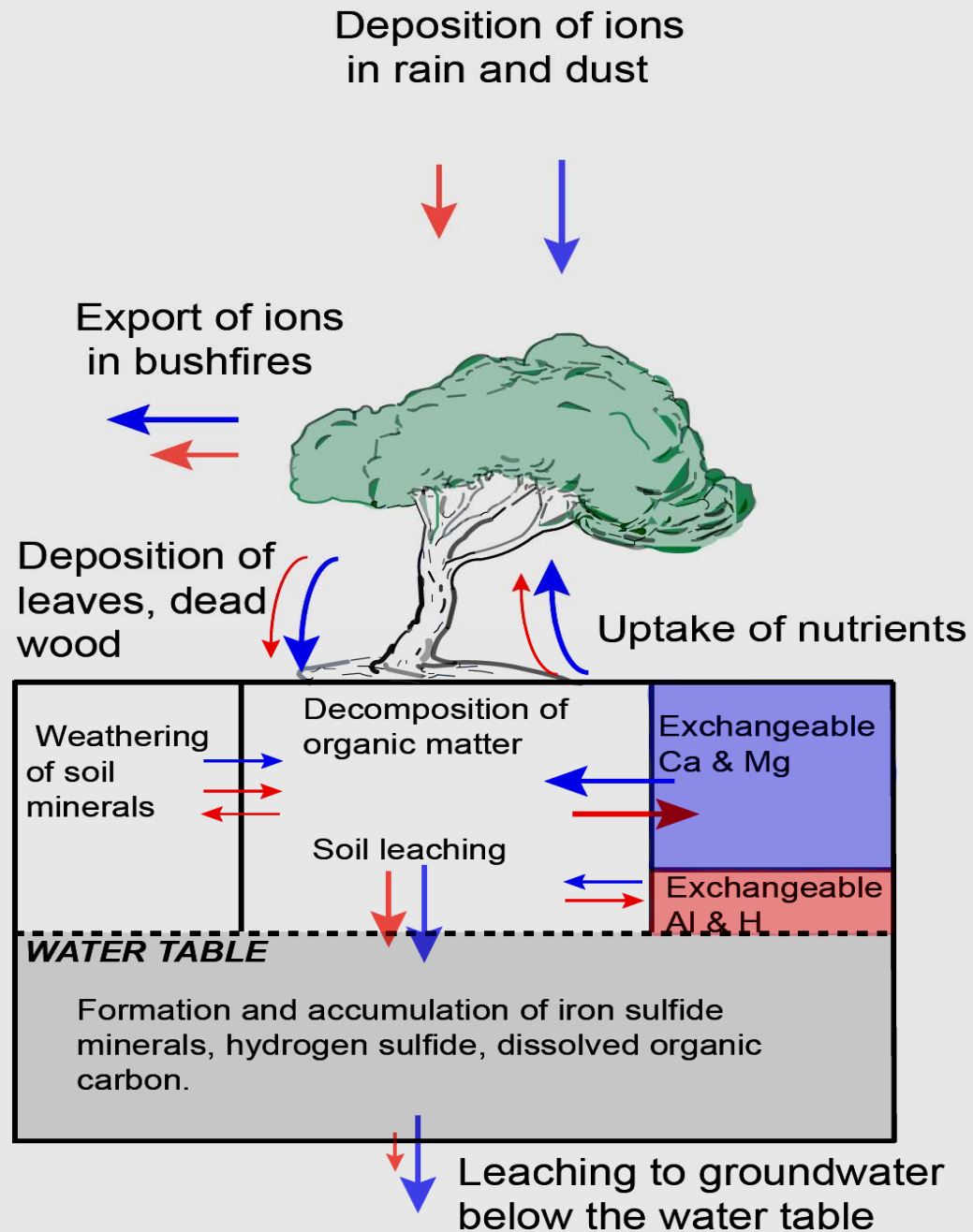
# Overview

- Soil and groundwater acidification and links to falling water tables
- Environmental impacts of acidification
- Role of land and water uses in causing acidification
- Possible ways forward

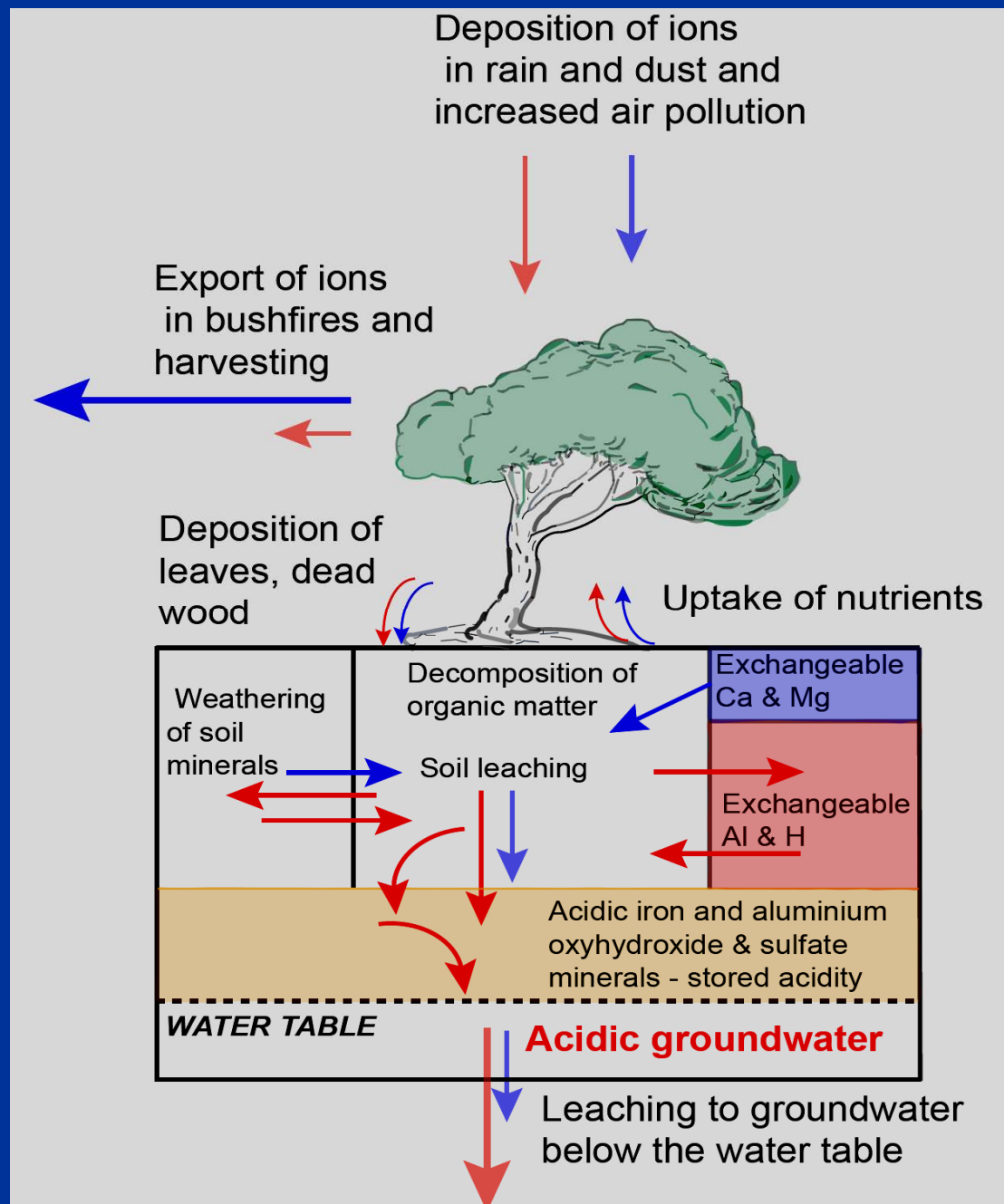
# Woodland health depends on soil and groundwater quality

- Can not view woodlands in isolation from soil and groundwater quality on the Swan Coastal Plain
- Soil quality very dynamic, affected by land use, atmospheric inputs, **position of the water table**

# Conceptual model of acidification – 1. Healthy system

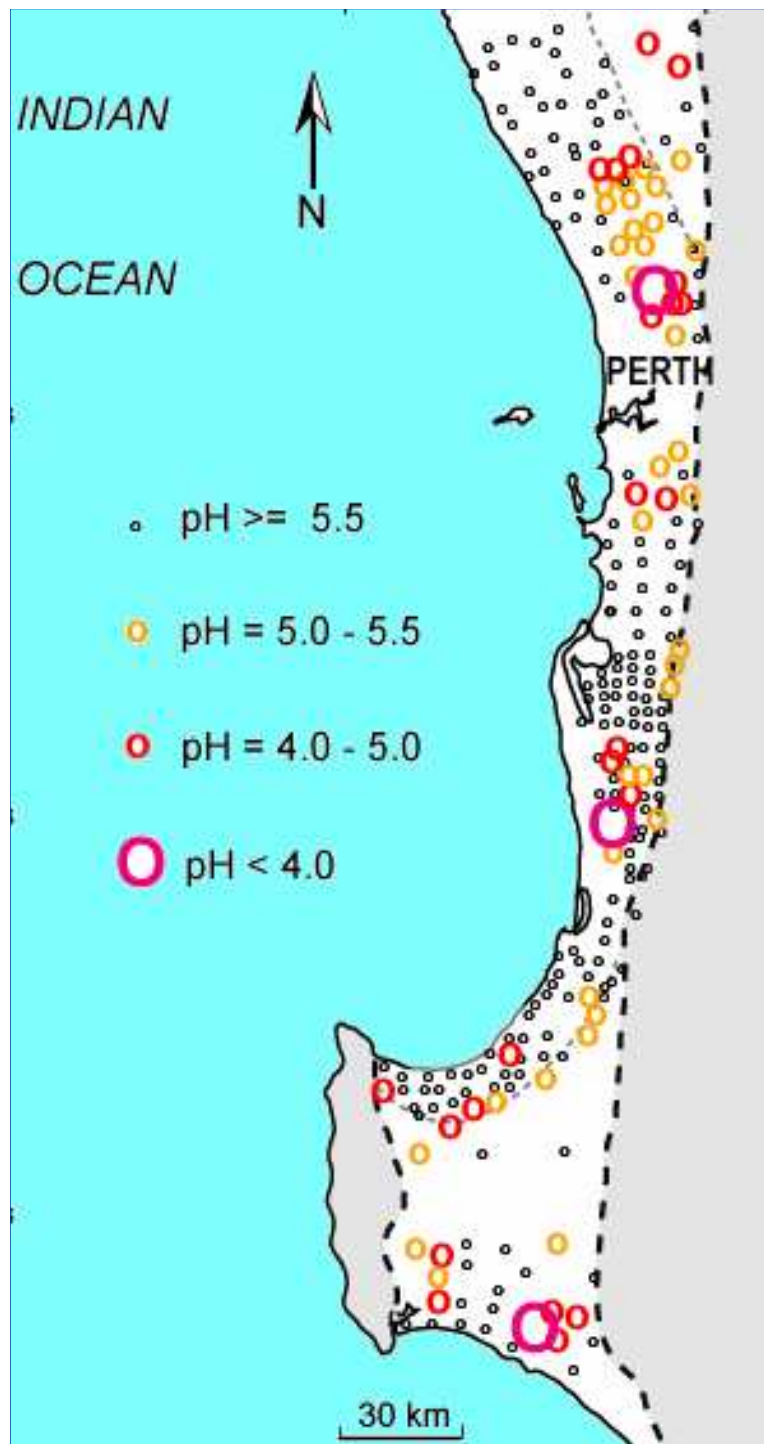


## Conceptual model of acidification – 2. Acidifying system



# Release of acidity to groundwater

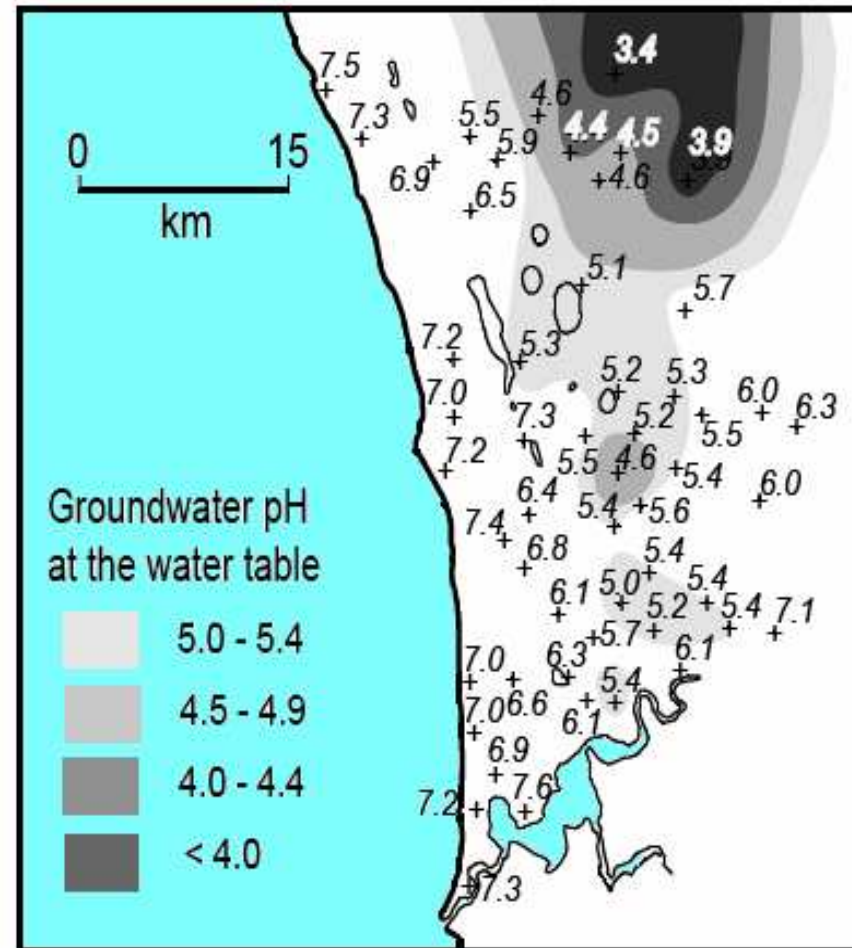
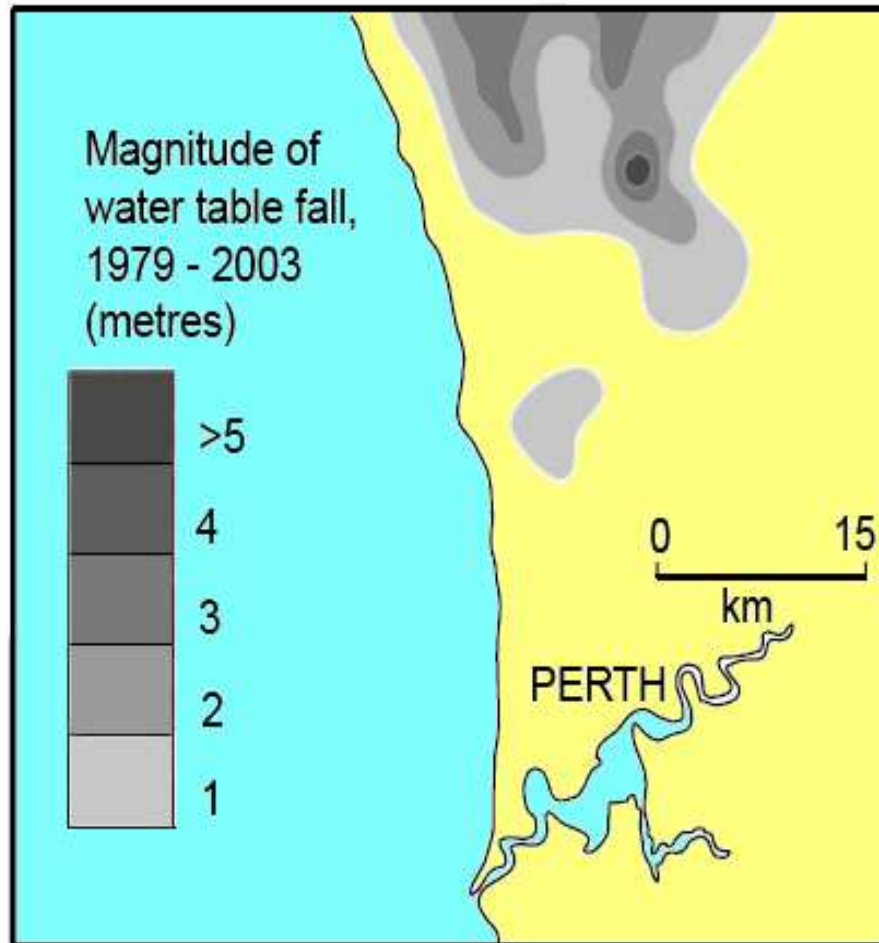
- Often triggered by falling water tables:
  - Increasing groundwater abstraction
  - Excessive drainage
  - Declining rainfall
- Causes oxidation of chemical compounds containing carbon, sulfur, nitrogen and iron which releases acidity
- Disruption of the natural balance between acid-forming and acid-consuming processes
- Subsidence of peat



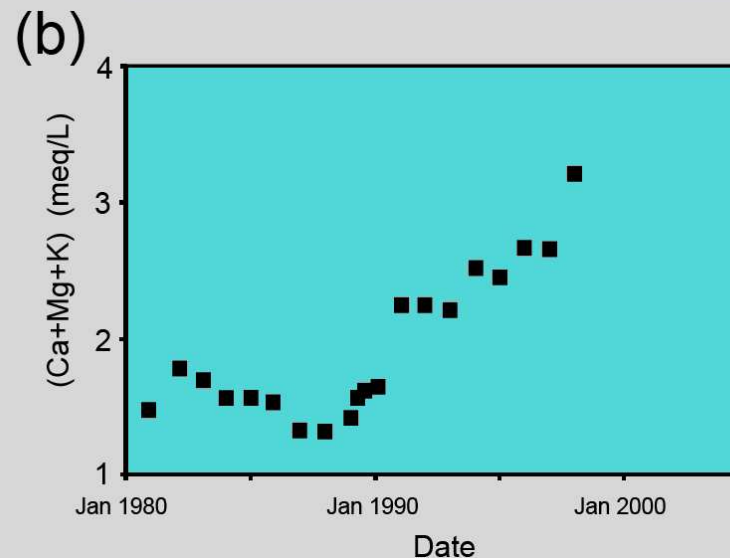
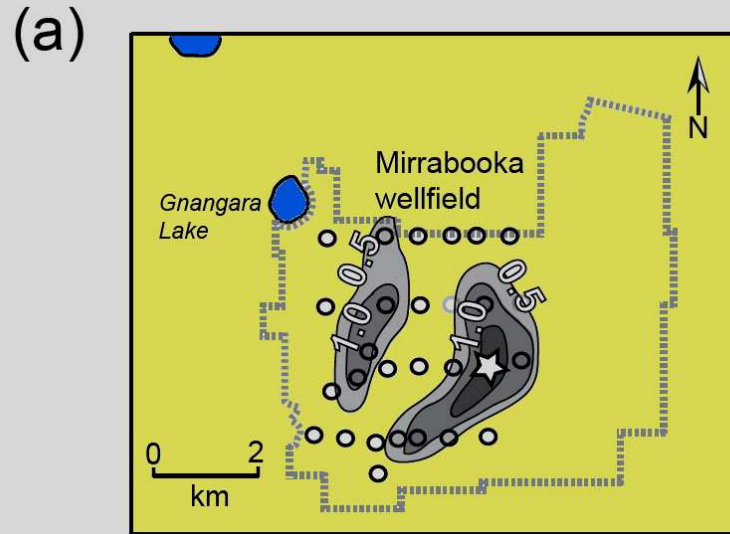
Evidence of an emerging regional acidity problem – regional snapshot of pH at the water table, Swan and Scott Coastal Plains:

Associated with areas of intensive groundwater use and dewatering of mineral sand deposits

# Relationship between water table decline and pH of shallow groundwater, Gnangara Mound



# Falling water tables can cause calcium leaching from soil





**Potential impacts of acidification  
on woodlands – tree dieback due to increasing  
aluminium, decreasing calcium & magnesium in soil**

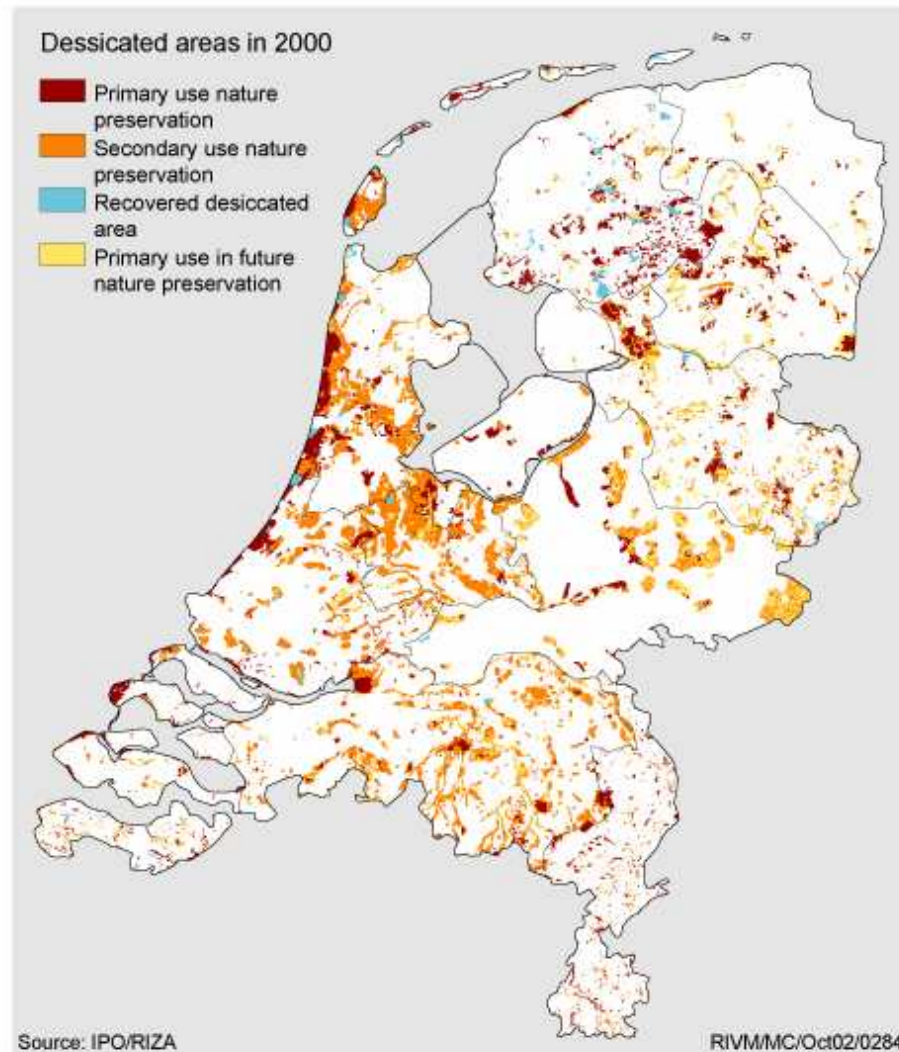


**Loss of bird species due to calcium depletion by  
acid leaching – decline of the Wood Thrush in  
NE USA (Cornell Uni research)**



# The same issue has occurred in the Netherlands due to drought, excessive groundwater use – called “Desiccation” (“Verdroging”)

Desiccated areas in the Netherlands, 2000



Like us, the Dutch had a major decline in rainfall in 1976. Also major increase in gwater abstraction

600 000 ha affected in 2000

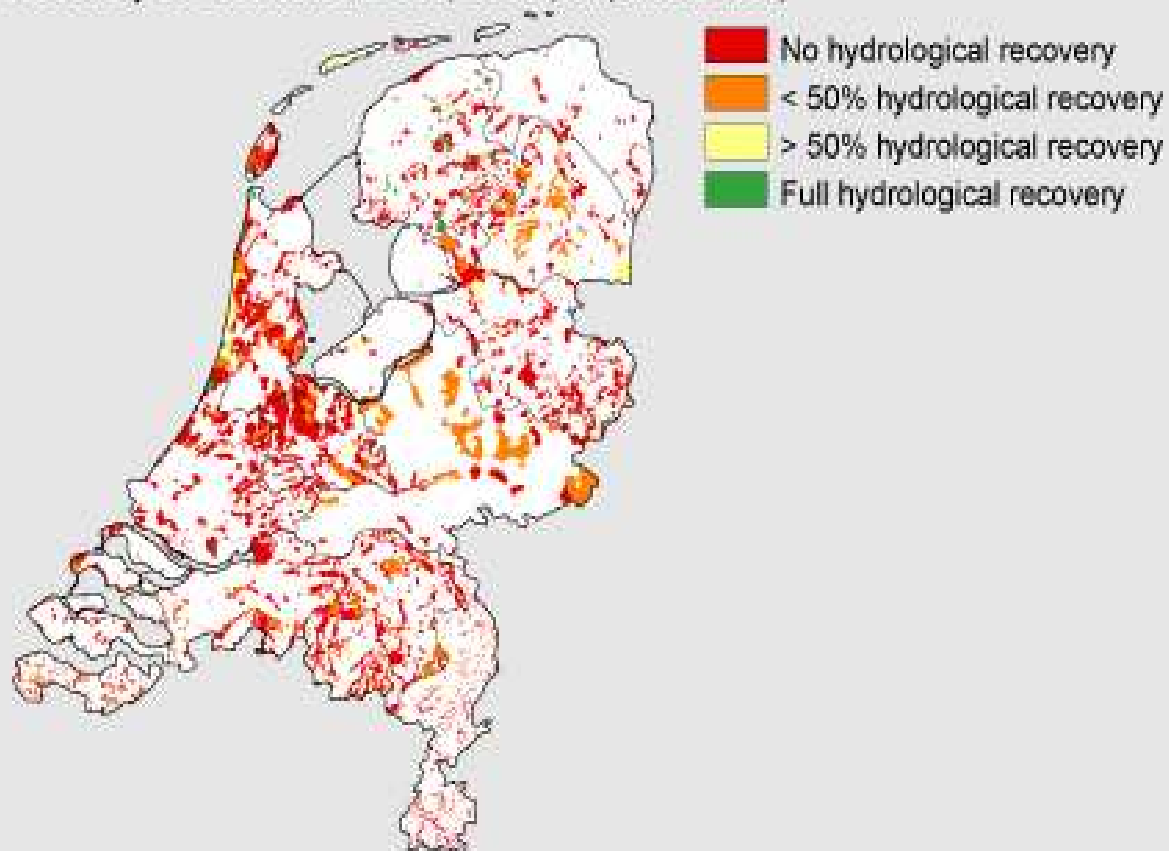
40% of terrestrial plant species under threat

Loss of animal species

Harm caused by a national decline in water table by an average of 35 cm

# Recovery from desiccation is difficult and expensive

Recovery of dessicated areas, 2000 (compared to 1985)



Problem recognised in 1985

National changes to land and water management policies needed to tackle problem

Target was for 25% reduction of affected area in 2000

3% actually achieved

Next target is 40% reduction by 2010

**But there are huge information gaps, including:**

- Lack of detailed information on soil chemistry, especially storage of base cations
- Limited information on contaminants other than nutrients and their distribution
- Limited information on current health of ecosystems other than trophic status

# Possible ways forward

- Replace “dewater, dig and dump” style of development with less intrusive methods
- Reduce the intensity of drainage
- Reprioritize groundwater use in critical areas
- Change pumping regimes to reduce cones of depression (lower pumping rates for longer etc)

# Possible ways forward

- Dialogue with community about water use priorities (lawns versus wetlands?, which wetlands to keep, what to let go?).
- Implement Integrated Water Resource Management – water part of all aspects of our society and greater community ownership of difficult decisions about how we live here in a drying climate.

# To end with some positives...

- Regional acidification can be managed – international cooperation on acid rain management is a major success story, as is the way the Dutch have dealt with groundwater drawdown.
- We get to choose how things turn out through how we adapt our land and water use to a drying climate – **there is no-one else to blame, the buck stops with US.**
- Opportunity for real dialogue with public about how we use land and water
- The quicker we start to make changes, the better – there may never be enough information to convince some people that climate, and soil and water chemistry changes are real (balancing the Precautionary Principle against “certainty”)





## STANDARD DIEBACK SIGNAGE SYSTEM

Developed by:



Concept Endorsed by:



Funded by:



# DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY



This protection area has values threatened by Phytophthora Dieback. Please help prevent further spread of dieback by human activity.

Phytophthora Dieback is an introduced plant killing water-mould that lives in soil and roots.

It is devastating the natural heritage of southwest Australia, threatening not only plants but also many animal habitats. Banksia communities are particularly susceptible.

Phytophthora Dieback can be transported in soil, mud and plant material.

## **You can help prevent the further spread of dieback:**

- Stay on tracks and trails.
- Clean all soil from your footwear and vehicle.
- Avoid wet soil conditions.

[www.dieback.org.au](http://www.dieback.org.au)

# DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY



This area has been mapped for the presence of Phytophthora Dieback to help prevent further spread by human activity.

Phytophthora Dieback is an introduced plant killing water-mould that lives in soil and roots. It is devastating the natural heritage of southwest Australia, threatening not only plants but also many animal habitats. Banksia communities are particularly susceptible.

Phytophthora Dieback can be transported in soil, mud and plant material.

## You can help prevent the further spread of dieback:

- Stay on tracks and trails.
- Clean all soil from your footwear and vehicle.
- Avoid wet soil conditions.

These symbols marked in the field denote the dieback status of areas:



DIEBACK  
FREE

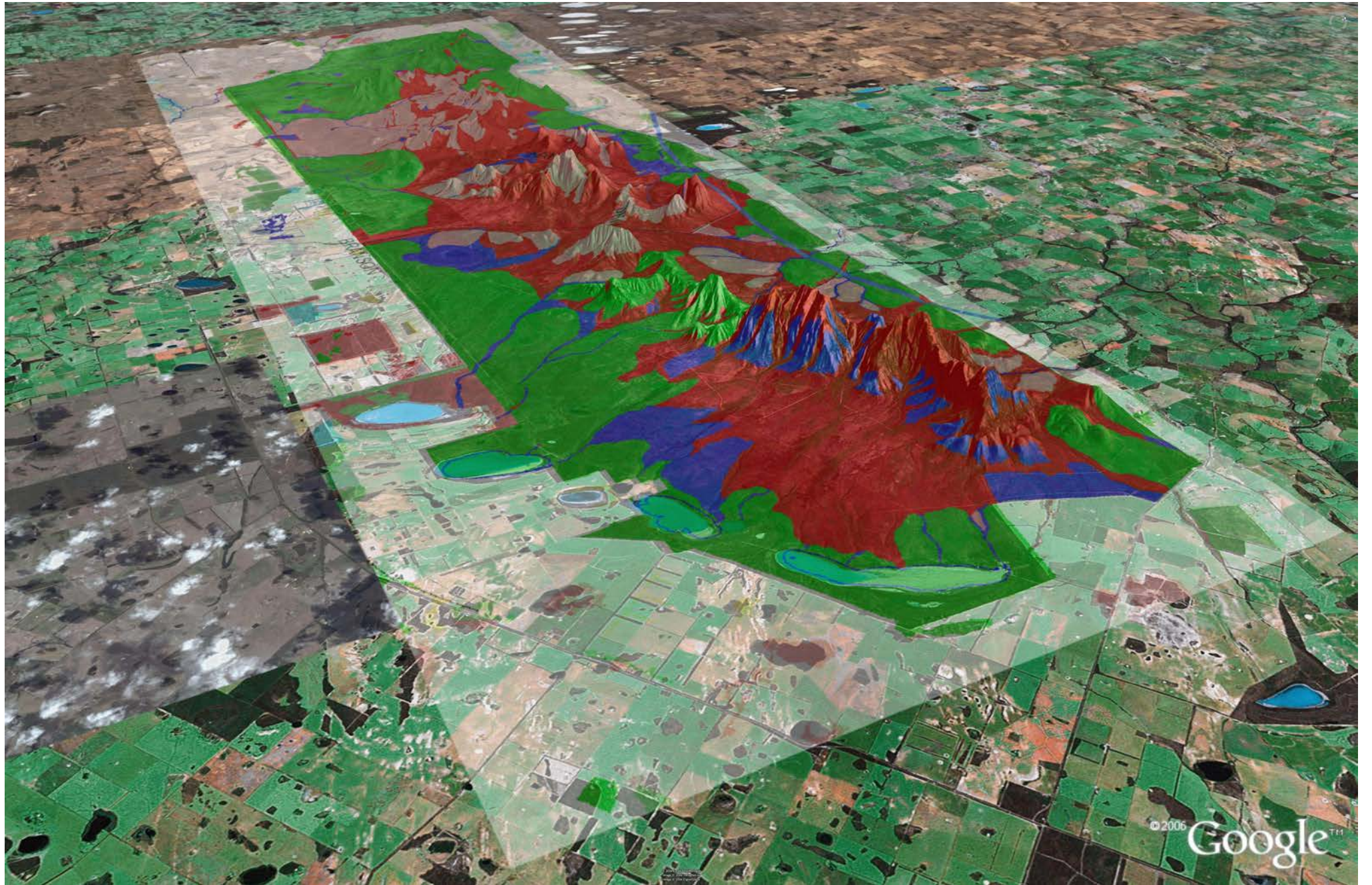


DIEBACK  
INFESTED

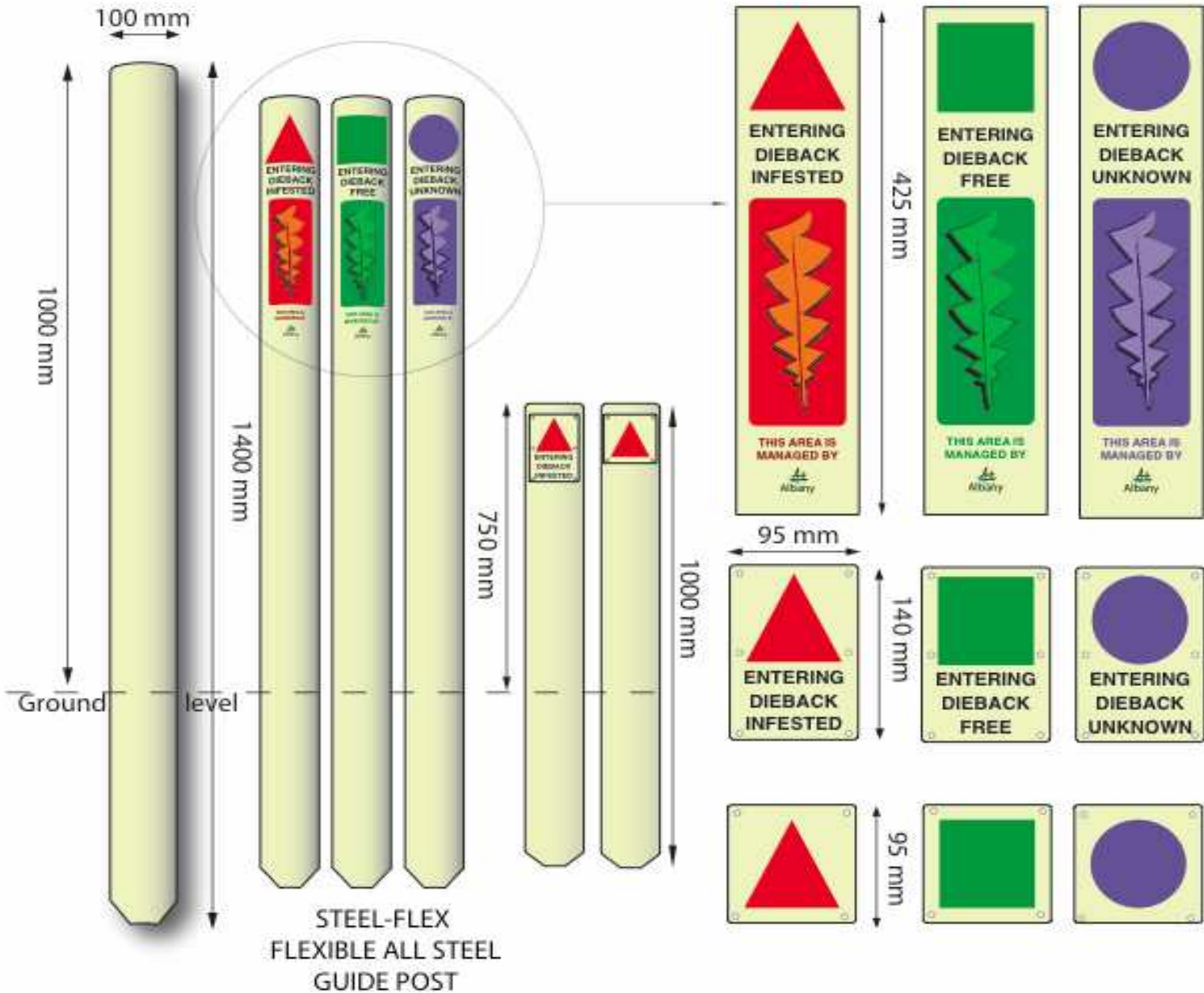


DIEBACK  
UNKNOWN

[www.dieback.org.au](http://www.dieback.org.au)



# STANDARD DIEBACK SIGNAGE SYSTEM



## DIEBACK STATUS ENTRY SIGNS FOR ROAD GUIDE POSTS

The process graphic dieback status signs are printed each side of a Steel-Flex Flexible All Steel Guide Post.

The posts are light and may be driven with the aid of a suitable manual or pneumatic driving device.

They are able to resist being run over by a vehicle and are Australian Standard Approved.

## DIEBACK STATUS ENTRY SIGNS FOR WALK TRACK POSTS

The dieback status signs are attached to ground posts, trees or Steel-Flex Guide Post at dieback status boundaries and hygiene stations.

## DIEBACK STATUS SIGNS WITHIN STATUS AREAS

The dieback status signs attached to ground posts/trees, or printed on Steel-Flex Guide posts.



# DIEBACK PROTECTION AREA



## Boot Cleaning Station

Phytophthora Dieback is an introduced plant killing water mould that lives in soil and plant roots.

Spreading dieback threatens not only plants but also many animal habitats.

Your footwear can pick up carry infested soil.

**Please clean all soil from your footwear here.**

THIS AREA IS  
MANAGED BY



[www.dieback.org.au](http://www.dieback.org.au)

# DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY



## Access By Permit Only

This protection area has special values threatened by Phytophthora Dieback.

A permit system is in place to help prevent further spread of dieback by human activity.

Phytophthora Dieback can be transported in soil, mud and plant material.

Spreading dieback threatens not only plants but also many animal habitats.

**Contact management for more information and permits.**

[www.dieback.org.au](http://www.dieback.org.au)



## DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY  


This protection area has values threatened by Phytophthora Dieback. Please help prevent further spread of dieback by human activity.

Phytophthora Dieback is an introduced plant killing water-mould that lives in soil and roots.

It is devastating the natural heritage of southwest Australia, threatening not only plants but also many animal habitats. Banksia communities are particularly susceptible.

Phytophthora Dieback can be transported in soil, mud and plant material.

**You can help prevent the further spread of dieback:**

- Stay on tracks and trails.
- Clean all soil from your footwear and vehicle.
- Avoid wet soil conditions.

[www.dieback.org.au](http://www.dieback.org.au)

## DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY  


This area has been mapped for the presence of Phytophthora Dieback to help prevent further spread by human activity.

Phytophthora Dieback is an introduced plant killing water-mould that lives in soil and roots. It is devastating the natural heritage of southwest Australia, threatening not only plants but also many animal habitats. Banksia communities are particularly susceptible.

Phytophthora Dieback can be transported in soil, mud and plant material.

**You can help prevent the further spread of dieback:**

- Stay on tracks and trails.
- Clean all soil from your footwear and vehicle.
- Avoid wet soil conditions.

These symbols marked in the field denote the dieback status of areas:



DIEBACK  
FREE



DIEBACK  
INFECTED



DIEBACK  
UNKNOWN

[www.dieback.org.au](http://www.dieback.org.au)

## DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY  


### Boot Cleaning Station

Phytophthora Dieback is an introduced plant killing water mould that lives in soil and plant roots.

Spreading dieback threatens not only plants but also many animal habitats.

Your footwear can pick up carry infested soil.

**Please clean all soil from your footwear here.**

[www.dieback.org.au](http://www.dieback.org.au)

## DIEBACK PROTECTION AREA



THIS AREA IS  
MANAGED BY  


### Access By Permit Only

This protection area has special values threatened by Phytophthora Dieback.

A permit system is in place to help prevent further spread of dieback by human activity.

Phytophthora Dieback can be transported in soil, mud and plant material.

Spreading dieback threatens not only plants but also many animal habitats.

**Contact management for more information and permits.**

[www.dieback.org.au](http://www.dieback.org.au)

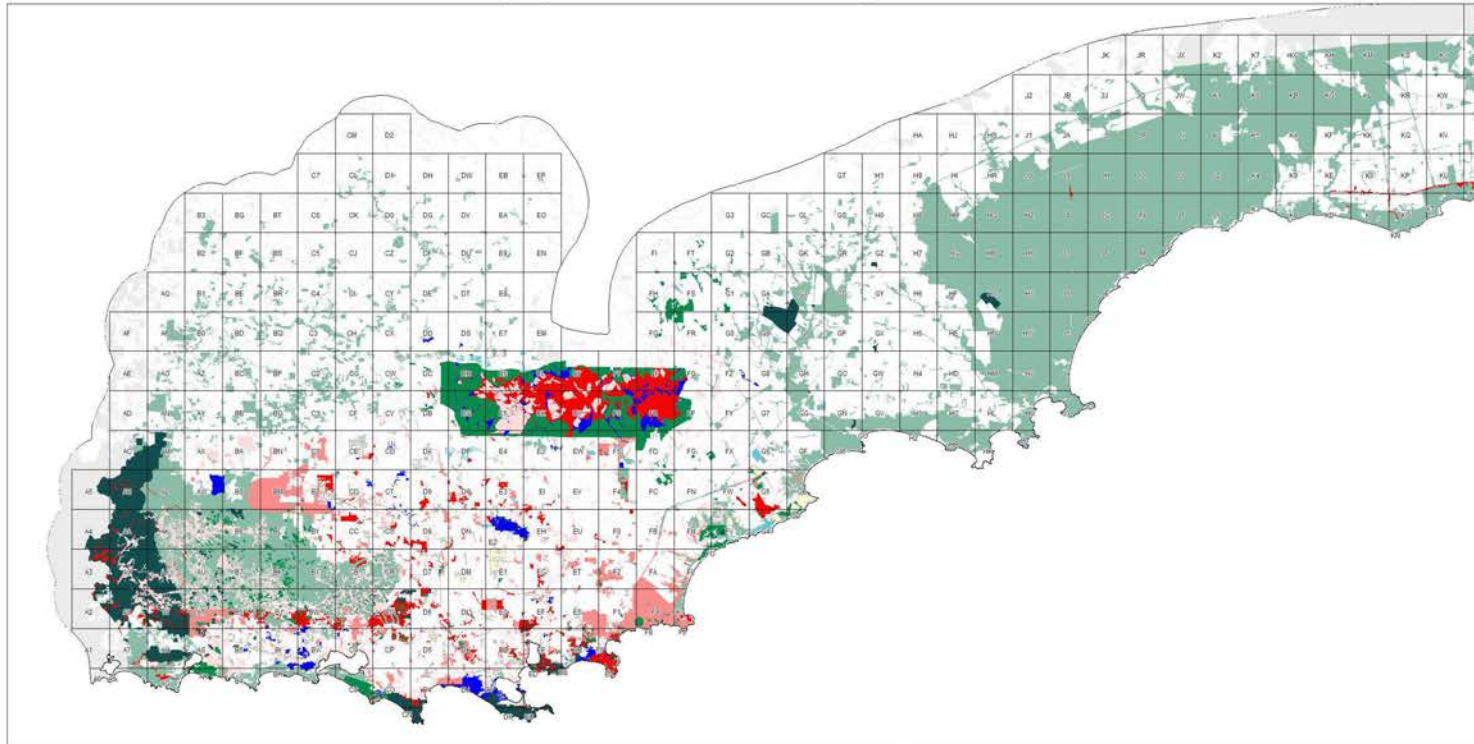
**Regional Phytophthora  
Dieback Management Plan  
for the South Coast NRM  
Region 2008-2015**

**DIG '07 - 13<sup>th</sup> July**

**Viv Read**

# SCRIPT Dieback Risk Analysis

## Phytophthora cinnamomi interpretation



**LEGEND**

Grid tile (10km x 10km) □

Point feature □

Relevant to declared rare flora, priority flora, endemic non-listed flora, and threatened fauna. Overlaps may be hidden.

**Dieback interpretation**

- INFESTED (high confidence)
- INFESTED (medium confidence)
- INFESTED (low confidence)
- UNINFESTED (low confidence)
- UNINFESTED (medium confidence)
- UNINFESTED (high confidence)
- uninterpretable
- not interpretable
- not interpreted
- permanent water (relevant to buffering)
- clearing

**Predicted autonomous spread of Pc**

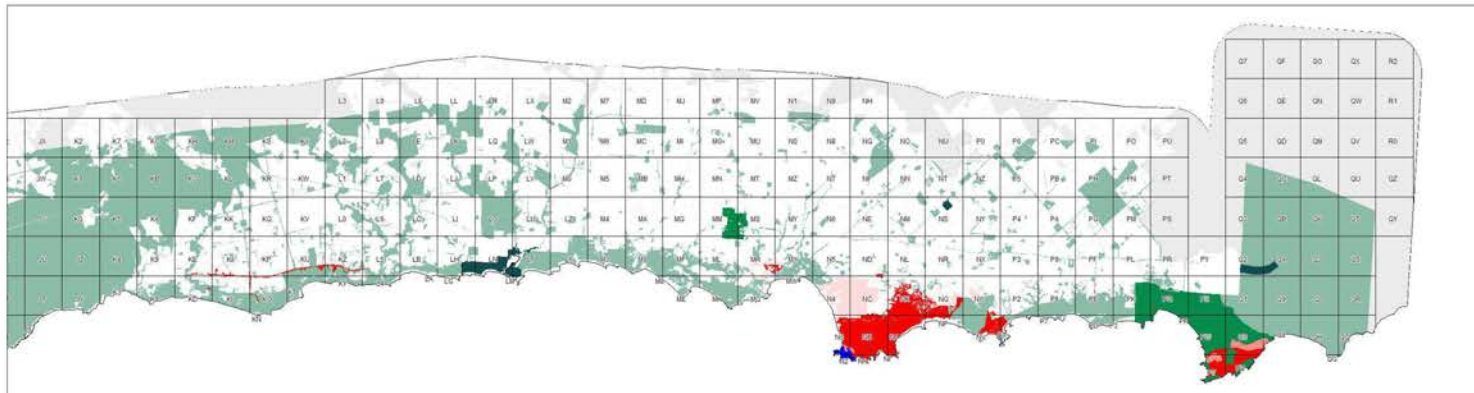
- 0-35 yrs
- 36-70 yrs
- 71-105 yrs
- 106-140 yrs
- 141-175 yrs
- 176-210 yrs
- 211-245 yrs
- 246-280 yrs
- 281-315 yrs
- 316-350 yrs

— Sealed roads  
— Unsealed roads  
..... Vehicular tracks

Projection: Universal Transverse Mercator, MGA Zone 50, Datum: GDA 94

The Dept. of Environment and Conservation does not guarantee that this map is without flaw of any kind and disclaims all liability for any errors, loss or other consequence which may arise from relying on any information depicted.

Produced by the Forest Management Branch  
Under the Direction of Kieran McInerney Director General  
Department of Environment and Conservation.

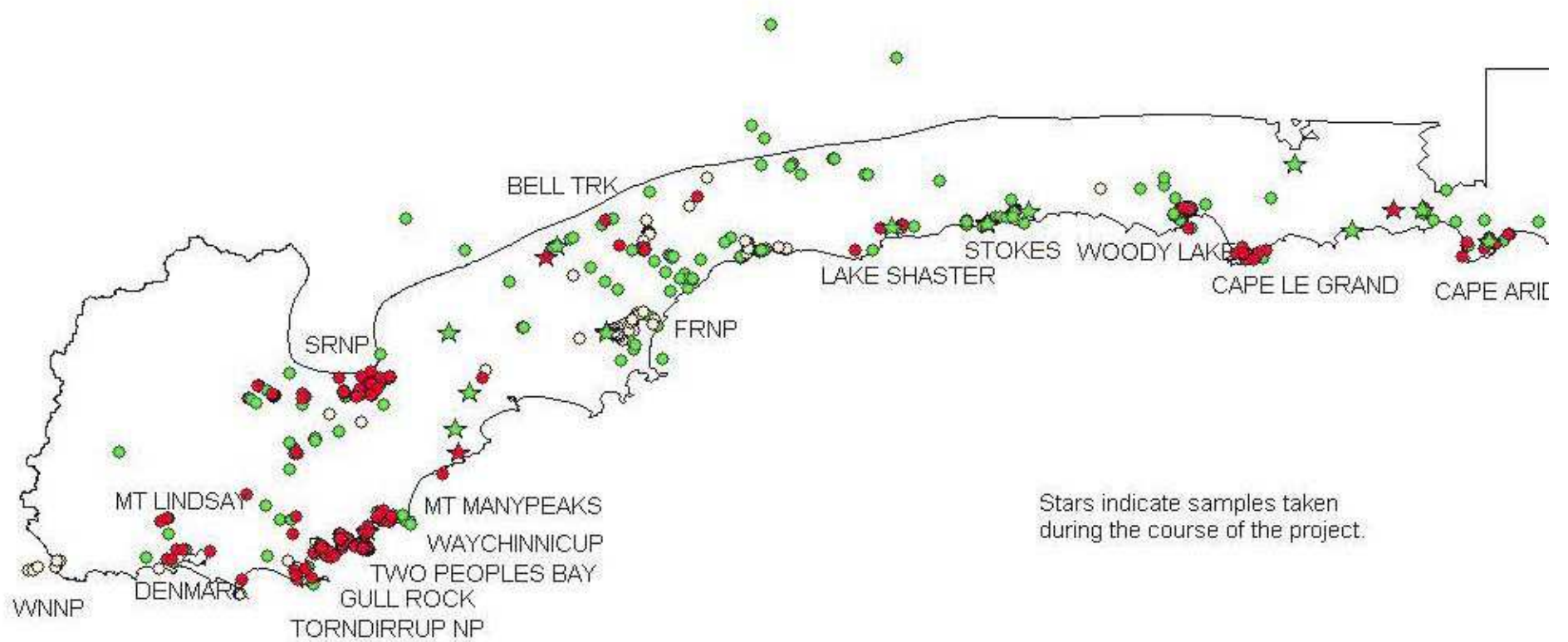


**Project DIEBACK**  
Protecting biodiversity from *Phytophthora dieback*  
NATURAL RESOURCE MANAGEMENT WESTERN AUSTRALIA

**Department of Environment and Conservation**

**SCRIPT**  
Spatial Risk Assessment and Planning Tool  
Developed by the Department of Environment and Conservation  
www.script.wa.gov.au

Western Australia  
Australian Government



# Purpose of the SCDMP?

- *to provide strategic context for investment in Dieback response within the region, and*
- *to engage stakeholders at all relevant levels for effective participation in response activities.*

# SCOPE

**Boundary** – SCNRM, 400mm isohyet

**Period** – 7 years (2008 – 2015)

**Range of assets** - public and private native vegetation, horticulture (especially avocado enterprises, nurseries) and ecotourism facilities,

**Scale** – (cross -) regional with local operations,

**Climate change** – run-off, soil moisture and temperature

# EXPECTED OUTCOMES

- Provide a **strategic approach** for management,
- **Attract and direct investment** through partnership arrangements for investment in research, management and communications,
- Identifying **priority areas** for management,
- Provide ‘**best practice**’ management guidelines at a range of levels,
- **Integrate management** with state and national frameworks and with other regional NRM.

# Strategic Context

## *Preliminary Vision*

*“...To protect valued asset areas (or ‘high conservation value areas’) of the South Coast region in the long term threatened by *Phytophthora Dieback*.”*

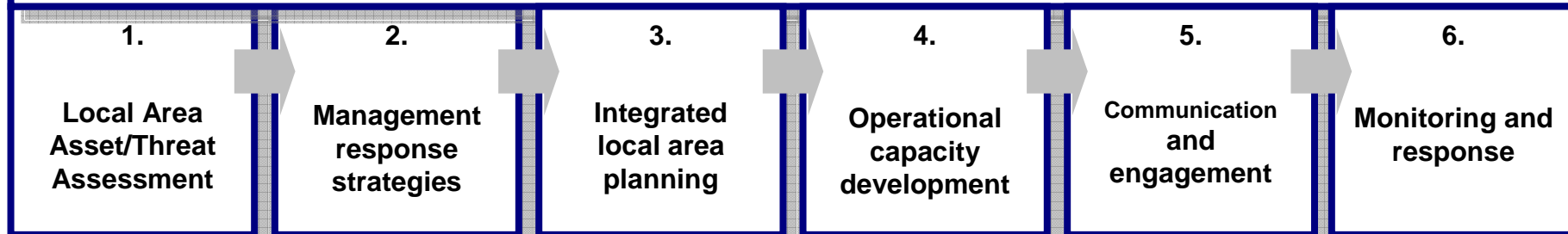


## Program Logic Map for the South Coast Dieback Management Plan

25-year **VISION** (100 year horizon) (~ RCT)  
7-year **OBJECTIVES** (→ Key Management Activity Areas → MAT's)  
Expected Program Outputs/Outcomes

### South Coast Regional Dieback Situation Statement

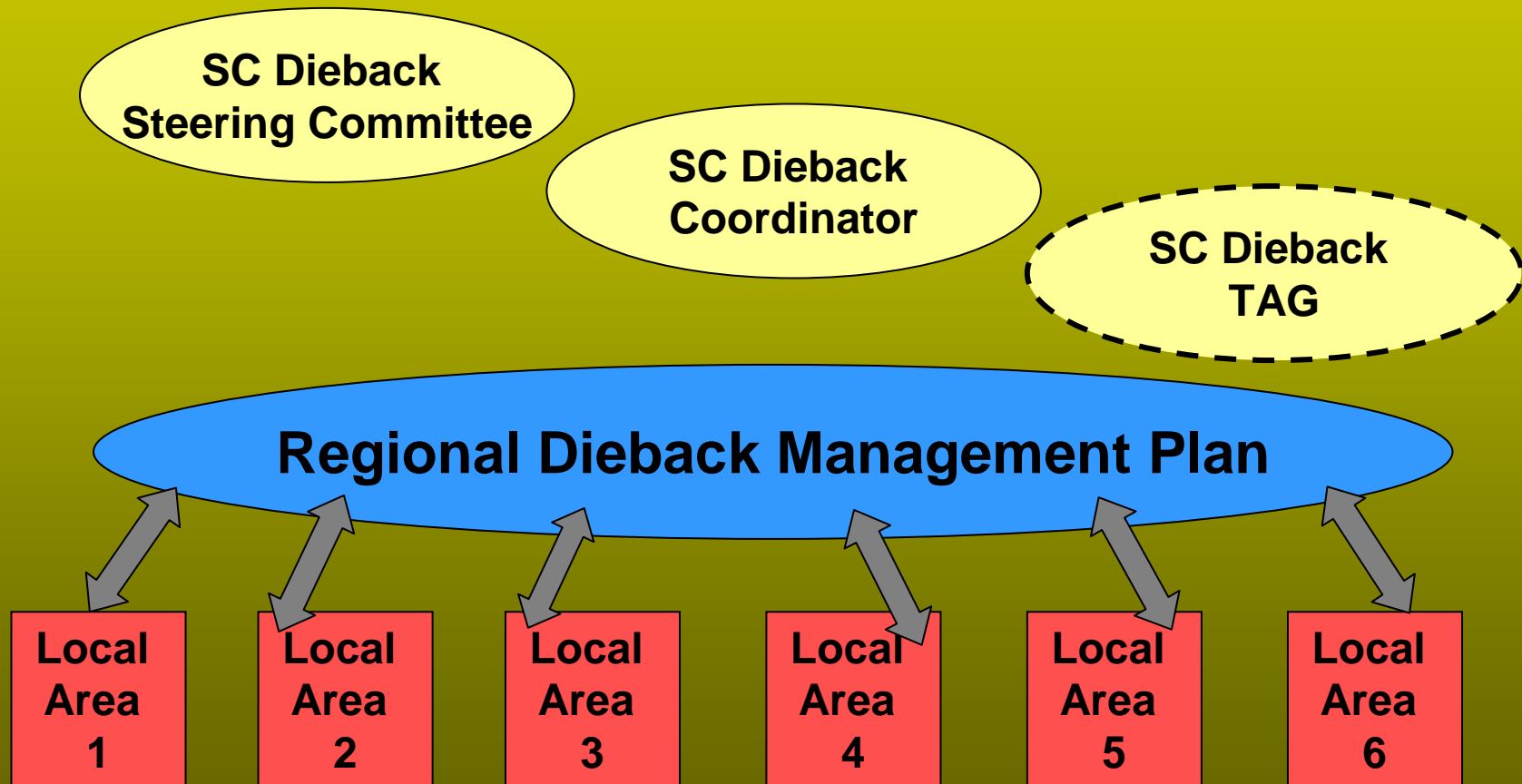
#### Key Management Activity Areas (key issues, strategies and actions)



#### Program Delivery Mechanisms

- A. **Setting priorities for management** (areas, timing, activities)
- B. **Stakeholder engagement for practice change** (range of voluntary through to regulatory)
- C. **Knowledge and information management** (R&D, database)
- D. **Regional management and coordination** (roles and responsibilities, partnership and institutional arrangements)
- E. **Investment planning** (total resource needs, BCA, optimal funding requirements)
- F. **Program performance monitoring and reporting** (adaptive management processes)

# REGIONAL DIEBACK DELIVERY



# TOUGH ISSUES

1. How to manage a 'complex system'?,
2. Scale of threat – where to focus?
3. Change and uncertainty of risk,
4. Protection vs. Recovery?
5. Threatened species/communities vs. high value landscape assets?
6. Attribution of responsibility (\$'s & actions)?
7. What can we realistically expect to achieve in 7 years?



**Western pygmy possum**

**Lost 16 native mammal species to extinction!**

**Poor record for recent mammal extinctions**

**100 species that have suffered significant declines in distribution**

**Clearing and modification of natural habitats**

**Cats and foxes**

# Jarraah forest, associated woodlands, refuges for several nearly extinct species



**chuditch**



**woylie**

***Phytophthora cinnamomi***

# Impact of *Phytophthora dieback* on the mardo (*Antechinus flavipes leucogaster*)



Rod Armistead, Trish Fleming, Bernie Dell  
and Giles Hardy











**Areas severely affected**

**Areas Moderately affected**

**Areas not affected**

# Trapping data



**321 captures from 79 mardos  
during 4320 trap nights**

# Severely affected sites



**49 captures from 17 mardos  
during 2139 trap nights**

# Moderately affected sites

**93 captures from  
23 mardos during  
1125 trap nights**



# Healthy forest sites



**179 captures from 39 mardos  
during 1056 trap nights**

# Habitat selection by the mardo

Areas not affected by *P. cinnamomi*



Dense patches of *Xanthorrhoea preissii*

Large logs

Litter cover

Nesting

Forage with protection from  
predators

Increased food resources





















# South Coast NRM Inc & Project Dieback Activities

**Annabelle Bushell, Phytophthora  
Dieback Co-ordinator**

South Coast NRM Inc

**Joanna Young, Project Dieback  
Manager for South Coast NRM Inc**



Funding provided by the Australian and Western Australian Governments through the joint National Action Plan for Salinity and Water Quality programme and the Natural Heritage Trust.



Australian Government

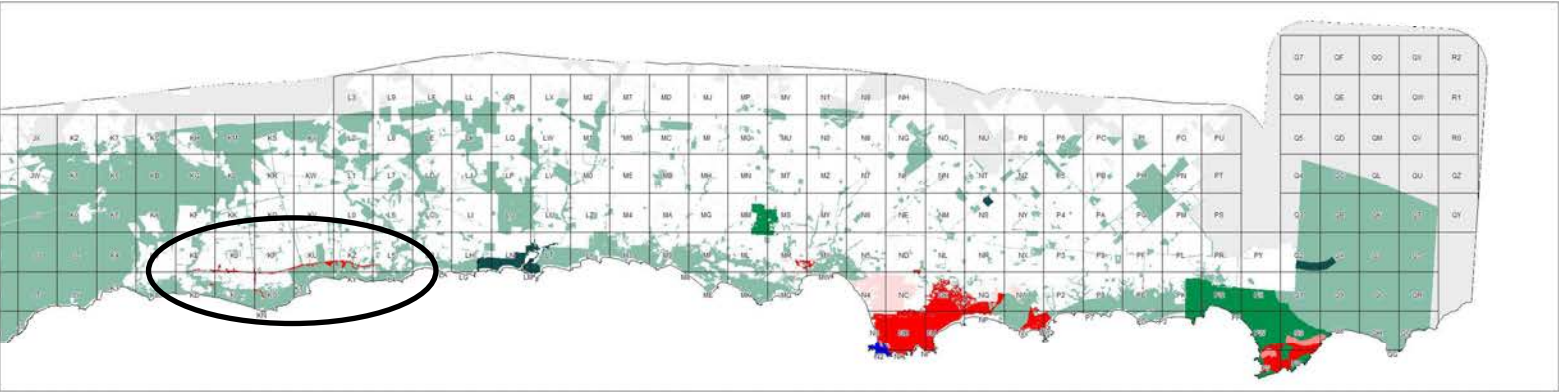
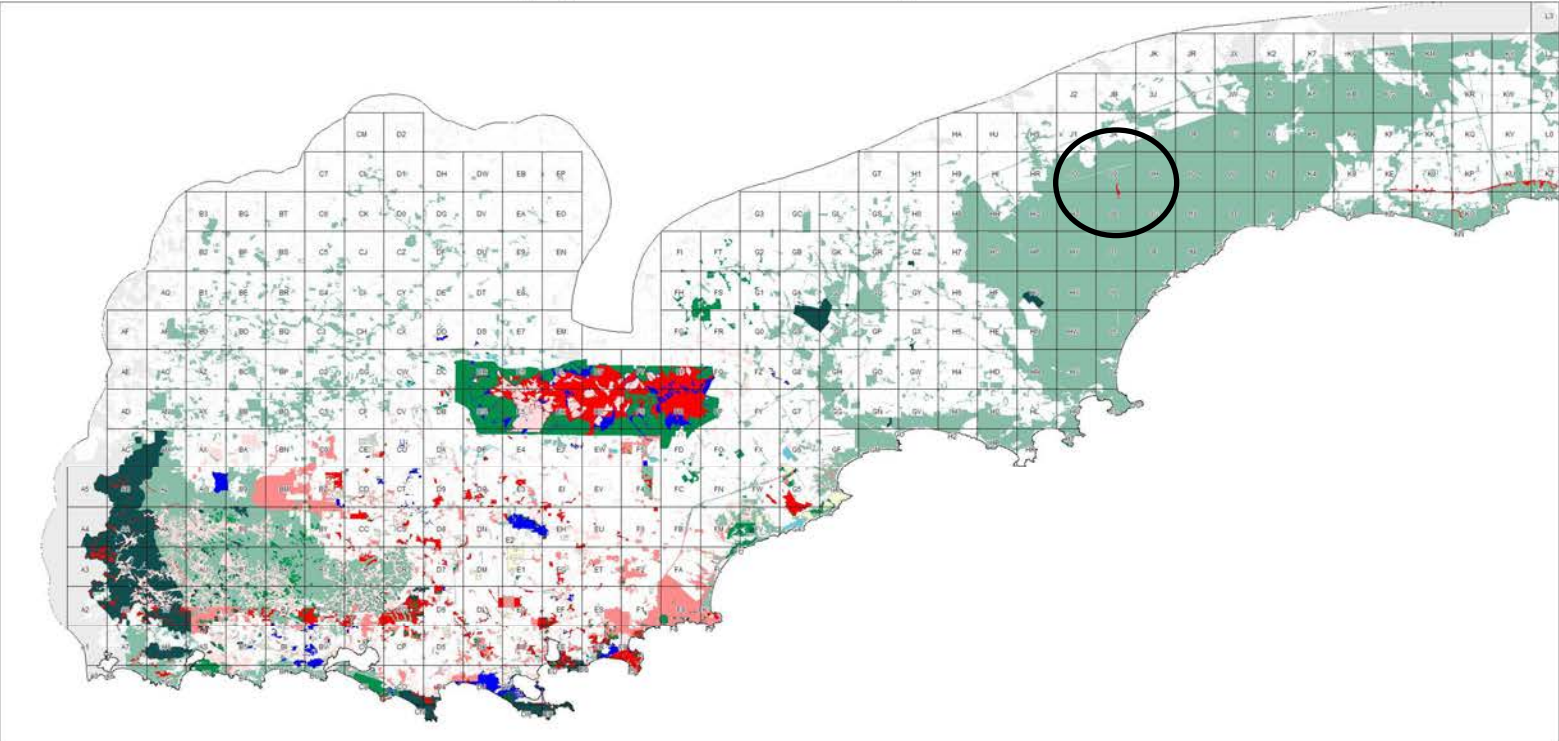
# Project Dieback - South Coast Pilot Study Outputs



- Strategic Dieback Occurrence Map
- Risk Assessment Methodology for Regional Planning
- List of Susceptible Species
- Autonomous Spread Model

# SCRIPT Dieback Risk Analysis

## Phytophthora cinnamomi interpretation



**LEGEND**

Grid tile (10km x 10km)

Point feature

Relevant to declared rare flora, priority flora, endemic non-listed flora, and threatened fauna. Overlaps may be hidden.

**Dieback Interpretation**

- INFESTED (high confidence)
- INFESTED (medium confidence)
- INFESTED (low confidence)
- UNINFESTED (low confidence)
- UNINFESTED (medium confidence)
- UNINFESTED (high confidence)
- unmapable
- uninterpretable
- not interpreted
- not interpreted
- permanent water (relevant to buffering)
- clearing

**Predicted autonomous spread of Pc**

- 0-35 yrs
- 36-70 yrs
- 71-105 yrs
- 106-140 yrs
- 141-175 yrs
- 176-210 yrs
- 211-245 yrs
- 246-280 yrs
- 281-315 yrs
- 316-350 yrs

— Sealed roads  
 - - - Unsealed roads  
 ····· Vehicular tracks

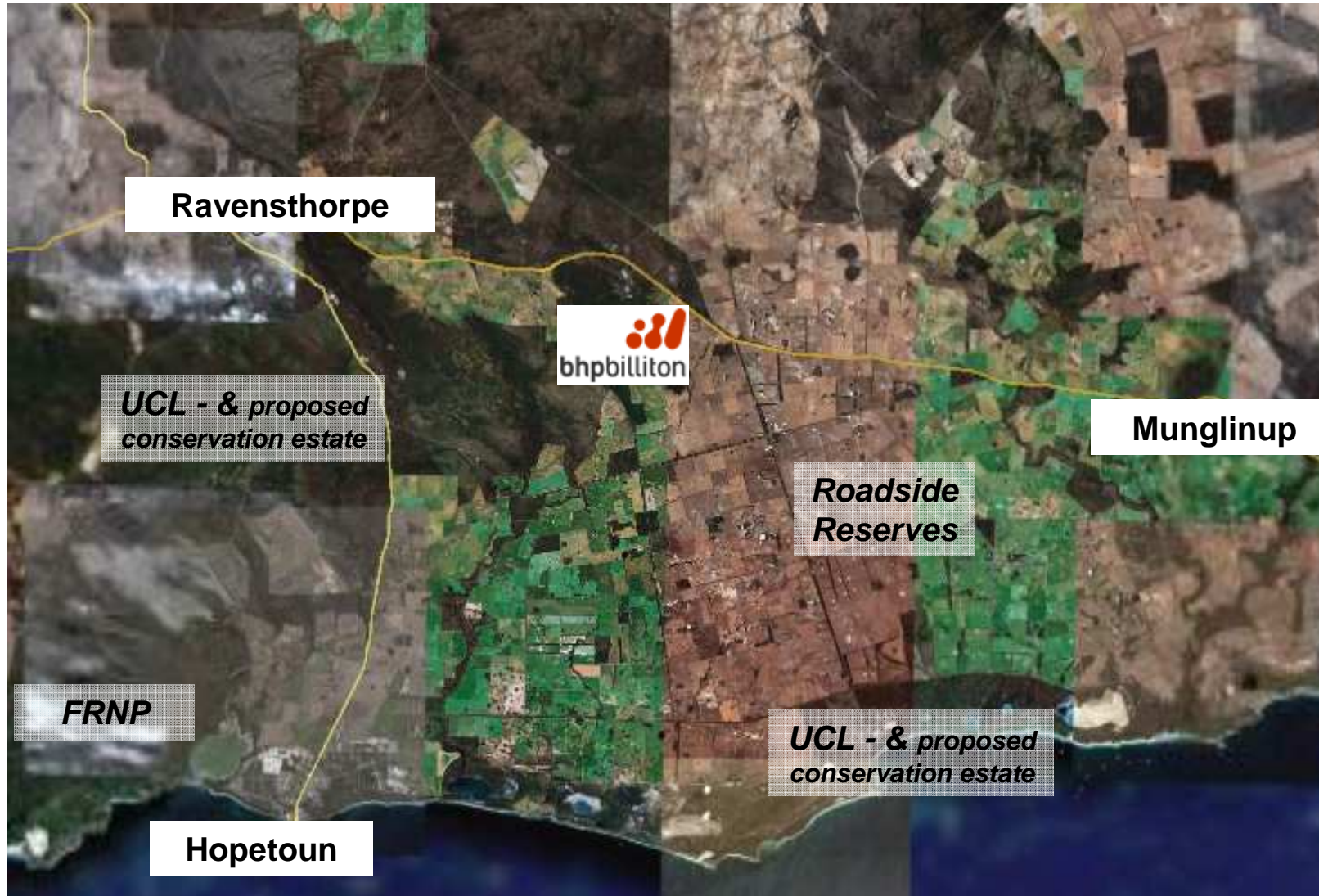


# Integration – Ravensthorpe/Hopetoun Area

## Springdale Road infection from diseased gravel pit

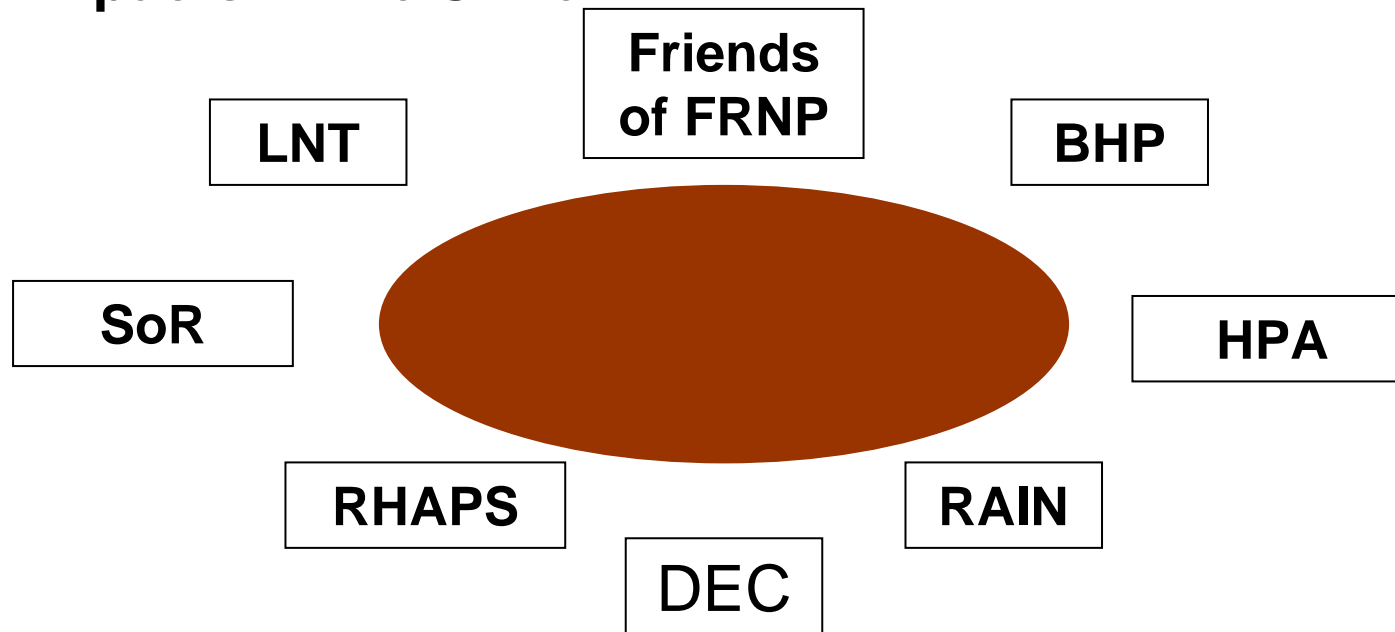


# Integration – Ravensthorpe/Hopetoun Area



# Integration – Ravensthorpe/Hopetoun Area

- South Coast NRM co-ordinated a workshop to identify major concerns in relation to the environmental impacts in the Shire



- Focus on 1 or 2 priorities to undertake some planning to develop some immediate actions

# Integration – Ravensthorpe/Hopetoun Area



- Fire Management
- Infrastructure (water and power)
- Dieback Management ● ● ● ● ● ● ● ● ● ● ● ● ● ●
- Sustainable & Safe Recreation
- Upper Catchment Management ● ●
- Feral Animals
- Weed Control ●
- Reconstruction of Micro-corridors
- Coastal & Marine Management ● ● ● ● ● ● ● ● ● ●
- FRNP
- Land Use Planning ● ● ● ● ● ● ●
- Rem Veg Mngmt On & Off Reserve ● ● ●
- Water Extraction & Disposal
- Protection of Wetlands & Rivers
- Disposal of Litter/Oil/Chemicals
- Plus ... several overarching issues

# Integration – Ravensthorpe/Hopetoun Area

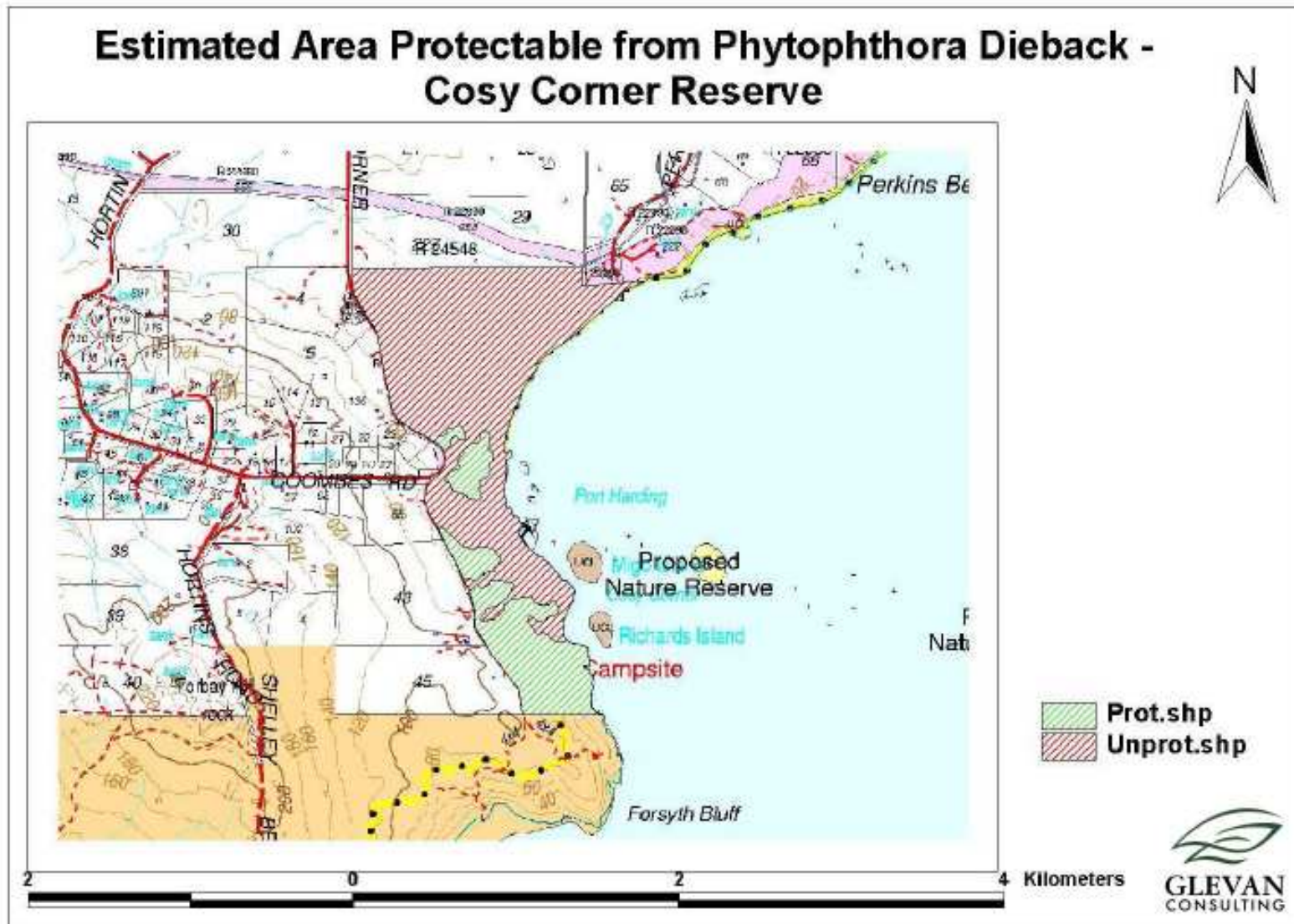


## Key Tasks Identified from the Workshop ...

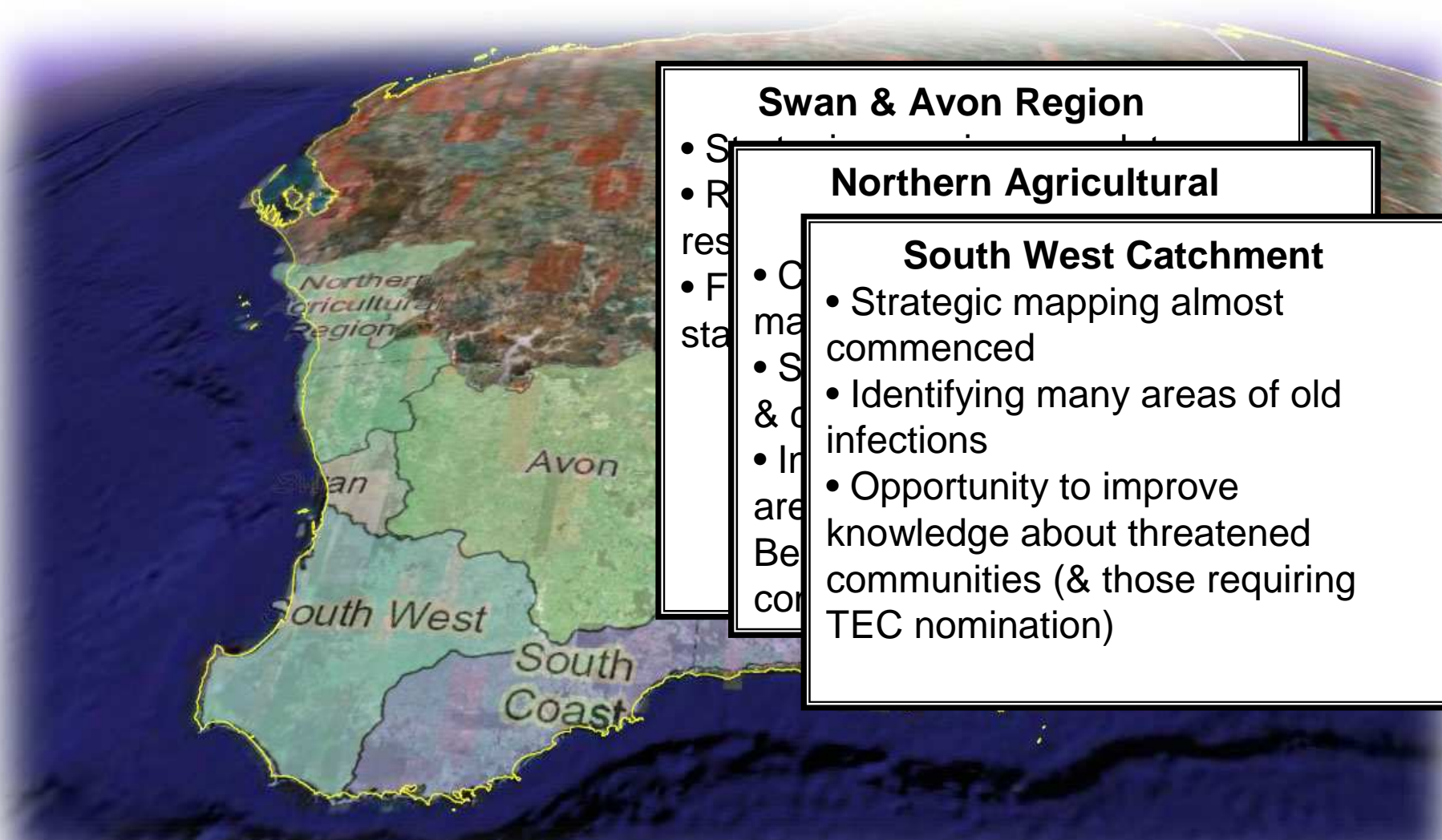
- Ravensthorpe Stakeholder Reference Group
- Develop a local area communication plan for dieback and incorporate other issues  
*(eg coastal access & management)*
- Development of a Local Area Plan/Strategy for Ravensthorpe



# Integration – City of Albany



# Project Dieback – progress in other regions...





# Thankyou...

- **Annabelle Bushell**

*South Coast NRM Inc*

**annabelleb@southcoastnrm.com.au**

Esperance – (08) 9071 7685

- **Joanna Young**

*Project Dieback Manager for South  
Coast NRM Inc*

**young@denmarkwa.net.au**

Mobile – 0429 364 900

- **Lindy Twycross**

*Swan & South West Project Officer –  
Project Dieback*

**lindy.twycross@water.wa.gov.au**

(08) 9374 3333

- **Jenna Brooker**

*Northern Agricultural Region Project  
Officer – Project Dieback*

**jennab@southcoastnrm.com.au**

Mobile – 0417 960 737

# The Dieback Communication Strategy

Harnessing community-based social marketing for behaviour change

EMRC-65955



A photograph of a forest with tall, thin trees and a large, spiky plant in the foreground. The text "Introduction" is overlaid in the upper right quadrant.

# Introduction

- Partners
- Objectives
- **Methodology**
- **Process**
- **Where we're at**
- Next steps

The background of the slide is a photograph of a forest. The trees are tall and thin, with light-colored bark. The ground is covered with dry leaves and some green grass. The overall scene is a natural, wooded area.

# **Dieback Communication Strategy Partners**

- **Dieback Working Group**
- **Swan Catchment Council**
- **Eastern Metropolitan Regional Council**
  - **Project host: 0.2 FTE (Leah Pearson)**
- **Steering Group with all three partners**
- **Lotterywest funding support (thank you!)**



# **Dieback Communication Strategy Objectives**

- **Increase level of awareness of Dieback as a major environmental priority**
- **Identify key target groups**
- **Identify ideal behaviours for each group**
- **Identify & develop actions to evoke measurable changes in behaviour**
- **Guidance: Don't duplicate  
Build from existing communications & actions  
Develop partnerships for implementation**



# **Our Community**

## **Stakeholder Groups Identified in Dieback Communication Strategy and Plans**

- 1. Regional and Local Government**
- 2. Community**
- 3. NRM Catchment Groups**
4. Political Agencies
5. Industry
6. NGO
7. Gov. Agencies
8. Utilities





# **Why use Community Based Social Marketing?**

**Because it isn't clear whether brochures and web-sites have had much impact on what people actually do...**



# Community-based Social Marketing

- **“Fostering Sustainable Behaviour”**
- **Doug McKenzie-Mohr et al:  
[www.cbsm.com](http://www.cbsm.com)**
- **Social psychology methods and tools**
- **Powerful driver for real behaviour change**
- **Based on observed and measurable**

# Examples...

- **Travel Smart**
- **Waterwise program**
- **Living Smart**
- **Domestic waste recycling**
- **Keep Australia Beautiful**
- **Clean Up Australia Day**
- **Life be in it.**
- **Slip Slop Slap (okay, not sustainability, but...)**



# Tools of Change

- **Obtaining commitments**
- **Build motivation over time**
- **Provide feedback**
- **Local leaders**
- **Norms**
- **Prompts (visual aids)**
- **Vivid, personalised communication**
- **Mass media**
- **Financial incentives/disincentives**



# Process

- **Four steps**

- **Identifying behaviours, barriers & benefits for specific activities**
- **Developing a strategy using behaviour change 'tools'**
- **Piloting Strategy**
- **Evaluation**

# Where we're at now

- **Identifying Barriers and Behaviours**
  - Input from DWG members
  - Staff research
  - Stakeholder workshop (June 2007)
  - Relevant components of this afternoon's workshop

# Next Steps

- **Analyse all results**
- **Survey to explore attitudes and actions**
- **Focus groups to fine tune understanding**
- **Identify specific actions to address specific barriers**

**On to the nitty gritty...**

**Partnerships>>>>Pilot>>>>Evaluate>>>>Share**



# Where this afternoon's workshop fits in

- Identify a range of current behaviours you have observed in different land user groups.
- Provide your views on actions to overcome barriers and help these land user groups really do the 'right thing'.



# Where this afternoon's workshop fits in

- Get **your** views on the behaviours of community and government groups.
- Get your views on actions to overcoming biases stopping people doing the 'right thing'.

# Target Group

<b>IDEAL BEHAVIOURS</b>	<b>PERCEIVED CURRENT BEHAVIOUR</b>	<b>RANK THE IMPORTANCE OF PERCEIVED CURRENT BEHAVIOUR</b>	<b>IDENTIFY BARRIERS</b>	<b>ACTIONS</b>
<b>(i.e. what would be the ideal behaviour that would reduce/avoid spread and maximise effective management of dieback)</b>	<b>(i.e. What, in your opinion, do people actually do instead of the ideal?)</b>	<b>(Rank the top three behavioural issues you see as most important to address from 1 to 3)</b>	<b>(i.e. What are the barriers that stop people practising the ideal behaviours?)</b>	<b>(What actions do you think could/ would move people from the 'current' behaviour to the 'ideal' behaviour). Please be specific.</b>

A scenic view of a mountain range with a prominent peak, overlaid with a semi-transparent white box containing text. The background shows a lush, green landscape with a path leading up a hillside.

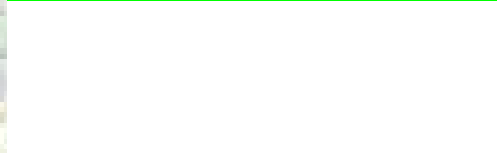
# Target Groups

- Nurseries
- Bush Walkers
- Bushcare/ Friends Groups
- Botanists
- Local Government
- Consultants
- Private Landowners

# Group colours



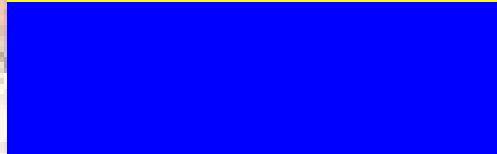
Bushcare groups



Nurseries



Private Landholders



Consultants



Local Government



Bushwalkers



Botanists

