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Rough emu bush

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E n d a n g e r e d F l o r a o f W e s t e r n A u s t r a l i a

**If you think you have seen this plant, please call
CALM Moora District on (08) 9651 1424.**

Commonly known as rough emu bush, *Eremophila scaberula* is a low-growing shrub with rough, slightly sticky branches and foliage. The branches have raised lines which extend from each leaf stalk. The crowded leaves are 4 to 8 millimetres long and have a flat upper surface and a prominent midrib underneath. Solitary flowers emerge from the leaf axils and their pale to dark purple flower tube is approximately 10 to 12 millimetres long. Flowering occurs from July to November.

Rough emu bush differs from heath-like eremophila (*Eremophila microtheca*) in its low growing habitat, slightly rough branches and foliage, hairless calyx segments, and less wrinkled fruits. It differs from Sargent's poverty bush (*Eremophila sargentii*) in that it is non-aromatic, has star-shaped hairs on the branches and leaves, and a densely hairy corolla tube.

Rough emu bush was first collected in 1903 at Moora. Despite further searches, no more plants were located until 1996 when CALM discovered a population south of Moora. There are currently three populations known over a range of less than 20 kilometres.

Rough emu bush is found on rich loam or clay flats that support open low Salmon gum woodland over low scrub and grasses. Generally the plants are healthy although the surrounding habitat is badly degraded.

Due to the restricted distribution and continuing decline in the quality of the species' habitat, rough emu bush was declared as Rare Flora in October 1996 and was ranked as Critically Endangered in November 1998. The main threats are road, rail and firebreak maintenance, weed competition, inappropriate fire regimes, lack of appropriate disturbance to stimulate germination and degraded habitat.

CALM has set up the Moora District Threatened Flora Recovery Team to coordinate recovery actions that address threats to the survival of the species in the wild (see overleaf).

Rough emu bush is currently known from three populations and CALM is keen to know of any others.

If unable to contact the district office on the above number, please phone CALM's Wildlife Branch on (08) 9334 0422.



A close-up of the solitary purple flowers of rough emu bush. Photo – Andrew Brown



Rough emu bush in full flower. Photo – Luke Sweedman

Recovery of a Species



CALM is committed to ensuring that Critically Endangered taxa do not become extinct in the wild. This is done through the preparation of a Recovery Plan (RP) or Interim Recovery Plan (IRP), which outlines the recovery actions that are required to urgently address those threatening processes most affecting the ongoing survival of threatened taxa in the wild and begin the recovery process.

IRPs are prepared by CALM and implemented by Regional or District Recovery Teams consisting of representatives from CALM, Botanic Gardens and Parks Authority, community groups, private landowners, local shires and various government organisations.

Rough emu bush

Recovery actions that have been, and will be, progressively implemented to protect the species include:

Protection from current threats: control of weeds; conducting further surveys; and regular monitoring of the health of each population.

Protection from future threats: the development of both a translocation proposal and a fire management strategy; collection and storage of seed at CALM's Threatened Flora Seed Centre; maintenance of live plants away from the wild (in botanical gardens); and researching the biology and ecology of the species. Other actions include ensuring that relevant authorities, landowners and CALM personnel are aware of the species' presence and the need to protect it, and that all are familiar with the threats identified in the Interim Recovery Plan.

IRPs will be deemed a success if the number of individuals within the population and/or the number of populations have increased.

This poster is sponsored by the BankWest **LANDSCOPE** Conservation Visa Card.



Typical rough foliage and purple flowers. Photo – Luke Sweedman



The habitat of rough emu bush. Photo – Emma Holland

