



FRDC

FISHERIES RESEARCH &
DEVELOPMENT CORPORATION

Communications Program Report

National Carp Control Plan

Seftons

20 February 2018

FRDC Project No **2016-189**

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NCCP Communications Program Report

2016-189

2018

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The Fisheries Research and Development Corporation plans, invests in and manages fisheries research and development throughout Australia. It is a statutory authority within the portfolio of the federal Minister for Agriculture, Fisheries and Forestry, jointly funded by the Australian Government and the fishing industry.

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In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

Contents

Executive Summary	iv
Introduction	1
Objectives	2
Methodology	3

Results	6
Discussion	7
Implications and Conclusion	7
Recommendations	8
Extension and Adoption	9
Media Items	10
Project materials developed	20
Appendix One: Key Messages	24
Appendix Two: Media Relations Outputs	26
Appendix Three: Media Highlights	27

Executive Summary

What the report is about

Strategic communication company Seftons was engaged by the Fisheries Research and Development Corporation (FRDC) in June 2017 to undertake a five-month communications program, managing communications strategies and activities for the National Carp Control Plan (NCCP). The program built on recommendations in the National Stakeholder Engagement and Communications Strategy developed by NCCP in early 2017.

Seftons ran a five month program of communication and engagement activities including developing key messages, devising an implementation calendar, producing marketing communications collateral, developing stakeholder engagement materials, running an extensive media relations campaign, providing social and digital media material and recommendations, providing information and advice for the website, and managing risk and issues in media coverage. Seftons also introduced the NCCP to the ‘Bang the Table’ online engagement platform to improve stakeholder engagement.

This document reports on the activities taken and the outcomes achieved, for the information of FRDC. It is not a report of research findings.

Seftons is reporting separately on the stakeholder engagement program, and the process of community consultation (including stakeholder workshop results and recommendations). The three reports will form a summary of all the work undertaken by Seftons for the NCCP in relation to communication and stakeholder engagement.

Background

Seftons was contracted to deliver this project after some early issues with conflicting messages released by the Federal Government and the NCCP earlier in the year. This communication program was designed to re-align the messaging, ensure the necessary foundations were laid with key stakeholders, and that stakeholders understood the purpose of the NCCP, its objectives, and scope of work.

Aims and objectives

The overarching aim of this program was to inform and communicate to stakeholders about the NCCP, provide opportunities for community input, and build community and industry support and endorsement for the recommendations in the final report.

Methodology

The methodology was straightforward – it involved preparing a strategic communication plan and stakeholder matrix building on the NCCP’s National Stakeholder Engagement and Communications Strategy. The plan was then implemented by Seftons, which:

- Managed and tracked the project
- Devised the implementation calendar

- Developed themes and key messages
- Executed the media relations campaign
- Oversaw communication risk and issues management
- Produced the NCCP newsletter
- Provided materials to update the website
- Provided materials for digital and social media
- Produced communications collateral
- Produced stakeholder engagement materials
- Commenced engaging with stakeholders
- Coordinated production of animated videos
- Managed the Communications Working Group
- Introduced ‘Bang the Table’ engagement software.

Results

All NCCP communication activities were aligned and consistent, using the program’s key messages. The media relations component, which involved 40 media releases/alerts, achieved a high level of national, state and regional media exposure throughout the project, with approximately 353 media items generated from 30 June 2017 to 30 November 2017 across print, broadcast and online. This equated to an estimated value of \$609,276 in advertising value and at least **\$1,827,828** (\$1.83 million) in editorial coverage. Ninety per cent of media coverage for the program was positive or neutral. Stakeholder relationships were established and consultation processes rolled out successfully.

Implications for relevant stakeholders

- The media tends to reports positively regarding the work of the NCCP and its objectives (90% of articles were positive or neutral).
- However, overall awareness of the issue – outside specific stakeholder groups - remains relatively low.
- The demographic of men (aged 40+) are most engaged with the program, with a second tier of younger male recreational fishers also engaged.
- Males are more supportive than females regarding the virus release (77% of male residents living in the Basin supported virus release compared to 63% of female Basin residents).
- While the focus of communication to date has been the research projects and planning underway, participants in the recent Victorian workshops all rated ‘recovery of rivers’ and ‘clean up strategies’ as the most important aspects of the NCCP moving forward.

Recommendations

- The NCCP should broaden its communications reach to ensure the issue of carp is on the national agenda. It should build on the targeted media approach from 2017 and consider national and metropolitan media opportunities to help ‘tell the story’.
- The ‘hearts and minds’ opportunity should be the strongest approach for 2018 - there is a fondness for waterways and communications need to position the NCCP as responding to this sentiment.
- The NCCP should position its work as world-class best practice, which is being viewed with interest by international counterparts.
- Communications tactics need to be traditional and conservative. Stakeholders have an overwhelming preference for ongoing communication from the NCCP in the form of Enewsletters and traditional media (local newspapers, radio). Social media is significantly less popular with particular demographics.
- There is an ongoing need to engage with indigenous Australians.
- The NCCP needs many voices, beyond its National Coordinator. It is time to start empowering other individuals groups to become advocates for the program.

- The NCCP should further leverage the positive relationships that have been built with natural resource management groups, local government councils, the Water Services Association of Australia and other stakeholder groups.
- The NCCP should work more strategically with federal and state governments to ensure they understand the work of the NCCP and where relevant, become advocates of the messages.
- The NCCP should fully utilise ‘Bang the Table’ as a controlled channel to effectively engage with stakeholders
- The NCCP should encourage and enable members of the Communications Working Group to effectively build on the current strategic approach through their own channels and programs.

Keywords

[**Keywords section needs to include key subject areas and species name (see www.fishnames.com.au for standard fish name)**] carp, consultation, virus

Introduction

Seftons was engaged by the Fisheries Research and Development Corporation (FRDC) in June 2017 to undertake a five-month communications program to manage the communications for the National Carp Control Plan (NCCP).

At the time of appointment, the National Stakeholder Engagement and Communications Strategy had already been developed by NCCP, and as such Seftons expanded on the recommendations to form the five-month communications plan.

Communications is a crucial part of the NCCP and aims to assist in educating and informing stakeholders and the wider community about work undertaken by the NCCP. The communications program over the past five months ensured the NCCP was proactive in engaging with stakeholders and the media and that the communications underpinned the broader program activity, ensuring timing and messaging was consistent.

The communications program was not designed to create controversy around the issue of carp reduction, or enter into emotive debate with individual stakeholders. Rather, there had been some conflicting messages released by the Federal Government and the NCCP earlier in the year and this program was designed to realign the messaging and ensure the necessary foundations were laid with key stakeholders, and that each stakeholder understood the purpose of the NCCP, its objectives and scope of work.

The program proactively engaged traditional and digital media to ensure awareness, understanding, engagement and support amongst a wide range of stakeholders. As such, Seftons used an open and measured approach to messaging and engagement. To ensure a consistent approach, key themes and messages underpinned all of the communications outputs.

While the media sets the news agenda, the communications program aimed to influence this with proactive activities.

Seftons also carried out work in stakeholder engagement, and community consultation and engagement, for this program. Those two pieces of work will be reported on separately.

Objectives

According to the Stakeholder Engagement and Communications Strategy “critical to the public engagement and consultation activity will be an effective and targeted communications program which can underpin all activity and garner the community and industry’s support and endorsement of the recommendations in the final report”.

The overall objectives of the communications program were:

- To inform and engage communities and stakeholders about the NCCP.
- To widely communicate the NCCP process.
- To provide opportunities for community input into the NCCP.
- To support the running of effective, informative and clear public information sessions.
- To support and enhance FRDC’s reputation and standing through developing high quality materials related to the NCCP.
- To manage and deliver the project with high professionalism.

The media relations component additionally aimed to:

- Ensure community members were aware they could have input into the NCCP.
- Promote the community consultation sessions.

- Generate positive media sentiment.

Methodology

Managed and tracked the project

Throughout the five month program Seftons worked closely with the NCCP team and held weekly Work-inProgress communications meetings, as well as attended weekly carp team meetings, to ensure objectives were met, key messages were communicated and reactive support could be provided as required. A dedicated core team of communications specialists worked with the NCCP under clearly defined roles.

Devised the implementation calendar

The overarching Stakeholder Engagement and Communications Strategy was used as a basis for activity. A calendar of implementation in the form of a working action plan was developed to ensure the communications program aligned with the consultation and stakeholder engagement activity. This also ensured all outcomes were met at the end of each week and month.

Developed themes and key messages

Seftons worked with the themes of the communication program as contained in the Stakeholder Engagement and Communications Strategy, and developed a series of key messages that underpinned all communication efforts.

Please see Appendix One for the key messages.

Executed the media relations campaign

Seftons scheduled and delivered to NCCP 14 media releases and 26 media alerts related to the NCCP. These were a mix of nationally focused releases and tailored releases to support a regional consultation event.

Having developed a specific national distribution lists along with regionally specific distribution lists, Seftons researched and wrote the releases, arranged approvals, sourced images and then distributed and sold in the releases to the media and facilitated interviews.

Please see Media Items for a list of stories. Please see Appendix Two for the list of media releases and Appendix Three for the media highlights.

Oversaw communication risk and issues management

With potential for a particular stakeholder or media outlet to focus on possible negative impacts of the NCCP program, issues management was considered on a daily basis. Media monitoring occurred on a daily basis, in the morning, with any issues arising from media items immediately shared with the NCCP team and recommendations provided on action to take, if any. Seftons provided the NCCP with information around the stakeholders involved, key messages being communicated and any media exposure. Seftons also provided strategic recommendations and responses on issues that came from specific stakeholders.

Produced the NCCP newsletter

During the period of this project, Seftons was scheduled to write and produce one quarterly newsletter, however as requested by the NCCP, Seftons produced second newsletter to help promote community consultation events. Seftons' role in producing the newsletters included:

- Developing a story list and gaining approval from NCCP.
- Liaising with key NCCP team members to secure information.
- Drafting copy and implementing feedback from NCCP.
- Selecting suitable images.

- Providing recommendations on design.
- Collating feedback for designer.
- Proofreading final copy.
- Providing final copy to NCCP for design and distribution.

Provided materials to update the website

The website was managed by the NCCP's Dr Tom Rayner. Seftons worked closely with Dr Rayner to provide all media materials for upload to the website in a timely fashion (within one hour of distribution to the media). Seftons also provided recommendations as requested on placement of materials on the website and provided written copy as required.

Provided materials for digital and social media

Seftons ensured Dr Rayner received all necessary communications collateral to adapt and communicate through digital media platforms. This was provided within one hour of distribution to stakeholders / media. Seftons also provided recommendations on social media strategy and implementation. Seftons supplied digital content to stakeholders to share on their social media and websites where there was value in promoting the community consultation events further.

Produced communications collateral

Seftons produced a range of communications and marketing collateral for distribution at the community consultation events including:

- General information brochure.
- Local government brochure.
- Carp Fact Sheet.
- Pull up banners for events.

Please see Appendix Four for copies of the communications collateral.

Produced stakeholder engagement materials

As the NCCP increased its external communication and stakeholder engagement, Seftons developed tailored communications materials for internal NCCP use, individual stakeholder or industry groups and researchers. These included:

- Workshop and Community Briefing Session template materials, including:
 - An announcement media release
 - Template newspaper advertisement to be tailored for each regional event
 - A template radio advertisement script to be tailored for each event
 - A graphic designed invitation for NRMs to send to invited workshop stakeholders
 - A classified advertisement Communications and key message summary.
- Local council email and letter.
- Talking points for researchers ahead of media interviews.
- Media spokesperson protocol.
- Edits/copy to newsletters and articles as opportunities arose.
- Seafood Industry Victoria magazine copy.
- Generic copy and images for state/territory websites to promote community consultation.
- Input into FISH Magazine Fact Sheets x3
- Input into Frequently Asked Questions for the website

Commenced engaging with stakeholders

While this will be reported on separately, please note that Seftons began successful engagement with the following stakeholders:

- Federal Government: MPs, Policy Advisors, Media Advisors.
- State Government: MPs, Policy Advisors, Media Advisors.
- Local Government: Mayors, General Managers, Communications Managers, Environmental Officers.
- Natural Resource Management Groups: LLS, CMA etc.
- Commercial Fishers / Recreational Fishers.
- Regional and rural communities.
- Industry Groups: Chamber of Commerce, Tourism Associations, National Farmers' Federation, Future Farmers Network.
- Special Interest Groups: Koi Society, Recreational Fishers, Commercial Fishers.
- Water Asset Managers & Water Authority Representatives.
- Indigenous Groups.
- Fishing Clubs.
- Retailers.
- Community Environment Groups – Sustainability Groups, Landcare.
- Farmers, Irrigators.
- Small business owners in regional locations.
- Research Groups such as the Australian Society for Fish Biology. Activist groups – Animals Australia, RSPCA, change.org, Get Up Community Groups – Rotary, CWA, Scouts, Lions Clubs.

Coordinated production of animated videos

Seftons recommended a number of animations be developed to assist with the key messages of the NCCP. A third party supplier, The Animation Company, was appointed to produce five 90-second video animations to be used as part of the communication and engagement with stakeholders. Scripts were written by Seftons and approved by NCCP, and feedback provided to the producers. The topics included What is the NCCP?, Muddying the Waters – The problem of carp, Removal methods that haven't worked, The carp virus, Let's talk.

Managed the Communications Working Group

Seftons managed the Communications Working Group (CWG), which provides communication support to the NCCP. The CWG comprises leading communication managers from environment and natural resource agencies and organisations, with expertise in fisheries, pest management, river operations and extension. The group's main role is to contribute to the successful engagement of the Australian community in controlling carp impacts.

Management of the CWG included: facilitating the first meeting, recommending the chair, drafting agendas for each meeting, supplying media materials to the group for feedback and distribution, liaising with members to determine meeting date availability, providing communications updates and engaging with members to share NCCP materials. During the time of this project Seftons attended two face-to-face meetings and one telemeeting of the CWG.

Introduced 'Bang the Table' Engagement Software

Seftons recommended the development of a stakeholder engagement website through Bang the Table to effectively engage with key stakeholders. The effectiveness of the tool will be evaluated in December 2017, with a view to continue use with a wider stakeholder audience in 2018.

Results

The outputs and outcomes of the project include:

- Seamless delivery of communications needs/requirements for the NCCP team.
- Development of a detailed 5-month stakeholder engagement matrix and action plan.

- Effective delivery of a proactive media relations campaign including 4 media releases per month (Seftons delivered 40 media releases/alerts during the project).
- Provide reactive media relations response to media within 24 hours of coverage printed.
- FRDC alerted to potential issues within one hour of being identified by Seftons.
- Two quarterly newsletters produced
- Communication collateral produced including four animated videos, a fact sheet, two DL brochures, pull up banners, Frequently Asked Questions.
- Communications materials delivered to FRDC for upload within one hour of distribution to media/stakeholders.
- Strategic weekly briefing note on communications priority.
- Clear and accurate end of week reporting.
- Fortnightly WIP meetings between Seftons and FRDC to track and manage project delivery (Weekly communications WIP meetings were held and Seftons also attended weekly carp team meetings).
- Quarterly face-to-face meeting with FRDC team in Sydney.
- Participation in internal FRDC meetings as required.
- Strategic approach to stakeholder engagement with commencement of regular and frequent contact.
- Responding to external conditions and amending the project if required.
- Management of Communications Working Group (Seftons attended and assisted in management of three meetings of the CWG).

Specific media outcomes include:

- A total of 620 journalists nationally engaged on a regular basis regarding the NCCP.
- 353 individual news items captured through media monitoring, mentioning the NCCP and carp. These equated to an estimated value of at least **\$1,827,828** (\$1.83 million) in editorial coverage¹.
- The documented media outlet circulation for featured stories was a minimum of 3,884,127 (3.9 million). Most clippings did not have circulation figures recorded (and are therefore not included in that total). This does not include the value of social media coverage.
- Of the 353 items, 215 (61 per cent) were newspaper articles, 104 (30 per cent) items appeared on radio, 15 (4 per cent) were online and 19 (5 per cent) on television.
- There were 19 items which achieved national coverage.
- 267 articles, or 76 per cent, were positive in sentiment, 35 articles, or 10 per cent, were negative and 51 articles, or 14 per cent, were neutral.
- Out of the 353 articles, there were 201 articles as a result of a media release distributed by the NCCP, with 152 coming from other sources.
- NCCP National Coordinator Matt Barwick participated in approximately 60 radio interviews.
- There were 5 articles in *The Land* newspaper, as well as a number of articles in the *Queensland Country Life*, *Stock Journal* and *Stock and Land*.
- 4 items appeared on *ABC Rural* and *ABC Country Hour*.
- There were 3 articles in *The Weekly Times* newspaper.
- State coverage in the *Adelaide Advertiser*.
- Coverage with a story on *WIN TV* in the ACT.
- Metro coverage on *ABC News Sydney* and *ABC Breakfast* programs.

¹ To calculate editorial value, a conservative 'credibility multiplier' of three has been applied to advertising rates based on standard industry recognition of editorial as more credible and comprehensive than advertising. Estimated advertising values are calculated by multiplying column centimetres of editorial media coverage and seconds of broadcast publicity, by the respective media advertising rates.

Discussion

We have made the following observations over the past five months – which have been integral in shaping our strategic recommendations for 2018:

- While it is an obvious statement, robust research is critical to the overall success of the NCCP. The research results must be thorough and conclusive to hold their own in the public domain. Likewise, there is an ever present risk to the validity of the research, should another well respected researcher go public to discredit the findings.
- While the focus of communication to date has been the research projects and planning underway, participants in the recent Victorian workshops all rated recovery of rivers and clean up strategies as the most important aspect of the NCCP moving forward.
- The demographic of men (aged 40+) are most engaged with the program, with a second tier of younger male recreational fishers also engaged. Interestingly, in Dr Jacki Schirmer's latest social research, males were more supportive than females regarding the virus release (77% of male residents living in the Basin supported virus release compared to 63% of female Basin residents).
- Communications tactics need to be traditional and conservative in nature. At the conclusions of the stakeholder workshops to date, the overwhelming preference for ongoing communication from the NCCP is in the form of E-newsletters and traditional media (local newspapers, radio)
- Interestingly, social media was significantly less popular, Seftons attributes this largely to the demographic of those attending the workshops – they are less inclined to have or use social media.
- Overwhelmingly, the media report positively regarding the work of the NCCP and its objectives.
- Overall awareness of the issue – outside specific stakeholder groups - remains relatively low.
- Where there is awareness, it is higher in regional areas than metropolitan areas (where carp are most present).
- There is an ongoing need to engage with indigenous Australians.
- The hearts and minds opportunity remains our strongest approach for 2018 - there is a fondness for our waterways and we need to position the NCCP as responding to this sentiment.
- We need many voices, we can't rely on NCCP's National Coordinator to be the only messenger, it is time to start empowering other individuals groups to become advocates for the program.

Implications and Conclusion

The topic of carp control must move from being a niche topic of interest to special interest groups and industry representatives, and move to be a national issue which has relevance and importance to all. The NCCP is not just about ensuring we control a pest species but ensuring the future health of our waterways, which so many communities rely upon.

With the research projects well underway, and the ground work engagement undertaken with the media, local government and recreational fishers, NCCP has an opportunity to increase the scale and reach of communication, as well as adjusting messaging in line with the project's status.

We believe the following tactics present strong opportunities for the NCCP in 2018:

- Broaden communications reach to ensure the issue of carp is on the national agenda.
- Build on the 2017 targeted media approach and consider national and metropolitan media opportunities to help 'tell the story'.
- Position the work of the NCCP as world-class best practice, which is being viewed with interest by international counterparts.
- Further leverage the positive relationships that have been built with natural resource management groups, local government councils, the Water Services Association of Australia and other stakeholder groups.

- Work more strategically with federal and state government to ensure they understand the work of the NCCP and where relevant, become advocates of the messages.
- Utilise ‘Bang the Table’ as a controlled channel to effectively engage with stakeholders.
- Enable members of the Communications Working Group to effectively build on the current strategic approach through their own channels and programs.

Recommendations

- The NCCP should broaden its communications reach to ensure the issue of carp is on the national agenda. It should build on the targeted media approach from 2017 and consider national and metropolitan media opportunities to help ‘tell the story’.
- The ‘hearts and minds’ opportunity should be the strongest approach for 2018 - there is a fondness for waterways and communications need to position the NCCP as responding to this sentiment.
- The NCCP should position its work as world-class best practice, which is being viewed with interest by international counterparts.
- Communications tactics need to be traditional and conservative. Stakeholders have an overwhelming preference for ongoing communication from the NCCP is in the form of E-newsletters and traditional media (local newspapers, radio). Social media is significantly less popular.
- There is an ongoing need to engage with indigenous Australians.
- The NCCP needs many voices, beyond its National Coordinator. It is time to start empowering other individuals groups to become advocates for the program.
- The NCCP should further leverage the positive relationships that have been built with natural resource management groups, local government councils, the Water Services Association of Australia and other stakeholder groups.
- The NCCP should work more strategically with federal and state governments to ensure they understand the work of the NCCP and where relevant, become advocates of the messages.
- The NCCP should fully utilise ‘Bang the Table’ as a controlled channel to effectively engage with stakeholders
- The NCCP should encourage and enable members of the Communications Working Group to effectively build on the current strategic approach through their own channels and programs.

Further development

Where this project DOES NOT fully solve or address all issues and more research and/or actions such as management changes are required provide recommendations for next steps.

Not applicable to this project.

Extension and Adoption

Outline how the project was (and will continue to be) extended and communicated to the end user, such as managers, other researchers, industry and where applicable the broader community.

If possible outline where project outputs were adopted – this may not always be possible at time of writing the final report.

Not applicable to this project.

Project coverage

Media Items

DATE	HEADLINE	MEDIA OUTLET	LOCATION
30/06/2017	Carp herpes program could lead to smelly, potentially deadly 'blackwater' problem	ABC News and ABC AM	National
30/06/2017	Carp enjoying near-perfect breeding conditions in the River Murray	ABC The World Today	National
1/07/2017	A plan to kill carp using herpes in most waterways in south east...	ABC News Canberra, ABC Radio National, ABC News Melbourne, ABC Adelaide and ABC TV News Canberra	VIC & ACT
1/07/2017	There are concerns about an ambitious plan to kill a feral fish t...	ABC News Sydney, Weekend Breakfast	NSW
1/07/2017	A plan to kill carp, which is taking over waterways across Southe...	ABC Sydney News	NSW
6/07/2017	Almost 100 people are expected to attend the workshop called Fish.	ABC Riverland SA	SA
6/07/2017	Charles Sturt University Associate Professor Shakufi Chamcey(*) s...	ABC Mildura Swan Hill	NSW
7/07/2017	Building Value at rice conference	Deniliquin Pastoral Times	NSW
12/07/2017	Locals flow into native fish forum	River News, Waikerie SA	SA
16/07/2017	How politics will rob future Australians of our waterways with the Carp Herpes Virus	YouTube	National
17/07/2017	CARPAGEDDON?	Seafood Victoria Magazine	VIC
17/07/2017	Interview Russell Peate, CEO, Mid Murray Council, about Council m...	ABC Riverland SA	SA
18/07/2017	Carpload of work ahead	Murray Valley Standard	SA
18/07/2017	Research plan next nail in the coffin for carp	Warracknabeal Herald	VIC
21/07/2017	Carp crusader on a mission	Newcastle Herald	NSW
21/07/2017	For the love of carp: fishing fan speaks out	Maitland Mercury	NSW
19/07/2017	Carp cull clean up unclear	River News, Waikerie SA	SA
19/07/2017	Council seeks more clarity on carp kill programme	Leader - Barossa Valley	SA
24/07/2017	Exploring ways to carp control	Narromine News Online	NSW
25/07/2017	Research forms part of the National Carp Control Plan process	Fishing World	National
25/07/2017	Interview with Matt Barwick, National Coordinator, National Carp	2CC Canberra Live	ACT
25/07/2017	Interview with Matt Barwick, national coordinator, National Carp ...	ABC Illawarra	NSW
26/07/2017	Preview of plan to control carp	Northern Star, Lismore	NSW
26/07/2017	Next step in carp control	Sunraysia Daily, Mildura	VIC
26/07/2017	For the love of carp	Maitland Mercury	NSW

26/07/2017	It's been coined "carpageddon", a virus that could wipe out millions of European carp in our waterways.	Prime7 News Albury	NSW
26/07/2017	Researchers say that the release of a herpes-like virus into Quee...	ABC Western Queensland	QLD
26/07/2017	Continuing Report by Belinda Sanders, Reporter, ABC. Iliffe says...	ABC Southern Queensland	QLD
26/07/2017	Still time to sign up for Leeton rice conference	Southern Riverina News, Finley	NSW
26/07/2017	Carp in cross hairs	Weekly Advertiser, Horsham	VIC
26/07/2017	Carp virus is a work in progress	Wangarratta Chronicle	VIC
28/07/2017	Long-term process for carp management plan	Rural Weekly, Northern Territory	NT
26/07/2017	Exploring methods to control carp	Narromine News and Trangie Advocate	NSW
26/07/2017	Planning for carp control	Nyngan Observer	NSW
26/07/2017	Controlling pest carp in river with virus	Richmond River Express Examiner, Casino	QLD
28/07/2017	Interview with Barnaby Joyce on John Laws	2SM Sydney	NSW
28/07/2017	Long-term process for carp management plan	Rural Weekly, Central Queensland	QLD
27/07/2017	Virus research targets carp pest	Corryong Courier	VIC
27/07/2017	Carp control to improve waterways	Western Times, Charleville	QLD
26/07/2017	Research - part of National Carp Control Plan	Quirindi Advocate	NSW
26/07/2017	Carping on about Research	Coonamble Times	NSW
28/07/2017	Carp control is a 'process'	Gannawarra Times	VIC
27/07/2017	Research on National Carp Control Plan is now moving	Western Herald, Bourke	NSW
27/07/2017	RESEARCH FORMS PART OF THE NATIONAL CARP CONTROL PLAN PROCESS	Koondrook & Barham Bridge	VIC
28/07/2017	Preview of carp control	Tumut and Adelong Times	NSW
28/07/2017	No certainties on carp	Swan Hill Guardian	VIC
28/07/2017	Long-term process for carp management plan	Rural Weekly - Lismore	NSW
28/07/2017	Infinity and beyond'	Leeton Irrigator	NSW
31/07/2017	SA councils fear ratepayers will be burdened with cost to cl...	Cairns Post	QLD
31/07/2017	SA councils fear ratepayers will be burdened with cost to cl...	Gold Coast Bulletin	QLD
31/07/2017	SA councils fear ratepayers will be burdened with cost to cl...	Herald Sun	VIC + MET RO
31/07/2017	SA councils fear ratepayers will be burdened with cost to cl...	Adelaide Now	SA
31/07/2017	SA councils fear ratepayers will be burdened with cost to cl...	Daily Telegraph	NSW + MET RO

31/07/2017	SA councils fear ratepayers will be burdened with cost to cl...	Courier Mail	QLD
1/08/2017	National Carp Control Plan	Mannum Mag	SA
1/08/2017	SOMETHING FISHY ABOUT CARP CULL	The Adelaide Advertiser	SA
2/08/2017	Interview with Matt Barwick, Coordinator, National Carp Control P...	ABC Radio Breakfast Adelaide	SA
1/08/2017	Carp on, community consultation on control	Goulburn Town and Country	NSW
1/08/2017	Nation's researchers prepare for carp cull	Murray Pioneer Renmark	SA
3/08/2017	Controlling Carp	Pet Industry News	Natio nal
1/08/2017	Over-herd: news in brief	Southern Farmer	VIC
1/08/2017	Controlling carp with a virus	Young Witness	NSW
2/08/2017	More work on carp virus	Numurkah Leader	VIC
2/08/2017	Research forms part of carp control plan	Yarrawonga Chronicle	VIC
8/08/2017	Carp control is a 'process'	Loddon Times	VIC
9/08/2017	Research forms part of the National Carp Control Plan	Warren Weekly	NSW
16/08/2017	Flicking the switch on carp control	The Weekly Times	VIC
18/08/2017	Positive rice industry conference	Pastoral Times Deniliquin	NSW
24/08/2017	Risks assessed as part of National Carp Control Plan	Fishing World	Natio nal
23/08/2017	Toolondo threat from infestation	Weekly Advertiser, Horsham	VIC
24/08/2017	Pre-recorded Interview with Matt Barwick, Coordinator, National Carp Control Plan, by Marty McCarthy, ABC Rural.	ABC Southern Queensland	QLD
24/08/2017	Interview with Matt Barwick, coordinator, National Carp Control Plan	ABC Eyre Peninsula, SA Country Hour	SA
24/08/2017	Interview with Greg Fletcher, Wimmera CMA, about the Carpageddon	ABC Wesern Victoria, Horsham	VIC
25/08/2017	The effects of a virus that is hoped to cut the number of Europea	ABC Central Victoria	VIC
25/08/2017	The effects of a virus that is hoped to cut the number of Europea	ABC Goulburn Murray	VIC
26/08/2017	Carp virus risks probe	Sunraysia Daily, Mildura	VIC
28/08/2017	Carp control risk research	Wangarratta Chronicle	VIC
25/08/2017	Research on risks of carp virus	Swan Hill Guardian	VIC
29/08/2017	Looking at carp-power	Country News Shepparton	VIC
30/08/2017	Researchers assess virus risks	Weekly Advertiser, Horsham	VIC
31/08/2017	Carp plagues environmental targets	The Land and FarmOnline	NSW
1/09/2017	National Carp Control Plan Coordinator Matt Barwick says there's	ABC Mildura Swan Hill	VIC
31/08/2017	Interview with Dr Peter Chadley(*), AgTrends Research, about the	ABC Ballarat (VIC Country Hour)	VIC
1/09/2017	Murray carp kill costings	Adelaide Advertiser	SA
1/09/2017	COSTS OF CARP CULL TO BE INVESTIGATED	Border Mail	NSW
1/09/2017	Carp control cost in focus	Sunraysia Daily, Mildura	VIC
30/08/2017	Carp virus decision could be next year	Numurkah Leader	VIC
30/08/2017	Carp virus direction due	Wimmera Mail Times	VIC

30/08/2017	Assessing the risks of the carp virus	Alexandra Standard	VIC
30/08/2017	Assessing the risks of the carp virus	Yea Chronicle	VIC
31/08/2017	CARP CONTROL: Introduced species European carp are having a detrimental effect on Australian rivers, killing off native fish like the iconic Murray Cod.	Win News Shepparton	VIC
1/09/2017	Research project into carp in Australia's water ways will assess	ABC Central Victoria	VIC
1/09/2017	We would really hate to carp on it, but...	Riverine Herald	VIC
1/09/2017	Introduced species of European Carp are having a detrimental effe	Win Ballarat	VIC
1/09/2017	Introduced species of European Carp are having a detrimental effe	Win Townsville	QLD
1/09/2017	Introduced species of European Carp are having a detrimental effe	Win Gippsland	VIC
1/09/2017	Introduced species of European Carp are having a detrimental effe	Win Albury	NSW
1/09/2017	Introduced species of European Carp are having a detrimental effe	Win Bendigo	VIC
2/09/2017	A virus has been called to destruct the European Carp that wipes	Win Canberra	ACT
4/09/2017	Interview with Matt Barwick, National Coordinator, National Carp	ABC Illawarra	NSW
4/09/2017	Carp kill consequences under investigation	Barrier Daily Truth Broken Hill	NSW
1/09/2017	Inquiry to probe district disease	Stawell Times News	VIC
1/09/2017	RESEARCH LOOKS AT BENEFITS, COSTS OF CARP CONTROL	Wimmera Mail Times	VIC
1/09/2017	Inquiry to probe district disease	Ararat Advertiser	VIC
1/09/2017	Carp control plan risks assessed	Gannawarra Times	VIC
5/09/2017	So, how much will this carp kill cost?	Murray Pioneer Renmark	VIC
6/09/2017	Interview with National Carp Control Plan coordinator Matt Barwic	2BH Broken Hill Breakfast	NSW
5/09/2017	Carp Control Plan risks assessed	Warracknabeal Herald	VIC
6/09/2017	Mates ready for carp comp	Richmond River Express Examiner, Casino	QLD
8/09/2017	The Australian National Carp Control wants to explore the option	2EC Bega	NSW
8/09/2017	Herpes a killer for carp?	Bay Post, Ulladulla	NSW
7/09/2017	Risks assessed as part of National Carp Control Plan research	Golden Plains Miner	VIC
6/09/2017	Benefits and costs of carp control	Condobolin Argus	NSW
10/09/2017	Research to investigate stakeholders concerns with carp control	Bush N Beach Fishing website	Natio nal
8/09/2017	Pivotal carp research	Swan Hill Guardian	VIC
6/09/2017	National Carp Control Plan research	Quirindi Advocate	NSW
12/09/2017	Interview with Matt Barwick, National Carp Control Plan. Lymbery	ABC Riverland SA	SA

13/09/2017	University of Adelaide researchers are looking into the possible	ABC Mildura Swan Hill	VIC
12/09/2017	Carp cull: Oxygen and algae levels on researchers' radar	Murray Pioneer Renmark	SA
13/09/2017	New research by University of Adelaide will explore the potential	ABC Mildura Swan Hill	VIC
13/09/2017	University of Adelaide researchers are looking into the possible	ABC Central Victoria	VIC
14/09/2017	Carp virus study seeks feedback	Queensland Country Life	QLD
14/09/2017	Carp virus study seeks feedback	The Land	NSW
14/09/2017	Carpinator needs you in battle for Basin	North Queensland Register	QLD
14/09/2017	Carpinator needs you in battle for Basin	Queensland Country Life	QLD
13/09/2017	Research exposes depth of problem	Weekly Advertiser, Horsham	VIC
13/09/2017	Oxygen, algae in carp research	Weekly Advertiser, Horsham	VIC
13/09/2017	So, how much will this carp kill cost?	River News, Waikerie	SA
13/09/2017	Concerns on carp virus investigated	Dimboola Banner	VIC
8/09/2017	Study into carp control	Pyrenees Advocate	VIC
18/09/2017	Pre-recorded interview with Cameron Lay, NSW DPI. Condon says the	ABC Illawarra	NSW
15/09/2017	Carp virus to control species	Mudgee Guardian	NSW
20/09/2017	The National Carp Control has placed a new research to control European Carp species in waterways.	2EC Bega	NSW
21/09/2017	Interview with Matt Barwick, Coordinator, National Carp Control Plan and Jarod Lyon, Principal Research Scientist, Arthur Rylah Institute.	ABC Eyre Peninsula and West Coast, Port Lincoln (SA Country Hour)	SA
21/09/2017	Pre-recorded interview with Jarod Lyon, Principal Research Scientist, Arthur Rylah Institute	ABC New England (Breakfast)	NSW
21/09/2017	Scientists are set to begin surveying the number of pest carp to determine how releasing a herpes virus would affect waterways.	ABC New England	NSW
22/09/2017	CARP CONTROL RESEARCH STARTS	Shepparton News	VIC
22/09/2017	THE ROUND-UP	Rural Weekly	NT
20/09/2017	Best-practice method to be used to determine carp tonnage	Dimboola Banner	VIC
22/09/2017	National carp researchers are about to start surveying population	ABC South East, Bega	NSW
22/09/2017	No headline	Rural Weekly, Rockhampton	QLD
22/09/2017	No headline	Rural Weekly, Wide Bay	QLD
22/09/2017	No headline	Rural Weekly, Lismore	NSW
22/09/2017	No headline	Rural Weekly, Southern Queensland	QLD
22/09/2017	New crackdown on carp	Riverine Herald	VIC
23/09/2017	States unite in carp quest	Sunraysia Daily, Mildura	VIC
26/09/2017	Count to kick off carp cull	Canterbury-Bankstown Express	NSW
22/09/2017	Researchers weigh in on national carp plan	Murray Pioneer Renmark	SA

26/09/2017	Interview with Waterwatch regional facilitator Woo O'Reilly about	ABC Radio Canberra	ACT
26/09/2017	Best-practice method to be used to determine carp tonnage	Gannawarra Times	VIC
26/09/2017	CARP CONTROL	Bush Telegraph	QLD
25/09/2017	ON THE CUSP OF CARP CONTROL RESEARCH	Area News	NSW
25/09/2017	Developing carp tonnage practice	Bairnsdale Advertiser	VIC
28/09/2017	CATCHMENT CONFERENCE	The Land	NSW
28/09/2017	Invasive river pest controls under scrutiny	Stock Journal	SA
27/09/2017	Weighing in for carp research	Cobram Courier	VIC
27/09/2017	Controlling carp in our waters	Gatton Lockyer Brisbane Valley Star	QLD
21/09/2017	New Carp Research	Koondrook & Barham Bridge	VIC
27/09/2017	Best-practice method to be used to determine carp tonnage	Bingara Advocate	NSW
27/09/2017	Determining carp tonnage	River News	SA
27/09/2017	Carp numbers	Weekly Advertiser, Horsham	VIC
2/10/2017	The Murray Darling Association (MDA) wants councils to have a big	ABC South East, Bega	NSW
2/10/2017	The Murray Darling Association (MDA) wants councils to have a big	ABC New England, Tamworth	NSW
2/10/2017	The Murray Darling Association (MDA) wants councils to have a big	ABC Central West, Orange	NSW
2/10/2017	The Murray Darling Association (MDA) wants councils to have a big	ABC Riverina	NSW
2/10/2017	The Murray Darling Association (MDA) wants councils to have a big	ABC Illawarra	NSW
4/10/2017	Research before act	Fairfield Advance	Metro
27/10/2017	Research into carp	Clifton Courier	QLD
5/10/2017	CONFERENCE TO SHOW NEED FOR UNITY ACROSS STATES	Stock Journal	SA
28/10/2017	Basin Conference	Lakelander	SA
4/10/2017	Collaborating carp biomass weight	Bombala Times	NSW
29/09/2017	Researchers Hope To Beat European Carp Menace	Pyrenees Advocate	VIC
5/09/2017	Exploring biocontrol	Murray Valley Standard	SA
9/09/2017	Weeding out the carp pest	Sunraysia Daily, Mildura	VIC
9/09/2017	Community crackdown on our carp crisis	Riverine Herald	VIC
10/10/2017	U researchers look to harness fish virus in fight against invasive carp	Minnesota Daily	International
9/10/2017	The government is being forced to cough up \$500m each year in a b	2MN Muswellbrook	NSW
10/10/2017	Carp control	Shepparton News	VIC
10/10/2017	Interview with Antia Brademann, coordinator, Cooma Region Waterwa	ABC South East, Bega	NSW
10/10/2017	A community briefing session for the \$15m National Carp Control Plan has been set in NSW.	ABC New England North West	NSW
11/10/2017	Carp briefing tour gets under way	The Weekly Times	VIC

10/10/2017	Riverland to host carp cull meeting	Murray Pioneer Renmark	SA
9/10/2017	LOAD OF CARP	Country Leader, Tamworth	NSW
10/10/2017	The 73rd National Conference of the Murray Darling Association will commence today in Renmark.	ABC Riverland SA	SA
12/10/2017	Community carp control meetings across country	The Land	NSW
12/10/2017	Meetings on carp control	Stock Journal	SA
10/10/2017	Talks focus on carp eradication	Gannawarra Times	VIC
10/10/2017	Cod numbers on the rise	Mildura Midweek	VIC
10/10/2017	Community consultation underway for carp impacted regions across	Manilla Express	NSW
10/10/2017	MDA convening in Renmark tomorrow	Murray Pioneer Renmark	SA
13/10/2017	River plan needs more input from locals: MDA	Adelaide Advertiser	SA
13/10/2017	SNAGGED WITH BARRY COODER	Northern Star, Lismore	NSW
13/10/2017	Community set to discuss carp virus	Weekly Advertiser, Horsham	VIC
11/10/2017	Plan to cull pest carp	Wangarratta Chronicle	VIC
11/10/2017	Community meetings on national carp control plan	Dimboola Banner	VIC
11/10/2017	Meeting to discuss new carp virus	Colac Herald	VIC
11/10/2017	Carp in the crosshairs	Mclvor Times	VIC
11/10/2017	Community carp control meeting	Mansfield Courier	VIC
11/10/2017	Meetings on carp plan	Swan Hill Guardian	VIC
10/10/2017	Community meeting to address carp control	Winchelsea Star	VIC
14/10/2017	Carp virus talk	Barrier Daily Truth Broken Hill	NSW
13/10/2017	Focus turns to agriculture	Ararat Advertiser	VIC
12/10/2017	Spreading the word on carp combat strategy	Echo - Bellarine Edition	VIC
15/10/2017	Interview with Anne Ruston, Assistant Minister for Agriculture and Water Resources.	2SM Sydney	NSW
16/10/2017	Interview with Craig Ingram, State Director National Carp Control Plan	ABC Western Victoria, Horsham	VIC
16/10/2017	The agency responsible for eradicating carps will visit Wilcannia	ABC Broken Hill	NSW
16/10/2017	Environment authorities will come to Wilcannia next month as part of their nationwide consultation process for the National Carp Control Plan.	ABC Broken Hill	NSW
17/10/2017	Carp thriving in lake	Bendigo Advertsier	VIC
16/10/2017	Numbers of native fish across the MurrayDarling Basin are showing signs of improvement thanks to high-flow events, fish stocking, and actions by recreational fishers.	ABC News, Sydney	Natio nal
16/10/2017	The population of three native fish species are showing signs of improvement in the MurrayDarling Basin.	ABC Adelaide	SA
18/10/2017	A Hillston farmer who lives on the Lachlan River is concerned about the clean up efforts required if it the carp herpes virus is released.	ABC Riverina	NSW

17/10/2017	Interview with Matt Barwick, Coordinator, National Carp Control Plan.	ABC Riverina (Breakfast)	NSW
17/10/2017	Matt Barwick, coordinator, National Carp Control Plan, will address the Murrumbidgee native fish forum along with speakers from DPI Fisheries, NSW Office of Environment and Heritage, and the Commonwealth Environmental Water Office.	ABC Riverina	NSW
18/10/2017	Piece of Mind - Letters	The Weekly Times	VIC
17/10/2017	Have your say on carp control	Canterbury-Bankstown Express	NSW
16/10/2017	Carp control night	Colac Herald	VIC
14/10/2017	Community meeting on carp control plan	Hamilton Spectator	VIC
13/10/2017	Session on carp control in the region	Wimmera Mail Times	VIC
16/10/2017	Murray-Darling Basin: Native fish populations improving for the first time in 150 years	MSN	National
18/10/2017	Controlling carp in Gippsland's waterways will be discussed at community meetings planned for the next month.	TR FM	VIC
19/10/2017	FISH FORUM DROPS A LINE IN WAGGA	Daily Advertiser	NSW
17/10/2017	Meetings on carp control	Country News Shepparton	VIC
13/10/2017	Conservation National carp plan on way	Pyrenees Advocate	VIC
19/10/2017	Plan to kill off pest fish	Penrith Press	NSW
18/10/2017	Carp briefing helps project	Colac Herald	VIC
19/10/2017	Carp control comes under the spotlight	Corryong Courier	VIC
18/10/2017	Carp body to consult public on control plan	Euroa Gazette	VIC
19/10/2017	Native fish populations are 'improving': MDBA	Western Herald, Bourke	NSW
19/10/2017	Perch not bad, Cod do better native fish evaluation	MacIntyre Gazette	QLD
26/10/2017	Community key to Basin benefits	Stock and Land	VIC
26/10/2017	Water forum attracts a crowd	Stock Journal	SA
25/10/2017	Community consultation underway for carp impacted regions	Shepparton Adviser	VIC
24/10/2017	Future planning with less water	Gannawarra Times	VIC
24/10/2017	'Bidgee forum's MIA fishing angle	Leeton Irrigator	NSW
24/10/2017	Carp control information sessions	Gippsland Times	VIC
27/10/2017	National Carp Control Plan head says Gippsland waterways have some of the densest carp population in the state.	ABC Gippsland	VIC
27/10/2017	Fisheries experts are meeting with Gippsland landholders and recreational anglers about the possibility of introducing carp herpes to control the population of the fish. I	ABC Gippsland	VIC
28/10/2017	Carp information meeting	Bendigo Advertiser	VIC
28/10/2017	CARP PLAN UPDATES	Border Mail	VIC
28/10/2017	Solving the pest puzzle	Border Mail	VIC
30/10/2017	Vic communities will be first to look at the progress of the National Carp Control Plan this week, according to director Craig Ingram.	2NM Muswellbrook	NSW

30/10/2017	Plans to eradicate carp from inland waterways are progressing. Vic communities will get a firsthand look at progress of the National Carp Control Plan.	2NM Muswellbrook	NSW
30/10/2017	Leaders from the National Carp Control Plan are meeting in Mildura today.	ABC Mildura Swan Hill	VIC
31/10/2017	National Carp Control Plan State Director Craig Ingram says	Triple M Bendigo	VIC
31/10/2017	The National Carp Control Plan is expected to uphold a community	Triple M Bendigo	VIC
31/10/2017	If you want more information on the Federal Government's plan to use biological agent to kill off carp, go to All Seasons Bendigo for the National Carp Control meeting.	hit 91.9 Bendigo	VIC
31/10/2017	People are being urged to come to the All Seasons Hotel in Bendig	Triple M Bendigo	VIC
1/11/2017	Views canvassed on plan to kill carp	Fairfield Advance	NSW
27/10/2017	Let's discuss carp management	Wangarratta Chronicle	VIC
27/10/2017	CARP CONTROL SESSION	Swan Hill Guardian	VIC
2/11/2017	Cautious carp bid is right	Shepparton News	VIC
2/11/2017	A carp conundrum	Shepparton News	VIC
2/11/2017	Pittaway reports that there is a major sporting event at Lake Wellington east of Sale that has the lake overrun with carp.	ABC South East, Bega	NSW
2/11/2017	A big increase in carp in the Gippsland Lakes is being blamed on a large scale spawning event caused by the recent warm weather.	ABC Gippsland	VIC
2/11/2017	Pre-recorded interview with Matt Barwick, Coordinator, National Carp Control Plan.	ABC Goulburn Murray	VIC
2/11/2017	Pre-recorded interview with Matt Barwick, Coordinator, National Carp Control Plan.	ABC Gippsland	VIC
3/11/2017	Angling to kill off carp pest	Shepparton News	VIC
6/11/2017	CARP VIRUS INFORMATION SESSION TO VISIT BORDER	The Border Mail	VIC
6/11/2017	The National Carp Control Plan will hold a meeting in Wodonga wit	2AY Albury	VIC
6/11/2017	Interview with Travis Dowling, Fisheries Victoria	ABC Gippsland	VIC
6/11/2017	Pre-recorded interview with Keith Bell, Carp Exporter.	ABC Gippsland	VIC
7/11/2017	Further meetings about the rollout of the National Carp Control	2NM Muswellbrook	NSW
7/11/2017	Additional meetings about the launch of the National Carp Control	5CC Port Lincoln	SA
7/11/2017	Interview with Matt Barwick, Plan Coordinator, National Carp	ABC Riverina	NSW
8/11/2017	Rural News with Deb O'Callaghan	ABC Eyre Peninsula and West Coast	SA
9/11/2017	Workshops on carp control	The Land	NSW
3/11/2017	Lakes overrun with carp	Bairnsdale Advertiser	VIC

3/11/2017	Gld Lakes are overrun with carp following a major spawning	Gippsland Times & Maffra Spectator	VIC
8/11/2017	A proposed herpes virus is hoped to be the solution to the growing European carp population.	Win News Albury	NSW
8/11/2017	A new plan to get rid of European carps in rivers and lakes	Prime7 News Albury	NSW
9/11/2017	The National Carp Control Plan team with Local Land Service will have a public meeting at Wodonga tonight.	2AY Albury	NSW
9/11/2017	The National Carp Control Plan team with Local Land Service will have a public meeting at Wodonga tonight.	2AY Albury	NSW
10/11/2017	Carp experiment could tempt fate	Sunraysia Daily, Mildura	VIC
10/11/2017	Info sessions on carp cull	Barrier Daily Truth Broken Hill	NSW
10/11/2017	Developing a plan to control carp	Riverine Herald	VIC
7/11/2017	Carp session	Gippsland Times & Maffra Spectator	VIC
7/11/2017	Plan explained	Country News Shepparton	VIC
6/11/2017	Have your say on carp control	Wangarratta Chronicle	VIC
6/11/2017	BALRANALD CARP CONTROL BRIEFING	Swan Hill Guardian	VIC
2/11/2017	Community Consultations for Carp Affected Communities	Koondrook & Barham Bridge	VIC
9/11/2017	The National Carp Control Plan is looking at ways to control	Win Bendigo	VIC
9/11/2017	The National Carp Control Plan is looking at ways to control	Win Canberra	ACT
9/11/2017	The National Carp Control Plan is looking at ways to control	Win Canberra	ACT
10/11/2017	Pre-recorded Interview with Matt Barwick, Coordinator, National	3WM Horsham	VIC
10/11/2017	Carp control discussion	Deniliquin Pastoral Times	NSW
11/11/2017	Carp control crucial	Border Mail	VIC
10/11/2017	European carp is now Australia's ecological nightmare as they tak	Prime7 Wagga Wagga	NSW
13/11/2017	A public consultation on the Federal Government's \$15m National Carp Control Plan	ABC Riverland SA	SA
13/11/2017	Feedback about the government's National Carp Control Plan will b	TR FM	VIC
14/11/2017	Carp herpes set to smash the Hunter	Newcastle Herald	NSW
14/11/2017	Interview with Craig Ingram, Victorian Fisheries Authority	ABC Gippsland	VIC
15/11/2017	Carp herpes on the way	Maitland Mercury	NSW
15/11/2017	Carping on about carp	Riverina Herald	VIC
14/11/2017	Fishers' plan B for carp	Murray Valley Standard	SA
13/11/2017	Carp cull plan begins	Wangarratta Chronicle	VIC
13/11/2017	Carp cull queries	Swan Hill Guardian	VIC
9/11/2017	Carp control briefing for Bourke	Western Herald, Bourke	NSW

16/11/2017	The National Carp Control Plan will hold stakeholder and communit	2TM	NSW
16/11/2017	Regular Segment: Landcare with Edwina Hayes, Murray Regional Land	ABC Riverina	NSW
17/11/2017	FORUMS TO DISCUSS CONTROLLING CARP	Central Western Daily	NSW
17/11/2017	Community forum on carp control	Daily Liberal	NSW
17/11/2017	Virus plan to clean carp from the rivers	Western Advocate	NSW
16/11/2017	WHAT'S ON	Penrith City Gazette	NSW
13/11/2017	Carp options outlined	Bairnsdale Advertiser	VIC
17/11/2017	Interview with Casey Proctor, senior land services officer, Local	ABC Central West, Orange	NSW
17/11/2017	Interview with Maria Cameron,	ABC Upper Hunter	NSW
17/11/2017	Local residents are encouraged to attend community forums by the	2MCE Orange	NSW
18/11/2017	Blowering, the place to be for speed	Daily Advertiser	NSW
17/11/2017	Have a say on carp	Deniliquin Pastoral Times	NSW
16/11/2017	Carp herpes consultation on the way	Lower Hunter Star	NSW
16/11/2017	Food for carp	Dubbo Photo News	NSW
15/11/2017	Carp control plan meeting	Southern Riverina News, Finley	NSW
15/11/2017	Briefing on carp control	Dungog Chronicle	NSW
20/11/2017	Pre-recorded interview with Matt Barwick, National coordinator,	ABC Upper Hunter	NSW
20/11/2017	Pre-recorded interview with Matt Barwick, National Coordinator,	ABC New England North West	NSW
20/11/2017	Pre-interview with Matt Barwick, Coordinator, NCCP Barwick says	ABC Illawarra - Country Hour	NSW
20/11/2017	Condon looks back at some water issues and talks about the Nation	NSW Country Hour ABC	NSW
20/11/2017	Riverina residents' views are being sought this week on the National Carp Control Plan.	ABC Riverina	NSW
20/11/2017	Carp virus sessions	Barrier Daily Truth Broken Hill	NSW
16/11/2017	Virus to control numbers of carp	Western Times, Bathurst	NSW
21/11/2017	Pre-recorded interview with Graeme Dear, CEO, East Gippsland Catc	ABC Gippsland	VIC
21/11/2017	Battle plan to combat carp	Bayside Leader	VIC
20/11/2017	Have your say on carp control	Country Leader, Tamworth	NSW
22/11/2017	Local residents are invited to have their say about the areas' ca	2MCE Orange	NSW
23/11/2017	HEAR ABOUT CARP PLAN	Western Advocate	NSW
22/11/2017	Plan to release virus to reduce carp, boost river	Bankstown Canterbury Torch	NSW
23/11/2017	Local residents are invited to have their say about the areas' ca	2MCE Orange	NSW
24/11/2017	The National Carp Control Plan team together with the Department	5RM, Berri	SA
24/11/2017	Charlie eyes part in new carp plan	Deniliquin Pastoral Times	NSW
22/11/2017	Time to mouth off about carp control	Hawkesbury Gazette	NSW

27/11/2017	Carp plan: Have a say	Maitland Mercury	NSW
28/11/2017	Report on National Carp Control Program. Reporter says, the Nat	ABC Central West, Orange	NSW
28/11/2017	Pre-recorded Interview with Toby Pidcocke, National Carp Control	ABC Central West Rural Report	NSW
28/11/2017	Pre-recorded interview with Toby Pidcocke, National Carp Control	ABC Rural NSW Country Hour	NSW
28/11/2017	The National Carp Control Plan briefing will be held across the	Hit 93.5 Dubbo	NSW
28/11/2017	Pre-recorded Interview with Toby Pidcocke, Project Manager,	ABC Riverina Wagga Wagga Rural Report	NSW
24/11/2017	Have your say on Carp control	Mudgee Guardian	NSW
24/11/2017	Berri to launch carp conversation	Murray Pioneer Renmark	SA
24/11/2017	Fishing for information	Wangarratta Chronicle	VIC
27/11/2017	Carp control plan meeting	Country Leader, Tamworth	NSW
30/11/2017	Badger Bates, a Barkindji elder, says he doesn't support the intr	ABC Broken Hill	NSW
29/11/2017	Community briefing session on carp control	Bingara Advocate	NSW
28/11/2017	Have your say on national plans for carp control	Goulburn Town and Country	NSW

Project materials developed

If the project creates any products such as books, scientific papers, factsheets, images these should be outlined in this section outline and attach them where possible.

Council Brochure

DECEMBER 2016

- » Australian Government established the NCCP team and terms of reference for a national initiative to investigate possible use of the carp virus to address carp impacts

APRIL 2017

- » Scientific Advisory Group, Policy Advisory Group and Communications Working Group established to identify key research, regulatory considerations, and strategies for engaging with key audiences

JULY 2017

- » Research program commissioned to explore viability of possible virus release, and inform plan development

SEPTEMBER 2017

- » Commencement of engagement with Councils, Natural Resource Management Groups, communities and other key stakeholder groups

MARCH 2018

- » Progressive sharing of knowledge generated through research with stakeholders

JULY 2018


- » Draft NCCP produced
- » Ongoing engagement with Councils, Natural Resource Management Groups and communities on draft plan

OCTOBER 2018

- » Second round of consultation with Councils, Natural Resource Management Groups and communities completed

DECEMBER 2018

- » NCCP submitted to governments to inform decision making
- » Research projects completed and findings incorporated into final NCCP, along with stakeholder input



Who will be responsible for the clean up? How will this occur?



A multi-faceted approach to delivery of a successful clean-up strategy is being undertaken. Several research projects have been commissioned under the NCCP to develop an understanding of the issue, including:

- » improving estimates of carp density present in Australia
- » understanding potential impacts on water quality, and developing strategies to manage them
- » reviewing fish-kill clean-up methodologies worldwide
- » assessing productive uses for dead carp
- » working with river managers to develop water release strategies that assist possible release and clean-up

Results from this research will be provided to a national Operations Working Group, who will assist in developing detailed strategies for possible release of the virus, and subsequent clean up activities, including identifying equipment and personnel needs.


It is important to remember the NCCP is a process, not a foregone conclusion.

**For more information
VISIT: www.carp.gov.au
CALL: 1800 CARP PLAN
(1800 2277 7526)**

THE NATIONAL CARP CONTROL PLAN & YOUR COMMUNITY

"We're committed to working with you and not only sharing updates but hearing the questions and concerns that your community may have in relation to carp control."



Matt Barwick
National Coordinator for the National Carp Control Plan (NCCP)

What is the National Carp Control Plan?


The National Carp Control Plan (NCCP) is being prepared to explore the possible release of the carp virus, *Cyprinid herpesvirus 3*. It is a \$15 million program under the Fisheries Research and Development Corporation (FRDC), delivered on behalf of the Australian Government.

In essence, the NCCP is a program of risk assessment, research, planning and consultation to identify a smart, safe, effective and integrated suite of measures to control carp impacts in Australia, with a key focus on possible use of biocontrol.

What is the issue with carp?

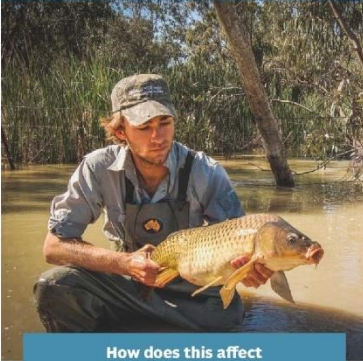
European Carp (*Cyprinus carpio*) were introduced to Australia numerous times over the last 180 years, before successfully establishing and dominating aquatic ecosystems in the 1960s. They have become destructive to our natural environment, similar to rabbits and cane toads. Now carp are established in waterways in all states and the ACT, and are a significant cost to Australian communities from a social and economic perspective.

Carp dominate freshwater fish communities in south-eastern Australia and in many areas they make up 80 per cent of the total weight, or biomass, of fish present. Carp affect the water quality by stirring up sediment with their bottom feeding behaviour, and can outcompete native species for food and resources and displace them by changing their habitat.



What work is being done?

Significant work is being undertaken to explore whether biocontrol can be used to control carp populations without causing secondary problems for water quality and other species. The NCCP involves: a comprehensive program of research to explore knowledge gaps and risks; and extensive stakeholder engagement across areas affected by carp.



How does this affect our community?

To ensure all stakeholders in communities affected by carp are informed and involved in the discussion about carp control, the NCCP is holding a series of stakeholder engagement events and town hall meetings in key regional locations throughout Australia in 2017 and 2018.


The NCCP wants to seek greater understanding from community members on the prevalence of carp in local waterways; how waterways are currently being utilised by the community; the benefits / impact carp reduction may have on the community and the concerns communities may have about carp biocontrol.

**For more information
VISIT: www.carp.gov.au
CALL: 1800 CARP PLAN
(1800 2277 7526)**

How can my community have its say?

The NCCP is committed to engaging with as many people as possible impacted by carp to capture feedback and develop a plan that best meets the needs of your communities.

Please encourage your local community to have their say by visiting: www.carp.gov.au



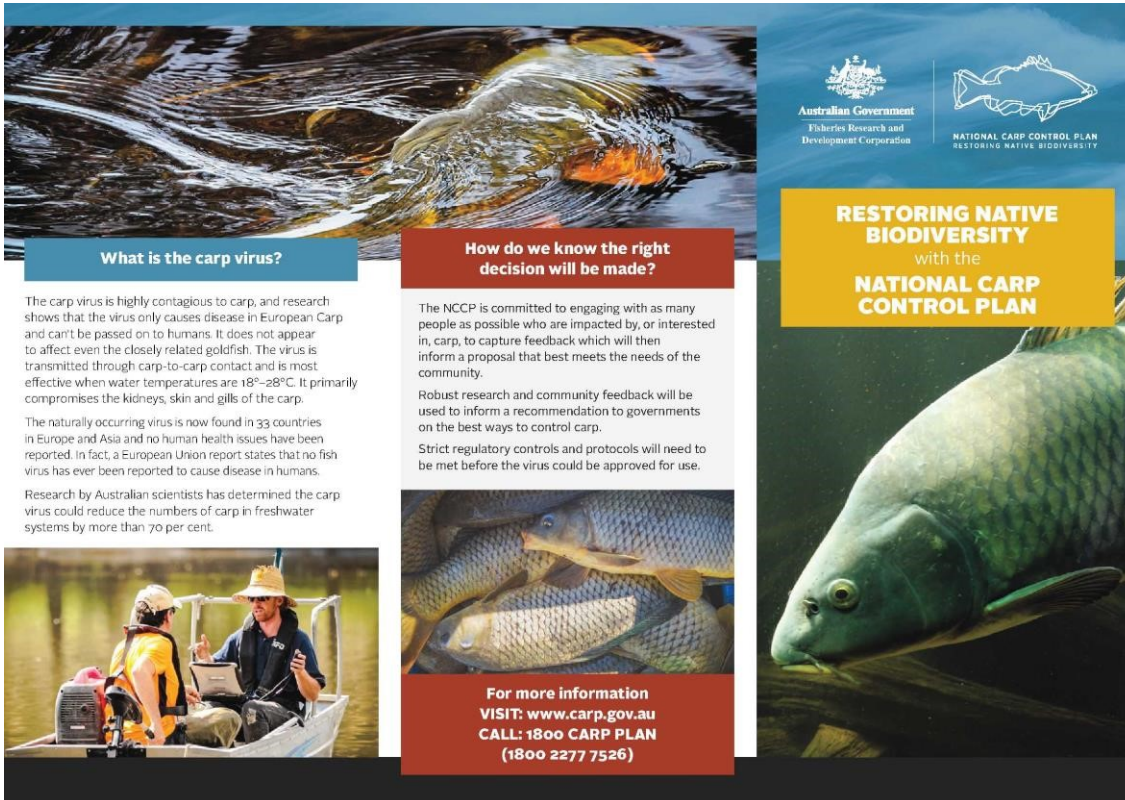
How do we know the right decision will be made?

Robust research and community feedback will be used to inform a recommendation to governments on the best suite of measures to control carp.


Strict regulatory controls and protocols will need to be met before the virus could be approved for use.



General Stakeholder Brochure



Australian Government
Fisheries Research and
Development Corporation



NATIONAL CARP CONTROL PLAN
RESTORING NATIVE BIODIVERSITY

RESTORING NATIVE BIODIVERSITY
with the
NATIONAL CARP CONTROL PLAN

What is the carp virus?

The carp virus is highly contagious to carp, and research shows that the virus only causes disease in European Carp and can't be passed on to humans. It does not appear to affect even the closely related goldfish. The virus is transmitted through carp-to-carp contact and is most effective when water temperatures are 18°-28°C. It primarily compromises the kidneys, skin and gills of the carp.

The naturally occurring virus is now found in 33 countries in Europe and Asia and no human health issues have been reported. In fact, a European Union report states that no fish virus has ever been reported to cause disease in humans.


Research by Australian scientists has determined the carp virus could reduce the numbers of carp in freshwater systems by more than 70 per cent.

How do we know the right decision will be made?

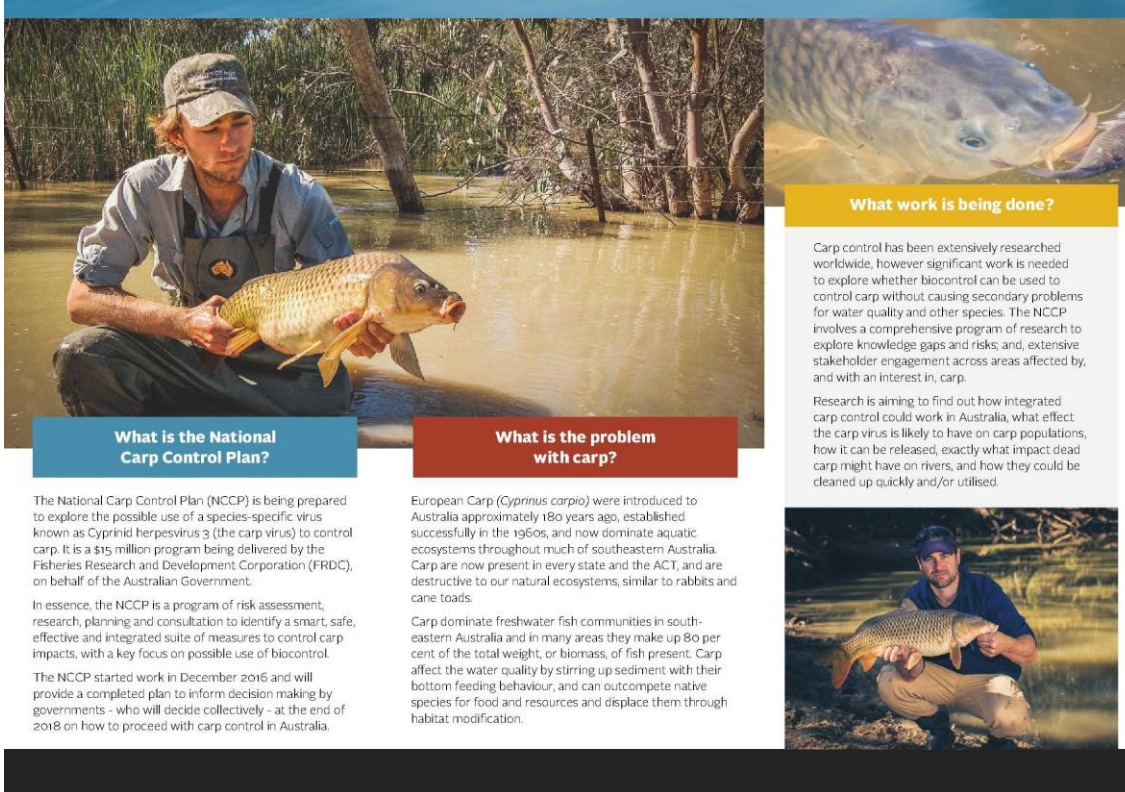
The NCCP is committed to engaging with as many people as possible who are impacted by, or interested in, carp, to capture feedback which will then inform a proposal that best meets the needs of the community.

Robust research and community feedback will be used to inform a recommendation to governments on the best ways to control carp.

Strict regulatory controls and protocols will need to be met before the virus could be approved for use.



For more information
VISIT: www.carp.gov.au
CALL: 1800 CARP PLAN
(1800 2277 7526)



What is the National Carp Control Plan?

The National Carp Control Plan (NCCP) is being prepared to explore the possible use of a species-specific virus known as Cyprinid herpesvirus 3 (the carp virus) to control carp. It is a \$15 million program being delivered by the Fisheries Research and Development Corporation (FRDC), on behalf of the Australian Government.

In essence, the NCCP is a program of risk assessment, research, planning and consultation to identify a smart, safe, effective and integrated suite of measures to control carp impacts, with a key focus on possible use of biocontrol.

The NCCP started work in December 2015 and will provide a completed plan to inform decision making by governments - who will decide collectively - at the end of 2018 on how to proceed with carp control in Australia.

What is the problem with carp?


European Carp (*Cyprinus carpio*) were introduced to Australia approximately 180 years ago, established successfully in the 1960s, and now dominate aquatic ecosystems throughout much of southeastern Australia. Carp are now present in every state and the ACT, and are destructive to our natural ecosystems, similar to rabbits and cane toads.

Carp dominate freshwater fish communities in south-eastern Australia and in many areas they make up 80 per cent of the total weight, or biomass, of fish present. Carp affect the water quality by stirring up sediment with their bottom feeding behaviour, and can outcompete native species for food and resources and displace them through habitat modification.

What work is being done?

Carp control has been extensively researched worldwide, however significant work is needed to explore whether biocontrol can be used to control carp without causing secondary problems for water quality and other species. The NCCP involves a comprehensive program of research to explore knowledge gaps and risks; and, extensive stakeholder engagement across areas affected by, and with an interest in, carp.

Research is aiming to find out how integrated carp control could work in Australia, what effect the carp virus is likely to have on carp populations, how it can be released, exactly what impact dead carp might have on rivers, and how they could be cleaned up quickly and/or utilised.



Carp Fact Sheet



The Carp Problem - The Facts

FAST FACTS

The scientific name for carp is *Cyprinus carpio*

80% Carp make up 80% of the total weight, or biomass, of fish in many Australian waterways

Carp aren't native to Australia
CARP ARE FOUND ALL OVER AUSTRALIA, EXCEPT THE NORTHERN TERRITORY



Carp eat almost anything (but rarely fish), grow quickly, mature early and produce millions of eggs



Carp are not closely related to Australian native species

Carp – What are they?

European Carp, or *Cyprinus carpio*, is an introduced fish species, meaning it is not native to Australia. Carp come from the genus *Cyprinus*, which contains other fish species such as goldfish and roach. There are no native cyprinids in Australia. The main feature that distinguish carp from other fish is their two pairs of fleshy whiskers, known as barbels, either side of the mouth which they use to find food.

Carp are referred to by many different names including: Common Carp, koi, mirror carp and leather carp. However, they are all referring to the same species (*Cyprinus carpio*).

Carp feed opportunistically on small prey items, aquatic plants and organic matter, grow quickly, mature early, produce millions of eggs and can tolerate extremes of temperature and water quality. This means they can often displace native species.



How did they get here?

Carp were introduced to Australia numerous times over the last 180 years, however it wasn't until a strain was released from a fish farm in Victoria in the early 1960s that they became widespread.

Carp are native to Europe and Asia, with the original European Carp said to have been found in the Danube River.

For more information
VISIT: www.carp.gov.au
CALL: 1800 CARP PLAN (1800 2277 7526)



What is the problem with carp?

Carp are considered the worst freshwater aquatic pests in south-eastern Australia, particularly within the Murray-Darling Basin.

Research has shown carp now make up 80 per cent of fish biomass in many waterways in Australia.

Carp have many environmental and economic impacts throughout Australia, including:

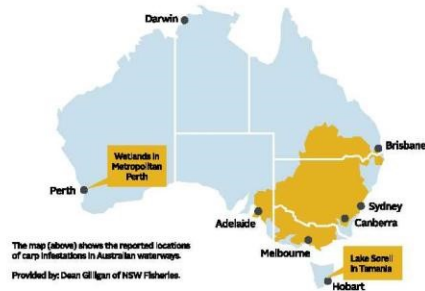
- » They are bottom feeders, which means they stir up the sediment in the water, causing muddy or turbid water. This reduces the amount of sunlight reaching aquatic plants, which are also uprooted by their feeding behaviour.
- » The stirred-up sediment smothers vegetation and native fish eggs, which can impact on food availability and reproduction of other fish species.
- » Nutrient level increases caused by carp excretion, can increase the frequency and extent of harmful blue-green algal blooms.
- » Carp displace native fish and impact on the recreational fishing sector, causing some to be listed as rare or threatened.
- » Aquatic ecosystems lose value for a range of uses as water quality declines. Examples include recreational fishing, ecotourism and water treatment.
- » In extreme circumstances, juvenile carp block irrigation pumps and equipment, increasing maintenance.

Where are they found in Australia?

Carp are present in every state and territory in Australia, except the Northern Territory. Carp dominate almost all of the Murray-Darling Basin waterways, except a small number of upland regions that have unsuitable habitat or are upstream of waterfalls or large dams, which act as barriers to colonisation.

Isolated populations of carp are also found in Western Australia, Tasmania, south-east Queensland and some coastal rivers.

CARP DISTRIBUTION IN AUSTRALIA



The map (above) shows the reported locations of carp infestations in Australian waterways. Provided by: Dean Gilligan of NSW Fisheries.

What are we doing to address the problem?

The National Carp Control Plan (NCCP) is being prepared to explore the possible release of the carp virus, Cyprinid herpesvirus 3. It is a \$15 million program under the Fisheries Research and Development Corporation (FRDC), delivered on behalf of the Australian Government.

In essence, the NCCP is a program of risk assessment, research, planning and consultation to identify a smart, safe, effective and integrated suite of measures to control carp populations in Australia, with a key focus on possible use of biocontrol.

The NCCP aims to help recover the health of Australian waterways and aquatic biodiversity. The NCCP will be based on thorough and measured approaches, ensuring the benefits and risks of carp biocontrol are understood and the right recommendations are made to government in 2018 to ensure optimum outcomes for Australia.

**For more information
VISIT: www.carp.gov.au
CALL: 1800 CARP PLAN (1800 2277 7526)**

Appendix One: Key Messages

Themes

The main themes of the communications program were developed from the Stakeholder Engagement and Communications Strategy. The themes were adaptable across all channels to ensure consistency and adoption.

- The following points underpinned the themes:
- Healthy river systems and waterways result in healthier communities.
- Carp impact everyone, we want to solve this challenge together.
- The NCCP is a process, not a foregone conclusion.
- The NCCP is pursuing best practice approaches to identify the most appropriate methods to control carp with significant research, community engagement and planning being undertaken.
- Our waterways are the lifeblood for many regional and rural communities. We must protect them to ensure future prosperity.
- Community, industry and government must work collaboratively to identify and agree on solutions that best meet their needs and minimise disruption to peoples' lives.

Key messages

Key messages ensured consistent communication throughout stakeholder engagement and communication activities. The key messages were adapted from the Stakeholder Engagement and Communications Strategy.

Overarching Key Messages

- The NCCP program is a plan to recover Australian waterways and aquatic biodiversity.
 - The NCCP will be based on thorough and measured approaches ensuring the benefits and risks of the carp virus are understood and the right recommendations are made to governments in 2018 to ensure optimum outcomes for stakeholders.
- Controlling carp will result in improving the health of Australia's waterways.
 - Australia's river systems and waterways are an important ecological and economic powerhouse, providing habitat for a variety of native fish, plants, birds and animals.
 - They are the lifeblood for communities and the industries they support including agriculture, grazing and tourism and offer valuable cultural connections and recreational opportunities including, boating (including houseboats), fishing and a variety of water sports.
 - Over time, cumulative impacts from legacy issues around poor land and water management and more recently the abundance of the pest fish Common carp (*Cyprinus carpio*) have affected the integrity, health and viability of these ecosystems.
- Carp now make up 80 per cent of the fish biomass in many Australian waterways and up to 93 per cent in some areas.
 - Carp are considered by some to be one of the worst introduced pest species in Australia.
 - Carp are found in every state and territory apart from the Northern Territory and have major negative impact on water quality and the amenity value of freshwater rivers and lakes.
- The Fisheries Research and Development Corporation (FRDC) is leading the \$15 million planning process, on behalf of the Australian Government, to conduct research and determine the most effective methods to reduce carp.
 - NCCP will deliver its recommendations by late 2018.
 - The NCCP aims to foster the recovery of a variety of native species including fish invertebrates and platypus and their habitats, which are currently being impacted throughout much of Australia by the prevalence of introduced carp.
- The NCCP program is a plan to recover Australian waterways and aquatic biodiversity.
 - The NCCP will be based on thorough and measured approaches ensuring the benefits and risks of the carp virus are understood and the right recommendations are made to Government in 2018 to ensure optimum outcomes for stakeholders.

Key Messages - The Carp Virus

- Australian scientists have determined that a biological control agent, the naturally occurring carp virus, could reduce the number of carp in freshwater systems by more than 70 per cent.
 - The virus is present in waterways in 33 countries and there have been studies demonstrating the only species that will develop the disease caused by the virus is Common carp.
 - Rigorous testing has been conducted with additional testing proposed to provide further assurance and safeguard against any potential unintended risks to Australian native species.
 - The proposed biological agent to be released does not currently occur in Australia.
- The carp virus is safe for humans.
 - There are no examples of fish viruses causing disease in humans. Testing conducted by the CSIRO, through the Invasive Animals Cooperative Research Centre has found that under optimal conditions the carp virus could kill up to 95 per cent of individual carp in populations that have not seen this virus before. It has been confirmed that Australian carp populations have not been exposed to this virus to date.
- Strict regulatory controls and protocols will need to be met before the virus might be approved for use.
 - Considerable work including further research into ecological impacts and how to manage the disposal of the consequential biomass and community consultation is required.
 - The carp virus will not totally eradicate carp. Additional management interventions will help to supplement the virus and to control residual carp populations over the longer term.
- The NCCP has engaged more than 12 research teams to research options and determine the best solution for our waterways and communities.
 - Research is being undertaken in estimating carp biomass; community and stakeholder attitudes of controlling carp; non-target species testing; comparing genetic bio-control methods and many more.

Key Messages - Consultation

- Carp impacts everyone, we want to solve this challenge together.
 - Extensive consultation is underway across relevant stakeholder groups to ensure the project team are aware of the ecological values of the affected river systems and any likely direct and indirect impacts (including social, environmental, economic, and cultural) that may eventuate from the use of this control method.
 - The NCCP team value the opinions and beliefs of Australian communities impacted by carp and are committed to engaging with as many people as possible to capture such feedback and develop a proposal that best meets the needs of those communities.
- Healthy river systems and water ways result in healthier communities.

Appendix Two: Media Relations Outputs

Media Relations Outputs

During the reporting period 14 media releases were distributed (or are waiting to be distributed at an appropriate time) nationally. In addition 26 media alerts were distributed before each consultation.,

The following media releases and media outputs have been distributed or have been written ready to be distributed:

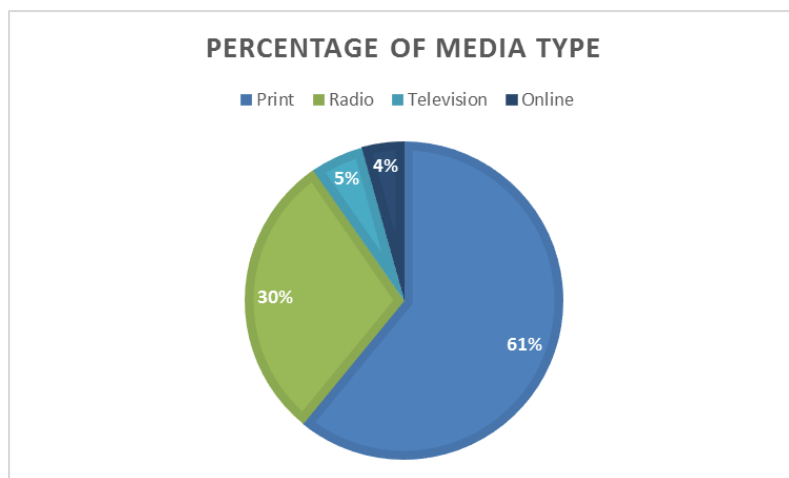
- Media Release 1 – Research forms parts of the process
- Media Release 2 – Ricegrowers’ Association event (held)
- Media Release 3 – Risk assessment research
- Media Release 4 – Cost benefit analysis research

- Media Release 5 – Anoxia risk research
- Media Release 6 – Biomass research
- Media Release 7 – Community consultation national release
- Media Release 8 – Community briefing session on carp control (template for each NRM)
- Media Release 9 – Carp spawning event in Gippsland Lakes
- Media Release 10 – Duck and carp research (awaiting approval)
- Media Release 11 – Epidemiology modelling research (awaiting approval)
- Media Release 12 – Clean-up strategies research (awaiting approval)
- Media Release 13 – Options for utilising carp research (awaiting approval)
- Media Release 14 – Social science research (awaiting approval)
- 26x Media Alerts – Pre-community consultation alert to invite media, tailored to each town location
- Radio script – Community briefing session promotion script (template for each NRM region).

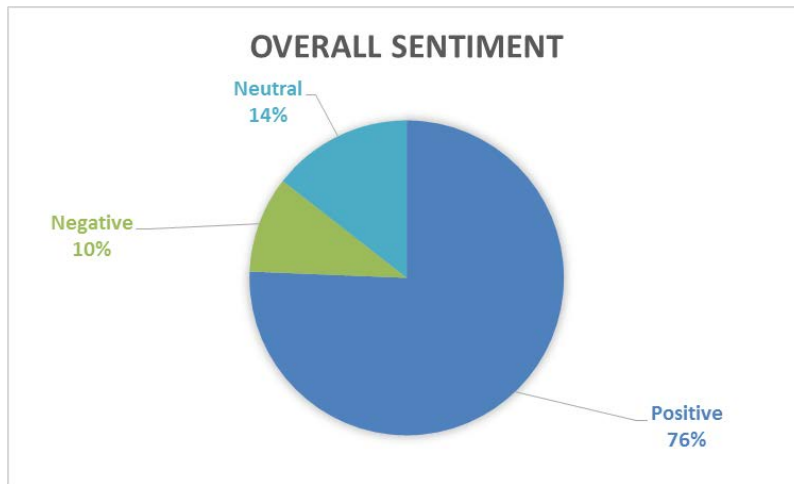
Appendix Three: Media Highlights

TRADITIONAL MEDIA HIGHLIGHTS

- 353 individual news items were captured through media monitoring, mentioning the NCCP and carp.
- The 353 items equated to an estimated value of at least **\$1,827,828** (\$1.83 million) in editorial* coverage.
- Of the 353 items, 215 (61 per cent) were newspaper articles, 104 (30 per cent) items appeared on radio, 15 (4 per cent) were online and 19 (5 per cent) on television.



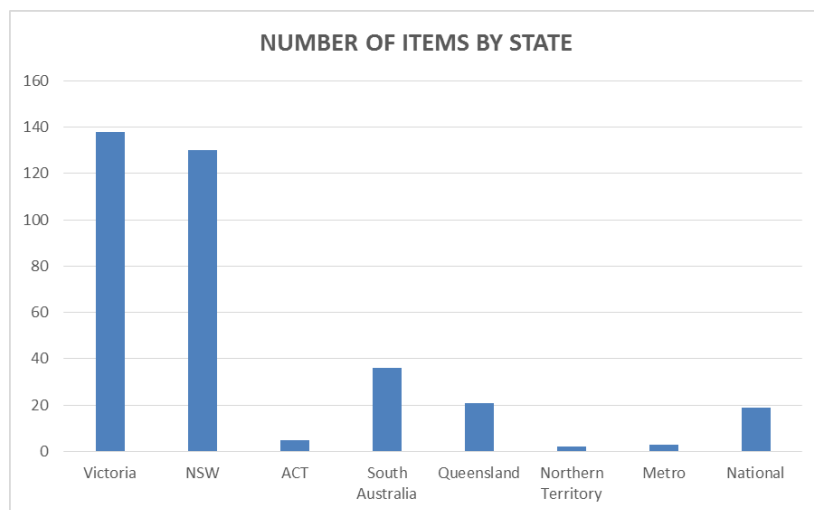
- There were 19 items which achieved national coverage.
- 267 articles, or 76 per cent, were positive in sentiment, 35 articles, or 10 per cent, were negative and 51 articles, or 14 per cent, were neutral.



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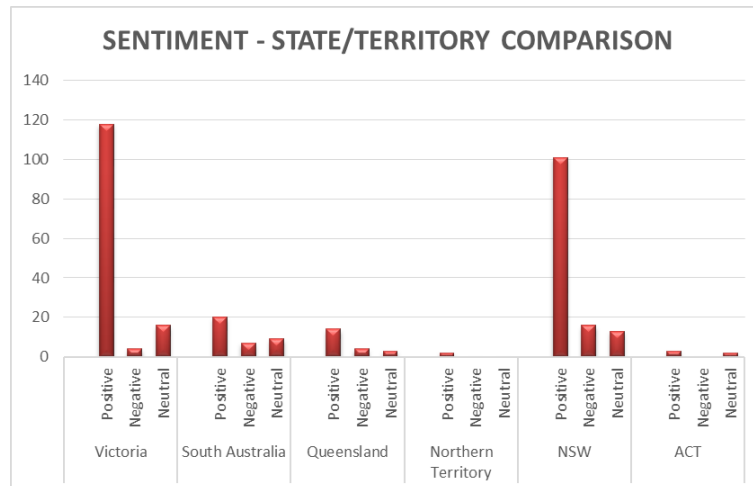
- Out of the 353 articles, there were 201 articles as a result of a media release distributed by the NCCP, with 152 coming from other sources.

- The number of articles by state/territory:
 - Victoria – 138
 - NSW – 130
 - ACT – 5
 - South Australia – 36
 - Queensland – 21
 - Northern Territory – 2
 - Metro – 3
 - National - 19
 - International – 1



- The sentiment by state/territory:
 - Victoria – 85 per cent positive, 12 per cent neutral, 3 per cent negative
 - NSW – 78 per cent positive, 10 per cent neutral, 12 per cent negative
 - ACT – 60 per cent positive, 40 per cent neutral
 - South Australia – 56 per cent positive, 25 per cent neutral, 19 per cent negative²
 - Queensland – 67 per cent positive, 14 per cent neutral, 19 per cent negative
 - Northern Territory – 100 per cent positive.
 -

² South Australia recorded a higher negative result than any other region due to an early issue with a group of Council Mayors. A group of councils in the SA region were concerned that ratepayers would be burdened with the cost of the clean-up and as such took their concerns to the media. The issue received coverage which contributed to the higher negative result. Seftons, together with NCCP were quick to contact Mayors and seek a meeting to clarify misunderstandings. This eliminated the issue and stopped the negative media coverage. Ongoing engagement with local councils has avoided any further incidents.



- National, state and regional radio stations, including ABC Country Hour have been approached. NCCP National Coordinator Matt Barwick has participated in approximately 60 radio interviews to discuss science, stakeholder engagement activity, the NCCP program and the benefits of carp biocontrol.
- There were 5 articles in *The Land* newspaper, as well as a number of articles in the *Queensland Country Life*, *Stock Journal* and *Stock and Land*.
- 4 items appeared on *ABC Rural* and *ABC Country Hour*.
- There were 3 articles in *The Weekly Times* newspaper.
- State coverage in the *Adelaide Advertiser*.
- Coverage with a story on *WIN TV* in the ACT.
- Metro coverage on *ABC News Sydney* and *ABC Breakfast* programs.
- A total of 620 journalists nationally were engaged on a regular basis regarding the NCCP when media releases were distributed.