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Tweed Shire Council

The Northern Rivers is on Feral Deer Alert

Communication toolkit

June 2021



Introduction

This communication toolkit is for Tweed Shire Council, campaign partners and other key stakeholders to promote the Northern Rivers Feral Deer Alert campaign.

In this toolkit

- [Key messages](#)
- [Newsletter copy](#)
- [Shell media release](#)
- [Graphics for web and social media](#)
- [Suggested social media posts](#)

How to use this toolkit

You can use the items in this toolkit to promote the Northern Rivers Feral Deer Alert campaign to your stakeholders and community.

We encourage you to:

- tell your stakeholders and communities about the launch of the Northern Rivers Feral Deer Alert campaign
- feature information about the campaign on your website and other council channels
- share relevant posts on social media for your stakeholders and communities.

Please contact us with any requests for more information or for different images or files:

- The Social Deck: Lucy Wilson, lucy@thesocialdeck.com or 0400 340 457.
- Tweed Shire Council: Rachel Hughes, Feral Deer Management Officer, Rhughes@tweed.nsw.gov.au or (02) 6670 2710
- Bob Anthony, Communication and Engagement Specialist BAntony@tweed.nsw.gov.au or (02) 6670 2751.
- Feral Deer Alert website: www.feraldeeralert.com.au
- We have also created a list of [Frequently Asked Questions](#) on the feral deer alert website.

About the Northern Rivers Feral Deer Alert Campaign

The Northern Rivers Feral Deer Alert program is a community awareness campaign that aims to prevent feral deer numbers growing out-of-control in the region.

The Northern Rivers is one of the last areas in New South Wales where feral deer populations haven't become established, but they are starting to be seen more frequently.

There is a small window of opportunity to manage their populations while their numbers are still low, and to avoid the impacts that they are having in other parts of Australia.

The Northern Rivers Feral Deer Alert campaign asks the whole Northern Rivers community to stay on Feral Deer Alert, while they are driving, bush walking or managing their property.

The campaign encourages landholders and the community to:

1. Understand the devastating impacts of feral deer on road safety, farms and the environment
2. Learn how to identify feral deer species before reporting at www.feraldeeralert.com.au
3. Report all feral deer sightings as soon as possible.

The campaign is a collaboration between Tweed, Lismore and Kyogle council's, and the Tweed and Border Ranges-Richmond Valley Landcare groups.

It has been funded by the Australian Government's Communities Combating Pest and Weed Impacts During Drought program – Biosecurity Management of Pests and Weeds – Round 2 – an Australian Government initiative.



Key messages

- The Northern Rivers is on Feral Deer Alert program is a community awareness campaign that aims to prevent feral deer numbers growing out-of-control in the region, before it's too late.
- The campaign asks the whole Northern Rivers community to stay on Feral Deer Alert, while they are driving, bush walking or managing their property. and to report all feral deer sightings.
- Feral deer are becoming one of Australia's worst pest animals, with their populations booming in many parts of Australia.
- Deer are not native animals to Australia. They were introduced in the 19th Century and there are now six species of feral deer in Australia
- When you first see a deer in the landscape, it can be a novelty at first, but feral deer breed quickly and become very difficult to manage as their populations grow.
- In regions not far from the Northern Rivers, feral deer are:
 - causing collisions on roads
 - reducing the ability of farmers to earn a living
 - causing native ecosystems to collapse
- The Northern Rivers is one of the only areas left on the eastern seaboard of Australia where deer have not yet become established, but they are being seen more frequently.
- There are four known species of introduced feral deer in the Northern Rivers, however local habitats are suitable for all six species.
- The Northern Rivers community needs to act now to manage feral deer populations while numbers remain relatively low. This will help us to avoid the impacts feral deer have caused in other parts of Australia.
- The best way to manage feral deer in the Northern Rivers is to work together as a community, to keep their numbers low. You can help by:
 - Understanding – help your community understand the devastating impacts of feral deer
 - Identifying – Learn how to identify a feral deer species before you report a sighting
 - Reporting – all feral deer sightings as soon as possible
- The campaign is a collaboration between Tweed, Lismore and Kyogle council's, and the Tweed and Border Ranges-Richmond Valley Landcare groups.

The feral deer prevention program was funded by the Australian Government's Communities Combating Pest and Weed Impacts During Drought program - Biosecurity Management of Pests and Weeds – Round 2 -

Call to action

- Help us prevent feral deer getting out of control in the Northern Rivers, before it's too late.
- Report all sightings feral deer sightings at: www.feralscan.org.au/deerscan or contact Local Land Services on 1300 795 299
- Find out how to report feral deer sightings at: www.feralscan.org.au/deerscan/
- Learn more about feral deer at www.feraldeeralert.org.au

Shell media release

How to use

Campaign partners can use this shell media release to help promote the launch of the Northern Rivers is on Feral Deer Alert Campaign.

The Northern Rivers is on Feral Deer Alert

[Insert partner organisation name] has joined forces with [insert partner organisation names] to launch 'The Northern Rivers is on Feral Deer Alert' program.

This community awareness campaign aims to prevent feral deer numbers growing out of control in the region, before it's too late.

The campaign asks the whole Northern Rivers community to stay on Feral Deer Alert, while they are driving, bush walking or managing their property, and to report feral deer sightings.

Tweed Shire Council's Feral Deer Management Officer, Rachel Hughes, said feral deer are becoming one of Australia's worst pest animals, with their populations booming in many parts of Australia.

"There are six species of introduced feral deer in Australia, and they are all causing significant and widespread problems," Ms Hughes said.

"When you first see a deer in the landscape, it can be a novelty at first, but feral deer breed quickly and become very difficult to manage as their populations grow.

"In regions not far from the Northern Rivers, feral deer are causing collisions on roads, reducing the ability of farmers to earn a living and causing native ecosystems to collapse.

"We have an opportunity to prevent this happening in the Northern Rivers, but we need to act now.

There are four known species of feral deer in the Northern Rivers, but local habitats are suitable for all six species.

"The Northern Rivers is one of the last areas in New South Wales where feral deer populations haven't become established, but they are starting to be seen more frequently.

"The best way to manage feral deer in the Northern Rivers is to work together as a community to try and eradicate deer populations from the region," she said.

"We're asking our communities to help us prevent feral deer getting out of control by understanding the impacts of feral deer, learning how to identify feral deer species, and reporting all sightings of feral deer as soon as possible using Feral Scan," Ms Hughes said.

Report all sightings of feral deer to: www.feralscan.org.au/deerscan or phone Local Land Services on 1300 795 299, For more information go to: www.feraldeeralert.com.au.

The Feral Deer Alert campaign is a collaboration between Tweed, Lismore and Kyogle councils, and the Tweed and Border Ranges-Richmond Valley Landcare groups.

It has been funded by the Australian Government's Communities Combating Pest and Weed Impacts During Drought Program – Biosecurity Management of Pests and Weeds – Round 2 – an Australian Government initiative.

Media Enquiries: contact Bob Anthony or Fran Silk Tweed Shire Council (02) 6670 2400

Newsletter copy

How to use

Copy and paste the copy provided below to use in your newsletter or to email to your stakeholders and community.

About the Northern Rivers is on Feral Deer Alert Campaign

A network of Northern Rivers councils and local Landcare groups have launched The Northern Rivers Feral Deer awareness campaign, to prevent feral deer numbers growing out-of-control in the region, before it's too late.

The campaign is asking all of us to stay on Feral Deer Alert, when you're out driving, bush walking and managing your property, and to report all sighting of feral deer.

Feral deer are becoming one of Australia's worst pest animals, and in regions not far from the Northern Rivers they are:

- causing collisions on roads
- reducing the ability of farmers to earn a living
- causing native ecosystems to collapse

How you can help

The best way to manage feral deer in the Northern Rivers, is to work together as a community to keep their numbers low. You can help by:

- Understanding – help your community understand the devastating impacts of feral deer
- Identifying – Learn how to identify a feral deer species before you report a sighting
- Reporting – all feral deer sightings as soon as possible

Help us prevent feral deer getting out of control in the Northern Rivers. Report all feral deer sightings as soon as possible. Report all sightings of feral deer to:

www.feralscan.org.au/deerscan or phone Local Land Services on 1300 795 299

For more information go to: www.feraldeeralert.com.au.

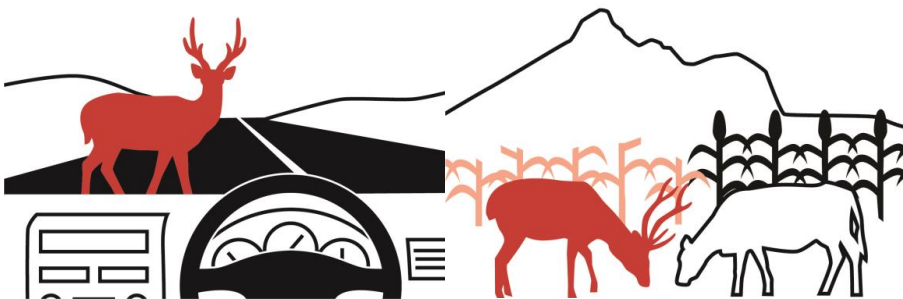
This initiative has been funded by the Australian Government's Communities Combating Pest and Weed Impacts During Drought Program – Biosecurity Management of Pests and Weeds – Round 2 – an Australian Government initiative

Graphics

A series of graphics have been developed to support Northern Rivers Feral Deer Alert Campaign. They represent the impacts feral deer can have on road safety, agriculture and the environment. These graphics may be used in your communications about the program including on your website, in email newsletters and on social media (note we have also created some simple social media posts below).

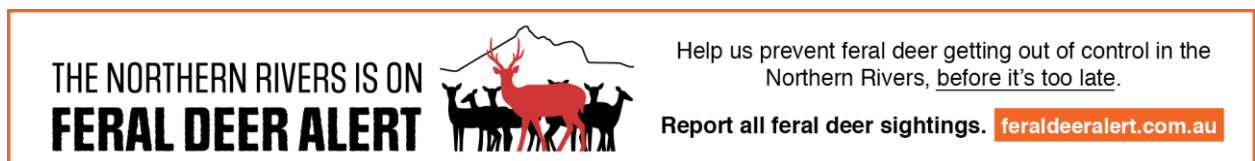
How to use

Download the graphics and web banners below from the graphics folder attached to this communication kit.



Web banners

You can use the web banners below to link to the www.feraldeeralert.com.au website.



Northern Rivers Feral Deer Alert – Communications toolkit



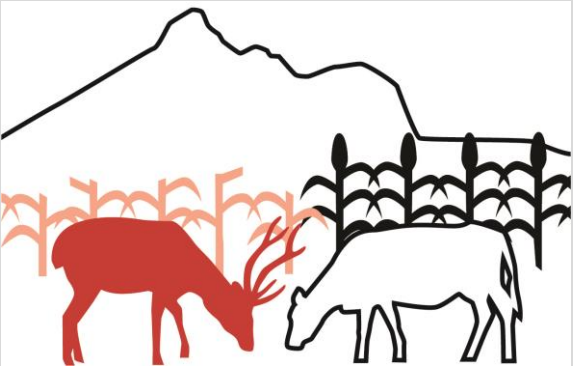

Help us prevent feral deer getting out of control in the Northern Rivers, before it's too late.
Report all feral deer sightings.
feraldeeralert.com.au

THE NORTHERN RIVERS IS ON
FERAL DEER ALERT

Suggested Social media posts


How to use

Download images and videos from the graphics folder attached to this communication kit and paste text from the table below to create and share a post from your social media accounts.

Date: 1	Date: 2	Date: 3
<p>Topic: Launch post with campaign video https://vimeo.com/556001037/fbc26065e0</p>	<p>Topic: Impacts – agriculture Target - Advertising: Geographic regions</p> 	<p>Topic: Impacts – road safety</p> 
<p>The Northern Rivers is on Feral Deer Alert.</p> <p>We have launched a community awareness campaign to prevent feral deer numbers getting out of control in the Northern Rivers.</p> <p>We're asking the whole Northern Rivers community to stay on feral deer alert, while you're out bushwalking, driving and managing your property.</p>	<p>Feral deer are reducing the ability of farmers to earn a living in many parts of Australia.</p> <p>Some farmers spend more time managing deer than they do managing their own crops and livestock.</p> <p>The impacts feral deer have on agriculture include:</p>	<p>Some feral deer weigh up to 240kg. That's almost as much as a Harley Davidson motorbike, and 3 times the weight of a male red kangaroo.</p> <p>That's not something you want to see on the side of a road, especially in the dark.</p>

<p>Feral deer are becoming one of Australia's worst pest animals, but we have an opportunity to stop their populations establishing in the Northern Rivers.</p> <p>In regions not far from here they are causing collisions on roads, reducing the ability of farmers to earn a living and destroying native ecosystems.</p> <p>How you can help:</p> <ul style="list-style-type: none"> • Understand – help your community understand the devastating impacts of feral deer • Identify – Learn how to identify a feral deer species before you report a sighting • Report – all feral deer sightings as soon as possible <p>Help us prevent feral deer numbers getting out of control in the Northern Rivers, before it's too late.</p> <p>Report all feral deer sightings to: www.feralscan.org.au/deerscan or phone Local Land Services on 1300 795 299</p> <p>Find out more at: www.feraldeeralert.com.au</p> <p>Tag your campaign partner organisations</p>	<ul style="list-style-type: none"> • Competing with livestock for grass and grain, during periods of drought – many deer can easily jump fences up to 2m high. • Biting cattle and spreading livestock pests such as cattle ticks, and diseases such as foot and mouth, and lymes disease. • Damaging large areas of fencing. • Decimating vineyards and orchards by Ring barking and eating plants down below the soil line. • Spreading invasive weeds, which become expensive and difficult for farmers to manage. <p>We have an opportunity to stop that happening in the Northern Rivers, but we need to act now.</p> <p>Report feral deer sightings to www.feralscan.org.au/deerscan or phone Local Land Services on 1300 795 299</p> <p>Find out how at: www.feraldeeralert.com.au</p>	<p>Help us prevent feral deer numbers getting out of control in the Northern Rivers, before it's too late.</p> <p>Stay on Feral Deer Alert.</p> <p>Find out how at: www.feraldeeralert.com.au or phone Local Land Services on 1300 795 299</p>
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<p>Date: 4</p>	<p>Date: 5</p>	<p>Date: 6</p>
<p>Topic: Impacts – environment</p> 	<p>Topic: How to be on feral deer alert</p>	<p>Topic: How to identify feral deer species</p>
<p>Content: When you first see a feral deer in the landscape, it can be a novelty at first.</p> <p>But feral deer breed quickly, becoming very difficult to manage, and very destructive to our native ecosystems.</p> <p>Some of the impacts feral deer can have on our natural environments are:</p> <ul style="list-style-type: none"> • Spreading invasive weeds • Creating erosions by eating groundcover • Ringbarking mature trees and damaging forests as they rub the 'velvet' from their antlers. 	<p>Target - Advertising: Geographic regions</p> <p>Content:</p> <p>Graphic/image:</p>	<p>Content:</p> <p>Graphic/image:</p>

Northern Rivers Feral Deer Alert – Communications toolkit

<ul style="list-style-type: none"> • Fouling waterways including, dams, creeks, rivers and wetlands • Competing with native animals for plants and grasses <p>Help us prevent feral deer numbers getting out of control in the Northern Rivers, before it's too late.</p> <p>Stay on Feral Deer Alert.</p> <p>Find out how at: www.feraldeeralert.com.au or phone Local Land Services on 1300 795 299</p> <p>Graphic/image:</p>		
Date: 7	Date: 8	Date: 9
Topic: How to report feral deer sightings	Topic: Something to target hunters (will need good Q&A for this)	Topic: A did you know post about deer breeding rates
Content: Graphic/image:	Content: Graphic/image:	Content:
Date: 10	Date: 11	Date: 12
Topic: Fallow deer	Topic: Rusa Deer	Topic: Red deer
Target - Advertising: Geographic regions (all regions) Content: Graphic/image:	Target - Advertising: Geographic regions (Northern) Content: Graphic/image:	Target - Advertising: Geographic regions (southern) Content: Graphic/image:
Date: 10: Did you know	Date: 11	Date: 12
Content: Graphic/image:	Content: Graphic/image:	Content: Graphic/image:

