

Agriculture Victoria Make a Farm Biosecurity Plan

**The future will
thank you.**

**Key Messaging and Campaign Assets
May 2024**

AGRICULTURE VICTORIA



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Introduction

This advertising campaign aims to address high-risk biosecurity behaviours and challenge inherent beliefs that limit people acting on biosecurity practices – and provide actionable steps for people to increase their biosecurity practices at home.

By following these actions, they are playing their part in the biosecurity system and mitigating the risks of an emergency animal disease in Victoria.

A small-scale landholder's future is right in front of them. Their farm - land and animals - is their life. For many, their future depends on its safety and success. And that depends on their actions today. So let's look at the here and now, the livestock they have now, and talk to them about ways to keep them safe, now.



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What you can do to help

As a stakeholder with important connections across Victoria's agriculture sector we ask for your support in sharing the information in this pack through your networks.

This pack includes links to audio and video files, social media posts, and other collateral for you to share.

You can also direct people to the campaign website at <https://www.agriculture.vic.gov.au/biosecuritybasics>.

We thank you in advance.



Key messages

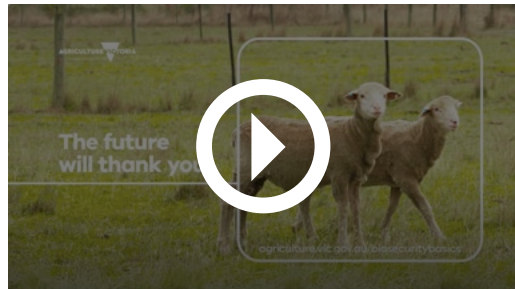
- Make a farm biosecurity plan.
- Make a few simple changes around your property.
- The future will thank you/Your future will thank you.
- All it takes is something small to affect you, your animals and your community; something like muddy boots, poorly maintained fences, or equipment that hasn't been cleaned.
- Yet all it takes to make sure something small doesn't become something much bigger, is to have a farm biosecurity plan and make simple changes around your property.
- Get started today at agriculture.vic.gov.au/biosecuritybasics



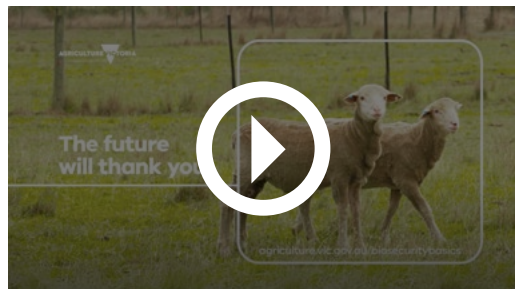
Video files

There are two hero videos – 30 sec and 15 sec – that are running on Meta, YouTube and BVOD to support this campaign. In addition, there are 9 short videos for each focus area, which are also running on Meta.

Video 30 sec

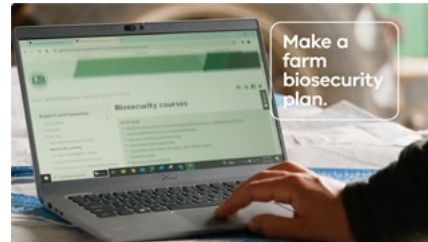


Video 15 sec

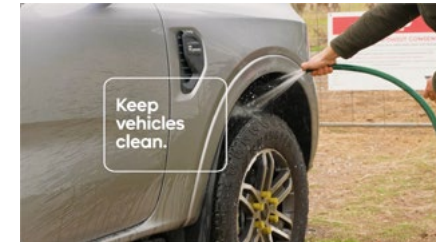


Focus area videos - click on videos below to download/play assets.

Make a farm biosecurity plan



Clean vehicles



Wash down



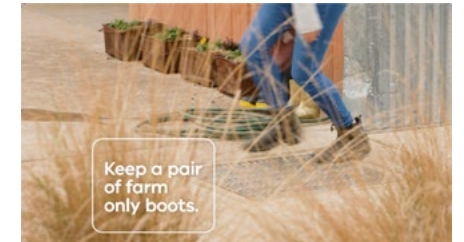
Animal disease



Record all visitors



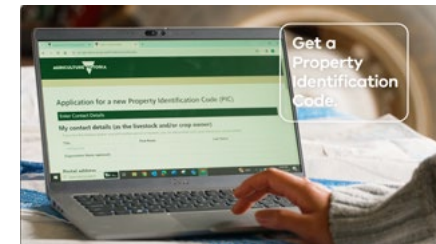
Farm boots



Display biosecurity signage



Farm Property Identification Code

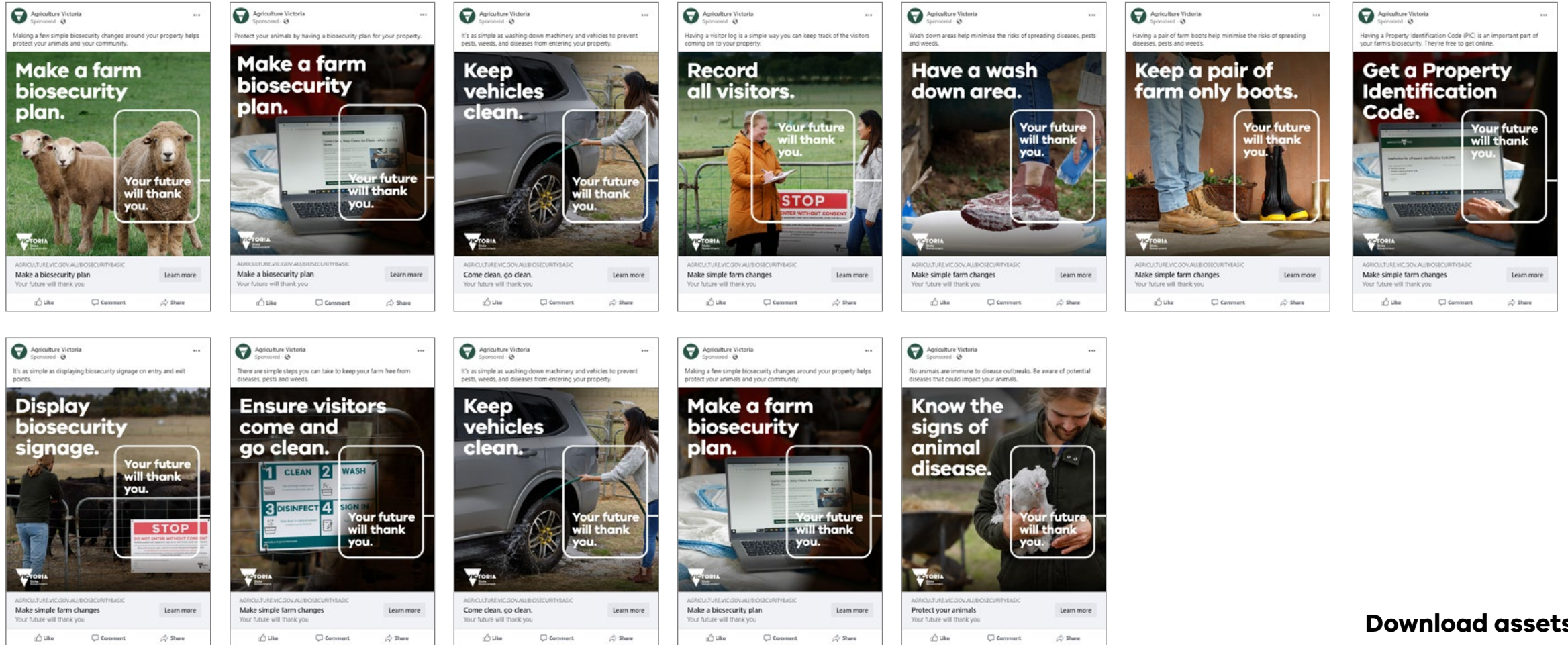


Come clean, go clean



Social media posts

Meta Single Image Ads:



Download assets

CALD social media

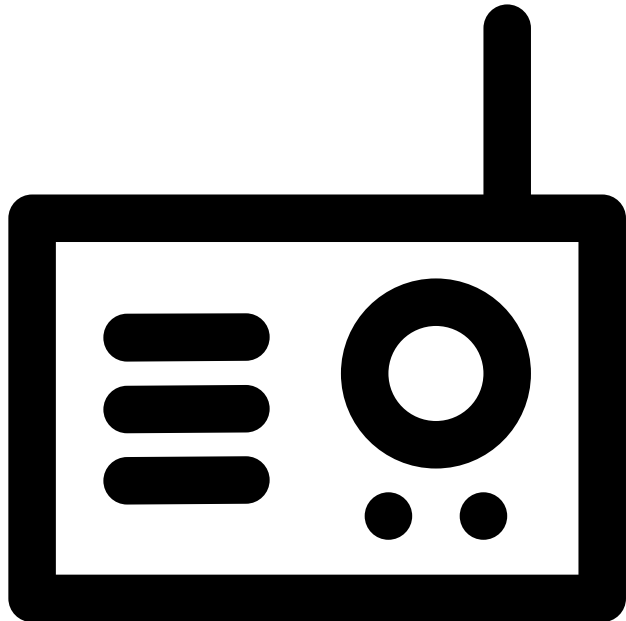
In-language social media
(Weibo – Mandarin)
is available for use:



Download assets

CALD audio files

Your future will thank you – 30 second radio
(Mandarin and Vietnamese):



All it takes is something small to affect you, your animals and your community; something like muddy boots, poorly maintained fences, or equipment that hasn't been cleaned.

Yet all it takes to make sure something small doesn't become something much bigger, is to have a farm biosecurity plan and make simple changes around your property.

Get started today at agriculture.vic.gov.au/biosecuritybasics

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Download assets

For more information visit
[https://www.agriculture.vic.gov.au/
biosecuritybasics](https://www.agriculture.vic.gov.au/biosecuritybasics)

