

H5 bird flu information for poultry producers

Stakeholder Pack – October 2026



About this pack

Agriculture Victoria is providing information to help poultry producers understand the importance of strong on-farm biosecurity to address the risk of H5 bird flu.

We encourage industry organisations to share this information through your channels to support implementation of strong biosecurity.

Find the latest H5 bird flu information, biosecurity recommendations and poultry industry resources at agriculture.vic.gov.au/birdflu.

In this pack you will find:

- [key links](#)
- [key messages](#)
- [suggested website copy](#)
- [suggested newsletter copy](#)
- [social media content](#)
- [postcards, fact sheets and posters](#)

Key links

**H5 bird flu
current situation**



**Information for poultry
producers**



**Information for backyard
poultry owners**



**Agriculture Victoria
Facebook page**



**Report sick or dead wild
birds and wildlife**



**Farm Biosecurity (Animal
Health Australia) industry
resources**



Key messages

What poultry producers can do now to manage H5 bird flu risk

H5 bird flu in wild birds has changed the risk environment for poultry producers. Producers should implement and maintain strong, sustainable biosecurity measures to address this risk as an ongoing part of routine farm management.

- H5 bird flu has not been detected in Australian poultry, but spillover from wild birds remains possible.
- Poultry producers should ensure their biosecurity arrangements address the changed disease risk environment.
- Ongoing risk reduction depends on consistently maintaining biosecurity measures suited to each production system.
- A key focus should be reducing opportunities for contact between poultry and wild birds.
- Protecting feed, water and poultry areas from wild bird contamination can help reduce disease risk.
- Manage people, vehicles and equipment on your property, deter wild birds on your property, prevent contact with wild birds, pests and other animals, keep areas around poultry houses and feed bins clean, manage dead birds promptly and use industry biosecurity resources.
- A farm-specific biosecurity plan helps identify how disease could enter or spread on a property and guide the implementation of measures suited to the property and production system.
- Regular review of farm biosecurity arrangements helps identify opportunities for improvement.
- Producers should seek advice from their poultry veterinarian and refer to relevant industry guidance to determine the best biosecurity practices for their property and production system.
- Report unusual illness or deaths immediately to the Emergency Animal Disease Hotline on 1800 675 888. Prompt reporting of unusual illness or deaths supports early detection and helps protect Victoria's poultry industry.
- Visit agriculture.vic.gov.au/birdflu to access information and resources relating to H5 bird flu in Victoria.
- The [Farm Biosecurity website](#) provides poultry biosecurity manuals, planning tools and resources to support on-farm implementation.

Suggested website copy

H5 bird flu: Reducing risk through strong farm biosecurity

H5 bird flu has not been yet detected in Australian poultry, but spillover from wild birds remains possible. Poultry producers should ensure their biosecurity arrangements address the changed disease risk environment.

Ongoing risk reduction depends on consistently maintaining biosecurity measures suited to each production system. A farm-specific biosecurity plan can help identify how disease could enter or spread on a property and guide the implementation of measures suited to the property and production system.

Producers should seek advice from their poultry veterinarian and refer to relevant industry guidance to determine appropriate biosecurity practices for their property and production system. Relevant biosecurity measures to consider sustainably incorporating into your on-farm biosecurity arrangements include:

- preventing wildlife access to poultry feed and sheds by way of scarecrows, spike strips or foils or streamers
- reducing poultry access to higher-risk outdoor areas and, where appropriate, limit the size and duration of range access to minimise contact with wild birds
- effective sanitation of water supply to poultry
- preventing poultry from physically accessing surface water, dams and other water sources used by wild birds
- securing houses and ranges and repairing holes or gaps
- appropriate treatment of wastewater and effluent
- keeping areas around poultry houses and feed bins clean
- managing vehicles and equipment on your property
- appropriate and safe disposal and composting of waste and packaging from poultry facilities
- utilising 'all in all out' management practices where sheds are cleaned and disinfected between batches or new stock introductions
- effective use of barriers between outside and inside poultry housing including footbaths
- restricting access of visitors and other persons onto poultry facilities to necessary visits and ensuring a stand down period for visits between poultry premises
- implementing rodent and pest animal control measures to reduce contamination risks
- monitoring for signs of illness, production changes or unexplained mortality and immediately reporting suspected emergency animal disease.

Agriculture Victoria's website provides current information about H5 bird flu in Victoria. It also links producers to the Farm Biosecurity website and relevant industry-produced biosecurity manuals including technical guidance for specific production systems.

Visit agriculture.vic.gov.au/birdflu for current H5 bird flu information.

If you suspect avian influenza or another emergency animal disease, immediately call the **Emergency Animal Disease Hotline** on **1800 675 888**.

Suggested newsletter copy

H5 bird flu: Managing risk through strong farm biosecurity

H5 bird flu has not yet been detected in Australian poultry, but spillover from wild birds remains possible. Poultry producers should ensure their biosecurity arrangements address the changed disease risk environment.

Ongoing risk reduction depends on consistently maintaining biosecurity measures suited to each production system.

Relevant measures include reducing opportunities for contact with wild birds, preventing access to potentially contaminated areas, maintaining effective hygiene practice and protecting feed and water from contamination. Deter wild birds with scarecrows, spike strips or foils or streamers

Producers should seek advice from their poultry veterinarian and refer to relevant industry guidance to determine appropriate biosecurity practices for their property and production system.

Agriculture Victoria's website provides current information about H5 bird flu in Victoria. It also links producers to the Farm Biosecurity website and relevant industry-produced biosecurity manuals, including technical guidance for specific production systems.

Report unusual illness, deaths or production changes in your birds immediately to the Emergency Animal Disease Hotline on **1800 675 888**.



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Social media content

Post text

Manage H5 bird flu risk through strong farm biosecurity ✓🐔

H5 bird flu has not been detected in Australian poultry, but spillover from wild birds remains possible. H5 bird flu in wild birds has changed the disease risk environment for poultry producers.

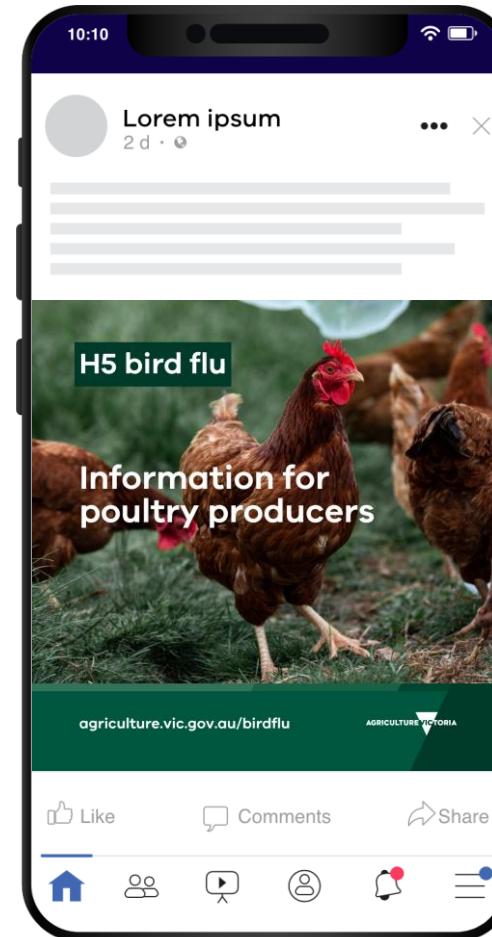
Poultry producers should maintain strong biosecurity measures suited to their property and production system.

Reducing opportunities for contact between poultry and wild birds is a key part of managing this risk.

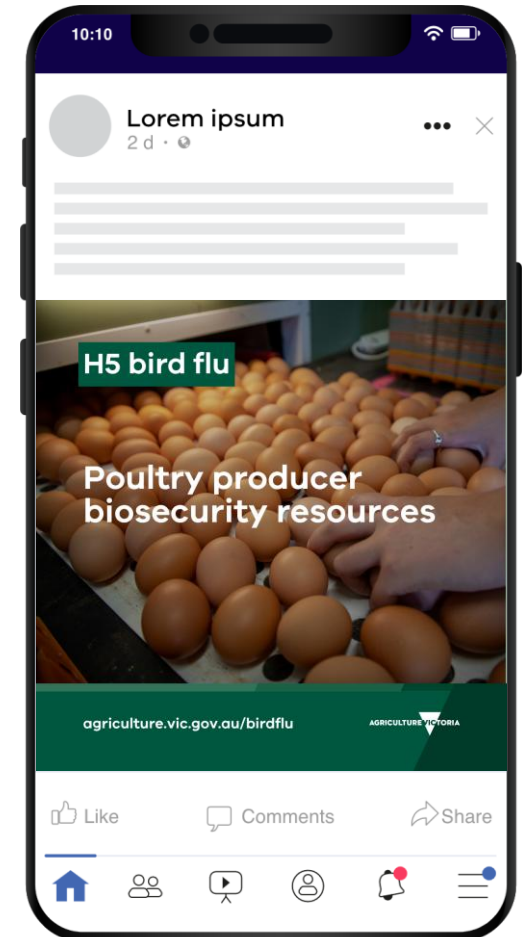
- Deter wild birds with scarecrows, spike strips or foils or streamers
- Prevent contact with wild birds, pests and other animals by securing poultry houses and ranges and repairing holes and gaps
- Keep areas around poultry houses and feed bins clean by managing wastewater, cutting grass and controlling weeds and cleaning up spilled feed
- Manage people, vehicles and equipment on your property
- Manage dead birds promptly and use industry biosecurity resources relevant to your production system.

Learn more: agriculture.vic.gov.au/birdflu

If you suspect avian influenza, call the Emergency Animal Disease Hotline on **1800 675 888**.



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[Download 1:1 tile \(jpg\)](#)

Social media content (cont.)

Post text

Poultry producers know their birds better than anyone. 🐔

If you notice unusual illness, unexplained deaths or sudden changes in flock health, don't second guess it.

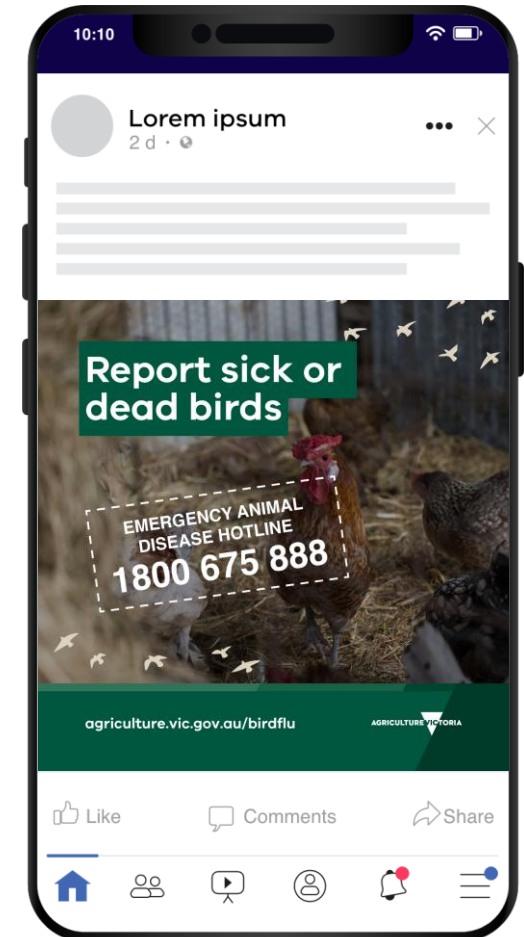
✅ Call the Emergency Animal Disease Hotline on **1800 675 888**.

Prompt reporting supports early detection and helps protect Victoria's poultry industry.

Find out what signs to look for and how to report:
agriculture.vic.gov.au/birdflu



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Postcards, fact sheets and posters

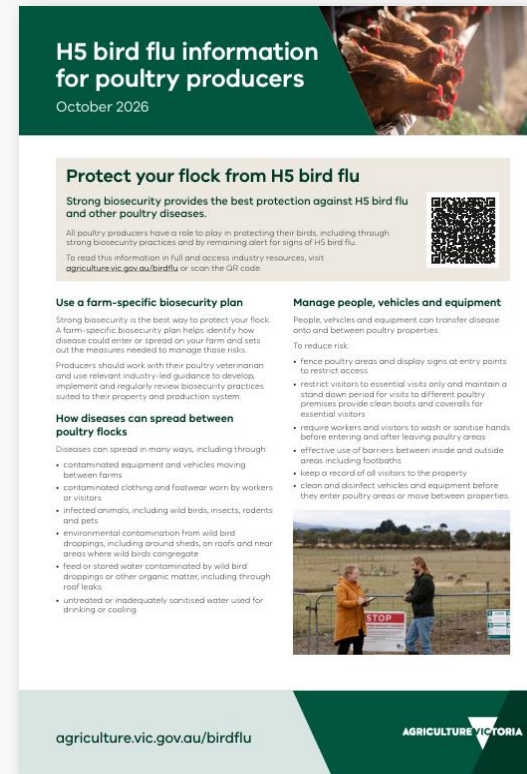
Printable resources

More resources are also available at:

- birdflu.gov.au
- farmbiosecurity.com.au



[Download](#)



agriculture.vic.gov.au/birdflu

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