White Spot disease

Australian Prawn Farmers Association
Symposium 2018
WSD Surveillance results – Moreton Bay
# WSD Surveillance results – east coast Qld

![Map of WSD Program - East Coast Surveillance 2018](image)

<table>
<thead>
<tr>
<th>Region</th>
<th>Sampled</th>
<th>Result</th>
<th>Species</th>
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<tr>
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<td>TOTAL</td>
<td>152</td>
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<td>Capsella vaginata (Trinidad)</td>
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</table>
WSD research projects

- Sediment testing
- Gamma irradiation
- Xxxx
- EPI report
WSD campaigns – 3 messages

1. Seafood confidence
2. Correct bait usage
3. Movement restrictions
Queensland seafood campaign
Queensland seafood campaign

- Facebook advertising
  - 1.1 people reached
  - 1.4 million video views
- Suncorp stadium (40,000 attendees)
- Point of sale kits (150 seafood retailers across QLD)
- Football competition (426 entries)
Bait campaign – ‘Be a mate, check your bait’
Bait campaign

• Imported prawns as bait
  – Be a mate, check your bait campaign video
  – Campaign website (www.daf.qld.gov.au/checkyourbait)
  – Online advertising (Facebook, YouTube)
  – Magazines advertising (QLD Fishing Monthly, Bush n Beach)
  – Brownies Coastwatch website advertising
  – Bait and tackle shop mail-out (Posters and fliers)
  – Tourist information centre mail-out
  – Radio advertising (4KQ)
  – Gabba advertising (Ashes test match)
Movement restriction campaign
Movement restriction campaign

Geographically targeted social media advertising
Movement restriction campaign

- E-updates (34 x e-updates sent to 1895 subscribers)
- Help stop white spot disease campaign video
- Moreton Bay and Bay Island ferry advertising
- Brisbane and Gold Coast Bus advertising
- Online advertising (Facebook, YouTube, Google)
- Magazines advertising (QLD Fishing Monthly, Bush n Beach)
- Brownies Coastwatch website advertising
- Creek to Coast TV segments
- Bait and tackle shop mail-out (Posters and fliers)
- Tourist information centre mail-out
- Highway signage
- Boat ramp signage
- Community engagement at boat ramps most weekends
WSD Facebook advertising totals

• 2,224,496 people reached
• 5,673,021 video views
• 47,282 reactions (like, angry, love)
• 8,410 comments
Questions?