

A close-up photograph of a flying fox's face, showing its dark, leathery skin and brown eyes. A teal-colored horizontal band is overlaid across the top half of the image, containing text.

LITTLE AUSSIE
BATTLEERS

A NEW NARRATIVE:

THE CONVERSATION WE NEED TO BE HAVING ABOUT FLYING-FOXES

Hunter
Joint Organisation

Bradley Nolan
Director Environment Division









LITTLE AUSSIE
BATTLEERS

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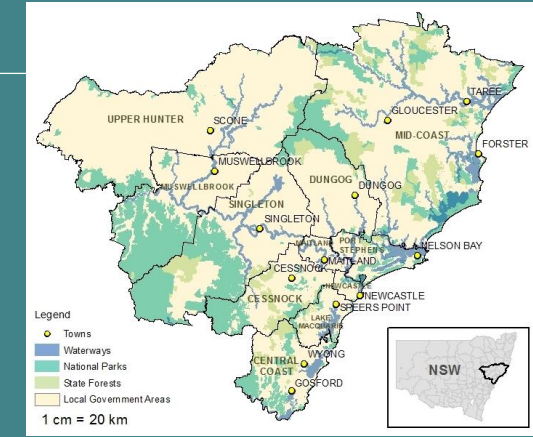


A close-up photograph of a kangaroo's face, showing its dark, wrinkled skin and brown eyes. A white rectangular text box is superimposed over the center of the image, containing the text "LITTLE AUSSIE BATTLEERS" in a bold, white, sans-serif font. The kangaroo's nose and mouth are visible at the top, and its ears are at the bottom.

LITTLE AUSSIE

BATTLEERS

OF OUR GREAT AUSTRALIAN BUSH



PROJECT DEVELOPMENT



Research

- Previous activities in Region (Camp Management Plans, management activities, community engagement)
- Community engagement / education materials from throughout the Flying-fox migration area
- Newspaper stories from 2015 onwards
- Social research into managing and responding to community outrage

Communications Plan



- Stakeholder engagement to determine main issues raised by affected communities
- Communications specialists to consider issues, outrage management, desired behaviour change and key target audiences
- Development of a communications matrix to provide guidance on engagement options suitable to interest different community sectors



after-migration
before-migration
noise-barrier
cultural-significance
outrage
mequine-industry
noise
carers
amenity
schools
hospitals
native-species
buffers
dispersal
feacal-matter
sporting-venues
foraging
NSW-health
can't-sleep
agriculture
smell
community-education
during-occupation
strategic-planning

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POSTERS



Key Messages



THE SURVIVAL OF THE FLYING-FOX IS CRITICAL FOR OUR FORESTS

SPREADING SEEDS, NOT DISEASE



BATTING ABOVE AVERAGE

CAN'T LIVE WITHOUT THEM

HANDS OFF! TRAINED AND VACCINATED ONLY



T24 PRESS ADS & BROCHURES

LITTLE AUSSIE BATTLEERS

LITTLE AUSSIE BATTLEERS OF OUR GREAT AUSTRALIAN BUSH

Flying foxes are important pollinators of the Great Australian Bush. The risk of losing them is now 18% greater than for any other species. Let's take action to protect them.

Can you help? Flying foxes are important pollinators of the Great Australian Bush. The risk of losing them is now 18% greater than for any other species. Let's take action to protect them.



NSW Hunter Joint Organisation

LITTLE AUSSIE BATTLEERS

SPREADING SEEDS, NOT DISEASE

Local wildflowers. Flying foxes carry disease, but the risk of spreading the disease is low. Flying foxes are important pollinators of the Great Australian Bush. The risk of losing them is now 18% greater than for any other species. Let's take action to protect them.



NSW Hunter Joint Organisation

LITTLE AUSSIE BATTLEERS

CAN'T LIVE WITHOUT THEM

Flying foxes are important pollinators of the Australian bush. They are vital to the survival of over 100 species of native plants and animals.



NSW Hunter Joint Organisation

LITTLE AUSSIE BATTLEERS

BATTLING ABOVE AVERAGE

More than 100 species of native plants and animals rely on flying foxes for pollination. The risk of losing them is now 18% greater than for any other species. Let's take action to protect them.



NSW Hunter Joint Organisation

LITTLE AUSSIE BATTLEERS

OF OUR GREAT AUSTRALIAN BUSH

BATTLING ABOVE AVERAGE

The risk of losing flying foxes is now 18% greater than for any other species. Let's take action to protect them.

BATTLING FOR SURVIVAL

Local wildflowers. Flying foxes carry disease, but the risk of spreading the disease is low. Flying foxes are important pollinators of the Great Australian Bush. The risk of losing them is now 18% greater than for any other species. Let's take action to protect them.



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AUSSIE THROUGH AND THROUGH

SPREADING SEEDS, NOT DISEASE

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SOCIAL MEDIA ASSETS

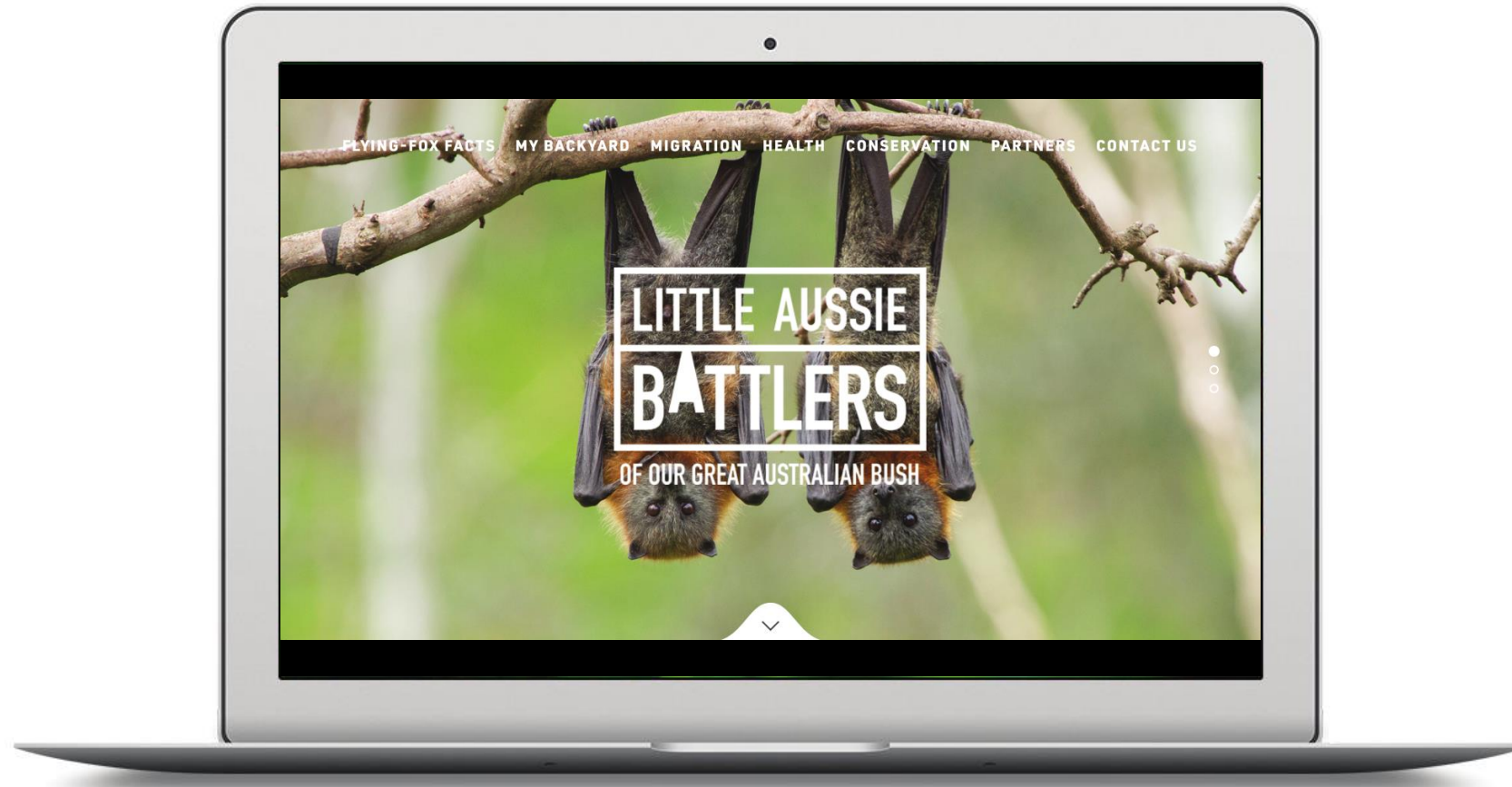


TV Commercials



WEBSITE

www.littleaussiebat.com.au



PROJECT IMPLEMENTATION

Website

- www.littleaussiebat.com.au is live and being updated with materials and project partners. Technical review of content is continuous and we have undertaken a number of updates based on feedback from prominent ecologists.

Campaign

- Councils in the Hunter are preparing for a radio and social media campaign blitz to coincide with the migration into the region. Councils are determining their spend and will pool resources to place blanket ads throughout the region and use the various collateral on the different community sectors to ensure the correct message gets out

PROJECT EXTENSION



Other Councils

- Offering the option to have other Councils “buy in” to the program and have their logo added to the collateral, and access to all the print ready designs.



NSW Government

- In negotiations to invest in Social Research to build resilience tools for Council staff to manage community interactions where high stress or outrage is experienced



Federal Government

- Proposal to expand the project Nationally

A close-up photograph of a kangaroo's face, showing its eyes, nose, and mouth. The kangaroo is wearing a dark, textured hat. A white rectangular text box is overlaid on the center of the image, containing the text 'LITTLE AUSSIE BATTLEERS'.

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Hunter Joint Organisation

www.hccrems.com.au

www.littleaussiebat.com.au

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