

Summary report

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Livestock Transport Standards: Development of a Prototype Communications Package for the Land Transport Standards

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SUMMARY REPORT

This project commenced on 23 March 2011. The objective was to develop a package that stakeholders in each jurisdiction could use to give extension information regarding new national standards for the welfare of animals.

The project was led by Charlotte McIntyre, from the Department of Agriculture & Food WA, (DAFWA) and overseen by a steering group made up of 10 government and industry representatives from other Australian States.

The steering group comprised:

Christian Mulders	Australian Meat Industry Council
David Champness	Department of Primary Industry Victoria
Jo Hall	National Farmers Federation
Jim Cudmore	Australian Lot Feeders Association
Kevin de Witte	Animal Health Australia
Mark Peters	Dept of Primary Industries and Regions SA
Melina Tensen	RSPCA Australia
Phillip Halton	Australian Livestock & Rural Transporters Assn.
Ian Rogers	Dept of Employment Economic Development & Innovation QLD
Paul Willett	Queensland Primary Industries and Fisheries

Project content

The project delivered four tools which formed the communications package:

- A rewritten version of the industry “Is it fit to load?” guide, to update it in line with the new Transport Standards.
- A poster, which can be used in full size version as a wall poster, or scaled down as a media advert to raise awareness of the new Transport Standards.
- A short video, to raise awareness of the new Standards and their content.
- A website, which delivers detailed information regarding the requirements of the new Transport Standards and advice on how industry can meet them.

Outcome of the project

The communications package has now been delivered to all State and Territory government agencies which have administration of animal welfare legislation, and other national stakeholders who may wish such communications material to be made available (such as the Australian Livestock and Rural Transporters Association). A communications plan has also been sent out with each package, which suggests ways in which the four tools above may be used strategically to ensure effective extension outcomes for the Transport Standards.

Future of the communications package

The poster and short video are complete; there will be no need to revise them as they are designed to be awareness tools, rather than provide ongoing current information.

The website will need to be maintained, and kept current. It has the potential to host more supplementary information regarding transport of livestock. In addition, it could also be used as a site to host similar information on cattle and sheep Standards (currently in drafting stages) so that it becomes a one – stop – shop for national Standards relating to the welfare of livestock. Animal Health Australia is considering the option of hosting this website long term. It currently is being hosted and paid for on a monthly basis by DAFWA, but there is no plan to host long term, or to provide an ongoing maintenance service for this website.

The “Is It Fit to Load?” guide is an MLA publication which is now in its’ fourth edition, and its eighth year. MLA will continue to have stewardship of this publication, and a fifth edition is being planned already, with some edits to current diagrams to reflect revised science on humane destruction methods.

Charlotte McIntyre 20th August 2012.