

WeedSmart - changing the face of communications & learning in Australian agriculture

Lisa Mayer¹, Jessica Strauss¹

¹Australian Herbicide Resistance Initiative, The University of WA, Crawley, Australia
(lisa.mayer@uwa.edu.au)

Summary Sustainable broad-acre crop production in an ever-changing environment is challenging. To understand these challenges and to improve decision making we need knowledge. The way we attain knowledge has changed over the past decade and we can expect to see greater changes in the future with increasing innovations in digital communications. Online courses, podcasts, video, socials and online publications are platforms that are increasingly utilised to share knowledge. This is the new frontier in communications in agriculture and WeedSmart continues to be a pioneer in this evolving space. WeedSmart is the industry voice that delivers science-backed weed control solutions to growers and advisors for long-term profitability in Australian broad-acre cropping.

WeedSmart is focused on engaging its audience by communicating knowledge through a variety of novel digital formats as well as with face-to-face interactions from extension agronomists located in the regions. The aim is to influence attitudes and actions to minimise crop weeds and sustain

herbicides. Farmers and their advisors are constantly challenged to combat weeds and herbicide resistance to maximise profitability in their cropping system. WeedSmart promotes the adoption of a diverse range of agronomic tools grouped into six categories. ‘The Big 6’ offers tips on essential agronomic practices to reduce the crop weed seed bank. By transducing the Australian Herbicide Resistance Initiative’s and other organisations’ research, WeedSmart effectively delivers the science of resistance along with chemical, cultural and mechanical weed control advice. Australian farmers are recognized as early adopters and innovators and we anticipate that this audience will continue to seek solutions to weed control through new platforms. WeedSmart is backed by GRDC and industry and is committed to ensuring key weed control messages resonate and engage farmers and advisors to secure profitability into the future.

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