







NATIONAL BIOSECURITY WEEK LAUNCH – PROMO CONTENT

Social media

Date	Channels	Copy	Visual
Post 1	LinkedIn Facebook X	<p>The inaugural National Biosecurity Week takes place from 26–30 August and highlights the crucial role biosecurity plays in safeguarding our environment, agricultural industries, food supply, communities, and economy. 🌱🐛🦠</p> <p>Get involved! Celebrate National Biosecurity Week by registering your event at bioweb.org.au #BioWeekAU #Biosecurity</p>	https://youtu.be/zsEinb6VmmY
Post 2	Facebook LinkedIn X	<p>Biosecurity benefits us all, and we each have a part to play in protecting Australia from pests, diseases, and harmful weeds. 🌱🐛🦠</p> <p>Join us for the inaugural National Biosecurity Week from 26–30 August to raise awareness and showcase the collaborative efforts of government, industry, peak bodies and the community. Find out how you can get involved at bioweb.org.au #BioWeekAU #Biosecurity</p>	 <p>The graphic features the text 'Safeguarding Australia together' in blue, followed by the 'NATIONAL BIOSECURITY WEEK' logo which includes a stylized map of Australia. Below this is a detailed illustration of a green tractor in a field. At the bottom, it says '7 days of awareness. 365 days of action.' and includes the website 'bioweb.org.au' in a blue box.</p>

Post 3	LinkedIn Facebook X	<p>The early detection of animal pests and diseases supports more timely, effective, and efficient responses to biosecurity incidents.</p> <p>If you spot anything unusual or find something you are unsure about, call the Emergency Animal Disease Hotline on 1800 675 888. Learn more at 👉 bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>	
Post 4	LinkedIn Facebook X	<p>Approximately 40% of global crop production is lost to pests annually. Biosecurity equals food security.</p> <p>Early detection of exotic pests and diseases is key to successful eradication and containment, minimising impacts on agriculture, communities, environment, and economy. Learn more at 👉 bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>	
Post 5	LinkedIn Facebook X	<p>Exotic invasive species pose a significant threat to Australia's biodiversity and native flora and fauna. Early detection and management offer the best chance to minimise the impacts of these pests.</p> <p>To learn more, visit 👉 bioweek.org.au</p> <p>#BioWeekAU #Biosecurity</p>	

Post 6	LinkedIn Facebook X	<p>By proactively managing pest animals, disease, and weed control, we protect our unique environment, natural resources, and native flora and fauna.</p> <p>To learn more, visit 🖱 bioweek.org.au #BioWeekAU #Biosecurity</p>	
Post 7	LinkedIn Facebook X	<p>To protect our food supply, our agricultural industries, our environment, and our Australian way of life we all need to make biosecurity an everyday priority. Get involved at 🖱 bioweek.org.au</p> <p>7 days of awareness. 365 days of action. #BioWeekAU #Biosecurity</p>	<p>https://youtu.be/zsEinb6VmmY</p>
Post 8	LinkedIn Facebook X	<p>Biosecurity is everyone's responsibility – community, business and government must work together to safeguard Australia from pests, diseases and harmful weeds.</p> <p>National Biosecurity Week is a time to reflect on how we can all play our part. Get involved at 🖱 bioweek.org.au #BioWeekAU #Biosecurity</p>	

Post 9	LinkedIn Facebook X	<p>Do you have an up-to-date biosecurity plan? Although Australia has robust biosecurity measures in place to mitigate biosecurity risks, exotic pests, diseases, and harmful weeds can and do occasionally enter the country.</p> <p>Learn how to protect your farm, property and region by adopting good biosecurity practices. Find out more at 👉 bioweek.org.au #BioWeekAU #Biosecurity</p>	
Post 10	LinkedIn Facebook X	<p>We all have a role to play in protecting Australia from harmful pests and diseases. 🔍 Spotted something unusual? Call the Exotic Plant Pest Hotline at 1800 084 881 or the Emergency Animal Disease Hotline at 1800 675 888.</p> <p>Find out more at 👉 bioweek.org.au #BioWeekAU #Biosecurity</p>	
Post 11	LinkedIn Facebook X	<p>Biosecurity means safeguarding our natural resources. By proactively managing pest animals, disease, and weed control, we protect our native flora, fauna, farmers, fishers, and the wider community.</p> <p>How can you play your part? Find out more at 👉 bioweek.org.au #BioWeekAU #Biosecurity</p>	