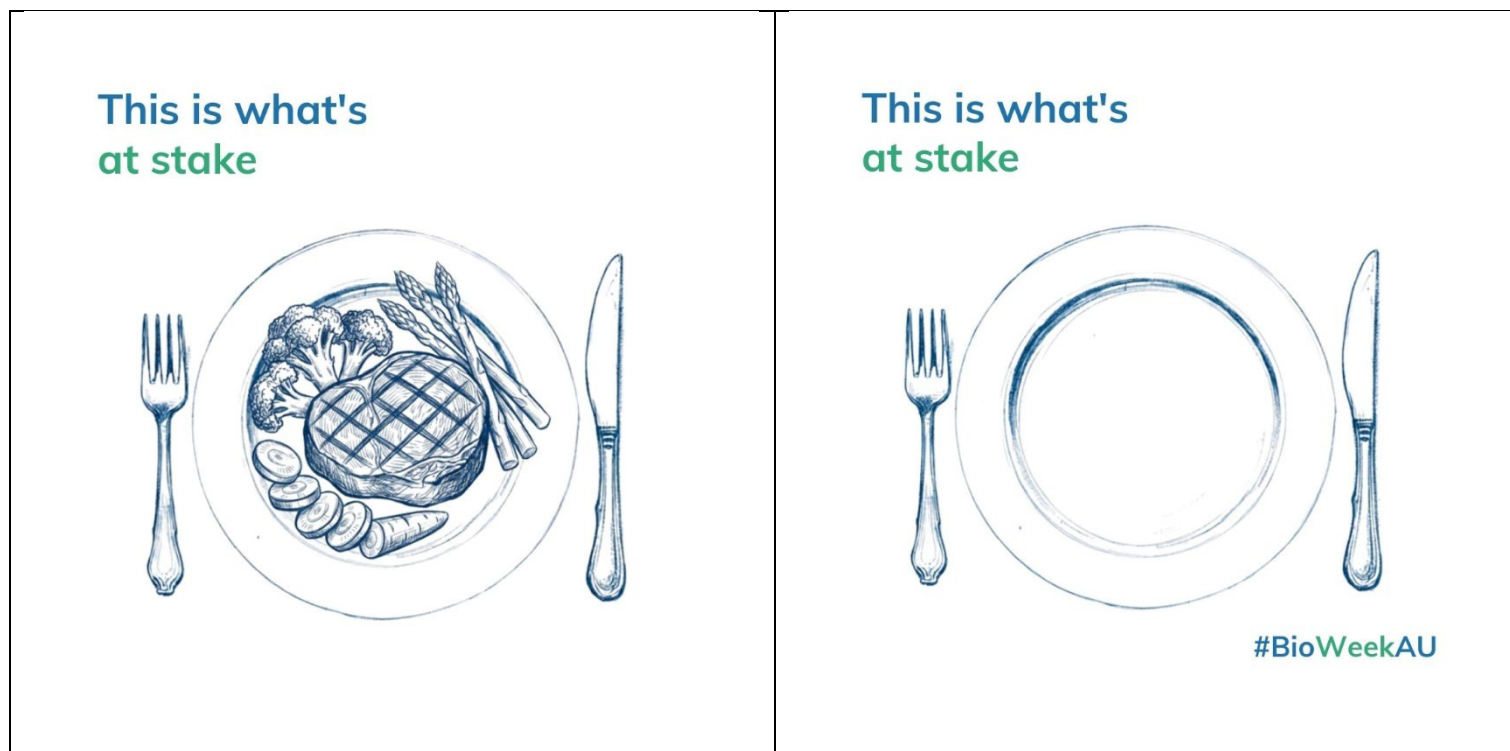


Teaser campaign (mid-July to mid-August)

GIFs:

Option 1: Animal and plant imagery



Post copy:

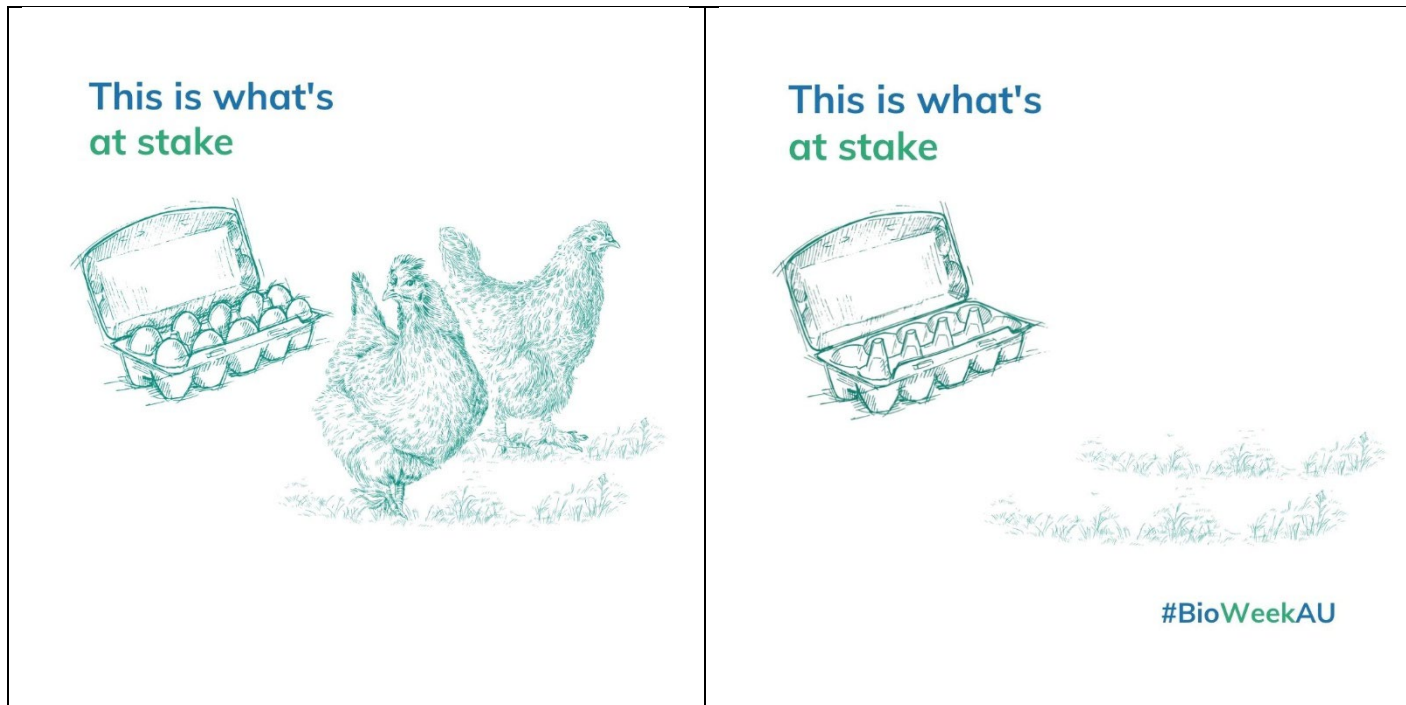
Picture your favourite meal. The groceries in your pantry. The fruit in your fridge. The meat on the grill. Now imagine it gone.

Biosecurity is what protects Australia from that reality every single day of the year. But it only works if we all play our part.

National Biosecurity Week kicks off 24 August. Visit bioweek.org.au to learn what you can do to protect Australia's food supply all year round.

#BioWeekAU

Option 2: Eggs and poultry imagery



Post copy:

No eggs. No chickens. No choice.

Animal diseases can spread through flocks with consequences felt all the way to the supermarket checkout. Biosecurity is what protects Australia from that reality. But it only works if we all play our part.

National Biosecurity Week kicks off 24 August. Visit bioweek.org.au to learn what you can do to protect Australia's food supply all year round.

#BioWeekAU

Option 3: Shopping basket imagery



Post copy:

Imagine your weekly shop without a fresh produce aisle.

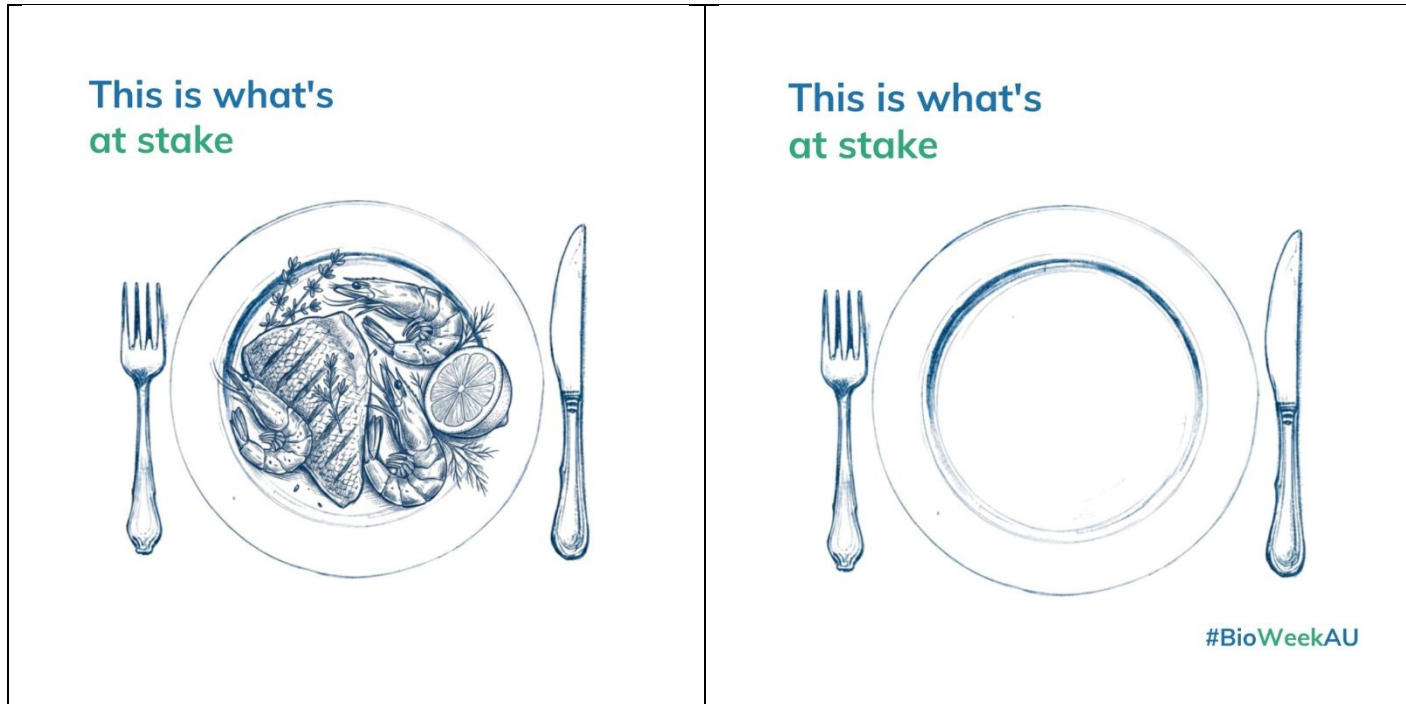
No strawberries. No salad. No stone fruit.

Exotic plant pests and diseases can spread with consequences felt all the way to the supermarket checkout. Biosecurity is what protects Australia from that reality every single day of the year. But it only works if we all play our part.

National Biosecurity Week kicks off 24 August. Visit bioweek.org.au to learn what you can do to protect Australia's food supply all year round.

#BioWeekAU

Option 4: Seafood imagery



Post copy:

Imagine a summer without fresh Australian seafood. A long weekend without oysters or a Friday without fish and chips.

Biosecurity is what protects Australia from that reality every day of the year. And it only works if we all play our part.

National Biosecurity Week kicks off 24 August. Visit bioweek.org.au to learn what you can do to protect Australia's food supply all year round.

#BioWeekAU