Creating a biosecurity awareness campaign poster

Step 1: Biosecurity poster objective

Create a poster that raises awareness about biosecurity, focusing on how it protects Australia's agriculture, wildlife and community health. The poster should include interactive elements such as flaps, pull-tabs, pop-ups or QR codes that lead to further information or interactive content.

Step 2: Poster components

- **Biosecurity basics:** section that explains what biosecurity is, using simple terms and images. This could be under a flap that says, 'What is biosecurity?'
- **Threats to biosecurity from overseas:** Images or drawings of common pests or diseases, with pop-up information on how they can affect the environment, agriculture or health.
- **Preventive measures:** Illustrations and examples of preventive measures like quarantine, farm biosecurity, pest control, cleaning shoes or hand washing could be included. Each measure could include a pull-tab explaining its importance in preventing the spread of diseases and pests.
- **Role of the community:** A section that explains how everyone, including children, can help maintain biosecurity. This might include interactive elements like a spinning wheel that suggests simple actions people can take like not bringing certain foods into Australia or cleaning shoes after an overseas farm visit.
- **QR code/s:** Small printed QR code/s that, when scanned, take viewers to reliable resources on biosecurity.

Step 3: Research your poster

- Learn about biosecurity — what it is, why it's important and how it helps protect our country.
- Find examples of biosecurity threats (like pests and diseases) and how they are managed.
- Use reliable sources such as your school library, approved websites and information from your teacher.

Step 4: Plan your poster

- Decide what information you want to include and how you will organise it on your poster.
- Think about how to make your poster interactive. You could use flaps, pull-tabs, pop-ups or even QR codes that link to more information.
- Sketch a draft of your poster layout on paper before you start making the final product.

Step 5: Create your poster

- Use a large piece of poster board as your base (or a design program). Write clear, concise information about biosecurity. Use bullet points or short sentences to make it easy to read.
- Include pictures, diagrams or symbols to make your poster visually appealing and to explain ideas that are hard to describe with words alone. Add your interactive elements. Make sure they are well-made and work as expected. For example, flaps and pop-ups should open easily and QR codes should link to the correct websites.
- Use colours thoughtfully to make important information stand out and to make your poster attractive.

Step 6: Useful links

Australia's biosecurity – DAFF (1:46)
www.agriculture.gov.au/about/news/australias-biosecurity-overview

Pests, diseases and weeds – DAFF
www.agriculture.gov.au/biosecurity-trade/pests-diseases-weeds

Biosecurity in Australia
www.agriculture.gov.au/biosecurity-trade/policy/australia

Biosecurity matters
www.agriculture.gov.au/biosecurity-trade/policy/biosecurity-matters

Step 7: Assessment criteria

- **Content accuracy:** Information presented on the poster should be factually correct and relevant to biosecurity.
- **Creativity and presentation:** The poster should be visually appealing, effectively using colours, images and interactive elements.
- **Engagement of interactive elements:** The interactive components should function correctly and add value to the information presented.
- **Communication:** The poster should clearly communicate its key messages to an audience that could include other students, teachers and parents.

Step 8: Assessment rubric

Your poster will be assessed based on accuracy of information, creativity and presentation, functionality of interactive elements and clarity of communication. Refer to the marking rubric for detailed criteria.

Marking rubric

Biosecurity awareness campaign poster

Criteria	Excellent (8–10 points)	Good (5–7 points)	Satisfactory (3–4 points)	Needs improvement (0–2 points)
Content	The information is completely accurate and thoroughly reflects biosecurity concepts.	Most information is accurate with minor errors that do not compromise understanding of biosecurity.	Some inaccuracies or omissions that need correction, but general understanding is evident.	Many inaccuracies or misunderstandings of biosecurity that need significant correction.
Creativity and presentation	The poster is exceptionally creative, visually striking and makes excellent use of colours and space.	The poster is visually appealing and makes good use of colours and space.	The poster is somewhat visually appealing with adequate use of colours and space.	The poster lacks visual appeal and shows poor use of colours and space.
Engagement of interactive elements	Interactive elements are innovative, function perfectly and significantly enhance the learning experience.	Interactive elements are well-made and enhance understanding, though may lack some innovation.	Interactive elements are present and functional but do not significantly enhance engagement.	Interactive elements are minimal, non-functional or do not contribute to understanding.
Communication	Information is communicated clearly and effectively; the poster effectively educates about biosecurity.	Information is mostly clear with minor areas of confusion; effectively communicates most key points.	Information is somewhat clear but may confuse or mislead the audience in some areas.	Information is poorly communicated, causing misunderstanding or lack of interest in the topic.

Overall score

40–32 points: Outstanding understanding and presentation of biosecurity concepts.

31–20 points: A good understanding with room for improvement in some areas.

19–12 points: Basic understanding demonstrated, but significant improvements are needed in several areas.

11–0 points: Insufficient demonstration of understanding and presentation; needs substantial improvement.

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Cataloguing data

This publication (and any material sourced from it) should be attributed as: DAFF 2024, *Biosecurity champions: biosecurity awareness poster*, Department of Agriculture, Fisheries and Forestry, Canberra CC BY 4.0.

This publication is available at agriculture.gov.au/JBO.

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Acknowledgements

This resource was produced by Primary Industries Education Foundation Australia (PIEFA) with funding from the Australian Government Department of Agriculture, Fisheries and Forestry. Primary Industries Education Foundation Australia's resources support and facilitate effective teaching and learning about Australia's food and food industries. PIEFA are grateful for the support of industry and member organisations for assisting in research efforts and providing industry-specific information and imagery to benefit the development and accuracy of this educational resource.

Acknowledgement of Country

We acknowledge the Traditional Custodians of Australia and their continuing connection to land and sea, waters, environment and community. We pay our respects to the Traditional Custodians of the lands we live and work on, their culture, and their Elders past and present.

Australian Government
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