Adaptive Area Wide Management Research To Practice

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Area Wide Management (AWM)
A management approach effective for pests that are mobile, polyphagous and multivoltine such as Queensland Fruit Fly (Qfly).

Benefits of AWM
- Prevents major outbreaks
- Cost effective
- Integrate with existing management
- Existing practices more effective
- Reduced chemical use
- Allows pooling of resources
- Long-term solution for a region
- Effective use of technology (SIT)
- Systems approach - market access

Challenges of AWM
- High level of cooperation
- Relationship management
- Management intensive
- Area bound
- Community engagement
- Funding

Converting Research Into Practice

Stakeholders
- Identify and include appropriate stakeholders. Address the needs of end-users, foster ownership of the process and the outcomes.
- Comprehensive stakeholder analysis, community engagement plans.

Extension
- Extension supported by consultation, activities are targeted and relevant.
- An AWM capability matrix has identified knowledge gaps, resulting in well attended and useful extension activities.

Communication
- Communication facilitated through regular consultation, focus groups, workshops, surveys, research and stakeholder committee meetings.
- Utilise a communications plan and a variety of communication channels.

Champions
- Active advocates for research.
- Regional champions, from different backgrounds and roles
- A strong stakeholder committee of growers, local, state and federal government representatives.

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