

Mind your Pees and Poos – Raising awareness of the Effluent Code

HVSI 549

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Australian Livestock and Rural
Transporters Association

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Managing effluent in the livestock supply chain – an industry code of practice awareness campaign

SUMMARY

The Australian Livestock and Rural Transporters Association (ALRTA) presents this final report to the National Heavy Vehicle Regulator (NHVR) as required under the NHVR Round 5 Heavy Vehicle Safety Initiative (HVSII) Funding Agreement between the ALRTA and NHVR.

The Report includes:

1. Project background
2. Work program activities
3. Project outcomes
4. Project expenditure reconciliation
5. The signed accompanying statement.

1. PROJECT BACKGROUND

The Registered Industry Code of Practice – Managing effluent in the livestock supply chain, or the Effluent Code, was registered with the NHVR on 23 December 2022.

In Round 5 of the Commonwealth Government’s Heavy Vehicle Safety Initiative, the ALRTA was successful in receiving project grant funding.

Objective:

The objective of the project was to ‘Develop and deliver an awareness campaign to enable stakeholders to better understand the Registered Managing Effluent in the Livestock Supply Chain Industry Code of Practice.’

ALRTA undertook to engage with livestock transport industry stakeholders through a wide-ranging campaign to raise awareness of the Registered Industry Code of Practice (RICP) – known as The Effluent Code. The main target audience for the campaign was livestock transporters and primary producers, though other off-road parties were also invited to participate.

Another aim of the project was to help industry stakeholders understand how the RICP and CoR rules impact them. In this project ALRTA activities were designed to promote the relevance and importance of the Effluent Code and to provide information to enable stakeholders to access the code.

Additionally, the project planned to concisely explain what livestock industry stakeholders need to do to implement best practice heavy vehicle transport activities described in the Effluent Code, in order to reduce the incidence of livestock effluent spillage during transit and comply with CoR laws.

2. WORK PROGRAM ACTIVITIES - SCHEDULE 2 OF THE FUNDING AGREEMENT

Establish a working group

Membership of the working group was established as:

- ALRTA Executive Director: Mathew Munro/Rachel Smith from August 2023
- ALRTA Chair of the Driver & Animal Welfare Committee: Graeme Hoare of Martins Transport
- NHVR Codes Advisor: Graeme Cooper
- MLA Animal Wellbeing Project Manager RD & A: Sharon Dundon
- ALRTA Project Officer: Sue Davies

An initial planning meeting was held on Monday 27 March 2023. Project stakeholders were identified, and plans made to seek the opportunity to deliver planned Effluent Code workshops. The working group identified various MLA information sharing gateways for promotion of the Effluent Code to red meat livestock producers.

Develop supportive resources

With the support of the HVSI funding, ALRTA had the capacity to develop a range of NHVR approved resources to support stakeholder engagement with the Effluent Code.

These resources are listed as follows:

1. Effluent Code brochure – available on the NHVR website
2. Effluent Code FAQs – available on the NHVR website
3. Transporters Quick Guide to the Effluent Code – available on the ALRTA website
4. Effluent Code presentation (PowerPoint)
5. Effluent Code video – on ALRTA's YouTube channel
6. Effluent Code 'Mind your pees and poos' advertisements - as published by ACM (The Land) and PowerTorque
7. Effluent Code 'Mind your pees and poos' social media tiles – as published to ALRTA's Facebook and Instagram platforms.

Deliver a stakeholder engagement strategy

ALRTA and NHVR representatives delivered a trial presentation on the Effluent Code during the livestock breakout session in the Livestock and Bulk Rural Carriers Association (LBRCA) conference in Tamworth on 11 March 2023.

With the benefit of feedback from LBRCA members, some adjustments were made in the sessions delivered to the following associations:

- Livestock and Rural transport Association of South Australia (LRTASA) - June 2023
- Livestock and Rural Transporters Association of Victoria (LRTAV) - August 2023
- Livestock and Rural Transporters Association of Queensland (LRTAQ) - September 2023

Letters promoting the presentation were sent to stakeholder groups, particularly producer and farmer associations, in an effort to gain an invitation for ALRTA and NHVR to speak about the Effluent Code at livestock industry forums.

ALRTA and NHVR were invited to deliver Effluent Code presentations to:

- The Board of Livestock South Australia (Livestock SA) - June 2023

And to saleyards owners and managers' conferences:

- Australian Livestock Markets Association (ALMA) - July 2023
- Australian Livestock Saleyards Association (ALSA) - August 2023



Photo: ALRTA Project Officer Sue Davies talks about the Effluent Code at the ALMA Conference.

[See the project evaluation report at Attachment A](#)

However, there were few responses to the ALRTA invitation to deliver an Effluent Code workshop or presentation to other livestock industry groups.

Deliver a marketing plan

Campaign launch

The campaign was officially launched at an event held in Toowoomba on Friday 23 June 2023. More than 30 people representing ALRTA staff and members, NHVR, Toowoomba Regional Council, Western Downs Regional Council, Queensland's TMR, Martins Stock Haulage, Frasers Transport, TruckSafe and NTI, as well as a local journalist from the High Country Herald, attended the event.

A video of speeches from the campaign launch is posted to ALRTA's YouTube channel – <https://www.youtube.com/watch?v=gtNIQCVIPS0&t=26s>



Photo: (L to R) David Hourigan (NHVR), Scott McDonald ALRTA President, Councillor Carol Taylor of Toowoomba Regional Council, Graeme Hoare Chair of ALRTA's Driver & Animal Welfare Committee and Athol Carter ALRTA Vice President.

Conduct outreach with off-road parties

ALRTA representatives distributed Effluent Code brochures and held conversations with attendees at:

- MLA Updates in Bendigo
- BeefWeek24 in Rockhampton in May 2024.
- BeefEx in Brisbane - a conference hosted by the Australian Lot Feeders Association.

ALRTA distributed Effluent Code brochures, branded Demonstration Stage 1 with the ALRTA logo and 'Mind your pees and poos' tagline and delivered a panel session on the Effluent Code and safe livestock transport practices at LambEx24 in Adelaide in August 2024.

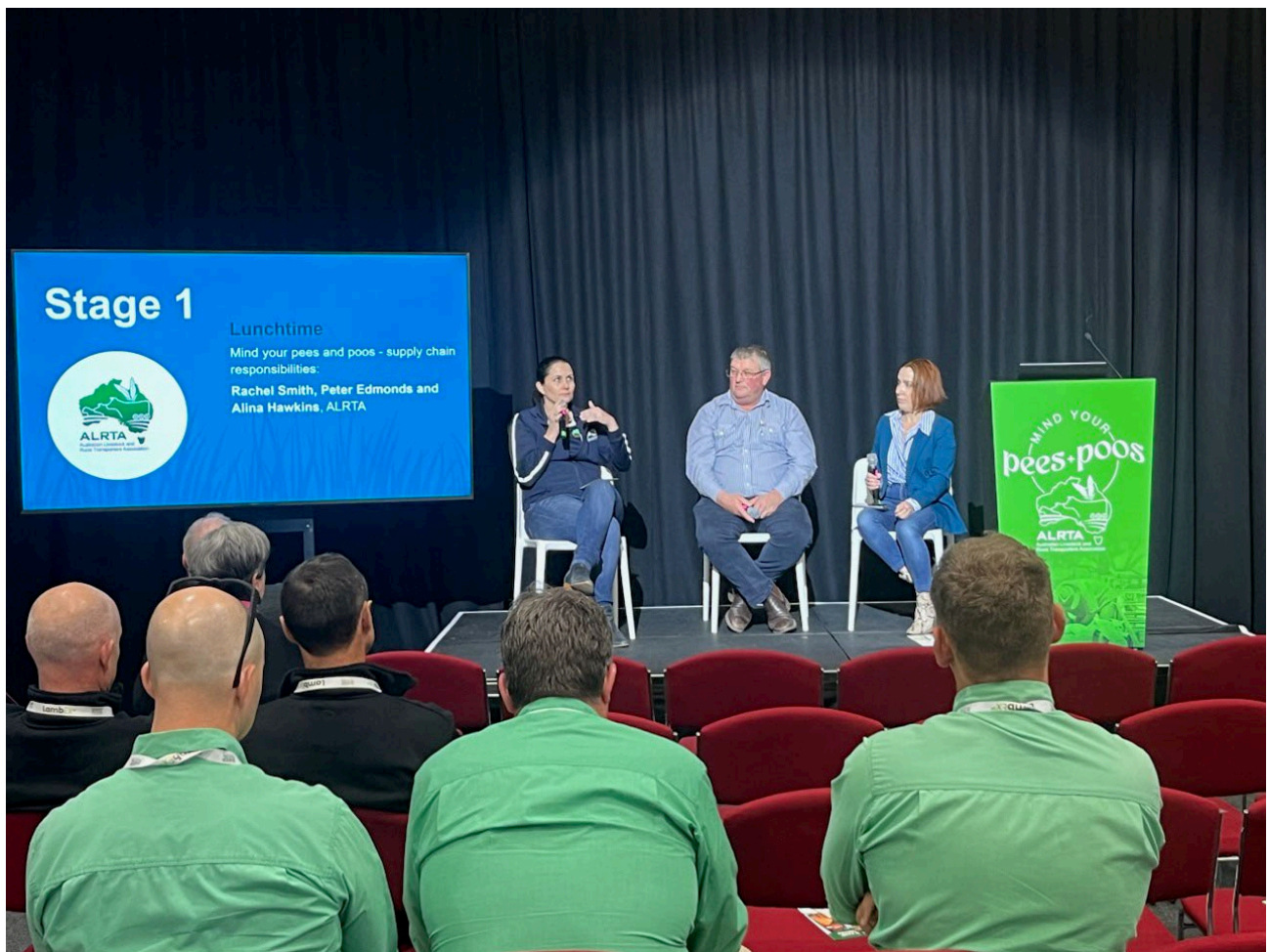


Photo: (L to R) Alina Hawkins LRTAV Chief Operating Officer, Peter Edmonds LRTASA Vice President and Rachel Smith ALRTA Executive Director on stage at LambEx24 in Adelaide

Plan and deliver a media campaign

ALRTA planned and delivered a media campaign via the ALRTA newsletter and website and in print media and social media that included promotion of ALRTA outreach activities.

See the project evaluation report at Attachment A for further details

3. PROJECT OUTCOMES

ALRTA planned and delivered Effluent Code workshops and presentations, outreach at livestock industry events, and a wide-ranging print and social media campaign. These activities raised awareness of the Effluent Code and its implications for all the parties in the livestock supply chain. The 'call to action' was to find more information from the ALRTA website and download a copy of the Effluent Code from the NHVR website.

Stakeholder audience reach:

- Attendees at seven Effluent Code presentations delivered by ALRTA and NHVR are estimated to be 1300
- The attendees at livestock industry outreach events rate in their many thousands, at least 125 Effluent Code brochures were distributed to interested persons at these three events.
- The potential audience for the print media campaign in all publications, according to their total readership numbers, is 600,497.
- The potential audience for the ALRTA social media campaign is more than 4000 per boosted post.

Effluent Code accessed:

The campaign drove traffic to the ALRTA Effluent Code website page, which also provide a link to download the RICP from the NHVR website. This webpage was accessed at least 150 times (ALRTA is missing data from September when we transitioned to an alternative website host).

In the project's timeframe, March 2023 to the end of October 2024, the NHVR website page for the RICP – Managing effluent in the livestock supply chain was accessed 673 times.

[See the project evaluation report at Attachment A for more details](#)

Limitations and setbacks

While the ALRTA/NHVR Effluent Code presentations were welcomed by the saleyards' owners and operators and LivestockSA, other off-road parties, such as species-specific producer groups and farming associations, were clearly reluctant to engage with the ALRTA to explore the subject of shared responsibility for risk management of livestock effluent during road transport.

The ALRTA therefore changed our strategy, seeking opportunities to engage with these stakeholder groups at their industry organised events, for example LambEx24. These interactions with stakeholders were valuable as they enabled individuals to ask questions about the Effluent Code one-on-one.

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Stage 4 – Evaluation

The Grantee will prepare a detailed project evaluation report that includes an analysis of direct feedback collected from stakeholders about the content of the Effluent Code as well as participant feedback about the marketing campaign and the information sessions delivered to industry stakeholders, collected at each session.

Stakeholder feedback

1. Transporters

Feedback from participants in the early presentations delivered by ALRTA and NHVR was that the Code is too long and its contents too focused on the role of transporters rather than off road parties. They had positive feedback about the conference presentation itself, finding it interesting (75% of respondents) and easy to understand (58%) and greatly appreciated the opportunity to ask questions of speakers from ALRTA and the NHVR (with 92% rating it as interactive).

LBRCA Quote: “Interaction was excellent – all comments were addressed.”

Livestock transporters did query the intent of the Code – and question its usefulness in day-to-day business management. There were many comments expressed in the formal feedback forms about the lack of supporting infrastructure available to transporters in managing livestock effluent in transit - such as truck wash and effluent disposal facilities.

LRTAV (Livestock and Rural Transporters Association of Victoria) members told us that the Effluent Code needed a simpler explanation of the role of transporters and more emphasis on the responsibilities of off-road parties for effluent spillage in general.

ALRTA then developed and published the NHVR approved “Transporters Quick Guide to the Effluent Code” which is now available from the ALRTA website.

2. Saleyards owners and managers

Delivering information sessions to saleyards associations, ALMA and ALSA, ALRTA and NHVR presenters were well received, and the audience were pleased to be able to ask questions about the reason for the development of the Effluent Code. They also reflected on the impacts of livestock stress on effluent production during transport and the broader issue of animal welfare, which was another topic of discussion at these forums.

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Participants were interested to know what animal welfare training was provided to transport operators and drivers and whether it is accredited. ALRTA is currently working to formalise animal welfare and livestock handling training for transport operators and drivers.

3. Livestock producers and related industry stakeholders

The cattle feedlot industry, represented by Australian Lot Feeders Association (ALFA), were unenthusiastic about inviting the ALRTA to deliver a presentation on the Effluent Code to members of their association, however they did promote a webinar about their research project *'Effect of feed withdrawal on truck effluent, animal welfare, case characteristics and microbiological contamination of feedlot cattle'* and invited NHVR CoR & Codes Manager Jennifer Rotili to speak about CoR and the Effluent Code, as well as a guest speaker from the New Zealand government discussed their network of roadside effluent disposal facilities.

ALRTA wrote to the national and state-based farmer groups, FarmSafe and livestock producer associations, inviting a briefing on the Effluent Code but received little response until we were able to provide some sponsorship funding or contribute financially to an exhibition booth and advertising at their events.

During 2024 ALRTA representatives promoted and discussed the Effluent Code at major livestock industry events such as Beef Week 2024 in Rockhampton, BeefEx in Brisbane and LambEx in Adelaide; issuing Effluent Code brochures and promoting the ALRTA and NHVR websites as well as the MLA Transport Hub.

At LambEx, ALRTA Executive Director Rachel Smith led a lively panel discussion, answering questions about the Effluent Code alongside livestock transport industry experts and received positive feedback from attendees.

Impact of the marketing campaign

ALRTA Newsletter:

ALRTA produces a regular weekly newsletter that is received by 1160 subscribers – ALRTA members and industry stakeholders. We have frequently publicised ALRTA's Effluent Code promotional activities and social media campaign in this newsletter.

Print and Digital media:

From the media release announcing the launch of the Effluent Code Awareness Campaign in June 2023, ALRTA achieved media focus on the Effluent Code in print and digital news, such as the High Country Herald, Queensland Country Life and the national ACM platform,

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The Land, as well as in transport focused magazines such as Big Rigs, Owner Driver and PowerTorque.

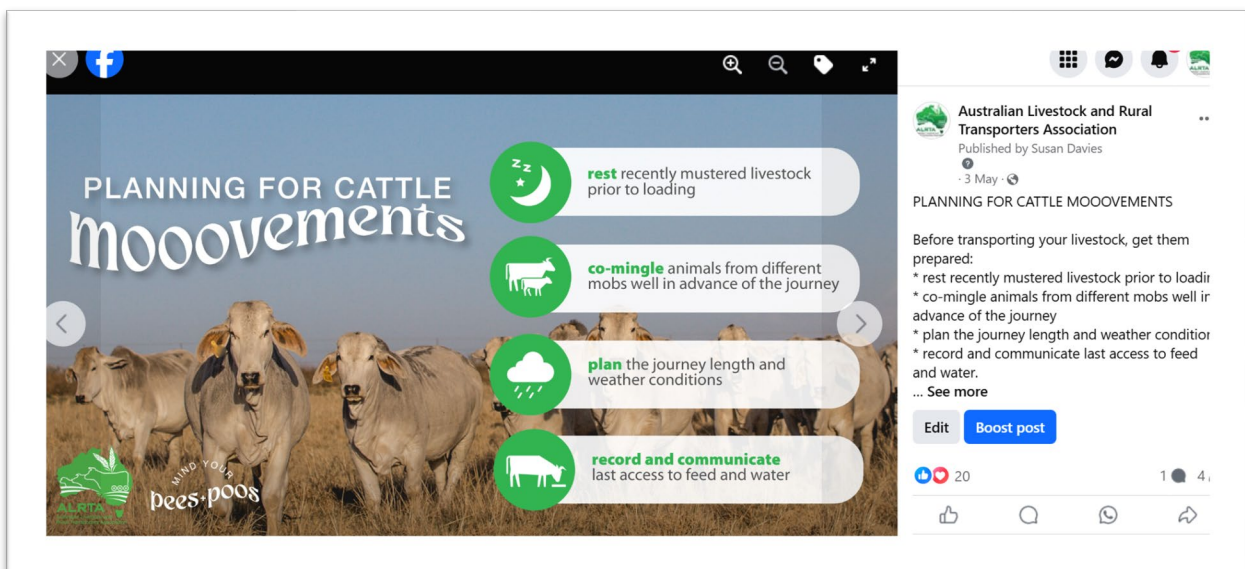
The Effluent Code Awareness launch event promoted the link to the NHVR and ALRTA websites, to find out more information and to download a copy of the Effluent Code.

Social media:

ALRTA used social media to promote, the campaign launch, specific Effluent Code outreach activities and the Effluent Code video on the ALRTA YouTube channel (viewed 260 times to date). ALRTA further briefed and contracted graphic designers *eventdots creative* to develop high quality social media tiles and content to promote the ‘Mind your pees and poos’ Effluent Code message and the internet link to the ALRTA and NHVR websites.

ALRTA has posted about the Effluent Code regularly to ALRTA’s Facebook page with 16 posts, including 2 boosted facebook posts, and posted three times on its new Instagram platform, and at least six posts about ALRTA’s Effluent Code related activities on another new platform for ALRTA, LinkedIn.

From May 2024 the Effluent Code Awareness campaign rolled out a cheeky media campaign using the main tagline “Mind your pees and poos’ with titles such as “We care about cattle mooovements” and “Like ewe we care about sheep in transit”, grabbing attention on social media, and in the rural press.



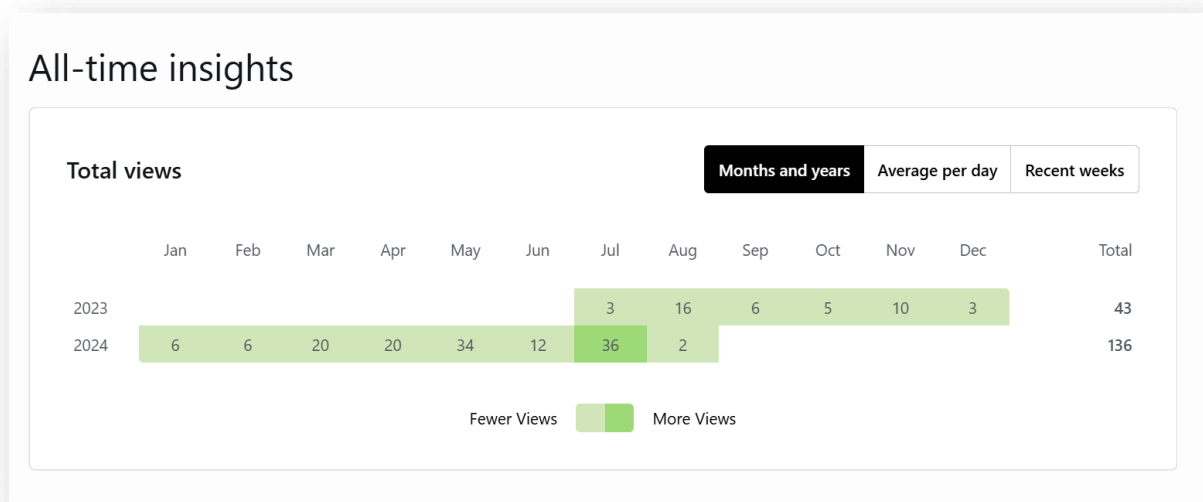
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ALRTA website:

As a result of the Effluent Code Awareness marketing campaign described above, the Effluent Code project page on the ALRTA website has received increased traffic.

Image: ALRTA website traffic to the Effluent Code webpage, July 2023 to August 2024 - for more information or to find the link to the NHVR website for download



From the ALRTA website data above it is pleasing to see that the Effluent Code webpage was visited at peak times in August 2023, immediately following the Australian Livestock Marketing Association (ALMA) conference in July 2023 and coinciding with the presentation at the Australian Livestock Saleyards Association (ALSA) conference and again in November 2023 coinciding with the ALRTA promotion of the Effluent Code at MLA Updates in Bendigo.

Other peak times were March and April 2024, which align with the Effluent Code presentation at the ALRTA National Conference in Toowoomba and related promotion, and May 2024 and July when ALRTA was heavily promoting the Effluent Code in social media during Beef Week 24 and then in the lead up to LambEx24.

We launched a new ALRTA website in October 2024 and since that date the ALRTA promoted the Effluent Code at BeefEx24 and the ALRTA Effluent Code project page has received 14 visits.

While feedback on the ALRTA Effluent Code awareness marketing campaign has been positive, our conversations with transporters and stakeholders have highlighted ongoing issues in the management of livestock effluent in transit, such as the need for supporting infrastructure - like truck washes and effluent disposal facilities – and ongoing transporter frustration over poor livestock preparation practices by some producers.

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NHVR website:

Site
National Heavy Vehicle Regulator
Period
19/12/2022 - 1/11/2024

Historical overview and comparison

Visits
1,101

No trend data ⓘ

Page views
1,216

No trend data ⓘ

Unique visitors
848

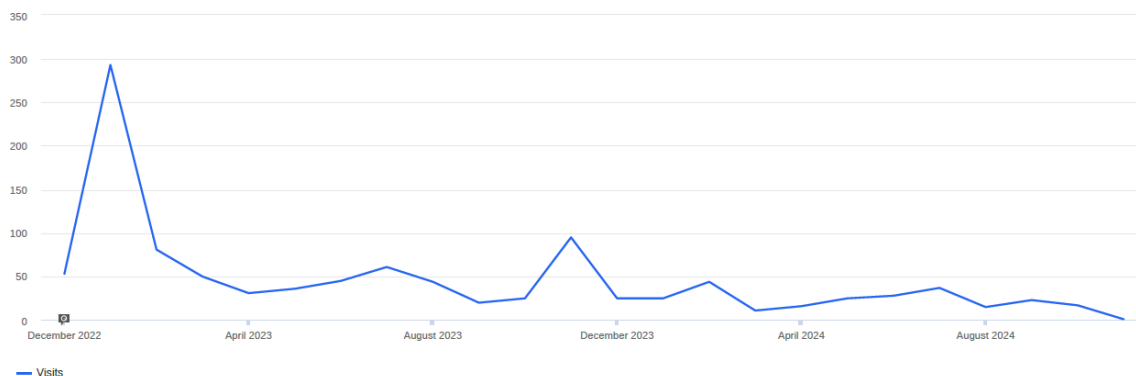
No trend data ⓘ

Returning visitors
193

No trend data ⓘ

Bounce rate
85.71%

No trend data ⓘ



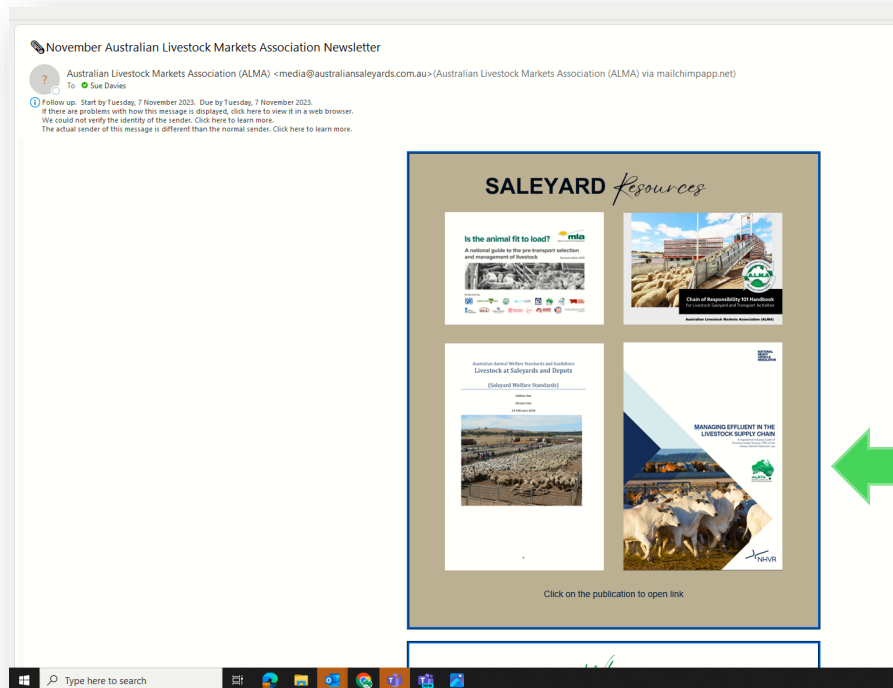
Traffic to the RICP on the NHVR website has also experienced peaks and troughs. Pleasingly the Effluent Code has continued to be accessed post its registration in late 2022.

Effluent Code related initiatives:

A number of initiatives related to the Effluent Code have emerged since the beginning of the Effluent Code awareness campaign.

- ALMA, now **Saleyards Australia** - provides a link to the Effluent Code from their [website](#) - under industry information, and at the bottom of their regular newsletter, under Saleyards resources.

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- **MLA (Meat and Livestock Australia) Transport Hub** – Launched at the ALRTA National Conference in Toowoomba in March 2024, the MLA Transport Hub offers expert tips for preparing livestock for transport, case studies demonstrating best practice livestock transport activities and includes a link to the Effluent Code. ALRTA members had significant input to the creation and content of the Transport Hub ensuring that recommended preparation practices aligned with the recommendations in the Effluent Code.
- **LivestockSA** – provided a link to the Effluent Code from their website. Their website now links to the MLA Transport Hub, which references the Effluent Code.
- **CoR Safe** – a brand of the National Transport Insurance company CoR Safe consulted with ALRTA to develop an accredited training program for their supply chain customers, such as meat processors, to ensure that they meet their CoR obligations as outlined in the Effluent Code.

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NHVR

Additionally, ALRTA has welcomed the support of NHVR in promoting the Effluent Code and its launch event in issues of its 'On the Road' online newsletter and by publishing Effluent Code FAQs and the Effluent Code brochure on the NHVR website.

Another NHVR initiative that had significant input and support from ALRTA members is NHVR's [Livestock Regulatory Advice](#), which also points stakeholders to the Effluent Code for advice about managing livestock heavy vehicle transport activities and livestock effluent.

Summary

The ALRTA project to raise awareness of the Effluent Code (the RICP - Managing effluent in the livestock supply chain), funded by the Australian Government through the National Heavy Vehicle Regulator, succeeded in engaging with transporters, saleyards owners and managers and primary producers in face-to-face, interactive presentations to large groups, and in one-on-one discussions at industry events.

Reaching a wider audience through an extensive social and print media campaign, involved publication of informative text and professional high-quality advertising imagery and social media tiles. The involvement of graphic designers, *evendots creative* in designing the artwork gave the 'Mind your pees and poos' campaign a coordinated look and feel. The social media campaign provided the opportunity to use humour to encourage livestock industry stakeholder engagement with the Effluent Code via ALRTA and NHVR websites.

The ongoing website traffic on both ALRTA and NHVR websites is evidence of the campaign's positive impact.