



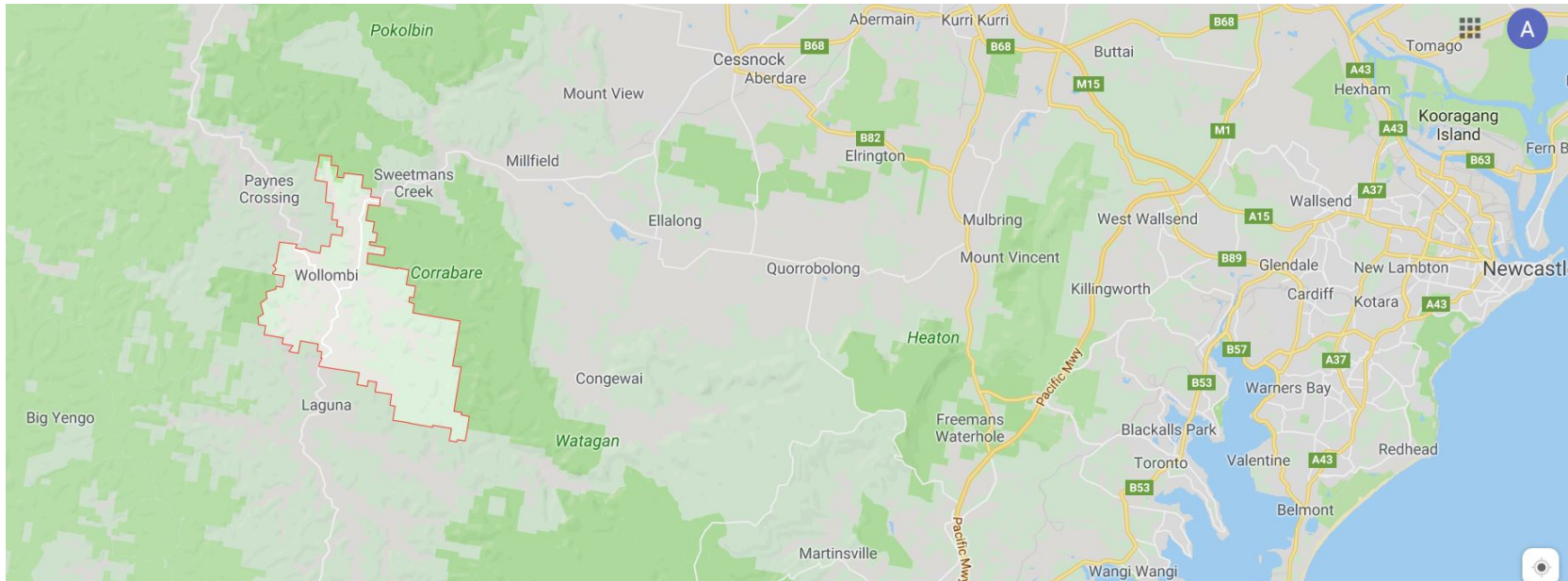
Wollombi Valley Landcare Group Mange Awareness and Treatment Program 2019

Louise Hicks, Chris Jackson, and Anna Yerbury



Wollombi Valley Landcare Group

- Not-for-profit organisation
- Entirely volunteers
- The Wollombi Valley is 2 hours north of Sydney and covers a very large area with multiple valleys some up to 21 kilometres long
- Over 90% of the land is privately owned and over 80% of private land is owned by 'weekenders' largely from Sydney and the Central Coast.



The Problem

- The Valley is considered a wombat “hot spot”



- **The population is under real threat from mange.**

Awareness

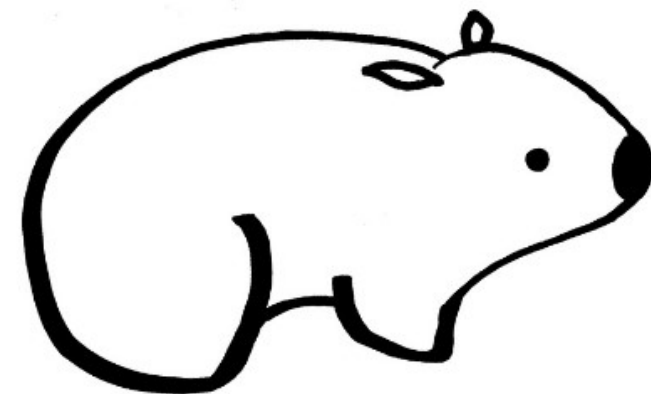
- In 2019 Wollombi Valley Landcare ran a campaign to heighten the awareness of mange and to empower landowners to treat wombats on their property
- We provide landowners with free starter kits – donations are welcome, cost to make a kit is \$20
- Landowners are encouraged to give their wombat a name and photograph before and after treatment
- In this way local wildlife carers are supported to treat mange over such a large area
- The community buy-in to date has been encouraging.

The Results

- 127 starter kits distributed to land owners to do their own treatment
- 30 litres of Cydectin purchased
- 76 wombats being treated
- \$8000 raised
- 100% increase in followers on Facebook over one year



Community Awareness



Wombats of Wollombi



HELP FIGHT THE DEVASTATING
EFFECT OF MANGE IN WOMBATS

Wollombi Valley Landcare
is collecting milk bottle
tops to make burrow flaps.

Leave Your Bottle Tops
Here

See Anna for more information



Collecting milk bottle tops for flaps

100s of milk bottle tops
collected

Wombat Mange Awareness and Treatment Program 2019

During Autumn and Winter 2019 Wollombi Valley Landcare, in collaboration with Hunter Wildlife Rescue, will be increasing its efforts to reduce the incidence of mange in the local wombat population.

The Landcare program commenced 6 years ago. Its aims are to make local landowners aware of mange and its impact and to encourage landowners to treat wombats with mange on their property using a very simple hands-off technique. The program involves the provision of starter mange treatment kits and training to landowners. This year we intend to be prepared to roll this out on a large scale.

Educating landowners is the best way we can prevent Wollombi Valley's current wombat population (and

adjacent populations) from being decimated by this contagious and agonising infestation.

More information will be available at the Landcare Field Day to be held on Saturday 13 April 2019 (see



article elsewhere in this edition of OON).

What Can You Do? If you would like to help or be involved with the program contact Wollombi Valley Landcare by email to wollombi.landcare@gmail.com or via Wollombi Valley Landcare's Facebook page.

Chris Jackson, President
Wollombi Valley Landcare



WOLLOMBI VALLEY LANDCARE GROUP, Inc.



Local newsletter articles

Once a month

Turn this.....



into this....



LANDOWNERS

If you have a wombat with mange on your property contact Wollombi Valley Landcare Group for a hands-off starter treatment kit and be part of the 2019 mange awareness and treatment program.

wollombi.landcare@gmail.com



wollombivalleylandcare



Letter Drops

400 flyers distributed locally with the assistance of the local postie



Market Stalls

Easter and June long weekend stalls - raffles



TREAT MANGY WOMBATS

COLLECT YOUR STARTER KIT NOW

email wollombi.landcare@gmail.com or PM Wollombi Valley Landcare's Facebook page



Free treatment kits

127 treatment kits distributed to date in 2019

Facebook

- Page followers August 2018 to August 2019 – 100% increase (207 to 411)



Facebook Strategies

- Join other community Facebook pages and share posts
- Aim to reach as many people as possible
- Followers are more likely to share cute images and videos
- Provide a variety of posts
- Provide interesting information
- Keep it positive
- Cross-promote other activities eg. art shows, markets, partners

Wollombi Valley Landcare
 Published by Chris Jackson [?] · July 2 · 🌐

DID YOU KNOW wombats do not breed like rabbits? This is a common myth that needs to be quashed.

The reproductive habits of the common wombat are not conducive to a thriving species since the female can breed only once every two years. Each successful breeding to a female wombat results in a single joey that is born after just twenty to thirty days gestation. After being born the small underdeveloped joey crawls in to its mother's pouch where it develops for an additional five... [See More](#)



Performance for Your Post

1,554 People Reached

92 Reactions, Comments & Shares ⓘ

| | | |
|-----------------------|----------------------|------------------------|
| 48 Like | 17 On Post | 31 On Shares |
| 6 Love | 5 On Post | 1 On Shares |
| 8 Sad | 3 On Post | 5 On Shares |
| 11 Comments | 7 On Post | 4 On Shares |
| 19 Shares | 17 On Post | 2 On Shares |

208 Post Clicks

| | | |
|--------------------------|---------------------------|------------------------------|
| 10 Photo Views | 0 Link Clicks ⓘ | 198 Other Clicks ⓘ |
|--------------------------|---------------------------|------------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 0 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Shared information
 Share from other Facebook pages



Wollombi Valley Landcare

Published by Anna Yerbury [?] · March 26 · 🌐



LANDOWNERS

If you have a wombat with mange on your property contact Wollombi Valley Landcare Group for a hands-off starter treatment kit and be part of the 2019 mange awareness and treatment program.

Contact us on our Facebook page or wollombi.landcare@gmail.com

Turn this.....



into this....



Performance for Your Post

1,141 People Reached

122 Reactions, Comments & Shares

| | | |
|----------------------|----------------------|------------------------|
| 89 Like | 18 On Post | 71 On Shares |
| 12 Love | 3 On Post | 9 On Shares |
| 1 Wow | 0 On Post | 1 On Shares |
| 6 Comments | 3 On Post | 3 On Shares |
| 14 Shares | 14 On Post | 0 On Shares |

177 Post Clicks

| | | |
|--------------------------|-------------------------|----------------------------|
| 18 Photo Views | 0 Link Clicks | 159 Other Clicks |
|--------------------------|-------------------------|----------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 1 Hide Post | 1 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

Engage
landowners

Wollombi Valley Landcare
 Published by Anna Yerbury [?] · March 25 · 🌐

This video from Victoria answers the questions of why and how we should treat manage in wombats. We need to act now before wombats disappear from Wollombi.
 What Can You Do? Contact us here or by email to wollombi.landcare@gmail.com



YOUTUBE.COM
Wombat Mange Management
 Why we do what we do Donations:...

Performance for Your Post

1,124 People Reached

42 Reactions, Comments & Shares ⓘ

| | | |
|----------------------|---------------------|------------------------|
| 30 Like | 7 On Post | 23 On Shares |
| 2 Love | 0 On Post | 2 On Shares |
| 1 Sad | 0 On Post | 1 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 9 Shares | 8 On Post | 1 On Shares |

56 Post Clicks

| | | |
|-------------------------|----------------------------|-----------------------------|
| 0 Photo Views | 19 Link Clicks ⓘ | 37 Other Clicks ⓘ |
|-------------------------|----------------------------|-----------------------------|

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

Share videos
 Videos are engaging

Wollombi Valley Landcare
 Published by Anna Yerbury [?] · June 25 · 🌐

We have supplied 80 mange treatment kits so far this year! Thanks to everyone who is treating mangy wombats. This map shows how widespread the infestation is. Please contact us if you have seen any in your area or donate through <https://www.givenow.com.au/organisation/public/4656>

Performance for Your Post

1,096 People Reached

55 Likes, Comments & Shares ⓘ

| | | |
|--------------------|----------------------|------------------------|
| 47 Likes | 23 On Post | 24 On Shares |
|--------------------|----------------------|------------------------|

| | | |
|----------------------|---------------------|-----------------------|
| 3 Comments | 0 On Post | 3 On Shares |
|----------------------|---------------------|-----------------------|

| | | |
|--------------------|---------------------|-----------------------|
| 5 Shares | 5 On Post | 0 On Shares |
|--------------------|---------------------|-----------------------|

135 Post Clicks

| | | |
|--------------------------|---------------------------|-----------------------------|
| 47 Photo Views | 2 Link Clicks ⓘ | 86 Other Clicks ⓘ |
|--------------------------|---------------------------|-----------------------------|

NEGATIVE FEEDBACK

0 Hide Post **1** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Google My Maps
 Encourage others and
 provide information

Wollombi Valley Landcare
 Published by Anna Yerbury [?] · May 29 · 🌐

Come and see our stall at the upcoming Wollombi June long weekend market. Besides our raffle, we will have these cute little toy wombats for sale. All profits will go towards our efforts to eradicate munge in the Wombats of Wollombi.



Performance for Your Post

1,026 People Reached

64 Likes, Comments & Shares ⓘ

| | | |
|----------------------|----------------------|------------------------|
| 45 Likes | 15 On Post | 30 On Shares |
| 6 Comments | 2 On Post | 4 On Shares |
| 13 Shares | 11 On Post | 2 On Shares |

97 Post Clicks

| | | |
|-------------------------|---------------------------|-----------------------------|
| 7 Photo Views | 0 Link Clicks ⓘ | 90 Other Clicks ⓘ |
|-------------------------|---------------------------|-----------------------------|

NEGATIVE FEEDBACK

| | |
|-------------------------|-------------------------|
| 0 Hide Post | 0 Hide All Posts |
| 0 Report as Spam | 0 Unlike Page |

Reported stats may be delayed from what appears on posts

Sell wombat related merchandise

100% of sales less costs went to Wollombi Valley Landcare for the treatment of munge



Browse Features Learn Pro

Design anything. Publish anywhere.

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.

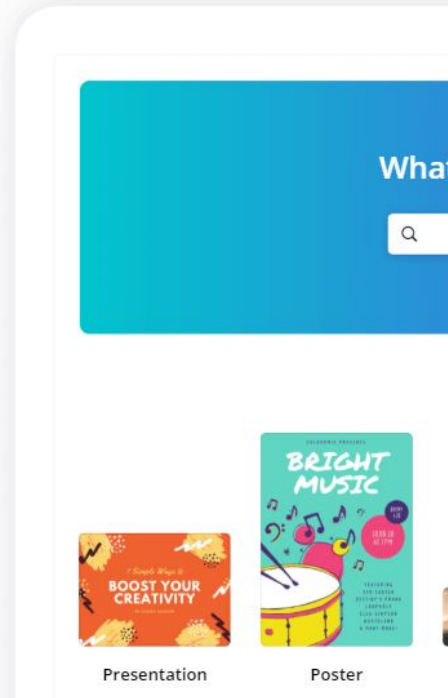


Sign up with Facebook



Sign up with Google

Sign up with email



Create posters and Facebook posts using Canva.com

Free online software



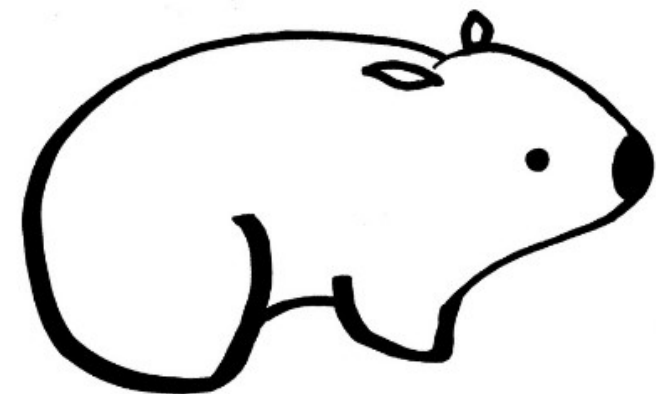
Slow Down for
Wildlife signs on
private land funded
by landowner



Presentations and field excursions at local schools



Fund Raising



Wombats of Wollombi



Help Treat Mange

DONATE NOW!

CONTACT WOLLOMBI LANDCARE AT
WOLLOMBI.LANDCARE@GMAIL.COM.

Over \$8000 raised
in 2019



Partnerships with local artists

5% of sales (and 100% sales of greeting cards) went to Wollombi Valley Landcare for the treatment of mange



Created by Sally Sullivan

**CHECK OUT THESE WONDERFUL
HAND KNITTED ANIMALS
ON SALE AT THE
WOLLOMBI GENERAL STORE**

All proceeds go towards eradicating
mange in the wombats of Wollombi

Partnerships with local artists

100% of sales went to
Wollombi Valley Landcare
for the treatment of
mange



Partnerships with local crafters

100% of sales went to Wollombi Valley Landcare for the treatment of mangle

Donate Now

LOOK FOR THE WOMBAT MONEY BOXES



Money boxes in local businesses

7 boxes raised \$420

AVAILABLE AT - GNTP, WOLLOMBI PUB AND
THE ABORIGINAL ARTS AND CULTURE

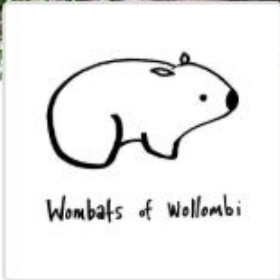
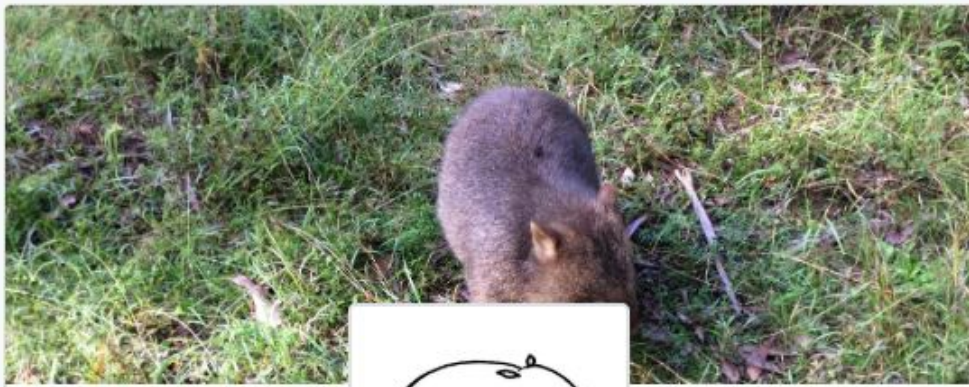


Partnerships with
local businesses
Donations for raffles



Partnerships with local organisations

This year the Sculptures in the Vineyards is donating a % of funds raised to us.



Wollombi Valley Landcare - Wombats of Wollombi

Wombats of Wollombi

Wombat Mange Awareness and Treatment Program 2019

GiveNow

GiveNow website

Random donations around tax time and for those who want a receipt.



THURSDAY 10.30AM
LEVEL 1 CONFERENCE ROOM

HOT CROSS BUNS for the WOMBATS of WOLLOMBI

All donations go towards eradicating mange.
Thank you!

Fundraising

100% of sales went to
Wollombi Valley Landcare
for the treatment of
mange

What next?

- Collect data – cameras and Biodiversity Conservation Trust (also provided funds for the program)
- Continue awareness through social media and other avenues
- Continue fundraising
- Communicate increased dosages to landowners



Illawong Creek, Guthega

Thanks and
questions?

Please like us on Facebook!

