



Department of
Primary Industries and
Regional Development

Protect
Grow
Innovate

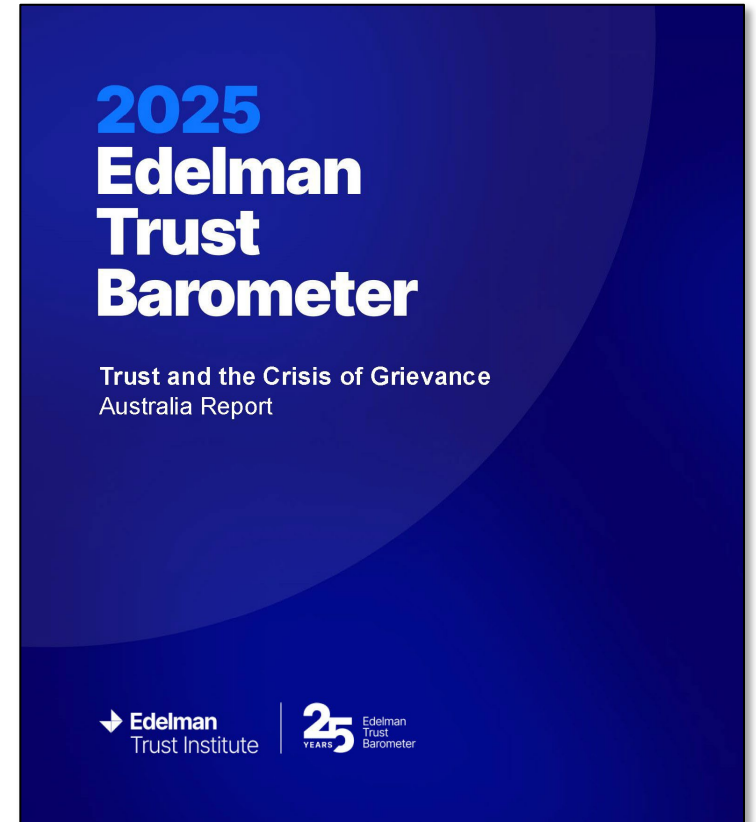
The Trust Trap: Building trust in an age of doubt

Marcus Visic

Plant Biosecurity Communications Manager

Global rise in distrust

- A higher sense of grievance instils a zero-sum mindset
- How do we build trust to support surveillance activities?



47%

of Australians trust
Government

37%

of Australians trust
Media

69%

Worry government,
business and media
purposely mislead the
public

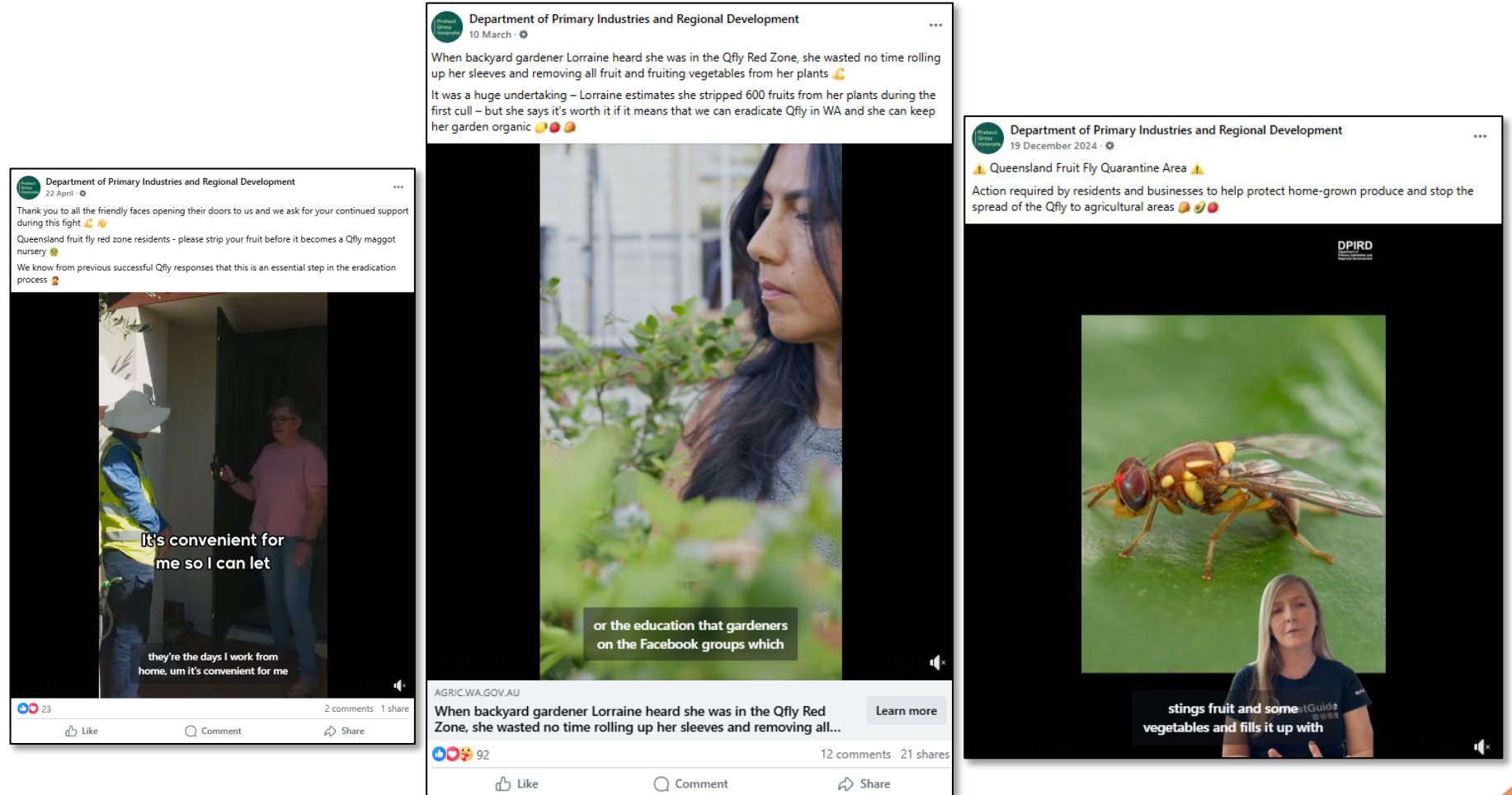
So, who do Australians trust?

77%

of Australians trust
scientists

66%

of Australians trust their
neighbours



We need to talk about the word 'surveillance'

The word surveillance can evoke:

- a perception of looking for wrongdoing
- Concerns about loss of freedom or privacy
- Concerns about government overreach

How do we reframe surveillance in the context of biosecurity so it is viewed as protection rather than control?



Make it personal and localised

The State Government is calling on Western Australians to

- Use localised, personalised framing
- Highlight direct benefits


We understand that removing all host fruit from your garden is a sacrifice - it is a temporary measure but a powerful one.


If Qfly is not eradicated, we risk losing the ability to grow and enjoy our own produce, leading to a significant loss in the quality and enjoyment of our home gardens.

We look forward to working with you to keep WA's gardens and horticultural industries thriving.



wa.gov.au/qfly

**You are in a Qfly Quarantine Area**

**Protect Grow Innovate**

January 2025

Dear resident,

Queensland Fruit Fly (Qfly) has been detected in your area and a Quarantine Area with restrictions on the movement and management of host fruit and fruiting vegetables is now in place.

The Department of Primary Industries and Regional Development (DPIRD) has commenced eradication activities to stop the spread of Qfly. It is vital for WA's horticultural industries, as well as home gardeners that we eradicate the pest swiftly.

Qfly is a highly destructive pest, capable of infesting over 300 types of fruits and vegetables, including chillies, tomatoes, and capsicums. A full host list is available on our web page.


DPIRD officers are moving through your area, conducting trapping, inspections and baiting activities on both public and private premises.

What you need to do - your actions help protect WA's gardens and farmers

- Assist in breaking the Qfly lifecycle by stripping all fruit and fruiting vegetables from host plants in your garden, regardless of ripeness.
- Treat or eat all home grown or store-bought host fruit and fruiting vegetables using any of these methods - cooking, processing, freezing or solarising by securing fruit in a black plastic bag and placing on a hard surface in direct sunlight for more than seven days. After treating securely bag and put into general waste, not green waste or FOGO.
- Stop the spread of Qfly by not sharing host fruit with friends or relatives. This excludes fruit that has been cooked, frozen or cut into bite-sized pieces.
- Visit the website for regular updates on response activities.
- Report suspect Qfly via the MyPestGuide® reporter app or the Pest and Disease Information Service (PADIS) on 08 9368 3080, or email padis@dpird.wa.gov.au

We understand that removing all host fruit from your garden is a sacrifice - it is a temporary measure but a powerful one that is designed at limiting the risk to your garden in the long term. If Qfly is not eradicated, we risk losing the ability to grow many fruit and vegetables without the ongoing use of pesticides.

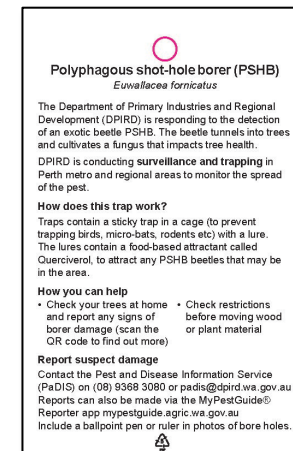
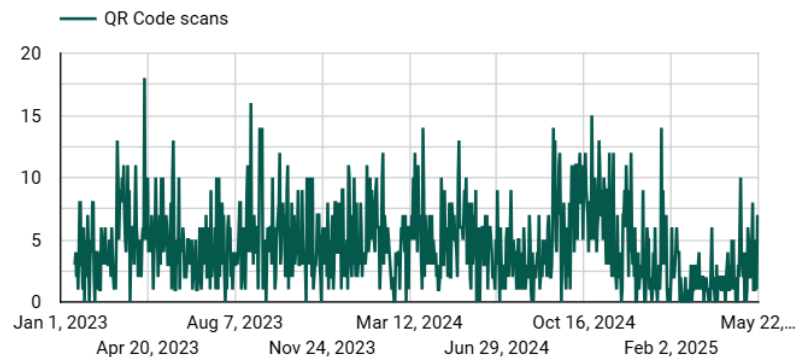
We look forward to working with you to keep WA's horticultural industries and gardens thriving. For further information visit our webpage or scan the QR code for updates.

wa.gov.au/qfly

PNDR 34-01 JAN 2025

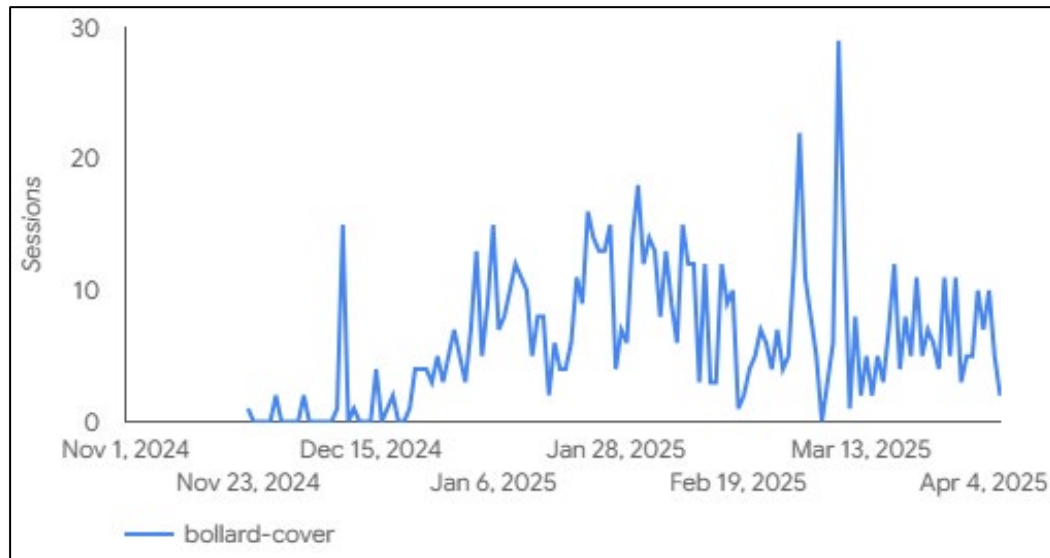
Use traps as public engagement tools

- Traps are conversation starters
- Be transparent - the public often wants to be part of the surveillance efforts
- Adopt traps / DIY traps
- How can data be shared while protecting privacy?



Community Champions and trusted businesses

- Empower stakeholders bring them on the journey
- Who do people look to as a leader or benchmark?



Start with a chat, not a checklist

- Face-to-face engagement is the most effective way to gain trust and obtain social license.
- Make surveillance relational, not just transactional
- Interactions aren't always one-and-done



Summary

- Trust can be hard to gain but easy to lose
- Make it personal – what's in it for them?
- Invite collaboration – turn surveillance into an exciting shared mission
- Use social proof to show others are participating
- Make surveillance not just technically sound, but people-ready



Thank you

dpird.wa.gov.au



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