

#PanamaTR4protect

Stakeholder communication toolkit

Do you want to help protect our Far North Queensland community from a banana plant disease?

This toolkit will help you, as our stakeholders, to share messaging within your networks, and to your clients and value chain. The aim is to raise awareness of Panama disease tropical race 4 (Panama TR4) and what everyone can do to help protect our community from this potentially devastating banana disease.


Please refer to the [#PanamaTR4protect](https://panamatr4protect.com.au/) website for further information. This is the main information source for awareness about the disease, with links to factsheets and resources for growers, service providers, farm workers and community in general.

Below is a list of assets that we encourage you to use for promotion of Panama TR4 awareness:

Social media


This content has been created specifically for social media. You have full permission from the Panama TR4 Program to copy and post all information as written below for your Facebook or other social media pages. Alternatively, click on the link in the right-hand column and share a previous Facebook post.

Target audience: Visitors to region


 <p>Request graphic.</p>	<p>👉 When in FNQ, be like Bruce 👉</p> <p>If you're planning on travelling to Far North Queensland, be like Bruce and stay off banana farms.</p> <p>Bruce often buys bananas from roadside stalls when he visits the north. Bruce does not go on the banana farm, he stays in the public access area. Bruce knows that Panama TR4 lives in the soil and can be spread by people movement, so he enjoys looking at banana farms from a distance.</p> <p>❌ Don't enter banana farms to take photos ❌</p> <p>✅ Only enter farms with permission from the grower ✅</p> <p>We can all be like Bruce and help to protect our banana industry from Panama TR4. 😊</p> <p>Learn more about Panama TR4: https://panamatr4protect.com.au/</p>	<p>Or share the link from Biosecurity Queensland:</p> <p>(2) Facebook</p>
<p>Request original video for upload. [animated video]</p>	<p>👉 Spread the word, not the disease 👉</p> <p>As we've seen during the COVID-19 pandemic, we all play a role in minimising the spread of diseases. This also applies for plant diseases that can have devastating impacts on farming families, communities and regional economies.</p> <p>Whether you call beautiful North Queensland home for a few days, months, or even years, you too can play</p>	<p>Or share the link from Biosecurity Queensland:</p> <p>https://fb.watch/6qjrZHRGk/</p>

	<p>your part in helping to prevent the spread of Panama TR4.</p> <p>✗ Never enter a banana farm without permission ✗</p> <p>But do keep your eyes peeled for Panama TR4 👁️ Report suspect plants to 13 25 23.</p> <p>✓ Help us protect our banana industry and North Queensland communities from Panama TR4 ✓</p>	
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Target audience: FNQ community

 <p>panamatr4protect.com.au</p> <p>Request image.</p>	<p>🔒 Don't enter banana farms 🔒</p> <p>Biosecurity is everybody's responsibility - help spread the word, not the disease.</p> <p>✗ Don't enter a banana farm without permission from the grower ✗</p> <p>✓ Keep your eyes peeled for Panama TR4 ✓</p> <p>Learn more about Panama TR4: panamatr4protect.com.au/</p>	
<p>Request original video for upload. [video – don't enter banana farms]</p>	<p>🔒 Banana farms are off limits 🔒</p> <p>Biosecurity is everybody's responsibility - help spread the word, not the disease.</p> <p>✗ Don't enter a banana farm without permission from the grower ✗</p> <p>✓ Keep your eyes peeled for Panama TR4 ✓</p> <p>Learn more about Panama TR4: panamatr4protect.com.au/</p>	<p>Or share the video from ABGC: https://fb.watch/6qil8vY5UI/</p>

Target audience: Service providers to the banana industry

 <p>panamatr4protect.com.au</p> <p>Request image.</p>	<p>🔒 Do you work on or around banana farms? 🔒</p> <p>Many jobs involve visiting banana farms, from fixing tractors to sampling soil or water for scientific purposes. In all cases, it's important to follow a few key steps to prevent the spread of Panama TR4.</p> <p>Don't enter a banana farm without permission from the grower, as many growers have strict biosecurity entry and exit procedures to protect their farms and the industry from this serious disease. So what else should we do?</p> <p>Have a look at https://panamatr4protect.com.au/visitors/.</p> <p>✓ Do the right thing by never entering a banana farm without permission ✓</p> <p>✓ Always follow on-farm biosecurity practices ✓</p>	
<p>Request original video for upload. [video – cleaning vehicles]</p>	<p>🔒 Do you work on or around banana farms? Then this video is for you! 🔒</p> <p>Dirty vehicles are a big risk to the biosecurity on farms, so it's important that they get a regular wash down.... and it's important that you know how to do it! We'll show you how at www.panamatr4protect.com.au/visitors.</p> <p>Thanks for helping us protect our precious banana industry. #PanamaTR4protect</p>	<p>Or share the video from Biosecurity Queensland: https://fb.watch/6qj2vwA8VR/</p>

Target audience: Banana farm workers

<p>Request original video for upload. [video – working on a banana farm]</p>	<p>👉 Are you looking for work on a farm? Then this video is for you! 👈</p> <p>Get a head start by knowing about Panama TR4 and the common rules of working on a banana farm.</p> <p><input type="checkbox"/> Don't enter a banana farm without permission from the grower ✗</p> <p><input checked="" type="checkbox"/> Always follow farm rules ✔</p> <p>Learn more at https://panamatr4protect.com.au/workers/</p> <p>#PanamaTR4protect</p>	<p>Or share the video from Biosecurity Queensland:</p> <p>https://fb.watch/6qICCIxnb-/</p>
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Newsletter content

Please use this content in your own newsletters and other communications with your communities of interest.

General newsletter article for service providers (100 words)

Help us spread the word about Panama TR4, not the disease.

Panama disease tropical race 4 (Panama TR4) is a serious disease of banana plants that is present in Tully, Far North Queensland. It's one of the greatest threats to worldwide banana production, and in some countries has had a devastating impact on industries and livelihoods. If not managed, Panama TR4 has the potential to do the same here. You can help protect our banana industry by never entering a farm without permission from the grower. If you do have permission to enter a farm, make sure you come clean and leave clean. For further advice go to panamatr4protect.com.au.

General newsletter article for community (60 words)

Banana growers in Far North Queensland are working hard to protect their farms from a disease called Panama TR4 and they need your help. Make sure you don't enter any banana farm without permission from the grower. If you do have permission to enter a farm, make sure you follow farm rules as well as come clean and leave clean. For further advice go to panamatr4protect.com.au.

Subscribe to receive updates about Panama TR4

The Panama TR4 Program issues a quarterly newsletter to anyone who is interested in subscribing at [Subscribe \(vision6.com.au\)](http://Subscribe.vision6.com.au).

Contact details for further advice

This information is delivered by the Panama TR4 Program, a joint initiative between the Queensland Government and the Australian Banana Growers' Council (ABGC). If you would like further information about Panama TR4 or biosecurity, contact the Program on 07 4091 8140 or email panamatr4@daf.qld.gov.au.

To report a plant with symptoms of Panama TR4 call Biosecurity Queensland on 13 25 23.

Follow the [ABGC Facebook page](#) for alerts about Panama TR4.