



Project Overview for Local Area Coordinators

Local Area Coordinators are volunteers who engage, assist, and support land managers to undertake fox and rabbit control—through baiting and shooting—on their own properties. This work is carried out with guidance from a central coordinator and forms the backbone of the *local action for regional results* approach.

This model also provides strong opportunities for sponsors and partners to connect with an engaged and strategically important community. Each year, around 25 Local Coordinators promote and run events across the majority of the Agricultural Zone of Western Australia. Their local efforts are strengthened by broad media promotion from the central program.

Program Participation & Outcomes (2014–2024)

Year	Number of events held	Number of community groups	Number of People	Number of foxes culled	Number of cats culled	Number of rabbits culled
2014	36	36	933	4538	313	4842
2015	30	28	1087	4196	219	2687
2016	29	26	435	1557	61	760
2017	39	34	814	2428	150	590
2018	50	28	1071	4398	394	4633
2019	34	31	1125	4347	186	1315
2020	43	32	995	3720	182	2615
2021	29	27	1131	3635	183	2372
2022	26	18	678	2571	169	1523
2023	27	26	854	3657	262	1233
2024	32	20	632	2806	223	1784
Total	375	306	9755	37853	2342	24354

Who Are Local Coordinators?

Local Coordinators come from diverse backgrounds, including:

- Local Government Authorities
- Landcare groups and officers
- Sporting and community groups
- Individual volunteers
- Local businesses



Each event offers coordinators the opportunity to:

- Raise their organisation's profile
- Fundraise
- Provide education and outreach
- Promote merchandise
- Contribute directly to healthier, more sustainable ecological systems

The Red Card for Rabbits and Foxes program provides coordinators with a comprehensive step-by-step guide, including templates and support documents, to help run successful shooting and baiting events.

Coordinator Responsibilities – Shooting Events

1. Register as a Local Coordinator at www.redcard.org.au/registration.
2. Identify landholders willing to host participants.
3. Choose a suitable location for tallying and breakfast/social activities.
4. Promote the event locally.
5. Register participants through your organisation.
6. Record results.
7. Submit tallies—including participant numbers—to www.redcard.org.au/results.

Coordinator Responsibilities – Hotbaiting Period

1. Register as a Local Coordinator.
2. Provide landholders with baiting forms and accreditation information.
3. Landholders complete accreditation and are then able to lay 1080 baits.

Opportunities for Sponsorship and Engagement

Across both shooting and baiting activities, coordinators are encouraged to:

- Seek local sponsorship for prizes.
- Build community engagement through social events.
- Strengthen regional collaboration and awareness.

Program Support

Red Card is supported by:

State NRM, Regional Men's Health Initiative, and Wheatbelt Natural Resource Management.