



Murray Region Forestry Hub

Blackberry Project | One Page Strategic Plan

Vision →

A healthy, productive Murray Region where blackberry infestations are sustainably managed and progressively reduced across all tenures through a collaborative, landscape-scale approach. This will protect biodiversity, reduce fire risk, enhance the productivity of enterprises, and restore the ecological balance of the landscape.

Pillars →

Collaborative Management and Governance

Research and Innovation

On-Ground Implementation and Demonstration

Goals →

- Establish a multi-stakeholder management group to provide leadership, coordination, and accountability for a unified, cross-tenure blackberry management initiative.

- Develop a robust research program to identify and implement innovative solutions for sustainable blackberry management.

- Deliver targeted, collaborative control programs that integrate research findings, demonstrate measurable impacts, and inspire broader adoption.

Desired Outcomes →

- Unified action across tenures and stakeholders.
- Efficient use of resources, with minimal duplication.
- High levels of accountability, transparency, and community buy-in.

- Long-term investment in innovative solutions that deliver measurable reductions in blackberry infestations.
- Practical tools and strategies that can be adapted to diverse land tenures and environmental contexts.
- Informed decision-making supported by robust data and research.

- Demonstrated success in reducing blackberry infestations through pilot projects.
- Broader adoption of effective control measures across land tenures.
- Enhanced community and stakeholder buy-in, driving sustained action.