



NHAA Members

Weed Walk Kit

Support to run walks in your area to connect people and plants

Weed Walk Kit Objectives:

NHAA supporting members in their business development. Helping members to create an additional income stream and/or marketing and PR opportunity in their local communities

PR for Herbal Medicine and NHAA:

- Making herbal medicine more accessible
- Education around self-sufficiency (wild crafting) medicine and food
- Enhance awareness and experience of viz mediatrix naturae and connection

NHAA Membership inclusion: As an evolving tool kit, members can contribute to and evolve the weed walk kit as a resource for NHAA members. For example, this could be adding in “weed” monographs for reference of other members or sharing insights/tips into how run the event

To do list for weed walk:

Select a date and time to enable the most people to attend:

- Each season has a particular array of plants coming into their own. Consider this in your planning.
- Take into consideration what your participants have going on in their lives. For example, sports, kids holidays, household duties, work obligations.
- Also consider day light savings giving extra light time
- Weekends can be great, but also week day evenings, or even lunch times



NHAA Members

Weed Walk Kit

Support to run walks in your area to connect people and plants

- Duration of weed walk could be 30 mins (ideal for lunch time sessions) upto 90 mins, with a cup of tea and herb-inspired snack at the end.

Scout your location which is rich in flora and accessible:

- Route selection can be a little challenging.
- Consider creeks that are not highly cultivated. Or uncultivated sites and overgrown allotments, grazing paddocks. Even parklands can offer an array of species.
- Seek permission from the owners on all private land.
- Research needed prior regarding indigenous owners
- Take a walk and identify your route. Depending on the density of species in the area, you might want to have a route that is anywhere from 20m to 500m long.
- Identify your series of plants. Begin to sculpt a story line for your attendees to be guided on.

Safety considerations:

- As a full NHAA member you will have professional indemnity and public liability insurance – *please check directly with your insurer* to ensure that outdoor walking tours are included in your policy
- You might include a waiver in your ticket purchasing process, for example:
- “When you purchase a ticket to the weed walk, you accept full responsibility for your safety during the walk. All caution will be taken to ensure your safety during this time.”



NHAA Members

Weed Walk Kit

Support to run walks in your area to connect people and plants

- It is important that you keep your participants safe while they are on your tour. At the beginning of the talk make them aware of safety elements in relation to traffic, ditches, sampling, staying together, snakes etc
- Assume most council areas have been poisoned with sprays and traffic fumes and are not safe for consumption. Seek local knowhow, your local council, local contractors etc
- Mis-identification is common. Build your confidence in plant identification prior to your tour.

if in doubt leave it out'

Additional Considerations

- **Promotional materials and promotional plan:** Marketing materials, template for poster and fliers, images bank, media release example, scheduling of promotions, Facebook events etc. Brainstorm on ways to attract people in; types of collaborations to form (with local nurseries or health food shops)
- Structure ideas for dealing with rain/inclement weather
- Add ons: cooking classes, medicine making, stopping for tea, nature meditation or mindfulness experience

Remember: download your monographs for use from NHAA website