

White featherflower

E n d a n g e r e d f l o r a o f W e s t e r n A u s t r a l i a

**If you think you've seen this plant, please call the
Department of Environment and Conservation's (DEC's)
Moora District on (08) 9652 1911.**



Close up of the white featherflower, note the pink centres and the feathery petals. Photo – Emma Richardson

Verticordia albida is commonly known as white featherflower. It is a tall shrub, up to three metres in height and develops a straggly appearance when mature. Masses of large white feathery flowers with pink centres are produced on spikes from November to January.

Fred Lullfitz collected the first specimen of this spectacular featherflower in 1961. Numerous surveys since then have located only a handful of places where it occurs. The species grows

amongst dense scrub on grey to yellow sand over laterite.

Vegetation clearance is considered to be the principal cause of the rarity of the species. The extremely restricted distribution of the species is a major threat to its survival, and any local threat may result in its extinction in the wild.

In 1992 the species was accorded a Priority One rating. However, the low numbers of plants and the threats

associated with narrow road reserves warranted upgrading of its status to declared rare flora in 1994. It was ranked as critically endangered in September 1995.

DEC has set up the Moora District Threatened Flora Recovery Team to coordinate recovery actions that address threats to the survival of the species in the wild (see overleaf).

Major threats to the populations are weed invasion, inappropriate fire regimes, grazing and drift of agricultural chemicals. The roadside population is also at risk from dieback disease (caused by plant pathogens) and accidental destruction.

The species is currently known from only a few populations and DEC is keen to know of any others.

If unable to contact the District Office on the above number, please phone DEC's Species and Communities Branch on (08) 9334 0455.


Recovery of a species

DEC is committed to ensuring that critically endangered taxa do not become extinct in the wild. This is done through the preparation of a Recovery Plan or Interim Recovery Plan (IRP), which outline the recovery actions that are required to urgently address those threatening processes most affecting the ongoing survival of the threatened species in the wild and begin the recovery process.

IRPs are prepared by DEC and implemented by regional or district recovery teams consisting of representatives from DEC, Botanic Gardens and Parks Authority, community groups, private landowners, local shires and various government organisations.



Department of
Environment and Conservation

Our environment, our future 



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Roadside habitat of white featherflower.
Photo – Gina Broun

Recovery actions that have been, and will be, progressively implemented to protect the species include:

Protection from current threats:
control of weeds; conducting further surveys; and regular monitoring of the health of the populations.

Protection from future threats:
continued implementation of the approved translocation proposal; maintenance of dieback hygiene; maintenance of buffers of natural vegetation around populations; development of a fire management strategy; collection and storage of seed at DEC's Threatened Flora Seed Centre; maintenance of live plants away from the wild (i.e. in botanical gardens); and researching the biology and ecology of the species. Other actions include ensuring that relevant authorities, landowners and DEC staff are aware of the species' presence and the need to protect it, and that all are familiar with the threats identified in the Interim Recovery Plan.

IRPs will be deemed a success if the number of individuals within the population and/or the number of populations have increased.

This project is funded by the Australian and State governments' investment through the Natural Heritage Trust, administered in the Midwest Region by the Northern Agricultural Catchments Council.



Above: Flower spikes of white featherflower.
Below: Multiple flower spikes of the white featherflower. Photos – Emma Richardson

