

LANDCARE TASMANIA

Strategic Plan



Landcare
Tasmania

2022-2027

Landcare Tasmania
acknowledges and pays
respect to Tasmanian
Aboriginal people as the
traditional and original
owners, and continuing
custodians of this land
and acknowledges Elders
– past, present and
emerging.

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Overview

Context

This document defines Landcare Tasmania's high-level vision for the next 5 years. It is intended to be read in conjunction with Landcare Tasmania's operational plans which are prepared annually for each financial year. The preparation of this document has been informed by feedback from our members. We thank Landcare Tasmania's staff, Board and Members Council for their contributions in preparing this plan.

Role

We are the peak body that works to represent, support, strengthen and grow the grassroots community Landcare movement in lutruwita/Tasmania.

Since 1994, Landcare Tasmania has been empowering people to make a difference. Our members are people in local communities who volunteer their time and resources to care for our land and coasts, waterways and wildlife. They are supported by a community of donors, and our broad network of technical experts, partners, and supporters.

Landcare Tasmania is a non-political, not-for-profit charity and Registered Environmental Organisation.



An aerial photograph of a Tasmanian landscape. In the foreground, a dark river flows through a lush green field. To the right of the river, a group of people is gathered on a grassy bank. The middle ground shows a mix of green fields and dense, dark green forests. In the background, a range of blue mountains stretches across the horizon under a cloudy sky.

VISION

All Tasmanian communities are empowered and enabled to care for the land and water of lutruwita/Tasmania



MISSION

We build resilience and capacity to protect, restore and manage Tasmania's landscapes by connecting, supporting and educating the community.

Purpose

The purpose of the Association is to represent, strengthen, support and grow Tasmania's community Landcare movement.

Objectives

The objects of the Association are to:

- promote Community Landcare;
- connect people and organisations with an interest in Landcare;
- support Landcarers with administration, information and funding;
- represent Community Landcare as an advocacy body; and
- establish and maintain a public fund to be called the Tasmanian Landcare Fund for the specific purpose of supporting the environmental objects/purposes of Landcare Tasmania.



How we work

Board

Our volunteer Board members are selected based on a skills-matrix and elected by the membership. The Board is focused on organisational governance. The Board and Members Council both have subcommittees and working groups for various projects.

Staff

Management to deliver the strategic direction, and to provide the services members need, is delegated to the CEO and delivered by a small team of staff, totalling approximately 4 FTE plus extra project officers when required by funding agreements.

Members Council

The volunteer Members Council is a standing subcommittee of the Board that provides advice on strategic direction, represents the members, and is actively involved in many of our initiatives.

Volunteers

Volunteers are the cornerstone of the community Landcare movement. The role of Landcare Tasmania's office and event volunteers is to support our day to day operations, which includes data entry, phone calls, content writing, fulfilling shop orders, event support, and more. This is in addition to the thousands of volunteers on the ground and on the committees of our 300+ member groups.

National Landcare Network

The National Landcare Network (NLN) is the representative body for Landcare groups across Australia and works to provide a voice for Landcare at the national level. Landcare Tasmania is a member of the NLN with representatives on the Board and Members Council.



Members

An important feature of Landcare Tasmania is that our members operate independently. How they organise themselves and what they choose to work on is largely determined by them. We provide guidance and resources to ensure they can take effective action and ensure safety.

Groups

Group membership is available to groups of people large and small, incorporated or unincorporated, working on private or public land, as long as their aim in joining is to improve the health of our landscapes.

Community Groups: Landcare, Bushcare, Coastcare, Wildcare, "Friends of" groups, wildlife care & rescue, Tasmanian Aboriginal groups, issue-focused groups or other volunteer groups

Property-Based Groups: Landowners and managers who aim to involve friends, family, and/or people from the wider community as volunteers

School Groups: Groups within or associated with a school, working with students

Individuals

Any individual can become a member. Many join to support the community Landcare movement. Others join to get support for projects. Individuals do not have voting rights.

Associates

Associate membership is open to organisations such as businesses, councils, and other community groups and people who do not meet the requirements of being a community care group or an individual member. Associates do not have voting rights.



Our Fund

Tasmanian Landcare Fund

The Tasmanian Landcare Fund (TLF) supports all of our programs, including our core member services as well as much needed grants directly to member-driven projects. Landcare Tasmania Inc. is a charity registered with the ACNC and listed on the Register of Environmental Organisations. The Tasmanian Landcare Fund (TLF) is our public fund, which can receive tax deductible donations.

The Board acts as the management committee of the TLF, ensuring that all funds are managed in line with the Constitution and objectives of Landcare Tasmania, and in accordance with our status as a Registered Environmental Organisation.

In grant rounds awarded to members, an independent technical panel of experts assesses each round of member applications. Members can submit an expression of interest for funding and support at any time through our Project Bank. We administer one round of grants per year. All grants are value-added by members who volunteer their time and other resources.



Donors

Our community of donors is vital to the success of community Landcare.

Donations not only help with project funding, they help us raise the voice of community Landcare, attracting funding partnerships and collaborations to add even more value to the dollar. Importantly, all funds raised stay in Tasmania.

Donors can view all projects seeking funding via our Project Bank.



Context

Think global

The community Landcare movement sits at the important junction between people and nature, and is indeed an international movement.

There is increasing global attention on the intersection of social, economic and environmental health and wellbeing, as seen by the launch of the **UN Sustainable Development Goals** (2015) and the **UN Decade on Ecosystem Restoration** (2021).

The community Landcare movement is well-placed to play an important role in supporting change. A report released by Landcare Australia and KPMG in 2021, '**Building resilience in local communities: The wellbeing benefits of participating in Landcare**', found significant wellbeing benefits from being a Landcarer, including higher mental and physical health.

Over the next 5 years we aim to report on our alignment with the **Decade on Ecosystem Restoration** principles, and the relevant **Sustainable Development Goals**.



Act local

At Landcare Tasmania, we work to guide our programs and our members towards best-practice actions referring to many established guidelines and standards. We seek significant input from leaders in ecosystem restoration, regenerative agriculture, volunteer engagement and environmental education. Many fields we work in are still emerging. Our programs are dynamic and are continually refined based on available information and resources.

As part of our ongoing review, over the next five years Landcare Tasmania will work to report on our contributions and alignment with several national and statewide frameworks, including, but not limited to, the **regional NRM strategies**, the **National Standards for the practice of ecological restoration in Australia** (SERA, 2018), and the **The National Standards for Volunteer Involvement** (Volunteering Australia, 2015).



Building resilience in local communities: The wellbeing benefits of participating in Landcare (KPMG, 2021)

Strategic Intent



1

Healthy Landscapes

Ensure community Landcare in Tasmania has a positive impact on the environment, land management and sustainability challenges in Tasmania.

2

Empowered Communities

Support and empower members to be well-resourced, confident, competent and committed participants in community Landcare initiatives.

3

Supportive Network

Build and maintain a broad-based network of meaningful collaborations, partnerships, donors and supporters.

4

Collective Voice

Build momentum, strength and growth for the community Landcare movement in Tasmania through broad publicity, inspiring outreach initiatives, and effective advocacy.

5

Strong Foundations

Maintain high standards of governance and transparency, and ensure members understand their role and legal obligations.

Achieve efficiency in systems that enable Landcare Tasmania to fulfil its core functions, reporting, and compliance obligations.

Diversify and grow Landcare Tasmania's income base to support growing membership.

Be widely recognised as a creative and values-based organisation with a healthy workplace culture.

Healthy Landscapes

IMPACT AREA:

Environmental Impact

Ensure community Landcare in Tasmania has a positive impact on the environment, land management and sustainability challenges in Tasmania

- 1.1 We connect members to experts in best-practice land management, conservation, and restoration techniques so they can be effective stewards of the land and water they care for
- 1.2 We link members with local Aboriginal organisations to incorporate traditional cultural knowledge and land management practices
- 1.3 We facilitate cooperation and knowledge sharing amongst landholders and community groups
- 1.4 We direct external funding and facilitate projects at larger scales, to align long-term environmental outcomes over entire catchments and bioregions
- 1.5 We combine training and info sessions with on-ground actions to maximise impact and minimise risk of project failure
- 1.6 We monitor and report on immediate and long term outcomes of our projects
- 1.7 We assist our groups to implement best practice environmental management frameworks and standards in their work



Empowered Communities

IMPACT AREA:

Building Capacity

Support and empower members to be well-resourced, confident, competent and committed participants in community Landcare initiatives

- 2.1 We provide opportunities for networking and training
- 2.2 We provide opportunities for members to source funding for their projects
- 2.3 We provide essential administrative support to member groups
- 2.4 We provide opportunities to celebrate achievements and address shared challenges
- 2.5 We are a conduit to appropriate technical assistance for projects
- 2.6 We provide guides and educational resources
- 2.7 We attract community interest in volunteering



Supportive Network

IMPACT AREA:

Collaboration

Build a broad-based network of meaningful collaborations, partnerships, donors, and supporters

- 3.1** We foster partnerships that are mutually beneficial and share common values with community Landcare
- 3.2** We strengthen current relationships and maintain regular contact with our partners, collaborators, and donors
- 3.3** We establish working groups (subcommittees) that inform effective program development
- 3.4** We act as a conduit between different parts of our network



Collective Voice

Build momentum, strength and growth for the community Landcare movement in Tasmania through broad publicity, inspiring outreach initiatives, and effective advocacy

IMPACT AREA:

Engagement

- 4.1** We are visible statewide
- 4.2** We provide inclusive and accessible pathways to get involved and stay involved
- 4.3** We highlight the value of the Landcare movement to the general public
- 4.4** Our members are our strongest advocates

IMPACT AREA:

Advocacy

- 4.5** We are the public voice for community Landcare
- 4.6** We raise community awareness of issues to drive behavioural and structural change
- 4.7** We build support across all levels of government while remaining politically neutral
- 4.8** We represent Landcare Tasmania's interests through the National Landcare Network

IMPACT AREA:

Communication

- 4.9** Our communications inspire community involvement whether as participants, donors, or partners
- 4.10** We reach people where they're at by using multiple platforms
- 4.11** We use our platform to share our members' stories, events, and activities
- 4.12** We provide easy access to information about Landcare Tasmania, our programs, projects, and resources for members
- 4.13** We report on the benefit of financial contributions
- 4.14** We communicate using plain English, respect, and transparency

Strong Foundations

IMPACT AREA:

Effective Governance

Maintain high standards of governance and transparency, and ensure members understand their role and legal obligations

- 5.1** We seek Board and Members Council representatives with diverse skills, who will act in alignment with the values of the Landcare movement
- 5.2** We are transparent in how Landcare Tasmania is governed
- 5.3** We support Landcare groups to operate safely and to be informed of their legal obligations

IMPACT AREA:

Effective Service Delivery

Achieve efficiency in systems that enable Landcare Tasmania to fulfil its core functions, reporting, and compliance obligations

- 5.4** We review and improve user experience of our systems, including membership processing, access to services, grant applications and reporting
- 5.5** We invest in digital technologies to support service delivery
- 5.6** We identify, implement and report against best practice standards and frameworks



Strong Foundations

IMPACT AREA:

Financial Growth

Diversify and grow Landcare Tasmania's income base to support a growing membership

- | | |
|---|--|
| 5.7 We deliver a fundraising program to grow the Tasmanian Landcare Fund | 5.10 We ensure membership fees align with the value of services offered |
| 5.8 We identify and plan our funding needs for the long-term | 5.11 We consider and pursue a range of funding options to meet our goals |
| 5.9 We meet our obligations to funders and clearly communicate our value | 5.12 We ensure high standards of financial systems and managements of funds |

IMPACT AREA:

Organisational Culture

Be widely recognised as a creative and values-based organisation with a healthy workplace culture

- | | |
|---|--|
| 5.13 We provide a welcoming environment, fostering vibrant relationships among employees, volunteers, members, partners and supporters | 5.16 We manage and reward employees and volunteers sustainably |
| 5.14 We value diversity, and work to be an inclusive organisation | 5.17 We invest in training and resources that look after the wellbeing and professional development of our employees and volunteers |
| 5.15 We act in alignment with the values of the Landcare movement | |

300+

Member Groups

100+

Individual Members

5+

Associate Members



We thank you for your
ongoing support of
Landcare Tasmania

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