

# Victorian Landcare Facilitator Program

## Welcome Pack



Victorian  
**Landcare**  
Program



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# MODULE 1

# Welcome to Landcare



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# Welcome to the Victorian Landcare Facilitator Program



The 80 Landcare facilitators that are funded by Victorian Government through the Victorian Landcare Facilitator Program (VLFP) are exciting and dynamic roles that sit right at the grassroots of the community.

You have lots of scope in your Landcare facilitator role, and you are well placed to have a very positive impact on the groups, networks and communities where you provide support, and on the landscapes that you serve.

It's great to have you on board!

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# Welcome Pack Overview

The Victorian Landcare Facilitator Program Welcome Pack is made up of five (5) modules and an assessment. Completion of the assessment is recommended by all Landcare facilitators.

## MODULE 1

Welcome to  
Landcare

## MODULE 2

Strategic  
Links

## MODULE 3

Victorian Landcare  
Facilitator Program -  
Stakeholders

## MODULE 4

Program Logic & Key  
Work Areas  
for 2021-24 Victorian  
Landcare Facilitator  
Program

## MODULE 5

Landcare Facilitator  
Life

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# What is Landcare?

Landcare began in Victoria in 1986, when Joan Kirner, then Minister for Conservation, Forests and Lands, and Heather Mitchell, then President of the Victorian Farmers Federation, joined forces to create what was then called LandCare, a community-driven movement to address land degradation issues.



*Joan Kirner and Heather Mitchell in  
1996 at Landcare's 10th anniversary celebration*

Landcare now involves thousands of Victorians and Australians working together to protect and improve health of our land, biodiversity and waterways.

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# Victoria - 'home' of Landcare



The first Landcare group started in Victoria in November 1986.

A group of farmers near St Arnaud, in north central Victoria, formed the first Landcare group at Winjallok. Farming neighbours recognised they could be more effective and have greater impact if they worked together to design and implement practical solutions to address their shared land management issues.

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# Landcare in Victoria

Almost 40,000 Landcarers and environmental volunteers contribute their time each year to care for Victorian landscapes.

Approximately 1400 Landcare and environmental volunteer groups are caring for landscapes across the state.

More than 700 Landcare and environmental volunteer groups and networks are supported by the 80 VLFP Landcare facilitator roles funded through 2021-24 Victorian Landcare Facilitator Program (VLFP).



**40,000**  
Volunteers

There are 66 Landcare networks or consortiums.

Groups are working in rural, urban, and coastal areas on both private and public land.

Data source: *Volunteering Naturally - Understanding Victoria's Environmental Volunteering 2021* - data correct as at January 2022 and reflects the impact of COVID-19 on Landcare and environmental volunteer activity. Landcare group mapping data (2015), *Victorians Volunteering for Nature: Environmental Volunteering Plan* (2018), and the groups and networks supported by the 2021-24 Victorian Landcare Facilitator Program.

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# Landcare in Australia



In 1989, Rick Farley (National Farmers Federation) and Phillip Toyne (Australian Conservation Foundation), worked with the then Hawke Labor Government to create the National Landcare Program.

Landcare became a national program in July 1989 when the Australian Government, with bipartisan political support, announced its “Decade of Landcare Plan” and committed \$320 million to fund the National Landcare Program.

The growth of Landcare in Australia was rapid with 5,000 Landcare groups formed across the country within the first 15 years. There are now approximately 5,500 Landcare groups around Australia.

Landcare groups and networks work in partnership with government, corporates and NGOs to achieve their aims. While many Landcare groups and networks are based in rural areas, some groups are urban-based and concentrate on improving the conservation values of public parks and reserves.

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# Landcare Around the World



Today there are Landcare groups and projects in more than 20 countries.

In 2020, Global Landcare, a non-profit organisation, was established (in Victoria, Australia) to support overseas communities to sustain their land, water and biodiversity.

Global Landcare's Mission is: mobilising resources globally to support communities promoting and adopting the Landcare approach.

Global Landcare's Purpose is: our global network exists to promote, demonstrate, and strengthen Landcare values and approaches for local community-driven solutions for protecting, managing, and enhancing sustainable management of land, water and biodiversity.

What Global Landcare does:

- Capacity building and training.
  - Partnerships, networks and regional support.
  - Communications and advocacy.
  - Fundraising and project support.
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# Landcare 'caring hands' Logo

In Australia, the Landcare 'caring hands' logo and brand are widely recognised.

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For brand guidelines, logo usage information and to request a Landcare logo pack for your group click [HERE](#).



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# Landcare Is...



A grassroots movement based on community-driven local action.



The Landcare approach is when farmers, rural landowners, urban residents and people in coastal areas coming together to discuss their shared land management issues, and to design and implement practical collaborative solutions to address these issues.



Landcare is community-based and is structured around volunteer groups and networks who work to improve natural resource management to enhance, protect and restore our natural environment.



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# Landcare Is...

Landcare groups and networks are autonomous in their management, and are supported but not directed by government.

The Victorian Government has provided a program of support for Landcare since 1986 through what is known today as the Victorian Landcare Program (VLP). The funding provided through the VLP provides an enabling role for Landcare in Victoria.



Victorian  
**Landcare**  
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# A Landcare Group's Characteristics

Landcare groups are autonomous and independent entities, which determine their own boundaries and the focus of their activities.

There is no “typical” Landcare group, as they vary in:



**Focus**



**Public profile**



**Level of formality**



**Group size**



**Type of activities**



**Organisational structure**



**Type/level of support required  
by a Landcare facilitator**

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# Landcare Groups

A Landcare group usually starts when community members with shared goals or objectives come together to tackle local land management issues. Groups can form around a wide range of issues such as weeds, pest animals, waterway protection, or biodiversity conservation. Each group's focus, priorities and projects are driven by the interests of its members. Landcare facilitators can assist with the formation of new Landcare groups.

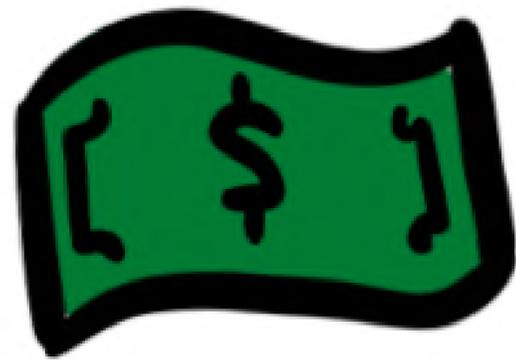
Landcare groups provide (landholders and members with) opportunities to:

- work together to address shared land management issues to improve an area's natural environment
- apply for project funding, participate in projects, and access resources
- increase knowledge and awareness of land management issues and best practice land management.



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# Landcare Groups



Landcare groups develop their own priorities and projects and apply for funding to implement their projects.



Volunteer committees administer and oversee a Landcare group's operations, apply for project funding, manage projects, and organise activities/events.

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# Landcare Networks



- Some Landcare groups come together to form a Landcare network or consortium, i.e. a network of Landcare groups.
- Landcare networks collaborate with their member groups to deliver events, share resources, and apply for funding.
- It is easier for government to work with Landcare networks rather than many 100s of Landcare groups.



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# Landcare Networks



Can be based around a waterway catchment area.



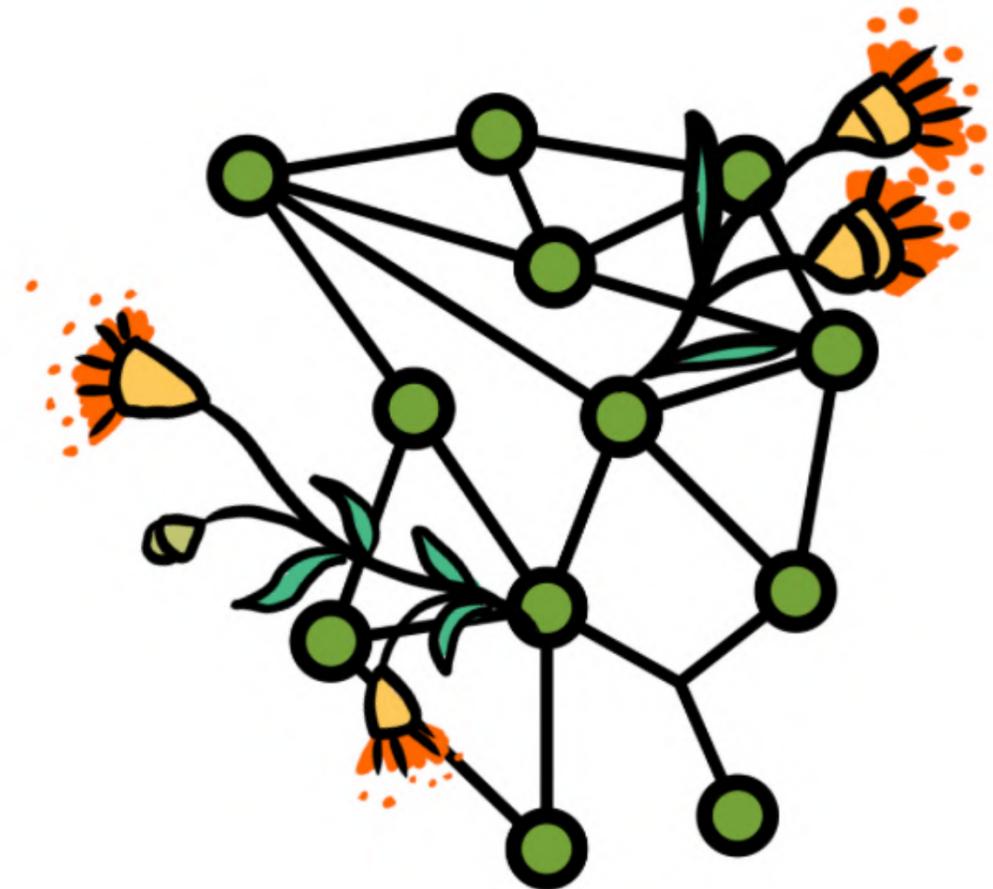
Take a more landscape-based approach to local land management and environmental issues .



Coordinate activities to achieve landscape scale or catchment wide outcomes.



Employ Landcare facilitators or other Landcare staff.



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# Success of Landcare

The success of the Landcare model can be attributed to the following:



Its community 'owned' and driven.



Landholder and community participation are keys to success.



Comprised of group members and landholders with a strong sense of stewardship of the land and appreciation of our natural environment.



Provision of funding (e.g. government) to enable delivery of projects and support provided by Landcare staff.



Social side - brings community members together.



Has had bi-partisan political support.

**Landcare's people are its greatest asset!**

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# Landcare people are it's greatest asset



And that includes you!

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