



Report from the Landcare Tasmania Acting CEO for the 2021 AGM



Landcare
Tasmania





The past year has been one of passion and engagement with the Landcare community across all of Tasmania. Landcare Tasmania's staff, members council, board, members and supporters have been actively engaged with the Landcare movement. This year we reached a significant milestone of 300 member groups and 100 individual members, adding up to one in ten Tasmanians being actively part of our network.

The United Nations Decade on Ecosystem Restoration has become a strong foundation through which to engage with the community. To support our community, our outreach program has delivered 35 events ranging from information sessions to on-ground training and working bees. The uptake has been significant and we are committed to building capacity and training our Landcare community members in support of our vision for all the land and coasts of lutriwita/ Tasmania to be cared for by the community.

The general community has increased their interest in being involved and post COVID lockdowns in 2020 we have seen steady increases in volunteers coming forward and getting their hands dirty. The interest is also coming from the business community who are now recognising the need for Landcare as a social mechanism for change. Our sponsors and donors are allowing us to reach more people than ever.

The grand finale so far for 2021 has been the amazing [Tasmanian Community Landcare Conference](#) and Awards weekend in Launceston which ran from 1–3 October this year. With our small dedicated team and volunteer representatives from the community Landcare movement, we were able to bring together over 300 people from across Tasmania including our island friends from King and Flinders. A packed program of speakers and [field trips](#), the [Tasmanian Landcare Awards](#) and our own recognition program including the inaugural [Tasmanian Premier's Landcare Award](#) have galvanised Landcarers and set up the foundation for our outreach program 2022.

As the peak body for Landcare in Tasmania, our mission is bolstered by our strong community membership who drive our purpose and passion, by our board and members council who set out our strategic direction and by our partners who enable us to have the capacity, collaboration and networks to make it happen.

Landcare Tasmania has many highlights from the year that has been. We have strengthened our member services across our six focus areas as follows.

Peter Stronach
Acting CEO

Our Membership (Oct 20 to Oct 21)

Our membership is a broad spectrum of Landcarers from across Tasmania. Indigenous, wildlife carers, farmers, Coastcare, Karstcare, the spectrum is wide. Our membership growing and so is the support for everyone to get involved in an existing group, create your own or support as a business or individual.

In the past 12 months:

- Member groups increased from 266 to 301 member groups (13 % increase)
- Individual members increased from 67 to 120 (82 % increase), including 20 Landcare Champions (up from 10 last year) and 2 paid life members (up from 1 last year)
- Associate members increased from two to four.
- Member group activity – Our annual survey of member activity (closed April 2021) informed us that:
 - Our groups had approx. 5,600 regular members and volunteers (up from 4900, 15% increase). As of 31 October 2021, groups now report having 6,000 regular members and volunteers.
 - They delivered over 3,400 working bees and other events (up from 3,000, 13 % increase).
 - They performed approx 111,000 hours of voluntary community work (down from 163,000)
- Member events – Our Events Calendar published details of over 900 member (and Landcare Tasmania) events between October 2020 and October 2021.

Tasmanian Landcare Fund



The Tasmanian Landcare Fund is our tax-deductible gift fund which allows us to support Landcarers all over the state. This fund provides grants to the community Landcare movement. Since 2004, over \$500,000 of donations to the fund have been used to support important on ground work on farms, in schools and with community groups across the State.

FY21 donations to our tax-deductible Tasmanian Landcare Fund were approximately \$26,900 including \$20,000 from the JM Roberts Charitable Trust. Donations have been used in our Support Programs with a focus on our Landscape Restoration, Member Services Onground and Education Programs.

Our Partners



NATIONAL LANDCARE NETWORK (NLN)

Landcare Tasmania has remained heavily involved with the NLN – the national representative body for community Landcare. We have representatives on its Members Council and a position on

the Board. The NLN have been increasing their capacity and support to community Landcare with very clear communication about the important role of the network at a national level. We continue to support the growth and development of NLN as the national voice for Landcare.

Our partnering State and Territory organisations (STO) are a wealth of knowledge and provide value cross-fertilisation across Australia through the grass-roots community Landcare network. Access to the other STO's has been facilitated strongly through the NLN and provides us with a conduit to operate more effectively and efficiently at a state and local level.

STATE GOVERNMENT



The Tasmanian Government, Department of Primary Industries, Parks, Water and Environment (DPIPWE) is major supporter of Landcare Tasmania. Since 2018 the State Government increased its vital

core funding to \$155,000 per year and committed to continuing to support the Landcare Conference as a major sponsor. This funding is additional to the funding support by the State Government through the Landcare Assistance Program (\$75,000), which funds small grants and insurance for our member groups.

Without this core funding we would not be able to provide the necessary services to support our ever-growing membership and supporter base.

We are working with DPIPWE to continue to support Landcare across Tasmania. We sit on the Rural Water Strategy Roundtable, we're part of the steering committee for the Volunteer Program development through the Parks and Wildlife Service, have a close working relationship with Wildcare and we deliver part of the State Government's Landcare Action Grants through our Landscape Restoration Program. DPIPWE's network of professionals provide support to a number of our groups including but not limited to wildlife rescue, salinity issues, cat management and threatened species recovery programs.

AUSTRALIAN GOVERNMENT

While we don't directly receive core funding from the Australian Government, the National Landcare Network supports us through funding from the Australian Government's National Landcare Program, again providing vital core funding, support and sponsorship for our conference. We have recently completed nine projects funded by the Australian Government's Communities Environment Program, in partnership with some of our member groups across the state.



LOCAL GOVERNMENT

We work closely with a number of local councils across Tasmania. Several councils cover the cost of group membership and insurance for member groups in their municipalities. They recognise the value of the strong volunteer network that Landcare offers to their municipality and are supportive of the programs we run. For example, Kingborough Council has 30 active Landcare groups working across its municipality. We have a memorandum of understanding (MoU) with Kingborough Council and meet regularly to plan events and programs that support group capacity building and training.

JM Roberts Charitable Trust

for some of focus programs and to date the trust has contributed over \$600,000 to our members and projects across the state. Our Support Programs provide a targeted vehicle for distributing funds to those in need of assistance. The recently funded Citizen Science for Schools project (with support from the JM Roberts Charitable Trust) will support 12 schools in 2021–22 to learn how to do citizen science activities on their local patch.

JM ROBERTS CHARITABLE TRUST

The trustees at the JM Roberts Charitable Trust provide support

NATURAL RESOURCE MANAGEMENT (NRM) REGIONS

We continue to work on building collaborative and mutually supportive relationships with the three NRM regions across Tasmania. With this years conference in Launceston, we were able to highlight a number of NRM North's on-ground activities through the field day events. Speakers from all the NRM regions joined the conference day program.

Each region sponsored a number of members to attend the conference and there was significant input into ensuring Landcarers were nominated in the State Landcare Awards.

We are currently working with each NRM regional body by reviewing and contributing their strategic plans and are looking forward to working on projects together that support the community Landcare movement.

Other Organisations

This year has seen a significant expansion in our partnerships, not only for project work but also with organisations that we have synergies with. Our membership includes associate membership for corporate bodies or organisations not primarily focussed on Landcare. We welcomed two new associate members, Zoodoo and Spring Bay Mill joining Southern Waste Solutions and Harvest Farms.

Landcare Australia secured funding to support our State Awards this year and winners will now be considered for the national awards in 2022. The Tasmanian event for the postponed 2020 National Landcare Awards dinner was held in Hobart and organised collaboratively between Landcare Tasmania and Landcare Australia. Landcare Tasmania member Redbank Farm was recognised as the National Award Winner for Farming Innovation.

We are working closely with the University of Tasmania (UTAS) who have extraordinary cross over with the work of Landcare Tasmania. We are working with UTAS on several programs including the Sustainable Communities and Waste Hub of the National Environmental Science Program (NESP), reviewing the use of second generation anticoagulants on UTAS property and supporting students through volunteering with Landcare groups.

The depth of conference sponsorship reflected the level of engagement we had with the business community and their willingness to support Landcare Tasmania as mechanism for social change.

We received donations in form of food for events, time from professionals to make the event happen, sponsorship of Landcarers to be able to attend the event and monetary sponsorship to allow us to

hold the event. The list is long and across a broad spectrum of the business community.

Our politicians from all persuasions have also contributed to the cause and continue to offer support and counsel.

Corporate support is now rolling into corporate social responsibility (CSR) and we have been delighted by several businesses joining us on planting days and contributing donations to our cause.

Francesca Jewellery have given us a portion of each sale of their conservation charm, planted trees and donated auction items to support our programs this year.



1 TREE PLANTED FOR EVERY CHARM SOLD

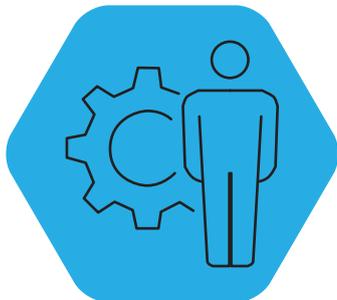
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TREES PLANTED

Thank you for supporting xx



Landcare
Tasmania

Our Support Programs - Six Focus Areas



MEMBER ADMIN SERVICES

Landcare Tasmania's Services to the Landcare Community

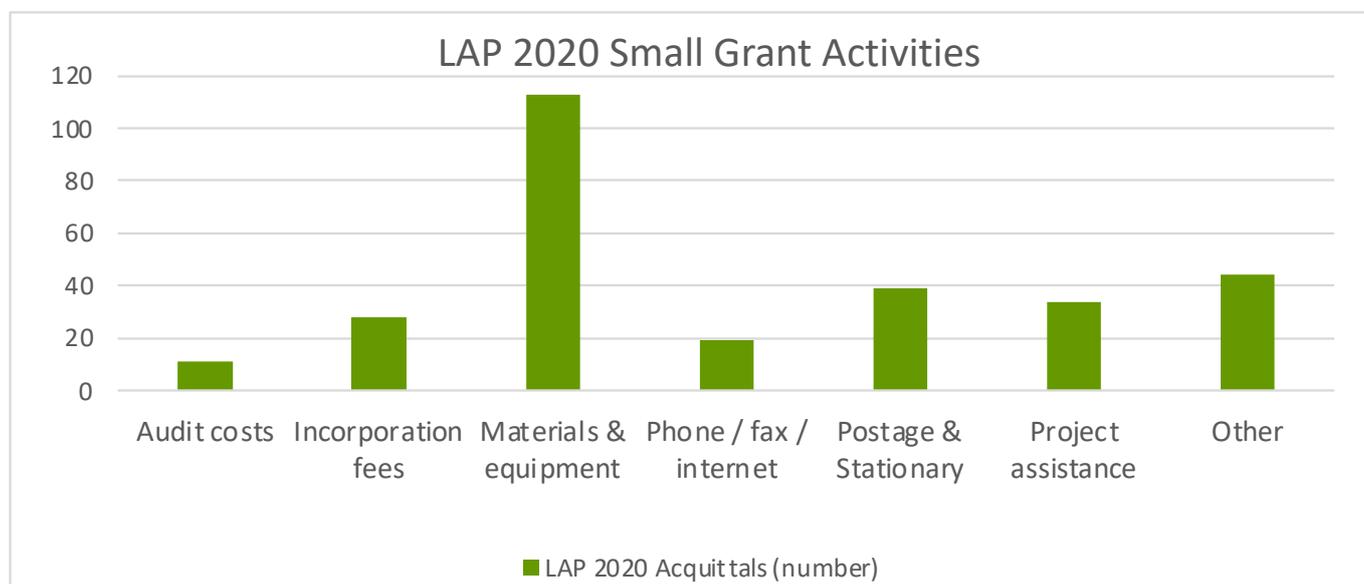
We continued to deliver our range of services to members, including an updated Guide to Incorporation and providing information to members on the implications of COVID-19 for their work to on-ground landscape-scale project development.

The Landcare Assistance Program (LAP)

The [Landcare Assistance Program](#) allows us to provide vital insurance for our groups on the ground and a small cash grant to assist with the costs of their work.

The LAP is supported by funding from the State Government to assist Landcarers with public liability and volunteer insurance and also provides a small grant to cover costs related to group needs. Below the graph shows what groups use their small grant on. Materials and equipment are the most common spend for our groups.

Our bulk discounted insurance through AustCover was provided for 176 member groups and \$36,780 was distributed as a cash grant to 192 member groups. As a bulk purchase we receive discounted cover for volunteer and public liability for groups.





Communications

Communicating with our members and the general community is an important way of getting information out, get feedback and engagement with what we do. The Tasmanian community is diverse, so we have to make sure we are getting to as many people as we can, including the traditional letterbox drop for some events.

Member and supporter communications

235 email blasts were sent to members and/or supporters, on issues as diverse as notification of grant opportunities, COVID-safety and upcoming events. Our open and click rates exceed industry benchmarks, with a 59 % open rate and a 14 % click rate.

Dirty Hands Monthly Newsletter

12 issues of our electronic newsletter were issued, with almost 2,136 people now recipients and average opening rates of 32.7%. We also made 84 posts to our news blog.

Instagram

The total reach from Instagram publications was 32,024 unique accounts.

Facebook

The total reach from Facebook publications during this period was 252,562 unique accounts. The greatest reach on a single post was 45,968.

Linked In, Soundcloud and YouTube

We have begun ramping up our presence on other platforms as we explore different audience groups and media forms.

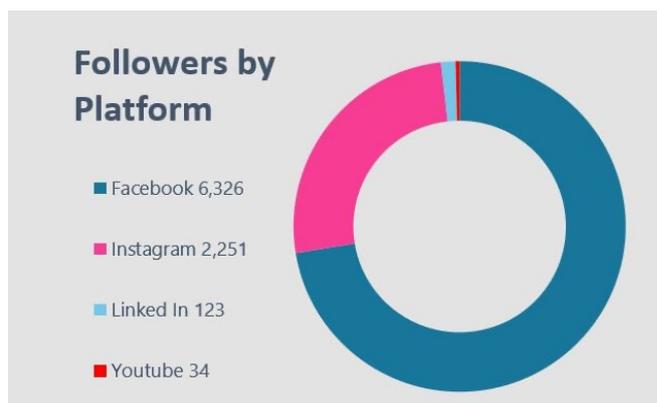
We are utilising our YouTube channel and uploaded over 40 videos of conference resources.

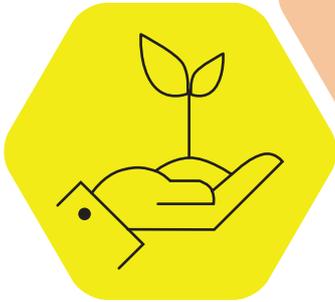
Our SoundCloud is a record of media interviews on a range of topics. We are in the process of starting a Tasmanian Landcare Podcast with Theresa Chapman.

Film

In June 2021 we began a film mentoring program with Wide Angle Tasmania. This has assisted us in forming a strategy for the use of film within our communications. We aim to use film to reach a larger audience, increase accessibility of our communication, increase interaction with the general population and give small Landcare groups a voice.

Our first project will be an in-house production that began filming at the 2021 Tasmanian Community Landcare Conference and we will share stories of Landcarers across the state.





MEMBER SERVICES - ONGROUND

Our Project Bank

We support our individual and group members with resources to help them achieve their goals for improving the health of our natural and working landscapes.

Support comes in many forms: funding, volunteers, professional advice, plants and reduced-cost materials.

The Project Bank continues to be a valuable tool for members to submit their projects to a central database for the Landcare Tasmania team to work and to match project aspirations with funding and other support.

152 projects have been supported since the Project Bank was introduced at the beginning of 2019.

Project Bank Plants Program



Our Project Bank Plants Program is supported by the Tasmanian Landcare Fund and the Fifteen Trees Program.

Our partnership with Victoria-based charity Fifteen Trees continues to deliver. This year we were able to provide around 5,175 trees to support 26 planting projects of our members.

An additional 730 plants were planted at Wynyard as part of the "[I Heart Trees](#)" project we have established with Fifteen Trees.

We are strongly supported by local nurseries across Tasmania with a wealth of knowledge of provenance, species and planting advice.



I Heart Planting near Table Cape. Image ABC Northern Tasmania: Craig Heerey

Partners providing Discounts for our Members



Waratah

76 Bathurst Street, Launceston TAS 7250
1A Tara Street, South Hobart TAS 7004

Our partnership with Waratah Wholesale supplies discounted materials such as tree

guards to our members and for our Landscape Restoration Program. Waratah were also generous in supporting the Landcare Conference. CEO Jason Jones operated a stall at the conference providing expert advice to members on guards, stakes and other necessary landcaring equipment.

We also benefit from a similar arrangement with Outdoor Cameras Australia who supply wildlife monitoring cameras to our ever-increasing number of citizen science Landcarers. Our partnership with Australian Outdoor Cameras allows us to provide discounted rates for monitoring equipment and we now have loan cameras available to members.

Equipment Lending Library

With the support of the Australian Government's volunteer grants, we have purchased over \$10,000 of equipment which is available to members across the state.

Available kits range from citizen science equipment to tools, safety gear for working bees, planting and weeding equipment.



Image Sasha Lev



LANDSCAPE RESTORATION PROGRAM

Landcare Tasmania, in partnership with the State Government and supported by funding from the JM Roberts Trust and the Tasmanian Landcare Fund, has targeted a number of catchments across the state this year. The funding targets issues that are specific to the catchment, through working with landowners and local community groups.

Our focus catchments for 2021 have been developed by identifying areas with large numbers of EOIs in our Project Bank from member groups and individual members. Specific issues for each catchment have been identified through the EOIs, related reports and strategies, and contact with local groups. With input from a steering committee, we carry out site inspections to assess suitability and develop the project.

The Greater Meander Valley Productive Zone project has involved 28 groups, and activities have been supported at 34 sites.

At completion of the project, approximately 8km of fencing will have been installed to protect revegetation and sensitive sites, and approximately 12ha will have been revegetated with 11450 native plants. Training on designing successful shelterbelts to benefit farm productivity and biodiversity has been delivered to 12 groups. Over 30 volunteers helped during planting events.

The Coal Valley Landscape project consists of 16 planting sites on 10 properties, as well as 10 training events in the Coal River Valley Landscape. All sites were selected to give both biodiversity and production benefits.

Key activities of the project include the restoration of riparian and remnant vegetation with nearly 10,000 native plants, integrated pest management on vineyards, feral cat management, trialling dung beetle species, improving the local provenance seedbank through seed collection and storage, and sharing knowledge and best practice through training, field days, information sessions and volunteering events. Over 50 members of the local community have already engaged in a number of hugely successful events.



Image Sasha Lev



OUTREACH PROGRAM

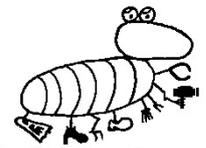
53 Outreach events were undertaken by Landcare Tasmania this year. Our outreach program is driven by the needs of our members and is developed with information gathered through the project bank.

Our aim is to increase the capacity and awareness of the community so that they can undertake Landcare activities effectively and safely, and making sure they are excited to keep on doing it. That is why we have a large network of highly trained and knowledgeable professionals who can help people to help themselves and their patch.

Our outreach program has progressed significantly in the last year and the 53 events covered broad topics depending on the interest and issues that needed addressing. Our southern Rodenticide Community Awareness Program events were conducted in local community halls and lead by Nick Mooney, Tasmania's Raptor and Rodenticide Specialist. There were over 1700 attendees at these events, which have delivered significant benefits to community Landcare projects across the state.

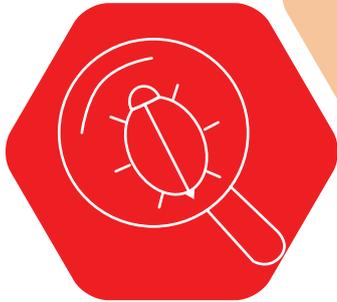
Examples of events:

- Nesting box building – bats and birds
- Rodenticide Info Sessions
- Feral Cat Management
- Integrated Pest Management
- Shelterbelts and Revegetation
- Volunteer Training – Weeds, First Aid
- Seed Collection and Propagation
- Citizen Science
 - Catchment Health (water bugs)
 - Saltmarsh,
 - Bird Surveys,
 - Raptors,
 - Monitoring Motion cameras



The Waterbug Company





EDUCATION PROGRAM

Landcare Tasmania has strengthened its work with schools across Tasmania in the last year. We now have 30 member schools ranging from Early Learning to High School who are receiving support from Landcare Tasmania and our education program extends well beyond schools to include students from the University of Tasmania and other educational institutions and movements such as Guides and Scouts.

- Our main focus this year has been to undertake on-ground Landcare projects with students as well as undertaking waste awareness and citizen science projects. The 24 Carrot Garden Program and Plasticwise Tarooma have partnered with Landcare Tasmania to deliver several waste awareness workshops with both primary and high schools.
- Our planting events with school have put over 1000 plants in the ground and also included 5 hectares of weed control. Landcare Tasmania's Project Bank Planting Program has also assisted schools, with 1500 plants for 7 schools this year.



- All member high schools were extended an invitation to attend the conference this year. We were fortunate to receive sponsorship for 7 students to attend the conference from the Conservation Landholder Tasmania Trust.
- We are currently preparing our 2022 Planting Program and Citizen Science for Schools project for 12 schools around the state with funding from the JM Roberts Trust and our own Tasmanian Landcare Fund.
- Nesting box building was also a highlight for several schools, producing 25 nesting boxes this year. Workshops for students have been a unique way of linking hands-on activities to benefits for biodiversity. We now have orders for students to build boxes for specific birds and bats in some of the Landscape Restoration projects.
- Our Rodenticide Awareness program has benefited from a hackathon with the University of Tasmania Engineering students. Masked Owl nesting box designs were developed with the assistance of raptor specialist. 2022 will be the next phase of Implementing these designs in prioritised habitat for these birds.



Image Natasha Mulhall



ADVOCACY

Voice for Groups:

Landcare Tasmania's representatives (staff, Members Council, Members and Board) work on many different facets of community support. We have several working groups that also include professionals to make sure we have the best information at hand when supporting issues important to our members and the Landcare movement. Here is a sample of what we have been involved in over the past year"

- National Landcare Network strategic meetings and National surveys of Landcarers needs and activities.
- Mental Health survey – KPMG/Landcare Australia
- State Budget Submission March 2021
- Natural Resource Management strategy development across Tasmania
- University of Tasmania Coastcare survey
- Tasmanian Community Fund review
- Feral Cat Inquiry - review and consultation
- Working With Nature Report (March 2021) PEW
- Cradle Coast Weed Advisory Group member
- Rural Water Strategy Round Table – State Government

- Working Groups
 - Rodenticide Community awareness
 - Weeds
 - Stimulus and Inclusive Communities
 - Agriculture and innovation

We are a committed to keeping our membership informed of relevant information and being a voice for the grassroots Landcarers.

Media

Landcare Tasmania has received considerable media attention over the last 12 months. Landcare Tasmania projects have featured in a breadth of media outlets including Lyons Newspaper, The Examiner, Tasmanian Country Hour, Tasmanian Country Newspaper, Sorrell Times, Hobart Magazine, Premier's Media Release, The Mercury, Kingborough Chronicle, Huon FM, 7BU Radio, the East Coast View, and more. We have an estimated average of 2.5 media mentions per month.

The key projects featured most prominently during this time period have been Landcare Action Grants Round 3, Rodenticides Awareness Program, Michael Nichols' National Award Win and the hugely successful 2021 Conference.

The Landcare Tasmania team

The [Landcare Tasmania team](#) is a small but dedicated and professional outfit committed to furthering community Landcare in Tasmania.

During the year we said goodbye to our CEO Rod Knight who has moved onto bigger and better things. He played a key role in supporting Landcare Tasmania's direction over the past 5 years and gave better emphasis on who we are and the services we provide to our members. Our Finance and Project Officer, Raelene Mibus, also moved on to manage a project in the north of the state. Their contributions are duly noted and have had a lasting impact on who we are today.

Our Team (Oct 2021):

- Peter Stronach, Acting Chief Executive Officer, Public Officer
- Priscilla Richards – Member Services Manager
- Rachel Larner – Finance Manager
- Kat Trail – Event Producer
- Jakob Sprickerhof – Project Manager
- Jenn Gason - Communications and Database Assistant
- Evie Drinnan – Executive Officer
- Joy Pflieger – Outreach Engagement Officer



Image Kat Trail



