



image: Matthew Newton

LANDCARE TASMANIA INC.  
Strategic Plan 2016-2021  
PUBLIC SUMMARY





**Landcare Tasmania was established in 1994 and is the oldest State-based representative Landcare group in Australia. It has a significant legacy of membership engagement and activity over a long period of time, involving hundreds of groups, thousands of people and millions of dollars of investment in community Landcare.**

This Strategic Plan is intended to set the direction of Landcare Tasmania for the period 2016-2021 and to support it in delivering its mission over this time.

Landcare Tasmania's purpose is to maintain and improve the health of our natural and working landscapes. Our constitution emphasises, and our strengths have been, in engaging the community to achieve this.



**“Our vision is a State where all land and coasts are cared for by the community.”**

## How will we achieve this?

**We will achieve this by being successful as the peak body that represents, supports, strengthens and grows Tasmania's community Landcare movement to maintain and improve the health of our natural and working landscapes.**

Our work during the 2016-2021 period will be based on a number of principles for guiding Landcare Tasmania's development and priorities:

- To be the peak body that represents, supports and grows the community Landcare movement in Tasmania;
- To engage all sections of the Tasmanian community in caring for our land and coasts – there is a meaningful role for all individuals and organisations;
- To integrate environmental, economic and social sustainability and responsibility in delivering the Landcare ethic;
- To make a measurable and material difference to the health of Tasmania's natural and working environments;
- To provide positive and rewarding opportunities for social and economic investment to further the Landcare vision;
- To provide leadership and inspiration to the Tasmanian community in addressing the Landcare challenges of our time, particularly in the areas of climate change mitigation and adaptation;
- To develop and maintain a distinct organisational identity and culture that is tuned to, and responsive to, the needs of community Landcare.

# Key strategies

**For progressing our vision over the next five years we have identified five key strategies:**

1. To efficiently and effectively fulfil the core functions of Landcare Tasmania
2. To deliver the vital services that maintain and support our members
3. To build momentum, strength and growth for the community Landcare movement in Tasmania
4. To drive innovation and change in community involvement and support of caring for the land
5. To create a healthy and vibrant organisational culture



The intention of these strategies is to facilitate the organisation to build from a solid foundation, based on prioritising core functions and vital services for members, and adding new strategies to build momentum, introduce innovation and change and address the many challenges faced by community Landcare and the landscape outcomes it seeks to achieve.

Within each of these strategies have been developed a range of objectives.



## Key strategies

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### **Strategy 1:**

To efficiently and effectively fulfil the core functions of Landcare Tasmania

**Objective 1:** To maintain and streamline legal operational compliance

**Objective 2:** Deliver efficiency in member processing and servicing

**Objective 3:** Maximise benefits to members through the Landcare Assistance Program

**Objective 4:** To maintain and grow the Tasmanian Landcare Fund

**Objective 5:** Maintain and grow the Landcare Tasmania group insurance scheme

**Objective 6:** Secure sufficient long term funding for Landcare Tasmania to survive and grow

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### **Strategy 2:**

To deliver the vital services that maintain and support our members

**Objective 1:** Maintain effective and relevant communications with our members and the Landcaring community

**Objective 2:** Maximise opportunities for members to be funded and resourced to support their work

**Objective 3:** Represent Landcare Tasmania members and interests in relevant forums and to relevant stakeholders

**Objective 4:** Provide opportunities for the community Landcare movement to celebrate its achievements and to address its shared challenges

**Objective 5:** Provide information and other resources to support best practice Landcare

**Objective 6:** Facilitate cooperation and sharing among Landcare Tasmania members and the Landcaring community

**Objective 7:** Develop an active and engaged membership





## Key strategies

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### **Strategy 3:**

To build momentum, strength and growth for the community Landcare movement in Tasmania

**Objective 1:** Provide relevant training to support member activities

**Objective 2:** Grow the Landcare Tasmania membership

**Objective 3:** Maintain and develop relevant and effective external relations

**Objective 4:** Improve membership and engagement in under-represented areas (geographic and demographic)

**Objective 5:** Maintain the relevance of Landcare Tasmania's membership structure

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### **Strategy 4:**

To drive innovation and change in community involvement and support of caring for the land

**Objective 1:** Develop new and innovative delivery models for community Landcare

**Objective 2:** Create innovative partnerships

**Objective 3:** Diversify and grow the Landcare Tasmania income base

**Objective 4:** Create a visionary flagship Landcare project for Tasmania

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### **Strategy 5:**

To create a healthy and vibrant organisational culture

**Objective 1:** Deliver strong governance

**Objective 2:** Invest in Landcare Tasmania's people

**Objective 3:** Maintain strong and relevant internal policies and procedures

## Delivery of our Strategic Plan



We aim to ensure our Strategic Plan will be delivered in an efficient and effective manner. The Strategies and Objectives in the plan are each accompanied by a series of Actions, which are designed to be measurable over time. Actions under the Plan will be reviewed on an annual basis and prioritised and implemented on an ongoing basis by the Landcare Tasmania team. Approximately 85 Actions were identified for the first year of implementation of the Plan.

A particular priority for Landcare Tasmania is to diversify and grow our income base, and increase our financial sustainability. We have introduced a renewed focus on servicing our members, to support their work, growing the community Landcare movement, and building partnerships across the Tasmanian community.

## Landcare Tasmania at a glance

- The peak body for community Landcare in Tasmania.
- Australia's oldest State-base community Landcare association.
- A non-government, independent, not for profit organisation registered with the Australian Charities and Not-for-profits Commission.
- An Incorporated Association under the Associations Incorporations Act 1964 (Tasmania) operating on a membership-based model.
- Members are community 'care' groups, individuals and associates.
- Organisational activity delivered by a small staff based in Hobart and northern Tasmania, and also through activities of members and volunteers.
- A Deductible Gift Recipient organisation operating the Tasmania Landcare Fund since 2003.
- The Tasmanian Landcare Fund has distributed over \$0.5M to on ground works, particularly through the support of the JM Roberts Charitable Trust.
- A long history of developing and successfully delivering projects ranging in size from small through to multiple millions of dollars.
- Runs a successful and well attended biennial conference and Landcare awards program.
- Provides a range of unique member services to support community Landcare – discount insurance, access to grants, training for new groups, annual support funding, online information resources, regular newsletters, notification of upcoming events, customised Landcare logos for groups.
- Represents Landcare nationally through membership of the National Landcare Network.
- A committed and active membership. In 2015 there were:
  - > 180 Landcare Tasmania member groups across the State;
  - > 3,300 members and regular volunteers involved in their activities;
  - > 2,200 separate Landcare activities undertaken, on public and private land;
  - > 90,000 hours of voluntary community work performed – that's the work of about 50 full time positions.
- This effort represents a \$3.3M effort in support of Tasmania's natural and working landscapes.



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