

*Landcare is a national network of over 4,000 locally-based community groups who care for our country. These groups care for our land and water resources by carrying out environmental projects to tackle natural resource issues such as salinity and water quality. They also help to manage areas of natural beauty and significance to enhance biodiversity values. With our support, Landcare volunteers in Queensland work with government, business, industry and other community groups to address Australia's most pressing environmental issues and mitigate the impacts of drought and climate variability.*

# About Landcare Queensland



## Program investment options for your business



Landcare Queensland offers a suite of program investment options. These have been designed to address major environmental themes and issues in Queensland and the broader environmental agenda in Australia. These programs encompass the key elements of Landcare including Coastcare, Landcare Farming, Junior Landcare, Urban Landcare and Indigenous Landcare.

Landcare Queensland was established in 2002 to link the Landcare network with the corporate sector. We strive to develop innovative and successful partnerships that deliver mutually beneficial social, environmental and economic outcomes. We connect corporate partners to environmental restoration projects at the local, regional and state scales and to their communities of interest in innovative ways.

Through these partnerships Landcare Queensland provides training, resources and funding for more than 300 community groups involved in Landcare throughout the state.

### What does a Partnership with Landcare Queensland look like?

No two partnerships are the same. However, they are always based on:

- An understanding of our corporate partner's objectives;
- Their core business strategy; and
- The corporate social responsibility or sustainability commitments they seek.

Partnerships involve or directly assist the activities of Queensland's Landcare groups and are generally based around a major environmental theme or issue such as climate change adaptation, biodiversity or salinity.

Partnerships often incorporate other elements such as staff engagement through volunteering, participation in campaigns or the provision of in-kind support for projects.



### Streamshade

Water is the basis of all life, Queensland's rivers and wetlands sustain life and also provide countless benefits to society.

Landcare groups across the state work to conserve, rehabilitate and better manage our river systems and waterways. Streamshade is an opportunity for corporations to work closely with Landcare groups to help build healthier waterways including their vegetation, structure and water quality over time.

### Next-gen Landcare

Children are our future and through the investment in their learning about the world around them they learn the value of their community and environment. Next-gen Landcare incorporates Junior Landcare, which engages school students and teachers with their environment and community in the classroom and through on-ground learning. Next-gen Landcare is designed to inspire and develop the skills of young environmental leaders.



### Feathers and Fins

Biodiversity, the variety of life on Earth, is essential to sustaining the living networks and systems that provide us all with health, wealth, food, fuel and the vital services our lives depend on.

Australia, with its unique biota, has one of the worst records for species extinction worldwide. Landcare Queensland's Feathers and Fins program seeks to address this by facilitating partnership projects that reduce critical threats to our biodiversity and enhance the condition and resilience of native habitats.

### ENERGEX Junior Landcare Activity Days

South East Queensland's electricity distributor, ENERGEX, and Landcare Queensland have worked in partnership to develop an ENERGEX Junior Landcare activity program for South East Queensland schools. The initial year of the program supported over 300 primary school students in South East Queensland to work with a local landcare group and participate in real on-ground environmental projects and activities for a day of "hands on" learning.

ENERGEX CEO Terry Effeney said their sponsorship of the ENERGEX Junior Landcare activity program was one of many environmental initiatives being undertaken by the company.

"For many years ENERGEX has had a strong commitment to environmental sustainability and in recent years our community sponsorship has focused on environmental initiatives."

"By sponsoring the ENERGEX Junior Landcare activity days we are aiming to turn this awareness into a practical, hands on experience that will teach the children about the importance of their natural environment through experimental learning," said Mr Effeney.

The ENERGEX Junior Landcare activity program mirrors ENERGEX's commitment to environmental sustainability, focusing on engaging a new generation of environmentally aware citizens by supporting students in learning how important caring for our natural resources is, for our societies, economies, and the environment.

# Program investment options for your business



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## Coastcare

The future of Queensland's iconic coastline depends on a wide range of people improving the management of this fragile resource. The Coastcare program is designed to boost community participation in hands-on coastal restoration and regeneration projects. These activities can assist coastal communities to be better prepared for the impacts of predicted climate change and sea level rise.



## Landcare Farming

Landcare Farming is a program which supports Landcare groups working with farmers to help them achieve sustainable agricultural production. Activities include training, support and financial assistance for on-farm practice change. Landcare groups help bring farmers together to share information about what is happening on their properties. Our Landcare Farming program aims to boost the number of farmers working on sustainable agriculture initiatives. It also assists them to share their experiences with their neighbours and the wider community.



## AUSMIN AUSTRALIA – landcare farming education

Leading biological farming company, Ausmin Australia has partnered with Landcare Queensland to help increase knowledge and awareness of sustainable land management practices by contributing \$1 from the sale of every tonne of fertiliser towards training and capacity building events for landcare groups.

"Ausmin Australia believes that Landcare is one of the most important movements for communities in rural Australia. For us Landcare is about communities helping themselves through learning and cooperation. We feel that changing to more sustainable land management techniques while improving farm business profitability is important for rural communities. Just as important is keeping strong social and cultural networks through good and difficult times. Landcare plays a key role in achieving these goals for many communities. As an active member of Queensland's rural community Ausmin is therefore proud to support Landcare Queensland and the grassroots networks of Landcarers around the state." David Hardwick, Ausmin Australia.

As well as generating funding for Landcare training and capacity building activities through the sale of their mineral and organic fertiliser systems, Ausmin Australia also provide valuable in-kind support to the Landcare network including:

- the delivery of complimentary biological farming seminars for Landcare groups;
- through the Learning Together project Ausmin have provided Biological Farming Toolkits which contain equipment and resources that can help groups monitor soil health and productivity on their farms;
- supporting leading speakers in Biological Farming to address Landcare farming field days and workshops.



CASE STUDY

## Landcare Speaks

Landcare Speaks is designed to enhance communications and relationships across the broad spectrum of community groups and individuals interested in improving the management of Queensland's natural resources.



## PLACESTORIES

– Create : Communicate : Collaborate

PlaceStories is a map-based digital communications and storytelling system developed by Feral Arts, a community cultural development organisation. Landcare Queensland works with Feral Arts to tailor the PlaceStories system to the needs of the landcare network in Queensland.

Landcare PlaceStories is for sharing local knowledge, local stories and local views on sustainable farm practices and natural resource management issues. It is accessible to all, simple and emphasises local ownership and control of the work that is produced. Through PlaceStories Landcare members can create stories about places, people, projects and histories and share these online.

The development and use of Landcare PlaceStories in Queensland has been supported by a variety of Australian and Queensland government programs and corporate organisations including BHP Mitsubishi Alliance and Econolight.

CASE STUDY



# Partnership Elements



## Corporate volunteering

Landcare Queensland can facilitate the development of Corporate Environmental Volunteering programs and one off volunteering days for corporate partners and supporters. There are a range of activities that corporate volunteers can become involved in and with over 300 Landcare groups in Queensland, we can arrange a location and host group to suit your needs.



## SULLIVAN NICOLAIDES PATHOLOGY

Sullivan Nicolaides Pathology has partnered with Landcare Queensland to coordinate employee volunteering days in 15 locations across regional and metropolitan NSW and QLD.

*"Our courier cars are vital in getting patients' test samples to the lab in time – we can't do without them, they actually help save lives -- but they come at a price. Although we have selected our cars on their environmental performance, they nevertheless clock up many kilometres a year and burn carbon-generating fuel. It is unavoidable.*

*"In the past, we have funded tree planting as a way of offsetting the carbon footprint created by our courier cars. It would have been easy to have simply kept on throwing money at the problem but we wanted to find a solution that would have longer-term, deeper benefits.*

*"Most of us at SNP are personally committed to conservation. We care about the environment and many of us wanted to do something practical that could make a difference. Realistically, most of us probably wouldn't take action on our own, but in the company of others – our friends and colleagues --we could be inspired to get out there and roll up our sleeves.*

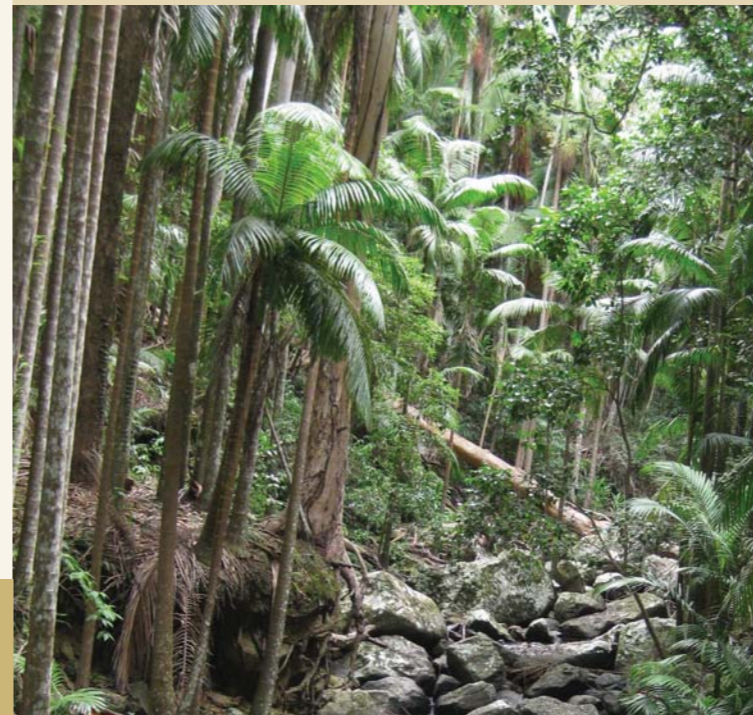
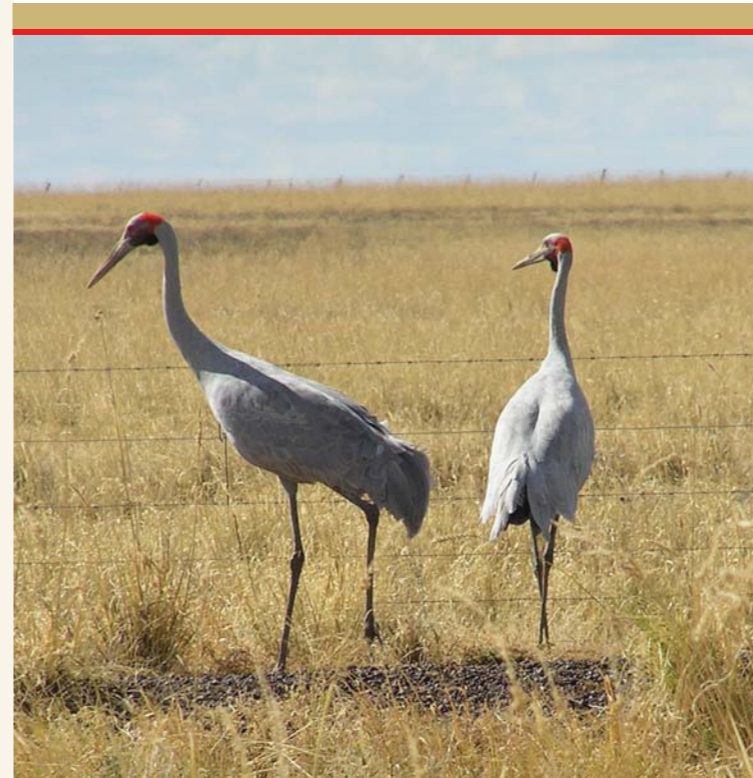
*"The Landcare projects that we've been involved in so far have given many of us a great deal of pleasure. We have found that in working with a project at the local level, people have had a uniquely satisfying and rewarding experience. They've learnt something about the environment, and through their contributions -- planting and weeding -- made a little piece of their local area their very own. And this is something that is actually quite priceless." Dr Michael Harrison, Sullivan Nicolaides Pathology CEO and Managing Partner.*

## CASE STUDY

# Partnership Elements

## Cause Related Marketing

The strength of the iconic Landcare 'caring hands' brand across Australia lends itself to being used in cause related marketing (CRM) campaigns. Landcare Queensland works with companies to develop regional, state and nationally relevant CRM campaigns, differentiating your product from the market while contributing to practical, on-ground environmental action.



## ECONOLIGHT – Keen to be Green

*Econolight a leader in the latest environmentally sound and energy efficient lighting technologies have demonstrated their true commitment to environmental conservation by donating 5c from the sale of every Compact Fluorescent Lightglobe (CFL) to Landcare in Queensland.*

*Econolight Director Mr Hugh Kollosche is passionate about conserving the environment in both his personal and corporate life. "Partnering with Landcare by donating five cents from the sale of every Econolight CFL sold goes to the very core of Econolight's philosophy; it's a partnership that Econolight is very proud of."*

*"To be in a position to support a totally voluntary organisation such as Landcare and be a small part of the myriad of environmental projects they undertake from revegetation of bushland to repairing & protecting urban creeks is extremely rewarding", said Mr Kollosche.*

*Landcare Queensland's partnership with Econolight has generated over \$25,000 worth of funding which has been contributed to a variety of small on-ground projects as well as significantly assisting in the development of the Landcare PlaceStories digital communications system.*



## In-kind Support for Landcare groups

Landcare partners and supporters can further offer support through in-kind assistance for the Landcare network. In-kind support may vary from the provision of skilled labour to the donation of products and services.

CASE STUDY



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