



LANDCARE PRAXIS

From little things big things grow

Jen Quealy Landcare practitioner, member, councillor, vollie





OVERVIEW

- **Landcare Speed Date – a different view**
- **How do we make a Landcare Model for anyone, anywhere? – some ideas and concepts.**





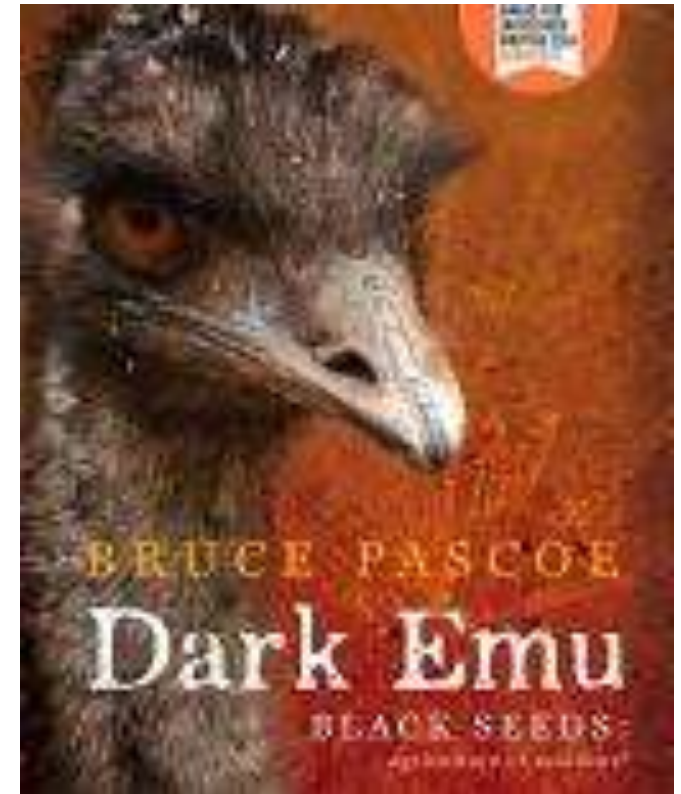
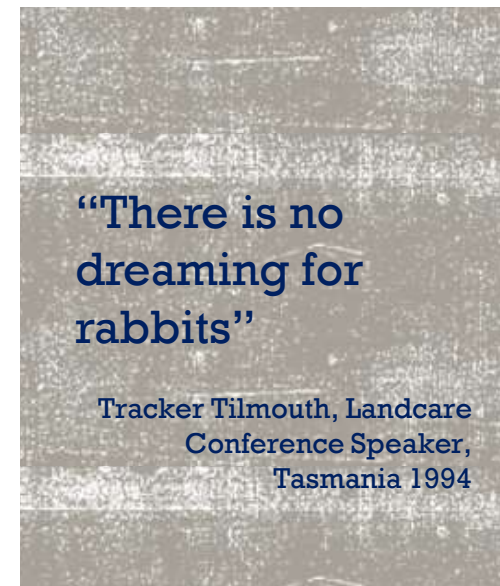
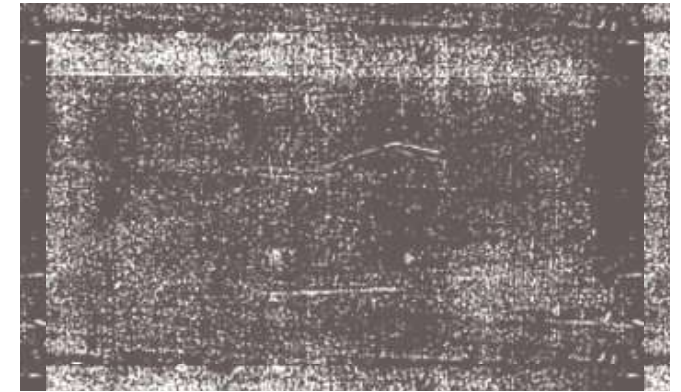
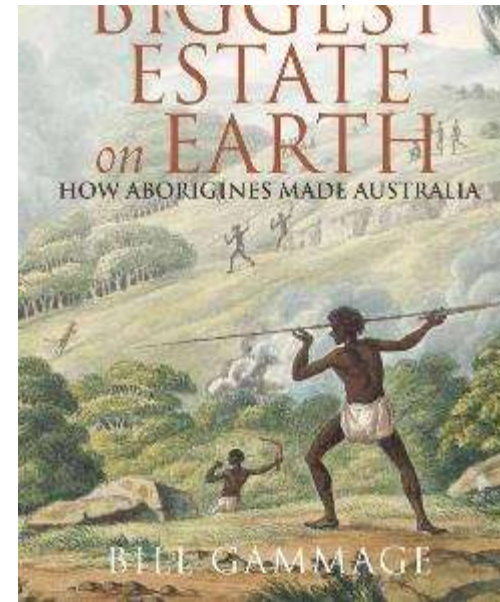
THE TEN DESIRES THAT DRIVE US

- *To be taken seriously*
- *To find my place in the world*
- *To have something to believe in*
- *To connect with each other*
- *To be useful*
- *To belong (herds of 5-8 people and tribes (larger))*
- *For more (and more and more of more and more)*
- *For control*
- *For something to happen*
- *To love and be loved*

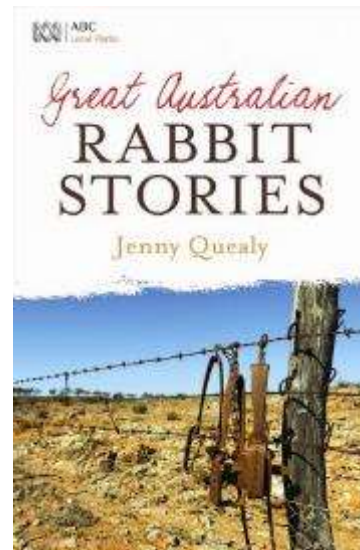


LANDCARE 30 YEARS (PLUS 30,000+)

- Acknowledgement



MY LANDCARE LOG



- 1990 Decade of Landcare Plan Coordinator Soil Conservation Service of NSW: State TCM, Cwealth NSCP Program
- 1993 Decade of Landcare Marketing Coordinator CALM: State and Fed
- 1997 Landcare Marketing 2000 facilitator DLWC: State-Fed and partnership secondment with LAL
- 2000-2004 NSW DLWC-FED-LAL Olympic Landcare
- 2004-2008 LAL, Larry, Blitzes
- 2009-10 AWI, IACRC; RabbitScan (Citizen Science and early apps) Book: Rabbit Stories; Keeping Men on the Land Red Cross Emergency Services Community Recovery, Cyclone Yasi, Rockhampton Floods, CEC Youth and Fire Project
- 2010-2016 Citizen Science, Crowdfunding, Apps for Conservation (IUCN/Parks Canada and NSW DoE WPC), DELWP, NSW Landcare Council, ALI 2016 Japan Tour and Meeting; One Tree Per Child; Soldier Songs&Voices
- 2017 IAL Wild Dogs community landcare research; MRes WSU (SS&P) Environmental Activism Historical Research; NANZAN Tribe Conference Organising Committee and Curator, AIME Aboriginal Student Mentor.



Bipartisan political support <i>(all gov't levels)</i>	Peak conservation (ACF) and farmer group (NFF) endorsement (<i>Toyne and Farley</i>)
National marketing campaigns LAL Brand funds and awareness raising	Community awareness and participation (<i>Local Groups</i>)

4 KEY PILLARS OF LANDCARE

Michael Sutherland,
Genaren Hill Landcare,
Central West NSW,

with Brian Scarsbrick,
Landcare Australia Ltd

Source: Sutherland, M. &
Scarsbrick, B. Land Care in
Australia Conference
Paper (1999) international
Soil Conservation
Organisation Meeting USA
(2001)



SPEED DATE

IN WORDS, (AND LATER IN PICTURES)



MORE HAPPENINGS — PLANS AND PROGRAMS



SILC and ALI
form



International
landcare
conferences, initiated
by those Victorians
with their global
travels, aspirations
and collaborations,
begin to bring in
global thinkers,
academics and
practitioners



These continue and expand, with student interns, farmer to farmer tours and projects appearing globally with reciprocal tours to coincide with gatherings & events in Melbourne, Sydney, Brisbane and Darwin – 700 delegates register; the biggest-ever conference held in Darwin.

Sth African Landcare Program, Conference and tours
New Zealand landcare beings – with tours, sharing of knowledge

Visits from Iceland – and program there begins
US delegates join other global participants to visit Australia for First International Landcare Conference in Melbourne.
The USA try landcare – but it fails to ignite at the time.

SPEED DATE



SPEED DATE: MARKETING, MEDIA AND PARTNERSHIPS AGENCY: LAL

In 1989 Landcare Australia is formed out of the Bicentennial Authority with CEO Brian Scarsbrick, Chairman, Jim Kirk and a Board that has landcare people from the 'grassroots networks' of each state and territory, and Don Burke and Cliff Burk.

The immediately brilliant Landcare logo – caring hands around the map of Australia, is created by Cliff Burk, a Sydney Designer, and begins to be marketed effectively, bringing corporate interest, media interest and ultimately public support for the movement.

Uncle Toby's uses the landcare logo (for free) on breakfast cereal packaging, taking simple messages about landcare and contacts into every home across the nation.

TV ads and events begin to occur, including issue-based CSAs around created events like Landcare Day, Week, Month and Awards, followed by Morgan Gallop Polls surveying Australia Public Opinion and comparing city and country understanding of what landcare means and how people to react to it.

Australia Post releases landcare stamps series. The Australian Mint releases a landcare 'gold' coin – which are still in circulation

Awareness rises with annual Polls determining the logo awareness reaching up to 80% recognition (and value to) Australians – indicating immense public support for the movement



Landcare Conferences begin to appear with regularity at the regional, state and national levels

States contract with Commonwealth for funding to form State Teams, including Decade of Landcare Plan, Marketing, State Landcare Coordinators and Landcare Education Coordinators; later Aboriginal Landcare Facilitators are funded.

All people projects are contracted, short term, catalyst positions, requiring change or wind-up every three years, inconsistent with the actual need and time scale.

People projects and on-ground projects get the same treatment with people and organisations constantly watching the calendar and clock.

Decade of Landcare Plans put formality into the process and allow funding to flow to state, regional and local programs supporting landcare activity

Research begins with reviews looking at whether funding is being appropriately spent, what impact it is having and what impressions and opinions are happening within the community

Surveys and evaluations grow exponentially

SPEED DATE



Coordinators and facilitators 'warm up' in their roles for the first 1.5 years, then really get to be part of their communities, then start looking for new positions and disappear from a district or region before the 3 years is up (unless they marry into the local scene).

We see a divide between the values (and funding) of 'on-ground' and 'people' projects at various time – depending on the whims of government and arising issues.

'Drought Landcare', Coastcare and Bushcare Programs emerge and seem to divide the community into 'fields'

Aboriginal Landcare emerges, first as an Award, which brings ATSI people together with other landcarers and starts to value what is happening in indigenous networks

Programs are named, announced, disbanded, re-emerge under new names, banners, and following the vagaries of departmental expansions and contractions and other political and bureaucratic moves

State Evaluation Coordinators and a National Evaluation and Monitoring program and infrastructure emerges

There is a plethora of departmental and program name changes e.g. NLP, NSCP and the like and catchment committees and NRMOs and their various guises appear and contract, get largesse to share it, and withhold it, and make landcare a frustrating 'field' to operate within

SPEED DATE



Disasters and emergencies happen which bring resources to regions, following the destruction and disruption of communities

Corporates commit funds – e.g. through LAL for disasters like Cyclone Larry

Resources are mostly used to reduce short term hazards and risks, to restore infrastructure and for safety (for humans)

There are perverse outcomes of some emergency management operations – with biodiverse and threatened species habitats being destroyed in the name of human safety.

SPEED DATE





LANDCARE FACILITATORS

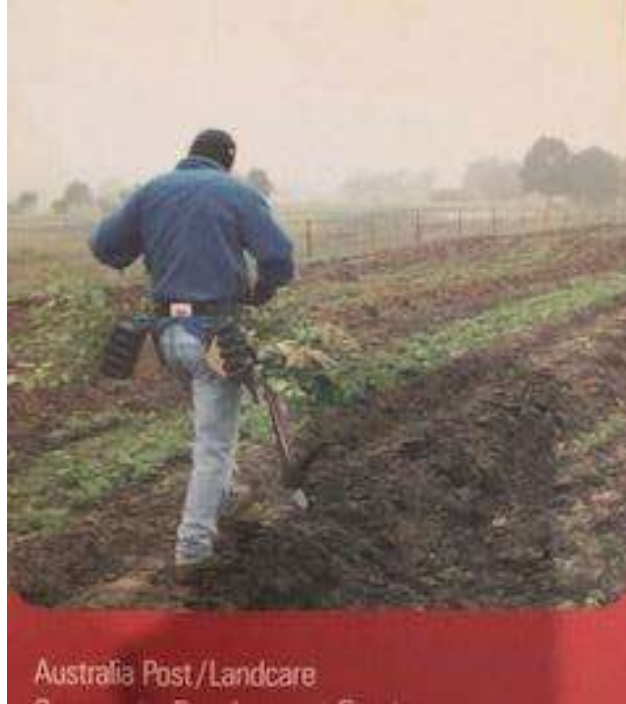
- Change agents



CORPORATE PARTNERSHIPS

- David Stringfellow, Fuji Xerox Chairman introduces Landcare Australia to SOCOG Sydney Organising Committee for the Olympic Committee. 7 companies sign up with Australian Gov't through LAL for Olympic Landcare; 3 yr program developed leading up to the Games to roll out between 1997 and 2000 includes Telstra, Westpac, Fuji Xerox, BHP who all become long term partners
- Angry Anderson Challenge
- Bundy Rum Bush Fund
- Sony Enviro Challenges
- Burkes Blitz – Phillip Island, Innisfail, Murray





Australia Post/Landcare

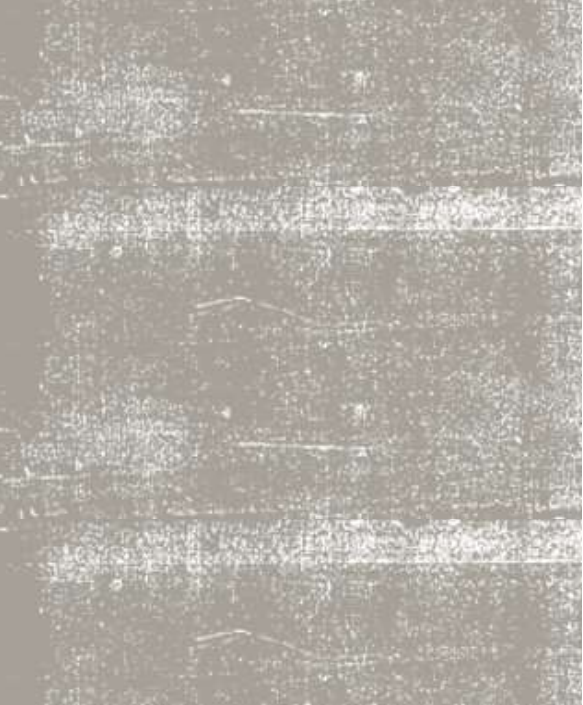
COINS, STAMPS, GREEN BAGS AND COMPANY GRANTS



PHILLIP ISLAND BLITZ

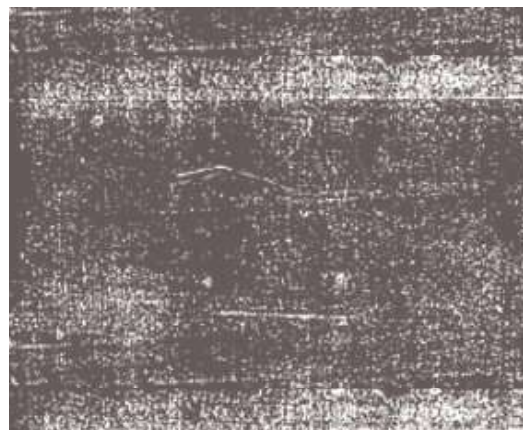
- Media driven corporate partnerships





ARTY LANDCARE FROM RED TREE IN TASSIE TO GOLD TREES FOR OLYMPICS



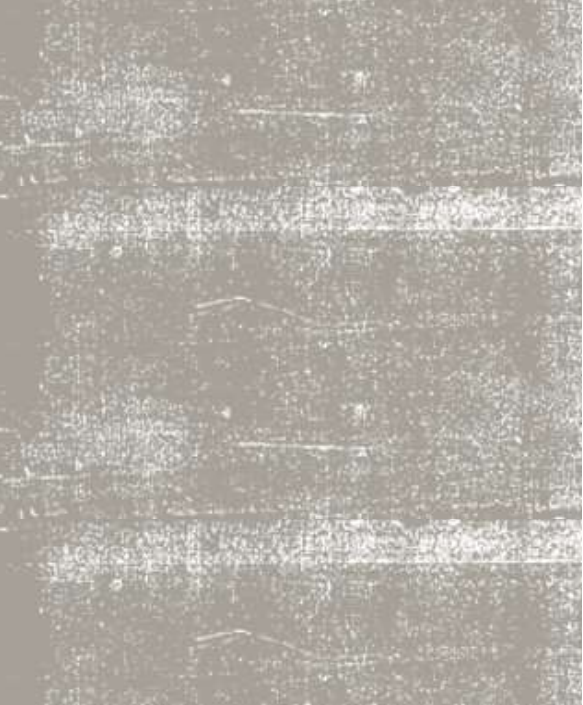


CITIZEN SCIENCE



JUNIOR LANDCARE AND LANDCARE IN SCHOOLS



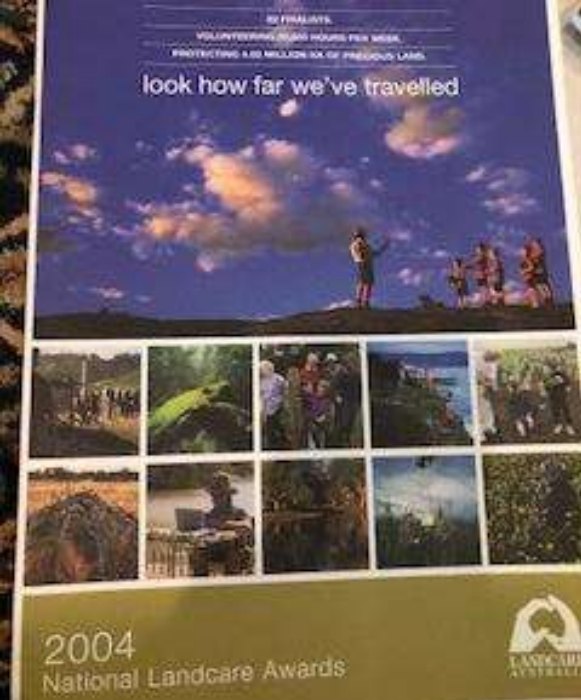


PROMINENT ADVOCATES BRING MEDIA





LITHCOW OLYMPIC LANDCARE



CONFERENCES, AWARDS AND YEAR BOOKS





LANDCARE GROUPS – SMALL TO LARGE SCALE NETWORKS





WOMEN AND MEN, ARTISTS AND CREATIVES MEET IN SHEDS AND OFFICES ACROSS THE LAND





**VERY DIFFERENT GROUPS BUT ALL WITH PASSION,
KNOWLEDGE AND ENERGY AND OFTEN WITH STRONG VIEWS,
GREAT KNOWLEDGE AND SHARING VALUES**



**WHAT GROUPS DO...
UNDERSTOREY AND TREE PLANTING... AND YET MORE
TREE PLANTING**



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MAPS, PLANS AND DATABASES

LANDCARE AND SOCIAL MEDIA

- Facebook
- Twitter
- LinkedIn
- Pinterest





**NEST BOXES FOR SHELTER
UNTIL THE HABITAT GROWS**



SIGNS AND GEAR

POTENTIAL MODEL FOR LANDCARE GLOBAL

First some literature review:

- Chamala and Mortiss (1990) Working together for landcare
- Cullen, Williams and Curtis – Landcare Farming
- Stockholm Institute – What is resilience
- WBCSD – Collaboration with ALI



Redesigning Australian agriculture for resilience requires eleven steps:

1. become landscape literate
2. cure the drought delusion
3. pay for ecosystem services
4. remove hidden subsidies
5. replan the paddock
6. build new industries, not just new crops
7. use native flora and fauna
8. create new partnerships and knowledge
9. unlock tools for change

LandcareFarming



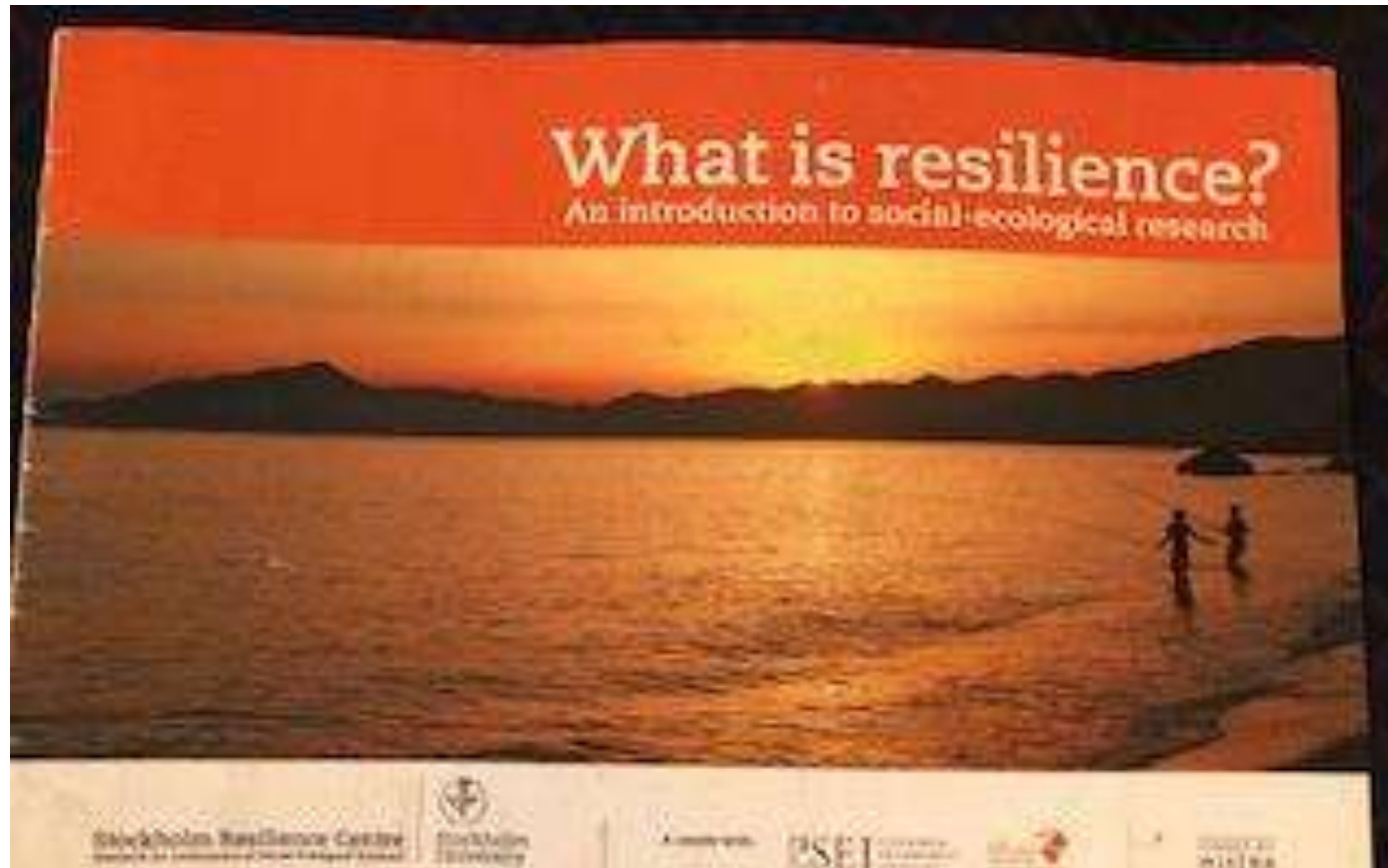
Securing the future for Australian Agriculture

Prof. Peter Collins
Dr. John Williams
Dr. Allan Currie

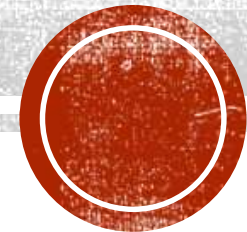


**ADD CONCEPTS FROM LANDCARE FARMING AND
REDESIGNING AUSTRALIAN AGRICULTURE FOR RESILIENCE**





**LANDCARE
IS
RESILIENCE
– FOLLOW
THE GUIDE
WITHIN**



BUILD ON CONCEPT OF 100 RESILIENT CITIES ROCKEFELLER FOUNDATION

THE FIRST

1



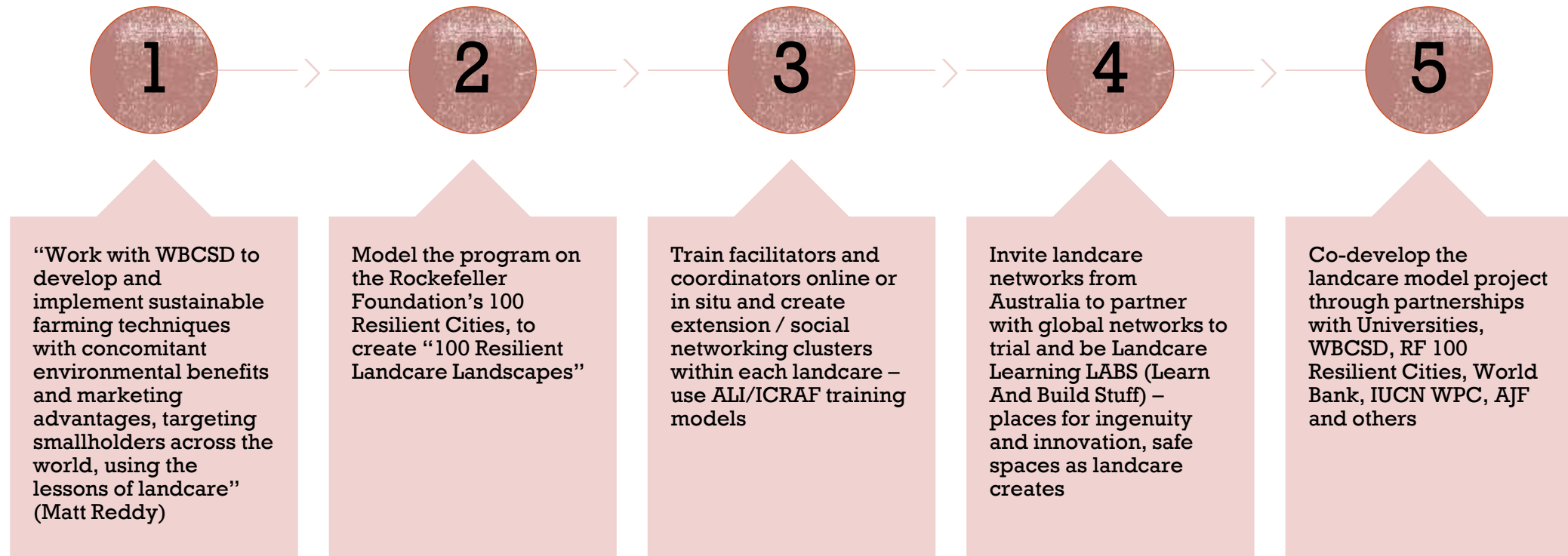
A vibrant rainbow arches over a green field under a cloudy sky. The rainbow is the central focus, with its colors clearly visible. The field in the foreground is green, and there are some trees and a fence line visible in the distance. The sky is filled with soft, grey clouds.

ADD-UP IDEAS WITH WBCSD & CSA — OPPORTUNITIES FOR LANDCARE THROUGH ALI

Just imagine if we had one landcare network in each of Australia's 56 catchments who could be a 'Landcare LAB for training and knowledge sharing and that we had 56 'sister' projects, where we bring people in to Australia and take people to global projects – both in person and online – e.g. Toyama and Corangamite



IDEAS TO DEVELOP





LANDCARE CONTACTS IN GLOBAL BUSINESS NETWORKS

- <http://www.wbcsd.org/Projects/Climate-Smart-Agriculture/Resources/The-need-for-climate-smart-agriculture>



FRIENDS IN ENVIRONMENTAL SPACES

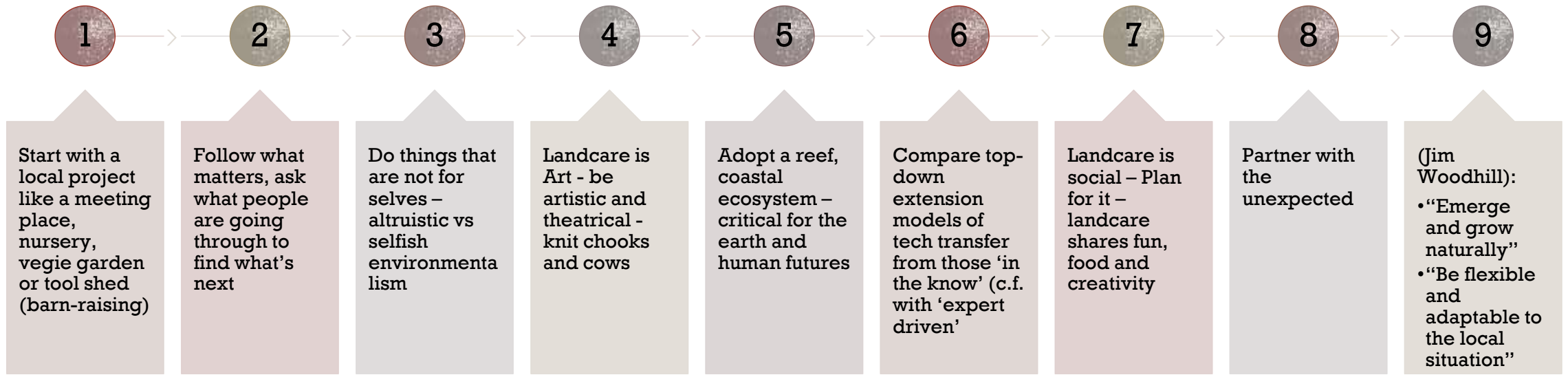




LANDCARE MODEL (FOLLOWING TSI)

- Be nimble organisations – non-hierarchical i.e. front-line critical and valued innovators and connectors
- Make mates – “Informal shadow networks” e.g. Terrain fishers and scientists who collaborate and share knowledge
- Real seed money experiments
- Recognise the (TSI) 9 planetary boundaries and your part in reducing or keeping in the green
- Recognize that we are building the green infrastructure of social-ecological futures





MODEL... IDEAS



Plain language – landcare
needs the science but in
translation for a lay
audience

Everything you do must be
'ecologically literate'

Partner with business for
support and sponsored
experiments – link to
Williams ideas

Be the site (local) of
innovation and ingenuity,
of experimentation and
acceptance of the new
'Change LABs' (Stockholm
Resilience Institute).

Multidimensional (as
compared to single issue)

Understands and works
with Nature – in a move
away from the
Anthropocene (or
Anthroboscene, Dr Jussi
Parikki)

Learn *with* the indigenous

Practice reflexive law:
(which is Social Innovation
that has governance,
diversity and
experimentation – it is
learning by doing)

Step-up after crises as
moments and touchpoints
of innovation and voice-
making

Engender trust – to attract
and keep growing with
partners – need to prove
and show value

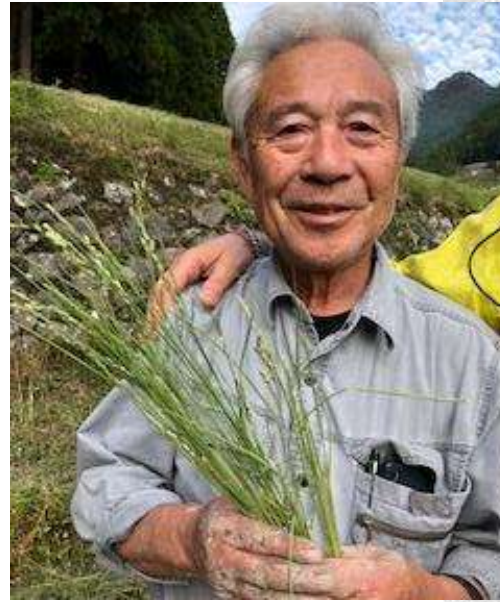
Know your group's natural
capital and social capital
and assets; value and map
both and keep up to date;
keep hold of databases
with social data

Continue to run landcare
bus tours, global visits,
farm-stays, internships,
LABs

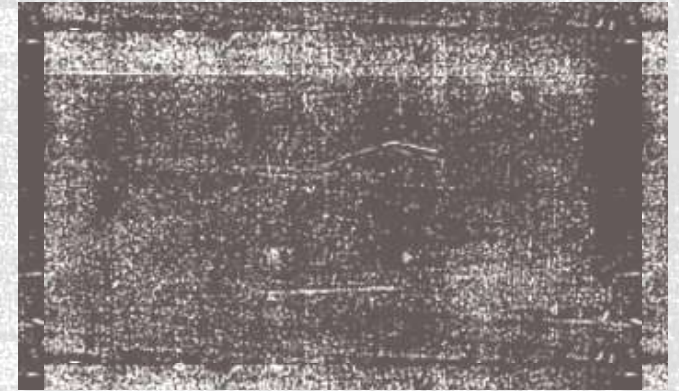
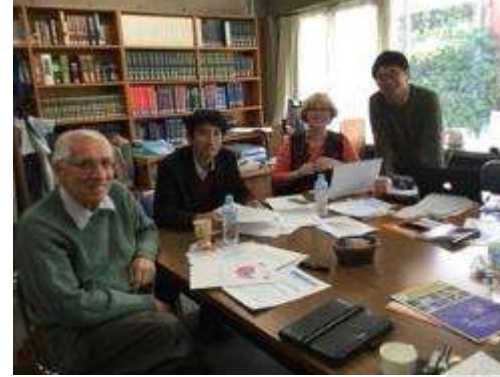
MODEL



JAPANESE LANDCARE HAS INSPIRED NEW CONNECTIONS AND STRENGTHENED SPELJ AND ALI



THE NAGOYA LANDCARE TRIBE (SPELJ)





THE TEN DESIRES THAT DRIVE US

- *To be taken seriously*
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