



Landcare
Victoria Inc.

**Strengthening
Communities.
Restoring
Environments.**

Landcare Victoria Strategic Plan

2021-2024



lvi.org.au



Our Vision and Purpose

Landcare Victoria represents community landcare in Victoria.

Our vision is for rich and diverse Victorian landscapes, supporting productive farming, healthy ecosystems and thriving communities.

We support landcare to be strong, connected and effective.

Who we are

Landcare Victoria* is led by a volunteer Board, who represent the landcare community of Victoria. Landcare Victoria supports over 600 groups, representing more than 17,000 households, and an estimated 60,000 individuals.

Our values

Our values reflect the values of the Victorian landcare community:

Grounded in the community and knowledge of local landscapes

Empowering individuals and communities to make a positive difference to their local landscapes

Respectful of the knowledge of diverse groups of people with a connection to the land, including First Nations people

Collaborative in our approach to achieving outcomes.

Acknowledgement

We pay our respect to the Traditional Owners of the lands in Victoria.

We take inspiration from the legacy of Victorian Aboriginal people, who have produced food, while caring for the ecological systems that life depends upon, for tens of thousands of years.

Welcome

Landcare Victoria has great ambitions for the future of landcare in Victoria. At the foundation of landcare is the fundamentally powerful idea that responsible, self-organising communities collaborate in identifying and achieving sustainable land and environmental management goals.

Three decades ago Victoria's Environment Minister Joan Kirner and Heather Mitchell from the Victorian Farmer's Federation collaborated to establish landcare in Victoria.

Their initiative built on earlier sustainable agriculture initiatives and they inspired a movement that has spread throughout Australia and internationally.

Victorian and Australian Government support for landcare triggered a massive community-led effort to replant trees in agricultural landscapes. Today the trees planted in those decades are mature.

So too is the landcare movement and our understanding of how we need to further grow and adapt to confront the serious challenges ahead.

Landcare remains strongly rooted in our original purposes – healing ecosystems while supporting sustainable, productive and globally competitive agriculture.

Now our branches extend beyond land degradation, to the most pressing issues of our time: the overarching crises of climate change and biodiversity loss.

The strong 'thriving community' ethos of the landcare model will continue to promote social cohesion and strengthen the community fabric needed for resilience.

Landcare Victoria's role is to support the landcare community in its aims. We work with the landcare community to unlock, share and build knowledge across networks and groups to build capacity and capability.

We support the uptake of effective, soundly-based partnerships and innovations that support the achievement of our goals.

Members are the lifeblood of Landcare Victoria. We represent and speak with the authority derived from the collective ideas, efforts and expectations of tens of thousands of Victorian landcarers.

This strategic plan marks an exciting turning point in the work of Landcare Victoria. We hope we will have your support as we bring it to life.

Terry Hubbard OAM

Chair
Landcare Victoria

Andrew Maclean

Chief Executive Officer
Landcare Victoria

Goal 1: A strong voice for Victorian Landcare



Landcare Victoria is an influential voice for the Victorian landcare movement, advancing solutions that empower communities to achieve integrated sustainable agriculture and environmental outcomes.

We promote the value and achievements of Victorian landcare and amplify the voices of the landcare community through strong and innovative communication strategies.

We champion effective policy for landcare, informed by our deep knowledge of Victorian landcare communities, the innovations and opportunities they pursue, and our understanding of barriers that prevent landcare meeting its potential.

We work with partners and stakeholders to promote best practice and innovation in land and environmental management, adapting to climate change, community needs and industry developments.

We work closely with Victorian and Australian Government agencies to ensure that government-provided support to landcare is effective and responsive to the needs of the landcare community and the challenges we face.

Priority activities:

- Develop a statewide plan for landcare in Victoria as a blueprint for the growth and development of the landcare movement.
- Develop the Landcare Victoria communications and engagement strategy, capacity and processes to facilitate rapid and effective communication between and within landcare Victoria, its members and the wider community.
- Build upon our relationships with key partners - Catchment Management Authorities, Victorian Government Agencies and Statutory Authorities, the National Landcare Network and Landcare Australia to clarify roles, promote coordination and ensure the needs and interests of community landcare are properly supported.
- Develop a monitoring and reporting process to document and demonstrate collective achievements of the landcare sector and identify future needs.

Goal 2: A thriving and resilient landcare community



Landcare Victoria fosters and supports landcare networks and groups across the state, promoting best practice and collaborating with government agencies and others to increase capacity and capability of the landcare community.

We build the capacity of the landcare networks, facilitators and other staff to work effectively within their communities, delivering strong outcomes in landscape restoration and environmentally sustainable and productive farming practices.

We support the landcare community to build respectful relationships with Victorian Aboriginal communities and explore opportunities to meet the aspirations of Traditional Owners through landcare.

We foster and build landcare's community knowledge, catalysing information sharing and learning across landcare networks and the wider community.

We promote evidence-based thinking, innovation and responsiveness to new information and technology, with a commitment to striving for tangible outcomes.

We build and broker relationships with government, industry, researchers, the corporate sector and others to ensure landcare has access to the knowledge and resources needed to address the challenges we face.

We support landcare groups to meet governance and risk management requirements through the provision of insurance, governance and funding advice and other resources.

Priority activities:

- Establish a coordinated, statewide capacity building and information sharing program for professional landcarers.
- Establish a governance and management development program to support member groups.
- Facilitate knowledge, skill sharing and connections across the landcare community.
- Investigate and pursue opportunities for landcare in emerging carbon and environmental services markets to help build and sustain major local restoration projects/programs.
- Facilitate participation in research and development projects to foster early access to innovation relevant to landcare.

Goal 3: A healthy organisation



Landcare Victoria operates effectively in a fiscally responsible, ethical, efficient and sustainable manner.

We maintain sound governance with an active, informed and skilled Board providing leadership to the CEO and staff team.

We build resources for the delivery of the strategic plan and for long term financial sustainability.

We foster a culture of collaboration and respect, both internally and to the wider membership and stakeholders.

Priority activities:

- Review the Rules of Landcare Victoria Inc. to ensure they meet best practice governance requirements and are fit for purpose for today and the future.
- Establish and implement a fundraising strategy to secure more resources for the work of Landcare Victoria and its members.
- Upgrade member data management systems to achieve better services for members and greater capability for Landcare Victoria.

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Further information

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