

## Case Study - Community Sponsorship for Kingaroy Landcare Group

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### BACKGROUND INFORMATION

Kingaroy Landcare Group undertook an integrated tree-planting project, focusing on engaging the wider community in Landcare week 2000 activities. The group worked in collaboration with 15 local businesses, Kingaroy Shire Council, industries such as Tarong Coal, Tarong Energy and Bean Growers of Australia and two local schools - Kingaroy Catholic College and Kingaroy State High School.

Kingaroy Landcare group has a total of 15 voluntary members, which includes the Executive Committee (Chairperson, Vice Chair, Secretary and Treasurer). The majority of members are landholders involved in dairy, grain, or beef production.

With support from NR&M Extension staff, Kingaroy Landcare Group were able to source financial assistance and in-kind support from their local community. As well, NR&M support staff were able to provide assistance and guidance with project design and implementation, marketing and communication, fund-raising and association administration. This has resulted in the group having a higher level of confidence, which will assist them in future project development and on-ground activities as well as communicating with partners in the local community.



### PROCESS USED FOR DEVELOPING PARTNERSHIPS

- Initial meeting with NR&M support staff, Landcare members and Kingaroy Shire Council
- Site inspection with Landcare rep, Kingaroy shire Council and Bean Growers of Australia
- Identify stakeholders, Schools and Local Businesses in the Kingaroy Shire and South Burnett region.
- Design Sponsorship letter and form
- Distribute sponsorship letters and forms to wider community
- Media releases to local paper and radio
- Set up administration of cheques and receipts with Landcare Australia

- Preparation of Site - Landcare members and Kingaroy Shire Council
- Design of Sponsors Certificates of Contribution
- Design and Development of Partners / Sponsors sign for tree planting site
- Organised Tree planting and Education Program for the day
- Morning Tea to present certificates to partners/sponsors
- Landcare members visited individual partners/sponsors to personal thank them for their contribution to Landcare Week 2000
- Media Release – update on final activities and publicise partners involved in Landcare activities.

### BARRIERS

- Majority of Kingaroy Landcare members are male and average age of 60.
- Limited funding and resources for small rural Landcare groups
- Lack of expertises in project management, marketing, communication and administration
- Reduced extension support in the Burnett, therefore community groups having to seek further technical information, skills, support from other sources, which is costly. Community still have the perception that government departments need to provide one-on-one extension.
- Community volunteer groups are asked to have greater input into to new government policies and programs, this is time consuming and costly for volunteers.
- Community perception that community groups such as Landcare and Catchment are green groups or only tree planting groups.



## *Implementation of Natural Resource Management in the Burnett Catchment, July 2001*

### **WHAT WERE THE OUTPUTS / OUTCOMES**

The Kingaroy Landcare tree planting activity was a well planned, widely publicised and coordinated project therefore specific targets were set. However it was unintended to seek such a diversity of support and contributions from a wide variety of local businesses (ie Local Coffee lounge, Cement Mixing, RACQ Towing Service etc) to the value of \$800.

- The most significant outcome of this project, was the demonstration to Kingaroy Landcare Group, that building partnerships in their local community was the ONLY way they could continue to implement on-ground projects. They now value those partnerships and work hard, not only to maintain them, but to constantly improve them through recognising the support they' ve been given to date
- \$800 was raised solely through encouraging local businesses to get involved
- More than 20 local businesses supported the project, with a commitment from many of those businesses to support similar projects in the future
- An on-going commitment from schools to integrate related subject material into classroom based activities, particularly leading up to future Landcare Week activities
- An increase in group enthusiasm and commitment, given the success of their sponsorship drive
- An increased awareness in the general community of NRM issues, through a number of media articles related to the project
- Plans to undertake a similar project on an annual basis, in partnership with local schools, local businesses and the media



### **WHY DID IT WORK?**

- Project had adequate planning and coordination
- Simple, clear outputs, no red tap, reporting requirements etc
- Local project focusing on local issues
- Project well publicised through local media contacts i.e. newspaper, local school newsletters, radio etc
- Use of existing networks i.e. School teachers, Industry representatives involved in Landcare/Catchment Management activities and programs.
- Group has a good working relationship with other sectors and groups in the South Burnett

- Group has a good background of previous involvement in community projects, on-ground outputs.
- Group members were committed in trailing a new approach to engage the wider community in resource management issues.
- Commitment and clear activities outlined by the Schools involved
- Project was specifically designed to engage the wider community, local school involvement in education activities with Landcare members.



### **OTHER PARTICIPANTS VIEW OF THEIR PARTNERSHIP**

As a result of this partnership Kingaroy Shire Council and Kingaroy Landcare group has been able to work on more strategic projects such as the Kingaroy Shire Council Remnant Veg Strategy, Significant Sites, Community Restoration Projects, Community Volunteer Nursery etc. Therefore expanding their partnerships and relationship with other groups such as Land for Wildlife, Society for Growing Australian Plants, Service groups, Burnett Catchment Care Association, Schools etc.

These partnerships have advanced Kingaroy Landcare groups' confidence and skills to make it an annual event and engage the wider community in the significant sites of revegetation and protection that have been identified under the Remnant Veg Strategy of Kingaroy Shire Council.

### **DOING IT DIFFERENTLY**

- Promote to the wider community at a greater capacity
- Invite local businesses to plant trees – deliver trees to local businesses the day before tree planting activity.
- Greater need to continue communication with new partners in resource management for example newsletter on project site, survival of trees, improvement in water quality etc.
- The first tree-planting site was not a site for addressing land degradation but primarily as an education and promotion site. Future projects may focus on the total landscape such as improving Kingaroy water supply.

### **CONTACTS**

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