



Collaboration - Stronger Together

Mid Hunter Landcare

Mid Hunter Landcare invited the Singleton Shire Landcare Network, Hunter Region Landcare Network, Hunter Local Land Services and the Upper Hunter Weeds Authority to show a unified approach to local natural resource management

The issue

Landcare had drifted off the community radar and despite much hard work by a limited few on their existing projects, the community had not had the opportunity to effectively see, connect and engage with the organisation. The group had also lost touch with partner organisations or other groups operating in a similar space. An opportunity was perceived to engage collaboratively at an upcoming agricultural show in order to get the Landcare brand and purpose back out there.

The solution

The Singleton Show was a great opportunity to showcase a collaborative approach to natural resource management (NRM) between partner organisations. By sharing a common site, each of the three partner groups could assist, refer, support and respond to various community inquiries and opportunities. The activity also cemented the brands and purpose of each group together in the minds of community members and provided excellent opportunity for networking. New fliers were also produced to outline Landcare's local purpose and structure as well as notifying the public of further upcoming events.

The impact

It's alive! People came from all around to reconnect with Landcare. More than 40 people were engaged by Landcare on each of the two days, which translated into attendance at subsequent events and increased local Landcare membership. A renewed organisational relationship was forged with partners, which was promoted clearly amongst the community. New promotional media and templates were developed for the event, and which will continue to be used for marketing and brand recognition. It's amazing what can happen when you get up and out there in the community again!



What is Landcare?

Landcare is a framework for community members to organise and undertake natural resource management projects. Landcare groups can apply for and receive funding to do projects in areas such as:

- Urban parks and reserves
- Sustainable agriculture
- Environmental weed management
- Riparian (riverbank) restoration
- Community engagement and education

Landcare groups are independent and can determine the focus of their group depending on its members and local issues.

For further information:
Alan Dwyer (Local Landcare Coordinator)

Key facts

- Promotional
- Direct Community Engagement
- Organisational Collaboration
- Develop Partnerships
- Networking
- Community of Practice

Project Partners



This activity is part of the Local Landcare Coordinators Initiative



Local Land Services

The Local Landcare Coordinators Initiative is funded by the NSW Government, and is supported through the partnership of Local Land Services and Landcare NSW.

