



Sustaining Landcare -an outcome of the Local Landcare Coordinator Initiative

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2nd LLCI State-wide event
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LLCI Working at three scales



State Scale
Making a long-term
difference



Regional Scale
Stronger together



Coordinator Scale
Supporting local achievement



The State Scale - Sustaining Landcare

An outcome of the LLCI is

...to develop a sustainable funding source for the services and structures needed by the volunteer Landcare movement.

The LLCI provided resourcing for The Landcare Trust project to research and create mechanisms for achieving a self-sustaining Landcare model that:

- *supports Landcare volunteers, coordinators and state support functions*
- *is entrepreneurial*
- *derives investment from diverse community, corporate, philanthropic and government sources*
- *is not targeted for on ground works (which are funded through other grant mechanisms).*

Developing the Project

The Trust Project has 4 phases

- 1.Planning, research, endorse preferred model*
- 2.Establish the Trust, endorse income and marketing strategy*
- 3.Implement income and marketing strategy*
- 4.Transition funding for Landcare support to the Landcare NSW Trust.*

Phase 1

- Involved consultation with a broad range of stakeholders , including the Landcare community to be incorporated in to the design of the model .*
- Federal, State and Local Governments will all continue to be important partners to the activities of volunteer Landcarers. This model aims to complement government funding of Landcare activity by generating additional funding sources and revenue streams to fund Landcare support.*
- The objective of the Trust project is to develop a new self-sustaining funding model – to allow a seamless transition at conclusion of the funding through the NSW Government Landcare Policy 2015-2019 – by 2019.*

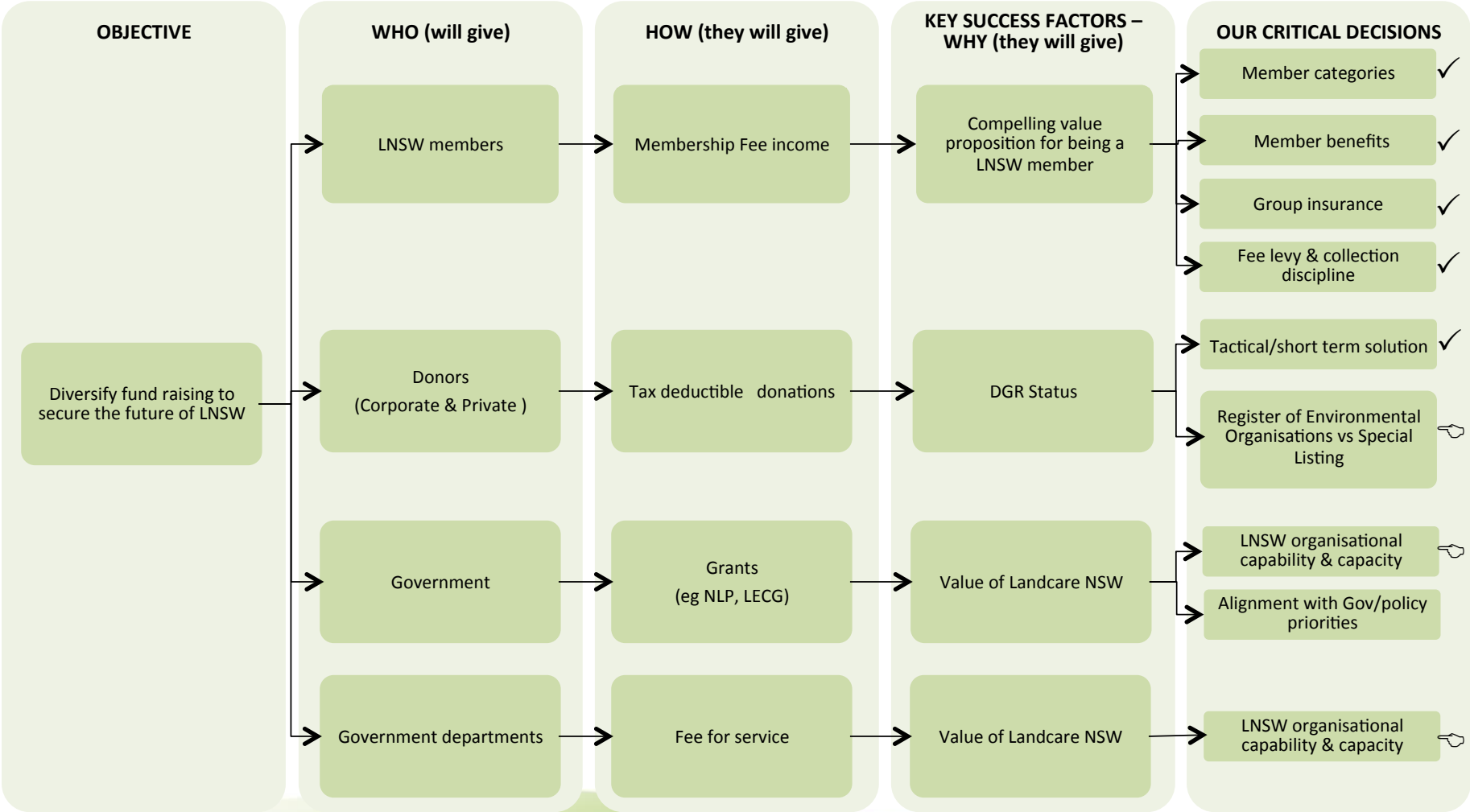
Phase 1 - The model - Six Key Strategies

1. Establish a 'Landcare NSW Trust' entity to manage funds entrusted to it.
2. Attain Deductible Gift Recipient (DGR) status for the Landcare NSW Trust to increase the effectiveness of contributions for the benefit of Landcare in NSW.
3. Develop a paid membership model that meets its revenue targets and provides:
 - a. support services to member groups
 - b. engagement of other individuals and business members.
4. Seek seed funding of \$2.5m over two years to scale up and build the necessary infrastructure to establish a professional team to:
 - a. deliver internally focused services to members and groups, and
 - b. generate new revenue sources to meet the new funding targets.
5. Generate major gifts through philanthropic partnerships.
6. Confirm a partnership model with the NSW Government to support the growth and development of Landcare in the long term.

Phase 2-4 - The Trust Project Recap to date

- The recommended model provides a pathway to self-reliance for Landcare in NSW while maintaining a strong partnership with the NSW Government in recognition of the significant value provided by Landcare.
- In the short term seed funding is required to build the skills and capacity in order that Landcare NSW can continue to provide services to the Landcare community while concurrently building a new membership and supporter model to attract new revenue from a range of sources.
- With strategies 1-3 well in hand (though it is acknowledged that these do require some continued support), strategies 4-6 are the focus of the project going forward.

Sustaining Landcare – Visual Guide



Membership and Insurance

Implementation of Membership & Insurance Portal

Development of new Member Services Fact Sheets to support implementation of new scheme

- Fact sheets
- training guides
- Member services help line

Community Underwriting

- An underwriting agency majority owned by their larger Not for Profit clients
- Each year seventy percent of their surplus profit is returned to their Not for Profit shareholders as donations.
- A further five percent of the surplus is set aside each year to fund a small grants program for non shareholder clients.

Our member groups will be eligible to apply for these grants upon renewal

Membership and Insurance

131 groups have joined since 2 March

Approximately 20 unincorporated groups that we are aware of have elected to stay with current providers. These groups are ineligible to join our program

Feedback

- Cost vs cover positively received
- Some negative feedback from small groups on cost of membership program, Large groups fared favourably. Review by Membership sub committee required

Launch of Insurance has highlighted number of corporate governance issues

- Lack of understanding/indifference re insurance
- Lack of understanding re membership
- Constitutional issues - highlights need for model constitution
- Understanding of Corporate governance
- Variable technology utilised
- Level of Understanding re Risk and WHS

Upcoming Priorities

Member Services:

- review feedback from member groups with Sub Comm and Council
- Source and implement required training (combination of instructor led and eLearning) to address identified Corporate Governance and WH&S needs
- Consult with Regions and Districts to agree on data requirements to create State wide dashboard
- Configure Salesforce to house membership and insurance data, build and test data feeds from portal

Landcare NSW Website:

- refreshed navigation and content
- new members only area
- donations payment gateway
- Build links from social media and other donation platforms

Upcoming Priorities

Fundraising:

- seek out corporate and private partners
- donation and fundraising drives utilising new advertising and creative assets
- develop fee for service opportunities

Legal:

- Apply for Deductible Gift Recipient Status

Landcare NSW:

- Implement systems and functionality to increase operational effectiveness and facilitate greater remote working functionality