

Ovens Landcare Network Inc

2023 - 2026

# STRATEGIC PLAN

## ABOUT

Ovens Landcare Network (OLN) is a community-driven organisation that was established in 1995 and has grown to support and enhance the efforts of 21 Landcare and 3 Friends of groups in the Ovens River, King River, Black Dog Creek, and Indigo Creek catchments. The network covers approximately 780,000 hectares and extends from the Great Dividing Range in the south to the Murray River in the north.

OLN member groups focus on sustainable land management and lifestyle practices, increasing native biodiversity, and improving remnant bushland on public and private land. Landcare Facilitators are employed by the network to support these member groups and to promote the benefits of Landcare within the region.

The network facilitates larger catchment-wide projects and supports the extension of group projects which encourage sustainable farming practices and enhances the natural environment.

# PURPOSE

To connect, collaborate and build capacity to strengthen and support Landcare activities across the landscape

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## Aims

- Strengthen the activities and influence of OLN
- Collaborate to create stronger partnerships and resilient landcare communities
- Influence positive landscape change through larger projects and or linking of group projects
- Communicate the value of Landcare in the OLN region
- Strengthen the membership and activities of all the OLN groups

## Values

We subscribe to the values of Landcare Victoria Inc (LVI)

- 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

## Strengthen the activities and influence of OLN

Focus	Goal	Strategic Actions
Committee capacity	Encourage a variety of skills and experience on the OLN committee, providing advice/support to OLN.	<ul style="list-style-type: none"> <li>• Review OLN rules for committee members</li> <li>• Maintain a current skills matrix</li> <li>• Recruit based on skill needs</li> <li>• Provide mentoring and skills development</li> </ul>
Governance	Protect the organisation and create confidence and trust in the organisation, from both member groups and funding agencies	<ul style="list-style-type: none"> <li>• Maintain and develop policies for the OLN - leading by example for member groups</li> <li>• Monitor financial viability and plan for the use of discretionary funds</li> <li>• Develop guidelines for use of discretionary funds</li> <li>• Comply with legislative responsibilities and requirements</li> <li>• Review future direction (to commence January 2025)</li> <li>• Remain apolitical</li> <li>• Develop a risk management framework</li> </ul>
Visible organisation	Increase/improve OLN profile	<ul style="list-style-type: none"> <li>• Develop a communications plan to improve awareness to member groups and Landcare community</li> <li>• Increase our connection and value to groups</li> <li>• Be well represented on regional project steering bodies</li> </ul>
Funding	Organisation is financially viable	<ul style="list-style-type: none"> <li>• Develop a plan to diversify sources of funding</li> </ul>
Employ Landcare Facilitators	Skilled and well resourced Facilitators	<ul style="list-style-type: none"> <li>• Provide and manage work plans</li> <li>• Provide opportunities for professional development</li> <li>• Seek funding to ensure longevity of employment</li> <li>• Provide human resources support</li> </ul>

## Collaborate to create stronger partnerships and resilient landcare communities

## Influence positive landscape change through larger projects and or linking of group projects

## Communicate the value of Landcare in the OLN region.

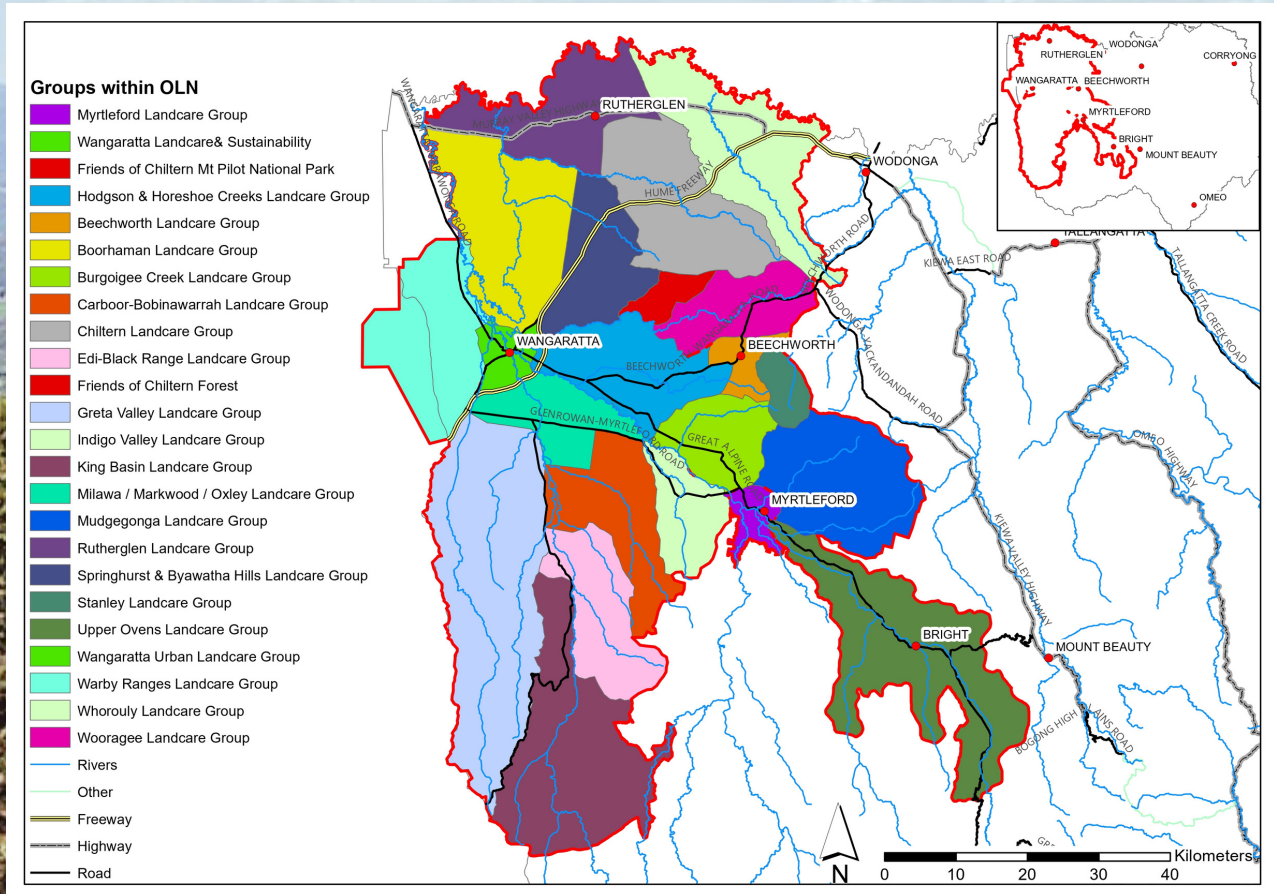
Focus	Goal	Strategies
Collaboration	Facilitate shared projects and priorities between groups Connect with and participate in activities and priorities associated with other Landcare Networks and LVI	<ul style="list-style-type: none"><li>• Host and collaborate on catchment-wide projects</li><li>• Share skills and knowledge between groups</li><li>• Partner with aligned organisations to run a range of activities for the Landcare community</li></ul>
Education & awareness raising	Our community is aware of current NRM issues, knowledgeable about sustainable farming and living, biodiversity and native habitats.	<ul style="list-style-type: none"><li>• Advocate for and share information on:<ul style="list-style-type: none"><li>◦ Sustainable agriculture</li><li>◦ Sustainable living</li><li>◦ Best practice natural resource management</li><li>◦ Supporting biodiversity</li><li>◦ Valuing cultural heritage</li></ul></li><li>• Produce resources</li></ul>
Community Wellbeing	Promote and support community wellbeing through involvement in Landcare	<ul style="list-style-type: none"><li>• Develop projects that are accessible and appealing for a range of abilities</li><li>• Develop our relationships with community and health organisations</li><li>• Tell the story of the benefits of joining the landcare community</li></ul>
Information sharing	Comprehensive distribution of NRM knowledge & opportunities Communicate the benefits of Landcare	<ul style="list-style-type: none"><li>• Continue to publish our newsletter and expand it's audience</li><li>• Improve and act on our social media plan</li><li>• Keep our website up to date</li><li>• Communicate stories and Landcare opportunities to traditional media</li><li>• Have a Landcare presence at relevant community events, e.g. festivals &amp; markets</li></ul>



Advocacy	To voice environmental concerns to all levels of government Work with other networks and local communities to amplify relevant issues	<ul style="list-style-type: none"> <li>• Invite MPs &amp; media to events</li> <li>• Regularly share snapshots from OLN Newsletter with local print and radio media, and LVI</li> <li>• Write letters to government representatives about issues that matter to the Landcare community</li> <li>• Attend North East Landcare executives meetings and relevant conferences</li> </ul>
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## Strengthen the membership and activities of all the OLN groups

Focus	Goal	Strategies
Providing resources	Reduce workload and overlap for member group volunteers Share resources and training	<ul style="list-style-type: none"> <li>• Share policies</li> <li>• Develop and improve templates for reporting, project management, advertising</li> <li>• Host equipment and educational resources</li> <li>• Maintain supplier lists and contact details (nurseries, spray contractors, fencing contractors, etc.)</li> <li>• Trial the potential of annual bulk buys - eg tree guards</li> </ul>
Planning and development	Members will have actionable plans to move forward/focus energy	<ul style="list-style-type: none"> <li>• Develop and maintain strategic plans and annual actions for groups</li> <li>• Scan the horizon – be aware of long term change both environmental and social (climate, water, demographics, policies)</li> <li>• Develop adaptable project plans</li> <li>• Collate and share common solutions</li> </ul>
Community benefits from Landcare	Landcare groups are viable, relevant, and accessible for their local communities	<ul style="list-style-type: none"> <li>• Research interests of Landcare community</li> <li>• Identifying the needs of groups and communities</li> <li>• Direct network resources where needed</li> </ul>



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visit:**

[www.ovenslandcarenetwork.org.au](http://www.ovenslandcarenetwork.org.au)