Macleay Landcare Network Strategic Plan 2019

MLN Mission Statement
To facilitate community endeavours to achieve ecologically sustainable land management and the protection and enhancement of the natural environment.

MLN Vision
The Macleay Catchment will be a model of best practice in ecologically sustainable land management and the protection and enhancement of the natural environment.

Our Organisation

The Macleay Landcare Network was incorporated in 2002 in recognition that the community in the lower Macleay Valley required a local Landcare Network to promote and advocate natural resource management (NRM) and sustainable agricultural practices.

MLN is a community run organisation run by a volunteer committee with membership from across the Macleay Valley. As part of the greater Landcare network its presence extends to the regional and state level through membership with the North Coast Regional Landcare Network and Landcare NSW.

Funding through the Landcare network has allowed Macleay Landcare Network to support other voluntary community groups engaged with NRM in the Macleay Valley. Community groups can also apply to operate as sub-groups under the MLN to receive administration support. Groups such as Bellbrook Landcare, Upper Macleay Landcare, and Hat Head Dune Care are pursuing this option in 2019.

Macleay Landcare Network also supports a very high number of individual land managers, both farming and non-farming people who manage small and large parcels of land in the valley.

MLN also employs staff to run a Landcare Office and deliver Landcare programs. The MLN Landcare Office has enabled the organisation to source funding for a range of natural resource management projects. The delivery of projects is often in partnership with other organisations and agencies, such as the North Coast Local Land Services or Kempsey Shire Council. Seeking funding to deliver projects allows MNL to address community needs, educate the public, support individual landholders, whilst maintaining a presence in the lower Macleay Valley.

The Macleay Landcare Network committee will use this Strategic Plan to assist and plan for the future, to build upon strengths of the organisation and take advantage of opportunities as they arise. Identifying and acting on weaknesses and challenges will ensure that MLN is fit for the future.

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Implementing the Strategic Plan

It is recognised that resources will limit the implementation of strategies and it is the challenge of the committee to invest time and money for most effective outcomes.

MLN Objectives and Strategies

OBJECTIVES	STRATEGIES
To have good management systems and governance.	• Build on existing management systems by undertaking organisational checklist for corporate governance and addressing any gaps. • Maintain policies and procedures. • Further develop corporate knowledge and formalise a method of information storage or exchange. • Further develop computer systems, corporate calendars and contacts. • Manage office and container equipment for ease of access and use. • Maintain computer systems -equipment loaning, expression of interest. • Meet administration, reporting, and governance obligations. • Stay within budget. • Committee champions to actively promote their area of specialisation. • Staff to provide regular reporting and planning to the committee including weekly activities.
To have financial security.	• Advocate for continued government investment in Landcare. • Continue to actively seek new funding opportunities including lobbying local politicians. • Target existing funding programs such as Habitat Action Grants, NSW Environmental Trust, and the National Landcare Program. • Retain Landcare Network links to keep up-to-date on funding programs. • Develop 'shelf projects' or revise un-funded applications. • Use the Expression of Interest data to prepare for funding opportunities.
To be a respected and relevant organisation.	• Maintain a high standard of project delivery. • Continue to develop and deliver successful projects which demonstrate the relevance and effectiveness of Landcare activities. • Be accountable for funds and demonstrate probity in all aspects of operations. • Promote and celebrate MLN's achievements.
To be an organisation that drives natural resource management and sustainable agricultural practices.	• Actively participate in communities of practice at relevant forums. • Engage with industry groups and stakeholders. • Collaborate and form partnerships with other organisations. • Build capacity of staff to deliver new information and promote change. • Promote and implement best management practice through workshops, events, website and social media. • Seek opportunities to promote MLN's role in NRM at all levels.
To have active groups and members that are engaged.	• Communicate with our members via newsletters, email, and social media. • Support volunteers and communities of practice. • Seek funding and target capacity building for groups and members. • Provide resources and equipment. • Host member events that are social and informative. • Develop local NRM award that "feeds" into state and national awards.
To have relevance and be engaged with the community.	• Ensure that MLN retains an office accessible to the public with relevant information and advice. • Respond to existing and emerging local issues and interests. • Provide capacity building events and educational opportunities. • Ensure staff have the skills and knowledge of local issues to address community enquiries. • Promote MLN and its achievements through local media, social media, the website and at community events. • Increase membership.