



Macleay Landcare Network Strategic Plan 2020-25

Acknowledgement

Macleay Landcare Network committee acknowledges the Dunghutti and Thunghutti people of the Macleay Valley, as the saltwater and freshwater custodians of the land in which we live and work. We pay our respects to their elders past, present and emerging.

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 (MLN) 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. We commenced operation in 2003.

MLN is a community, non-for-profit organisation run by a volunteer committee with membership from across the Macleay Valley and beyond. As part of the greater Landcare network our presence extends to the regional, state and national level through membership with the North Coast Regional Landcare Network and Landcare NSW and a working relationship with Landcare Australia and other key stakeholders such as The NSW Environmental Trust, NSW National Parks, Local Land Services, Kempsey Shire Council, Crown Lands, etc.

We work with landholders and occupiers of land to restore the Macleay River catchment. Our activities include mass tree planting, soil improvement, erosion control, environmental weed control, riparian restoration and other habitat restoration, as well as other land management programs to support our members and stakeholders, etc.

We engage with the community, involving local schools and community groups in activities that educate the community, helping our community towards a sustainable future.

We hold field days and workshops that provide the community with skills to manage their projects and to improve the condition of the catchment.

We support other local groups to protect the environment including local Landcare, Dunecare, and Bushcare groups, as well as community-run nurseries.

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.

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 funds for most effective outcomes.

MLN Objectives, Benefits and Strategies

OBJECTIVES	BENEFITS	STRATEGIES
To have good management systems and governance.	Ensure probity, productivity, safety and continued funding.	<ul style="list-style-type: none"> • Build on existing management systems by undertaking an 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. • Maintain and further develop computer systems. • Meet administration, reporting, and governance obligations. • Stay within budget. • Ensure safety for staff and volunteers. • Monitor works allocated to and delivered by project contractors to ensure a high standard of performance and management. • Staff to provide regular reporting and planning to the committee including weekly activities.
To have financial security.	Be able to continue to deliver NRM outcomes for the Macleay Valley	<ul style="list-style-type: none"> • Advocate for continued government investment in Landcare. • Continue to 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.	Help ensure continued funding via grants.	<ul style="list-style-type: none"> • 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. • To document, promote and celebrate MLN's achievements.
To be an organisation that drives natural resource management and sustainable agricultural practices.	NRM outcomes for the Macleay Valley.	<ul style="list-style-type: none"> • 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 and events. • Seek opportunities to promote MLN's role in NRM at all levels using tools such as website and social media. • To collaborate with local community groups to pursue mutual goals and to deliver outcomes under the NSW Landcare Program.
To have active groups and members that are engaged.	Building a broad base for advocacy and support for proposed funding opportunities.	<ul style="list-style-type: none"> • Communicate with our members via newsletters, email, and social media. • Support volunteer involvement in activities, projects, and programs. • Seek funding and target capacity building for groups and members. • Provide resources and equipment. • Host member events that are social and informative. • Develop and 'run' local NRM award(s) that 'feed' into state and national awards.
To have relevance and be engaged with the wider community.	Opening opportunities for volunteering and building community support for projects.	<ul style="list-style-type: none"> • Ensure MLN is 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. • Participate in local forums and engage with relevant stakeholders. • Increase membership and newsletter subscriptions.