

Working with Lifestyle Land Custodians/Hobby Farmers

These issues are most relevant to council/CMA staff (Answers differ depending on where you come from)

Froth and bubble to bring people in and direct to groups

Listening and acknowledgement: meet people where they are

One-stop shop: different forms (shop, trailer, expo, case manager/mentor)

Peer support among practitioners

Working with groups/develop clusters

Role of fusion/enterprises – need private, business and govt working together

Connection with other industries/integrating approach

Sell environmental values to business as an advantage to them: win/win

Existing studies/research momentum to tap into

Bell-curve of uptake

Value of history/records/long term input

Where to from here?

Time poor

Access labour force: Local folk come and help/greencorps/work for dole

Contractors thin on the ground: coordinate jobs in close proximity

Converting a 'downside' externally imposed condition into a joint learning experience.

Face to face approach, validate, respect.

States expect councils to enforce the legislation

Land custodians ultimately responsible for their land

Council advantages: records, local knowledge, long-term experience; how acknowledge local skill levels?

Celebrate successes. Form support group.

Making a difference

Tree change

Reaching hobby farmers where they live: targeting media and lifestyle. Analysing information of where they live/where from. Workshops at weekends, Friday at beginning of school holidays: TIMING

Whittlesea Council: Variable success with programs: attendance increasing. Gardening, learning about wildlife more popular than energy. Run annual expo: increasing attendance. 70% rural popn. Expanded scale enormously: running hands on workshops and full day programs on practical matters. Not much interest in local law.

Record-keeping, database of weeds integrate with previous experience of lanholders and attendance at workshops: analysis potentially useful.

Value of local council as one-stop shop.

Preaching to converted? Local council has to deal with local people who are energy-draining. Problem particularly with older generation who have maintained land but don't understand current changes.

NCSSA developed manual: Feedback to landowners on where they stand on various benchmarks. Requirement of training. Development of monitoring and evaluation framework for individual land. Trialled with Trees for Life: very happy – rapid means of measuring change they are effecting.

How to get information resources used? Small landholders time-poor.

Work through groups – makes it more personal for people

Ask constituents what they want, and run day on that

Capacity of groups to respond differs. Groups working with other institutions to build expertise

Community groups Working together: cherry-picking what is relevant to your community. Keeping records.

Catchment mgt model differs between states, in degree of community input into regional planning

Interest in assessing eco-value of property. People don't know what the value of their property is. Developing business from this.

Susie Chapman: SE Qld

Developing clusters: work with where the energy is, people gradually get drawn in

Non-judgemental, validate people

Meeting people where they are at, acknowledging them

Funding: cross disciplinary funding difficult – see value in joint work with health. Vic

Dept Communities may be interested. Jeff Kennett (depression – Beyond Blue).

Wilderness therapy in USA. Kids with ADD

Great support from local councils – regional plan bringing people together. Many local issues (drought, litter, septic) help.

Discussion points: questions from *Heavenly Hectares*

Preventing sale of environmental weeds through nurseries

Govt commitment

Long term practice change: tease out benefits and barriers, normalizing behaviour

Desire to be one-stop shop, first point of contact

How advertise the program – ads and local groups

Importance of group-based change vs one-on-one - value of field days, on-going program
Sustainability street: another program (Vic & NSW)
Community streams
Nursery program: sustainable gardening Australia

Purpose of role of participant:
soil salinity and vegetation
Riparian
Threatened spp
Inspection role – rate rebate etc
Supporting landcare
Implementing comprehensive nrm scheme

Types of landholders

Absentee – work in city, want to hold onto heritage, back once a fortnight. Neighbours in landcare, put in windbreaks.

Riding bike and shooting – great block, great bush, tracks everywhere, grea for shooting rabbits

Professional – bought to reduce taxable income, don't know how

Hobby vineyard – local GP, want to grow relatively organic, plan for about another 6 yrs

Semi-retired 30 cows, 20 sheep, Maltese – big vegie garden, been grazing cattle on it for 30 yrs – wants to subdivide, confused about all these changes, don't trust outsiders

Greenie recluse – been there 20 yrs

Landcare person – planning to be there till too old and frail, started landcare gp, looking for community, problem with weeds from par next door

Bought land because cheap – husband mostly away, 8 kids, planted noxious weeds, don't like neighbours, like domestic garden, horses and cows don't understand about threatened spp