



Australian Government

THE TASMANIAN COMMUNITY FOREST AGREEMENT

# FOREST CONSERVATION FUND NEWS



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## FCF SERVICE PROVIDER

### Service Provider appointed

The Department of the Environment and Heritage (DEH) has appointed a KPMG (Tasmania) led consortium as the FCF Service Provider.

The Service Provider will be the main point of contact for landowners interested in the FCF. The Service Provider will be responsible for running the FCF tender rounds, speaking with landowners, managing Conservation Advisers and implementing communication activities.

Communication activities for the programme will commence in November with a tender round anticipated for early 2007.

## CONSERVATION ADVISERS

### Who are the Conservation Advisers?

Conservation Advisers are people that will be employed by the Service Provider to undertake site assessments of the landowners' forested land if they are interested in participating in the FCF.

There will be a number of Conservation Advisers that the landowner can choose from for the site assessment. This list will be available from the Service Provider once the tender round is opened.

## MOLE CREEK UPDATE

### Landowners in Mole Creek

The Tasmanian Land Conservancy has been appointed as the Delivery Agent for the Mole Creek Karst Forest Programme (MCKFP). Mole Creek has separate Delivery and Field Agents compared to the rest of the FCF.

Tasmanian Land Conservancy will be responsible for managing the Field Agents who will undertake site assessments if requested by the landowner and be the contact point for landowners in the Mole Creek area.

The MCKFP aims to protect up to 2,400 hectares of forest to protect the karst values in the Mole Creek area. The MCKFP is a sub-component of the FCF. Delivery to landowners will differ from the rest of the FCF because of the karst values of the area.

Minister for the Environment and Heritage, Senator Ian Campbell sent letters to approximately 400 landowners in the Mole Creek area on 1 September 2006 introducing the MCKFP.

A second letter from the DEH was sent on 2 November 2006 outlining the details of the MCKFP and invited landowners to contact the Tasmanian Land Conservancy with a registration of interest in participating in the Programme.

If you would like further information about the MCKFP please contact the Tasmanian Land Conservancy on (03) 6225 1399 or visit the MCKFP website at <http://www.deh.gov.au/land/forestpolicy/mole-creek/index.html>.



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## FCF MARKET RESEARCH

### **Landowner motivations and barriers towards the FCF**

As part of the FCF communication strategy, DEH contracted the market research firm 'Ipsos' to research landowners' interest in participating in the FCF and to identify the best ways to engage landowners and encourage their participation.

Landowners from North and South Midlands and Northwest Coast participated in workshops and phone interviews.

Ipsos has completed its research and some interesting outcomes were achieved and are outlined below. Overall, landowners were interested in the programme and were willing to give up some of their time to take part in the research.

#### *What did the research find?*

Landowners and stakeholders expressed considerable support for the programme: the issue of native forest conservation on private land is complex and sensitive. Deciding on whether to participate in the FCF is a major decision for landowners who will require time, information and advice to be able to make a decision on whether and how to participate.

#### *Why are landowners likely to participate in the FCF?*

Landowners considered the good points of the FCF were: it is voluntary, it protects the forest for future generations, it is flexible and allows landowners to set the price and management actions and choose between a 12-year and a perpetual covenant. Other aspects that are seen as valuable include the financial incentives and ongoing support, increased farm knowledge and any farm production benefits.

#### *What would deter landowners from participating in the FCF?*

Landowners who said they were unlikely to participate in the FCF were uncertain about the tender process. Some landowners also perceive that a long-term conservation commitment may be incompatible with a viable farm business.

#### *What role will Conservation Advisers play in the FCF?*

Landowners expect a great deal from the Conservation Advisers including appropriate agricultural and forestry experience and knowledge, independence and a high-level of service delivery.

#### *Communication channels*

Face-to-face discussions between landowners and the Conservation Adviser will be crucial to the Programme's success.

The research also recommended using direct mail, rural media, field days and information kits to raise stakeholder awareness of the programme and encourage participation.