
Phillip Island Landcare Group

Action Plan 2012-2016



Table of Contents

- Our Plan’s Purpose 3**
- Our Mission Statement 3**
- Our Vision 3**
- Our Values 3**
- Our Priority Objectives..... 4**
- Phillip Island Landcare Group Action Plan 2012 - 2016..... 5**
- Objective 1- Secure long term funding that aligns with Phillip Island Landcare objectives in partnership with the BCLN.....5
- Objective 2 - Encourage and support Phillip Island’s rural and urban communities to reduce their environmental impacts6
- Objective 3 - Protect, enhance and restore indigenous biodiversity7
- Objective 4 - Engage volunteers, new members and re engage existing members8
- Objective 5 - Foster best practice Pest Plant and Animal management.....9
- Objective 6 – Promote practices that develop healthy soils to improve land productivity.... 10



Our Plan's Purpose

This Phillip Island Landcare Group Action Plan is a community owned document that describes our group and outlines the issues relevant to it. The planning process undertaken to develop this document allowed our group to describe issues of concern and propose actions to address them. Some of the benefits of the plan are as follows:

- Provides the context, framework and focus for our group's activities over the next five years,
- Assists with the acquisition of required financial, physical and intellectual resources,
- Provides a reference for community groups, agencies and other interested parties,
- Acts as a tool in ensuring important elements of sustainable land use are identified.

Our Mission Statement

“To encourage sustainable land-use, business practices and lifestyles, and promote the conservation and restoration of native biodiversity on Phillip Island and throughout Victoria.”

Our Vision

We seek to foster a healthy informed community working together to sustain a resilient, productive and biodiverse landscape on Phillip Island and beyond.

Our Values

We will embrace the following values while working to achieve our vision:

Sustainability – making sure the social, economic and environmental needs of our community are met and kept healthy for future generations.

Biodiversity and natural ecosystems – including the need to protect and restore them.

Respect – for each other and the diversity of views and interests in the community.

Co-operation – working together to find solutions, without focus on blame or shame.

Community empowerment – sharing knowledge, skills and networks to build community capacity.

Youth – fostering youth participation.

Reconciliation – building mutually respectful relationships between Indigenous and other Australians and working together to find solutions in the best interest of all.

Accountability – open and transparent processes of accountability to the community.

Our identity – as the Phillip Island Landcare Group and an integral part of the Bass Coast Landcare Network

Our Priority Objectives

We have identified the following six priority objectives to focus our activities in support of our mission and the ultimate achievement of our vision.

They are listed in no particular order.

1. Secure long term funding that aligns with Phillip Island Landcare objectives in partnership with the BCLN
2. Encourage and support the community to reduce its environmental footprint
3. Protect, enhance and restore indigenous biodiversity
4. Engage volunteers, new members and re-engage existing members
5. Foster best practice Pest Plant and Animal management
6. Promote practices that develop healthy soils to improve land productivity

From these priority objectives we have identified strategic actions and specific activities as listed in the following tables.

Phillip Island Landcare Group Action Plan 2012 - 2016

Objective 1 - Secure long term funding that aligns with Phillip Island Landcare objectives in partnership with the BCLN				
<i>Strategic Actions</i>	<i>Specific Activities</i>	<i>Responsibility</i>	<i>Timeframe</i>	<i>Priority</i>
Secure employment of staff through continuation of appropriate programs.	<ul style="list-style-type: none"> • Maintain proactive committee and staff to seek out sources of relevant funding • Apply for variety of projects that align with our objectives to attract a broader base of people involved with Landcare 	Committee, Facilitator	ongoing	
Lobby / convince all levels of government about the value of Landcare	<ul style="list-style-type: none"> • Increase tours / farm visits by including in funding applications • Promotion of achievements /successes • Use local media, new website, social media networking, distribution of flyers, web advertising • Invite local councillors / MPs and other decision makers on the tour days to demonstrate achievements and highlight potential areas for funding requirements. 	Committee, Facilitator	ongoing	
Maintain relationships with corporates and agencies for the five-year period of this plan. PINP, WW, IPM, BCLN, BCSC.	<ul style="list-style-type: none"> • Form good partnerships / networks with local groups and regional bodies • Make staff available to speak to other groups 	Committee, Facilitator	ongoing	
Approach new corporate organisations with a view to developing a support program with PILG.	<ul style="list-style-type: none"> • Identify 2 corporate organisations and present case for Urban Landcare support program and PPA support program. (Link with BCLN PPA strategy). E.g. of year 1 action 	Committee, Facilitator	ongoing	
Establish a sustainable, independent discretionary funding base	<ul style="list-style-type: none"> • Fundraising activities – at least one per year aiming to raise \$2500 • Generate a Group fundraising plan 	Committee, Facilitator	ongoing	

Objective 2 - Encourage and support Phillip Island's rural and urban communities to reduce their environmental impacts by:

- Reducing their carbon footprints
- Using and managing water sustainably

<i>Strategic Actions</i>	<i>Specific Activities</i>	<i>Responsibility</i>	<i>Timeframe</i>	<i>Priority</i>
<p>Awareness, Promotion & Education based</p> <ul style="list-style-type: none"> • Increase awareness on sustainable water use and management • Ensure education message is woven into objectives and actions • Educate people on water tolerant plants • Promote drought proofing rural properties, water self sufficiency, grey water systems and recycling, water tanks and water efficient appliances • Focus on urban community who are less well educated on water saving techniques 	<ul style="list-style-type: none"> • Conduct Education Days (1 per year) • Use available communication tools including: Local media, Communication with Bass Coast Shire, Internet and email. • Include schools and children in educational material. • Raise and maintain Landcare profile • Deploy caravan at local events • Erect Landcare sign at Shire office entrance • Hold Field Days – rural and urban 	Committee, Facilitator	ongoing	
<p>Project based</p> <ul style="list-style-type: none"> • Identify needs and requirements • Implement fully funded project • Engage stakeholders • Develop and maintain project partnerships • Identify and promote demonstration sites • Conduct household and property audits and promote results of audit • Introduce water saving ideas e.g. Aquatane, vegetation cover such as lilies • Initiate evaporation and seepage reduction programs 	<ul style="list-style-type: none"> • Identify funding sources to implement actions. • Convey the message that Landcare has an important role in the solution to climate change through: <ul style="list-style-type: none"> • Media (print, web, fact sheets) • Film nights • School visits / talks • Community groups / talks • Field days-tours, real world examples, rural/urban • Offering incentives for participation in programs / projects 	Committee, Facilitator	ongoing	



Objective 3 - Protect, enhance and restore indigenous biodiversity

Strategic Actions	Specific Activities	Responsibility	Timeframe	Priority
Identify extent and quality of indigenous biodiversity locally.	<ul style="list-style-type: none"> • Encourage academic studies of remnant and revegetation sites (partnership with schools) • Promote remnant mapping of priority revegetation communities • Conduct landowner survey • Develop vegetation map on private land to identify vulnerable species and communities, where desired by landholders, using students such as TAFE to do the data collection. 	Committee, Facilitator	ongoing	
Use baseline information to develop a plan to enhance biodiversity	<ul style="list-style-type: none"> • Hold a community consultation day to determine landowner needs and priorities. • Identify actions required • Undertake risk assessment • Identify funding sources and submit proposals • Liaise with PINP and Westernport Water • Identify and develop new incentives for landowners (i.e. increase fencing subsidy, weed mgt support, pest animal support, site advice 	Committee, Facilitator	ongoing	
Support current programs to enhance biodiversity	<ul style="list-style-type: none"> • Hold field days on remnant vegetation • Review Wildlife Corridor brand name, and engage Landcare community to develop new brand name, e.g. Farm Corridor and Habitat Project • Include Landcare info in Rate Rebate notices, together with testimonials from landholders. • Seek to ensure that new landholders are given Landcare information about protection of biodiversity. • Request that Bass Coast Shire introduces new landholders so we can arrange contact with them. 	Committee, Facilitator	ongoing	

Objective 4 - Engage volunteers, new members and re engage existing members				
Strategic Actions	Specific Activities	Responsibility	Timeframe	Priority
Promote Landcare as a relevant community group achieving worthwhile outcomes consistent with our mission.	<ul style="list-style-type: none"> • Advertise widely e.g., Quarterly press releases linked to partnerships and events, advertise all events • Distribute information through BCSC Rate Rebate notice and WW mail-outs and brochures. • Consider timing of meetings to attract new and younger members • Ensure PILG members and community are informed of broader Landcare programs and opportunities 	Committee, Facilitator	ongoing	
Continue to run and evaluate the success of existing Landcare programs to engage the community and promote environmental awareness and sustainable behavior.	<ul style="list-style-type: none"> • Initiate Landcare social events e.g. Bunny Boiler, Film night, Christmas break-up • Hold bus tours of Landcare sites of interest • Carry out at least 3 tree-planting events per year with at least 20 people participating • Encourage each member to introduce another and be rewarded with incentive e.g. free plants. • Achieve a positive trend in membership numbers and satisfaction. • Conduct annual review of communication strategy • Use community-based social marketing methods and tools to foster sustainable behaviours e.g. Rabbit control 	Committee, Facilitator	ongoing	
Ensure that the community has ready access to up-to-date information about how it can reduce its environmental impact.	<ul style="list-style-type: none"> • Construct a Landcare garden in the main street • Develop and maintain links and communication with other programs e.g. Transition Towns, PI Community Conservation Groups, Coast care groups, PICS, BLBC, FOK 	Committee, Facilitator	ongoing	

Objective 5 - Foster best practice Pest Plant and Animal management

<i>Strategic Actions</i>	<i>Specific Activities</i>	<i>Responsibility</i>	<i>Timeframe</i>	<i>Priority</i>
Maintain a coordinated approach with all land managers	<ul style="list-style-type: none"> • Inform landholders of their responsibilities and provide support by regular interface with them • Work with Shire and Nature Parks to maintain sustainable populations of wildlife • Foster an annual meeting of landholders along with Shire and Nature Parks representatives 	Committee, Pest Plant and Animal Control Officer, Facilitator	ongoing	
Set PPA priorities and review annually	<ul style="list-style-type: none"> • Publish an annual calendar of Pest Plant and Animal Management activities • Hold field days and other related projects • Continue monitoring and data collection • Continue removal and eradication efforts • Maintain ongoing control of priority weeds. • Construct trial site/s for control of emerging weeds 	Committee, Pest Plant and Animal Control Officer	ongoing	

Objective 6 – Promote practices that develop healthy soils to improve land productivity

Strategic Actions	Specific Activities	Responsibility	Timeframe	Priority
Maintain existing programs in this area	<ul style="list-style-type: none"> • Educate landholders • Educate people on the control of leaching into waterways • Promote organic / permaculture principles • Encourage urban composting and use of permaculture principles through urban Landcare site visits and by supporting transition towns on the Island • Hold fields days, demonstration sites, guest speakers • Action money for money (Landcare funding / property owner) • Promote incentives/ benefits • Promote financial gain • Maintain farmer discussion groups 	Committee, Facilitator, BCLN Staff working on funded Soils programs	ongoing	
Investigate new methods of improving soil health	<ul style="list-style-type: none"> • Trails / demonstration sites • Publish soil demonstration results, including financial benefits • Investigate large scale composting / organic fertiliser production trial at Westernport Water using their water and sewage sludge 	Committee, Facilitator, BCLN Staff working on funded Soils programs	ongoing	
Identify gaps in current knowledge	<ul style="list-style-type: none"> • Exchange Information with other groups 	Committee, Facilitator, BCLN Staff working on funded Soils programs	ongoing	