



Landcare Notes

Celebration and recognition

Landcare group members volunteer a lot of time, knowledge, skills and other resources towards protecting and enhancing their local environment.

Sharing these experiences and successes with fellow members and other groups and supporters will inspire and motivate people and improve the group's standing in the community.

What is it?

Celebration and recognition of success and contribution can be anything from a simple 'thank you' to a major event such as an award ceremony or annual community barbeque. It can acknowledge:

- An individual who has made a significant contribution to the activities of the group in some way
- The group itself and its members for their achievements
- The local community for its support and encouragement
- Local schools, business and other organisations (local government, service clubs) for their support.

Recognising the role people play in achieving the group's aims is part of being a good workmate, good neighbour and good member of the community.

How to recognise individuals and the group

Recognising and celebrating success can be done at various levels and in various ways. The important aspect is that it's a conscious effort to acknowledge the good intentions, the work and the support that has been given to the group.

Within the group

- Give informal on-going encouragement and thanks to individual members.
- Ensure a short 'thank-you' speech by one of the leaders after a group activity.
- Provide a barbeque or similar event for members at the end of a major activity (see Landcare Note 5.6: Planning and Running Events).
- Recognise specific members for their efforts during the year at the AGM. Give them a small gift.
- Give awards to members retiring from a long involvement in the group.

Within the community

- Invite key supporters from the local community to events like major field days, seminars and annual meetings.
- Include supporters in local publicity about group activities and successes.
- Recognise key supporters with awards at an AGM or specific function.
- Write articles about your activities for the local media, especially if you've received major funding, invitations to present at conferences or any awards.
- Invite journalists to one of your events and provide them with stories on activities, successes and challenges.

Within the regional, state and national community

- Write up your successes for use in publications and reports by the regional Landcare Network and CMA.
- Apply for awards highlighting your work and the benefits to the community.
- Apply to award-giving bodies such as the Banksia Foundation with a story of your successes.



Landcare Notes

- Present papers at major Landcare conferences detailing your success.
- Write articles for state/national journals and magazines about your work.
- Suggest, and assist with, articles about the support you receive from any major corporate sponsor or philanthropic organisation.

Awards and publication

For all major awards and publications there is an application form and process to follow.

Awards

- It's important to follow the instructions and present a true picture of the group's activities, history and success.
- It's also important to express your passion for your work (if possible) as well as providing the information requested.
- Keep to the timelines set out in the instructions. Late applications, no matter how good, will not be accepted.
- Research any award programs you're interested in. Some awards are listed on the National Landcare Facilitator's newsletter and newsletters from the local CMA.
- Some groups have a specific person to keep track of potential awards and lead the sub-committee writing up the applications.

Publications and conferences

- Journals, magazines and conferences usually have deadlines for articles and

papers which need to be recognised and accepted.

- All articles and papers need to be edited before lay-out and printing so deadlines can be well ahead of publication and conference dates.
- Style and length of articles and papers differ depending on the audience. When in doubt, ask the relevant contact person. You may need some outside assistance to help with certain styles of writing.
- Where possible, provide relevant photos to help make the article more attractive.
- A conference may not accept a paper unless one of your members is registered for that conference. You may need extra funding to cover their costs.

Further references

Banksia Environmental Foundation:

www.banksiafdn.com

Landcare Australia Ltd:

<http://landcareaustralia.org.au>

Victorian Landcare Gateway:

www.landcarevic.org.au

Related Landcare Notes

This Landcare Note is one of a series. These notes provide an excellent guide for the ongoing operation of your group.

Landcare Note 5.6: Planning and Running Events.

Acknowledgements

Compiled by the Port Phillip and Westernport Catchment Management Authority's Landcare Support Team