

# Landcare in Victoria: Community Participation and Perceptions Research Final Report





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Department of Sustainability and Environment &  
Landcare Volunteer Recruitment Initiative

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# Executive summary

This report presents the findings from a research study examining perceptions of, and potential future directions for Landcare in Victoria. The research is designed to provide critical guidance on the Volunteer Recruitment Initiative, a four-year project led by the Department of Sustainability and Environment with the aim of promoting new Landcare groups and growing Landcare for the future. The findings presented herein are based upon feedback obtained through both qualitative and quantitative research. The qualitative research phase comprised ten in-depth interviews with the State's Regional Landcare Coordinators and nine focus group discussions with Landcare members and non-members, conducted in April / May 2008. The qualitative research was to gain in-depth insights and understandings. The quantitative research comprised a telephone (CATI) survey of 360 members of the general community (in both metropolitan, regional and rural areas of Victoria) and an online survey of 127 Landcare members, to measure sentiment. The quantitative surveys were conducted in July 2008.

## Qualitative Research Findings

**Landcare is highly valued among its members. For those not involved, there is limited understanding of what Landcare is all about, including its relevance and opportunities for getting involved.**

- Almost all non-Landcare member research participants had heard of Landcare before. For those not involved in Landcare, there is very limited understanding of what Landcare is all about. For instance, many view Landcare as an organisation “for farmers working on the land”, that focuses on tree planting. Many were surprised to learn that Landcare groups undertake a much broader range of activities, and why.
- Those involved with Landcare see it as a highly valued organisation that has undertaken great work, with environmental, social and economic benefits. It is perceived as an organisation that has provided excellent support to farmers and other landholders, in terms of for on-ground works, social and networking support.
- **Three clear segments** or target audiences are evident for the Landcare recruitment initiative: urbanites and peri-urbans, “blockies” (hobby farmers and lifestyle property owners; those on the outskirts of towns) and “cockies” (commercial farmers). Each segment has different interests and expectations, which Landcare and Landcare groups need to understand and target differently. For example:
  - **Urbanites/peri-urbans** generally don’t know much about Landcare, although are interested to learn more about what Landcare is, and how they might help or get involved.
  - **Blockies** are interested to learn more about their surrounds, and how to manage their property better. They also tend to be interested in developing stronger social connections to their community through Landcare.
  - **Cockies** tend to be interested in learning more about managing environmental issues on their land, with particular emphasis on adopting practices that will boost production outcomes and yield financial benefits (such as assistance with shelter belts to improve stock condition and value).

**While perceptions of Landcare among current Landcare members are currently very positive, it was felt that there is much room for improvement if Landcare is to be successful into the future.**

- Landcare is seen to be an organisation that has great potential to be even more effective than it is now. Overall, participants emphasised that to ensure Landcare realises its potential, **Landcare groups should remain connected to and engaged with the continuously changing communities in which they operate** (including indigenous communities). **The local nature of Landcare is seen as a key strength**; being a ‘local’ organisation gives Landcare

a great deal of credibility and accessibility, for both members and non-members alike.

**Landcare groups were seen to be doing little to actively recruit and retain new members.**

- Essentially all participants agreed that there is much more that could be done to create greater awareness of Landcare, and to attract new members. It was thought that any new recruitment strategies will need to cater for the changing demographics in many areas – such changes were felt to have created new, untapped markets for Landcare (e.g. blockies / lifestylers, including tree/sea changers, retirees and youth).
- Ideas for recruitment of new members and volunteers included:
  - **Create greater awareness of Landcare, and what Landcare does** (which will also help to correct any misconceptions or knowledge gaps held by the broader community). To some degree, a mainstream media campaign is supported to raise overall awareness of Landcare.
  - Recruitment drives and strategies should be targeted to different community segments. For instance, a drive could be more effective in small, rural areas, for those who do not know about Landcare. Recruitment drives could also work in urban and peri-urban areas in particular, where populations are growing – “There are people moving in all the time who don’t know about Landcare”.
  - **Landcare needs to be pitched as relevant and open to everyone** – with new ideas and fresh approaches welcomed. Landcare needs to emphasise to potential members “What’s in it for them”.
  - Recruitment should also target young people – this is seen as an untapped market, with the potential to bring enthusiasm, energy and fresh ideas, and provide opportunities for the ‘elders’ of Landcare to share their wisdom.
- Further, to halt attrition, *retaining current members* was seen as just as important as attracting new ones.
  - The way forward in this respect is seen to be through efforts to **reduce burnout**, through introducing **succession planning** and activities to not only recruit new members but also **better engage inactive or less active members**.
  - The load needs to be better shared within and across groups – the latter through greater and more efficient use of pooled network resources. Groups also seek **increased funding** to enable more activity, to in turn increase interest.
  - Groups also want **reduced administrative requirements**, which are seen to be increasing, and becoming a growing burden on members that is **diverting efforts away from** important activities like on-ground works and recruitment.



## Quantitative Research Findings

**The general community is highly interested in volunteering. The key driver is to help others. Landcare members are also driven to 'give back', but are more strongly motivated to help the environment.**

- Just under one-third (32%) of general community respondents reported that they were currently involved in some volunteering, whilst 46% used to volunteer. The overwhelming majority (95%) of Landcare members reported they were currently volunteering, with the remaining 5% reporting that they had volunteered before.
  - The most common volunteering avenues for general community respondents were **fundraising activities** (29%), **school activities** (20%) and **local sports clubs and the health and community sector** (at 16% each). For Landcare members, there is a clear environmental focus in their choice of volunteer activities. Nearly all member respondents (98%) were volunteering directly for Landcare (98% - with others working with associated groups like Friends of groups), followed by other environmental activities (56%) and local farming and agricultural groups (53%).
- For those in the community who were not volunteering, **work commitments** was the strongest barrier to volunteering, nominated by 52% of respondents who were not currently volunteering. However, full-time workers were more likely to be involved in volunteer activities (36%), compared with those who were working part-time (27%) or those who were not working (30%). This may seem counter-intuitive, but as one respondent said – “If you want something done, ask a busy person!”.
- General community and Landcare member respondents differed slightly in their motivations for volunteering. For the general community, key drivers were to **help other people** (53%), followed by **giving something back to the community** (41%). For Landcare members, the key motivator was to **help the environment** (94%), although giving something back to the community was also high at 89%.

**There is interest among the broader community in both volunteering and the environment, but it does not seem that these concepts have been very strongly linked together.**

- Most community members (88%) considered themselves **'green' or environmentally minded** (either fairly, very or extremely). Thus there appears to be interest in the broader community in each of volunteering and the environment, although it does not seem that members of the community have yet linked the two ideas together in a particularly cohesive way; however, when asked to indicate potential areas

of interest in volunteering activities going forward, the environment sector was the second most common mention behind health and community care.

- There is potential in future Landcare communications and promotions to better link the environmental benefits of Landcare to helping others and giving back to the community.

**Landcare is largely viewed positively, is seen to have a long future ahead of it and is seen to offer something for everyone.**

- Encouragingly, the majority of respondents regard Landcare positively. More Landcare members feel positively about Landcare (93%) than those in the general community (66%) – although this is still high and is a positive finding. Both members and the general community share **a strong belief that Landcare has a long future ahead of it, and offers something for everyone**. Contrary to what some people have suggested before, it is not perceived as being 'only for farmers', 'mainly for older people', or 'past its prime'.
- To the general community, Landcare is most commonly perceived as being about **protecting the environment, and conservation**. Landcare members also view Landcare as being about protecting the environment, however are more likely than general community respondents to believe it is also about **community support and working together** to improve community outcomes.
- General community members **most strongly associate Landcare with tree planting activities** (60%), and least strongly with improving farm productivity (4%), funding/support for projects on private property (4%), addressing funding and support for projects on public land (3%) and controlling rabbits and other pest animals (3%).
- **The majority of Landcare members felt they knew either quite a lot or a fair amount about Landcare** (91%); **general community members much less so** (22%). Those in the general community who felt they knew either a lot or a fair amount about Landcare were more likely to be in the 15-24 year age bracket, be environmentally minded or be hobby farmers.
- **Awareness of Landcare was lowest amongst Melbourne residents** (77% had heard of Landcare prior to completing the survey, compared with 92% of rural residents and 86% of residents of larger regional towns or centres). By age group, those under 24 years of age were the least aware of Landcare (at 63%).
- Encouragingly, both Landcare members and general community respondents are **interested in learning more** about Landcare. General community respondents

were by far the most interested in hearing about **the types of activities and projects that Landcare does** (at 39%, unprompted). This was followed by information about when activities or projects are happening (16%), how to get involved (14%) and how to find the nearest Landcare group (13%).

- Further, while many community respondents felt that they did not know a lot about Landcare, over half perceived **Landcare to be personally relevant to them**; 53% compared to 92% of Landcare members.
- A very small proportion of the general community sample was currently involved with Landcare (2%), or an affiliated group (e.g. Friends of..., at 2%). These were more likely to be in regional Victoria than in Melbourne: 6% vs 1% respectively. A further 10% have been involved in Landcare or affiliated groups in the past, while 86% of Victorians have never been involved at all.
  - Those currently involved were more likely to be actual members (67% vs 15% of those involved in the past), while those involved in the past were more likely to be in a volunteer only role (69%).
  - The most common reason expressed for no longer being involved with Landcare among those previously involved was no longer having the time to volunteer. (Also consider the reasons expressed in the the qualitative research.)
- The main reason why people claimed they aren't involved with Landcare is a **lack of time, due to work or other commitments**. However, respondents who were employed were more likely to be involved in volunteering activities. Therefore, it could be argued that there are more significant barriers, such as a **lack of awareness of the opportunities to get involved**, or the need for more people to do so, as well as a lack of direct contact from a local Landcare member or someone else asking them to join in. All of these barriers were identified qualitatively, and should be addressed, alongside the 'lack of time' issue.
- Positively, the majority of non-members in the general community are open to Landcare involvement, with only around one in three (36%) who were aware of Landcare saying that they would not consider becoming involved with Landcare in the future, while 33% said they would consider it and just over one quarter said 'maybe' (27%, with an additional 4% saying 'don't know'). **Thus, 64% of Victorians are open to becoming involved with Landcare, representing a very significant 2.4 million people.**
- The general community is highly interested in a variety of Landcare volunteer recruitment ideas, from promoting information about the organisation and what is involved in volunteering, to advertising the type of help wanted, to offering hands on training in Landcare activities, information seminars, organised activity days, calendars, and most notably, having someone invite them to attend a meeting.
- Indeed, as found in the desk research for the VRI, an ABS survey on volunteering\* indicates that being asked and knowing someone involved are the most common ways of becoming involved in volunteering.

**Members are proud to be involved with Landcare, and seeing positive outcomes. There is also room for improvement, with a strong theme of member recruitment and building active membership.**

- Of a range of statements presented, Landcare members most strongly agreed with the following:
  - **'I consider myself a proud advocate for Landcare and am happy to share my knowledge'** (55% strongly agreed, 36% agreed a little);
  - **'We are seeing positive environmental outcomes from our efforts'** (54% strongly agreed, 35% agreed a little);
  - **'There are some really passionate people who are leaders in my group'** (46% strongly agreed, 37% agreed a little); and
  - **'There is much more that needs to be done to recruit more members and volunteers to Landcare'** (44% strongly agreed, 38% agreed a little).
- There is also strong sentiment that groups could do with some fresh impetus (74% net agreement), that groups could be much better than they are now (71% net agreement), and could do with some assistance to attract new members (62% agreement).
- Members were shown a series of ideas and activities, and asked how much they felt each would help their group. This showed that information packs for real estate agents targeting new residents, activities to target young people, providing more administrative support, and efforts to attract corporate volunteer groups would be of greatest help.
- In addition, while groups appear quite effective in encouraging people to become members, they do not seem as effective in encouraging members to remain active, reporting that on average just 34% of members actively participate in most of the group's activities. Therefore actions to better engage existing members would be of benefit.
- Furthermore, the perceived success of Landcare groups increases with the length of time members have been involved in Landcare and the age of Landcare groups, suggesting that older groups could help younger groups to become more successful through sharing some of their learnings. These findings support a call for increased interaction between groups.

- One quarter (25%) of Landcare members have considered leaving the organisation at some point in the past. However, most members had not considered leaving, and intend to continue volunteering with Landcare in future (87%). Even some who had considered leaving before now intend to stay 'forever'.
  - The main things that current members felt would help to maintain their interest were:
    - More members in my Landcare group: 46%
    - Different types of activities: 30%
    - Not having to take on an executive position: 25%
    - More direct benefits for my property: 24%
    - Not having to give as much of my time: 19%
- Each of the advertising concepts presented to Landcare members was well received – this is a positive finding because it means that although targeted more at the general community, the concepts would generally be supported by, and not alienate current members.**
- Overall, each of the concepts presented was, in general, seen to leave a positive impression of Landcare, made Landcare seem interesting, be a good fit with Landcare, not confusing, and captured the attention of members.
  - The advertisements were not changing the way members think about Landcare, or telling them something they did not already know. Given that Landcare members typically know more about Landcare than members of the general community, we hypothesise that this result may have been different if general community members were also given the opportunity to provide feedback on the concepts.
  - Quite a few respondents commented on the gender imbalance across the concepts, in that they felt it would be important to have more females in the ads, including those of different ages.
  - The most positively regarded concept was one that appears to depict Landcare in action. It shows a male and a female squatting down in a natural-looking environment, looking at something and presumably in conversation about Landcare related activities. An element of one of the other concepts that also held strong appeal was one showing a group of people covering a number of generations, as this conveyed the importance of protecting the environment for future generations, as well as Landcare being for everyone.



## Recommendations

### Recruitment of new members

- Landcare groups should continue to be encouraged to keep up their current recruitment activities (such as targeted mail-outs, welcome packs to residents of new areas, project and field days, word of mouth, door knocks), or to start such activities if they are not already doing so. Landcare groups cannot afford to not to undertake any form of recruitment activity. The quantitative research indicated those who knew someone in Landcare were more likely to consider being involved, and as such, existing personal networks are a key potential recruitment source.
- Effort should be made to raise the profile of Landcare in the broader community in general, through promotion to increase understanding of what Landcare and Landcare groups actually do. In doing so, it is recommended that Landcare target groups where awareness is particularly low or where there are 'untapped markets' of volunteers (for instance, urban areas, younger residents, hobby farmers and lifestyle property owners who are new to rural areas).
- Landcare groups need to ensure that they remain engaged and connected with the communities in which they operate – these are continuously changing, and it will be imperative to understand community needs to effectively work within them. It is also recommended that Landcare retains and promotes its 'local' flavour – this is one of the strongest features of Landcare, which appeals to many, particularly in rural and regional areas. Being a 'local' organisation gives Landcare a great deal of credibility and accessibility.
- In order to attract people to Landcare, it will be essential to highlight the benefits that being involved in Landcare will create – namely, to answer the question 'What's in it for me?'. For instance, farmers are very interested in learning more about the benefits for their properties, and production, whereas lifestyle residents tend to be most interested in improving the environmental health of their property, and urbanites are keen to help with public land in particular.
- Urban residents need to be assured that there is a role for everybody to play in Landcare – that Landcare groups can be based in urban or peri-urban areas, not just in rural areas. Highlighting the kinds of skills that can be useful to Landcare groups will be important, as many are unsure of what Landcare involves, and that a broad range of skill in members and volunteers is sought.
  - Advertising position descriptions for volunteers was a well-received idea, for instance, as it was seen to be one way to help inform potential members of the kinds of skills that were needed, and that they were not aware of.
- One of the key barriers to being involved in Landcare, and volunteering in general is that people are time-poor. It is recommended that Landcare and Landcare groups run activities that require a minimum time-commitment, or are easily accessible (e.g. people can turn up on the day).
- In addition, ensuring people have as much notice as possible prior to events is more likely to encourage people to attend – for instance, a calendar issued at the start of each year setting out key Landcare activity dates could help inform people of events with plenty of notice.
- Young families are one of the hardest segments to attract, and tend to have the least time available to volunteer. Creating family-friendly activities, again which require a minimum time commitment, will help to make Landcare more appealing to this hard-to-reach segment.
  - Encouraging involvement through schools and universities could be a useful way to reach the younger market. Through primary schools, whole families could be reached.
- Young people are another 'untapped' segment, with most respondents agreeing that more needs to be done to attract this group (especially in rural areas, where the population of young people is not large). Ensuring that activities and regular meetings are more appealing to the younger market, and communicating that their contributions are valuable and that their ideas won't be 'shot down', will be essential to convey to ensure young people are not isolated or made to feel unwelcome.
- It will be necessary for both central coordinators and the VRI, as well as individual Landcare members, to play a direct role in recruitment in order to maximise the success of the aforementioned recommendations. This includes the use of personal contact to invite potential members to join in.

## Retention of current members

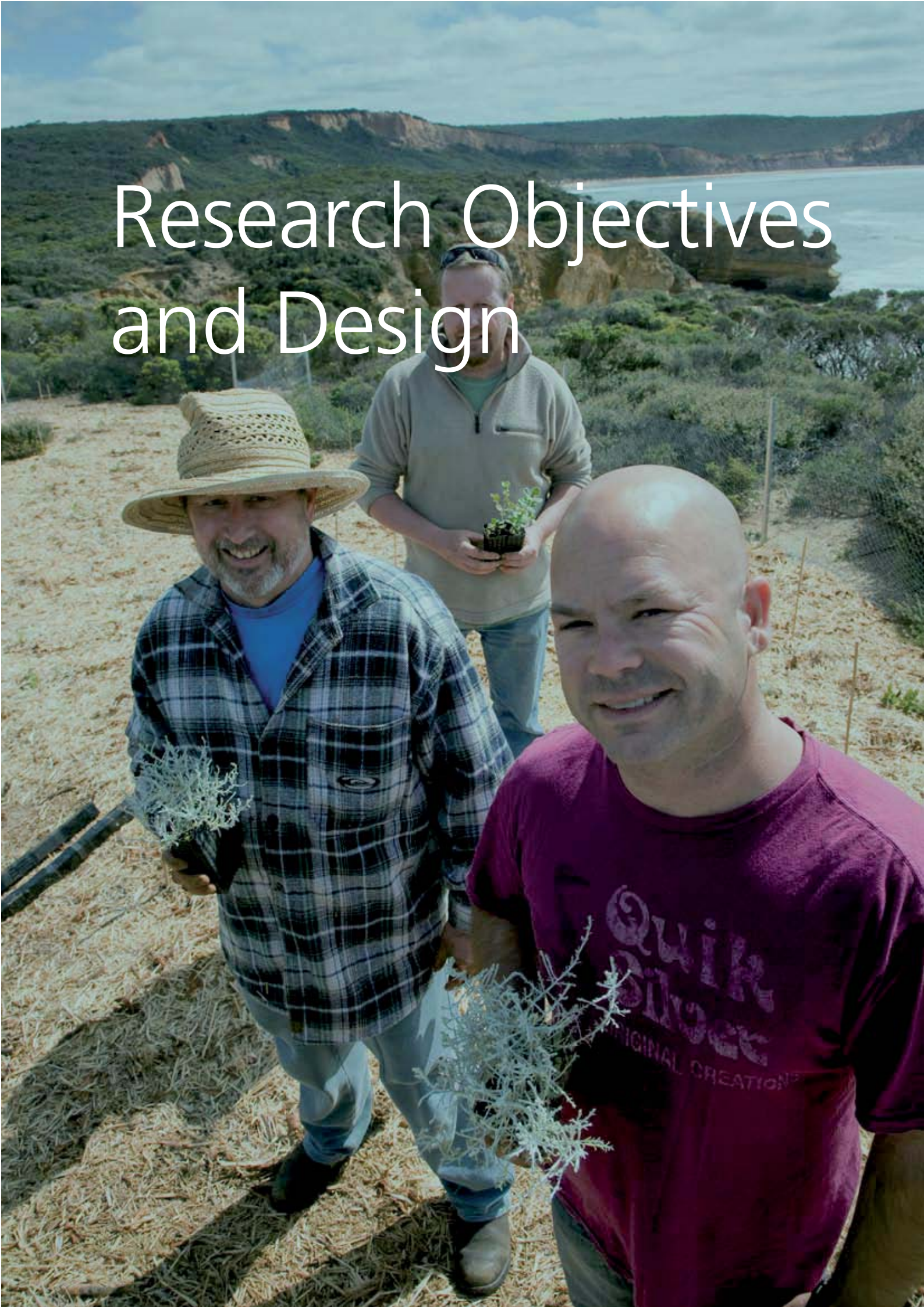
- To help reduce the burden on current members and assist greatly with member retention and therefore reduce attrition, more effort should be invested in not only finding new members, but also in better engaging current members, to increase the number who are active. Increased funding will help here.
- Landcare groups need to be provided with support to ensure that there is better succession-planning for executive roles (at both group and committee levels). This will ensure that the same people are not 'stuck with' the same roles, and as such, reduce the likelihood of burnout amongst current members.
- Opportunities to reduce the time-burden on members should be explored wherever possible. This includes reducing the administrative burden – potentially through encouraging the amalgamation of some groups (or their governance requirements) and calling for those with administrative skills to assist, but also reviewing the requirements placed upon members by those offering funding and other support.
- Meetings and activities should be made more interesting to members (for example, through well-respected guest speakers, or field trips), and less formal and bureaucratic, so that they are more appealing to a wider audience. Increased funding should assist with broadening the extent and types of activities that can be undertaken by groups and networks, including promotion and recruitment activities.
- The unique needs of different segments of the population in the establishment of groups or the design of activities should be recognised.
  - For instance, hobby or lifestyle farmers new to an area tend to be more interested in being educated on how to actually run their property in an environmentally-friendly way, compared with farmers ('cockies') – who tend to have more of a production focus and less financial capacity to undertake Landcare activities on their property, or urbans, who tend to be more interested in participating in activities on public land.
- It is suggested that Landcare groups write letters to individual members to encourage them to renew membership (this personal approach has been successful in at least one region).

## Communicating about Landcare

- Communications activities or promotional campaigns should be focused on groups of the community that are not really engaged with Landcare at present (such as urban residents, young people, corporate farmers, indigenous communities), but with a focus on helping the environment and others in the community, as this is something that interests many people.
- Landcare groups should be given assistance with training in how to use and make the most of free media (such as radio, 'what's ons', and training on how to prepare a media release).
- The focus should be upon communicating the following key messages:
  - Landcare is for everyone
  - Landcare is a way to help the environment, wildlife, other landholders, and the broader community, both now and for future generations (particularly for urban residents, where this is a key driver to volunteer)
  - Emphasise the benefits from being involved in Landcare
  - Use a compelling call to action – ask for the help needed, focus on valued environments in need of help (particularly in local areas)
  - Visit the Landcare website to register your interest in receiving a regular newsletter from your local Landcare group
- In any communications, simple, basic language should be used, focusing on outcomes; bearing in mind there should be a somewhat different focus for each population segment.
- Better use should be made of the media, with more media articles and good news stories about what Landcare groups have actually achieved – especially visual media that shows images of environmental improvements achieved.
- In any advertising campaign, it is recommended that the images adopted show a mix of people doing a range of activities reflecting what being involved in Landcare would really be like – the images, and the people in them, must be believable. Both males and females should be depicted, and multiple generations.
- The Landcare logo is familiar to most and is very well-regarded; this should continue to be used and made the most of in any communications strategy.
- It is not recommended that a celebrity be used to endorse Landcare, unless they were actually involved in Landcare themselves, or images were adopted showing the celebrity 'doing' Landcare activities. Otherwise, they would lose credibility and create cynicism amongst the audience.



# Research Objectives and Design





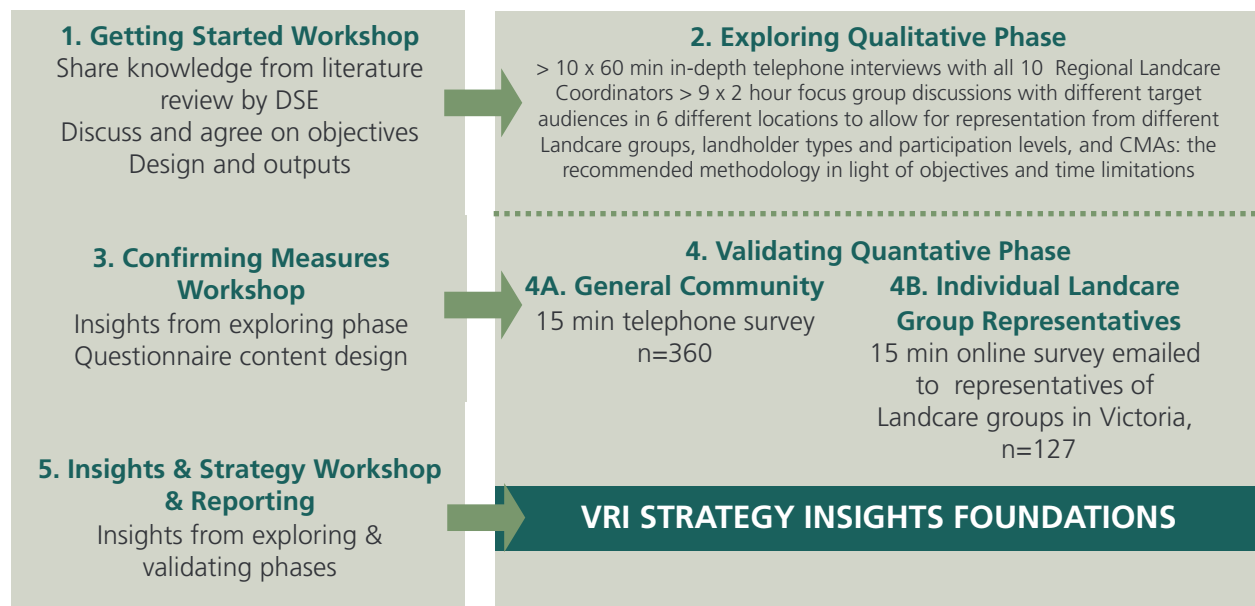
The project aims were to provide guidance on the development of tools to support Landcare groups in successfully attracting and retaining volunteers and members, and in the development of strategic marketing activities that are designed to target specific market segments. The research will support the Landcare Volunteer Recruitment Initiative (VRI), a four-year project led by the Department of Sustainability and Environment (DSE), with the aim of promoting new Landcare groups and growing Landcare for the future.

The overarching objectives of the research were to identify what is required to make Landcare more appealing to both existing and potential volunteers and members, and to determine how best to create greater awareness and clarity of Landcare in Victoria.

The specific objectives hand in hand with the broad aims of the research were to explore:

- What are the current numbers of Landcare members or volunteers, including those who consider themselves active versus inactive?
- How many Victorians could potentially become Landcare members or volunteers?
- What will motivate more Victorians to become Landcare members or volunteers?
- What will make people continue to be Landcare volunteers or members?
- What prevents people from becoming Landcare volunteers or members?
- What are the causes of attrition of existing members and volunteers?
- What is the public perception of Landcare?
- What kind of support does the Landcare community need to effectively recruit and retain volunteers and members? (e.g.: which services, and resources should VRI provide?)
- Why was the peak of membership and volunteering at the end of the Decade of Landcare?

### Research design: knowledge pathway



Qualitative and quantitative research perform different functions but have been used together in this research to explore and validate the findings against the research objectives. Qualitative research is used to explore and understand issues, and gather a rich diversity of in-depth information and insights. Quantitative research is used to validate and quantify qualitative findings, and allows for gathering benchmark data for measurement and monitoring of trends in attitudes, behaviours, knowledge etc.

## Qualitative Research

### In-depth interviews

- A series of 10 in-depth interviews was conducted with all Victorian Regional Landcare Coordinators in April and May 2008. Interviews took place over the telephone and lasted approximately one to one-and-a-half hours in duration.
- Ipsos staff contacted and interviewed directly RLCs, using contact details provided by the DSE.
- The findings from these interviews were used to assist in the design of both the focus group and quantitative stages of the research. This was an important component of the research, to ensure RLCs were engaged throughout the project and to ensure that they had the opportunity to provide insights into Landcare and the VRI, as well as input into the research design.
- The interviews also provided the opportunity to obtain feedback from RLCs on issues relevant to the study, including:
  - NRM issues pertinent to each region
  - The history of Landcare in each region, including changes in activities, the number and sizes of Landcare groups in the area, and the types of people who become involved in Landcare.
  - Differences in characteristics between Landcare members and volunteers
  - ‘Competing’ groups/interests in the region
  - Ideas for the future

### Focus group research matrix

The focus group component of the research incorporated 9 focus group discussions in April and May 2008. Groups were conducted in a range of locations across Victoria (outer metropolitan and regional), with a cross section of farmers, hobby farmers/lifestylers and peri-urban/urban residents. Groups also comprised participants with varying levels of involvement in Landcare, ranging from current active members, to those never involved. A detailed matrix setting out the mix of focus group discussions undertaken is set out below, including descriptions of each landholder type.

| 9 Focus Group Discussions...<br>Landholder Type:   | Current Landcare Member & Active                     | Current Member but Inactive, & Lapsed Members                     | Never Involved in Landcare  |
|--|--|---|---|
| <b>Farmers</b> (100Ha+, 75%+ on-farm income)   | 1 x members of different Landcare groups (Stawell)   | 2 x a mix of inactive and lapsed members (Shepparton + Leongatha) | 1 x young farmers (‘next generation’ of farmers/ land-managers) (Bendigo)                           |
| <b>Hobby Farmers / Lifestylers</b> (5-100Ha, tend to generate most income off-farm)  | 1 x members of different Landcare groups (Leongatha) | 1 x a mix of inactive and lapsed members (Kyneton)                | 1 x a mix of long-term and newer residents (Lilydale)   |
| <b>Urbans</b> (live in greater Melbourne or regional towns) & <b>Peri-Urbans</b> (live on outskirts of urban areas, tend to live on larger properties) |  |   | 1 x involved in other volunteering (not Landcare)<br>1 x no other volunteering (Bendigo + Lilydale) |

### CATI survey of general community

- Computer Assisted Telephone Interviewing (CATI) was used to interview 360 people across Victoria, in Melbourne, large and small regional towns and rural areas. The initial aim was to achieve a total of 400 interviews; however, given interview length was longer than anticipated, it was determined to reduce the size of the sample, rather than removing any additional questions from the questionnaire.
- Ipsos subcontracted I-view (an Ipsos-owned company) to administer the survey, which took place over the period 2-12 July 2008. Average interview length was 15.2 minutes.
- Random Digit Dialling (RDD) was used to randomly select households within location quotas. The interviewer requested to speak to the member of the household aged 15 years or over whose birthday was next (this was to ensure a random sample, and increased the robustness of the results).
- Results were weighted to ABS statistics for age and location according to Census 2006 population data (see table overleaf).
  - The populations of the Local Government Areas of Ballarat, Bendigo, Geelong, Warrnambool, Mildura, Shepparton, Wodonga and Traralgon were grouped together to form the major regional centre population.
  - The rest of Victoria population is the total population of Victoria minus the populations of the major regional centres (as described above) and Melbourne.
- These weightings mean that the quantitative survey results in this report about the general community (except when particular sub-groups are referred to) is representative of all Victorians.

| WEIGHTINGS USED FOR GENERAL COMMUNITY SURVEY<br>(from ABS' Census 2006) |                  |                        |                  |                  |
|---|------------------|------------------------|------------------|------------------|
| Age   | Melbourne        | Major regional centres | Rest of Victoria | Total            |
| 15-24   | 505,857          | 73,496                 | 93,542           | 673,895          |
| 25-29   | 1,785,696        | 237,101                | 376,836          | 2,399,633        |
| 60+   | 622,850          | 102,189                | 183,465          | 908,504          |
| <b>Total</b>  | <b>2,915,403</b> | <b>412,786</b>         | <b>653,843</b>   | <b>3,982,032</b> |

- The table below sets out the desired (initial) quotas for age and location, and the actual number of interviews achieved. Quotas for younger age groups were reduced part-way through the fieldwork given the difficulty interviewers were experiencing reaching this segment and the low population of younger people in rural and regional areas in particular.

| Age          | Melbourne |           | Major regional centres |           | Rest of Victoria |            | Total      |
|--------------|-----------|-----------|------------------------|-----------|------------------|------------|------------|
|              | Quota     | Actual    | Quota                  | Actual    | Quota            | Actual     |            |
| 15-24        | 19        | 11        | 19                     | 4         | 52               | 38         | 53         |
| 25-29        | 37        | 42        | 37                     | 48        | 106              | 115        | 205        |
| 60+          | 19        | 20        | 19                     | 19        | 52               | 63         | 102        |
| <b>Total</b> | <b>75</b> | <b>73</b> | <b>74</b>              | <b>71</b> | <b>210</b>       | <b>216</b> | <b>360</b> |

### Online Landcare members' survey

- A total of 127 Landcare members participated in the online survey from 3-23 July 2008, primarily those in an executive role within their group. The use of many of the same questions administered to the general community through the CATI survey enabled direct comparisons between these groups.
  - Ipsos subcontracted the programming and hosting of the online survey to I-view which also conducted the fieldwork for the CATI survey.
- Landcare members were invited to participate via email, using existing email databases. In most cases, Regional Landcare Coordinators (RLCs) preferred to forward on the email from Ipsos to the Landcare contacts in their respective email databases. In two instances, the relevant RLC provided a list of contact email addresses to Ipsos, and Ipsos emailed the survey invitations to members directly.
  - Ten Landcare member email addresses were collected via postcards submitted at the Landcare conference in late-May 2008, to which Ipsos also emailed survey invitations directly.
- Whilst not provided with email addresses for each Landcare group, the Ipsos team was provided with a list of names of Landcare groups by the Department. Each Landcare group in the list provided was allocated with a unique survey link. Only one survey could be completed through each survey link. This increased the robustness of the sample, as it prevented members from being able to forward the link to the survey to anyone in the population, who may not be involved in Landcare, and ensure that individual groups were only represented once within the results. Having said this, the majority of groups are not represented. However, the 127 respondents represented 140 groups, 5680 members and 2108 volunteers.
- To increase response rates, it was determined that a \$500 prize pool be established, where respondents were to be drawn at random to win either a \$300 prize or one of two \$100 prizes. Two reminder emails were also distributed, with the assistance of the RLCs, wherever this was practicable.



# Research Findings: Qualitative Research Findings





## Qualitative Research Findings

*Many perceived community values are 'breaking down', with smaller communities the most close-knit*

**Participants in the focus group discussions were asked to comment upon their perceptions of what the word "community" meant to them, and how they defined their local community. They were then asked to discuss their personal involvement in their local communities.**

- Many participants perceived that there has been a break-down of community values / spirit in most communities – there was a strong sense, particularly in rural areas, that communities are fragmenting, with people in communities not knowing each other 'like they used to'. This was seen to have resulted from:
  - Tree / sea changers moving in (with traditional farmers sceptical about new people from the city)
  - Corporatisation of farms
  - Young people leaving the land and moving to the city
- Communities in smaller towns were seen to be centred around sporting clubs (particularly footy or cricket clubs) – people in the community could be involved by playing sport, taking their children to sport and watching their children play sport, or volunteering to run the canteen or umpire.
  - Other key focal points in communities were the schools, and in regional Victoria, the CFA.
- Smaller communities were seen to help each other out when in need, and trust each other to be there for each other in hard times – here, communities were seen as protective.
- Many farmers were skeptical about new families moving into rural areas – particularly 'tree changers'.
- Some urban residents felt they don't have any community involvement, and felt somewhat isolated.

*Many feel concerned, frightened and confused about the environment, although others felt hopeful and had a strong desire to make a difference*

**Participants were asked to comment on their feelings towards the environment – this helped to ascertain participants' mindsets with respect to the environment and environmental values.**

**In sum, participants expressed a range of feelings and attitudes towards the environment. Whilst many felt concerned, frightened and confused – especially about the broader environment and climate change, others expressed a feeling of hope and a strong passion to try and make a difference where they can – especially through local projects. Landcare efforts were mentioned spontaneously.**

*"Concerned"*

*"Big challenges ahead – the job seems colossal"*

*"Guilty – should be doing more to help"*

*"Confused – what to do?"*

*"Very scary. What will be left for our grand kids? You get blasé when you live in such a beautiful area like this."*

*"Disgusted" "Government should be doing more – setting an example"*

*"Passionate"*

*"You never look at the land the same way again once you start to learn about things like erosion and soil health and weeds, etc."*

*"Hopeful – we're starting to change"*

*"Locally, things are improving a lot – you see the efforts of 20 years of Landcare. But in the broader environment, it's absolutely frightening."*

*"Landcare is making a real difference at local levels"*

*"Sense of satisfaction & achievement through seeing results from Landcare"*

*Water quality, coping with drought, demographic change and soil health were perceived to be the current key natural resource management issues*

**In the in-depth interview phase, the Regional Landcare Coordinators (RLCs) were asked to comment upon what they saw as being the key natural resource management issues within their region, as well as what they saw might be key NRM issues in their region in future.**

- The most commonly mentioned NRM issues currently facing the regions were water quality, coping with drought, demographic change (including increased urban sprawl and lifestyle farming, and ageing farmer populations) and soil health (including salinity).
- Other frequent mentions included improving biodiversity (including native vegetation and wildlife habitat), sustainable farming and understanding long-term impacts of land use, as well as erosion.
- Salinity was still seen to be an important issue, but had 'taken a back seat' to drought and other water-related issues
- Future trends/predictions with respect to land use identified by RLCs included:
  - The increasing importance of learning how to cope with drought conditions
  - Developing local strategies to adapt to and mitigate climate change effects
  - Improving water health/quality
  - Being able to adapt to the increasing number of lifestyle farms in many areas, and coping with demographic change
  - The corporatisation of farms
  - Greater focus on sustainable agribusiness

*People are driven to volunteer to 'give something back' and to help others*

**As part of the focus group discussions, participants were asked to comment on volunteering.**

**Awareness of volunteer organisations, current and past volunteering behaviour, and reasons for volunteering, or not volunteering, were explored.**

- Participants volunteered for a range of organisations, and in a range of activities. For rural/regional participants, organisations such as the CFA and local sports clubs were the main places to volunteer one's time or services, as were local schools. Other mentions included Lions Clubs, local farming and agricultural groups (such as the Young Agricultural Professionals Society), as well as Landcare.
- Local schools were also a frequent mention for urban participants, as was donating blood or fundraising activities (such as attending or organising events to raise money for a cause, such as breast cancer research). Volunteering time to health and community organisations were also common mentions.
- Participants offered a range of reasons as to why they volunteer. These included:
  - Contributing to community wellbeing, 'giving something back'
  - Volunteering provides a sense of satisfaction and achievement
  - A desire to help others
  - Volunteering is a good way to meet people, to socialise or to network
  - Some felt a sense of obligation (for instance, "If someone else can give all their time, then I should be able to give at least a little bit of mine").
  - Some 'can't help it'; this is just in their nature to help others (even if they also feel a sense of burnout, or energy levels being run down from 'too much' volunteering)



*For those who do not volunteer, time is the key barrier*

- For those who were not volunteering, time was the key reason for not doing so; namely, a lack of time due to family, study or work responsibilities. It is worthy of note, however, that although many felt that having kids restricted their capacity to volunteer, others felt that being exposed to their children's schools created many extra opportunities for volunteering in the school community, such as working bees or helping out with school sports teams.
- Others mentioned they weren't volunteering because it wasn't the right stage in their life. For some, they'd prefer to wait until they retire, whilst for others, they were waiting when the kids grow up and move out.
- Some non-volunteers were interested in, or felt they "should" be volunteering, but were simply not sure of what was available in their local area.

*Landcare was widely recognised, but little understood by those not familiar with it*

Focus group participants, both members and non-members of Landcare, were asked to discuss their broad perceptions of Landcare.

- Almost all participants had heard of Landcare before, and from a range of sources. These sources included television advertisements, friends or family members who are or were involved in Landcare, and seeing Landcare groups doing works on a side of the road, or a sign where works had been completed, when they drove past. In addition, recognition of the Landcare logo is extremely high, and is viewed very positively.
- Many not involved in Landcare had a limited understanding of what Landcare is all about. For instance, many viewed Landcare as an organisation "for farmers working on the land", and that that groups focus on tree planting activities. However, once they know a bit more about it, Landcare is of interest to many. Indeed, most were surprised to learn about the variety of activities Landcare groups undertake, and about the many reasons why they do these, across environmental, social and economic facets.
- Overall, Landcare is a highly valued organisation, with a great deal of recognition for the good work done. To those who are involved in Landcare, it is viewed as an organisation which is a great help to farmers. It is seen to play a strong role in providing farmers with information and knowledge-sharing opportunities, as well as providing social opportunities.

*"The world would be worse off without it."*

*"The Landcare logo is one of the best around."*

*"Caring for people in the community and protecting the environment ultimately for future generations."*

*"A vessel to information."*

*"Trees!"*

*Whilst current perceptions of Landcare are generally positive, it was felt there was much room for improvement*

- Landcare is also viewed as a great starting point / launching pad for other projects/programs.
  - Although, it is noted that once these are “off the ground” they can develop a higher profile than Landcare – for example Project Platypus.
- Whilst perceptions of Landcare are currently good, many people feel that it could be so much better than it is now, and that a range of issues could be addressed to help arrest any attrition.
- **Landcare is seen to have much potential to grow and be even more effective**, with great capacity to change.
- In the Stawell focus group, participants were asked to compare Landcare to a racehorse – namely, they were asked “If Landcare was a racehorse, how would it go?”. Respondents felt that if Landcare was a racehorse, it would:
  - Need a new jockey (implying a need for fresh drive and direction)
  - Be past its prime - “the horse has gotten a bit old”
  - In a race, end up about half way around the track (implying there’s a lot more that can be done)
  - Need more whip ... “in fact I think the jockey has lost his whip” (again, implying a need for fresh drive and direction)
- However, it is acknowledged that Landcare **lacks the resources it needs** to “go to the next level”. This is seen as a function of a range of factors, including **insufficient funding, not enough people actively involved, and an increased burden from administrative requirements**.

**Key points of concern**

A range of other points of concern were raised, particularly as issues driving attrition, including:

- Landcare groups are very reliant on **small groups of core members doing most of the work**, which can lead to burn-out. Related to this, there is a lack succession planning – within groups, as well as Landcare overall.
- A strong sense that Landcare **needs to be better promoted** – an unknown for many, beyond the logo and ‘tree planting’.
- For some, Landcare is **too conventional** and not progressive enough – e.g. the default is to use/ promote chemical sprays for weeds rather than natural / organic methods.
- Some **personality clashes** (a big thing in small towns) can prevent potential members from joining (e.g. “If so and so’s a member, then I’m not interested”), with other groups not seen to welcome ideas from young people. Thus it is important for groups to comprise a good mix of different individuals within the community.
- Landcare could do a better job in **targeting** disinterested farmers; for example, through promoting the availability of funding for production related benefits, like ‘wind breaks to boost stock condition’, ‘biodiversity works for property value’ or ‘financial incentives through community contributions’, rather than things like ‘wildlife corridors’.

“Landcare doesn’t do a lot of marketing. It’s almost a secret organisation. I know that it’s not, but that’s how it seems.”

“People think that they can plant a tree. If you think that you have to know about soil erosion then you might shy away.”

“We treat the soil as a living organism. I am critical of spraying weeds. There ARE other ways.”

*The way Landcare groups are being supported has changed; coordinators are seen to be playing a larger role and are highly valued – although more are wanted*

Many participants currently involved in Landcare (including both RLCs and Landcare members) acknowledged the change in the way in which support for Landcare groups has been provided over the years.

- Participants mentioned that presently there is much more support provided to Landcare through the CMAs, whilst in earlier days this used to be the Departments that were the predecessors of the DSE. However, it was acknowledged the extension staff in the Department are still working closely with Landcare, with some feedback that DSE (referred to by some as the 'Department for Name Changes') is doing a good job in funding and supporting Landcare
- By the same token, there was a sense that government is doing this because it has withdrawn many support services to farmers e.g. agronomic advice.

*"The government is trying to get farmers to do all the work, they don't want to be involved all the way down the line. They're handing the job over."*

- Landcare coordinators - both regional and local - are now playing a larger role; a role which is highly valued by Landcare groups. Coordinators can oversee a number of groups, and will organise things such as field days, training, and learning and development opportunities. Coordinators were seen to be often applying for funding on behalf of their groups, and provide stakeholder newsletters and information to groups. Coordinators were also seen to be an advocate for their groups, and sometimes manage projects.

*The focus on strategy by coordinators is seen to be an improvement*

- At a coordinator level, Landcare is also more focused on strategy as opposed to number of projects completed than it used to be – this is seen to be an improvement.
- The coordinator role was described as a role which used to be quite 'ad hoc', although now, more robust regional structures are seen to be in place – which ensures the role is more stable and professional. Members have more certainty, with a central point-of-call, through their local network coordinator in particular, as this is the person that they tend to have more contact with than the regional coordinator.
- However, in some areas, members felt that coordinators are more thinly spread and have a greater workload than they used to. There was a strong sense that Landcare groups on the whole need more support in terms of resources and investment, as well as promotional support to encourage new members and help halt any attrition among existing members, both active and inactive ones.

*"There's more centralised support now, and it's beneficial; people like me who act as a catalyst to get things moving and improve the functionality of groups."*



*There were seen to be three key segments of Landcare members: Urbanites/peri-urbans, "blockies" and "cockies"*

- Landcare groups vary tremendously in terms of their size (number of members), the types of people involved, the frequency of the meetings, the way meetings are run, and the types and timing of activities undertaken.
  - In a general sense, whilst groups are folding and others start up, the number of Landcare groups in each region is considered to have been reasonably stable over recent years.
  - The exceptions are the Corangamite and Port Phillip CMA regions, where the number of groups have been growing.
- There were clearly seen to be three main segments of people who are involved in Landcare:
  - Urbanites and peri-urbans
  - "Blockies" – hobby farmers and lifestylers, outskirts of any town
  - "Cockies" – commercial farmers
- Each segment has different interests and expectations (and should thus be targeted differently). For instance:
  - Urbanites are more interested in volunteering than membership.
  - "Blockies", who are typically new to the land, are more interested in learning about how to manage their land, and getting to know their community.
  - Lastly, "Cockies" are driven by learning about production benefits and managing the aesthetics of their property to maximise land value.

## Drivers for getting people involved in Landcare

Both RLCs and focus group participants were asked to discuss what they saw as being the key things which attracted people to become involved in / to join Landcare. They were also asked to talk about what they saw as the barriers to being involved.

In a general sense, key drivers for getting people involved in Landcare included:

- The **LOCAL** aspect of Landcare – this cannot be underestimated – a sense of local benefit, action, presence and/or attachment to local landscapes / eco-systems
- Being involved in Landcare provides members and volunteers with a **sense of belonging** in the community and enables them to broaden their social networks (this is seen to be increasingly important in communities which are not as 'thriving' as they used to be)
- Simply **being asked by someone to help** can give some a sense of purpose – being needed / wanted
- Wanting to contribute to the **'greater good', and help the environment**
- People looking to 'stick their teeth into something'
- Some are more likely to be a member than a volunteer if there is financial gain/support or other benefit for being a member – such as funding for on-property works
- Access to **incentives** (e.g. cheaper equipment hire for Landcare members)
- Access to **information / education** about how to manage land better (particularly relevant for lifestylers)
- Public / community information days are seen as a good way to raise awareness and interest
- Landcare is an **avenue to use leadership** or other organisational skills
- The fact that "stuff gets done" if you join Landcare
- For many, simply learning more about Landcare and that everyone can get involved is a driver

*"Stuff gets done if you join Landcare....it's more than just a cup of tea and a chat."*

### Drivers for farmers

- Specific drivers for farmers include:
  - Benefits for on-farm projects: fencing, revegetation, grants, notably for works they are already wanting to do, but they lack the dollars.
  - A crisis, major issue or cause to kick start projects – e.g. salinity.
  - A genuine interest in contributing to the health of the environment – leaving it in a better state than they found it, righting the wrongs of past generations.
  - Becoming aware of funding that is available, particularly for projects beyond tree-planting – e.g. fencing off waterways.
  - A sense of ability to achieve so much more through working with others, in an organised way, to apply for funding for projects.
  - Access to support that will help improve production and/or provide other benefits such as increased property value.

“Once they communicate the benefits ...”

“It’s a direct benefit to our individual members – once they see a direct benefit, you’ve got them.”

“You have to have an organisation to get the funding, you need the numbers, a network to make things happen.”

“You can’t afford not to do it. You will save money on your vet bills through helping the health of your stock..”

### *A vague awareness of Landcare, and lack of knowledge about the opportunities it affords, are key barriers to involvement*

Key barriers to being involved in Landcare include:

- **A vague awareness of what Landcare is about**
  - its activities and role, who it is for, how to get involved.
  - Among urbans and peri-urbans in particular, Landcare was seen to be ‘tree planting in the country somewhere’.
- Seems like a big **faceless brand or organisation** – particularly for urbanites / peri-urbans who tended not to know anyone involved with Landcare. Thus, not knowing anyone involved is another key barrier; which highlights the importance of expanding the networks of Landcare throughout the community.
- **Lack of knowledge of opportunities** available through Landcare, including virtually no understanding of the presence of Landcare in urban areas. For lifestyle and hobby farmers, there is also a misunderstanding that Landcare is only available for larger properties and commercial farmers. As such, many are not seeing Landcare as being relevant or available / accessible to them.
- **Lack of awareness and/or understanding of the benefits that are associated with Landcare – i.e. the many reasons why people get involved, including the environmental, social and economic benefits.**
- **Incorrect perception** of what Landcare is all about - an image of potentially having too narrow a focus on tree-planting, ‘tree huggers’, greenies (although, while this is a deterrent for some, it attracts others).
- **Personality types** of current members can be an issue if there are clashes.

“I wouldn’t know how to get into Landcare. Are you allowed to get involved? How does it work? People don’t go to things that they don’t know about.” (Lifestyler)

### Barriers: social and self-interest

Key barriers to being involved in Landcare include:

- Some groups, particularly those with older members who have held their Executive roles for long periods, are seen as 'closed' groups. These groups may be seen as **set in their ways**, and as such, potential members feel that they could not contribute.
- **Fear** that they are currently '**doing the wrong thing**' on their property, and not wanting others to know.
- Some people don't like meetings – prefer activities or social events.
- Fear that they'll be landed with an Executive position.
- A sense that many people just **want to relax** in front of the TV in their spare time.

"There may be a reluctance to plant on private property versus public land. Like, why should I do it on their property?"

"People are just sitting at home watching TV. People are lazy."

### Landcare is competing for 'air-time' with many other pursuits

- The many competing interests of Landcare:
  - Fire Brigade / CFA
  - Sporting / Footy clubs
  - Schools
  - VFF
  - TV and Lounge Lizard mentality – especially in winter
  - Other groups / projects seen to be higher profile / more attractive / relevant / local – e.g. Project Platypus, 'Friends of' groups
  - Among Urbanites other volunteer organisations focused more around health and social well-being than environment – seen as more needy

"You reach a point where you're doing enough. The CFA, school, Landcare. There's also the cows to milk, and I actually want to see my kids too!"

- Like involvement in volunteering in general, **a lack of time** is a key issue – especially for young families and young professionals.
- Time in their life cycle (e.g. having babies, raising a young family).
- **Being 'volunteered out'** – burnout, need a rest.
- **Some rural populations are in decline**, so there are fewer people available to join.
  - A sense there are virtually no young farmers these days, with a strong trend for leaving the land.
- Landcare being seen as **an older person's organisation**. There was a sense from some younger participants that input from younger people was not welcome in some groups.

"The young people turn up to DO things, they're not into meetings and chat."



### Barriers for farmers

Particular barriers to involvement in Landcare for farmers were:

- A lack of continuity in DSE / Landcare staff – 1 year contracts were seen as counterproductive to developing long-term relationships.
- A lack of time to contribute, and a sense that if they got involved a large time commitment would be required.
- A bit of a feeling that Landcare is beyond its prime.
- A lack of succession planning in Landcare, and a sense that it is the same old people doing all the work. As such, a fear of getting stuck in an admin / leadership role, over-committing, and “not being able to get out”.
- A sense Landcare needs to be more proactive in inspiring people to get involved – especially where the local group leaders are not naturally charismatic.
- Lack of awareness of the personal benefits that could be attained through involvement.

“For many, Landcare equals trees and tree planting ... croppers don’t necessarily like that.”

“It’s the same people. We’re all finding it a bit tiring.”

### *Young farmers who have been involved in Landcare felt isolated and that their views were not valued*

- For young farmers in particular:
  - Frustrations with not being able to contribute – views ‘shouted down’ by older members
  - Landcare lacks glamour, X-factor ... needs an image overhaul
  - Seeking individual incentives – or an understanding of what they’ll get back, whether financial, knowledge about farming or sustainability, practical outcomes
- Skepticism that Landcare might be ‘selling its soul’ to the corporates - e.g. Woolworths sponsorship of Landcare vs “squeezing every last penny out of farmers”.
- For some, a lack of interest or even resistance to sustainability principles.

“Helping someone to plant trees because they’re too lazy to plant their own.”

“some people think you’re mad to join Landcare and plant trees and stop the cattle getting in. My brother in law, for example. He’s never put a single tree in. if you drive around you can see the farms that don’t put any trees in, but that’s getting less and less. People are beginning to see the benefit of putting trees in, from a cattle perspective, sheltering them from the wind.”

*Burnout, bureaucracy and lack of succession planning were key barriers to retention, and drivers of attrition*

In addition to exploring barriers to becoming involved in Landcare, the causes of attrition and barriers to retaining existing Landcare members were also explored in both the in-depth interviews and focus group discussions.

Key barriers to the retention of existing members were:

- **Burnout** - this is a significant reality for Landcare, as well as other volunteer organisations, particularly in rural communities – there is a strong sense that there is a small, core group of people in many communities who are consistently doing most of the work.
- The burnout problem is exacerbated by a **lack of succession planning**, particularly for Executive roles.
- A sense this is **not something one does 'forever'** – many participants mentioned a desire to try different things, such as other types of volunteering.
- A growing amount of **red tape and administrative burden**, with applications and other paperwork becoming more complex, and a sense that this is unnecessary and detracts efforts from important hands-on work – including both on-ground works, and recruitment activities.

"I want out! I am overwhelmed. It's a huge weight. I've done so much for Landcare over the last 20 years. Let us do some other things. It's time for others now – we need fresh blood, new ideas."

"It's very very complicated – you have to be a lawyer to work it all out."

*Burnout, bureaucracy and lack of succession planning were key barriers to retention, and drivers of attrition*

- **The 'Bureaucracy' of Landcare** – meetings, activities are not seen as appealing or stimulating enough to keep people involved.
  - **Loss of momentum** and lack of continuity across projects. Some groups also seem to reach a point where they have **achieved what they set out to do**, which can lead to a sense that there is no longer a real need to keep going.
  - Poorer financial performance on farms – farmers need to spend more time on their land to earn the same return – as such, they don't have the time available to do what's required with Landcare. Some farmers, however, lack the understanding that Landcare activities may be precisely what they need to improve their production outcomes.
  - Poorer financial performance on farms, due to the impacts of drought, increased input costs, difficulties accessing labour, and market demands; with farmers thus needing to spend more time running their farm business, and less time involved with Landcare and Landcare activities.
    - These financial difficulties are seen to be due to the impacts of drought, increased input costs, difficulties accessing labour, and increased market demands.
  - Some farmers are leaving Landcare because "it's all about the environment" rather than managing the land (over last 5-10 years in particular).
- "I've been Secretary of our local Landcare group and I can't give the role away – there's no-one to take it on but me."

*Getting the balance right: social vs. works with clear, well defined goals & objectives*

**Clear themes emerged in the research as to what “successful” and “unsuccessful” Landcare groups look like. These findings were consistent across the in-depth interview and focus group research.**

- **The marks of success for Landcare groups include:**

- Clear focus and direction
- Good governance, structure
- Passionate, enthusiastic leaders – charisma
- Members who are motivated
- Relationships between groups /within Landcare networks
- Good ‘connectedness’ to local communities, and understanding of community needs and trends
- Clearly defined projects (with set timelines and budgets)
- More people involved to support projects – greater numbers
- Having the skills to attract funding
- Groups that have been able to form networks to access corporate and philanthropic funding to broaden their activity base (sometimes traditional funding avenues are too narrow in terms of the restrictions applied to how the money is spent)
- The right mix of people in a group
- Interesting and specific cornerstone projects that galvanise and emotionally engage members
- Individual members receiving benefits from funding they would not otherwise have access to
- Following up enquiries from interested community members (can’t take this for granted)
- Sending out a welcome pack to all new residents

- **Signs of less successful Landcare groups include:**

- Having an unbalanced distribution of the workload
- Over-burdened by administrative requirements
- Lack of skills and not fully understanding ‘tender-speak’, funding application process and drivers
- Sense of acceptance that Landcare is in decline, or “past its peak”
- Over-reliance on social get-togethers to hold things together without genuine environmental goals
- Group leaders not confident in their abilities to promote / market Landcare professionally (cry for help)
- Small/dwindling member numbers
- No mentoring or succession planning
- Lack of targeted recruitment activities

*“I don’t like the meetings. We go over the same things. I find them pointless.....We need an activity to plan.”*

*“I am being used by the government as cheap labour. I don’t want to plant trees anymore.”*



### Recruitment and retention

Overall, there is a perception that little is being done by Landcare groups to actively recruit and retain new members. Essentially all participants agreed that there is much more that could be done to create greater awareness of Landcare and to attract new members to become involved.

In addition, retaining current members is seen as just as important as attracting new ones. Many groups commented that it took a lot of work to get people to renew their memberships each year.

- **Particular recruitment activities that Landcare groups are presently undertaking include:**
  - The provision of ‘**Landcare packs**’ to new rate payers (distributed by local councils, real estate agents).
  - **Targeted mail outs** to non-members, including distributing the group’s newsletter.
  - **Door knocks** to encourage environmental best practice and create awareness of Landcare
  - Recruitment through community engagement (through field days, having interesting guest speakers to meetings, forums, workshops and information sharing).
  - **Word of mouth** promotion and recruitment drives.
  - Holding **public meetings** to gauge interest for involvement in Landcare.
  - **Inviting schools and other groups** to get involved in projects.
  - ‘**Project days**’ / ‘**field days**’ – organised days where Landcare members show people around properties so they **can see first hand** the outcomes of successful completed projects (with the use of buses to collect and transport people to properties).

### *Creating greater awareness of Landcare is seen as a key priority for future recruitment strategies*

- Activities reported as having been successful were:
  - **Face-to-face visits** to households, but these highly time consuming
  - **Field days**, community education days
  - Providing **welcome packs** to new members
  - **Word of mouth** – members sharing success stories with non-members
  - Targeting **new lifestyle farmers** – can bring ‘new blood’ and fresh ideas
  - **The Landcare sign for the front gate** – means a great deal to landholders

*“Give people an incentive to get started, like some trees to plant or a bird feeder.”*

- A range of suggestions were offered for recruitment strategies going forward:
  - Create **GREATER AWARENESS** of Landcare, and what Landcare does (which will also help to correct any misconceptions held by the broader community).
  - **Recruitment drives** and strategies should be targeted to different community segments. For instance, a drive could be more effective in small, rural areas, for those who do not know about Landcare. Recruitment drives could also work in urban/lifestyle areas, where the population is growing – “there are people moving in all the time who don’t know about Landcare.

### Recruitment activities

- Landcare needs to be pitched as **RELEVANT** and **OPEN TO EVERYONE** – with new ideas and fresh approaches welcomed. In particular, **smaller landholders may not know that Landcare is not just for commercial farmers and big properties.**
- Recruitment should also **target young people** – this is seen as an untapped market who could provide a lot of fresh energy and enthusiasm.
- Efforts to raise awareness of environmental issues that occur on property, and can be tackled through Landcare activities. There was a sense **many landholders might not know they have a problem.**
- Emphasise to potential members “What’s in it for them”. Provide incentives to join (this could be seeds to plant a tree, access to equipment hire).

“If it’s on your land you have to think about it. Encourage them to start thinking about it. Someone might have an eroded gully and not even know it’s eroded.”

### Retention activities

#### Strategies suggested for retention of members included:

- Better **succession-planning** for Executive roles
- **Reducing the time burden** on members wherever possible.
  - This includes **reducing the growing administrative burden** – potentially through encouraging the amalgamation of some groups and calling for those with administrative skills to assist. Importantly, the increased administration and governance requirements **diverts attention away** from hands-on activities, both on-ground works, and recruitment.
- Making **meetings more appealing**, for instance, by having interesting, informative and well-respected guest speakers (and forming a network amongst Landcare groups to share details of potential speakers). Making meetings **less bureaucratic** was also raised – getting creative with meeting formats were encouraged (e.g. combine with a barbecue)
- Helping or training members to apply for grants and how to negotiate potential funding sources.
- Acknowledge the **different needs** of different segments of Landcare members (that is, the “cockies”, “blockies” and “urbanites”), and tailor Landcare activities accordingly.
- **Invest in efforts to recruit new members** to reduce the burden on current ones.
- Writing letters to individual members encouraging them to renew membership seen as successful in one region (retention).

“Try to make [meetings] interesting – include guest speakers.”

“Landcare needs to be open to new and better ideas, ways of doing things that are more in line with natural processes.”

“Why not have a common secretary across numerous groups?”

*A range of media are currently being adopted to communicate with current and potential Landcare members*

- **Local media** is being frequently used. For instance, some groups prepare stories about local groups for publication in the local newspaper. Others advertise events in local papers – in some areas CMAs are good at supporting Landcare groups through distributing media releases (although not all Landcare members have this skill).
- Use of the **Landcare Gateway**, through posting group details on the Landcare website, is seen as important for people who are looking for information about what Landcare is about.
- Ensuring listings for Landcare groups are included in the **White Pages** (both on and offline, and including email contacts).
- **Visiting schools** to inform school-children about Landcare (and hopefully through the kids, their parents).
- **Developing linkages** with other community organisations (e.g. land development organisations) and encouraging them to include articles about Landcare in their newsletters
- Some groups send their **newsletters** out to everyone in the catchment, whether a Landcare member or not (this has been more effective in some areas than others) – although, it is acknowledged that this is quite expensive for groups
- For the traditional farming sector, notices on **ABC radio** work best.

*Communication activities should focus on groups not engaged with Landcare at present*

- **Suggestions for the improvement of Landcare communications in general are listed below:**
  - Many Landcare members feel that a **statewide advertising campaign is unnecessary** – they would prefer to see campaigns targeting specific areas or landholders types may work better. Others, however, see it as **a great idea that is much needed**.
  - It is considered any new publicity or community engagement activities should focus on groups of the community who aren't really engaged with Landcare at present (such as urban residents, corporate farmers, indigenous communities).
  - **Training** for Landcare groups on how to use the free media (such as radios, 'what's ons') and training on how to prepare a media release is much needed across the board.
  - Some considered that there is a need for **attractive brochures/fliers** on what Landcare is and what it does, and how to get involved".
  - Use a **compelling call to action** – ASK for the help needed, focus on valued environments in need of help.

*"Pitch something at me. Put a bit of urgency around it. Show a degraded river or something. Say 'We need people now', rather than a general invitation."*



*Better use of the media and simple, basic language focusing on outcomes, is important*

- **Suggestions for the improvement of Landcare communications in general are listed below:**
  - In addition, **better use should be made of the media**, with more media articles and good news stories about what Landcare groups have achieved – especially visual media that shows images of environmental improvements achieved.
  - In any communications, it was emphasised that **simple, basic language** should be used, focusing on outcomes – bearing in mind there should be a somewhat different focus for each segment – for example:
    - “urbanites” want to know how they can personally **help the environment** through Landcare
    - “cockies” tend to focus on **‘bringing the trees back’, better managing their own property and local environment and production/ financial benefits**
    - “blockies” appear to be interested in improving **social linkages** as well as **land management knowledge**.
  - Communications should also emphasise that **Landcare is for EVERYONE and not just farmers**.
  - **Promote options of membership and volunteer support.**

**Ideas for developing Landcare**

In both the in-depth interview and focus group discussion components of the research, participants were given the opportunity to put forward their ideas for developing and improving Landcare. These ideas and suggestions are presented in the slides that follow.

- First, participants commented that Landcare groups need to ensure it **remains connected to and engaged with continuously-changing communities** in which they operate - including indigenous communities.
  - Groups need to understand community needs, and the different needs within each community segment.
  - Landcare also needs to retain it’s “local flavour” - this is one of Landcare’s strengths.
  - It is recognised a balance needs to be made between community/CMA/government needs.
- Second, a greater awareness of Landcare needs to be created. Essentially, Landcare needs to be promoted more to the broader community. Messages need to convey that **Landcare is important, it’s relevant and there is a role for everyone!**

“They need to tell us more about Landcare – tell us about all the good things that are happening.”

“One acre or 200, it doesn’t matter. Everyone is treated the same.”

“If I was affected by Landcare, then I might join.”

- **Promotional ideas for Landcare included (most of these unprompted):**
  - Ads and articles in local newspapers, the local Council, increased signage (including vests for Landcare volunteers to wear), website, shop windows and bus stops
  - Distributing newsletters to non-members as well as members
  - Advertising positions wanted, and put out the call for help for specific causes or projects
  - Welcome kits for people new to the area (and for those already in the area)
  - Calendar of events – people sought advance notice of Landcare activities, to make it easier to put in the diary and 'block out' time in advance. This could be a calendar specific to Landcare, or use other community or school calendars to publicise Landcare events or activities
  - Target young people through schools – reach both younger audiences as well as their parents. Create activities which are fun and interactive for kids and their families (e.g. 'bat night', 'koala day')
- In addition, recruitment strategies for Landcare need to cater for the changing demographics in many areas. Lifestylers and hobby farmers, for instance, are seen as a potential target market, as are the "grey nomads", retired executives and younger generations (including students at all levels).
  - A greater presence of Landcare in urban areas is also seen as important
- However, retention of current members is viewed as just as important as attracting new ones.
- RLCs in particular highlighted that all Landcare groups should have a clear purpose and objectives to maximise their chances of success. Succession planning for Executive positions (at both group level and Landcare coordinator levels) and long-term planning is considered vital. A **Landcare mentoring scheme** was suggested for succession planning.
- Participants noted that **meetings need to be engaging and interesting** if they are to attract and retain new members – they need to be somewhere that people want to go to! For instance, by having guest speakers who are experts in particular issues, or combining meetings with barbecues or other meals.
- Development and maintenance of strong **relationships with partner organisations** (including state and federal government)
  - Landcare groups or coordinators could seek out (more) corporate sponsorship for additional financial support.
- Landcare groups and their members should be provided with **additional training support**. Particular areas of need mentioned include how to use the free media, drafting media releases and preparing grant applications.

*Advertising images need to show 'real world' images reflecting what being involved in Landcare would really be like*

**As part of the focus group research, participants were shown a number of advertising concepts for Landcare, and asked to provide feedback.**

- In general, participants sought images which showed people actually DOING Landcare activities. Participants images which reflect 'the real world', and portraying what being involved in Landcare would really be like – they did not really perceive this in the images shown.
- Inclusion of both a phone number AND website details was considered essential, as it was felt that this would cater for broader needs in the population (i.e. some prefer phone contact, others prefer the internet).
- With regard to the colours chosen, participants generally preferred the use of green, particularly the brighter, bolder shades. Overall, brown was disliked, although some males quite like it.
- The Landcare logo was frequently complimented, and considered essential in any form of advertising about Landcare.
- The text on the 'leafy' background was VERY difficult to read – this needs to be bolder. Participants made frequent comments about this, particularly that all fonts need to be clear, bold and easy to read from a distance.

**Specific comments on each advertising concept shown are provided on the slides that follow.**

## Reactions to advertising concepts

### Concepts 1A & B: "Electrician" and "Accountant"

- The positive feedback on this concept was:
  - The "Electrician" used in the graphic was seen to be young and appealing
  - The use of quotes about real-life experiences was liked
  - The background image of members of the community in assembled in the shape of the Landcare logo was generally well liked – it was seen to portray the community working together (although some participants mentioned it looked like the people were going camping)
- The key piece of negative feedback on these concepts was that the "accountant" in the shirt and tie was considered very unappealing and it was not believable that he was involved in Landcare. A preference for the accountant to be in overalls or weekend gear.
- Participants did not really grasp the concept of using skills other than 'skills on the land' to contribute to Landcare. Participants felt the people in this image as contributing to Landcare by doing work on the land, rather than by using electrical or accounting skills.
  - This could be enhanced by the story explaining how they are helping.

**"[The electrician] needs to be DOING something."**

### Concept 2: "Locals working together on the land"

- The use of the term 'locals' in the phrasing was seen as appealing.
- However, there was much negative feedback offered on this concept:
  - First, the image was seen to be very dark – it was hard for participants to see, and for some, was perceived as representing "dark times for farmers".
  - Similarly, the use of a sunset was perceived to represent the "end of an era", that "the land is dying".
  - Given that participants saw the use of the term 'locals' in the phrasing, it was felt that the image chosen did not reflect the concept of community – the could have been more people in the image, or use of more "friendly" body language.
  - There were some comments made that the farmers should be standing closer together – in the current form, they appeared distant from each other, like they weren't getting on.
  - The image was seen to target farmers (a negative for urbans, but for rural participants, this was seen as a positive).
  - The farmers didn't appear to be working; there was a preference for an action shot.



**Concept 3A: “Generations”**

- This concept was very well liked overall, and appeared to be the most preferred concept of participants. It was seen to visually “have an effect”.
- The use of three generations of farmers was seen as very appealing. It was seen to reflect the concept of time, that what Landcare members do today can have an impact on the lives of our future generations.
- For some, a negative aspect of this image was that it was missing females (although some male participants liked the ‘male bonding thing’).
- There were some suggestions made that images of ‘before’ and ‘after’ could be really effective here, and this could include another image of the family when they are older, to reflect passage of time. For instance, the before shot could show the ‘younger’ family standing near some trees they have just planted, with the after shot using the family now ‘older’ standing near the same trees after they had grown.

**Concept 3B: “Girls”**

- This image was seen as something which could be appealing/appropriate for city residents.
- In addition, the use of an image with people interacting with each other is seen to be very positive, and the move away from farming refreshing.
- However, the image appeared to participants to be set in a nursery, or Bunnings (for some, the plant did not look native). It also did not appear realistic for some participants – the girls in the image appeared too clean, and it was felt they should “look like they’re getting their hands dirty”.

***Celebrity endorsement, if adopted, should be approached carefully***

**Focus group participants were also asked about what they thought the use of a celebrity or well-known person in the broader community to promote Landcare. After a general discussion, they were then shown and asked to comment on a concept board with pictures of a range of celebrities who could potentially be used in this way. These included Rob Gell, Shaun Micallef, Shannon Noll, John Williamson, John Howard (All Saints actor), Glenn McGrath, William McInnes and a range of McLeod’s Daughters actors.**

- Generally, the concept of celebrity endorsement was not highly supported amongst participants, unless the celebrity endorsing Landcare was actually someone who was involved in Landcare themselves, or had at least worked on the land.
- Of the sample of celebrities shown on the concept board, John Williamson and Shannon Noll were most favoured (and both were mentioned unprompted, prior to the concept boards being shown).
- Participants did not consider actors to be believable. For instance, whilst the McLeod’s daughters actors “worked on the land” as part of their show, they were not seen to do so in real life, and as such, lost credibility.

***Use of celebrity images should show that celebrity is genuinely interested in and active in Landcare***

- Participants considered that any promotional material using a celebrity should include that celebrity ‘doing’ Landcare activities- this way, it would show that they actually care about Landcare, and are not just endorsing Landcare for the money
- Others raised the idea of using a prominent local community figure / Landcare member or personality to promote Landcare, instead of a celebrity, as local community figures are much more highly regarded. However, it was recognised this may only work in targeted, more local advertising and promotions.
- One idea which was raised was to make the celebrity endorsement role an annual spokesperson role. Each year a new celebrity would take on the role of being the spokesperson for Landcare – this might make the spokesperson role one to be coveted by celebrities.
- Flowing on from this, the idea of a Landcare Member of the Year award was raised.

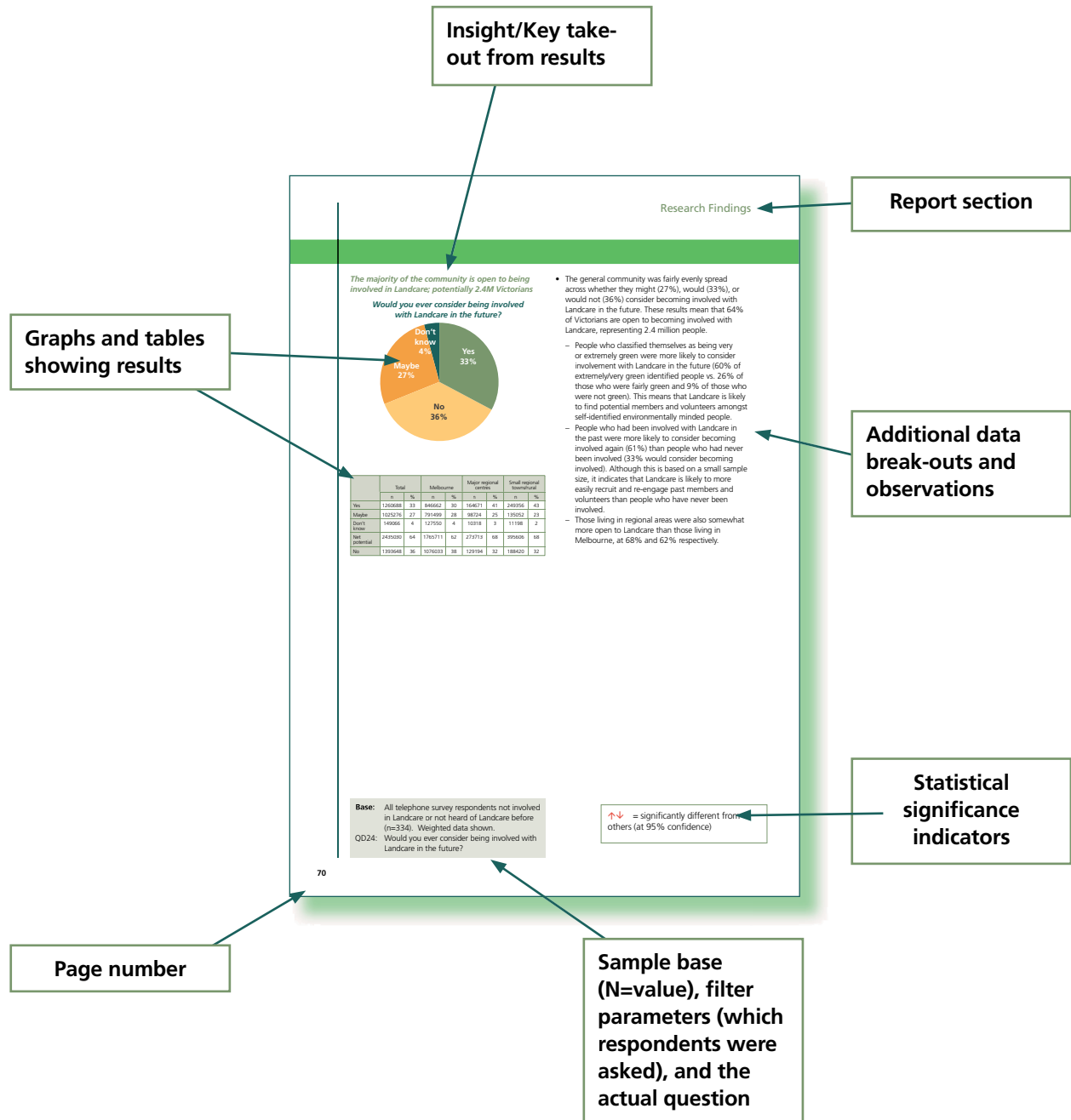
**“The person involved should have some credibility with the land.”**

# Research Findings: Quantitative Research Findings

A person wearing a grey sweater is pouring water from a large blue plastic barrel into a black bucket. The water is being poured through a red and black hose with a black nozzle. The water is creating a large splash in the black bucket. In the background, there is a black plastic tub and a black bucket.

# Quantitative Research Findings

## Notes for reading this report

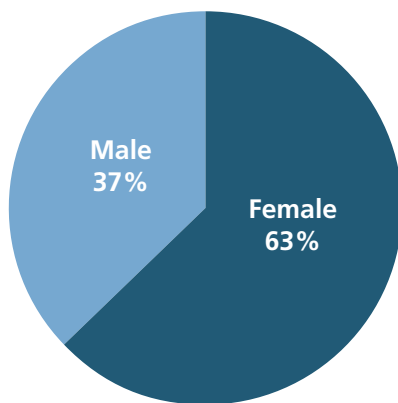


## Respondent Profile

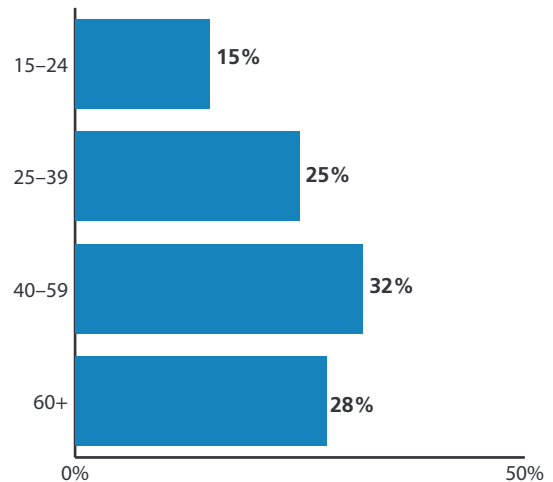
### Gender & age group

- General community quotas were set for the age groups shown to enable robust analysis by age group. To ensure that the results were not skewed by the age quotas, the results were weighted by three broad age groups and location as described in the methodology section.
- Landcare member respondents were older than the general community respondents, in fact none of the Landcare member respondents fell within the 15-24 year old age bracket.

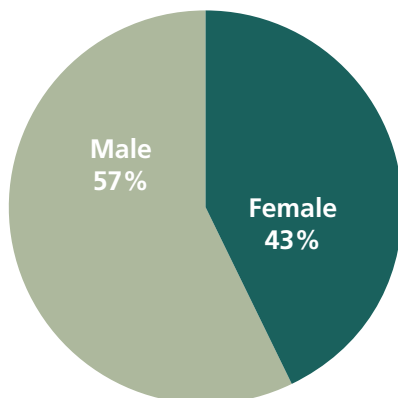
Gender of general community



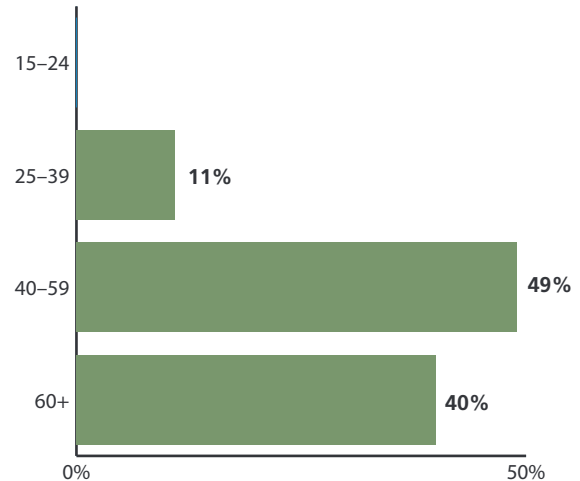
Age of general community



Gender of Landcare members



Age of Landcare members



**Base:** All respondents (telephone survey respondents n=360) (online survey respondents n=127)

QA2/3: Can you please tell me your age?

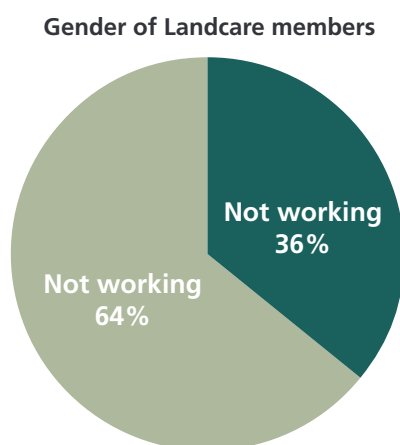
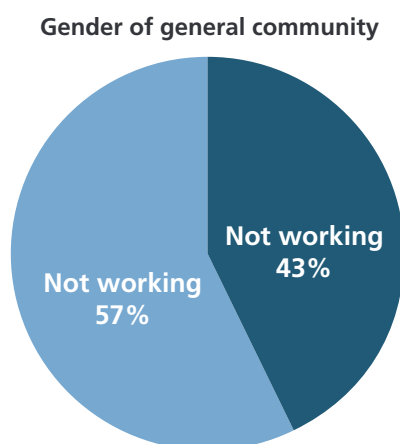
QA3/4: Record gender

Note: Unweighted data



## Employment status

- Most general community and Landcare member respondents were in paid employment; at 57% and 64% respectively. Across Victoria 43% of people are in paid employment while 57% are not working (ABS 2006 Census data), therefore this data slightly over-represents people who are working.
- A greater proportion of Landcare member respondents were employed, at 64%.



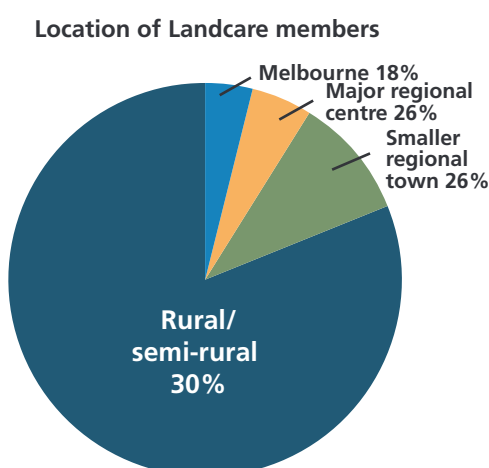
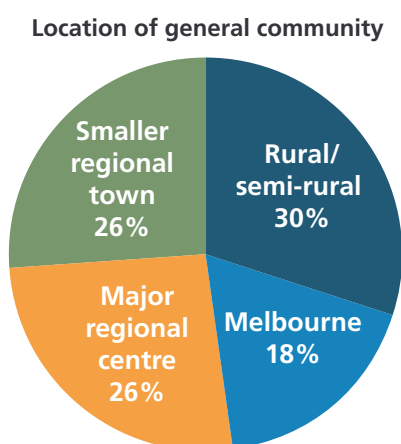
**Base:** All respondents (telephone survey respondents n=360) (online survey respondents n=127). Unweighted data shown.

QF1: Are you currently in paid employment?

QH1: (as above)

## Location

- Just over half of the general community surveyed lived in regional towns (26% in small towns and 26% in major regional centres). Of the remainder, 30% live in rural areas and 18% in Melbourne.
- The population was sampled by postcode location; some discrepancies existed between where people were classified as living and where they report themselves as living. This has implications for communications targeted at people in peri-urban areas.
- Unsurprisingly, most Landcare members (81%) live in rural or semi-rural areas of Victoria. Landcare members were less likely to live in an area the more urban it is (10% live in small urban areas, falling to 5% in major regional centres and just 4% in Melbourne).

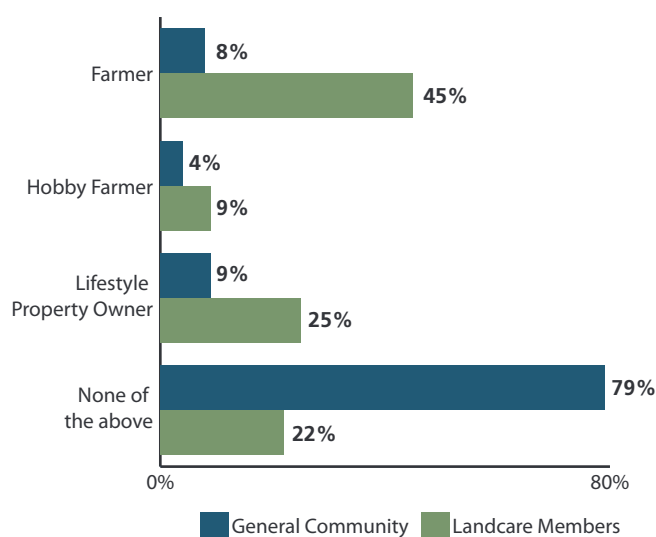


**Base:** All respondents (telephone survey respondents n=360) (online survey respondents n=127). Unweighted data shown.

QA1: Firstly, do you live in [READ OUT]?

### What sort of property do you live on?

- More Landcare member respondents were farmers (45%) than any other category.
- The majority (79%) of general community respondents were living in homes that are not described as some sort of farming or lifestyle property.
- Most Landcare member farmers lived on a property of 1000-2499 hectares (35%).
- Sixty one percent (61%) of Landcare members lived on a property in excess of 50 hectares.
- Most general community members lived in standard-block sized houses or apartments (75%) but only 14% of Landcare members did so.



**Base:** All respondents: Telephone survey respondents (n=360). Online survey respondents (n=127)

QA4/5: Which of the following would you say best describes you? [READ OUT]

QA5/6: What is the size of your property?

## Volunteering

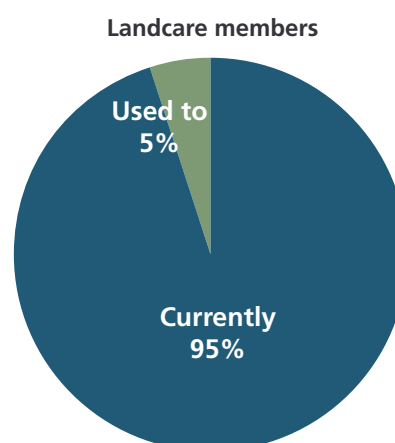
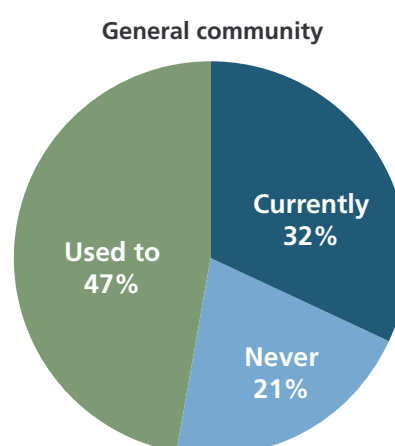
*There is a high level of interest in volunteering among both the general community and Landcare members*

- Overall, interest in volunteering in the broader community was high. Just less than one-third (32%) of general community respondents reported being currently involved in some volunteering, while 47% were in the past. Most Landcare members (95%) recognised that they were currently volunteering.
- The most common volunteering activities for general community respondents were fundraising activities (29%), school activities (20%), health, community care or disability sector (16%), and local sports clubs (also 16%). For Landcare members, there was a clear environmental focus in their choice of volunteer activities. Many Landcare members were also volunteering in other environmental activities (56%), and local farming and agricultural groups (53%).
- For those in the community who were not volunteering, work commitments was the strongest barrier to volunteering, nominated by 52% of respondents who were not currently volunteering. However, full-time workers were more likely to be involved in volunteer activities (36%), compared to those who were working part-time (27%) or those who were not working (30%). This suggests there are other important barriers.
- Of those who were currently volunteering, over half of general community respondents (55%) and two-thirds of Landcare respondents (67%) were volunteering once per week. Those who were not currently volunteering, but interested in volunteering in future also wished to do so regularly (half would prefer to do so once per week).
- General community and Landcare member respondents differed slightly in their motivations for volunteering. For the general community, key drivers were to help other people (53%), followed by giving something back to the community (41%). For Landcare members, the key motivator was to help the environment (94%), although *giving something back to the community* was also high at 89%.

## Volunteering behaviour

### Do you volunteer?

- Just under one-third (32%) of general community respondents reported that they are currently involved in some volunteering. Forty-seven percent (47%) of respondents used to volunteer, whilst 21% have never volunteered.
- Ninety-five percent (95%) of Landcare member respondents reported that they currently volunteered, with 5% reporting they used to volunteer. No Landcare members had not ever been involved in any volunteering.



**Base:** All respondents: telephone survey respondents (n=360) Weighted data shown. Online survey respondents (n=127)

QB4: Which of following best describes you? [READ OUT]

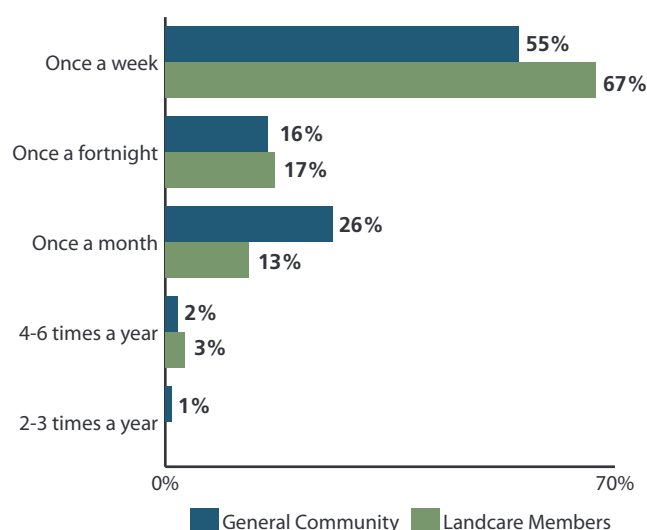
QB3: (As above)

### *Full-time workers were most likely to be currently involved in volunteer activities*

- Of general community respondents, those who work full-time (36%) were more likely to be currently volunteering than those who were working part-time (27%), or those who were not working (30%). This may seem counter intuitive, but as one respondent said – “If you want something done, ask a busy person!”. These findings also indicate that there are other important barriers to volunteering.
- Also more likely to be volunteering were those who believe they ‘know a lot’ about Landcare (67%), compared with those who ‘know a little’ about Landcare (39%) and those who felt they ‘know nothing’ (11%).
- Of Landcare member respondents, farmers (98%) were significantly more likely to be currently involved in volunteering than hobby/lifestyle farmers combined (91%, and especially hobby farmers at 82%). Those who live in rural as opposed to non-rural locations were also more likely to be currently volunteering (97% vs 88% respectively).

### *People who volunteer tend to do so quite regularly*

- Of those general community members who volunteer, over half (55%) volunteer once per week, 16% volunteer once per fortnight and 26% volunteer once per month. A further 2% volunteer 4-6 times per year and 1% volunteer 2-3 times per year.
- Of Landcare members who volunteer, two thirds (67%) volunteer once per week. Seventeen percent (17%) volunteer once per fortnight, 13% once per month and 3% 4-6 times per year.
- Landcare members who volunteer once per week were more likely to be aged 60 years or over (72%; compared to 60% of 50-59 year olds and 69% of under 50s, albeit non-significant differences); have been involved in Landcare for 6-10 years (81%) and attend all Landcare meetings/events (73%; compared to 61% of those who attend most/some, although this is also a non-significant difference).



**Base:** Telephone survey respondents who volunteer (n=136). Weighted data shown. Online survey respondents (n=127).

QB6: How often are you involved in volunteering activities?

QB5: (as above)



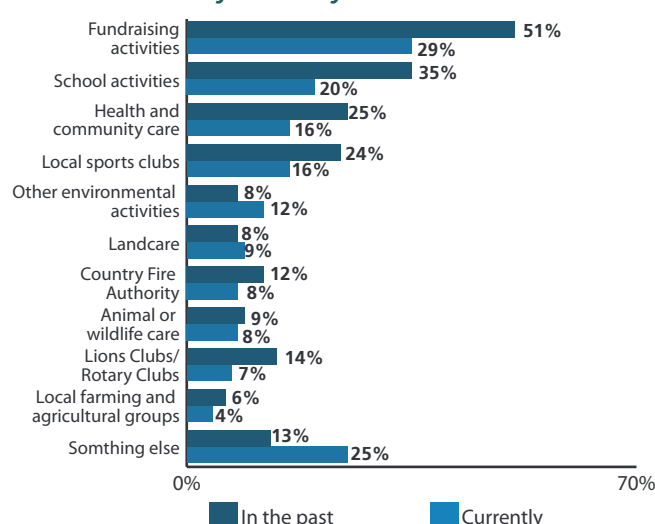
***Fundraising, school activities and volunteering at local sports clubs were the most common current and past volunteer activities for community members***

- Of those in the general community who have previously volunteered or are currently volunteering, the most common activities respondents were involved in at the time of the survey were fundraising activities (29%), school activities (20%) and local sports clubs and health and community sector (both at 16%).
- These were also the most frequently mentioned activities which respondents had been involved in the past. Fifty-one percent (51%) of respondents had been involved in fundraising activities in the past, with 35% having been involved in school activities and 25% having been involved in the health and community care sector and 24% in local sports clubs.
- Those community respondents who were currently volunteering with Landcare were more likely to be aged 16-24 (16%; compared to a maximum of 10% for other age groups) and consider themselves to be 'extremely/very green' (15%; compared to 'fairly green' at 7% and 'not green' at 1%).
- Of those who mentioned that they were involved in volunteering in 'something else' (either currently or in the past), a broad range of volunteering activities were mentioned. Activities/organisations mentioned were:
  - Church-related activities (11 mentions)
  - Red Cross (9 mentions)
  - Aged care activities or working with the elderly (6 mentions)
  - Salvation Army, including the Red Shield Appeal (5 mentions)
  - Health care /disability-related volunteering (5 mentions)
  - Op. shops (5 mentions)
  - Kindergartens/child care/school holiday programs (4 mentions)
  - St Vincent de Paul (4 mentions)
  - Lifeline, or other telephone counselling (3 mentions)
  - Community newsletters (3 mentions)
  - Meals on Wheels (3 mentions)
  - Legacy/RSL (2 mentions)
  - English language teaching/adult education (2 mentions)
  - Volunteering at the local information centre (2 mentions)
  - Historical Society (2 mentions)
  - Scouts/guides (2 mentions)

## Volunteering behaviour

### General community

#### *Where do you/have you volunteered?*



**Base:** Telephone survey respondents who were volunteering or who had volunteered in the past (n=299). Weighted data shown.

**QB5:** I will read out a range of different types of volunteering activities or organisations. For each one please tell me whether you are currently involved in that, or whether you have been in the past...

### *...although, community members who had volunteered had been involved in a broad range of organisations*

- Single mentions for other volunteering activities involved in included:
  - St John's Ambulance
  - World Vision
  - Twins Club
  - Local swimming pool
  - Reading Recovery Program
  - Working with the homeless
  - Local emergency response team
  - Local museum
  - Victorian Goldfields Railway
  - Working with the blind
  - Local learning centre/neighbourhood house
  - School breakfast program
  - Conservation society
  - "Looking after the grandkids"
  - Community radio
  - Anglicare
  - Men's Shed
  - Car club
  - Community group (non-specific)
  - Volunteer counselling
  - Musical performance
  - Brotherhood of St Laurence
  - Environmental farming group
  - Neighbourhood Watch
  - Local Development Association
  - Australian Volunteers
  - Oxfam
  - Donating blood
  - Commonwealth Games
  - Marine Discovery Centre at Queenscliff
  - Dance class volunteer
  - Mechanical club
  - "Council stuff" (e.g. cleaning up roads)

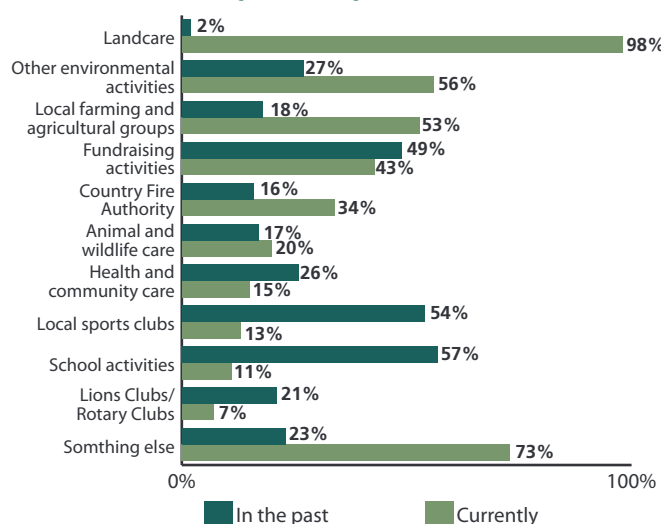
### *Environmental and agricultural-based volunteering activities were popular amongst Landcare members*

- Unsurprisingly, the most commonly reported current volunteer activity mentioned by Landcare members was Landcare (98%). Two percent (2%) of respondents reported that they were not currently involved in Landcare, but had been involved in Landcare in the past (whilst the research aimed to capture current members, it is reasonable to expect that Landcare members lists are not 100% up-to-date).
- Other common volunteer activities for Landcare members were other environmental activities (56%) and local farming and agricultural groups (53%) – a clear environmental and agricultural theme here.
- The most commonly mentioned past volunteering activity by Landcare members was school activities (57%), followed by activities at local sports clubs (54%) and fundraising activities (49%).
- Of those who mentioned that they were involved in volunteering in 'something else' (either currently or in the past), activities/organisations mentioned were (single mentions unless noted):
  - Scouts (2 mentions)
  - Human rights organisations
  - Recreation reserve management
  - Church activities
  - School parent-teacher group
  - Donating blood
  - Cemetery
  - Town Information Centre
  - Art exhibition group
  - Adult education
  - Historical society
  - National Trust
  - School council
  - Young professional groups
  - Technical association
  - Tourism-related activities
  - State Emergency Service
  - Local band
  - Bushwalking
  - Overseas aid
  - Community leadership
  - Visiting the elderly

## Volunteering behaviour

### Landcare members

#### Where do you/have you volunteered?



*In the general community, helping others was the key driver to volunteer – for Landcare members, it was to help the environment*

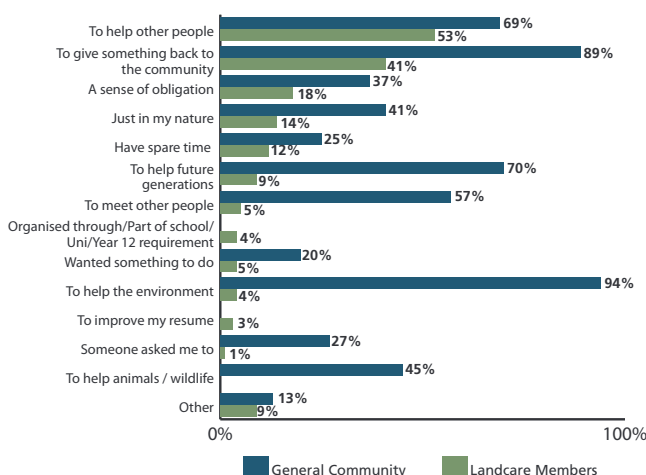
- As shown on the following page, for general community members who volunteer, the most common reason they do so was to help other people (53%). This was followed by giving something back to the community (41%), a sense of obligation (18%), being in their nature (14%), having spare time (12%), and to help future generations (9%). Other mentions included to meet other people (5%), to help the environment (4%) and to improve their resume (3%). These findings were consistent with those observed in the qualitative research phase.
- Those living in metropolitan Melbourne were more likely to volunteer to help others (at 58%), compared to those living in rural (43%) or regional areas (41%) – there being statistically significant differences.
- For Landcare members who volunteer, the most common mentions for why they do so were to help the environment (94%), to give something back to the community (89%), to help future generations (70%) and to help other people (69%).
- Of those Landcare members who volunteer to help the environment, hobby farmers or non-farming members were most likely to be involved with Landcare for that reason (at 100% each), compared with lifestyle property owners (93%) and farmers (91%) – these are statistically significant differences.

**Base:** Online survey respondents n=127.

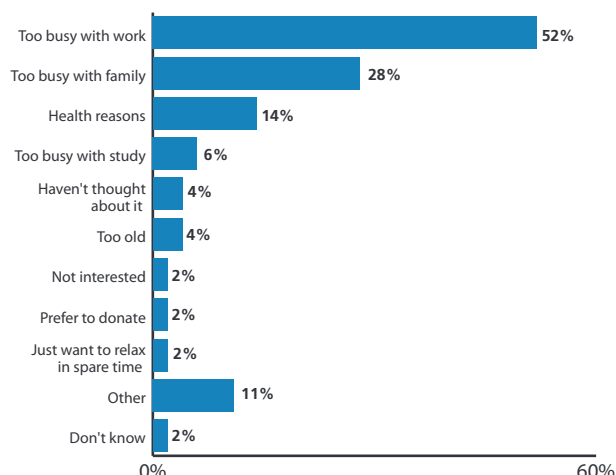
**QB4:** Below are a range of different types of volunteering activities or organisations. For each one please tell me whether you are currently involved in that, or whether you have been in the past....

Note: multiple response.

## Reasons for volunteering



## Barriers to volunteering



### Work commitments was the most common barrier to volunteering

- For those in the general community who were not volunteering, work commitments was the most common mention for not doing so (at 52%), followed by family duties (28%), health reasons (14%) and study commitments (6% - see chart on the following page). This was largely consistent with the findings of the qualitative research, where a lack of time in general (due to each of these factors) was the key reason why those not volunteering were not doing so.
- Work commitments was more likely to be a reason for Melbourne residents (56%) compared to regional (39%) and rural (38%) residents. It was also more likely to be a mention for those in the middle age groups (61% of 25-39 year olds and 40-59 year olds, nominated work commitments as a reason for volunteering, compared with 44% of 15-24 year olds and 32% of over 60s and for females (56%, versus 44% of males).
- For Landcare members, of those who are not currently volunteering, the key reason for not doing so was work commitments (at 50%). This was followed by health reasons and study commitments (each at 17%). Sample sizes were too small to make any comparisons across respondent categories here.

### Those interested in volunteering in future wished to do so regularly

- Of general community members who do not volunteer but are interested in starting volunteering, over half (58%) of respondents would prefer to volunteer once per week, at a maximum. A further 15% would like to volunteer once per month and another 11% would like to volunteer once per fortnight. Four percent were interested in volunteering 2-3 times per year and 3% 4-6 times per year. Eight percent (8%) did not know. These results are charted overleaf.
- Those community members who would like to volunteer once per week were least likely to be aged 25-39 (42%, compared to a minimum of 52% in other age groups) and are slightly more likely to be female (60%; compared to 55% of males) – note these are not statistically significant differences.
- Only five Landcare member respondents reported that they were not currently involved in any volunteering activities, but were interested in volunteering in future. Of these, two respondents were interested in volunteering once per month, two respondents were interested in volunteering every two to three months, while one respondent was not sure.

**Base:** Telephone survey respondents who currently volunteer or have volunteered in the past (n=298). Weighted data shown. Online survey n=127.

QB8: What are the reasons why you are or have been involved in volunteering?

QB7: (As above)

Note: Multiple response

**Base:** Telephone survey respondents who are not currently volunteering including those who have never volunteered (n=224). Weighted data shown

QB7: What are the reasons you are not currently involved in volunteering?

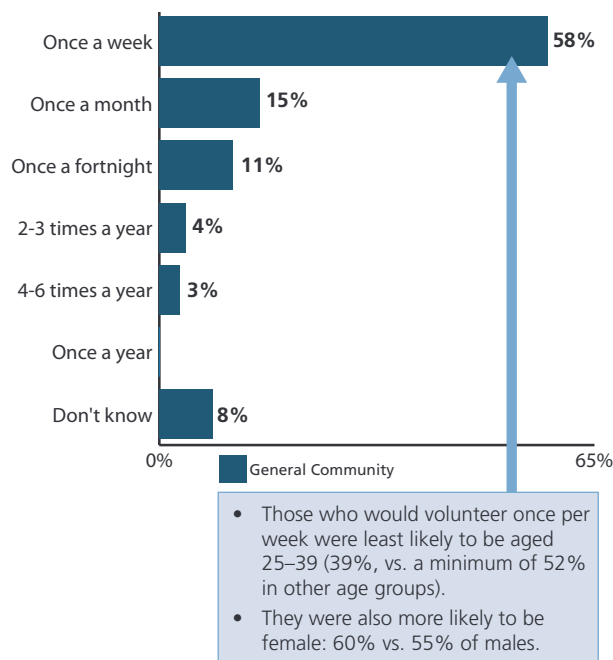
QB6: (as above)

Note: Multiple response



## Volunteering commitments in future

*If you were to start volunteering, maximum commitment in the future?*



*The majority of Landcare members are interested in continuing to volunteer with Landcare going forward*

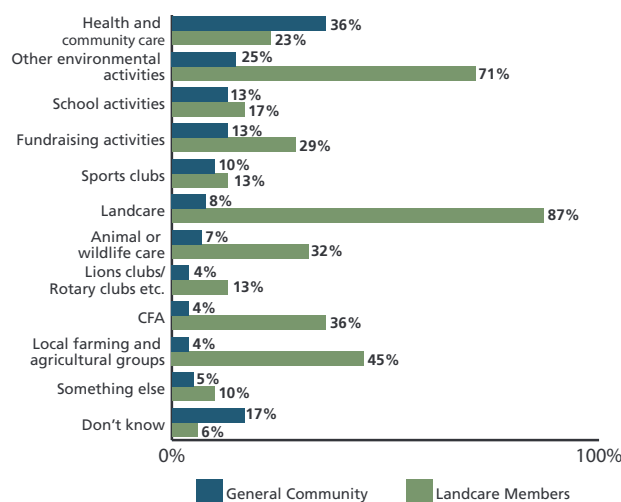
- Of Landcare members who currently volunteer, or who are interested in volunteering in the future, 87% were interested in volunteering for Landcare. This was followed by environmental activities (71%), local farming and agricultural groups (45%) and the CFA (36%).
- Areas of interest were quite different from those mentioned by community respondents. The most common area general community respondents were interested in was health and community care (36%) – this was of more interest to 60+ year olds than to other age groups (47%, compared to a maximum of 42% in other age brackets). Other common mentions were other environmental activities groups (15%), school activities (13%) and fundraising activities (13%).
- Seventeen percent (17%) of community respondents were interested in volunteering in the future, but did not know what area they wanted to volunteer in – *this presents an opportunity for the Landcare VRI to capture some of this volunteer market.*

**Base:** Telephone survey respondents who don't currently volunteer but who are interested in volunteering in the future. (n=145). Weighted data shown.

QB11: If you were to start volunteering, what would be the maximum time commitment you would make?

## Volunteering interest areas

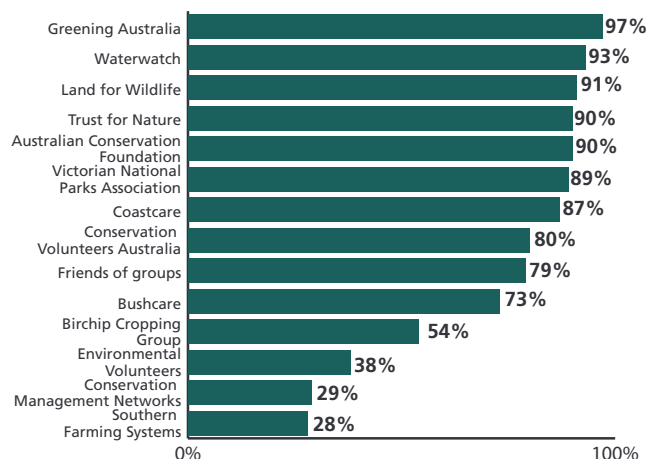
*What types of volunteering activities or organisations might you be interested in volunteering with in the future?*



*Greening Australia, Waterwatch and Land for Wildlife are the most commonly heard of environmental organisations other than Landcare amongst members*

- Greening Australia was the most widely heard of environmental organisation amongst Landcare members other than Landcare itself, (97% had heard of Greening Australia). This was followed by Waterwatch (93%) and Land for Wildlife (91%).
- The least recognised of the organisations mentioned were Southern Farming Systems (28%), Conservation Management Networks (29%) and Environmental Volunteers (38%).
- Although 2% of Landcare members (2 respondents) reported that they had not heard of Landcare before, this could be due to the fact that respondents were presented with a large list of environmental groups and they may have missed checking the Landcare box.

*Which of the following organisations have you heard of?*



**Base:** Telephone survey respondents who currently volunteer or have volunteered in the past (n=298). Weighted data shown. Online survey (n=127).

QB10: In which of the following areas do you think you might be interested for future volunteering?

QB9: (as above)

Note: Multiple response question

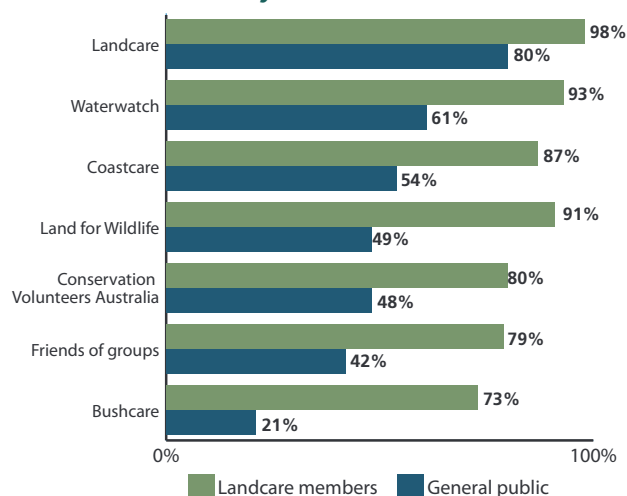
**Base:** Online survey respondents (n = 127).

QC4: Before this survey, which of the following organisations had you heard of? Please select all you have heard of before.

***Landcare members are more aware of environmental organisations than those in the general community***

- Similar to Landcare member respondents, general community respondents were asked to nominate whether or not they had heard of certain environmental organisations. The list provided was shorter than that provided to Landcare members. Half of the general community sample were asked whether they had heard of Coastcare, Conservation Volunteers Australia, “Friends of” groups and Landcare, whereas the remaining half of the sample were asked whether they had heard of Bushcare, Waterwatch, Land for Wildlife and Landcare.
- Of the environmental organisations listed, Landcare was the most widely recognised by Landcare members (at 98%), followed by Waterwatch (93%), Land for Wildlife (91%), Coastcare (87%), Conservation Volunteers Australia (80%), Friends of groups (79%) and then Bushcare (73%).
- Thus, compared to Landcare members, general community respondents were in general less aware of environmental organisations. Two in ten general community respondents (20%) had not heard of Landcare before completing the survey.
- Those who had heard of Landcare before were more likely to be rural (92%) and regionally based (90%) than from Melbourne (77%). Those who had heard of Landcare were also more likely to be in older age categories. Those aged 40-59 were most likely to have heard of Landcare (97%), followed by those aged 60+ (75%), 25-39 year olds (73%) and 15-24 year olds (63%) – these were statistically significant differences. As such, this indicates that work to create greater awareness of Landcare going forward should focus more highly on metropolitan areas, and targeted more heavily to those aged 24 and under.

***Which of the following organisations have you heard of?***



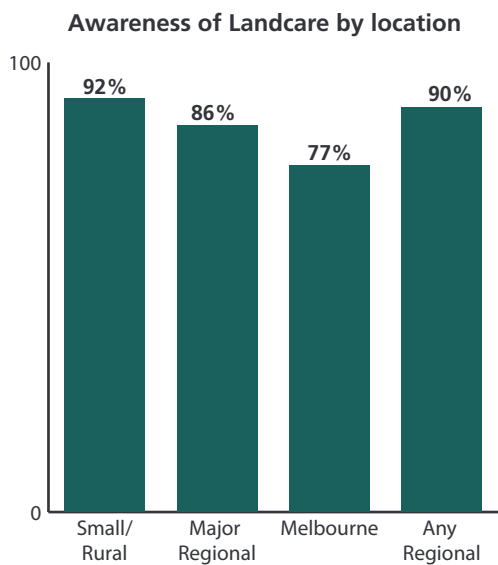
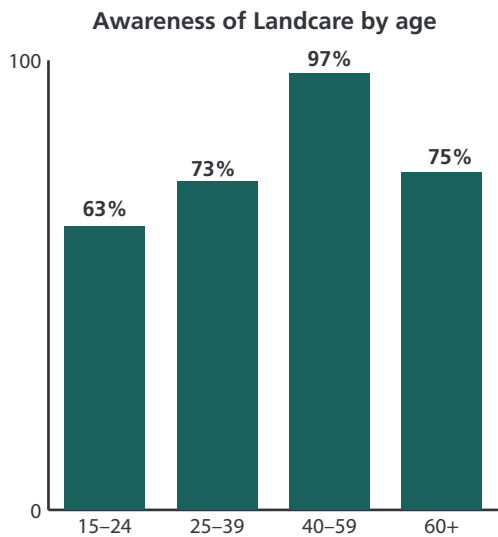
**Base:** Telephone survey respondents, note: split sample (n=178-179 EXCEPT 'Landcare' n=360). Weighted data shown. Online survey respondents (n = 127).

**Note:** The organisations above were asked of both telephone and online respondents. Online were asked about more organisations, see following page.

**QC4:** Before this survey, which of the following organisations had you heard of? Please select all you have heard of before.

Awareness of Landcare by age and location

General community



**Base:** Telephone survey respondents, note: split sample (n=360). Weighted data shown.  
**QC4:** Before this survey, which of the following organisations had you heard of: Landcare?



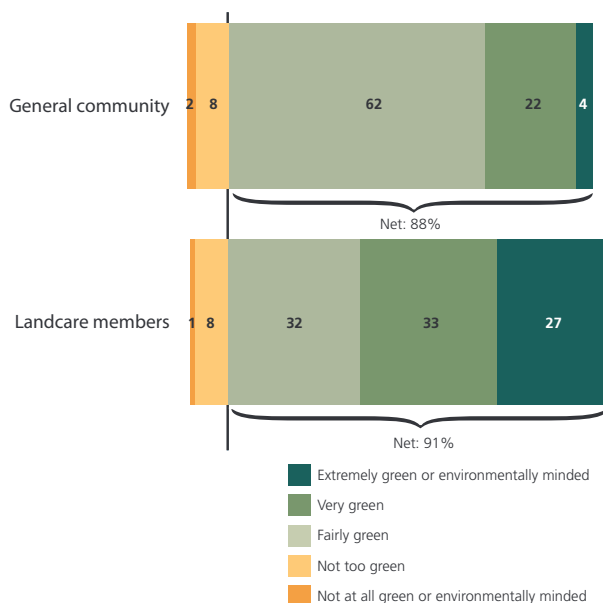
## Environmental Sentiment

### *Landcare members place greater emphasis on the importance of the environment*

- Landcare members were more likely to report themselves as environmentally-minded than the general community. Similarly, Landcare members were more likely to rate the environment as being important to them on a day-to-day basis, and more likely to believe that they can make a difference in helping the environment.
- Within the general community, people's regard for the importance of the environment on a day-to-day basis and how much of difference they believe they can make varies by where respondents live, but this was not the case for how environmentally-minded people reported themselves to be.
- Specific results are provided on the following pages.

### Environmental attitudes, concerns

#### *How green or environmentally minded are you?*



Not surprisingly, Landcare members consider themselves to be more 'green' or environmentally minded than the general community.

### *Landcare members consider themselves to be more environmentally minded than the general community*

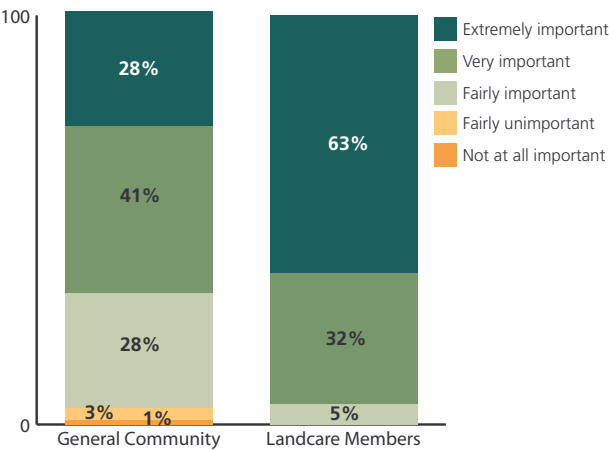
- The majority (62%) of the general community considered themselves as fairly green or environmentally minded, but Landcare members were significantly more likely consider themselves to be very or extremely green (60% compared to 26% of the general community). Correspondingly, the general community were just more likely to report themselves as being less green; 10% described themselves as not too or not at all green compared to 9% of Landcare members.
- Within the general community males were significantly more likely to consider themselves to be not too or not at all environmentally minded than females (17% of males versus 7% of females).
- In the general community, people who rated themselves as very or extremely green were more likely to be interested in finding out more about Landcare than those who are not (57% of people who are extremely/very interested in Landcare rate themselves extremely/very green, compared to 15% of people who are not interested).
- Similarly, people who rated themselves as more green were more likely to consider involvement in Landcare. Ninety-seven percent (97%) of people who may consider being involved in Landcare in the future rated themselves as fairly, very or extremely green, compared to 85% of people who would not consider becoming involved in Landcare.
- Age had no significant impact on how environmentally minded a person considers themselves to be.
- At a 90% confidence level, Melburnians were significantly more likely to consider themselves as extremely or very green (90%), compared with any rural/regional residents (82%).

**Base:** All respondents (telephone survey respondents n=360). Weighted data shown. (Online survey respondents n=127)

QC1: Do you see yourself as being...? [READ OUT]

Environmental attitudes, concerns

*How important is the environment to you on a day to day basis?*

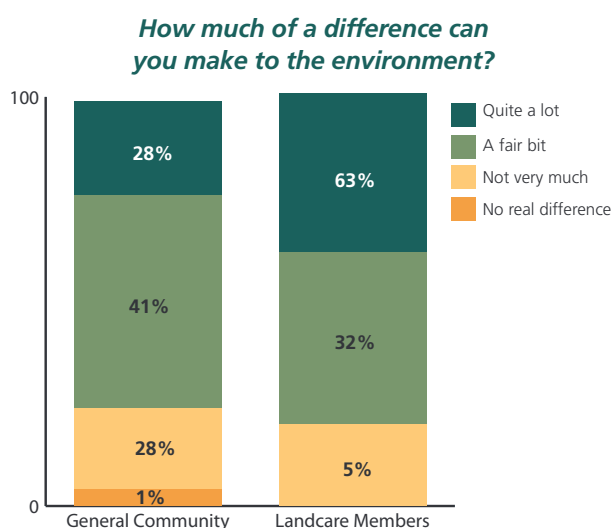


All Landcare members reported the environment as being at least fairly important to them on a day-to-day basis; 97% of the general community reported the same. Members were far more likely than the general community to recognise the environment as being 'extremely important' to them (63% vs 28% respectively).

*Landcare members report the environment as being more important to them than the general community on a day to day basis*

- Landcare members reported the environment to be more important to themselves on a day-to-day basis than the general community did, with 100% rating the environment as fairly, very or extremely important to them versus 97% respectively.
- Among Landcare members, those who believe they can make a difference to the environment were significantly more likely to state that the environment is extremely important (84% of those who thought they could make a lot of difference compared to 57% of those who thought they could make a fair difference and 36% of those who thought they could make not much of a difference). This pattern was reflected in the general community, once again those who rated the environment as being extremely important on a day-to-day basis were significantly more likely to believe that they could make a lot of difference to the environment (61%; 16% of those who think they can make a fair amount of difference rate the environment as extremely important and 21% of those who think they can make not much of a difference).
- General community members living in regional Victoria or small towns were more likely to state that the environment is very or extremely important to them on a day-to-day basis (72%) than those living in Melbourne or major regional centres (68% state that the environment is very or extremely important). Note this was not a statistically significant finding.

**Base:** All respondents (telephone survey respondents n=360) Weighted data shown. (online survey respondents n=127)  
**QC2:** How important is the environment to you on a day to day basis...?



- Landcare members were more likely to feel that they can make quite a lot of a difference to the environment than the general community (39% vs 23% respectively). Although this is not necessarily a causal relationship, it highlights that people involved in Landcare do feel more empowered to make a difference for the environment. This is something that could be communicated in promotions, especially to urban and peri-urban audiences, as focus group participants of this type said that they wanted to be able to make a difference, but did not know how.
- Within the general community, age influences how much of a difference a person thinks they can make. People aged 25-59 were more optimistic about the difference they could make than those aged 60 or over (82% of those aged 25-39 believe they can make a fair bit or quite a lot of difference, vs 75% of 40-59 year olds and 63% of those aged 60 or more).

**Urban Victorians appear more optimistic about effecting environmental change, despite placing less day-to-day importance on the environment than their country counterparts**

- A person's perception of their potential impact on the environment appears to be related to how green they consider themselves to be. People who rated themselves as very or extremely green were significantly more likely to believe that they could make a lot or a fair bit of difference towards helping the environment. Ninety-three percent (89%) of those who rated themselves as very/extremely green, 75% of those who rated themselves as fairly green and 47% of those who did not consider themselves as green thought that they could make a lot or a fair bit of difference to the environment.
- Melbourne residents of the general community were more likely to think that they can make a lot or a fair bit of difference to the environment (76% of Melburnians) compared to those living in regional Victoria (72%) – not statistically significant. Yet, as noted previously in this report, those living in rural areas and small regional centres were more likely to believe that the environment is more important on a day-to-day basis. This suggests that more urban Victorians were more optimistic about affecting environmental change even though they were less likely to place as great an importance on the environment on a day-to-day basis.
- Further, regional Victorians were significantly more likely to believe that they can make no real difference to the environment than Melburnians (8% versus 3% respectively).
- From the general community, farmers and hobby farmers were less likely to think that they can make a difference to the environment, 65% of farmers and 68% of hobby farmers thought they could make quite a lot or a fair bit of difference to the environment, whereas 86% of lifestyle and 74% of people living in other types of properties believed they can make a difference.

**Base:** All respondents (telephone survey respondents n=360). Weighted data shown. (Online survey respondents n=127)

QC3: How much of a difference do you think you can personally make towards helping the environment...? [READ OUT]

## Landcare Involvement

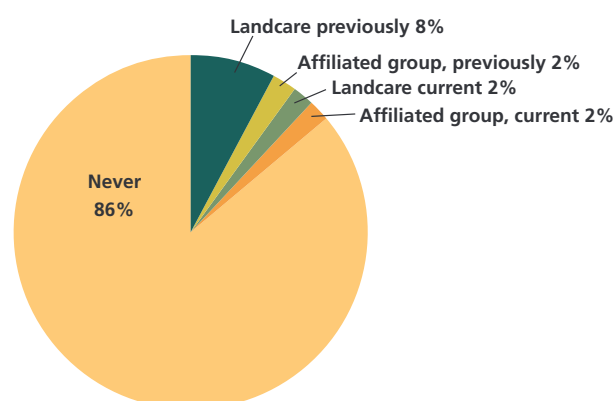
***Most Landcare members are heavily involved in Landcare, although, on average, one third were described as 'active'***

- The vast majority (86%) of general community respondents had never been involved in Landcare. Two percent (2%) of respondents were involved with Landcare at the time of the survey, and 2% were involved in affiliated groups (e.g. Friends of...).
- Ninety-eight percent (98%) of Landcare member respondents were involved in a Landcare group, with the remaining 2% reporting they were involved in a group affiliated with Landcare. Most respondents (89%) had been involved in an executive role in a Landcare group, and the majority of members surveyed attend either most (47%) or all (46%) of their groups events.
- Nearly 7 in 10 (69%) of Landcare members reported that their groups comprised either 1-25 (33%) or 25-60 (36%) members.
- Over two-thirds (68%) of members reported that their group comprised 1-19 active members and a further 23% reported their group comprised 20-49 active members. On average, 34% were described as active according to respondents, which may be considered a fairly low base – and one that should be increased.
- Landcare members were less clear on the number of volunteers that were involved with their Landcare group, with 28% of respondents reporting they didn't know the number of volunteers involved with their group. One-in-five members (20%) reported there were no volunteers associated with their Landcare group.
- Although 127 Landcare members were surveyed, these respondents represented 140 groups in total (both Landcare and affiliated), since 20 respondents were involved with more than one Landcare group. These 140 groups represented 5680 members (1945 being described as active) and 2108 volunteers.

***Most people in the community have not had involvement with Landcare or affiliated groups – those who have are more likely to be from small towns/rural areas and farmers***

- The vast majority (86%) of general community respondents had never been involved in Landcare. Two percent (2%) of respondents were involved with Landcare at the time of the survey, and 2% were involved in affiliated groups (e.g. Friends of...).
  - Of those currently involved in Landcare, 67% were members.
  - Almost one in ten (8%) had previously been involved in Landcare and this was more likely to have been in a non-member volunteer capacity (69%). Those who are no longer involved were most likely to identify lack of time as the reason for ceasing involvement.
  - Community members involved in Landcare were more likely to be from small towns/rural areas (8%, followed by 6% for any regional area and just 1% in Melbourne)
  - By landholder type, farmers were most likely to be involved in Landcare at 28%, compared with hobby farmers at 16%, 11% of lifestyle property owners while other respondents (i.e. those who do not identify with these categories) were not currently involved.
- Although people tended to agree that Landcare is not just for older people, there is clearly a tendency for older people to be involved with 94% of those aged under 40 having never been involved compared with 81% of those aged 40 and over.

### ***Involvement in Landcare or an Affiliated Group***



**Base:** All telephone survey respondents (n=360). Weighted data shown.

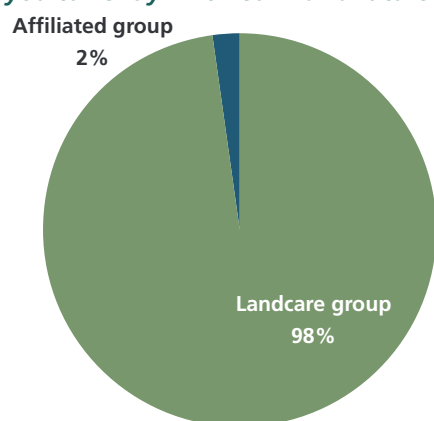
QD1: Are you currently involved in a Landcare Group?

QD2: If not currently, have you ever been involved in a Landcare group in the past?

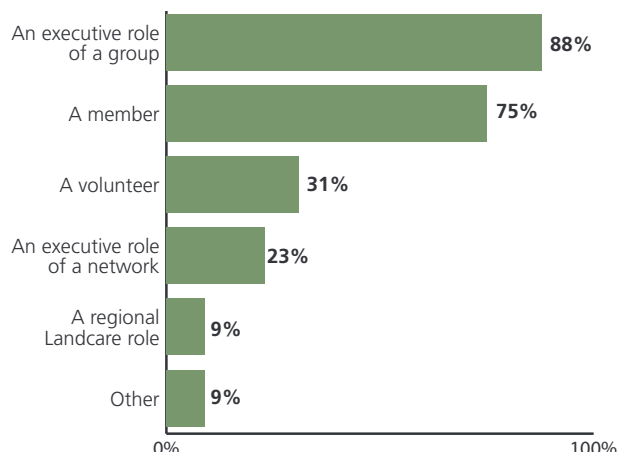
## Involvement in Landcare

### Members

#### *Are you currently involved in a Landcare group?*



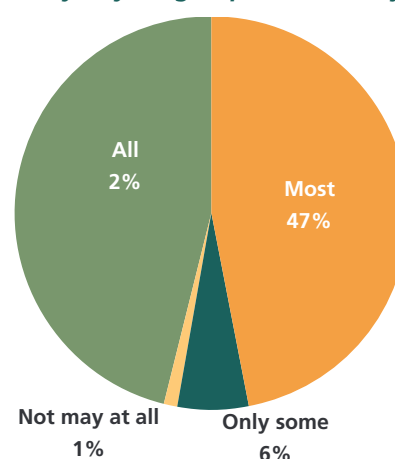
#### *How are you involved in a Landcare group?*



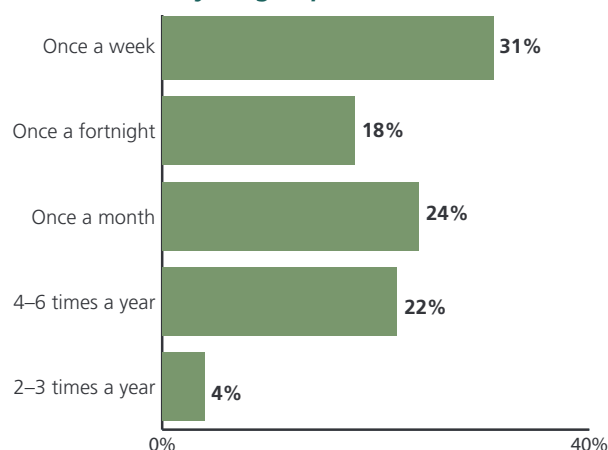
- Ninety-eight percent (98%) of respondents to the members' survey were involved in a Landcare group, with the remaining 2% involved in a group affiliated with Landcare.
- In terms of how respondents have been involved in Landcare or a Landcare-affiliated group, nearly 9 in 10 (88%) had been involved in an executive role of a Landcare group. Three quarters (75%) had been a member and 31% had been a volunteer of a

Landcare group. A further 23% had been involved in an executive role for a Landcare network, with 9% having held a regional coordinating/facilitating role. Nine percent (9%) reported that they had been involved in other ways. By comparison, those in the general community survey who had been involved with Landcare were more likely to have been involved as a volunteer (48%) or non-executive member (25%), with just 5% having held an executive role.

#### *How many of your group's events do you attend?*



#### *How often are you involved in your group's activities?*



**Base:** Online survey respondents (n=127)

**Base:** Online survey respondents (n=127).

QD1: Are you currently involved in a Landcare Group?

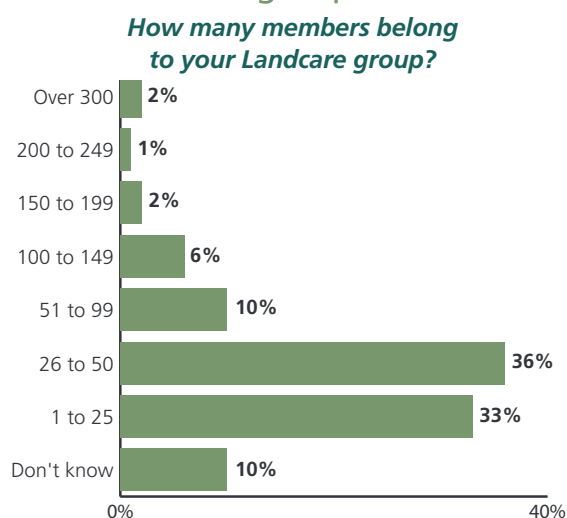
QD4: Would you say you attend all, most, some or not many events associated with your Landcare group?

QD3: In what way/s are you or have you been involved in Landcare or an affiliated group. (Multiple response question).

QD5: How often are you involved in activities associated with your Landcare group?



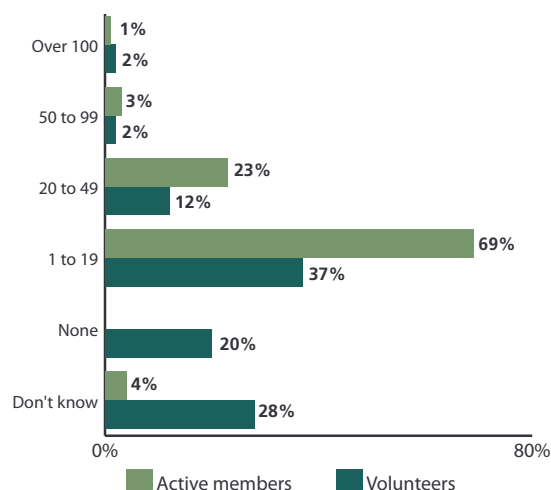
## Size of Landcare groups



- Landcare groups vary in size in terms of number of members, ranging from 8 to 300, with an average of 42 members (based on the 140 groups represented within the survey sample of 127 members, whereby some respondents were involved with more than one group).
  - In total, 5680 members were represented by the 127 respondents.
- Nearly 7 in 10 members (69%) reported that their Landcare groups comprised either 1-25 (33%) or 26-50 (36%) members. One in ten members (10%) reported their group comprised 51-99 members, while a further 10% said their group had 100+ members.
- Ten percent (10%) of Landcare members reported they did not know the size of their Landcare group.

**Base:** Online survey respondents (n=127)  
 QD9: Roughly, how many members belong to your Landcare group in total?

*Landcare members are more easily able to report the number of active members in their group, as opposed to the number of non-member volunteers*



The 127 respondents represented 1945 active members and 2108 volunteers.

- Of the 127 members and 140 groups represented in the survey, on average, 14 per group, or 34% of members are considered to be active, which may be considered fairly low.
  - Over two-thirds (69%) of Landcare members reported that their group comprised 1-19 active members. A further 23% reported their group comprised 20-49 active members. The remaining 8% reported their group comprised 50-99 active members (3%), over 100 active members (1%) or they did not know (4%).
- Landcare members were less clear on the number of non-member volunteers involved with their group, with 28% of respondents reporting they didn't know. One in five said that there were no non-member volunteers in their group (i.e. all involved are members), and generally, those involved with Landcare are indeed members.
- These findings suggest that while groups are quite effective in encouraging people to become members, they are not as effective in encouraging members to remain active.**

**Base:** Online survey respondents (n=127)  
 QD10: And roughly how many of these members would you say are really active and participate in most of the group's activities, from meetings, to projects, to fundraising etc.?  
 QD11: And roughly how many volunteers would you say there are involved with your Landcare group, who are not actual members? For example, they might just come along occasionally to help with projects.

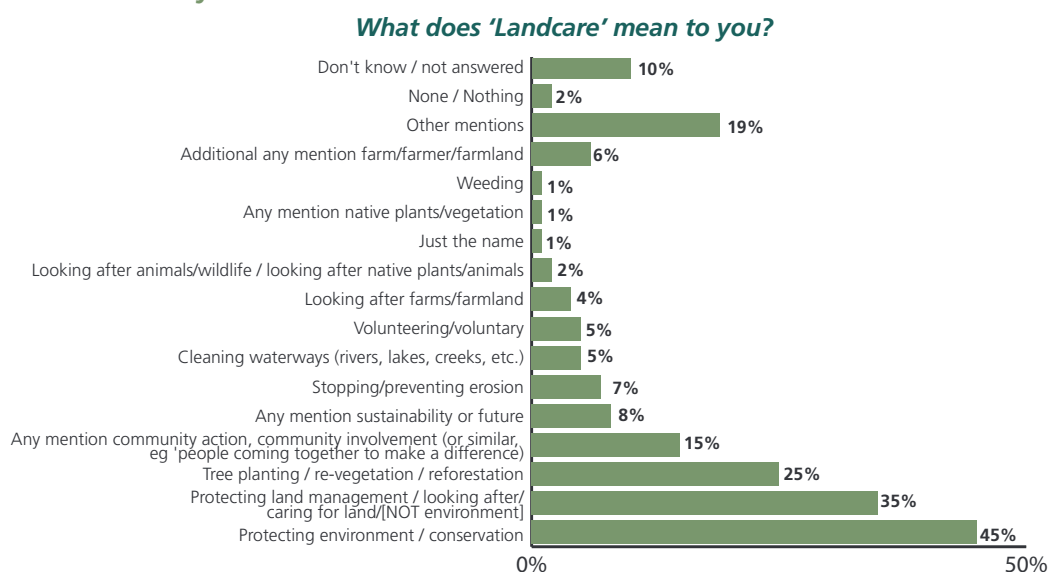
## Perceptions & Attitudes Towards Landcare

### *Landcare is generally viewed positively, and seen to have a long future ahead of it*

- Encouragingly, the majority of respondents reported feeling positively about Landcare. More Landcare members felt positively about Landcare (90%) than those in the general community (66%) – although this is still high and is a positive finding. Landcare was strongly perceived by both members and the general community to have a long future ahead of it, and offer something for everyone. It was not perceived to be as being only for farmers, mainly for older people, or past it's prime.
- To the general community, Landcare was most commonly perceived as being about protecting the environment and about conservation. Landcare members also view Landcare as being about protecting the environment, however are more likely than general community respondents to view Landcare as also being about community support and working together to improve community outcomes.
- General community members most strongly associated Landcare with tree planting activities (60%), and least strongly associated Landcare with controlling rabbits and other pest animals (3%), as addressing funding and support for projects on public land (3%), and improving farm productivity (3%).
- The majority of Landcare members felt they knew either quite a lot or a fair amount about Landcare; general community members less so. Those in the general community who felt they knew either a lot or a fair amount about Landcare were more likely to be in the younger or older age brackets, be environmentally minded and be hobby farmers. Encouragingly, both Landcare members and general community respondents were interested in learning more about Landcare.
- Further, whilst many community respondents felt they did not know a lot about Landcare, over half perceived Landcare to be personally relevant to them (compared to 92% of Landcare members).

## Meaning of Landcare

### General Community



Farmers looking after the land, changing their practices to be more environmentreplanting ally friendly, trees.

A fundraising logo that they get out in the community and they also plant trees.

**Base:** Telephone survey respondents who had heard of Landcare (n=317).

QD18: When you hear or read the word "Landcare", what does that mean to you?

*To the general community, Landcare was most commonly perceived as being about protecting the environment and conservation*

- Both Landcare members and general community respondents were asked an open-ended question to describe what Landcare means to them.
- Of general community members, nearly half (45%) of respondents mentioned that Landcare was about protecting the environment, or conservation. Thirty-five percent (35%) referred to protecting/managing/caring for the land and one-quarter (25%) said Landcare meant tree planting, revegetation or reforestation. Community action/community involvement was another common mention at 15%.

“Means that there [are] people interested in looking after our land and working towards a sustainable future for our future generations.”

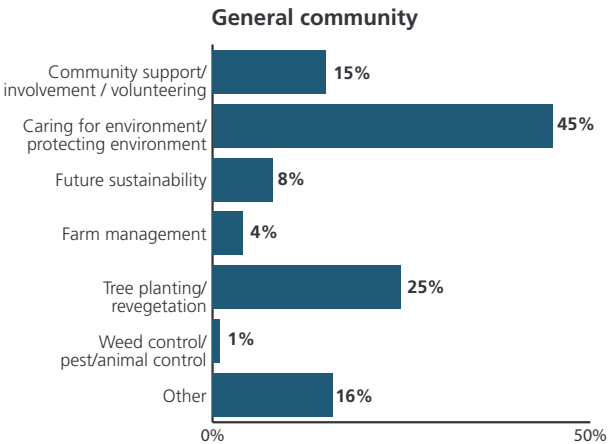
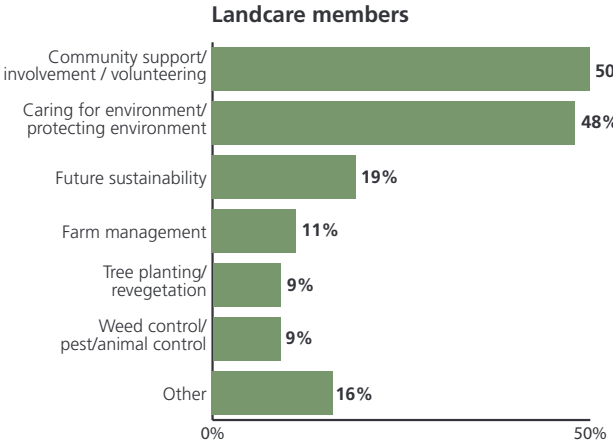
“Farmers looking after the land, changing their practices to be more environmentally friendly. Replanting trees.”

“Suggests an organisation of people who are very environmentally-minded and prepared to give their time to increase the quality and resilience of Australia’s viable land.”

“[An] environmental organisation that actually does something productive for the community, rather than some random stereotypical stuff like tree planting, clean up days etc.”

*Landcare members also viewed Landcare as being about protecting the environment, however are more likely to view Landcare as being about community support*

**What does ‘Landcare’ mean to you?**



“An ethic of caring for land but one mixed up now with corporates who don’t necessarily appear to care for land (Alcoa, Mitre 10) and community who work hard but are duded all the time eg because the problem they work hard to address continues to be created, say, by land clearing.” (Landcare member)

**Base:** Telephone survey respondents who had heard of Landcare (n=317) Weighted data shown, Online Landcare member respondents (n=127).

QD18: When you hear or read the word “Landcare”, what does that mean to you?

QD17: (as above)

*Landcare members also viewed Landcare as being about protecting the environment, however are more likely to view Landcare as being about community support*

- When asked about what Landcare means to them, Landcare members most commonly mentioned community support/involvement and volunteering (50%), closely followed by comments relating to caring for/protecting the environment (48%). Other common mentions related to future sustainability (19%), farm management (11%), tree planting/revegetation (9%) and weed/pest/animal control (9%).
- As such, a key difference between Landcare member and general community respondents was the stronger perception of Landcare community support and involvement by Landcare members.
- Some key words taken from comments offered by Landcare members are presented overleaf. "People", "learning", "together" and "like-minded spirit" are a key theme for members. This was also a prominent theme in the qualitative research, where the social and community aspects of Landcare were mentioned as being of particular value.

"Bringing the community together to combat against environmental degradation and educating the community about best practice."

"Community-driven approach to dealing with local priority land management issues in a coordinated manner. Supported by government, not driven by government (equals reason for success, longevity)."

"Sustainable agriculture, understanding and appreciation of living and working in the environment."

"Personally, it means making the best use of the land in concert with maintaining the local eco-system."

*Members used a range of key words to describe what Landcare means to them – these should be used in communications, members and the general community*

Members commonly used the following key words in describing what Landcare means to them:

- People
- Caring
- Environment ... land, air, water, soil and wildlife ... biodiversity, indigenous
- Together
- Learn
- Inspire
- Community, local
- Like-minded spirit
- Farmers ... Everyone
- Common concerns ... joint solutions
- Future generations
- Regeneration, repair
- Climate change ... global warming
- Monitor
- Achieve
- Sustainability

**These words should be used in Landcare communications.**

"Landcare means positive action for our environment, a sense of community through working alongside like-minded people, a source of abiding friendship and good fun, and a commitment to personal learning and community education."

"Our local group provides all of the above, together with respect for the contribution of volunteers and an understanding that volunteers have limited amounts of time and energy to offer any voluntary group."

"Being responsible tenants of our environment, as the time we have on planet Earth is relatively short depending on our care."

"Landcare to me is a way of life and is a true community involvement in protecting and improving the environment for future generations."

**Base:** Online Landcare member respondents (n=127).

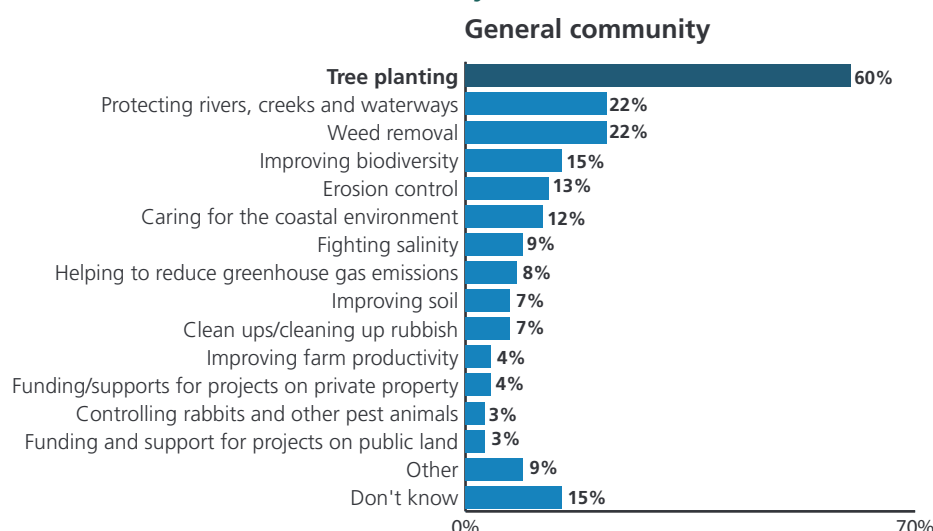
**QD17:** When you hear or read the word "Landcare", what does that mean to you?

**General community members were most likely to think that Landcare involves tree planting**

- General community members were asked to nominate the kinds of activities that they thought Landcare members do. As shown overleaf, the most common activity mentioned was tree planting, by 60% of respondents. This was clearly the strongest response, and was followed by protecting rivers, creeks and waterways at 22%, weed removal – also at 22%, improving biodiversity at 15%, erosion control at 13% and fighting salinity at 9%.
- This finding supports the qualitative research findings, where Landcare was perceived by participants to be predominantly about tree planting.
- Respondents who nominated tree planting who saw tree planting as an activity that Landcare members undertook were more likely to be aged 25-39 (at 72%, compared to 59% of those aged 60+, 58% for 40-59 year olds and 47% for 15-24 year olds) and less likely to be from Melbourne (58%, compared to 65% from small rural towns/areas and 63% from regional areas).
- General community members least strongly associated Landcare as being involved in improving farm productivity (4%), activities addressing funding and support for projects on public land (3%) and controlling rabbits and other pest animals (3%).
- Fifteen percent (15%) of respondents did not know any of the types of activities that Landcare members undertake.

**General community members were most likely to think Landcare involves tree planting, compared with other activities**

**What kind of work do you think Landcare volunteers do?**



**Base:** Telephone survey respondents who had heard of Landcare (n=317). Weighted data shown.

**Note:** Only activities mentioned by >3% listed

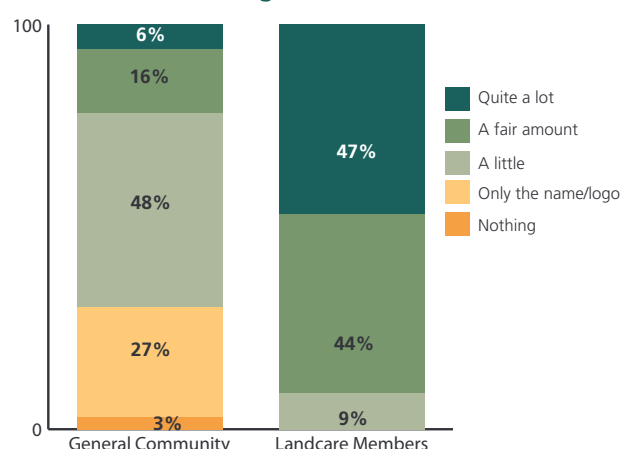
**QD20:** What types of activities do you think Landcare groups and volunteers get involved in?



*The majority of Landcare members felt they knew either quite a lot or a fair amount about Landcare; general community members and non-executive volunteers less so*

- Not surprisingly, Landcare members thought that they know more about Landcare than those in the general community, as shown in the charts on the following page.
- Over 9 in 10 Landcare members (91%) felt that they know either quite a lot (47%) or a fair amount (44%) about Landcare.
- This compared with 22% of the general community, with 6% feeling they knew a lot about Landcare and 16% a fair amount. Almost half of general community respondents (48%) felt they knew a little about Landcare (recalling that overall, 80% of community respondents had heard of Landcare prior to completing the survey).
- Those in the general community who knew either a lot or a fair amount about Landcare were more likely to be in the younger (15-24 year olds at 34%); be extremely or very environmentally minded (37%; up from 17% of those fairly environmentally minded and 6% of those not environmentally minded); and be hobby farmers (58%; compared to a maximum of 30% in other categories).
- Understandably, those in the general community survey who were currently or had previously been involved with a Landcare or affiliated group were also more likely to rate their knowledge higher - at 47% each for 'quite a lot' / 'a fair amount', compared with the average across general community respondents (at 22%). Notably, these respondents rated their knowledge lower than those in the online member survey. This may be because the latter were far more likely to be involved in Landcare in an executive role, while those in the general community survey were more likely to be volunteers and it could reasonably be assumed that non-executive volunteers are not as knowledgeable.

**Perceived knowledge about Landcare**  
*Knowledge about Landcare*

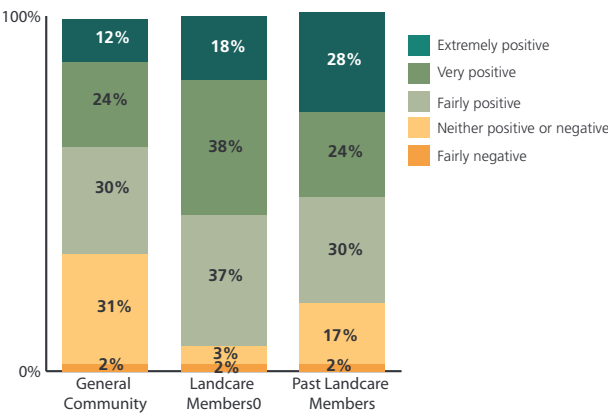


**Base:** Telephone survey respondents who had heard of Landcare (n=317). Weighted data shown. Online survey n=127.

**QD14:** How much would you say you know about Landcare in terms of the organisation and what it is?

*Very few people feel negatively towards Landcare, with some neutrality, but largely positive sentiment – especially among members*

**Sentiment towards Landcare**



- More Landcare members felt positively about Landcare (93% net fairly, very or extremely positive) than those in the general community (66%), and those in the general community who used to be members of Landcare (82%).
- Over 3 in 10 respondents in the general community (31%) felt neither positively nor negatively about Landcare.

*Small numbers felt negatively about Landcare, with various reasons as to why*

- Only small numbers of respondents felt negatively about Landcare. Two percent (2%) of both Landcare members and past Landcare members felt fairly negatively about Landcare. No respondents felt very negatively towards Landcare.
- Respondents who reported negative feelings towards Landcare were asked to explain why. A selection of responses from the general community survey is provided below. Additional insight into any negative sentiment is provided within the qualitative findings section of the report.

“People sitting in the office in Melbourne and tell the people in the country area what to do. They think they know what to do, but they don’t.”

“I think they get it all out of a book and don’t ask the oldies about what it’s all about.”

“The farming sector culture is not environmentally aware. They use environmentally inappropriate practices.”

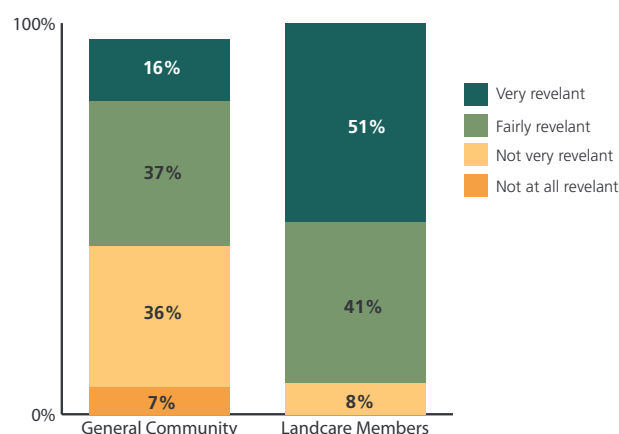
“A complete waste of money. There are other environmental things that they could do. Landcare grow a lot of trees but they never follow up to see if the leaves die.”

**Base:** Telephone survey respondents who had heard of Landcare (n=317), weighted data shown, online survey respondents (n=127), telephone survey respondents who are past members (n=44), weighted data shown.  
**QD12:** Do you generally feel positive, negative or neutral about Landcare? [Clarify degree]

**QD13:** What are the reasons you feel negatively towards Landcare? What else? Any other reasons?

*More than half of general community respondents perceive Landcare as being relevant to them personally*

**How relevant is Landcare to you?**



- Landcare members were more likely than general community respondents to perceive that Landcare was personally relevant to them.
- Over 9 in 10 (92%) of Landcare members perceived Landcare to be either very (51%) or fairly (41%) relevant to them.
- Fifty-three percent (53%) of general community members perceived Landcare to be either very (16%) or fairly (37%) relevant to them.
- Seven percent (7%) of general community respondents saw Landcare as not at all relevant to them (compared to no Landcare members).

*Landcare is more personally relevant to older farmers, those who consider themselves 'green' and who feel they know a lot about Landcare*

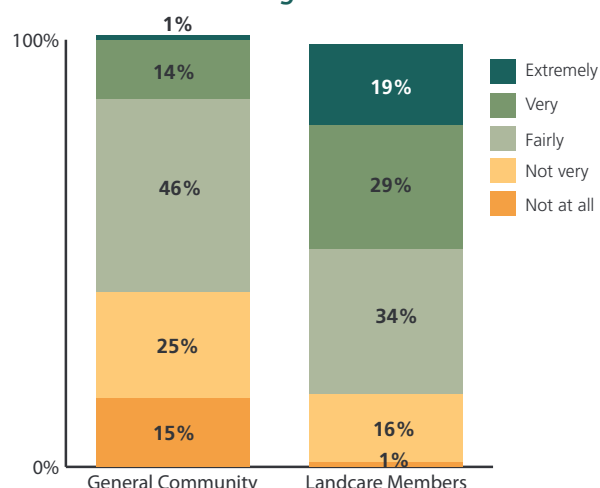
- Those Landcare members who were more likely to feel that Landcare was personally very relevant to them:
  - had been involved in Landcare for 10 years or more (63%, compared with 39% of those who have been involved for less than 10 years);
  - felt they can make a lot of difference to the environment (71%; compared with 43% of those who feel they can make a little difference and 28% of those who feel they can't make any difference); and
  - had not considered leaving Landcare before (60%, compared to 31% of those who had considered leaving) – all statistically significant differences.
- General community respondents who were more likely to feel that Landcare was personally very relevant to them:
  - were aged over 60 years (21%, compared with 18% of those aged 40-59 and 25-39 years and 1% of 15-24 year olds);
  - were farmers (42%; compared with 15% of lifestyle farmers, 16% of non-farmers and 9% of hobby farmers);
  - considered themselves extremely or very green (34%, compared with 7% of those who considered themselves fairly green and 15% who did not consider themselves green); and
  - felt they knew a lot about Landcare (44%, compared with 11% of those who felt they knew a little about Landcare and 5% of those who felt they knew nothing about Landcare) –these being statistically significant differences.

**Base:** Telephone survey respondents who had heard of Landcare (n=317). Weighted data shown. Online survey n=127.

**QD15:** How relevant would you say that Landcare is to you personally?

*Both Landcare members and other members of the general community are interested in learning more about Landcare*

#### *Interested in learning more about Landcare?*



- There is a reasonable level of interest in the community in learning about Landcare – especially among Landcare members.
- Over 8 in 10 Landcare members (82%) were interested in learning more about Landcare, with nearly half (48%) either extremely or very interested. This indicates quite a high level of engagement among current members.
- Seventeen percent (17%) of members were either not very (16%) or not at all (1%) interested in learning more about Landcare.
- General community members also showed interest in learning more about Landcare. Three in five (60%) community respondents were either extremely (1%), very (14%) or fairly interested (45%) in learning more about Landcare.

*General community members interested in learning more were more likely to be environmentally minded*

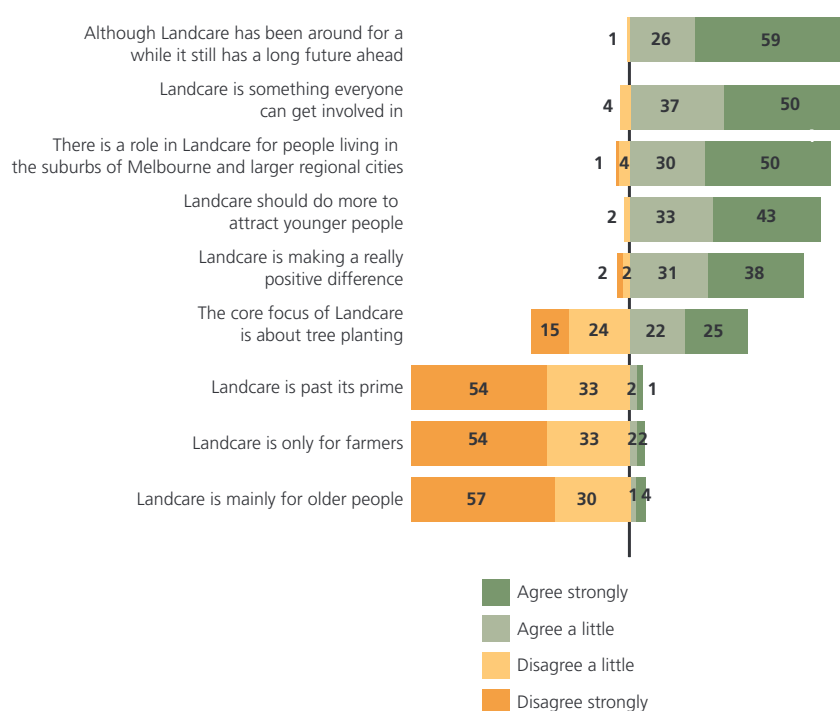
- Members of the general community who were more interested in learning about Landcare were more likely to:
  - see themselves as **extremely or very environmentally minded** (29%, compared with 11% of those fairly environmentally minded of 1% of those not);
  - **feel they can make a lot of difference to the environment** (39%; compared to 9% of those who feel they can make a little difference and 6% of those who feel they can't make any difference); and
  - **consider being involved in Landcare in future** (30%, compared to 3% of those who would not consider being involved).
- Landcare members interested who were in learning more about Landcare were more likely to be those who felt they could make either a lot (88%) or a fair amount (87%) of difference to the environment, compared with those who felt they couldn't make much difference (60%).

**Base:** Telephone survey respondents who had heard of Landcare (n=317). Weighted data shown. Online survey respondents (n=127).  
 QD19: How interested would you be in learning more about Landcare? [READ OUT]  
 QD18: (as above)

**Landcare is strongly perceived to have a long future ahead of it, and offer something for everyone**

- Landcare was perceived by general community respondents as:
  - Having a long future ahead of it** (59% strongly agreed, 26% agreed a little);
  - Being something that everyone can be involved in** (50% strongly agreed, 37% agreed a little);
  - Having a role for people living in the suburbs of Melbourne and in larger regional cities** (50% strongly agreed, 30% agreed a little);
  - Needing to do more to attract younger people** (43% strongly agreed, 33% agreed a little); and
  - Making a really positive difference** (38% strongly agreed, 31% agreed a little).
- Despite concerns raised in the qualitative research that Landcare was perceived to be only for farmers, mainly for older people and something that was 'past its prime', the quantitative research did not reflect this. Encouragingly, Landcare was not perceived to be:
  - only for farmers** (54% strongly disagreed, 33% disagreed);
  - mainly for older people** (57% strongly disagreed, 30% disagreed); and
  - past it's prime** (50% strongly disagreed, 30% disagreed).
- Thus, even though members perceived that their group contains mainly older members (results shown on following pages), Landcare more broadly is not perceived to be an older person's organisation.
- There were mixed responses to the statement 'The core focus of Landcare is about tree planting'. Forty-seven percent (47%) of respondents either strongly agreed (25%) or agreed a little (22%) with the statement, with 39% either strongly disagreeing (15%) or disagreeing a little (24%) with it.
  - Of those who either strongly agreed or agreed with that the core focus of Landcare was tree planting, respondents were most likely to be from either small rural towns or major regional centres (at 52% and 51% respectively, compared with Melbourne residents at 45%), and in older age groups (at 50% for 25-39 year olds, 48% for the 60+, 47% for 40-59 year olds and 37% for 15-24 year olds).

**General community perceptions of Landcare**



**Base:** Telephone survey respondents who had heard of Landcare (n=317). Don't know' and 'neither' responses not shown. Weighted data shown.

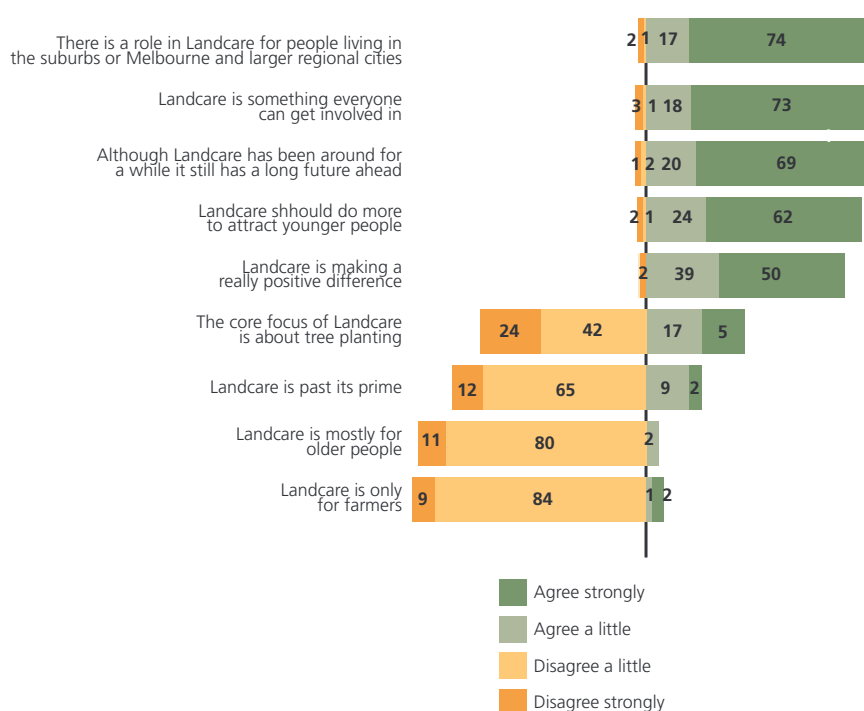
**QD21:** Please indicate the extent to which you agree or disagree with the following statements...[READ OUT]



*Members concur with the general community, and would especially like to see more urban and peri-urban Victorians getting involved*

- Landcare was perceived by Landcare members as:
  - Having a role for people living in the suburbs of Melbourne and in larger regional cities** (74% strongly agreed, 17% agreed a little);
  - Being something everyone can be involved in** (73% strongly agreed, 18% agreed a little);
  - Having a long future ahead** (69% strongly agreed, 20% agreed a little);
  - Needing to be doing more to attract younger people** (62% strongly agreed, 24% a little); and
  - Making a positive difference** (50% strongly agreed, 39% agreed a little).
- Thus, Landcare was seen to have a strong role to play for urban residents. However, the qualitative research suggested that some farmers (or 'cockies') were hesitant for urban residents to come to the country to undertake activities, that urbanites should focus on their 'own backyard' or local public spaces.
- Landcare was also not perceived by members to be:
  - mainly for older people (84% strongly disagreed, 9% disagreed);
  - only for farmers (80% strongly disagreed, 11% disagreed); and
  - past it's prime (65% strongly disagreed, 12% disagreed);
- More Landcare members than community respondents disagreed with the statement 'The core focus of Landcare is about tree planting'. Sixty-six percent (66%) of Landcare members either strongly disagreed (42%) or disagreed (24%) with the statement (compared with 38% of community members either strongly disagreeing or disagreeing), with 22% either strongly agreeing (5%) or agreeing (17%) with it.

*Members' perceptions of Landcare*



**Base:** All online survey respondents (n=127).

**QD21:** Please indicate the extent to which you agree or disagree with the following statements...

*Whilst members were proud to be involved and were seeing positive outcomes, there also seems to be room for improvement*

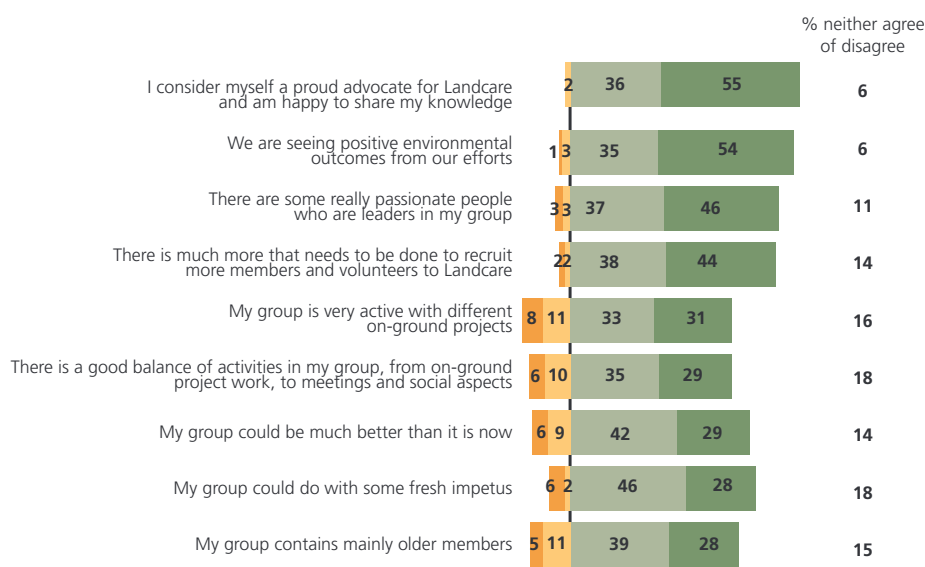
- Landcare members were asked to rate the degree to which they agreed or disagreed with a series of 18 statements about their experiences with Landcare. Results are charted on the following pages.
- Landcare members most strongly agreed with the statements:
  - ‘I consider myself a proud advocate for Landcare and am happy to share my knowledge’ (55% strongly agreed, 36% agreed);
  - ‘We are seeing positive environmental outcomes from our efforts’ (54% strongly agreed, 35% agreed);
  - There are some really passionate people who are leaders in my group (46% strongly agreed, 37% agreed); and
  - There is much more that needs to be done to recruit more members and volunteers to Landcare (44% strongly agreed, 38% agreed).
- Other statements which resonated strongly with members were:
  - ‘My group is very active with different on ground projects’ (31% strongly agreed, 33% agreed);
  - ‘There is a good balance of activities in my group, from on-ground project work, to meetings and social aspects’ (29% strongly agreed, 35% agreed);
  - ‘My group could be much better than it is now’ (29% strongly agreed, 42% agreed);
  - ‘My group could do with some fresh impetus’ (28% strongly agreed, 46% agreed);
  - ‘My group contains mainly older members’ (28% strongly agreed, 39% agreed);
  - ‘We are seeing positive social outcomes from our efforts’ (28% strongly agreed, 39% agreed);
  - ‘My group could do with assistance or advice on attracting new members’ (26% strongly agreed, 36% agreed);
  - ‘My group has a lot of members who are not all that active’ (24% strongly agreed, 47% agreed);
  - ‘My group is struggling to find new members’ (20% strongly agreed, 40% agreed); and
  - ‘We often struggle with administrative requirements in my group’ (17% strongly agreed, 41% agreed).

*Whilst the social and community aspects of Landcare were highly valued by members, they are not perceived to be the primary focus of Landcare activities*

- Statements where agreement/disagreement was mixed were:
  - ‘My group seems to be losing momentum’ (40% net agreement, 38% net disagreement);
  - ‘The level of enthusiasm in my group is questionable’ (41% net agreement, 40% net disagreement); and
  - ‘The direction and focus of my group is not very clear’ (35% net agreement, 57% net disagreement).
- Strongest disagreement was generated by the statement ‘My group is primarily a social gathering, where 31% of members strongly disagreed and 35% disagreed with the statement. This implies that whilst the social and community aspects of Landcare were highly valued by members, they are not perceived as being the primary focus of what Landcare groups do.
- Farmers are most likely to agree that there Landcare group is primarily a social gathering (25% agree a little or strongly versus 16% of lifestylers, 9% of hobby farmers and 4% of other property residents). This is a significant difference between farmers and others. Females are more likely to see their group primarily as a social group (24%) than males (13%) yet the amount of disagreement is similar (55% and 58% respectively).
- Rural-based Landcare group members are significantly more likely to agree that the level of enthusiasm in their group is questionable (47% of rural members compared to 17% of those in urban or regional centres).

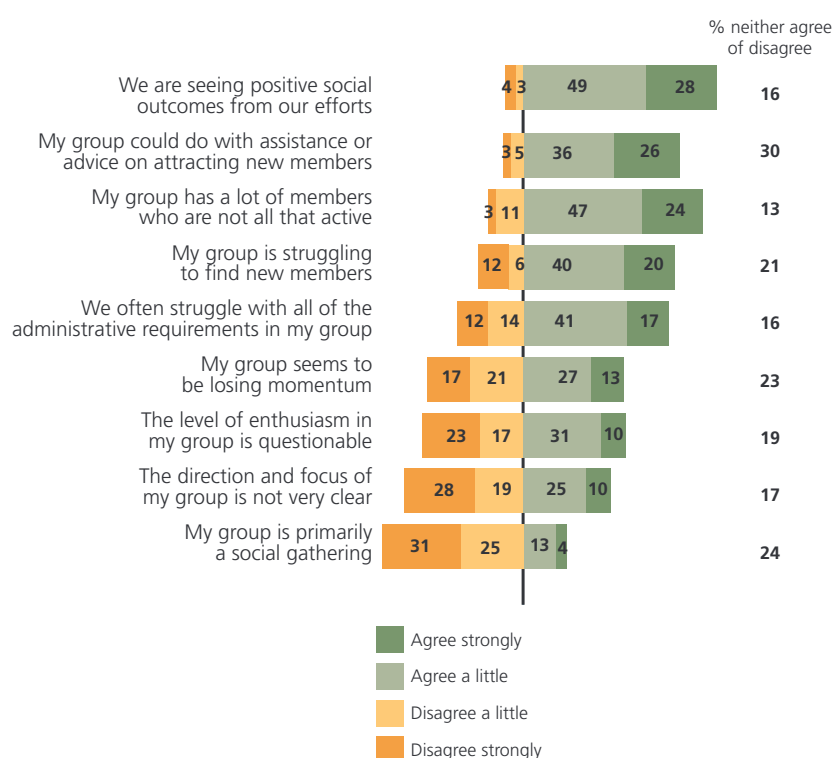
## People are proud to be members of Landcare and are seeing positive environmental outcomes

### Members' experiences of Landcare



## Many groups contain members who are not very active and are struggling to recruit new members

### Members' experiences of Landcare cont'd



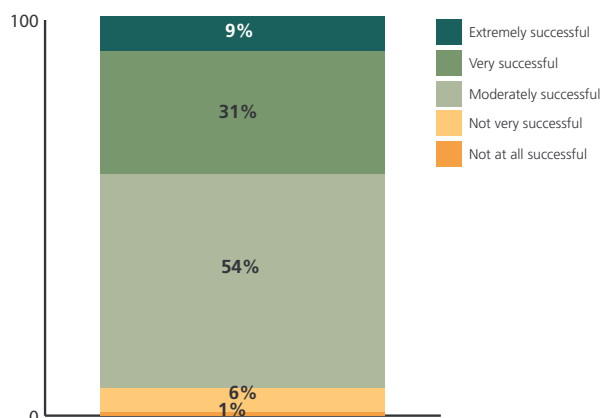
**Base:** All online survey respondents (n=127).

**QE6:** Please indicate the extent to which you agree or disagree with the following statements...

## Drivers & Barriers to Landcare Involvement

### Gauging the marks of success for Landcare groups

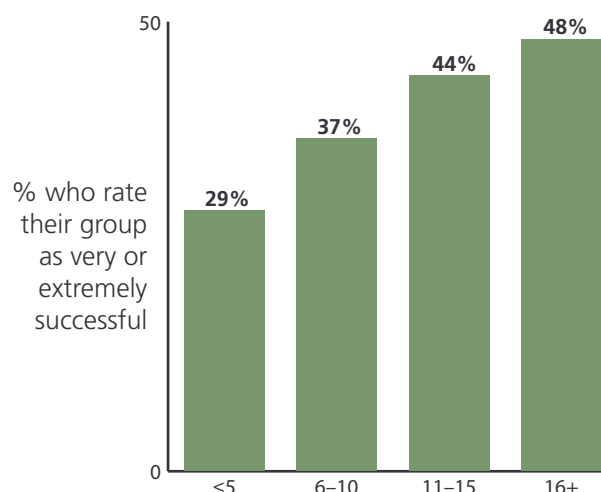
#### How successful is your Landcare group?



- The vast majority of members rated their group as at least moderately successful (94%), with 40% believing it to be extremely or very successful.
- Landcare members who believed they could make a lot of difference towards helping the environment were significantly more likely to rate their group as successful than those who did not think they could make much difference (98% vs 84% respectively). This highlights the importance of groups being able to see the outcomes of their efforts over time.

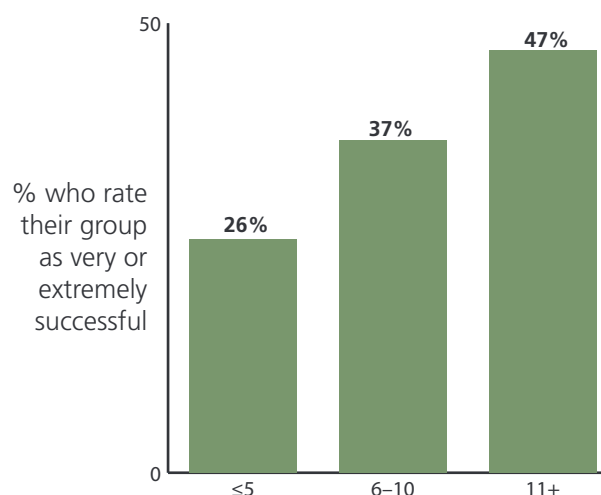
*Perception of success increases with length of time involved in Landcare and age of Landcare group – suggesting older groups could help younger ones to become more successful*

#### Years involved with Landcare



- The chart opposite shows the percentage of members who rate their group as very or extremely successful, by how long they have been involved. Although based on small sample sizes, there is an apparent trend that the longer a person has been involved with Landcare the more successful they think their group is.

#### Age of Landcare group/years



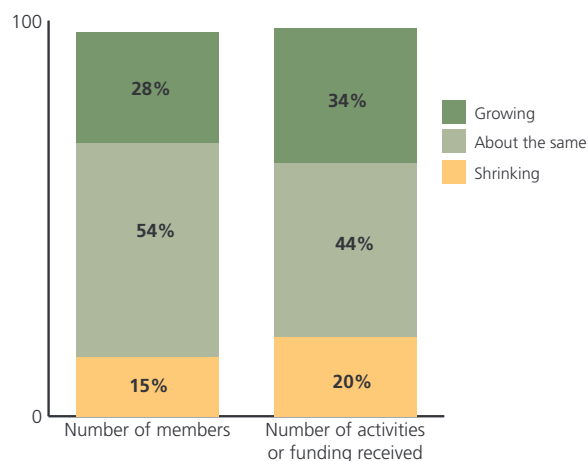
- Similarly, there appears to be a correlation between the age of the Landcare group a member belongs to and their reported level of success.
- The chart opposite shows the percentage of members who rate their group as extremely or very successful against the age of the group they are involved in.

**Base:** All online survey respondents (n=127)  
**QE3:** Would you say your Landcare group is...?

**Base:** All online survey respondents (n=127)  
**QE3:** Would you say your Landcare group is...?

## Gauging the marks of success for Landcare groups: Most are seen to be stable or growing

*Has your Landcare group been growing, shrinking or staying the same?*



- Most members considered that their group has either remained about the same size over the last few years, or is growing. This is in terms of the number of members (54% 'the same' and 28% 'growing') as well as the amount of activities and funding received (44% 'the same' and 34% 'growing').
- Members from groups that are less than 5 years old were more likely to report that their group has grown than members of groups that are 5 years or older (63% vs up to 20% of people in groups 6 years or older), but this is a small sample size.

## Members value both social and environmental strengths of Landcare groups

- The social aspect of Landcare is the most frequently cited strength of Landcare groups, both in terms of the social support/ camaraderie (listed by 41%) and other members' enthusiasm/dedication (listed by 37%). This reflects the fact that 'community support/ involvement/volunteering' are the most commonly identified references when members were asked 'What does Landcare mean to you?' (being mentioned by 50% of members).
- This is consistent with the qualitative research, which also emphasised the value placed by members on the social components of Landcare; particularly in rural areas where there was a sense that community values are 'breaking down'.
- The next most popular response is the environmental aspect (listed by 32%); once again, this reflects how members responded when asked what Landcare means to them, the environmental aspect was the second most commonly cited association (48%).

**Base:** All online member survey respondents (n=127)

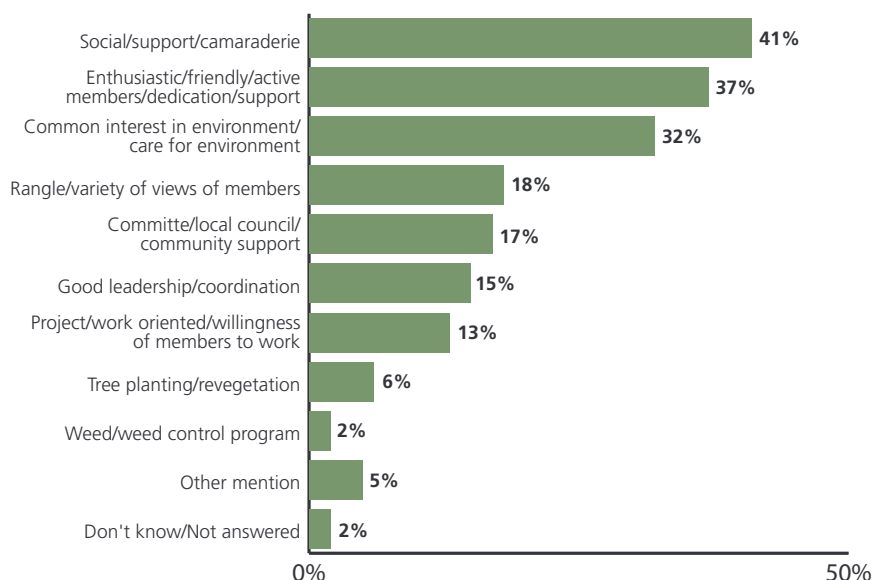
**QE7:** Over the past few years would you say your Landcare group has been growing, shrinking, or has stayed the same in terms of the number of members and volunteers?

**QE8:** Over the past few years would you say your Landcare group has been growing, shrinking, or has stayed the same in terms of the activities undertaken or funding received?



## Gauging the marks of success for Landcare groups

### *What are the really good things about your group?*



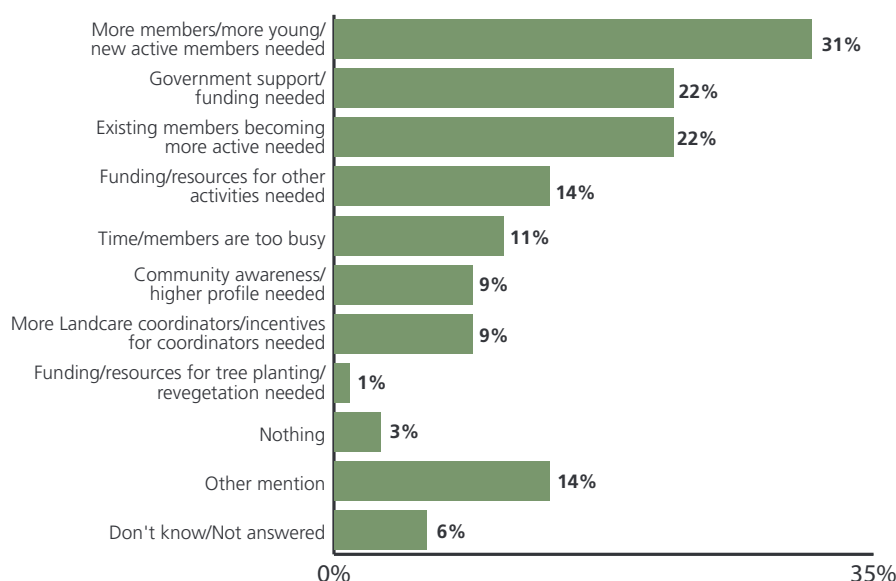
### *Landcare members think more members and more resources would increase the success of groups*

- As shown in the chart on the following page, the most frequently cited description of what is needed to increase the success of Landcare groups (by 31% of members) was more members, which demonstrates that existing members identify the need for volunteer recruitment.
- Existing members becoming more active was also frequently identified as something that is needed to increase success (22% of members).
- A lack of various types of resources was mentioned as limiting Landcare group success, including support from government (22%), support for coordinators (9%), and funding and resources for activities (14%).
- Other mentions for what is preventing Landcare groups from being really successful included:
  - Environmental challenges being too great (e.g. drought)
  - Other farming groups displacing Landcare groups
  - People preferring to attend social events rather than working bees
  - Absentee landowners
  - Administration constraints
  - Local Shire attitude
- Landcare members who have been involved 10 years or less were significantly more likely to consider that a lack of community awareness was preventing their group from becoming extremely successful (18% of those who have been involved 10 years or less compared to 2% of those who have been involved more than 10 years).

**Base:** All online survey respondents (n=127)

**QE5:** What are the really good things about your group?

*What is preventing your group from being extremely successful? What is needed?*



***Being too busy is the biggest barrier to the general community becoming involved in Landcare***

- As shown in the chart on the follow page, just under one in five (19%) of general community respondents reported that a general lack of time is preventing them from becoming more involved in Landcare. More specifically, 38% said they were too busy with work, 16% were too busy caring for family and 11% felt the activities did not interest them.
- This concurs with the qualitative research, where lack of time was the most common reason preventing people from being involved in Landcare, as well as volunteering more broadly.
- Taking a closer look at those members of the general community who said they are extremely or very interested in learning more about Landcare: 11% listed not knowing enough about the organisation as a barrier to becoming involved (across the entire general community 17% list not knowing enough).

Although this is a small sample size, this suggests that providing more information about Landcare would be an important component of mobilising people with a high level of interest into becoming volunteers.

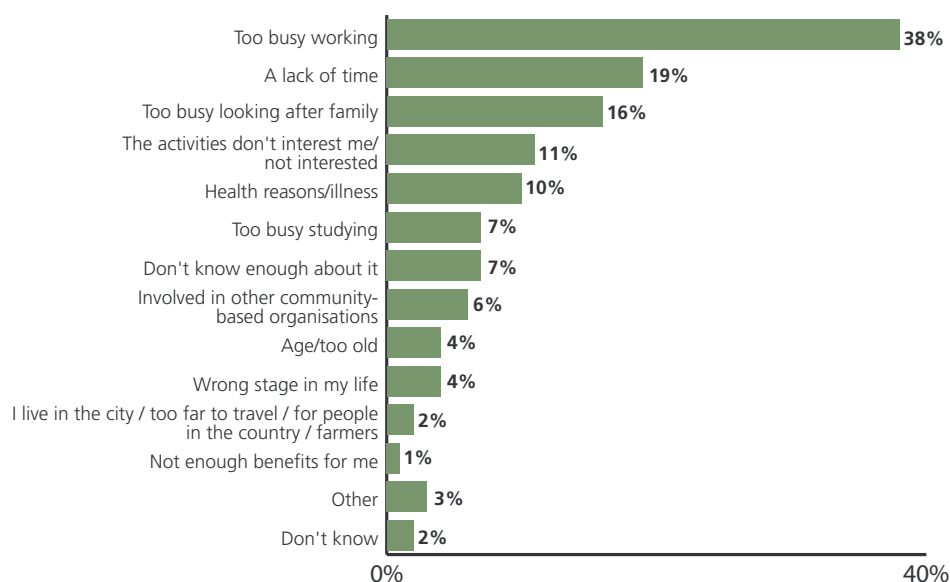
- Taking a closer look at the members of the general community who said they would consider becoming involved with Landcare in the future, this group were significantly more likely to say that a barrier to them becoming involved in Landcare was a lack of time (32%) than those who would not consider future involvement (13%); 10% of those who are unsure also listed lack of time. The group who would consider being involved in the future is an important potential source of new volunteers, therefore a recruitment strategy that addresses time constraints would be important. This includes communicating that Landcare does not have to involve significant amounts of time, as well as specifying options for involvement with different levels of time commitment sought (e.g. half a day, four times a year).

**Base:** All online survey respondents (n=127)

**QE4:** What is preventing your group from being really successful?

*Following a lack of time, the next main barrier is not knowing enough about Landcare*

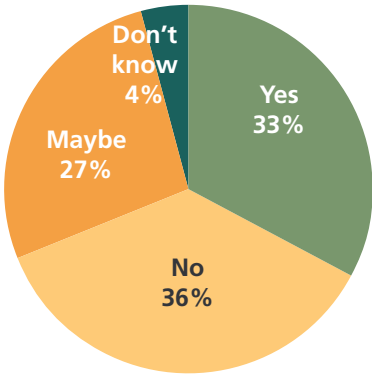
**Reasons for not getting involved in Landcare**



**Base:** All telephone survey respondents not involved in Landcare (n=291). Weighted data shown  
**QD22:** What are the reasons you are not currently involved in Landcare?  
**Note:** multiple response

The majority of the community is open to being involved in Landcare; potentially 2.4M Victorians

Would you ever consider being involved with Landcare in the future?



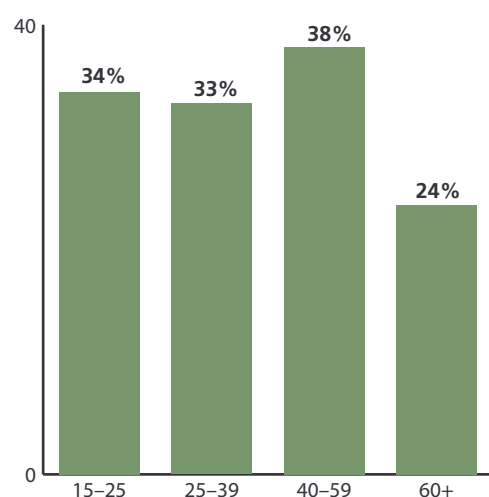
|               | Total   |    | Melbourne |    | Major regional centres |    | Small regional towns/rural |    |
|---------------|---------|----|-----------|----|------------------------|----|----------------------------|----|
|               | n       | %  | n         | %  | n                      | %  | n                          | %  |
| Yes           | 1260688 | 33 | 846662    | 30 | 164671                 | 41 | 249356                     | 43 |
| Maybe         | 1025276 | 27 | 791499    | 28 | 98724                  | 25 | 135052                     | 23 |
| Don't know    | 149066  | 4  | 127550    | 4  | 10318                  | 3  | 11198                      | 2  |
| Net potential | 2435030 | 64 | 1765711   | 62 | 273713                 | 68 | 395606                     | 68 |
| No            | 1393648 | 36 | 1076033   | 38 | 129194                 | 32 | 188420                     | 32 |

- The general community was fairly evenly spread across whether they might (27%), would (33%), or would not (36%) consider becoming involved with Landcare in the future. These results mean that 64% of Victorians are open to becoming involved with Landcare, representing 2.4 million people.
  - People who classified themselves as being very or extremely green were more likely to consider involvement with Landcare in the future (60% of extremely/very green identified people vs. 26% of those who were fairly green and 9% of those who were not green). This means that Landcare is likely to find potential members and volunteers amongst self-identified environmentally minded people.
  - People who had been involved with Landcare in the past were more likely to consider becoming involved again (61%) than people who had never been involved (33% would consider becoming involved). Although this is based on a small sample size, it indicates that Landcare is likely to more easily recruit and re-engage past members and volunteers than people who have never been involved.
  - Those living in regional areas were also somewhat more open to Landcare than those living in Melbourne, at 68% and 62% respectively.

**Base:** All telephone survey respondents not involved in Landcare or not heard of Landcare before (n=334). Weighted data shown.  
**QD24:** Would you ever consider being involved with Landcare in the future?

### The profile of people who would consider being involved in Landcare in the future:

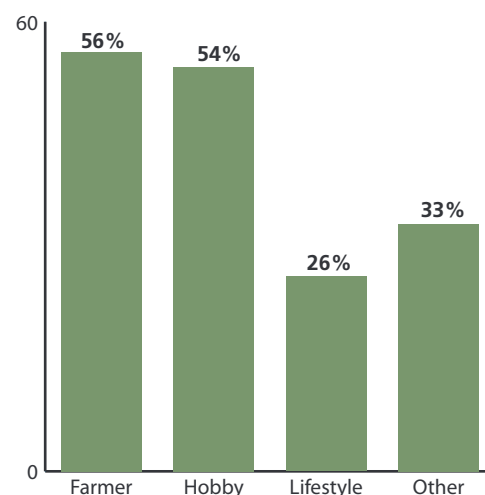
#### *People who would consider being involved in Landcare, by age group*



- As illustrated in the chart to the left, 40-59 year olds were most likely (38%) to consider getting involved in Landcare in the future (versus a maximum of 34% in other age groups).
- Females were more likely to consider becoming involved in Landcare in the future than males (43% and 30% respectively).
- Those living in small towns/rural areas were significantly more likely to consider becoming involved in Landcare in the future than Melbourne residents (43% versus 30% respectively). Melbourne residents were also less likely to consider involvement in Landcare than people living in major regional centres (the latter at 41%).

### Farmers and hobby farmers are most likely to consider being involved in Landcare going forward

#### *People who would consider being involved in Landcare, by property type*



- As found in other research\*, those who knew someone involved in Landcare were significantly more likely to consider becoming involved themselves (66% compared with 28% of those who don't know anyone involved).
- As shown in the chart below, farmers and hobby farmers were most likely to consider being involved in Landcare in future (at 56% and 54% respectively), compared with non-farmers (33%) and lifestyle (26%).

**Base:** All telephone survey respondents not involved in Landcare or not heard of Landcare before (n=334). Weighted data shown.

QD24: Would you ever consider being involved with Landcare in the future?

\* ABS, Voluntary Work, Australia, in 4441.0. 2006.

**Base:** All telephone survey respondents not involved in Landcare or not heard of Landcare before (n=334). Weighted data shown.

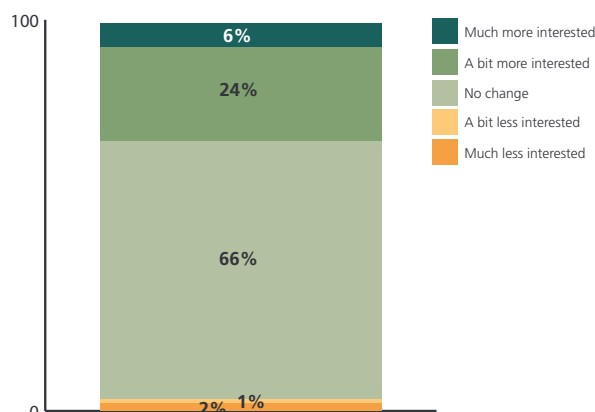
QD24: Would you ever consider being involved with Landcare in the future?

\* ABS, Voluntary Work, Australia, in 4441.0. 2006.



### Impact of information on interest levels

**Knowing a bit more about Landcare, does this change your level of interest in learning more?**



- All respondents were read out a short statement about Landcare, following this, respondents were asked whether this information changed their level of interest in learning more about Landcare. The statement read out was:

*"Landcare is a joint effort between the community, government and business to protect and repair our natural environment. Landcarers actively care for the land, tackling problems like salinity, soil erosion, weeds and pest animals. Traditionally, Landcarers have been farmers who work on these problems on their own land. Nowadays Landcarers might be hobby farmers, bush block owners, or not landowners at all, and there are more and more Landcare groups forming in and around cities and towns, working on public and private land."*

- The majority of people (66%) did not report a change in interest level upon listening to the above statement about Landcare. Those who had previously expressed interest in finding out more about Landcare were interested to learn more upon hearing the statement above. However those who had already stated that they were not interested reported no change on listening to the statement. This suggests that although the information in this statement may increase interest in those who are open to becoming involved in Landcare, it does not initiate interest amongst already disinterested people.

**Base:** All telephone survey respondents (n=360).  
**QE1:** [Following being read a statement about Landcare] Does this information make you more or less interested or not change you level of interest in learning how you become involved in Landcare?

### Interest in recruitment / promotional ideas

- General community respondents were asked to indicate whether a series of recruitment ideas would make them interested in being involved in Landcare.
- The results are presented in the table below and overleaf, showing that the general community was highly interested in a whole range of recruitment ideas, from promoting information about the organisation, to advertising the type of help wanted, to offering hands on training in Landcare activities, seminars, organised activity days, calendars, and most notably, having someone invite them to attend a meeting.
- Indeed, as found in the desk research for the VRI, "irrespective of motivations for participating, further research indicates that people undertook volunteering because they had been asked to do so. This is supported by the ABS survey on volunteering which indicates that being asked, knowing someone involved and self involvement in are the most common ways of becoming involved in volunteering" \*.

| Would this make you interested in getting involved in Landcare...?                                | %  |
|---|----|
| Information about the organisation, its goals, and what is involved in volunteering with Landcare | 61 |
| Training in different activities like tree planting, soil or water testing, book keeping          | 58 |
| Organised volunteering activities that just require you to turn up on the day                     | 56 |
| Advertising of the type of help wanted or positions available                                     | 54 |
| A day trip to a country area for tree planting, with a group of others from your area             | 52 |
| Seminars and guest speakers on topic relevant to the environment                                  | 51 |
| Seminars and guest speakers on topic relevant to the environment                                  | 50 |
| Being able to use your professional skills in a volunteer capacity                                | 45 |
| 'Landcare by the seasons' program involving half a day, 4 times a year                            | 43 |
| Activity days for the whole family  | 41 |
| Choice of membership incentives and rewards (e.g. hats, badges, diaries)                          | 40 |
| Someone inviting you to attend a Landcare group meeting   | 38 |
| Social activities   | 37 |
| Other support for environmental improvement work on your property                                 | 37 |
| Financial support for environmental improvement work on your property                             | 32 |
| Remote involvement with a Landcare group not in your local area                                   | 20 |

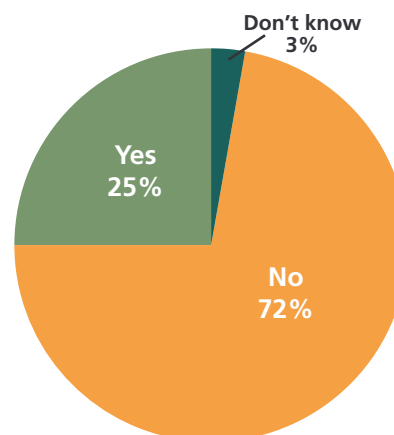
**Base:** All telephone survey respondents who are not members of Landcare (n=332, but split sampling used, therefore n=166 per idea). Weighted data shown.

**QD26:** Would any of the following things make you interested in getting involved in Landcare?  
 [READ OUT]

- Of the suggested items, information about Landcare was the most likely to interest someone in getting involved in Landcare – highlighting the lack of understanding of its role and supporting the need for communications to provide information to the general community about what Landcare is, and the activities that it undertakes.
- Males were more likely to be interested in getting involved with Landcare if invited to a meeting by someone else than females (55% vs. 28% respectively). Generally, interest through invitation to a meeting decreases with age (95% of 15-24 year olds selected yes compared to 34% of 25-39 year olds, 36% of 40-59 year olds and 18% of those aged 60 and over). Farmers were more likely than other property residents to be interested in getting involved in Landcare through an invitation (71% of farmers, 25% of hobby farmers, 19% of lifestyle property residents and 39% of other property residents).
- People aged 60 and over were more likely to not be interested in any of the items listed in the table above (or the member retention ideas on the following pages), but this is consistent with the older age group being least likely to consider getting involved in Landcare in the future.

*The majority see themselves staying involved for at least the next 6 years, and many indefinitely*

#### Thought about Leaving Landcare?



- While a quarter (25%) of Landcare members had considered leaving the organisation, the large majority have not (72%).
- Three in ten (31%) of the member respondents said that they intended to stay involved in Landcare forever, and more than half for at least the next 6 years (56%). Some members thought that they would stay for longer than others – most notably, those who felt that they could make a real difference to the environment, and those who could attend all of their meetings and activities. Even some of those who had considered leaving now intended to stay on indefinitely.
- These results indicate a high level of commitment to Landcare among members.

| How long members think they will stay | Total | Age (Yrs) |       |     | Gender |        | Landholder type |                 |       | Make a Difference? |          |          | Attendance at Meetings etc |           | Considered Leaving |    |
|---------------------------------------|-------|-----------|-------|-----|--------|--------|-----------------|-----------------|-------|--------------------|----------|----------|----------------------------|-----------|--------------------|----|
|                                       | %     | <50       | 50-59 | 60+ | Male   | Female | Farmer          | Hobby/Lifestyle | Other | A lot              | Fair bit | Not much | All                        | Most/Some | Yes                | No |
| Respondents                           | 127   | 31        | 45    | 51  | 72     | 55     | 57              | 43              | 28    | 49                 | 53       | 25       | 59                         | 68        | 32                 | 91 |
| Next year only                        | 1     | –         | –     | 2   | 1      | –      | 2               | –               | –     | –                  | –        | 4        | –                          | 1         | –                  | 1  |
| 2 to 3 yrs                            | 13    | 3         | 13    | 18  | 11     | 15     | 12              | 12              | 14    | 6                  | 13       | 24       | 8                          | 16        | 34                 | 5  |
| 4 to 5 yrs                            | 13    | 10        | 18    | 12  | 10     | 18     | 14              | 16              | 7     | 12                 | 8        | 28       | 14                         | 13        | 16                 | 11 |
| 6 to 10 yrs                           | 11    | 13        | 7     | 14  | 10     | 13     | 12              | 12              | 7     | 18                 | 8        | 4        | 10                         | 12        | 9                  | 12 |
| At least 10 yrs                       | 14    | 13        | 13    | 16  | 17     | 11     | 11              | 16              | 21    | 12                 | 17       | 12       | 12                         | 16        | 3                  | 18 |
| Forever                               | 31    | 42        | 29    | 25  | 35     | 25     | 39              | 23              | 25    | 41                 | 34       | 4        | 41                         | 22        | 16                 | 37 |
| Don't know                            | 17    | 19        | 20    | 14  | 17     | 18     | 11              | 21              | 25    | 10                 | 21       | 24       | 15                         | 19        | 22                 | 15 |

**Base:** All online member survey respondents (n=127).

QE9: How long do you think you will stay involved in Landcare for?

QE10: Have you ever thought about leaving Landcare?

### Member retention ideas: A focus on more active members?

Members were able to identify a range of things that would be likely to maintain their interest, with the number one mention being more members. In some cases, however, this may be addressed through strategies to increase the number of active members in each group, rather than concentrating on just recruiting new members.

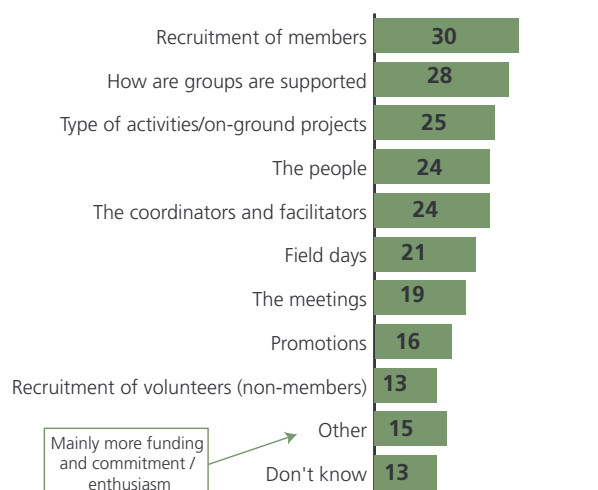
| What sorts of things would keep you interested and involved? | %  |
|--|----|
| More members in my Landcare group                            | 46 |
| Different types of activities                                | 30 |
| Not having to take on an executive position                  | 25 |
| More direct benefits for my property                         | 24 |
| Not having to give as much of my time                        | 19 |
| More direct benefits for me personally                       | 9  |
| Change the meeting format                                    | 7  |
| More funding   | 7  |
| More support/interest from other members                     | 7  |
| Meeting more frequently                                      | 6  |
| Meeting less frequently                                      | 3  |
| No need to improve   | 8  |
| Other  | 15 |
| Don't know   | 12 |

### The profile of members who have considered leaving:

The quarter of Landcare members who had considered leaving were:

- More likely than the average member to regard the social/support/camaraderie aspect of Landcare as a really good thing about their group. This was the most commonly cited aspect by members (mentioned by 41%) but more frequently mentioned by those who have considered leaving (53% of those who had considered leaving, only mentioned by 37% of those who had not considered leaving).
- More likely than the average member to identify the following as barriers to their group becoming really successful:
  - Lack of higher profile in the community (13% vs. average 9%)
  - Insufficient Government support/funding (26% vs. 22%)
  - Lack of new members (35% vs. 31%)
  - Lack of active members amongst existing members (35% vs. 22%)
- More likely to be males; 29% of males have considered leaving compared to 20% of females.
- Significantly more likely to think that they can not do much towards helping the environment (44% have considered leaving) than those who think they can do a lot (18% have considered leaving).
- More likely to have been involved in Landcare 10 years or less (29% of those who have been involved 10 or less years have considered leaving versus 22% of people who have been involved over 10 years).

**Base:** All online member survey respondents (n=127).  
 QE10: Have you ever thought about leaving Landcare?  
 QE11: What sorts of things would keep you interested and involved with Landcare?

**Key factors for improvement:*****Recruitment of new members is #1******Areas of Landcare Groups Needing the Most Improvement***

Respondents provided specific suggestions for each factor:

- **Recruitment of members and volunteers** - more incentives, personal approach, more community involvement, younger members, more commitment/enthusiasm (results not shown, all <13%)
- **How the groups are supported** – more funding (57%)
- **Type of activities / on-ground projects** – more variety / tree planting (53%), more involvement (28%), more field days/farm visits (3%)
- **The people** - more members (47%), including younger members (20%), more commitment/enthusiasm (23%)
- **Coordinators and facilitators** - More time/resources/assistance (33%), Continuity / permanency of roles (27%), and better access to them (13%)
- **Field days** – more variety / tree planting (44%), more people involved (15%) and more of them (7%)
- **Meetings** – better run (38%), more of them (28%) and guest speakers (8%)
- **Promotions** – more media presence/campaigns (50%)
- Verbatim comments on each of these areas are provided in the following pages.

**Base:** All online member survey respondents (n=127).

**QF1:** In which of the following areas do you think your Landcare group needs to improve the most? You may choose more than one area. [NB: For each area nominated, respondents were invited to specify what it is they would like improved in that area.]

## Key factors for improvement: Specific verbatim comments

### *The meetings...*

- More of them (numerous mentions) / We may need to coordinate with other groups to provide a big enough audience for invited speakers - it would be good to have a range of videos etc. to show at meetings so that we don't trouble speakers all the time
- More orderly and organised
- Get back to regular meetings
- By holding some - I haven't convened any for over 12 months and nobody else has
- Guest speakers / Not as dull, learning stuff from speakers / Regular guest speakers help with numbers
- Could be a bit more formal
- Better run
- More value
- Information, action lists
- A less rushed in atmosphere
- BBQ & Dinner meetings
- Fewer committee meetings, more general meetings with speaker
- ALL member groups should be represented at Network meetings
- Minutes & agendas circulated prior to meeting. An action table sent ASAP after meeting
- Taking meetings to the different areas covered by our group, making them more social & including more educational aspects
- Need to be interesting, operational, not just bureaucratic correspondence and minutes
- Perhaps it would be interested if meetings were held at private residences which could incorporate farm walks etc afterwards :i.e. meeting first then farm walk with those not interested in the meeting process

### *The people...*

- Attracting additional younger members and major landholders would be beneficial to achieving desirable environmental outcomes
- More of them (multiple mentions) / more people to share the load
- More active members (multiple mentions)
- Need some leadership to back me up
- Need younger people to take on executive positions
- Change of Exec regularly to share around responsibilities
- Commitment and enthusiasm (multiple mentions)
- Establishing a common goal
- Follow-through on commitments, attention to administrative details
- Get more enthusiastic about what the Landcare group can achieve on issues of interest and concern
- Hard to get some people to say what they want
- More sharing

- Need a broader spectrum including young, urban and peri-urban. Landcare must be for everyone and therefore the identity needs to change
- Not have automatic membership for partner groups - have to be able to demonstrate commitment to group values
- Remove the treasurer

### *The coordinators and facilitators...*

- Better funding and stable employment
- Continuity (multiple mentions)
- Facilitator is shared with umbrella group and in practice we get a small component of time
- Greater willingness to assist other members
- Having a top down direction for Landcare groups which is filtered in through the facilitator to give each group the same goals to work towards and benchmark. Without direction it is hard to get a group to function
- Make the facilitators position one of higher value to get good people in and keep them for longer instead of the job being a quick stepping stone to some other employment. Maybe performance based incentives which are not just a gimmick
- Knowing what their role was
- Local based co-ordinators
- Need a coordinator for 2-3 groups rather than across 3 shires (multiple mentions regarding needing more coordinators)
- More attendance by Coordinators to our meetings, to provide guidance and support
- Ongoing employment to provide surety of delivery and an accumulation of knowledge, expertise and a lasting relationship with the community (multiple mentions of need for more permanency).
- Some are judgemental
- There are none, we only have project managers now
- We need a designated Coordinator to ensure onground works are carried out and promoted

### *How groups are supported...*

- Funding for our projects and have better support from knowledgeable scientists/agronomists etc - hard to get financial backing to do things properly (multiple mentions of the need for more funding)
- More facilitators through increased funding
- A lot of people don't want to pay membership fees
- Easier access to funding
- Earlier advice of funding opportunities. Nearly all advice from CMA comes too late for us. We are farmers, not full time Landcare providers! i.e. this email arrived the day before close date!
- Guarantee of some base funding to meet costs of group such as meeting rooms, equipment hire, post office box and VFF insurance; some clear funding streams for standalone groups, as well as for networks



The funding periods needs to be much more flexible allowing longer term projects to be the norm, rather than a hard fought success! assistance with applications

- Better networking
- Having someone to follow up on activities between meetings
- Knowing who we answer to or can get guidance from
- Less paper work
- More co-ordinator time is required to be successful
- More paid hours
- More 'top' down suggestions and co-ordination from local authorities
- Ongoing DPI support
- Someone centrally based with specialist knowledge on funding applications being available to help when putting in for funding. Coordinators are helpful but not always specialists.

#### *Types of activities...*

- A broader view of the activities that Landcare can take on - especially given the global warming issues
- Activities to involve the young
- Caring for people type activities e.g. health days focusing on aspects of health that are associated with Landcare activities e.g. chemical use
- Encouraging people to take a lead or ownership of issues and solutions
- Farm-related
- Ideas for themes and logistics of events
- More (some) plantings (multiple mentions)
- More diverse range of activities needed (multiple mentions of more variety)
- Need a major site for onground work - have struggled with this
- Need assistance to motivate group
- Provide on ground assistance for works.
- Seek to do more, larger scale, strategic projects
- Simpler reveg funding
- Some small doable projects that we can look at. Most of our work is weed control and rabbit control.
- Somehow we have to get a diverse range of people along to increase participation- perhaps we are aiming at too high a level of environmental awareness and alienate others?
- We need at least one annual "Day" - tree planting, cleaning-up, etc.
- We need more activities to provide a sense of achievement and involve others.
- We need new projects to keep us interested
- We need to define a project appropriate for our group/district and then, with professional assistance, DO IT.
- Working together with like minded groups to reduce duplication and have well supported activities
- Working bees, and use of contractors for some works

#### *Field days...*

- A facilitator to organise field day which involve a number of different groups which would create some synergy amongst the network of groups, rather than the silo effect.
- Again if farm related we could get more members.
- Brings us out to the community
- By having more people involved at the organisational level
- Current issues, guest speakers. Not just farming
- Demonstrations
- Direct seeding days
- Different activities
- Farm visits, bus trips
- Have more (multiple mentions)
- Having experts run them
- Innovative climate change possibilities
- More educational
- More informative with social aspect
- More member involvement
- More of for social as well as learning curve
- Promote what we are on about to the local community
- So far we have only tried to arrange one field day, and we had almost zero response even though we advertised in the local paper and did a letterbox drop and a flyer was posted in town shop windows. As a result we decided to cancel the event.

#### *Promotions...*

- Benefits of being involved in Landcare need to be promoted so as to pat the current members on the back and to give a reason for new members to get involved
- By having more people involved at the organisational level
- Funds and some skilled support
- Getting our message out there
- Government promotions etc to be on weekends not during the week
- Guidelines/prompts and consistent material
- Have more promotions (multiple mentions)
- Help in media advertising
- Local Newspapers (multiple mentions)
- Open-day anniversary celebration
- A brochure
- Signs and a community noticeboard
- Speakers
- To be done in conjunction with other groups
- We need to show more of what we've achieved and spread our knowledge gained

*Recruitment of members...*

- A real issue for our group. None of the group members have the time to go out and do a membership drive so again this could be incorporated into the role of the facilitators.
- Advertise (multiple mentions)
- Assistance with recruitment techniques
- Being more professional of what they can get from being a member and how to meet expectations
- Don't know. Probably takes a lot of one-on-one energy to enthuse others. Maybe more 'bigger' events to attract people.
- Finding out what encourages non members to join
- Free membership
- Incentives to members
- Letterbox drops
- Link in with other groups
- Media campaigns at a higher than local level e.g. state promotional campaigns - enhancing links with local government and working cooperatively to use their avenues of communication with rate payers via shire data bases.
- More general release information to the public about possible assistance to anyone.
- More social activities
- More work in schools
- More younger members (multiple mentions)
- Personal approach as new people come into the area (multiple mentions)
- Somehow to inspire others to join in
- That is the question!!
- Wider incentives over the NRM issues
- Wish I knew - a good coordinator could help

*Recruitment of volunteers...*

- Advice
- A good coordinator could help
- Showing and advertising what can be achieved
- As with members - also have different activities to suit all people with no financial obligation
- City involvement
- Extra volunteers for field projects
- Green Corp assistance for planting & fencing for older members still keen to support Landcare
- Have more of them
- Investigating possibilities now
- Joint efforts between landholders on boundaries? Imparting knowledge of best practice methods in drought times...
- Media campaigns at a higher than local level e.g. state promotional campaigns - enhancing links with local government and working cooperatively to use their avenues of communication with rate payers via shire data bases
- Paid local coordinator

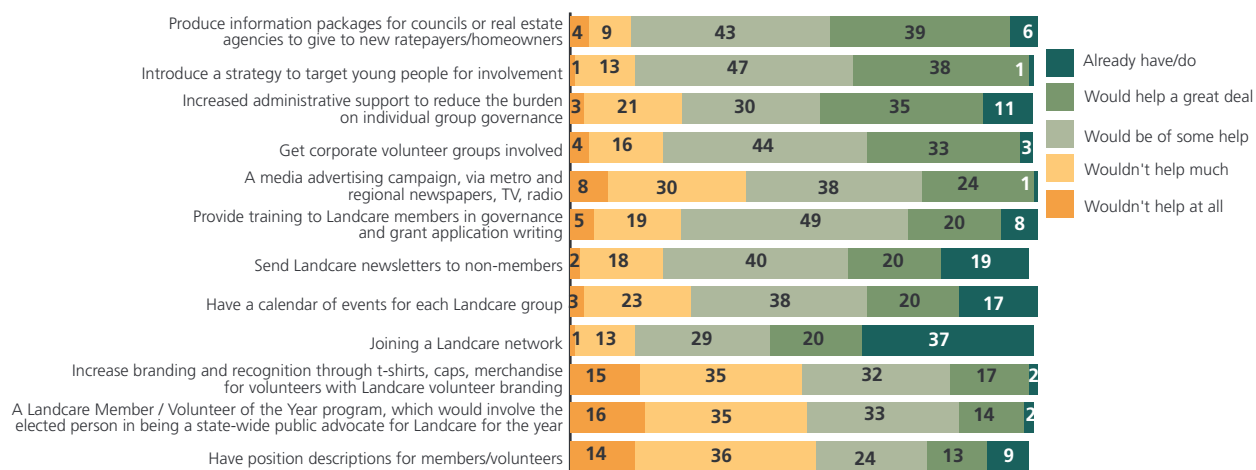
- Target or link in with various other volunteer organisations
- Through positive outcomes
- Urban members - letterbox drops?
- Youth

*'Other things...'*

- Attracting funds
- Communication - A yearly calendar with maybe say 1st Saturday of every other month etc - with some longer term plans and goals
- Continuing to develop vision by seeing others at work - bus trips, coordinating with groups out of area
- Getting members to become more active
- Retention of members during non-project periods
- Some member groups are flourishing while others are either in decline or stagnating - it is no accident that the strongest, most active groups are those who provide delegates and therefore benefit from the communication provided by the network
- Having a network that actually works in bringing groups together, instead of lots of small isolated groups.
- Looking forward and planning for the future - but don't know how
- Members being more committed to their projects
- More funds to do the work especially on private land
- Ordinary members need to become more active and not leave the work to the committee members
- Regular and ongoing funding - 10 years of dedication
- Removing vermin, weeds
- Drought finishing
- Time out for Landcare within our group is difficult as most members are farmers with little time to spare
- I don't believe we need to "improve most" at this time!
- We seem to be managing things quite well right now

**Information packs, targeting young people, more admin support and corporate volunteer groups would be of greatest help to Landcare groups**

**How much various ideas would help Landcare groups**



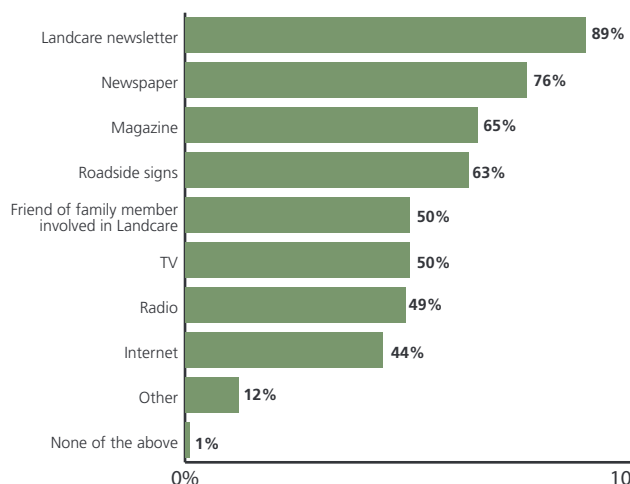
**Base:** All online survey respondents (n=127).

**QF2:** How much do you think the following ideas or activities would help your Landcare group?

## Communications

### Sources of information about Landcare: Newsletters are a primary source for members

*From which sources have you heard of or about Landcare before?*



- The most commonly mentioned way Landcare members reported they had heard of or about Landcare before was via a Landcare newsletter (89%). This was followed by newspapers (76%), magazines (65%) and roadside signs (63%).
- Half (50%) of members had heard about Landcare via each of television and a friend or family member involved in Landcare. About half (49%) had heard of Landcare via radio and 44% via the internet.
- More females (64%) than males (40%) reported they had heard about Landcare from a friend or family member involved in Landcare. Conversely, more males (72%) than females (56%) had received information via magazines.

*Older members and those who are farmers are less likely to want to receive information via email -- although email nonetheless appeals to the majority of these members*

- Landcare members seek information about Landcare via a range of sources, which supports a call for more widespread communication and promotion of Landcare to the general community, to raise interest and assist with recruiting new members and volunteers.
- Nearly 9 in 10 Landcare members (86%) would like to receive information via Landcare newsletters. Seventy-two percent (72%) would like to receive information at meetings. Other common responses include via email (69%) and in the local newspaper (66%). Some sub-group differences follow:
  - More Landcare members who are under 50 (81%) would prefer to receive information about Landcare via email, compared with those aged 60+ (71%) and those aged 50-59 (58%).
  - Those members under 50 (48%) and those over 60 (41%) are more likely to prefer to access information over the internet than those aged 50-59 (22%).
  - Members aged over 60 (59%) are more likely than those aged under 50 (42%) and 50-59 (40%) to prefer to receive information 'just by talking to members'.
  - Farmers were less likely to want to receive information via email (60%) than hobby farmers (82%), hobby/lifestyle farmers (77%) and non-farmers (75%).
  - More farmers also prefer to receive information at meetings (82%), compared with non-farmers (68%), hobby farmers (64%) and hobby farmers / lifestyle property owners combined (63%).

**Base:** All online member survey respondents (n=127).

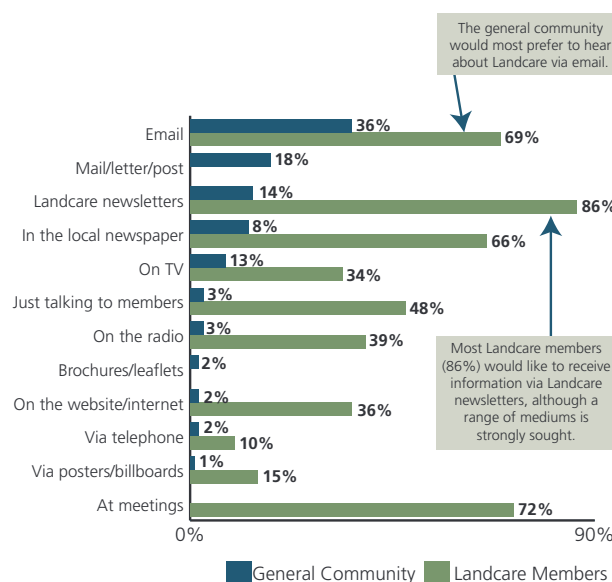
**QD16:** From which sources have you heard of or about Landcare before?

### *Email communication is most favoured by Melbourne residents in particular*

- Among general community respondents, email was the most common mention (at 36%), followed by mail/letter/post (18%) and Landcare newsletters (14%).
  - Email was more likely to be preferred by younger and middle-aged respondents. Fifty percent (50%) of those aged 15-24 and 47% of 40-59 year olds preferred email, compared with 31% of those aged 25-39 and 13% of those over 60.
  - Females (22%) have a greater preference for receiving information via post than males (12%).
- Melbourne residents were significantly more likely to want to receive information via email (40%) than those living in regional Victoria (24%). In fact, the more urban the area a person lives in, the more likely they are to want to receive communications from Landcare via email (Melbourne residents at 40%, those living in major regional centres at 31%; and small towns and rural areas at 22). Other notable differences by location (tabled overleaf) include:
  - Landcare newsletters were a more popular form of communication amongst people living in rural Victoria (24%) and less popular with people living Melbourne (11%).
  - Melbourne residents were more likely to want to hear about Landcare through existing members (4%) than those living in regional Victoria (maximum of 2% for other groups), this is a significant difference but at a 90% confidence level. This was found qualitatively too, where urban residents felt that they were more likely to get involved if they knew someone who asked them along.
  - People living in small regional towns and rural areas were significantly more likely to want to hear about Landcare in local newspapers than those living in Melbourne (15% and 12% respectively). In addition, small regional town and rural residents significantly were more likely to prefer to hear about Landcare via local newspapers than those living in major regional centres (11%) but this is at a 90% confidence level.
  - Those people living in major regional centres are significantly more likely to want to receive information about Landcare via television (12%) than those living in Melbourne (8%).

*Going forward, Landcare members would most prefer to receive information via newsletters, meetings, email and the local paper; and general community members via email*

### *How would you like to hear about Landcare?*



**Base:** All telephone survey respondents (n=360). Weighted data shown. All online member survey respondents (n=127).

**QD27:** In what ways would you prefer to hear about or receive information from Landcare?  
MULTIPLE RESPONSES ALLOWED.

**QD23:** (as above)

## Preferred information sources by location

|                           | Total | Small regional town/rural area | Major regional centre | Any regional | Melbourne |
|---------------------------|-------|--------------------------------|-----------------------|--------------|-----------|
| Via email                 | 36%   | 20%                            | 31%                   | 24%          | 40% ↑     |
| Mail/letter/post          | 18%   | 23% ↑                          | 10%                   | 18%          | 19%       |
| Landcare newsletters      | 14%   | 22%                            | 29%                   | 24%          | 11% ↓     |
| In the local newspaper    | 13%   | 15% ↑                          | 11%                   | 14%          | 12%       |
| On TV                     | 8%    | 9%                             | 12% ↑                 | 10%          | 8%        |
| Just talking to members   | 3%    | 2%                             | 0%                    | 1%           | 4%        |
| On the radio              | 3%    | 1%                             | 2%                    | 1%           | 3%        |
| On the website/internet   | 2%    | 3%                             | 1%                    | 2%           | 1%        |
| Brochure/leaflet/pamphlet | 2%    | 3%                             | 0%                    | 2%           | 1%        |
| Via telephone             | 2%    | 2%                             | 1%                    | 2%           | 1%        |
| Via posters/billboards    | 1%    | 2%                             | 2%                    | 2%           | 0%        |
| At meetings               | 0%    | 1%                             | 0%                    | 1%           | 0%        |
| Other (SPECIFY)           | 1%    | 2%                             | 1%                    | 2%           | 1%        |
| Don't know                | 14%   | 17%                            | 12%                   | 15%          | 14%       |

↑↓ = statistically significant difference from at least one other category at 95% confidence level

**Base:** All respondents Telephone survey respondents (n=360). Weighted data shown. All online member survey respondents (n=127).

QD27: In what ways would you prefer to hear about or receive information from Landcare?

QD23: (as above)

**General community members most want to hear about the types of activities and projects Landcare undertakes**

| What would you be interested in knowing about Landcare | %  |
|--|----|
| The types of activities and projects Landcare does     | 39 |
| When activities or projects are happening              | 16 |
| How to get involved                                    | 14 |
| How to find nearest Landcare group                     | 13 |
| Landcare achievements                                  | 12 |
| The type of volunteers or help wanted/how I can help   | 10 |

- The most common area that general community respondents were interested in hearing about Landcare was the types of activities and projects that Landcare does (at 39%). This was followed by when activities or projects are happening (16%), how to get involved (14%) and how to find the nearest Landcare group (13%).
- Those most interested in hearing about Landcare activities were more likely to be:
  - hobby farmers (83%), compared with farmers (44%), non-farmers (43%) and lifestylers (8%);
  - aged 15-24 (61%), compared with 25-39 year olds (35%), 40-59 (45%) and 60+ (15%);
  - those that felt they knew a little about Landcare (45%), compared with those that felt they knew nothing (40%) and a lot (29%); and
  - those that felt they were not green (52%), compared with those who considered themselves to be fairly green (46%) and extremely/very green (28%).

**Base:** All telephone survey respondents interested in hearing more about Landcare (n=187). Weighted data shown.

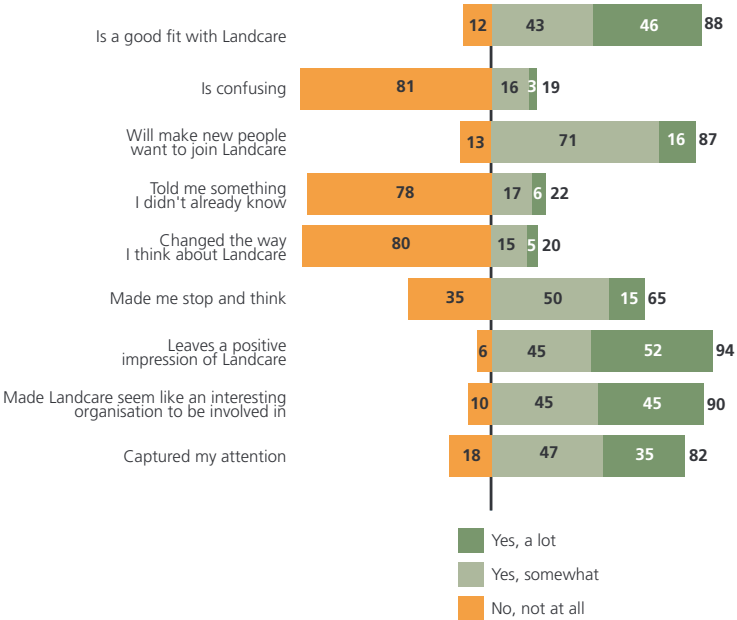
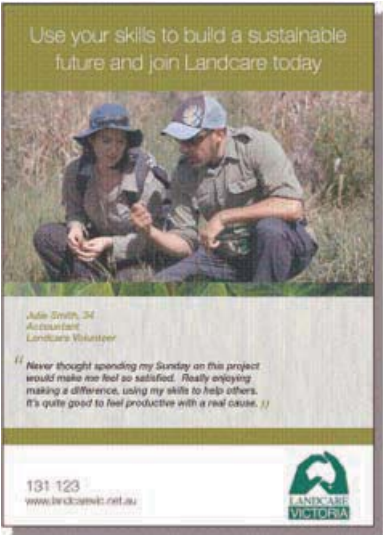
QD27: What sorts of things would you be interested in knowing about Landcare?



## Reactions to Advertising Concepts

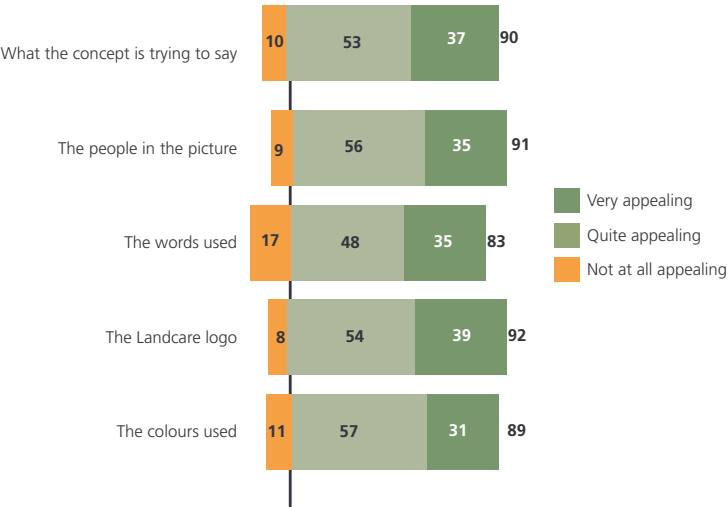
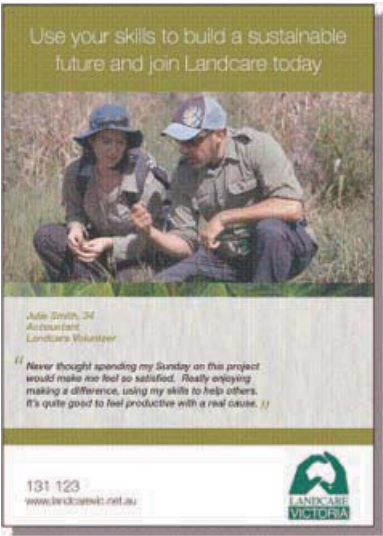
- One of the advantages of conducting the members' survey in an online format was that it provided the opportunity to gauge reactions to visual stimuli.
  - Landcare member respondents were shown four advertising concepts designed encourage people to become involved with Landcare (which had been refined based upon the feedback received during the qualitative phase of the research), and asked to rate various features of each advertisement.
  - In summary, each of the concepts presented was generally seen to leave a positive impression of Landcare, made Landcare seem interesting, be a good fit with Landcare, not confusing, and captured readers' attention.
  - The advertisements were not changing the way members were thinking about Landcare, or telling them something they did not already know. Although, given that Landcare members typically know more about Landcare than members of the general community, we would hypothesise that this result may have been different if general community members were also given the opportunity to provide feedback on the concepts.
  - Whilst each of the elements nominated received high ratings, the Landcare logo was seen to be the most appealing feature across the board. Whilst still appealing to most respondents, 'the people in the picture' was the least appealing element of the four concepts tested. Qualitative feedback indicates that respondents would like to have seen a better balance of males to females (more of the latter). Additionally, respondents most liked the images that depicted Landcare in action (e.g. concept 1), and the concept that uses multiple generations of a family also held strong appeal (although would be enhanced via more of an action-shot).
- Advertisement 1 leaves a positive impression and makes Landcare seem interesting**
- Advertisement 1, "Use your skills", was regarded very positively by respondents:
    - It **left a positive impression** for 94% of members (with 52% reporting 'yes, a lot' and 42% reporting 'yes, somewhat');
    - It **made Landcare seem interesting** for 90% of members (45% saying 'yes, a lot', 45% 'yes, somewhat');
    - It was seen to be a **good fit with Landcare**, with 88% of members either saying 'yes, a lot' (46%) or 'yes, somewhat' (43%);
    - It was seen to **make people want to join** Landcare by 87%, although the proportion of members who reported 'yes, a lot' was lower than for the above statements, at 17%, with 71% reporting somewhat;
    - It was seen to **'capture my attention'** by 82% of members (47% a lot, 35% somewhat).
  - Encouragingly, 81% of members reported that the advertising concept was not confusing. Although, the ad was **not telling people something they didn't already know** (78% reporting 'no, not at all') and it was **not 'changing the way people think'** (with 80% reporting 'no, not at all').

Advertisement 1: “Use your skills”



**Base:** All online member survey respondents (n=127).  
**QG1:** Now, please take a look at the following image. Please use the following scales to describe your first reactions to this advertising concept – thinking particularly about the messages and information it gives you.

Appeal of concept elementsAdvertisement 1: “Use your skills”

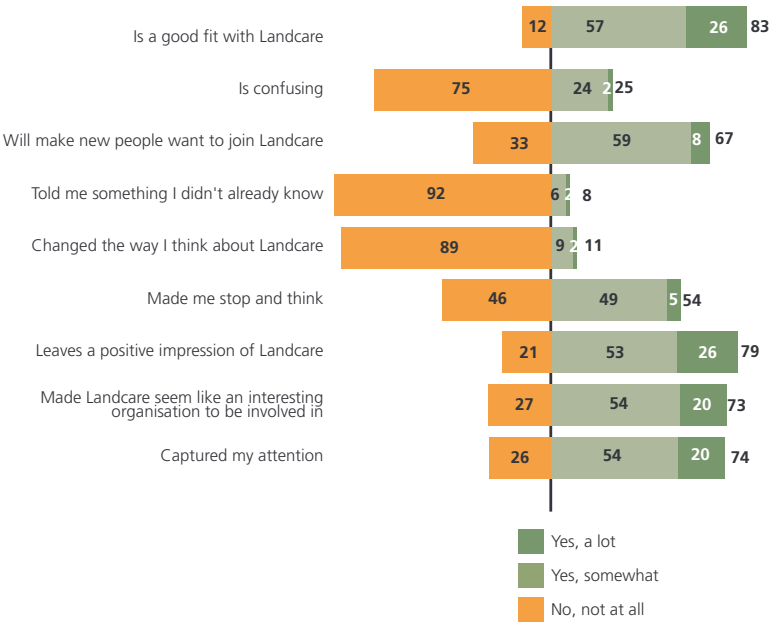
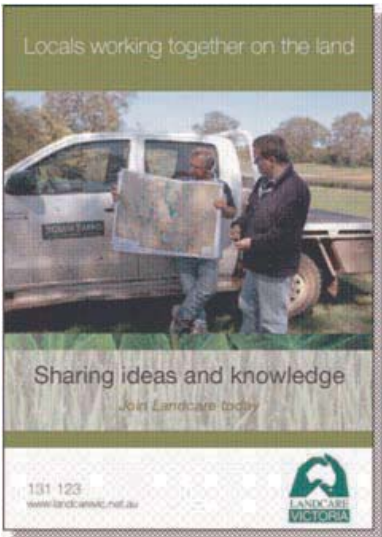


**Base:** All online member survey respondents (n=127).  
**QG2:** How appealing are each of the different parts of the image?

*Advertisement 2 was most strongly seen to be a good fit with Landcare, also leaving a positive impression. More members were confused.*

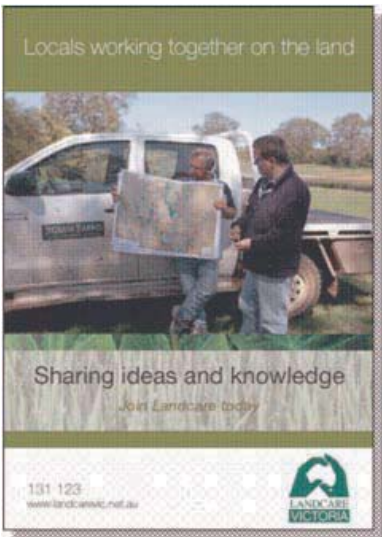
- Advertisement 2, “Locals” was also regarded positively by respondents, but to a lesser extent than for Advertisement 1. For members the strongest responses were as follows:
  - It was **seen to be a good fit with Landcare**, with 83% reporting either ‘yes, a lot’ (26%) or ‘yes, somewhat’ (57%);
  - It left a **positive impression** for 79% (26% a lot, 53% somewhat);
  - It **captured the attention** of 74% of members (20% a lot, 54% somewhat); and
  - It **made Landcare seem interesting** for 73% (20% a lot, 54% somewhat).
- For 92% of members, the ad. was **not telling people something they didn’t already know** (more strongly than for Advertisement 1) and it was **not ‘changing the way people think’** for 89% of members.
- Three-quarters (75%) of members reported the ad. concept was **not confusing**, with 24% reporting that the ad. was somewhat confusing and 2% reporting ‘yes, a lot’.

Advertisement 2: "Locals"



**Base:** All online member survey respondents (n=127).

**QG1:** Now, please take a look at the following image. Please use the following scales to describe your first reactions to this advertising concept – thinking particularly about the messages and information it gives you.



Advertisement 2: "Locals"

What the concept is trying to say

The people in the picture

The words used

The Landcare logo

The colours used

Very appealing

Quite appealing

Not at all appealing

| Statement                         | Very appealing | Quite appealing | Not at all appealing |
|-----------------------------------|----------------|-----------------|----------------------|
| What the concept is trying to say | 24             | 81              | 19                   |
| The people in the picture         | 9              | 72              | 28                   |
| The words used                    | 31             | 90              | 10                   |
| The Landcare logo                 | 35             | 94              | 6                    |
| The colours used                  | 32             | 90              | 10                   |

**Base:** All online member survey respondents (n=127).

**QG2:** How appealing are each of the different parts of the image?