


WORKBOOK

TIPS & IDEAS
TO SUPPORT
YOUNG PEOPLE TO

Create Change



*Intrepid
Landcare*



Acknowledgements: This workbook has been written in consultation with NSW Local Landcare Coordinators, Landcare NSW, NSW Office of Environment and Heritage, and young people around Australia.

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Disclaimer: This workbook has been developed using research and responses to community needs in youth engagement as well as youth needs in leadership development. While every precaution has been made to provide the most accurate and up to date advice, the authors, publishers and printers do not take any responsibility for any loss, liability or damage, which may arise from the use of this workbook.

For more information visit intrepidlandcare.org or email hello@intrepidlandcare.org

#intrepidlandcare #intrepidway

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ABOUT INTREPID LANDCARE



Intrepid Landcare is not your usual on the ground 'Landcare group'. We are an adventurous organisation that empowers young people to lead on stuff that matters. We provide a common space to inspire, connect and empower young people to act and lead with Landcare.

"STUFF THAT MATTERS CAN BE A CAUSE, PROJECT OR INTEREST
THAT IS IMPORTANT AND MAKES A DIFFERENCE"

We work with the Landcare and Natural Resource Management (NRM) community to meet the desires of young people involved and leading in their community or interested in taking action for the environment. This could involve running a leadership development program in a local community, or providing entry level services to empower young people and Landcare / NRM groups on how to work together to create change.

Our programs and services are grounded in self discovery, leadership and appreciation of communities, Landcare and the environment. The design of each program is tailored to meet the needs of the target audience and the communities looking to support young people.

In the design and delivery of our programs, we apply our understanding of how young people like to care for and connect with the environment. Using our experience with the Landcare movement, we call on the overwhelming experience of existing Landcare communities to support the development of young people entering the Landcare movement.

This means young people who come through our programs will be well supported and mentored by members of their community and more broadly, to lead on matters that they are passionate about.

For more information about Intrepid Landcare visit
our website: intrepidlandcare.org



ABOUT THIS WORKBOOK

Hello,

We thought it was about time there was a practical workbook to help people and communities who are interested in engaging young people in Landcare and environmental conservation in their local community.

If you have picked up this workbook or downloaded it off the web you are probably someone who is interested in Landcare / environmental action with a focus on young people. You could be a volunteer, youth worker, government officer or basically anyone that is open to rethink the way you support young people to create change.

Before we get started we thought it would be a great idea to give you the heads up on how this workbook is meant to work. Firstly, we will present how and why it is important to do background research about young people in your community. Then we will get into the nitty-gritty of how to co-design and package projects that punch, and pitch for success. There is lots of space for you to reflect and imagine what you could co-design in your community.

To help you co-design an Intrepid Way in your community we have honed our research and design skills and reflected on our own experiences being 'young' in Landcare. We look forward to being inspired by what you come up with, so remember to share your Intrepid Way ideas with us too!



Intrepid Landcare
#intrepidlandcare
#intrepidway

BEFORE WE GET STARTED

Let's set some goals

What would you like to achieve out of completing this workbook? Perhaps new skills for project designing, better ways to inspire others and engage and connect young people, or even turn up the heat a little on 'project you', taking what you love to do to the next level.

What sort of future do you want to create? What do you want to see, feel, experience in the long term?

For the environment?

For the community?

For young people?

A DREAM WRITTEN DOWN WITH A DATE BECOMES A GOAL. A GOAL BROKEN
DOWN INTO STEPS BECOMES A PLAN. A PLAN BACKED BY ACTION MAKES YOUR
DREAMS COME TRUE - GREG S REID



WHERE ARE ALL THE YOUNG PEOPLE?

In order to get projects up and running with young people you first need to find young, passionate people in your community. This step is important to do first because you need buy-in from young people to co-design, contribute and be at the table to create change.

Connecting with key people in your community who are already connected with young people is a great place to start. They might be able to assist you with mapping community networks and demographics, helping you to identify who you want to work with and the best ways to target your efforts. This can inform you where to have conversations, promote events and opportunities to inspire young people to get involved.

In the space below draw a map of your local area / region (e.g. your target area) and start to map where your youth networks and young people are located.

Our note to you: Think outside the box. Think beyond schools, universities, scouts and girl guides groups. Are there any youth leadership organisations, council programs, climate change groups, nature clubs, outdoor recreation and sporting networks etc.?

BUSTING ASSUMPTIONS

You have discovered that in fact you do have youth networks and young people in your community.

The next step is to investigate your assumptions about young people in your community.

Identifying assumptions before you get started is a really important step to ensure you are designing programs based on facts. By analysing our assumptions, we can start to investigate where we want to find out the facts, and then shape the questions we want to ask young people in the community.

What do you assume about young people in your community? What do you believe is preventing them from getting involved (e.g. barriers)? What do you believe to be attracting young people to get involved (e.g. drivers)?

Our note to you: Identifying the facts around what the actual barriers and drivers are for young people getting involved should be what you use to inform the design of your projects. We do this before we design any youth engagement project or program.



Preparing a circle for a Corroboree
Photo credit: Hunter Intrepid Landcare



You now know where youth networks and young people are in your community and you have thought about the assumptions we make about them. The next step is to embrace the facts.

In this step we encourage you to research your community, gather the facts and test ideas before you go for it. Why do we do this?

Investing time to do research may seem like an extra burden on already limited resources. But once you've put in the ground work, you will cut out the guesswork and be able to really target your efforts to engage young people. You will be able to discover the actual barriers that inhibit an individual from engaging in an activity, as well as what will motivate them to act¹. This information will help you create an effective Intrepid way to engage young people.

Where do you begin? Get to know your peeps! Firstly, you need to know the demographics of your community and how to access your target demographic. This will help you to efficiently canvas and capture information on what motivates young people in your community: their needs, wants, fears and frustrations; what will get them and keep them involved.

Step two is becoming familiar with the latest research in youth engagement, volunteering and environmental action. At Intrepid Landcare, we keep up to date with the latest research to inform the design and delivery of our projects and programs; (a great tool for this step is using Google Scholar, an online portal of peer-reviewed literature). We also seek out practitioners and academics who specialise in youth engagement, communication for change and social impact. Don't be shy and never doubt the power of just asking or reaching out to an expert in youth engagement as you develop your project.

Step three is to narrow the research focus on your target audience. Using your understanding of community demographics and the knowledge and tools you have gathered, it is time to use the process of crafting powerful questions. These questions, tested on a sample of your target audience, are going to give you a more detailed understanding of what will get them involved so that you can start to create activities that you know your target audience will be interested in. Make sure that you use appropriate language that will not only reach, but enable a connection with young people.

Use free online survey tools like Survey Monkey and Google Forms to capture information, ideas and opinions. Even using Facebook polls can be effective in getting a snapshot of information from young people.

If still in doubt revisit your community map and assumptions to re-boot some ideas on what you might need to know. We are continually surprised at what we find when we do this step.

Our note to you: There is power in asking the right question, so don't rush this step. Once you know your demographic and gather information you can include young people when designing projects that punch!

¹ McKenzie-Mohr, M. (2011) *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, New Society Publishers, United States.

NEEDS OF LANDCARE COORDINATORS TO ENGAGE

WE SURVEYED...

43 Landcare coordinators from 11 Local Land Services regions in NSW

Their roles were:

42% Landcare coordinators

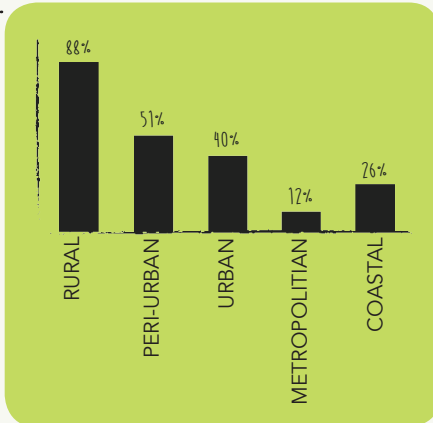
16% Landcare committee members and volunteers

14% Regional Landcare facilitators

28% Other: landholders, school and youth engagement officer

YOUNG PEOPLE

Where were they from?



What did they think were the barriers for young people to get involved?

74% NOT AWARE OF OPPORTUNITIES

58% ISSUES WITH TRAVEL & TRANSPORT TO PROJECTS

47% YOUNG PEOPLE WERE NOT INVITED

Other ideas:

Declining youth populations in rural areas

The brand and activities were not 'attractive' to young people

A lack of projects to access

41% THEY DON'T HAVE TIME AND ENERGY

29% NOT AWARE OF HOW TO ENGAGE YOUNG PEOPLE

81% SAID YOUTH
ENGAGEMENT
WAS A PRIORITY

98% INTERESTED
IN YOUTH
ENGAGEMENT

66% SAID THEY DON'T
HAVE RESOURCES TO ENGAGE
YOUNG PEOPLE

YOUNG PEOPLE'S NEEDS & SOME IDEAS

WE SURVEYED YOUNG PEOPLE

57% NSW
23% ACT
10% QLD
10% VIC

> Their education background :
10% Diploma qualification
33% Bachelor's degree
24% Postgraduate studies
33% Secondary school

75% SURVEYED
WERE ACTIVE
IN LANDCARE

67% NOT SURE
HOW TO PROMOTE
LANDCARE

75% SAID
LEADERSHIP
TRAINING CHANGED
THEIR LANDCARE
EXPERIENCE

HOW?

47% Board positions
24% Coordinators
12% Employed

6% Green army / similar
12% Communications
6% Photography

SKILLS YOUNG PEOPLE NEED:

73% EVENT MANAGEMENT & PLANNING
67% COMMUNITY ENGAGEMENT
40% MEDIA SKILLS
47% LEADERSHIP DEVELOPMENT

YOUNG PEOPLE ALSO NEED TO KNOW:

- > How to run a project
- > What projects they could connect with
- > Who they could CONTACT for help
- > What opportunities are available

YOUNG PEOPLE'S ADVICE TO LANDCARE COORDINATORS / FACILITATORS:

- Make yourselves more visible through media, social media, at universities, job fairs etc.
- The general Landcare website could be improved to help people easily find a group that is best for them, perhaps have more personal selection criterias to find the right group.
- Mentor young people (if possible) and let them know that there is support out there.
- Develop a database of Landcare / Bushcare groups keen to support young people.
- Make finding projects easy: the key is to making it super easy to get involved.
- Young people need to know there are tools to create change and that they can create change.
- Being perceived as relatable and approachable straight away is essential.
- Do catchy social media postings. More memes!

DID YOU KNOW...

TOP 3 REASONS YOUNG PEOPLE STAY INVOLVED:

1. They felt like they were making a difference to the local environment.
2. They liked being in the great outdoors.
3. It's fun!

THEIR TOP 3 BENEFITS FROM VOLUNTEERING:

1. They felt better in their mental health and well-being.
2. They felt like they were making a valuable contribution to their community.
3. They liked working with the people they worked with.

BARRIERS FOR GETTING INVOLVED:

1. TIME IS
THE BIGGEST
BARRIER

2. NOT AWARE OF OPPORTUNITIES

3. DO NOT FEEL COMFORTABLE TURNING UP
TO PROJECTS & NOT KNOWING ANYONE

4. OTHER WORK / LIFE COMMITMENTS

5. THEY DID NOT FEEL INVITED



WHAT WOULD YOU LIKE TO KNOW ABOUT YOUNG PEOPLE IN YOUR COMMUNITY?

Start crafting your questions below:



INSPIRING

YOUNG PEOPLE TO *Create Change*

Sophie Robertson, NSW Young Landcare Champion finalist (2018)

Sophie shares her ideas on how to inspire young people to create change:

"It's all about the stories and people you meet. Hearing the diversity of backgrounds, skills and knowledge is incredible and we should collectively share more stories. Through inspiring stories we can really create something magical, from forming a friendship to taking steps to transform our environment and communities. The power of one story can cause a brilliant and beautiful ripple effect, the power of many stories can cause a wave of positive change. So let's share more inspiring stories!"



Photo credit: Sophie Robertson



The art of engaging young people

Now that you know where young people are in the landscape and you have done research capturing their needs, wants, fears and frustrations, it is time to engage with them in meaningful ways.

In a national survey on youth engagement, it was revealed that one of the top reasons young people were not involved in Landcare was because they had not been invited! How did we miss that? This begs the question, what are the types of conversations we are having with our communities and young people to encourage their involvement in Landcare / environmental action?

The invitation is important, it's a powerful engagement tool.

It's all in the 'how' of the invitation that will help someone decide whether they will attend your event or not. From our research and experience this starts by crafting your invitation with an inspiring story.


Crafting your story

Storytelling is a powerful tool that inspires people into action around a cause or behaviour. In fact storytelling is being used effectively through marketing campaigns to engage consumers and is often used by leaders and change agents.

We know now that storytelling activates certain parts of the brain, allowing the listener to feel as though they are part of the story. The listener is able to relate parts of the story into their own circumstance, and enables connections and trust to be built with the storyteller. This results in better retention of information and understanding of what is being presented.

It is important to consider content when crafting your story. There is a place for outlining the sometimes doom and gloom facts of a situation, but it is not necessarily in your invitation story. We know that the fear and hopelessness triggered by doom and gloom facts can switch off the creative parts of our brain, exacerbating fears and turning people away from hope and solutions. What can really inspire people is a positive story that they can see themselves in which enables them to tap into their own motivations for action.

Let's look at this in action... ...crafting your story...



NEUTRAL COUPLING: the listener turns the story into their own ideas.

DOPAMINE: is released when the story is emotional, making the story easier to listen to and remember.

MIRRORING: Listeners experience the same brain activity as the speaker and therefore place themselves in the experience.

CORTEX ACTIVITY: A good story can engage multiple cortex areas of the brain- the sensory, motor and frontal cortex.

Reflection



Google

[A Culture of Respect for the Land - Glenn Morris Story \(Landcare Australia\)](#)

What emotions came up for you while watching this film?

What makes this call to action powerful? Do you think this was a powerful call to action, why?

Did it compel you to act or want to know more? What action would you take? What would you like to know more about?



Finding your why

What initially attracted you to get involved in Landcare / environmental action?

Why are you passionate about the environment / what you do?

What keeps you coming back - to Landcare / environmental action?

What do you see for the future and how are others a part of this?

Let's craft your story

Reflecting on 'your why', choose a moment in time that captures a positive or powerful experience you have had in your journey with Landcare. It may be the day you discovered that a species had returned to an area you helped restore or a conversation you had with someone that shifted your way of seeing the world or perhaps changed your life.

Where were you?

What happened?

What did it look, feel and sound like?

How did it make you feel?

Our note to you: Your story shouldn't be more than one or two minutes long. If your audience is curious and wants to know more, they will ask. This will be your opportunity to share your story in more depth.

Time to invite ...

Now that you know:

- Where your networks are
- You know your why
- Have crafted an inspiring story

The next step is to have a conversation and invite young people. By using your story you can powerfully share what it is about Landcare / environmental action that you are passionate about, why it's important and what needs to be done.

RESEARCH NETWORKS

FIND OUT WHAT IS
NEEDED / HAPPENING

SHARE YOUR STORY

APPROACH NETWORKS

DON'T FORGET
YOUR VISION

INVITE

CO-DESIGN
WITH YOUNG PEOPLE

Co-designing in South West Sydney
at a Leadership Retreat.

THE INTREPID WAY

Designing for success

There's no right or wrong way to designing a successful project for young people. But there are some key elements which you need to keep in mind when you package a project that *will* punch - a project that will inspire young people to get involved and do stuff that matters.

Reality check

It's easy when planning exciting new projects and events to get all sorts of wild ideas about what it could look like, who will show up and how epic it could be. Developing a set of un-checked expectations can be wildly dangerous and easily lead to disappointment and a perceived sense of failure, or even a potential disaster! Imagine promoting an event where 100 people turn up and the site only has the capacity to support 15 people. Or planning a crazy festival-like event and having only 10 people show up when you wanted 100. As much as we love a can-do attitude and wild ideas it is important to check in with what is actually realistic.

Never underestimate good, thorough planning...

Are these project ideas safe?

Are we assuming or basing this idea on fact?

What human or \$\$ resources do we have or need to get things happening?

Have we got the right permissions?

Is the timeframe we set realistic?

Do we actually have the demographic we want to work with in our community?



"We checked the radar and saw the fog forecast, we still went hiking and laughed the whole time...because we planned!"

Want's your Plan B?

It's all about co-design... ... young people at the table

For effective long-term youth engagement to take place there must be young people at the table designing how to achieve this with you.

Once you have shared your story, inspired young people and invited them to a call to action, creating a space for co-design is the next step.

To create a space for co-designing go where the action is - where young people hang out. This could be at a local park, waterhole, youth-centre, university or community space, or even at a local bar or cafe! Whatever appeals to the needs and vibe of the people you want to reach out to, always go where the action is.

Your support is vital

Our Intrepid Landcare projects are designed by young people for young people and that has and will always be the key to their success. What also contributes to their success and momentum is the support they receive from existing networks, volunteers, mentors and staff. That is you!

Support is a key element in the way we engage with communities and we highly encourage existing networks and community groups to connect with and support young people who are stepping up to lead or volunteer with Landcare / environmental action. What does this look like? Well word on the street and our research suggests...

- **MINDFULNESS AND COMPASSION:** Actively listening to the wants and needs of young people. Often many young people are stepping outside their comfort zone and need a little help every now and again. Extending compassion during this development phase is a great way to ensure they feel accepted and valued.
- **CONNECTION AND SENSE OF BELONGING:** This is something young leaders pursue and is a major driving force for involvement - reaching out and creating inclusive environments is essential for nurturing young people.
- **HAVE A CAN-DO ATTITUDE:** Our young leaders recently shared that, "sometimes it gets overwhelming and a check in every now and again is nice. I often don't know who to talk to about certain things like grants and proposals"
- Emily Jones, ANU Intrepid Landcare.
- **COACHING AND MENTORING :** Sometimes young people need a little guidance. Checking in with them will give you a sense of what they may be struggling with. Often these struggles are small barriers but they are having major impacts on moving forward. Being a guiding light can make the world of difference!

HOW COULD YOU SUPPORT A YOUNG PERSON?

Take some time to reflect below on the types of roles you can take on in helping young people. This could involve providing networks, being a mentor, perhaps a coach, assist with project design, media and public relations...

List all the ways in which you could offer your skills and passion to help young people in your community.



Young people being supported to co-design their projects at the Intrepid Landare NSW Forum, summer '17

A graphic featuring the text "PROJECTS THAT PUNCH" in a bold, black, sans-serif font. The text is arched upwards and surrounded by several short, colorful lines in shades of blue, green, yellow, orange, and purple, resembling a burst or a punch effect.

PROJECTS THAT PUNCH

And action...

It's time to put theory into practice.
It's time to start co-designing projects
with young people in your community.
Projects that punch.

Don't forget the important stuff...

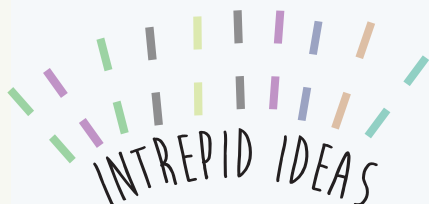
As part of the design phase it's
important to consider all the formal
processes you will also need to consider
when working with young people.

This includes safety and risk
management, working with children
checks, volunteer management and
more!

For creative inspiration, safety and
volunteer management tips - *Youth
Engagement in Landcare How-To Kit*,
Landcare Australia.

For further tips on working with young
people - *Action matters for young
people Boosting environmental
participation and leadership in 12-24
year olds*, NSW Office of Environment
and Heritage.

There are loads of awesome tools and
we don't want to replicate existing
tools. To help you co-design your
project and ensure you tick all the
boxes, visit our website to access
project templates and co-design
facilitation tips.

A graphic featuring the text "INTREPID IDEAS" in a bold, black, sans-serif font. The text is arched upwards and surrounded by several short, colorful lines in shades of green, yellow, orange, and purple, resembling a burst or a punch effect.

INTREPID IDEAS

We are continually inspired by our
Intrepid tribe's ideas and creativity, here
are some snapshots ...

- Weeds & Waves: help remove weeds
before a morning surf, river paddle,
kayak or even an ocean swim. Contact
a local surf school or outdoor adventure
club to see if they can donate some free
lessons or board hire.
- Weeds & Wine: who doesn't love
weed-free views and wine? Trade a
morning of conservation action for a tour
of a vineyard to learn about the art of
making wine and sustainable agriculture.

- Tracks & Trails: help out with creating
a bushwalking track, perhaps high in
the mountain ranges, to provide safe
access to bushwalkers and minimize
environmental harm.
- Meteor Shower Campout: yes to stars
and sustainability! Get away from the city,
away from the lights and campout while
doing some conservation along the way.
- Cultural Conservation: contact your
local Aboriginal Land Council to find
out what cultural restoration projects are
open and discover the significance of
cultural conservation.

GET THE LOOK

Now you have started to map out your ideas for projects with young people at the table, the next step is getting your projects out there and with the right look and vibe. How you pitch your project online or in print is just as important as how you pitch it in person. The bottom line is, the branding and marketing of your project is important.

Look & vibe

What you imagine your project experience to be like is how you should portray it to the world! This is both the fun and tricky part of getting the look right. Image selection, colours and layout are all going to have an impact. But more than anything keep your design clean, simple and interesting so people get it.

If it's going to be fun and exciting then go for bright colours, excitable language, and fun images. If it's about chilling out in nature, choose smooth, calm imagery with simple tones and colours.

Here's some inspo...



The talk

The language you use can have an impact on what people feel and get out of what you are promoting. Think about what might sound engaging and exciting to young people. If you are unsure, look at the way other youth organisations are promoting their events to the generation they know best.



Our note to you: You need graphic design software. Luckily there are some great free sites to help you design a fresh look! We suggest Canva.

OTHER COOL IDEAS

Follow these trailblazers to inspire some cool ideas

For food & fibre action > Youth Food Movement is a trailblazer



In a nutshell the Youth Food Movement run food education projects for young people. They are a national volunteer-led organisation that aims to build the skills, knowledge and experience that young people have around food. More than that, they empower young people to take those skills, knowledge and experiences out into the world and create the food system that they believe in.



They post like a total boss, which speaks to young people

For more information visit: youthfoodmovement.org.au

For land clearing, climate change & wildlife action > BeardsOn is a trailblazer



BeardsOn for Conservation is an Australian-based, not-for-profit environmental organisation. Their goal is to encourage men to grow beards and start a conversation about conservation... and women to wear braids! They run a 90-day annual BeardsOn Challenge during Winter to raise \$\$ for tree planting projects. Commit to growing something great with BeardsOn!



They are taking 'movement' to another level

For more information visit: beardson.org

For plastic-free, waterways & clean ocean action > Boomerang Bags is a trailblazer



Boomerang Bags is legendary when it comes to raising awareness about plastic in our streets, creeks, rivers, beaches and oceans. They do it differently, which is why they have gone global. They are about sewing for sustainability and their impact is measured in tonnes of plastic diverted from landfill. They are a powerhouse when it comes to intergenerational engagement too!



Watch their viral video for impact!

For more information visit: boomerangbags.org

Project Templates!

Visit our website to download free project templates & design resources:

FREE TEMPLATES

- > PROJECT DESIGN TEMPLATE (INCLUDES RISK ASSESSMENT)
- > MEDIA RELEASE TEMPLATE
- > MODEL RELEASE FORM
- > VOLUNTEER REGISTRATION FORM

Other resources

LET'S GET YOU OFF THE GROUND — SETTING UP YOUR TRIBE
CO-DESIGN: A TOOL TO DESIGN FOR WISER ACTION

Whatever your needs are to make stuff happen, we're here to help. Reach out to see how we could make your idea happen.

Email: hello@intrepidlandcare.org | Website: intrepidlandcare.org

WHAT DOES THE FUTURE LOOK LIKE?

Success in succession

For young people, volunteering is just the beginning of what can be a wonderful stepping stone into an exciting career or long-term community involvement with Landcare / environmental action. This has certainly been the case with us at Intrepid Landcare!

Volunteer opportunities allow young people to develop a whole bunch of life skills, such as, facilitation, organising, engaging others, leading, designing and even making decisions.

So how do we keep the momentum flowing and young people engaged?

Recognising the diversity of drivers influencing young people's engagement and involvement, it's a great idea to explore opportunities within your own networks and communities that could be offered to young people that tap into different drivers at various stages in life.

Consider this 'engagement lifepath'. At each step on the path there are opportunities to engage young people in an activity that supports them in their efforts to do stuff that matters.

- Awareness // Based on what young people want (research and surveys)
- Conversation // Inspiring story
- Invitation // Art of the invitation
- Action // Call to action
- Participation // Invitation to co-design, create what young people want
- Involvement // Taste test experience (nurture a young person at an event)
- Engagement // Learning by doing
- Facilitation // Facilitating the doing
- Coordination // Stepping up to lead and organise
- Leadership // Leading teams and organisations
- Educate // Personal and professional development opportunities
- Celebrate // Reward and celebrate action
- Reflection // Reflection on the needs of young people, what does the future hold for them?

Engagement lifepath

