

INTREPID LANDCARE WHERE TO NEXT...



"Adventure with purpose"

So ... YOU'RE STARTING AN INTREPID LANDCARE

You've found a tribe of like-minded peeps, experienced what Intrepid Landcare is about, and now you're super pumped to head out into the world and start rockin' your own Landcare thing!

Well to get you started, here's a little package of information to help keep you on track and get you cracking on stuff that matters....

**"Stuff that matters can be a cause,
project or interest that is important and
makes a difference"**



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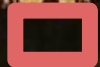
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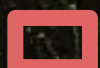
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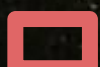
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**We are breaking down barriers through
connection to community, culture, adventure &
conservation...**

RUNNING A LANDCARE GROUP

Some governance tips and tricks

Running a Landcare group can be as complicated or as simple as you decide.

There are lots of different structures from a small group of neighbours who gather once a month in the reserve down the street to pull some weeds and have a cup of tea, to a full blown incorporated association with a constitution, bank account, board or committee of office bearers, and membership structure!

The way Intrepid Landcare works

We are all about connecting communities, and building local networks which support ideas and action, so how it will work for you is entirely up to you. But for tribes we have worked with to date this is generally how it has gone down...



The local Intrepid Landcare group is typically an unincorporated association (non-legal entity) made up of a group of core volunteers who carry out monthly or periodic activities in their region, inviting other young people along. Where your boundaries lie can be as loose or as tight as you design with your community.

The regional Landcare body which is typically the umbrella organisation for Landcare in the region supports the local Intrepid Landcare group with things like insurance, applications for funding (as the sponsor), manages money on behalf of the group, and offers advice, support and assistance where needed.

Umbrella organisations are a great access to regional workshops and training and small grants for equipment and tools. They are also awesome for mentorship and knowing a lot of stuff about the biz in general, and the local region too!

A note on University Intrepid Landcare tribes

Universities offer great support structures for groups. These are usually set up through the universities' Clubs and Societies networks. So check out what it takes to set up a club and get the ball rolling through your uni today!



Community-based Intrepid Landcare tribes, how are they structured?

In short, totally loose. You can go for the formal positions like a chair, vice chair, treasurer or secretary, but these are not legally required unless you are a legal entity i.e. an incorporated association. You can choose to have people in these roles if you like, but it is not necessary. You might opt for people to rotate in various essential roles, some suggestions are:

Key contact / coordinator

This is the person people go to for more information or to liaise with on up and coming events, partnerships and collaborations, or communication out to other Landcare networks in your area. Their details are typically listed on any grants you apply for, on your social media pages or websites you are listed on, this is the contact for RSVPs for events, or if you have new volunteer enquiries etc.

Media person

This person may handle your social media account(s), do graphics and flyers, write media releases, and be a key contact for media to get in touch with if you are promoting an event and they want to run a story on your group.

Community engagement / volunteer recruiter

This person may be your stall holder and rep at community events where you are likely to pick up a few more volunteers to your events. They turn up at volunteer expos, festivals, talk evenings, or University open days.

Membership / insurance guru

This person is in charge of keeping records of all of your volunteers and members of your group, this might involve a bit of paperwork like keeping records of the hours volunteers have spent on projects, and filing details away. This stuff is important for your insurance and may be a requirement of your host / umbrella organisation if they are supporting you with insurance.

Photographer

You need records of what you get up to! And with your own personal photographer on site, what more do you need. This is a great way of capturing the memories you are creating on your adventures. This person could be in charge of capturing footage for short films about your activities, and post it all to social media for a brag fest on what cool stuff you actually get to do.

Other roles

You can get as creative as you like with the roles volunteers in your tribe take on. Remember to share the load, and rotate the action so everyone gets a turn.

Meetings

Unless you are a legal entity, you are not legally required to have regular set meetings. But it is a good idea. You can choose to check in on your plans at the start or end of one of your projects to make best use of your time, or make it social, plan a social event at the park, beach or cafe to catch up, or simply jump online or the phone, and talk about future adventures.

What should you discuss at a meeting?

This is a great time to review what you have achieved to date and plan your future events. You can start to fill the calendar with events and start delegating roles (with agreement!). You could also start talking about big adventures and projects where you might need a little bit of funding to help you get there, and other people and organisations on board to get it done. This is where attending your regional umbrella Landcare organisation meetings is a good idea to get some ideas and advice on what you are thinking of doing, and how they might be able to help.

CREATING YOUR TRIBE BRAND

You've just found a tribe of like-minded people and there is already talk on the street about what you are creating, or maybe you are yet to create the buzz in your community. The key to getting your tribe out there, heard and seen, takes a bit of crafting and communicating, so let's get started!

ANU Intrepid Landcare visiting the Mulloon Institute, Bungendore NSW
(Photo credit: ANU Intrepid Landcare)

YOUR BRAND

It's a good idea to come up with a name for your new tribe. Most groups call themselves "something-something" ***Intrepid Landcare***. But we are totally cool with whatever you want to create. After all, this is your thing. Also choose something people in your network / community are going to resonate with. Ask your tribe, what do they want to be part of and be seen to be part of?



YOUR LOOK

Intrepid tribes that have sprung up all over the country have started to design their own logos taking elements of features which are prominent in their landscape. Take the Illawarra logo for example, they have a rainforest coastal vibe with their iconic cabbage tree palms and fig trees in the mix. The Gold Coast have that hard-to-miss skyscraper landscape surrounded by all the natural wonders the locals love about the Gold Coast. While the Northern Rivers, well think Byron Bay and the Hinterland, they have designed a bright, almost tie-dyed colour palate, with nature, beaches and what they love about their local environment.



SEE WHAT OTHER TRIBES HAVE CREATED...



YOUR LOOK CONTD...

Each logo has been designed by local tribes and by local designers.

How does this happen? Well you sit down with your new tribe and brainstorm ideas, features, colours and vibe, and that becomes your brief for a graphic designer.

Got access to a graphic designer?

We encourage you to reach out to a young designer in your community who is up and coming, and willing to have a go at designing your logo. This could be their way of building their portfolio as well as giving back to the community and environment.

You may also know a friend of a friend, or someone who may be able to suggest someone, or maybe someone in your tribe is talented at designing. If you get stuck reach out to us and we can share some contacts too.

If you're creating an Intrepid Landcare group, we only ask you use the font type **Ballpark Weiner**, so people out there recognise the brand more easily.



PROMOTING YOUR TRIBE

The Landcare brand is pretty famous, and many people know those caring hands!

So there are some ground rules in being a Landcare group we will quickly get out of the way.

Landcare is apolitical. This means that Landcare does not side with any particular political party, and therefore it does not promote the agenda of a political party. You may be a die hard Greens, Labor, Liberal or whatever supporter, but it's a big no-no to use Landcare as a vehicle to push any political agenda. Stay away from politics in your promotion.

The Landcare ethos is all about community coming together to care for the environment, regenerate landscapes, and create a more sustainable future.

We promote social inclusion, fun, adventure, connection to country, and the conservation of Australia's unique environment. We encourage you to share facts and figures about the environment, anecdotes and stories from the field, and what you personally experience, which promotes all of this.



YOUR ONLINE PRESENCE

Don't forget to acknowledge the groups & orgs you work with too!

Where to start

We suggest that you agree on an internal online platform to stay in touch and plan. Most tribes have set up a closed Facebook Group. Here people can share contacts, ideas, meeting times and notes you want to share, poles for dates of activities and other useful information.

To reach the rest of the online world, we then suggest starting with one social media platform, and doing that well until you build a bit of a following. We recommend setting up a Facebook Page and putting your events, inspiring stories, photos and any other cross promoted information you think your followers would dig. Check out the existing Intrepid tribes for some ideas.

Instagram is also popular. It is a great way to share beautiful photos and stories about your local environment, sweet adventures, and the people you meet along the way.

Remember to tag us!

#IntrepidLandcare

We can create events on the national Intrepid Landcare website, and cross-promote what you are up to on our social media platforms.

Our handles are:

Twitter @intrepdlandcare

Facebook @landcareintrepid

Instagram @intrepidlandcare

And join the national Intrepid Landcare Tribe to tap into more creative ideas, discussions and connect with more like-minded people.

THE INTREPID LANDCARE BRAND

In addition to the general Landcare ethos, Intrepid Landcare is also all about connection to nature, culture, community and adventure. With a focus on young people.

A note on promotion

Wherever you choose to promote yourselves, be sure to keep your language and imagery fresh, fun and adventurous, but make sure you are not promoting any dangerous behavior also (safety first!).

Your stories are the best. Share what you got from a project, what you did, what you learnt and how much fun it was in your posts, we love hearing what you're up to and so does the rest of Australia!

A note on etiquette

Stay away from the swears, any nudity or anything that might cause offense to others. It's common sense and we know you won't go there, but we had to mention it.



KEEPING YOU SAFE



Young people from across NSW at the *NSW/ACT Future Planning Retreat* co-designing exciting new projects in their community

INSURANCE

As a newly formed tribe, have a chat to your local Landcare Coordinator, Regional Landcare Facilitator or umbrella / regional Landcare network in your area about what your insurance options are. They will be able to tell you how group insurance works, and the steps you need to take to make sure you are covered when you are out there running projects in your community.

Many umbrella Landcare networks offer insurance to local groups if they become a member of that organisation, and follow certain reporting and procedural requirements. In our experience, this is the easiest way to be covered, and also be part of the bigger picture in your area.

In terms of activities, each policy can differ, so it is also important to check what activities you are actually covered under, and what you are not.

Every region is different, so it's best to ask what you will be covered for and how this works locally.



SAFETY

While we inspire an adventurous culture, we do not endorse dangerous behaviour. If you want to do some risk-taking such as rock-climbing, abseiling or even surfing, partner up with a registered business to do so. It's amazing what discounted rates you can negotiate as a volunteer organisation working close by, and the good news is, you then go under their insurance policy.

When working on site ensure you follow all of the correct safety procedures, and inductions for volunteers on each of your projects. Your local Landcare Coordinator or Regional Landcare Facilitator will be able to support you in learning the ropes on this process.

If you do engage in activities you are not covered for under an insurance policy, please make it clear to all volunteers they are no longer covered as the activities are no longer part of a "Landcare" activity. And if they wish to do them, they do so at their own risk. It is important for people to know where they stand.



RISK ASSESSMENTS

You should always always carry out a risk assessment of the site you are working at and induct your volunteers at the start of every project you do. You need to make sure your volunteers are safe at all times. If you partner with another organisation, they will often offer this support.

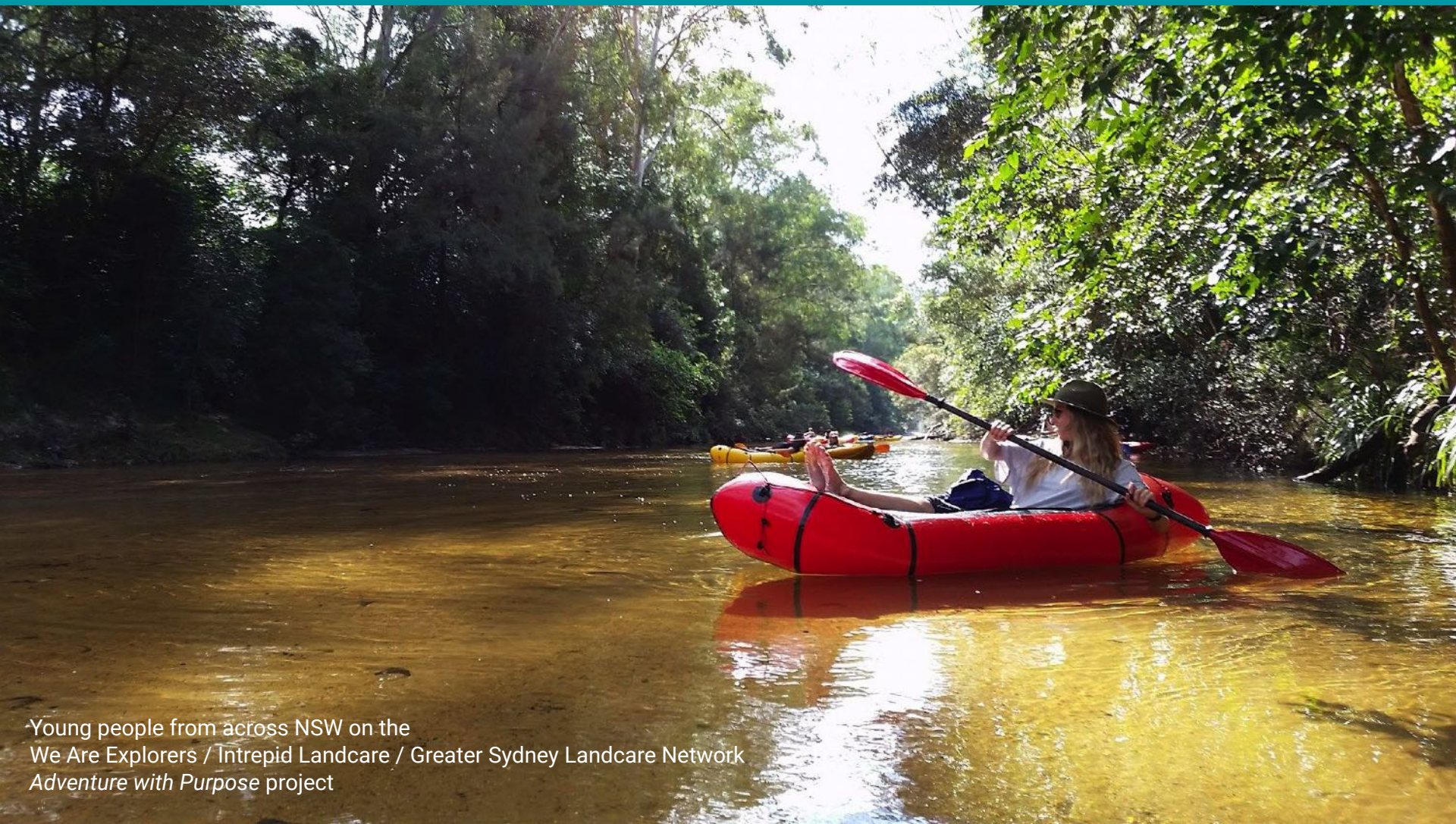
It is also wise to know if anyone in your group has allergies and/or injuries that need to be managed so that they are well looked after and don't take on an activity that is going to cause further harm.

Personal Protective Equipment (PPE) is also a must and volunteers should be notified of what they need to wear and bring along prior to the event and what you are going to supply.

Typically all volunteers should be wearing sun protection, eye protection, gloves, long sleeves, long pants, closed in sturdy shoes and also have plenty of water on hand as a minimum. But check with your project partners and Landcare support staff, for further advice and help.



PROJECT INSPO



Young people from across NSW on the
We Are Explorers / Intrepid Landcare / Greater Sydney Landcare Network
Adventure with Purpose project

SOME PROJECT IDEAS

While the work on the ground is really important and needs to get done, there's no reason you can't get creative and adventurous in the design of your Landcare experiences! Here's some inspo our tribes have come up with over the years to get your creative juices flowing...

LANDCARE

- Tree planting
- Erosion control
- Fencing
- Wildlife monitoring
- Spotlighting
- Scat tracking
- Weed mapping
- Weed removal

ADVENTURE

- Hiking
- Camping
- Wine tours
- Local produce sampling
- Cultural awareness
- Kayaking
- Surfing
- Star gazing
- Farm stays / tours
- Camp cooking
- Ziplining
- Yoga / meditation

CULTURE

- Smoking ceremonies
- Welcome to country
- Cultural site tours
- Cultural meditations
- Bush tucker
- Basket weaving
- Aboriginal art classes
- Educational talks

For more tips, tricks and ideas download the Youth Engagement *How-To Kit* from Landcare Australia [here](#).



PLANNING TEMPLATES

Project planning tools

To keep your ideas and project planning in check, we've put together a series of planning templates to help make your projects happen. From the project title to the nitty gritty of monitoring and a wet-weather contingency plan. Everything you need to consider is in these templates, and they are designed to help get you through in a breeze. We recommend assigning tasks into small bite-sized chunks that anyone and everyone could do. That means you can spread the workload and avoid becoming overwhelmed with juggling everything else in your life. **Visit our website [here](#)** to download the planning templates.

ACCESSING FUNDING

Finding the funds

So you're up and running and would like to access some funding to get some activities off the ground, or to perhaps purchase some tools and equipment. Most of our tribes are unincorporated groups, but your umbrella Landcare network should be able to step in and help sponsor a grant for you if you wish to apply. Speak with your local Landcare Coordinator, Regional Landcare Facilitator, or umbrella Landcare network for more information on how this works in your area.

KEEPING UP THE MOMENTUM

While all this change maker, leadership stuff is exciting, you need to be mindful about what you can achieve and by when, the expectations you set for yourself, and what is realistic.

The key to keeping up the momentum is keeping the conversations rolling, and setting the plans in motion.

+ Stay connected. Catch up with your tribe to co-create and finalise your project ideas together. Start delegating actions to ensure the stuff you want to see happen, actually happens, and you all share the load.

+ Be creative! Your catch up doesn't have to equal four walls and a whiteboard. Get outside, go for a hike, have dinner, host a doco night at your place, or hook up on Google Hangout / Skype / Zoom etc.

+ Break down tasks into smaller tasks and stay accountable to those tasks. Put them into your calendar, and be real on how long some things might take rather than just putting a deadline in existence. Remember the only way change will happen is if you are in motion and in action, even if it's small steps.



AVOID THE BURNOUT

The volunteer movement as a whole sees lots of people burn out, and all this leadership stuff can get away on you! At the end of the day we are all busy, but being in check with what your needs are and following these simple steps, you'll be sweet.

- + **Build a tribe, get connected** - surround yourself with people who share the vision, and the workload, this can take time, but invite others along on the journey
- + **Keep your expectations in check** - it's easy to get carried away and set the bar high, do you really want 100 people at that event or is 10 a perfect number? Ask yourself, what's actually sustainable?
- + **Take a break when you need it** - it's OK to bow out every now and again, but be in contact with your tribe so they know what's going on, and others can support you in what you've committed to
- + **Say 'no' to some things** (you are allowed to do that!) You can easily get swept up in the excitement and there will be many people wanting a piece of you. If you're booked up, you're booked up. Prioritise and say no when you need to
- + **Get lots of rest** and have downtime too!



CHECK LIST

Just to recap...

- ☐ Catch up with your tribe, set a date!
- ☐ Download our [project planning templates](#)
- ☐ Decide what to call yourselves
- ☐ Brainstorm a logo & engage a designer
- ☐ Set up your online platforms
- ☐ Sort out the safety / insurance stuff
- ☐ Finalise the details of one or more events
- ☐ Divide the tasks up into bite-sized chunks & delegate
- ☐ Promote your event(s) to the world & invite your mates
- ☐ Do stuff that matters



Need anything else? Just give us a shout out, we're always adding to the tools and resources which help you create the change you want to see

CONTACT:

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*Intrepid
Landcare*