



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

LANDCARE: A BUSINESS PERSPECTIVE

John S. Hickman
Principal Scientist, Deere & Company

Corporate involvement is a very important facet of the Australian Landcare movement. It is important to describe and understand the concept of Landcare before going into detail regarding business participation. It is the very structure and effectiveness of the Landcare movement that has attracted the broad corporate and business support in Australia.

A Description of Landcare

Landcare can be described in many ways including: a movement, ethic, and culture of caring for the land; a community-based group process rooted in sustainability principles; the well recognized "caring hands" brand; an umbrella for linking actions and funds; and a comprehensive and integrated approach to resource management. A few facts about Landcare.

- There are over 4,000 local Landcare groups;
- Landcare has 85% recognition in Australia, including over 90% recognition in rural areas;
- 40% of farmers are members of Landcare groups;
- Landcare has raised over AUD\$130 million in sponsorship support and media value;
- Landcare has received long-term financial support from the Commonwealth government as well as other government sources, individuals, organizations and corporations; and
- Landcare is now an international movement with Landcare groups on three continents.

Common Landcare projects include salinity management, riparian management, other re-vegetation activities, invasive pest control, and indigenous management.

There are four structural elements of Landcare in Australia. It is this structure that encourages the series of partnerships that are the essence of Landcare. The structure includes:

- Local Landcare groups. The rural and/or urban community-based groups of farmer, land-owners, and other citizens who work together to achieve on-ground results. These groups serve as the primary management delivery systems.
- Group facilitator / coordinator network. The professional facilitators and coordinators help Landcare groups develop leadership capacity and accomplish local action.
- Australian Landcare Council. The Commonwealth government's advisory body on Landcare that conveys "grass root" concerns to the ministers.
- Landcare Australia Limited. A non-profit organization, formed by the commonwealth, to serve as the promotional and marketing arm of Landcare. This group raises public awareness, disburses public funds, manages the Landcare brand, coordinates awards and publications, and maintains contact with the national media. A Board of Directors provides oversight.

Selected Farmer Comments

A group from the United States went to Australia in the spring of 2003 to attend the International Landcare conference in Darwin. A small subset of the delegation met with growers in Toowoomba and Goondiwindi, QLD and Moree, NSW to learn their perspective on Landcare. The farmers were involved in a wide range of conservation and environmental activities and all had heard of Landcare. Most were members of a Landcare group, although only few considered themselves active members. All the growers felt Landcare was effective in raising environmental awareness in urban areas. They knew Landcare was successful in attractive corporate sponsorship and were aware of projects in salinity and tree planting. Many of the growers, however, had urgent resource needs not yet being met by Landcare, such as water allocation and land clearing. The farmers expressed a growing divide between urban and rural interests. They also felt agriculture was in a weakening political influence in Australia, and were distrustful of government, especially state government. The growers were generally envious of the strength of the agricultural lobby in the United States, as well as USDA. In the final

analysis, however, growers felt Landcare was able to organize in the middle and bring together competing interests for resource management.

Marketing of Landcare

Landcare has been carefully marketed to a broad set of interests, largely by Landcare Australia Limited. An early success was creation and management of the “caring hands” logo. An active and growing number of Landcare groups in both rural and urban areas generated increasing interest in the Landcare movement. The movement received valuable corporate support early on from activities such as promotion on Uncle Tobys cereal boxes, a BP Challenge magazine, and a communication kit developed by Telstra. An awards program with good corporate backing and attendance from very high ranking politicians further increased awareness. By 1994, public awareness of Landcare had reached 66%, thus providing the framework for “cause marketing”, increased celebrity support, corporate in-kind support, and launching of the Landcare Foundation. Timely promotions and activities such as a Landcare stamp, dollar coin, and Olympic Landcare projects further strengthened public awareness. The marketing and promotional efforts have assured high levels of public awareness, continued support by the government, media engagement, and corporate sponsorship.

Corporate Involvement

Corporate involvement is an essential element of Landcare. The list of corporate sponsors is impressive and represent a wide range of business interests. Primary corporate sponsors include Alcoa World Alumina Australia, Australian Posters, Mitre 10, Sensis, Bundaberg Rum, Western Power, Westpac, Adshel, Banrock Station, Edison Mission Energy, Telstra Country Wide®, Boral, Holden, OneSteel, PricewaterhouseCoopers, SITA Environmental Solutions, and Sony Australia. There are many other sponsors at the national and/or local level.

There are numerous reasons why the business community has embraced Landcare in Australia. These include:

- Landcare has a good track record for getting action on the ground and delivering accomplishments.
- Landcare is well recognized and enjoys a broad level of support.
- High brand awareness provides for excellent “cause marketing” opportunities to associate your brand with the Landcare brand.
- Projects are community-based with broad stakeholder involvement.
- Landcare provides excellent networking opportunities.
- Landcare is neutral in regards to politics and provides a “middle of the road” environmental approach.
- Sponsors have a wide range of projects to support.
- Landcare provides for group funding as well as basic group organization and oversight.
- Sponsors can leverage other funding sources and have minimal overhead costs.
- There are many sponsoring opportunities from cash, in-kind support, and local project support.
- The opportunity for exclusive marketing rights is important to some companies.
- Australia Landcare Limited provides valuable marketing assistance.
- Excellent media and celebrity attention.

Concluding Comments

Corporate involvement is an essential and critical element of Landcare. Landcare provides a safe and easy opportunity for corporate sponsorship that delivers to the triple bottom line of economics, stewardship, and community. Corporate sponsorship also provides many benefits back to the Landcare movement, both at the national and local level, including cash contributions, in-kind support, advice, and additional media exposure. In the final analysis, it is the unique structure and partnerships of Landcare that encourage local group participation in resource management and form the win-win relationship for corporate sponsorship.

For more information on Landcare visit <http://www.LandcareAustralia.com.au>



JOHN DEERE

Landcare: An ~~Agri~~-Business Perspective

John S. Hickman

Principal Scientist

Deere & Company

John Deere Technical Center - Moline



What is Landcare?



JOHN DEERE

- A movement, ethic, and culture of caring for the land
- Community-based...linked to regional and watershed goals
- A group process
- Rooted in sustainability principles
- A brand...the “caring hands”
- An umbrella for linking actions and funds
- A comprehensive and integrated approach

What is Landcare?



- **Over 4,000 local Landcare groups**
- **85% recognition in Australia**
 - 90%+ recognition in rural Australia
- **40% of farmers are members of a Landcare group**
- **Long-term government funding for Landcare groups and facilitators**
- **Raised over AUD\$130 million in sponsorship support and media value**
- **International movement**

Numerous Landcare Projects



JOHN DEERE

Common projects include:

- Salinity management
- Riparian management
- Other re-vegetation
- Invasive pest control
- Indigenous management
- Others



Phases of Landcare Development



Pre-Landcare

Phase I – Grass-roots alliance between farmers and conservationists to address land degradation and other issues

Phase II – Formation of national Landcare movement with alliance between National Farmers Federation and Australian Conservation Foundation and a bi-partisan coalition and funding from government

Phase III – Increasing government integration / intervention through regional and catchment level natural resource management

Landcare Australia: Structure



- Local Landcare groups
- Group Coordinator / Facilitator Network
- Australian Landcare Council
- Landcare Australia Limited

A series of partnerships between citizens, communities, organizations, government, and corporate sector

Landcare Australia: Structure



- **Local Landcare groups**

- Rural and urban community-based groups of farmers, land-owners, and other citizens who work together to achieve on-ground results
- Serve as the primary resource management delivery system

- **Group Coordinator / Facilitator Network**

- Help Landcare groups develop leadership capacity and accomplish local actions

Landcare Australia: Structure



- **Australian Landcare Council**

- Commonwealth government's advisory body on Landcare
- Convey 'grass-root' concerns to the Ministers

- **Landcare Australia Limited**

- Non-profit organization (established by the Commonwealth)
- Board of Directors
- Promotional and sponsorship marketing arm
 - Raise public awareness
 - Disburse public funds
 - Manage Landcare brand
 - Awards and publications
 - Contact with national media

Landcare Funding



- **Government (national, state / territory, local)**
- **Individuals**
- **Organizations**
- **Corporate**
 - Corporate Foundations (not a strong presence in Australia)
 - Traditional corporate support

2003 U.S. Delegation: Farmer Tour



JOHN DEERE



2003 U.S. Delegation: Farmer Tour



Summary of Findings

- Farmers were active in wide range of conservation activities
- All farmers had heard of and respected Landcare
- Many were Landcare members, only a few were active members
- Felt Landcare was effective in raising awareness of the urban population
- Knew Landcare was successful in attracting corporate sponsors
- They were very aware of Landcare projects in salinity and tree planting

2003 U.S. Delegation: Farmer Tour



Summary of Findings (Con't)

- They had urgent resource needs not yet being met by Landcare (water allocation, land clearing)
- Expressed increased divide between urban and rural interest
- Experiencing weakening political influence, envious of farmer and agricultural lobby in the U.S. as well as USDA
- Often distrustful of government, esp. state government
- Bottom line – Felt Landcare was able to organize in the middle and bring together competing interest for resource management

Marketing Landcare



- **Formation of Landcare Australia Limited**
- **Creation and management of “caring hands” logo**
- **Active and growing number of Landcare groups**
- **Urban and rural group activities**
- **Early corporate support**
 - Uncle Tobys cereal boxes
 - BP Challenge Magazine
 - Telstra communication kit
- **National Landcare Awards**
 - Corporate sponsored with high profile politicians

Marketing Landcare (cont')



JOHN DEERE

- Landcare stamp and dollar coin
- Olympic Landcare
- Well attended national meetings
- Growth in public awareness (reached 66% in 1994)
- Launch Landcare Foundation
 - Several major corporate sponsors like Fuji Xerox, BHP, Telstra, BP, Ansett, Amcor, Westpac
- Celebrity support
- Increase in corporate “cause marketing”
 - i.e. donation for every bottle of Banrock Station wines
- Corporate in-kind support

Corporate Involvement: An Important Element of Landcare



Why Has the Business Community Embraced Landcare in Australia?



- **Delivers action on the ground**
 - Good track record for accomplishments
- **Well recognized and broad level of support**
- **Very high brand awareness**
 - Excellent cause marketing opportunity
 - Associate your brand with the Landcare brand
- **Community-based with broad stakeholder involvement**
- **Network opportunities**
- **Neutral in regards to politics**
- **Provides “middle of the road” environmental approach**

Why Has the Business Community Embraced Landcare in Australia?



- **Many choices of projects**
 - Agriculture, forestry, urban, local community, industrial
 - Community-wide, youth, women, indigenous
- **Fund groups, not individuals**
 - Not for profit
 - Provides for basic group organization & oversight
 - Taxes, accounting, insurance, etc.
- **Leverage other funding sources**
 - Government, organizations, individuals, other corporate
 - Not have to pay for a lot of overhead

Why Has the Business Community Embraced Landcare in Australia?



- **Numerous sponsoring opportunities**
 - National to local level
 - Cash to in-kind support
 - Cause marketing to project support
- **Provides for exclusive marketing opportunities**
- **Provide marketing assistance through Landcare Australia Limited**
- **Excellent media attention**
 - “Landcare has significant control of conservation agenda of Australian media”
- **Attractive well-respected celebrity attention**

Corporate Involvement: An Important Element of Landcare



- **Provides a safe and easy opportunity for corporate sponsorship**
 - Delivers to the triple bottom line (economic, stewardship, and community)
- **Provides many benefits back to the Landcare movement, both at national and local level**
 - Cash contributions
 - In-kind support
 - From copiers to billboard space to PR advice
 - Additional media exposure