



**Landcare**  
Victoria Inc.

**LANDCARE VICTORIA INC.**

# Strategic Plan

**2025-2027**





# Welcome



Landcare Victoria is driven by a bold vision for the future: thriving landscapes, resilient communities and sustainable, productive agriculture. At the core of landcare is a powerful idea – that responsible, self-organising communities can collaborate to achieve meaningful, sustainable land and environmental management outcomes.

The landcare movement in Victoria plays a vital role in restoring and protecting the environment, promoting sustainable agriculture and enhancing biodiversity. Through activities like revegetation, erosion control and waterway restoration, landcare supports healthy landscapes and productive farms. It empowers communities by sharing knowledge, fostering social cohesion and building resilience. Landcare also advocates for sound environmental policies, partners with government and industry and drives innovation to address the pressing challenges of climate change and biodiversity loss.

Since its inception in 1986, landcare has fought to address the challenges presented, and continues to grow and adapt so we can confront the urgent issues affecting our landscapes, communities and natural resources.

Landcare’s purpose remains steadfast: healing ecosystems while supporting sustainable and globally competitive agriculture. Yet, our scope has broadened. Today, landcare tackles the most critical environmental challenges of our time, guided by the principles of collaboration, innovation and community resilience. The landcare model continues to nurture social cohesion, empowering communities to face challenges together.

At Landcare Victoria, we are committed to supporting the landcare community in achieving these ambitions. We facilitate knowledge-sharing, build capacity across our networks, and foster partnerships that drive real impact. Our members represent tens of thousands of dedicated landcarers across the state and are the lifeblood of Landcare Victoria.

Jane Carney  
Chairperson

Cover photo credit: Alistair Tame,  
Strathbogie Ranges Conservation  
Management Network.



This Strategic Plan marks a pivotal moment in our journey. With your support, we can bring this vision to life and shape a more sustainable, resilient future for Victoria.



**Note:** For ease of reference, we refer to Landcare Victoria Inc. as Landcare Victoria.

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# Who we are

## ABOUT US

People are at the heart of what we do at Landcare Victoria.

We are a not-for-profit representative body made up of over 600 groups, engaging tens of thousands of community members. We enable a grassroots movement that fosters collaboration, to regenerate landscapes and address the challenges that we face around climate change, food security and biodiversity loss. We champion the critical role landcarers play in offering local solutions to global challenges, while enhancing community resilience and capacity.

## OUR VISION AND PURPOSE

Our vision is for rich and diverse Victorian landscapes, supporting productive farming, healthy ecosystems and thriving communities.

We support landcare to be strong, connected and effective.

## OUR VALUES

Our values reflect the values of the Victorian landcare community:



### Grounded

in the community and knowledge of local landscapes.



### Empowering

individuals and communities to make a positive difference to their local landscapes.



### Respectful

of the knowledge of diverse groups of people with a connection to the land, including First Nations people.



### Collaborative

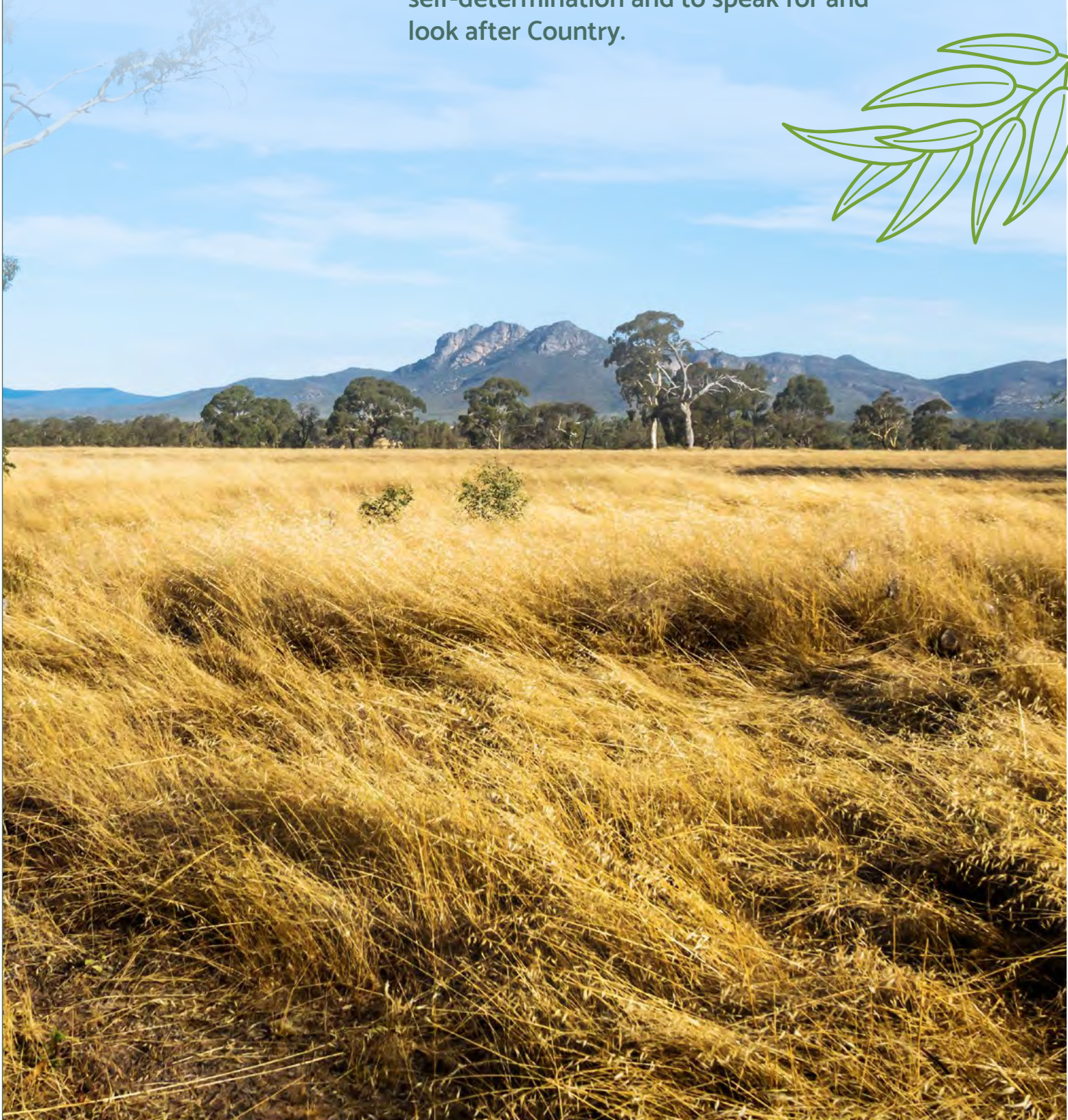
in our approach to achieving outcomes.



We pay our respects to the Traditional Owners of the lands in Victoria.

We are inspired by the legacy of Victorian First Nations people, who have cared for the ecological systems that life depends upon for tens of thousands of years.

We recognise Traditional Owner rights to self-determination and to speak for and look after Country.





# Our plan

GOAL

To empower 120,000 Victorians to collectively build more resilient, biodiverse and productive landscapes by 2027.

People are at the heart of what we do at Landcare Victoria. Over the next three years we'll be working hard to support thriving and expanding local landcare networks that contribute to landscape restoration, natural resource management and sustainable agriculture.

## GOAL

To empower 120,000 Victorians to collectively build more resilient, biodiverse and productive landscapes by 2027.

## STRATEGIES

- 1  
STRENGTHEN THE SUPPORT WE PROVIDE TO VICTORIAN LANDCARERS
- 2  
DO MORE WITH OTHERS
- 3  
MAKE THE CASE FOR COMMUNITY-LED ACTION

## KEY ACTIVITIES

- |  |   |   |
|--|---|---|
| Enhancing the organisational capacity of our networks and groups         | Collaborating to deliver meaningful projects at scale                       | Representing and advocating on behalf of landcarers |
| Building the skills and knowledge of landcarers                          | Partnering to ensure landcarers have access to the best tools and resources | Demonstrating the value that landcare delivers      |
| Unlocking the resources that landcare networks and groups need to thrive | Learning from and working with First Nations groups and individuals         | Showing how great landcare is                       |

## FOUNDATIONS

Landcare Victoria has the resourcing, governance, people and culture it needs to deliver its work.





We will do even more to facilitate the networks, groups and individuals who do the on-the-ground work to improve landscapes. By helping them with the processes, knowledge and skills they need, we can make things easier for them and help them to be more effective.



WE'LL DO THIS BY

**Enhancing the organisational capacity of our networks and groups**

We'll help to strengthen the organisational and governance capacities of groups and networks, so they can effectively deliver strong landcare outcomes and improve retention and recruitment of volunteers.

**Building the skills and knowledge of landcarers**

We'll invest in ways to build the skills and knowledge of landcarers in how to work together, as well as practical on-the-ground ways to tackle climate change, food security and biodiversity loss, and build community resilience.

**Unlocking the resources that landcare networks and groups need to thrive**

To support our networks and groups to grow and flourish, we will work with them to unlock the resources they need – paid and unpaid. This includes leveraging investment and delivering support.



**WHAT THIS MAY LOOK LIKE**

You'll be seeing more work like our Advancing Landcare Program which is delivering tailored training and activities that meet the needs of volunteers and those in professional landcare roles.



We help individuals and groups work together to protect and enhance the natural environment in Victoria more effectively than if they were doing it alone. This allows for cooperative, multidisciplinary approaches to caring for the land. It also amplifies our impact beyond our membership and our existing areas of expertise.



WE'LL DO THIS BY

**Collaborating to deliver meaningful projects at scale**

By resourcing grassroots landcare, we allow individuals and groups to partner to deliver impactful projects that balance productivity and biodiversity.

**Partnering to ensure landcarers have access to the best tools and resources**

By partnering with government, universities, research organisations and other allied stakeholders, we will support landcarers to use the best tools and resources that underpin biodiverse and productive landscapes.

**Learning from and working with First Nations groups and individuals**

First Nations groups and individuals hold incredible knowledge and have a special place in our communities. We will find opportunities to learn from them and work together to restore our natural environment.

**WHAT THIS MAY LOOK LIKE**

We'll be rolling out new programs, similar to our New Futures for Victorian Landcare project, which is supporting the participation of the landcare community in emerging green investment markets, and the Carbon Farming Outreach Program, which is helping assist Victorian farmers to understand their emissions and the benefits of carbon farming. We will be supporting peer-to-peer learning and mentoring, and partnerships that ensure the Victorian landcare movement can deliver on the priorities in the Landcare Plan for Victoria (2022-2033).







We provide a strong voice on behalf of landcarers in Victoria to influence decision makers, funders and the broader public. We advocate to allow individuals and groups to care for the land and proudly share all they do. Over time, we will help communities to create a balance between sustainable agriculture, land management practices, economics and ecology.



WE'LL DO THIS BY

**Representing and advocating on behalf of landcarers**

We are uniquely placed to provide landcarers with a compelling voice in the media, and with government at all levels. We will do this by listening carefully to what landcarers are telling us and representing their needs publicly and privately.

**Demonstrating the value that landcare delivers**

We'll be working hard to gather the data and stories that show funders, government and others the true value of the work that landcare provides, its return on investment and its critical role enhancing the state's environment.

**Showing how great landcare is**

We will recognise and celebrate the achievements of the incredible people in our movement and use their stories to inspire others to get involved.

**WHAT THIS MAY LOOK LIKE**

You'll see us meeting with MPs in Parliament and hosting Parliamentary Friends of Landcare events. We will be working collaboratively with key landcare stakeholders to measure the impact of our work and sharing inspiring landcare stories in our own publications as well as in the media.



We're setting a bold and ambitious Strategic Plan, and Landcare Victoria must have strong foundations to deliver on it.

**Landcare Victoria has the resourcing, governance, people and culture it needs to deliver its work.**

This means we'll be working hard to ensuring we have the resources – financial and otherwise – to adequately support our organisation and the work we do with our network.

We'll also be continuing to focus on caring for people, recruiting the right people for the right roles and ensuring we have strong leaders to guide the way.

We're proud of our culture of caring at Landcare Victoria. How we work, including how we treat others, has implications for everything we do and that's why we'll continue to prioritise our organisational culture.

Finally, good governance is essential for a not-for-profit, so we'll be continuing to invest in our Board and ensuring they have the training, practices and tools they need to best represent our grassroots movement.





**Landcare**  
Victoria Inc.

Thank you to the Victorian landcare community for all that you do every day, and to the funders and partners who see the power of what landcare can do.



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