

# NSW Local Landcare Coordinators Initiative

2<sup>nd</sup> State-wide Workshop Report

WEBINAR 21<sup>st</sup> June 2017



Local Land  
Services



Landcare  
New South Wales

[www.landcare.nsw.gov.au](http://www.landcare.nsw.gov.au)

This report has been prepared by **Landcare NSW Incorporated:**

**ABN:** 24 958 819 359

**Address:** 4/48 Tamar St Ballina 2478

**Phone:** 02 66862779

**Email:** [administration@landcarensw.org.au](mailto:administration@landcarensw.org.au)

**Website:** [www.landcarensw.org.au](http://www.landcarensw.org.au)

**Authors:** Sonia Williams, State Landcare Coordinator, Landcare NSW &  
Deb Tkachenko, Project Officer, Landcare NSW  
with input from Chris McCulloch Landcare Program Manager Local Land Services

**Version Control:** V1 - 1 Oct 2017

#### **Acknowledgements:**

Landcare NSW would like to acknowledge the support and contribution of the Landcare Program Manager, Local Land Services, Chris McCulloch, to the development and delivery of the second state-wide event for the Local landcare Coordinator initiative

The contribution by the Chair of Local Land Services, Richard Bull, the Chairs of Landcare NSW Rob Dulhunty, along with Landcare NSW staff members Leigh McLaughlin (Policy and Partnerships Officer) and Melissa Joseph (Sustaining Landcare Project Manager) is greatly valued and appreciated.

Special thanks to The Hon. Niall Blair, MLC; Minister for Primary Industries Minister for Regional Water Minister for Trade and Industry, for providing the Welcome to the second State-wide event

Thanks also to Michelle Paull, partner with Roberts and Morrow for the presentation on NFP Accounting and auditing

Landcare NSW also thanks the participants at the regional workshops for their active participation and honest feedback.

**Disclaimer:** The information and subsequent recommendations contained within this report have been informed by information made available to Landcare NSW at the time of preparation and is assumed to be accurate.

## Contents

<b>Executive Summary</b>	<b>5</b>
<b>The 2nd State-wide Local Landcare Coordinator Initiative event</b>	<b>6</b>
<b>1 Introduction.....</b>	<b>7</b>
<b>2 Event Overview .....</b>	<b>8</b>
Agenda: LLCI - Second State-wide Meeting Webinar 21st June 2017.....	10
<b>3. Technology .....</b>	<b>11</b>
<b>4 Synthesis of Workshop Evaluations .....</b>	<b>12</b>
4.1 Did the technology work well for you and was it easy to use? .....	12
4.2 Effectiveness of the online presentations .....	13
4.3 Which presentation worked best for you and why? .....	14
4.4 Effectiveness of Sharing and Connecting? .....	15
4.5 Was the Chat Box facility a useful tool in being able to ask questions of the panel? .....	16
4.6 Regional Facilitated Session .....	17
4.7 Panel Session - .....	17
4.8 Improvement.....	18
<b>5 Did the Webinar achieve its outcomes?.....</b>	<b>19</b>
5.1 LLCI Progress and LLCI initiatives skills .....	20
5.2 Provision of Individual and Regional Feedback.....	21
5.3 Help strengthen the case for supporting Landcare into the future. ....	22
<b>6 Comparisons between 1<sup>st</sup> and 2<sup>nd</sup> State-wide events.....</b>	<b>23</b>
<b>7 Recommendations.....</b>	<b>25</b>
<b>8 Appendices .....</b>	<b>26</b>
8.1 Appendix 1 Participant List.....	26
8.2 Appendix 2 Communications sent to LLCI participants.....	26
8.3 Appendix 3 Communications sent to RLFs .....	26
8.4 Appendix 4 Questions and Answers from the Webinar .....	26
8.5 Appendix 5 Event Evaluation Sheet (attached) .....	26
<b>9 Accessing Information from the Webinar .....</b>	<b>26</b>



## Executive Summary

An important outcome of the Local Landcare Coordinator Initiative (LLCI), is to connect host organisations and coordinators through a regional and state-wide community of practice, to share experiences, learn skills and connect with each other and other players.

Landcare NSW and Local Lands Services conducted the 2<sup>nd</sup> State-wide event as a webinar, based from Sydney, and delivered to 10 locations around the State. In total 134 people participated in the event, being Local Landcare Coordinators, Host Organisation representatives, Regional Landcare Facilitators, Local Land Services staff (regional), as well as the representatives of the Joint Management Committee for the LLCI, and state level LLCI staff.

The aims for the 2<sup>nd</sup> State-wide meeting webinar were to provide participants with an opportunity to: learn about the progress of the project; increase skills and understanding on aspects relating to achieving LLCI initiative objectives from a range of speakers; provide individual and regionally based feedback and input to the future direction of the current program; and contribute ideas on building a case for supporting Landcare into the future. Additionally, the running of this event via webinar was an opportunity to test the capacity and suitability of using remote video conferencing, webinar and e-meetings, as a way to value add to the delivery of the LLCI.

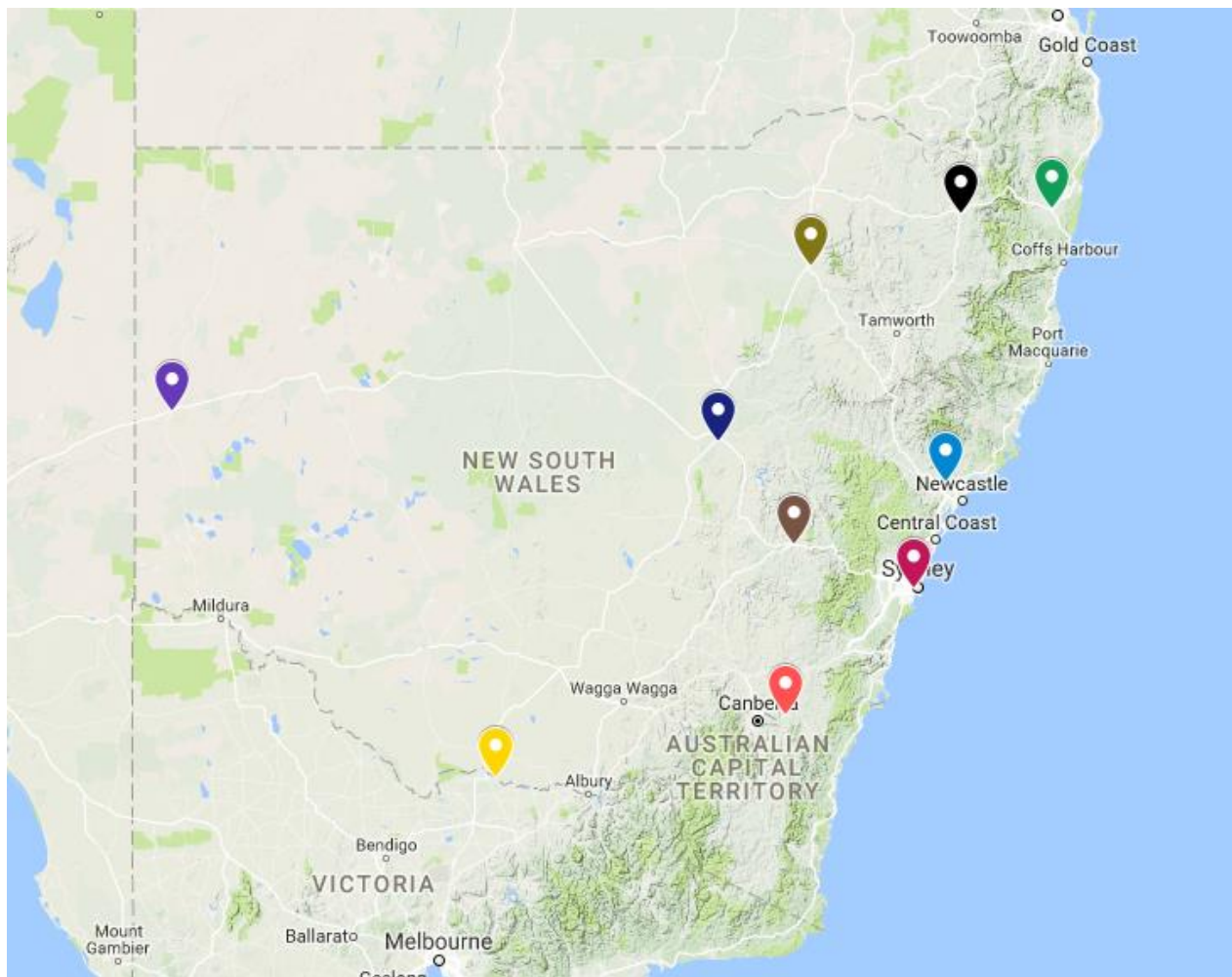
The event was split into 3 sessions and supported by live questions through a chat box facility. The most valued component of the day was the regional facilitated session with 96% endorsement. Other highly valued sessions included skills training in NFP governance, information on the Sustaining Landcare Project and LLCI update. It seems however the panel process with its intended focus on ascertaining issues and answering questions to feed into future Landcare support did not, at the time, articulate a clear direction forward.

The LLCI state-wide webinar highlighted some considerable internet infrastructure issues across NSW. Areas around large regional centres provided decent internet access and stability but this was qualified by the choice of venue. The further use of webinars and e conferencing will need to be mindful of the limitations of suitable connectivity.

All presentations and information from the webinar were recorded and are made available on the NSW Landcare Gateway. Providing uploaded training videos that can be accessed post the Webinar, embraces the technology for the LLCI and was well received. While there is no substitute for face to face meetings, feedback from participants indicated they appreciated the ability to review training videos, utilise them again for new landcarers and groups and they also acknowledged the convenience of the web based learning.

Events that gather LLCI staff and Landcarers together are enormously valuable. The most valued components are the regional opportunities or exchange of regional information. The webinar enabled this to occur without the high travel time and costs of all LLCI staff heading to one state based location. Yet there are areas for improvement. The need to provide adequate time for networking plus opportunities for diversified sessions catering for diverse needs is warranted. Provision of a more engaging format that facilitated information flow adequately in multiple directions and that allow dedicated time to hear of from other regions need to be better explored. It is impossible to cater for all needs but by finding avenues to deliver information and training sessions that negate travel costs, the LLCI is investigating cost effective ways to Learn Share and Connect for a sustainable future for Landcare in NSW.

## Webinar/workshop locations and number of attendees



- Penrith 8
- Bathurst 13
- Glen Innes 10
- Bungendore 17
- Narrabri 9
- Taronga Western Plains Zoo 12
- Barooga 19
- Grafton 26
- Maitland 13
- Broken Hill 6

# The 2nd State-wide Local Landcare Coordinator Initiative event

## 1 Introduction

The NSW Government has provided funding over four years for the Local Landcare Coordinator Initiative (LLCI). This initiative enables host organisations to employ a part time coordinator to support the operation and effectiveness of Landcare groups in their local/district area of operations. The roles of Landcare Coordinators are highly variable and reflect the development and needs of host organisations and Landcare in their respective areas.

An important aspect of the LLCI is to connect host organisations through both a regional and state-wide community of practice, to share experiences, learn skills and connect with each other and other players.

The Objective for the 2<sup>nd</sup> State-wide meeting webinar was to provide an opportunity for participants to:

- **Learn about the progress of the project**
- **Increase skills and understanding on aspects relating to achieving LLCI initiative objectives from a range of speakers.**
- **Provide individual and regionally based feedback and input to the future direction of the current program**
- **Contribute ideas on building a case for supporting Landcare into the future**

Additionally, the running of this event via webinar was an opportunity to test the capacity and suitability of using remote video conferencing, webinar and e-meetings, as a way to value add to the delivery of the LLCI. While teleconferencing and some video-conferencing have been available for a number of years, uptake by Landcare has been limited. Opportunities to have central organisational management to coordinate venues, provide financial resources and access stable internet have been limiting factors and thus this type of technology had not to date been fully trialled.

This report is structured under the following headings:

- Event Overview
- Technology
- Synthesis of evaluation from the participants.
- Review of Outcomes
- Comparison between the first and second LLCI state-wide events
- Recommendations
- Appendices
- Accessing Information from the Webinar

It draws conclusions on the event format, delivery of the event objectives and identifies areas for improvement. This report does not provide information gathered at the event for the mid-term evaluation of the LLCI initiative, as this will be provided separately as part of the on-going program reporting.

## 2 Event Overview

The 2nd State-wide Local Landcare Coordinator Initiative (LLCI) webinar/workshop was held on the 21<sup>st</sup> June 2017.

Landcare NSW and Local Lands Services (LLS) organisers conducted the event as a webinar from the Sydney location of Redback Conferencing (Webinar contracted providers) and participants logged in from several regional locations.

In total 134 people participated in the event, being Local Landcare Coordinators, Host organisation representatives, Regional Landcare Facilitators, Local Land Services staff (regional), as well as the representatives of the Joint Management Committee for the LLCI, and state level LLCI staff. A participant List is Provide at Appendix 1

### Location and Number of participants in LLCI Webinar Workshop

LLS Region	Webinar Location	Attendees
Central Tablelands	Bathurst	13
Central West	Dubbo	12
Greater Sydney	Penrith	8
Hunter	Maitland	13
Murray/Riverina*	Barooga	19
North Coast	Grafton	26
North West	Narrabri	9
Northern Tablelands	Glen Innes	10
South East	Bungendore	17
Western	Broken Hill	6
Landcare NSW /Local Land Services Sydney	Sydney Studio	7
	<b>TOTAL</b>	<b>134</b>

\*Murray and Riverina held their webinar workshop at joint venue in Barooga

The LLCI has three state-wide Community of Practice events scheduled across the 4 years of the program, to provide opportunities to build linkages, provide training, and share knowledge and skills between coordinators and host organisations across the state. Attendance by the Local Landcare Coordinator and at least 1 representative of each host organisation participating in the LLCI is a requirement agreed to by the host organisation as part of their LLCI contract.

The second state-wide LLCI event was originally scheduled as two-day face to face activity to be held in November 2017. However, the State-wide Local Land Services and Landcare Conference (October 2017) announced post LLCI program planning, resulted in two State-wide events planned, within less than 1 month of each other. This would have required additional travel and commitment of time, which was considered an unfair burden on part time Coordinators and Landcare volunteers. The Webinar workshop, while not fully replacing face to face gatherings, represented a more cost effective and timely use of limited resources in a year when both a Landcare Muster and Local Land Services /Landcare Biannual conference were also scheduled.

Landcare NSW, through the LLCI program, recognised that the success of the event was hinged upon regional organisation, and supported each region by providing \$2000 per region (via the RLF) to assist with suitable venue hire (capable of supporting the IT requirements for the webinar), catering and engaging technical support if necessary. Additionally, subsidies for overnight accommodation for participants were also available upon receipt of invoice. Travel costs to and from the regional locations were met from each host organisations LLCI budget.

Using the technology available from NBN capacity and combining downloadable information, pre-recorded e-learning sessions, facilitated regional discussions and a state-wide question and answer, was a first for the Landcare movement.

Timing from concept to delivery was limited, with 6 weeks to design, organise and deliver the 2<sup>nd</sup> State-wide workshop. Input on webinar format from regions was requested, but only a very minimal amount was received.

A strategic approach was adopted in agenda development, which took into consideration the following:

- technology limitations in rural and regional areas,
- the need to develop governance/reporting skills in the Landcare community,
- changes to the auditing requirements for Not for Profit (NFP)
- the limited interactive capacity of this format
- feedback from the 1<sup>st</sup> state-wide event.

To ensure the webinar technology was used in a most interactive way, a diverse agenda format was selected. The event was split into 3 sessions and supported by live questions through a chat box facility.

1. Morning - live webinar featuring a mix of live and pre-recorded information sessions,
2. Middle - A formatted regional facilitated session run by RLF to review LLCI program evaluation and nominate questions and issues (off line).
3. Afternoon - A question and answer live panel via webinar with key members of Local Land Services and Landcare NSW management staff.

To facilitate participation and deliver best results, operational material was sent to RLF's and LLCI host organisations prior to the event, commencing a few weeks prior to the event; however, some materials were only able to be provided a few days prior to the event. The materials sent are provided in Appendix 2 Communications.

All regional venues were tested by Redback for internet capacity and technology compatibility prior to the 21<sup>st</sup> June, however as fall back should technology problems prevent a region from maintaining a viable connection, all power points and pre-recorded videos were uploaded to Dropbox prior to the event, along with the detailed notes for the RLF facilitated evaluation session were provided.

## Agenda

### Agenda: LLCI - Second State-wide Meeting Webinar 21st June 2017

Time	Agenda Item	Presenters
9:00 am	Arrival morning tea, (informal)	RLF
9.30-10:00	Regional get together, setting the scene	RLF
10.00-10:05	<b>Welcome to Webinar LIVE</b> Chris McCulloch MC	C McCulloch
10:05-10:25	<b>Welcome</b>  Welcome from Minister Niall Blair –  Richard Bull Chair Local Land Services  Rob Dulhunty Chair Landcare NSW	
10:25 – 10:30	<b>LIVE Q and A</b> from session above	
10:30 – 10:45	<b>LLCI Progress</b>  Live presentation based on road map progress	C McCulloch
10:45 – 10:50	<b>LIVE Q and A</b> from session above	
10:50 – 11:05	<b>Building your capacity against outcomes LIVE</b> Broad overview of what is required to meet the outcomes of the LLCI project including annual planning.	S Williams
11:05 – 11:10	<b>LIVE Q and A</b> from session above	
11:10 – 11:20	<b>Auditors Presentation -</b> Michelle Paull Roberts and Morrow pre-recorded session	
11:20 – 11:25	<b>LIVE Q and A</b> from session above	SW & CM
11:25 - 11:45	<b>Sustaining Landcare LIVE</b>  <b>Context setting of Landcare Trust Results</b>	M Joseph
11:45 – 12:00	<b>Procedure Setting for Afternoon Webinar</b>  <b>END of MORNING LIVE SESSION</b>	SW and C Mc
12:00-14:00 <b>Process to include Lunch</b>	<b>OFF Line Regional LLCI Evaluation</b> Facilitated process into collection of regional outcomes and issues.	RLF's
<b>LUNCH</b>	<b>LUNCH</b>	<b>LUNCH</b>
14:00 – 15:00	<b>AFTERNOON PANEL WEBINAR LIVE: Rob Dulhunty, Sonia Williams, Melissa Joseph, Chris McCulloch, Leigh McLaughlin</b> This is the chance for each region to ask questions, make points and suggestions about the LLCI to the panel.	<b>All Panel</b>  <b>RLF submitting live questions via Chat Box</b>
15:00 – 15:30	<b>Final Closure LIVE</b>  <b>Securing the Future of the Landcare Movement in NSW</b>	<b>All Panel</b>
15:30 – 16:00	<b>Wrap up and Finalise Off Line</b>	RLFs

### 3. Technology

In addition to the actual running a state-wide event, to update and provide information on the program, a key outcome of this event was to examine alternative methods to deliver state-wide engagement and training. The following provides an overview of how technology was utilised, some of the issues surrounding this and recommendations for the future.

Using webinar technology is not new. However, using it to conduct a LLCI state-wide event is; and the event highlighted some considerable internet infrastructure issues across NSW. While regional NSW struggles with internet access and bandwidth capacity there are areas of good NBN coverage. Rather than attempt to provide a webinar to areas of unknown capacity, central venues were chosen in an attempt to ensure that technology infrastructural issues did not impact on the delivery of the webinar.

Areas around large regional centres provided decent internet access and stability but this was qualified by the choice of venue. Bungendore and Bathurst venue selection did not deliver, nor did Broken Hill - Local Lands Service Office. It seems the former relate to access within the venue and the latter with security and access across Firewalls within the public sector. Thus, more investigation needs to be undertaken in selection of a venue that can confirm stable internet. In terms of use of Government offices – while every effort was made to test systems, locate key IT staff and use their experience in set up, the results on the day proved less than favourable.

While there was commitment through the JMC to offer shared access to Local Lands Service Offices video conferencing facilities for the LLCI participants, there would appear that there is another layer of protocol and accessibility that needs to be secured before this becomes readily available and accessible.

Technology is available that enables interactive video conferencing – (a step up from webinar as it is more interactive) where a large number of participants can connect, this is being used spasmodically throughout the LLCI. Identifying cost effective ways to connect regional Landcare staff, their host organisations and facilitators was a key outcome of this webinar. If LLCI and the LLS can formalise access to LLS videoconferencing facilities through their network of offices, this will provide more options that will save travel time in connecting LLCI participants, whilst providing an interactive platform for feedback and engagement. This type of facility could be used more effectively with the RLF's and the state LLCI management team to design and deliver training, provide feedback to connect and share experiences.

Providing uploaded training videos that can be accessed on the Web post the Webinar, embraces the technology for the LLCI and was well received. While there is no substitute for face to face meetings, feedback from participants indicated they appreciated the ability to review training videos, utilise them again for new landcarers and groups and they also acknowledged the convenience of the web based learning.

The provision of training via webinar and/or downloadable from the web offers significant advantages in terms of its efficiency and cost effectiveness. Items like reporting, gateway training and even regional updates could be provided in this format and further develop staff and volunteer skills while better connecting with one another across NSW. Guidelines and templates produced as part of the LLCI, would assist with standardisation and ensure branding consistency and compatibility.

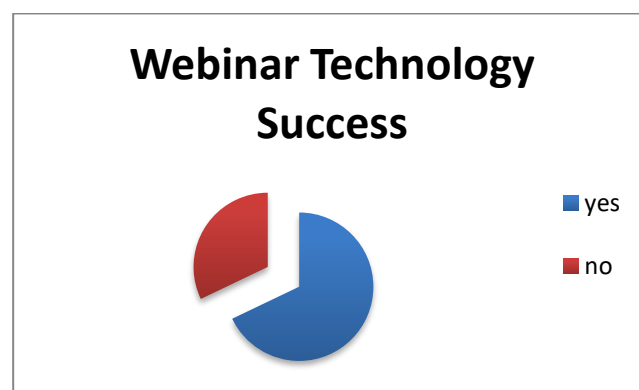
## 4 Synthesis of Workshop Evaluations

A webinar evaluation sheet was made available to all RLF's prior to the webinar (Refer appendix 5). Of the **127** Participants in the regions, **97** evaluations - 76% of attendees provided feedback.

Feedback from each of the evaluation questions is provided below:

### 4.1 Did the technology work well for you and was it easy to use?

LLS Region	YES	NO
Western		6
Hunter	10	
Northern Tablelands	8	
North West	9	
Central Tablelands	3	6
Central West	6	
North Coast	19	
South East		14
Murray/Riverina	16	



#### General Performance

Greater Sydney, Central West, Hunter and North Coast did not report any significant connectivity problems aside from lag issues with audio, which were common across the state and variations on audio quality between videos. In areas where the internet capacity was adequate to enable only the occasional drop out participants were comfortable to accept this as part of the process. Northern Tablelands, North West and some of the Central Tablelands were operating in areas and venues with unreliable internet speeds causing some buffering and thus some loss of webinar sessions. However Western and South East felt very disadvantaged by the lack of technological capacity in their areas – especially as travel distances in these areas for some participants were significant. Riverina and Murray held a joint meeting although separated for their regional components, access was adequate and there were no significant issues with internet – despite some lag with audio.

#### Western

Western Region had to repeatedly dial in to join webinar by teleconference. This started at the onset of the day and lead to considerable frustration. Western were most frustrated by lack of capacity and felt that the webinar event was too much travel for limited outcomes.

#### Central Tablelands

The venue in Bathurst did not provide a stable internet connection, participants felt removed from the process, exasperated as a Webinar is not new technology. It seems their attitude being “Landcare NSW could not make it work”. While frustrating for all, areas of poor internet were always going to lead to unsatisfying outcomes. Despite testing at the venue this was not picked up prior to Webinar. Ultimately participants felt there was too much travel for a one-off meeting and this defeated the purpose.

## South East

South East also had problems from the beginning with variable audio, poor quality reception, continual buffering and significant internet flux. The whole afternoon session was disrupted in Bungendore due to a power outage. Additionally, the teleconference -back up option, was not taken up by South East – thus they relied on the poor webinar connection throughout the day.

There is no doubt that Landcare NSW and the LLS could perhaps value add to the use of this technology across the regions by using the facilities of the LLS as part of the partnership. This may negate some of the technology access issues.

A common theme throughout was that this webinar and workshop provided for both regional interaction (which was well received) and reduced travel on behalf of individuals, another advantage. The capacity across the state to run this type of workshop varied and it is hoped that this will improve over time making this type of communication tool a good asset. However, with the venues and localities that were selected the internet capacity did flux, causing some buffering and dropouts. Audio reception was poorer with embedded videos and some more break up time was needed. There were minimal comments about the easy to use aspect of the technology – so aside from internet variations it was considered a simple to use tool.

## 4.2 Effectiveness of the online presentations

Participants were asked to comment on the effectiveness of the online presentations; i.e. did they convey good information in an accessible format, were they engaging, and good value for effort.

The majority of the completed evaluations indicated that the presentations provided effective and informative presentations. However, feedback indicated that there were some issues with both the format and delivery.

5 respondents indicated that the technology issues of no reception, sound not syncing and that they preferred face to face delivery impacted on the value of the webinar

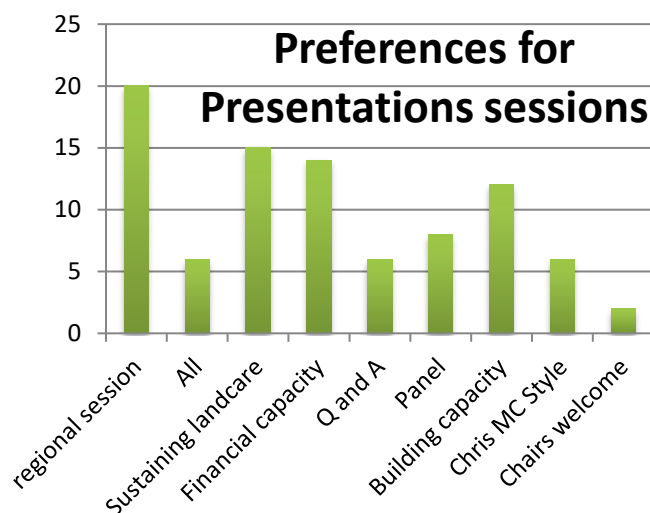
20 respondents indicated that the presentations were either not engaging, boring or repetitive, and a further 8 indicated that the sessions were not valuable or relevant to them

10 respondents indicated that the slides contained too much information/too small to read; and a further 3 commented that they preferred face to face delivery

Comments included

- *the webinar content suffered from not being engaging*
- *regional component of the day was the highlight and gave opportunity for good discussion – this made it a very worthwhile day.*
- *host was exceptional but the afternoon session was the hardest to stay focused on.*
- *speakers needed to use the screen more, making eye contact with audience and not read from notes*
- *Speakers should review their power points as they were a bit repetitive and too much to digest on the screen at one time and these should have been provided as handouts.*
- *some speakers were better than others*

### 4.3 Which presentation worked best for you and why?



Session	Number
All	6
Regional Session	20
Sustaining Landcare MJ	15
Financial Capacity MP	14
Building Capacity SW	12
Q and A * All	6
Panel*	8
Chairs welcome	2
MC role of Chris CMc	6

*\*These may mean the same session - open to interpretation*

Feedback from the webinar indicates that the most valued sessions/topics, in order were:

- Regional Session
- Sustaining Landcare
- Financial capability
- Building Capacity

Participants particularly valued the opportunity for regional exchange and sharing of information. This affirms the design of the webinar day, which required that participants attend a regional location rather than access the webinar from their home or office.

There were comments that the presentations were repetitive of the content of the first State-wide event at Stockton, however as there have been a number of coordinator positions with new staff or committee members engaged since Stockton, it was necessary to repeat information to ensure all had the same base level of information. Even those that felt the webinar was repetitive of the Stockton workshop seemed to gain from the regional session. The participants also valued the financial capacity, building capacity, Sustaining Landcare sessions, especially listening to the outcomes of the Landcare Trust project. There was a strong indication that a moderator may have helped the panel focus more on the questions that were requested.

Another other strong point that came through this question was that individuals were very comforted by the fact that there was a commonality of issues across the regions.

## 4.4 Effectiveness of Sharing and Connecting?

Participants were asked “Do you think presentations by webinar are a good method of sharing information and connecting with others – why/why not”.

There was overwhelming support for use of this type of technology/presentations by webinar as a communication tool to share information with 77% of evaluations in support. (72 of 94 responses).

Participants generally valued not having to travel and also valued being able to download information. There was strong feedback from participants for improved consideration of volume of content, presentation style and skill and timing.

Overall many felt that 2 hours of Webinar in the morning was too much without breaks.

*“too much being spoken at”...*

Some participants offered suggestions for improvement and things that they found frustrating about this format. These are paraphrased below – and it is important to note that there was a wide variance in the comments received, with often conflicting views presented.

### Travel and Connection

- *Annual face to face meeting is still important.*
- *Yes, good but would like to access from home and not travel*
- *Regional gathering would have been sufficient*
- *Not everyone has internet access or the skills to use these platforms*
- *Connection is critical – internet need to be consistent.*
- *Consider google hang out*
- *Too much travel for the western division.*

### Style of webinar

- *Needed to be more interactive*
- *Q and A is better than face to face as it is recorded and can be followed up*
- *Webinar format is better for specific training not Q and A*
- *Some political speeches needed to be better managed*
- *The Q and A needs to improve.*
- *Lack of connectivity with panel.*
- *Were the panel listening to the comments and questions?*

### Content of webinar

- *Preferred to hear a snap shot from regions*
- *Information content was underwhelming*
- *Shorter more focused sessions with more local content*
- *Some of the sessions were of low value and need streamlining.*
- *Presentations needed to be shorter and followed up with a fact sheet*
- *Better regional preparation would lead to better questions*

The comments indicate that in developing an agenda for an event such as this there needs to be more thought in determining the type of information that is best conveyed using this format and technology. – i.e. was the event about a one-way training opportunity or was it about information exchange and feedback?

Given the feedback, perhaps the objectives were too broad in the context of the webinar technology, and the format of the webinar did not adequately provide for interaction and sharing of ideas.

#### 4.5 Was the Chat Box facility a useful tool in being able to ask questions of the panel?

The vast majority - i.e. 87% (82/94 responses) of respondents valued the Chat Box, - it provided a much needed opportunity for interaction. The importance of interaction in the “Share, Learn, Connect” theme was a point made by many. For some the Chat Box did provide an engaging and entertaining bonus to the presentations as well as enabling some limited inter-regional connection.

However, the limited capacity of the **Chat Box** facility distracted some respondents. A proportion of the participants were focussed on getting answers to all their questions, and that this did not occur was frustrating for some.

Distracting	3
No only when questions were answered	9

There was also agreement that value of the **Chat Box** was limited, but despite this the ability to ask questions and see concerns being raised in other areas was considered important. The following comments reflect this thinking:

- *Questions needed to be read out as they were not visible to all.*
- *Need to establish clear rules about chat box use first*
- *Very good to see a range of questions being asked - provided some inclusion*
- *Some way of “seconding” questions may need to be thought out – not be able to extend and build upon question as a dialogue was frustrating - Speakers had limited time to answer an overwhelming number of questions.*
- *Very hard to get into an evolving conversation*
- *The chat box allowed for some negativity which was distracting*

It was highlighted by the webinar hosts that it would not be possible to answer all questions that were raised (due to having 10 regions supplying questions and only a limited period in which to answer). In order to ensure all questions were responded to there was an undertaking given to respond to and answer all questions post the webinar – this is provided as Appendix 4.

## 4.6 Regional Facilitated Session

The use of a 2-hour facilitated in house session was designed to engage the audience in the mid-point evaluation of the LLCI, and provide an opportunity for participants to develop and present bigger picture comments/questions for the panel. Participants were asked the following two questions:

### 1. *Can you detail whether you thought this process was a good use of your time?*

76	(96%)	Yes
3	(4%)	No

### 2. *Did this process enable good discussion or did you feel constrained by the process?*

This responses to this question outlined the value of being able to interact at the regional scale (face to face). Whilst there was the occasional comment suggestive of some constraint in process design, and one region referring to a recent strategic planning exercise which made this session repetitive for them, these were in the minority.

The regional component of the state-wide workshop seems to have been the most valued. Many participants indicated that lots of good discussion came out of this session making it the most productive.

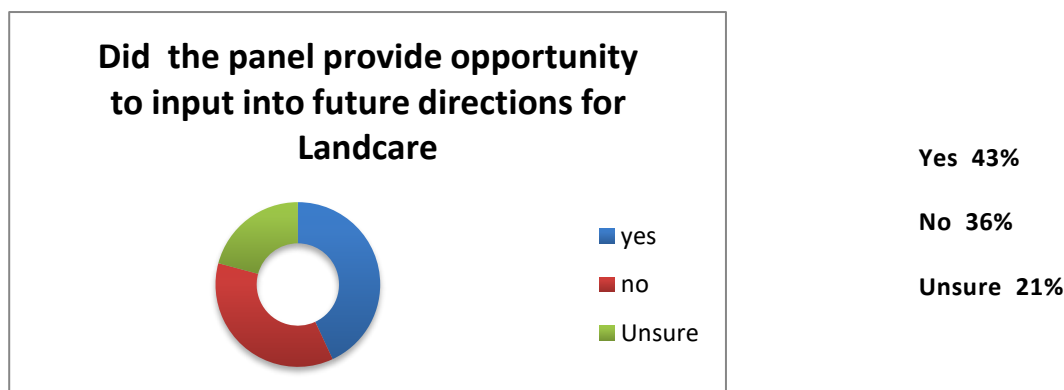
Common themes from the feedback were:

1. This sessions information must be feed into the State team
2. Good to focus on the outcomes of the project
3. Could hosting presentations at different venues across the State value add?

There was some variation in the consideration of the process from “*not sure how the answers will be used*” to “*it would have worked better if questions were provided prior to the webinar*”. Despite this, there was an overwhelming appreciation of the value of this component of the day where participants could comment on the effectiveness of the LLCI as a program.

## 4.7 Panel Session -

Participants were asked - “A panel is notoriously difficult process to manage – did this opportunity provide you with a chance to directly provide input to future directions for Landcare?” Of all the questions asked this question prompted the most divisive responses.



Some comments from this session included

- *Yes, but a moderator may have worked better*
- *Some speakers were excellent and succinct – others not*
- *Good as it was more a review of the day – no new information presented*
- *Did not provide an interactive opportunity – “being talked at”*
- *Not all questions were answered*
- *Panel had their own agenda - did not focus on future*
- *Very political answers*
- *Not enough time given to future of Landcare*
- *Need a facilitator to control the panel -often repetitive*
- *Preaching to the converted*
- *Panel and wrap up lost most of our audience*
- *Need to keep it simple*

## 4.8 Improvement

Participants were asked to indicate using the following statements on how the webinar could be improved (*note multiple options were selected in most cases*)

• No Improvements needed	8
• Provide better information before the workshop	42
• Reduce the content covered	12
• Increase the content covered in the workshop	6
• Update the content covered in the workshop	11
• Improve the instructional methods	15
• Make the webinar less difficult	7
• Make the webinar more difficult	NIL
• Slow down the pace of the webinar	5
• Speed up the pace of the webinar	6
• A lot more time for the webinar	2
• Shorten the time for the webinar	22
• Offer the session at a different time	5

*Additional comments included:*

- *Include a regional snap shot*
- *Make content more relevant to audience particularly coordinators like information on incorporating groups and group formation processes.*
- *No webinar - Always have face to face*
- *Better engagement options*
- *More breaks*
- *Too much information provided -make sure it's all necessary*

It's clear that for many there was not enough information provided prior in an adequate time frame to value add to the webinar process. While constrained by process and timing it appears that the local coordinators knew little about intent, process and objectives other than there will be a webinar and you are required to attend. This is despite information being provided in updates and two information sheets circulated 1 month and 1 week prior to the event.

Looking toward the future – event planning needs more than 6 weeks. Local Landcare coordinators should have access to presentations 2 weeks before to manage part time staff and allow time for thinking and question development.

The ability to engage the participants should build upon momentum and enthusiasm for the event – knowing that the participants will be listened too, they will learn new skills and hear about initiatives. This needs to be developed for the next state-wide event, with clearly succinct objectives, details on what information will be collected, how and for what purpose. Finally provision of material in a timely manner placing more emphasis on participant needs is essential.

## 5 Did the Webinar achieve its outcomes?

The Objective for the 2<sup>nd</sup> State-wide meeting webinar was to provide an opportunity for participants to:

- **Learn about the progress of the project**
- **Increase skills and understanding on aspects relating to achieving LLCI initiative objectives from a range of speakers.**
- **Provide individual and regionally based feedback and input to the future direction of the current program**
- **Contribute ideas on building a case for supporting Landcare into the future**

The morning session of the webinar provided information to help meet the first two outcomes.

The regional session, and the Q&A session provided the opportunity for participants to provide feedback that would assist in developing the future direction of the current program

The panel session, along with the input from the regional sessions provided an opportunity for both the participants and state team to contribute ideas for building a case

Whilst it is clear that the webinar did meet its objective of providing such an opportunity for participants – the following sections examine how effective the webinar was in meeting each of these outcomes.

## 5.1 LLCI Progress and LLCI initiatives skills

The morning webinar sessions concentrated on delivery of the first two outcomes– updating on the progress of the LLCI project, (including increasing knowledge of the Landcare Trust Project,) and increasing skills and understanding on aspects that would assist host organisations in achieving LLCI objectives. The specific items covered in the webinar were Reporting requirements and NFP audit requirements.

The webinar itself also provided participants with an opportunity to develop understanding and skills relating to the use of technology to host remote meetings.

From the feedback, the morning session was highly valued, second only to the regional session. While qualitative data from webinar feedback suggests that the specific governance sessions were highly valued, the webinar also provided opportunity for other regions to endorse and point out their own experiences with matters discussed. For example;

*North Coast – “There has been positive outcomes from developing the Annual Action Plan and the Governance checks” .....*

However, the degree to which these skills and information, addressed skill needs while providing for quality engagement is highly subjective and regional. For some regions, it seems that this information on the progress of the program and the skill development sessions, were of little value, with some considering that they had heard these messages before.

In addition, some regions were already able to utilise video conferencing facilities from LLS and thus this webinar process offered minimal new opportunities in relation to exploring the use of technology. These sentiments echoed across North Coast, Central West and Western. In areas where webinar technology failed, Western, South East and at times Central West, skills development and understanding would be proportionally decreased.

LLCI Reporting is a considerably emotive issue - it is viewed by many as time hungry with limited immediate benefits. It was hoped that the reporting session would show how the reporting that was being requested under the LLCI was as much about building internal capacity of the host organisation, as it was about providing information for the program evaluation. It would appear that this session did not meet this outcome, with many of the negative comments relating to issues around reporting.

One region had particularly strong feedback regarding reporting:

*– “there is a feeling that state management of the LLCI program needs to be improved, better planning around reporting....”*

*“Why is it that only our region has been able to meet the reporting requirements for LLCI project?”*

Rather than promoting that this region (with its regionally supported LLCI model) as a good example of how reporting deadlines can be achieved, the region felt let down by LLCI management team and the other regions, causing frustration and isolation.

The comments and evaluations also indicated that there was a feeling of increasing burdens on volunteers and coordinators through the LLCI project relating to reporting.

The discussion that evolved from the chat box highlighted some considerable positives with reporting presentations. These included ideas for streamlining reporting, access to checklist for reports, sharing reporting at the regional level and capturing the quality of engagement. All these suggestions can provide benefit the LLCI project in terms of innovation, sharing information and providing targeted training.

Other feedback included that the sessions chosen did not meet the skills needs of their particular areas. The skills required by the LLCI in the one region maybe vastly different from other areas; - and it is acknowledged that finding the balance across the State will always be difficult. More importantly this comment was an indicator of the failure of the LLCI management to promote that the webinar was focused on providing common information on the program in a statewide context, and that the avenue for providing tailored training for regionally identified needs should be accessed via the LLCI regional training budget administered by each regions RLF.

## 5.2 Provision of Individual and Regional Feedback

The inclusion of a session in the program in which regional interaction could occur to allow for individual and regionally based feedback on the LLCI (offline from the webinar) was overwhelmingly supported with 96% of respondents valuing the exercise.

While there were some comments made that this session was a bit rushed or a bit constrained by process or even a bit long, in essence the feedback was supportive. Positive statements were reflected in comments like:

*“most productive”... “inspiring and enthusiastic”, and “good to focus on the outcomes of the project”..... “facilitated a great discussion to delve into past successes and how to improve the LLCI for the future.” .*

It is considered that this outcome was met, however for some it appeared the process could have been improved. Despite providing information prior to the event, including the regional evaluation questions, comments such as the below indicate how difficult it is to ensure that participants read what is provided:

*....“the regional questions would have been better circulated prior as it appears on the day that not all LLCI participants understood the complexity....”*

There was also a comment from a region that indicated that a previous regional meeting held within the last month covered many of the same issues and this webinar session offered nothing new for staff. This is fair as information was only provided in the week prior to the event.

While it appears this process was able to deliver on the provision of individual and regional feedback to the LLCI management team– there was some undercurrent that collecting information is fine but it’s the analysis and what is taken from this raw data that is important.

Put simply LLCI participants **want** to see the product of their feedback documented, acted on, and a more thorough explanation of how this information will be used.

....*“Yes... as long as the information is feed through the LLCI state team” Hunter....*

It seems the ability of LLCI management team to feedback to the LLCI participants needs some consideration. While a process for synthesis of the information from the region is in train it was not clear to the regions at the time of the collection, of how this information will be provided back and used, other than this information be used for LLCI milestone reporting.

Some regions used the Chat box facility to openly point out their issues and concerns. It seems that there was not enough opportunity for regions to provide the feedback that they wanted. Their questions for the panel were too numerous for the 3-question process and they utilized the Chat Box to demonstrate their concerns.

While the webinar was thorough in its collection of all material produced in the 2-hour regional sessions, the analysis and products will take time to be produced. Provision of the Q and A via the webinar report on Gateway is a good first step to clearly responding to regional and at times individual feedback but it is only one step a more detailed and lengthy process that requires time from LLCI management team.

### 5.3 Help strengthen the case for supporting Landcare into the future.

The outcome of the final session of the webinar was to provide an opportunity to contribute and discuss ideas to build a case for the future support of Landcare.

There is no argument that the issue of LLCI reporting is critical to be able to document and organise a case for investment into Landcare into the future. The morning webinar devoted considerable time to the reporting of the LLCI, what is required, how to do it and its value. These points were also made during the panel discussion. The ability of the LLCI participants to provide good case studies, meet reporting deadlines and both adequately benchmark and report against these benchmarks will enhance Landcare support into the future.

It seems however the panel process with its intended focus on ascertaining issues and answering questions to feed into future Landcare support did not, at the time, articulate a clear direction forward. While each of the panel had opportunity to turn toward the future with a short pre-emptive statement the combination of questions from the regions with broad and varying levels of detail distracted from rather than reinforced a pathway to gain clear direction.

In all NFP sectors the importance of having a politically tuned organisation that can develop partnerships, access politicians, lobby, provide media opportunities, galvanize community support and provide case verification for activities is the difference between ongoing support and short-term cyclical support.

Landcare NSW has been developing its operations and the intent of the panel session was for the LLCI participants to hear directly from those operating at the state level, to hear first-hand what was occurring and what they believed would be needed to sustain Landcare in the longer term, and provide information that could be utilised by LLCI participants where appropriate.

For some respondents (43%) this was a critical component of the webinar and highly valued.

*“Panel session was the most valued as it was good to interaction between speakers”...*

*..Northern Tablelands.*

For others, the political language and process did not fulfil needs (36%) instead the focus was on “answer the questions”. ...

*“Some respondents tended to be political speak more so than genuine open meaningful response” North West.*

The panel process seemed to confirm to some that that the webinar process was dominated by being talked at rather than affirming a direction set that would act on input from the regional areas. There are opportunities identified in hindsight that may have made this process work more effectively.

- Use of a facilitator,
- Keeping panel members to task with timing,
- Better briefing of panel for combined outcomes,
- Skill training for presenters/ panel members
- Use panel to review the days outcomes then answer questions.

Simple tools communicating effective messages, and using technology in a fit for purpose manner may have alleviated some angst but there is still opportunity to improve and develop better feedback loops between LLCI participants to LLCI management and LLCI combined messages into Landcare NSW for direction setting.

Ultimately with split feedback on the effectiveness of the panel (43 % supportive, 36% not supportive and 21% unsure) it is difficult to draw firm conclusions as to whether this outcome was met. The results may in fact be indicative of the fact that the operations, diversity, maturity and understanding of the LLCI, and indeed Landcare is varied across the State.

## 6 Comparisons between 1<sup>st</sup> and 2<sup>nd</sup> State-wide events

As this is the second State-wide event its worthy of making comparisons to the first event (Stockton) in terms of evaluation and satisfaction. Events that gather LLCI staff and Landcarers together are enormously valuable. The most valued components always seem to be the opportunities for exchange of regional information. This was the case in the first event at Stockton in March 2016 and is echoed by comments made in the webinar evaluation.

The webinar enabled regional scale interaction to occur, without the high travel time and costs of all LLCI participants heading to one state-wide location, however it provided for only a limited amount of

cross regional interaction. In planning for the Webinar, it was noted that the Muster and State Conference in October would provide for networking opportunities for those that attended this event. The webinar agenda was certainly limited in its ability to *“offer a range of experiences to cater for variable Landcare needs across the state”*. However, it did offer an extension of information services by making training sessions accessible on the web and reviewable in real time. Whether this meets the need for more detailed sessions going into more depth (Stockton Feedback) vs shorten the webinar time (Webinar feedback), illustrates the variable nature of skills and experiences across the State in Landcare. It is impossible to cater for all needs but by finding avenues to deliver information and training sessions that negate travel costs, the LLCI is delivering cost effective ways to Learn Share and Connect. Variation in delivery mode through using a Webinar allows training to specifically concentrate on areas that require detail and realistically offers a range of experiences as requested in Stockton.

There will always be debate about the length of an event – did it provide enough time to network, have informal conversations and free time? In this case the webinar did not provide adequate time to network, but it has set in train further opportunities to network regionally via future webinar and Video conferencing facilities being made available through the Local Land Services and Landcare partnership.

Feedback from this webinar has drawn attention to the need for a more sophisticated method of providing a regional snap shot. Could this be done by webinar in future and made available through the Landcare gateway annually? This picks up on feedback from both Stockton and the webinar that more examples/projects from successful Landcare regions are necessary and perhaps the issue is their format rather than allocating time during valuable and rare face to face events. The 3 case studies per year developed by each host organisation under the LLCI could be used as a tool for providing regional snap shots, but it does require the application of a regional resource to bring this together.

It would be remiss not to discuss travel time. Conducting a webinar was a much more cost-effective way of delivering some specialised training, updating on project progress and gathering feedback on certain issues. However, it was recognised that it would never substitute for the benefits of face to face meetings that can enthuse, stimulate, develop skills and networks; but nonetheless it is partially successful and far more cost effective.

Despite holding a state-wide event in a regional area last year there were still criticism about difficulties reaching the location and lengthy travel time. This issue will never be resolved to the satisfaction of all, and undertaking a physical state-wide gathering has cost implications for both management and participants. The feedback from both Stockton and the webinar highlight the importance of regional based gatherings and interaction, which needs to factor into any future state-wide events (be they conducted as a face to face event or regionally based webinar)

## 7 Recommendations

The Webinar was overall considered a successful way to engage across the LLCI program in a cost-effective way. However, there are a number of areas of improvement. The following suggestions come from feedback sheets, follow up conversations and unbiased assessment of what could be undertaken to improve the webinar workshop for all.

There were clear messages that methodology (webinar) was most useful at the regional level for dedicated LLCI training and skills development – however, it would never replace the value of face to face get togethers.

Many of the feedback comments could relate to workshop preparation and timing. Given the change of format and timing for the event from November to June, this resulted in a short time frame involved in planning the Second State-wide Event (webinar); limiting input, provision of speaker's materials, advice on webinar technology /design, choice of venues and timing.

Another large percentage of comments reflected on the use of the material collected and setting a direction for Landcare that built upon the LLCI project learning.

Despite short comings there were solid ideas that could improve the webinar process for all and the following recommendations are made:

1. Ensure adequate time for site selection of webinar venues with more thorough testing of venue internet facilities.
2. Ensure regional staff are fully committed to their role in enabling and supporting the preparation and delivery of regional requirements
3. Distribute final material to LLCI participants at least 2 weeks before event.
4. Consider time for a regional round up or regional snap shot.
5. Develop a more condensed webinar agenda – shorter, sharper more focused presentations with power points that were readable and produced as handouts prior.
6. Ensure a break between each presentation - to facilitate discussion, comments and questions regionally for addressing latter. Agenda was too long to stay focused on a screen.
7. Always allocate sufficient time for a regional discussion – skills will develop in regions and the need to be too prescriptive of process may not always be required.
8. Design skills/ training sessions that are more interactive. This may require a short multiple-choice summary test - to keep participants engaged.
9. Time for lunch and networking must be provided.
10. Review the need for a Panel process – too many people on the panel, a summary of outcomes from the LLCI management team may have been more productive.
11. Webinar tools are good for regional training and State-wide training. Video conference may result in better participant satisfaction and value for money if used at key project times
12. Plan for another webinar as part of a six-monthly link up – however arrange for LLCI coordinators, RLFs and Landcare NSW staff to form organising committee to design

## 8 Appendices

8.1 Appendix 1 Participant List

8.2 Appendix 2 Communications sent to LLCI participants

8.3 Appendix 3 Communications sent to RLFs

8.4 Appendix 4 Questions and Answers from the Webinar

8.5 Appendix 5 Event Evaluation Sheet (attached)

Appendices 1-4 can be accessed via the following link

<https://ap4.salesforce.com/sfc/p/90000000IC4I/a/6F000000bvJi/TnAzrxxr2kdjgmD5cS1Nx9fNt8n34xaz0Gah456zbCA>

## 9 Accessing Information from the Webinar

All presentations, and live recordings, from the webinar; along with response to questions raised at the webinar are available on the NSW Landcare Gateway

<http://www.landcare.nsw.gov.au/local-landcare-coordinator-initiative/second-LLCI-workshop-webinar-21-june-2017>

## APPENDIX 5

### Evaluation sheet sent to all participants for completion on the event day

As this is the first time Landcare has used a webinar as a meeting session for the LLCI we would be very interested in your opinions of the format, technology and how well you were engaged. As this webinar was a mix of online presentations and offline discussion please feel free to answer in detail.

1. Did the technology work well for you and was it easy to use?
2. Can you comment on the effectiveness of the on-line presentations – did they convey good information in an accessible format, where they engaging, good value for effort?
3. Which presentation session worked best for you and why?
4. Do you think presentations by webinar are a good method of sharing information and connecting with others - Why/why not?
5. Was the Chat Box facility a useful tool in being able to ask question of the presenters?
6. The use of a 2-hour facilitated in house session was designed to engage the audience in the evaluation and present bigger picture comments/questions for the panel. Can you detail whether you thought this process was a good use of your time? Did it enable good discussion or did you feel constrained by the process?
7. A panel is a notoriously difficult process to manage – did this opportunity provide you with a chance to input directly into future directions for landcare?
8. How would you improve this webinar (mark all that apply.)
  - ☐ No improvements needed.
  - ☐ Provide better information before the workshop
  - ☐ Reduce the content covered in the workshop.
  - ☐ Increase the content covered in the workshop.
  - ☐ Update the content covered in the workshop.
  - ☐ Improve the instructional methods.
  - ☐ Make the webinar less difficult.
  - ☐ Make the webinar more difficult.
  - ☐ Slow down the pace of the webinar.
  - ☐ Speed up the pace of the webinar.
  - ☐ Allot more time for the webinar.
  - ☐ Shorten the time allocated for the webinar.
  - ☐ Offer the session at a different time.

Please return to Deb Tkachenko - [Dtkachenko@landcare.nsw.org](mailto:Dtkachenko@landcare.nsw.org).

## Contacts

**Chris McCulloch** | NSW Landcare Program Manager  
02 6333 2315 | 0424 061 164 |  
[chris.mcculloch@lls.nsw.gov.au](mailto:chris.mcculloch@lls.nsw.gov.au)

**Sonia Williams** | NSW Landcare Coordinator  
02 6771 9123 | 0411 113 590 |  
[swilliams@landcarensw.org.au](mailto:swilliams@landcarensw.org.au)

**Deb Tkachenko** | Landcare NSW Project Officer  
| 0425 317744 | [dtkachenko@landcarensw.org.au](mailto:dtkachenko@landcarensw.org.au)

[landcare.admin@lls.nsw.gov.au](mailto:landcare.admin@lls.nsw.gov.au)

[www.landcare.nsw.gov.au](http://www.landcare.nsw.gov.au)

[www.lls.nsw.gov.au](http://www.lls.nsw.gov.au)

[www.landcarensw.org.au](http://www.landcarensw.org.au)

The Local Landcare Coordinator Initiative is funded by  
the NSW Government and is supported through the  
partnership of Local Land Services and Landcare NSW



Local Land  
Services

