

October 2016

# 2015-19 Local Landcare Co-ordinator Initiative

## Update 5 Annual reporting - Case Studies

### Purpose

These case studies provide many multiple uses, including:

1. Providing internal group uses as part of the annual report to members and use in your own marketing material (e.g.: local prospectus, grant applications, handouts, expanded to be used as posters for displays, etc.);
2. To provide a “bank” of information on Gateway about the sort of things you do so that this can be shared with others - i.e. we are building a broad collective knowledge base that will outlast the LLCI project;
3. To provide a suite of “good news stories” and achievements from what a supported Landcare can achieve;
4. To provide marketing material to the Landcare Trust to increase business opportunities;
5. Provide the program with a way to measure achievements against the seven listed objectives of the Local Coordinator projects.

### Background

Under the \$15million Local Landcare Coordinator Initiative (July 2015-June 2019) , groups who have been successful in receiving a part time coordinator positions will be required to, as part of their reporting obligations, submit three single page case studies per year (per 0.5EFT awarded). This will provide a pool of 180 case studies per annum and in total 720 across the 4 years of the program.

### The Case Studies

The information that forms the case study will be loaded to your host organisations page on the NSW Landcare Gateway website. Gateway is a Content Management System (CMS) that allows uploaded information to be stored and used in a multitude of ways:

- The information will appear as an html article on your Gateway page. The case study will be able to found via a keyword search function meaning others can learn from your experiences.
- Once the information is entered you can choose to “print” it to a pdf so that you have a single page case study that you can add to your networks/groups annual report, or print to a poster for display purposes etc. You can also load to your groups own webpage.
- We can also search and print as a 1 page pdf case study, or combine information from a number of case studies to produce a report on the programs achievements or marketing information for the Trust project.

Examples of the 1page pdf are attached to this update.

### The data fields

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

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

There are a number of fields:

- Tag Line
- Case study number
- Heading / Group Name and group logo
- The story - no more than 300/400 words long (this will ensure your case study fits on 1 page)
  - The Challenge / Problem / Issue (i.e. What was the issue / problem identified);
  - The Solution (i.e. how did you go about addressing this? Where did the resources come from? What did you do?) ;
  - The Impact (i.e. what did you achieve? Why is this important? What is the long term impact?) ;
  - The Learnings (i.e.: what did you learn? What were the success and failures?)
- Partners logos
- Good quality pictures
- Key Facts - a quick snapshot to give a clear summary of some of the measures of the activity
- Program attribution - the standard recognition logo bar of the program will be included on each case study.

#### *What is the “tag line?”*

There are seven listed objectives common to each coordinator project. The tag line is a short paraphrase of these objectives. It allows us to aggregate case studies to show how the objectives of the project are being met. You will be given a drop down box that allows you to choose a tag line for each case study. The tag lines are:

- **“Local Links – Stronger Communities“** - Support and increase community engagement;
- **“Reaching Out “** - Extend coverage and provide support to more groups, networks & landholders;
- **“Taking Action”** - Undertake planning, develop partnerships & secure resourcing through project grants & other sources;
- **“Showing the Difference”** - Monitor, evaluate and report on their projects and activities;
- **“Building our Future”** - Improve financial sustainability and long-term viability by sourcing external funds;
- **“Making a Difference”** - Effectively participate in natural resource management activities that address critical agricultural sustainability and environmental issues; and
- **“Stronger Together”** - Link to programs of Local Land Services and other Government agencies and organisations to develop on-ground natural resource management projects, in line with regional and state strategies.

#### *Case Study Number*

This is a unique number for each case study, for example LLCI002-001. The first part is your contract number, eg LLCI 002. The second part is the sequential number for case studies under this contract. For grantees with single hosts / coordinator positions this is straightforward. For grantees with numerous coordinator positions, a numbering protocol will need to be developed and implemented.

Groups who do not hold a contract under the LLCI can still develop case studies. These groups will use XXXX as their case study number which will then be replaced with a sequential number allocated by us.

#### *Heading & Short description*

This activity is part of the Local Landcare Coordinators Initiative



**Local Land  
Services**

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Make it catchy! This is what grabs your reader's attention. Additional detail can be added in the description box.

### *Heading & Logo*

The logo should be the logo of the Host organisation, or Group who "owns" the project the case study is highlighting (i.e. it may be one of your subgroups or supported groups).

### *Only 350 words?*

One of the issues you may face is that you may find the 300/400 word limit restrictive. We understand your story has more depth than this; however one of the functions of the case studies is to help you learn HOW to market your group. You need to ensure your message is succinct and concise in order to capture your market.

### *Partner's logos*

You can add a number of logos that will appear on your case study to acknowledge key contributors, e.g. funding sources, partner groups, etc. It is important to show who is partnering in delivering your project.

### *Good quality photos or graphics*

Add some visual interest to the case study by inserting a photo or two. If appropriate, add an info-graphic or chart, graph or similar. Ensure you use high resolution images – especially if you wish to use the case study in a poster size format.

### *Key facts*

This is an area that provides a quick snapshot to give a clear summary of the measurables associated with the activity - investors often see these as important indicators. Each project will have different measures. These will not be aggregated so you are free to use the measures you see as appropriate to each of your case studies.

## **Entering your data**

Please download the help sheet on how to enter your case study on Gateway. It will provide many helpful hints that will assist you.

<http://www.landcare.nsw.gov.au/help/how-to/case-studies-on-the-gateway>

All coordinators and host organisations have been given a Gateway login. If you are having trouble accessing Gateway, please contact Lucy Chapman at Landcare NSW, [lchapman@landcarensw.org.au](mailto:lchapman@landcarensw.org.au), For any technical difficulties, please contact Tom Cameron from Mooball 04 5584 1995.

Any questions regarding the case study content, please discuss with your RLF. Alternatively, please call either Sonia or Chris.

The data entered will remain "unpublished" until it is reviewed by the LLCI team. Once your case study data is loaded, the case study name and number will appear on your grantee reporting page in a list format. This will alert us that a case study has been loaded. We will then review and publish or contact you with any changes that need to be made.

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**NOTE – in the future you can add case studies throughout the year. There is no need to wait until the due date.**

Thank you for your involvement and help. If you have any questions or comments, please give us a call.

Sonia Williams - State Landcare Coordinator, Landcare NSW                      0411 113 590  
Chris McCulloch - Manager Landcare Program, Local Land Services              0427 061 164

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