



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**



JOHN DEERE

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



JOHN DEERE

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



JOHN DEERE

- **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



JOHN DEERE

- **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



JOHN DEERE

- **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



JOHN DEERE

- **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



JOHN DEERE

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



JOHN DEERE

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



JOHN DEERE

- **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



JOHN DEERE



MITRE 10



Western Power

Westpac

ADSHEL



EDISON
MISSION ENERGY

An EDISON INTERNATIONAL™ Company

Telstra
Country Wide



HOLDEN

PRICEWATERHOUSECOOPERS
foundation

onesteel



SONY

Why Has the Business Community Embraced Landcare in Australia?



JOHN DEERE

- **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?



JOHN DEERE

- **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?



JOHN DEERE

- **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



JOHN DEERE

- **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