

Case Study Feedback 2017

Reflecting back now in early 2018 the quality of Case Studies submitted across NSW has been remarkable. If you were all feeling your way in 2016, you have definitely hit the mark this time around with the latest lot of case studies. They are being noticed and used to capture new audiences and provide feedback to the government. Each one has been reviewed and rather than providing individual feedback, I will provide a few things that have emerged.

A reminder about the tag lines and why they are important.

The current tag or theme line actually relates to the 7 objectives of the Coordinator program

Tag Line - this is the theme that your **case** study is highlighting. This is based on the seven objectives of the Local Landcare Coordinator projects and both LLCI grantees and non LLCI users should choose the **one** from the list below that is the best fit. A word of caution the tag lines can be interpreted in a number of ways - ensure you read the descriptions below to get the correct match for the LLCI objective.

Local Links – Stronger Communities - Support and increase community engagement
Reaching Out - Extend coverage and provide support to more groups, networks and landholders

Taking Action - Undertake planning, develop partnerships and secure resourcing through project grants and 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


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

And taking this further I am sharing some marketing headings that were developed via the Landcare Trust Project and that can be applied to case studies and are another way of looking at the information you provide to target specific audiences, whether they be investors, government or others.

Case study topics and how they might align to current trends in corporate philanthropy.

Leading Philanthropic Causes - those case studies which reflect any of the following: Health, Environment, Education and Social Change

1. **Impact investing** – case studies which are able demonstrate impact. Focusing on specific information on exactly **what** was done and measurably **how** the outcome is better *i.e* number of trees planted, survival rate for plants, water quality, improvements in social impact/sustainability etc (which many of you do already)
2. **Symptoms rather than Cause**-philanthropists favour short-term tangible projects, rather than long term immeasurable goals such as “avert climate change”. It’s difficult for corporate to equate their impact/investment on a large and long term scale.
3. **Sustainable Future** – the highest motivation to sponsor is to create sustainable futures. Our case studies should show specific projects with measurable outcomes which contribute to “sustainable futures” (where applicable)
4. **Local Impact** - Specific and varied references to not only geographic locations, but how local people are addressing local problems. Local people know the problems and best solutions for their own backyard so any existing case studies reflecting this should be prioritised.
5. **Don’t forget social** – while predominantly an environmental/agricultural/regional movement, we need to demonstrate the social problems Landcare addresses in the community. This reflects the greater diversity and local relevance of Landcare NSW to address the broader



problems of the community. Critical to communicate our “eco-Social” positioning.

6. **Not just the country** – Ensure some case studies demonstrate examples of urban/metro projects

These link into the all important **Key Facts Box**. An important side space because this is where those without much time may find their eyes drifting to for a quick overview, if measurable outputs can be included then please do so. And if you evaluated the event, workshop or project and found a few key points, put them here.

Please provide some words that gets peoples attention particularly with outputs such as 5000 trees - 80 People Attended. etc.

As an example instead of:

Instead of 'Collaboration on a landscape scale' why not add 'Collaboration of **x** partners, including government, community groups and private landholders on a landscape scale' says a little more about the result.

And another example of providing a bit more of a picture:

'We achieved this with a \$2000 grant and local in-kind contributions'

Why not put '*...and local in-kind contributions estimated at \$4500'*

A good example of this type of comprehensive case study highlighting Social Change and Education as leading causes with a Local Impact is "Talking about it" from GYMAC Inc. Link here

<http://www.landcare.nsw.gov.au/groups/gwymac-inc/talking-about-it>

Another is from Coffs Harbour Regional Landcare about "Working on Country Together"

<http://www.landcare.nsw.gov.au/groups/coffs-harbour-regional-landcare-inc/working-on-country-together>

A great example of the Environment as a leading cause, Impact Investing and eco/social activity

Your case studies are the foundations of telling our story and building the Landcare profile in 2018 and beyond, they will be essentially for our future investors and supporters.



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