

NSW Local Landcare Coordinators Initiative

Your Case Studies “Telling the Landcare Story”

Feedback from the 2016 round of case study submissions

As you may know, most of the 2016 Case Study entries are now endorsed and publicly accessible on the NSW Landcare Gateway Website. We would like to thank everyone for the time and effort you have put into these and congratulate you on the quality and diversity of the Case Studies. They have certainly covered a wide variety of people, places and activities that take place around NSW, and clearly display the Landcare community working together.

The purpose of the case studies is to highlight the range of activities undertaken by your Landcare groups and networks. The case studies can be used for a variety of purposes – from informing your own members and community of the work you do (as part of reporting for other projects) and engaging visitors and Landcare groups who are accessing the Gateway website. This is an essential tool in both publicizing our work with the community and “reaching out” to other members to share ideas. As you will find, these stories provide a great source of inspiration for you to develop engaging and unique activities as a Landcare Co-ordinator.

Importantly, they provide the LLCI program with narrative of how your host organisations are achieving the outcomes set for the Coordinator Initiative, and also provide Landcare NSW with a bank of stories they can use for various marketing purposes. They have already formed a portfolio we have presented to the Parliamentary Friends of Landcare at their March meeting.

While undertaking the review process, we have been communicating with many groups in order to provide feedback and communicate the strengths and weaknesses of the online format that supports the case studies. This process has been invaluable in helping us adjust the inevitable “teething problems” that come with online reporting platforms. We have included in the following pages an overview of the issues and solutions that, along with your continuing feedback, will ensure a more seamless operating platform in 2017.



Firstly, just to reiterate purpose of the format and sections of the case study online platform:

- The case studies are designed to showcase your best work! Headings are most effective if they are short and catchy – there are some great examples available. The Key Facts are a quick grab so that the viewer has a good impression of what you’ve achieved. Details of size, numbers and areas will enhance your Key Facts e.g. “30 volunteers planted a total of 600 native trees” or “4 workshops 55 participants”
- Also, remember you don’t have to work with a dead line; you can enter as many as you can as often as you can. It’s often best to log a case study straight after the event. The case studies may often draw heavily on work you have already done such as a media release or an event summary. They can also be useful to you as part of your reporting for various projects, as well as an inclusion in your annual report to members and investors.
- These case studies are a useful tool for you – not just us! The best case studies were those that were done with the intent of developing a product the group was proud to utilise in its own communications and marketing. Where they were developed as merely a reporting obligation to us, done quickly and without an eye to future use, the quality of the case study was noticeably lessened.

Below we have given some specific information to assist you with completing future case studies while also informing you of what we have done about fixing some of the “bugbears” you told us about. We will continue to update the help sheet as we continually refine the process, so make sure you **ALWAYS** download the help sheet from gateway before commencing your case studies: <http://www.landcare.nsw.gov.au/help/how-to/case-studies-on-the-gateway>

Numbering

Number format should be consistent as follows: LLCI contract number-Case Study number (in order of submission with a hyphen between, no spaces) e.g. LLCI031-001.

Tag Line

The tag lines capture the outcomes that the coordinator program should be achieving - it is of **UTMOST** importance that the correct tag line is used. Please reference what each of these means from the help sheet, rather than just guessing!

Images

Formatting jpegs understandably caused the most problems; this took a little time to develop as a platform. In general, landscape or square jpegs format better than portraits.

- **Image file format** - Images should be either .png or .jpg format if they are photos, or preferably .png if it is a logo or illustration;

- **Image size** - You can place either 1 or 2 images on the side of your page. If you have just one image, then it should be 'portrait' shaped 800px wide by no more 1200px high. If you have two images, then they should both be 'landscape' shaped 800px wide by no more than 650px high;
 - **Note** that if you upload images that are not 800px wide then the server will scale your images up or down to ensure they are 800px wide. So when checking the height of your image you must check it "scaled to 800px wide". For example, if you upload two images that are 400px wide and 600px high, they will become 1200px high once they are scaled up to 800px wide, thus they will be too tall.
 - If you have any doubts, the best proof is to use the preview option or even download the PDF and check once it has been generated.
- **Resolution** - Use high resolution images where possible

Logos

Top Logo Use a square image for your top logo. This helps prevent overlapping into other boxes

Project Partners Logos - can contain up to 4 images, again, we recommend that you try to upload square logos in .png format with transparent backgrounds. We have improved the ratio and spacing that occurs when logos are added.

- If you load a subgroups logo at the top of the case study we recommend you load your own logo here.
- Ensure that the logos of all main partners are included, and that the logos are high quality. If your case study is from a funded project check that you have the correct logo - this could be your LLS, and Australian Government, if it is an NLP funded project, or the Environmental Trust logo
- It's great to include local sponsors and partners logos – this shows how Landcare collaborates and leverages local investment and support

Text

- Many groups commented that text picked up from existing word docs does not transfer easily to .html. Check for capitalisation and punctuation: sometimes .html format does not always pick this up.
- Too much or too little text was a common problem - the easiest way to assess if you have it 'just right' is to check the pdf before finishing! This will show you how your case study appears when published to the .pdf.
- The case study has four sections in which to add text. It is worth spending a bit of time planning before you commence writing. Clearly think through the story you want to tell - and ensure that you have the content in the appropriate section (e.g. it is surprisingly easy to muddle up parts of the issue and solutions into the one box .

Thank you to people who provided feedback on how we can improve and for giving us some great ideas that we look to see if we can incorporate. Some of these ideas are:

- Could we ever extend to be able to include a short video on the main page (not on the pdf obviously)
- On the pdf, the words sections would look better if they were justified instead of left aligned.
- Can you provide a Hover box near the tag lines to jog me to remember what each of these REALLY mean?
- Should endorsed case studies appear in the News reel on the front page of Gateway? This keeps fresh content in front of people.
- Load some of the best case studies to the Landcare NSW website

We would like to thank everyone for their great work - your stories inspire and motivate others to participate and contribute, and showcase how a supported landcare archives a wide range of outcomes that are important for local communities and our shared environment.

If you would like to provide us with further feedback or suggestions please contact us.

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