

# Maffra and District Landcare Network

## Strategic Plan 2021-2026

### **MDLN's Vision:**

**Healthy Landscapes; Thriving Communities**

### **MDLN's Mission:**

**Enabling communities to thrive by creating pathways for innovative and biodiverse land and environmental practices**

## **MDLN's Priorities**

### **1. Healthy land, biodiversity and water quality.**

**Goal: Creating rich experiential opportunities for people to have a positive environmental impact and learn about the environment.**

**We will achieve this by:**

#### **1. Enhancing biodiversity and water quality:**

**1.1 working with communities of interest to achieve positive environmental outcomes.**

#### **2. Nurturing healthy land by:**

**2.1. Encouraging regenerative agriculture in the region.**

**2.2. Promoting best available science from industry (MLA, Dairy Australia, Horticulture Australia) and Ag Vic to calculate and reduce emissions and encourage mitigation.**

**2.3. Creating a resilient community responding to changing climate.**

**2.4. Encouraging effective pest and weed control across the region.**

#### **3. Celebrating cultural heritage and history through:**

**3.1 sharing the stories of the first people and early settlers of the region to understand how the land and environment has changed over time.**

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### 2. Thriving Communities

**Goal: connected, empowered, and thriving community with clear, effective communication working together to create healthy lands and environment.**

**We will achieve this by:**

**1. Strengthening Landcare groups:**

**1.1. Building autonomy, investing in capacity building and encouraging engagement.**

**2. Influencing the broader community:**

**2.1. Strengthening connections with communities with similar values and interests.**

**3. Communicating:**

**3.1. through use of a variety of methods that are regular effective, targetted within networks, groups, stakeholders and community.**

**4. Capacity building and education: through training and project activities.**

**5. Strategic stakeholder engagement by: building relationships with key organisations.**

**Healthy Landscapes, Thriving Communities**

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### **3. Good Governance:**

**Goal: Ensure MDLN demonstrates best practice governance and supports Landcare groups.**

**We will achieve this by:**

#### **1. Managing and strengthening finance**

**1.1. Moving towards self-sufficiency with broader income streams,**

**1.2. full expenditure of grants**

**1.3. high quality, informative and clear acquittals**

#### **2. Managing, supporting and developing staff through:**

**2.1 clear delegation of authority.**

**2.2 Professional development opportunities**

#### **3. Ensuring strong governance for both the board and groups through:**

**3.1 clarity on rules, roles, purpose and priorities.**

**3.2 Implementing project development, management and reporting structures and timelines**