

**2025  
2030**



Moorabool Catchment  
Landcare Group

# Strategic Plan



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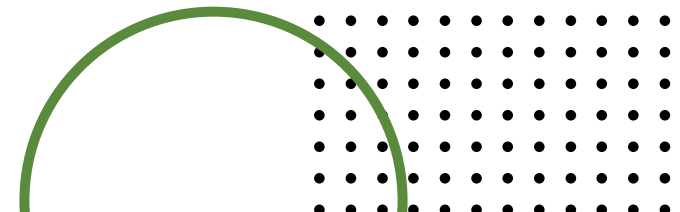
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# Executive Summary

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The Moorabool Catchment Landcare Group (MCLG) has been working to improve various environmental issues across the whole Landcare area for over 30 years.

This strategic plan was developed through consultation with members and stakeholders through surveys and meetings which identified the priority issues and the future directions that the Landcare group wants to focus on.

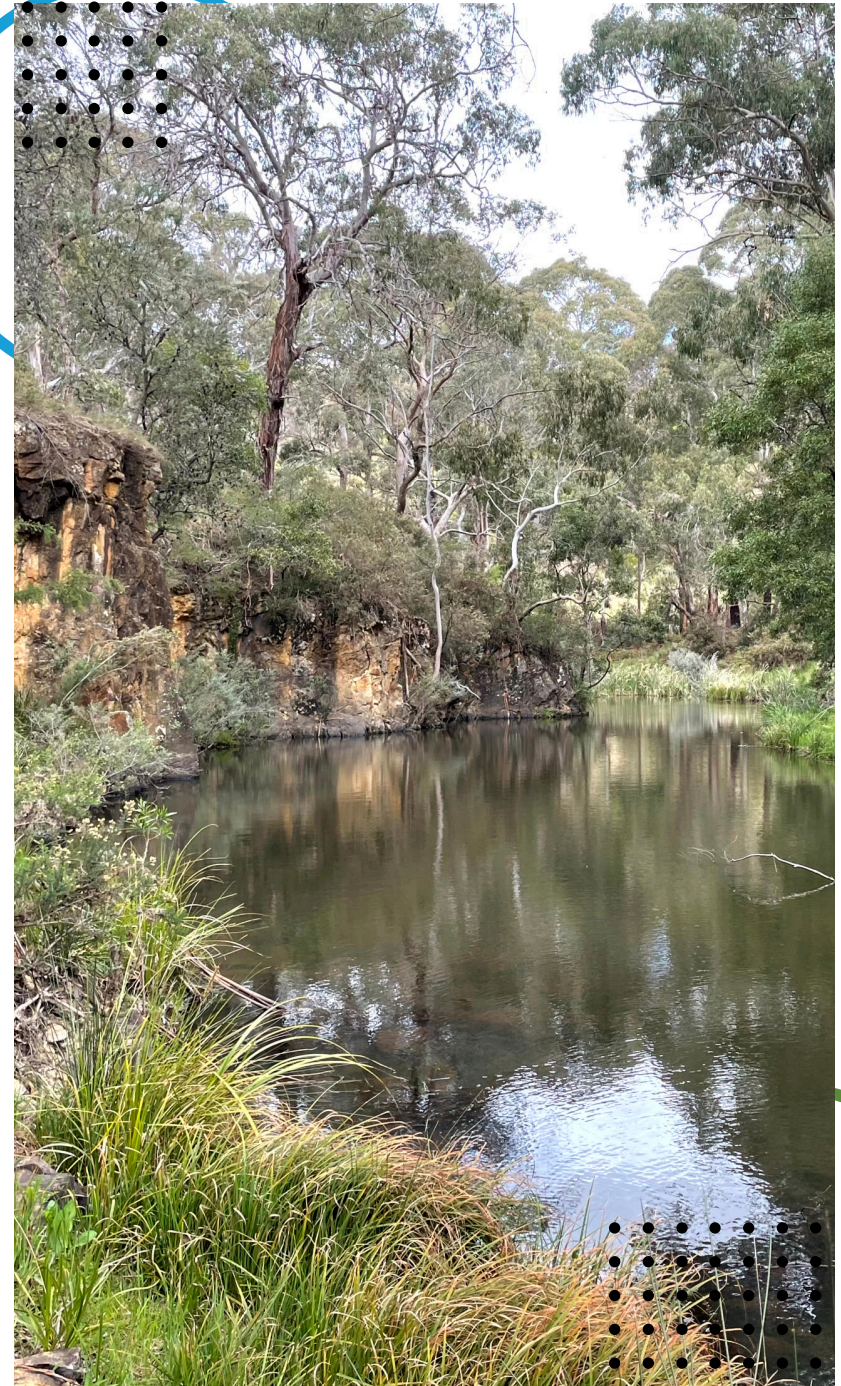
# Vision & Purpose

## Vision

A biodiverse and resilient landscape where the community is empowered to care for the natural environment.

## Purpose

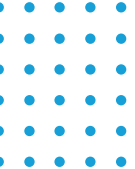
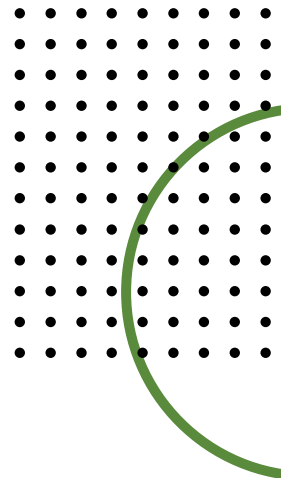
To enhance the natural environment of our region by promoting and supporting the sustainable management of natural resources and biodiversity within the Upper Moorabool and Upper Werribee River catchments.





# Values

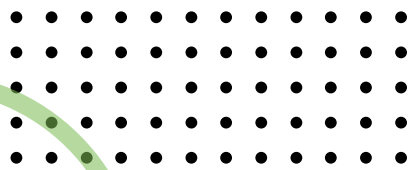
- **Environmental stewardship:** Empower our community to take meaningful action to protect, restore, and care for the natural environment
- **Indigenous knowledge:** Value and incorporate the traditional knowledge and cultural practices of First Nations peoples in caring for Country
- **Innovation and adaptability:** Embrace creative thinking and flexible approaches to meet emerging challenges and opportunities
- **Knowledge sharing and education:** Empower our community through accessible education, open communication, and the sharing of skills and knowledge
- **Organisational sustainability:** Strive for a resilient and well-governed organisation that can sustainably deliver long-term environmental and community outcomes
- **Sustainable land management:** Promote land management practices that support both productive use and the conservation of natural resources for future generations



# Our Background

The Landcare group was originally formed by the local farming community in 1989 as the East Moorabool Landcare Group. The name was later changed to the Moorabool Catchment Landcare Group (MCLG). The aim was to return trees to the landscape, offer support to landholders, and improve riparian vegetation along the Moorabool River.

Now over 30 years on, the area, diversity of projects, and number of members has grown significantly. MCLG's area extends across approximately 72,000 ha, which covers a large portion of the Moorabool River catchment. Most Landcare activity is focused in the Moorabool Special Water Supply Catchment in the Moorabool Shire with a small section located within Golden Plains Shire.



# Key Focus Areas



***Biodiversity &  
Waterways***



***Sustainable  
Agriculture***



***Organisational  
Governance***



***People &  
Partnerships***



***Education &  
Knowledge Sharing***

# Biodiversity & Waterways

*Protecting and enhancing resilient, biodiverse landscapes and waterways.*

## **Our strategic priorities for Biodiversity & Waterways are:**

- Undertake waterway protection/restoration projects on priority waterways and tributaries
- Deliver both on-ground and capacity building weed and pest control programs
- Deliver revegetation activities and create wildlife corridors in the landscape
- Work with our members to survey, monitor and record flora and fauna species in our region
- Increase community knowledge of the operation of our natural systems and how we can support them



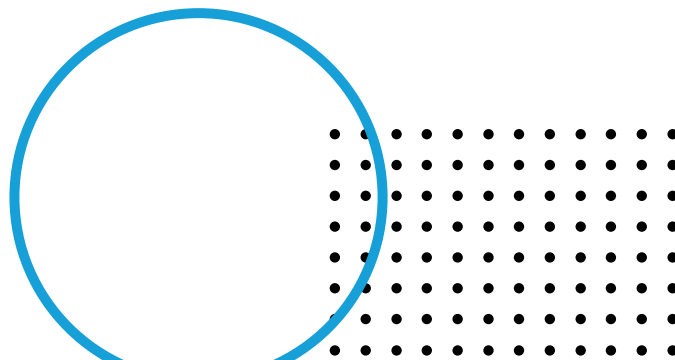


# Sustainable Agriculture

*Promoting resilient, innovative and sustainable property management.*

**Our strategic priorities for Sustainable Agriculture are:**

- Partnering with the local farming community
- Drought and climate resilience adaptation
- Soil health education and management programs
- Biodiversity on farms



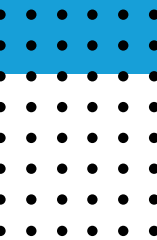


# Organisational Governance

*A strong, effective and professional organisation.*

**Our strategic priorities for Organisational Governance are:**

- Foster an environment that encourages diverse member participation in the Executive Committee
- Apply rigorous and professional standards to the administration of the Group and the Grants we manage
- Seek out funding sources and opportunities that align with our values and enable the delivery of Landcare activities





# People & Partnerships

*Strong, collaborative partnerships that empower the Moorabool community to enhance the natural environment.*

## **Our strategic priorities for People & Partnerships are:**

- Build and strengthen partnerships with public organisations including Barwon Water, Corangamite Catchment Management Authority and DEECA
- Build and strengthen partnerships with Moorabool Shire and Golden Plains Shires
- Build and strengthen strong partnerships with Wadawurrung Traditional Owners Aboriginal Corporation
- Continue to offer opportunities for volunteers to actively participate and contribute in Landcare activities
- Build and strengthen partnerships and collaborate with Moorabool Landcare Network, other Landcare groups and schools in the region
- Creation of new partnerships with people, organisations and groups that align with our purpose

# Education & Knowledge Sharing

*A well-informed, engaged community that supports, promotes and shares knowledge.*

## **Our strategic priorities for Education & Knowledge sharing are:**

- Deliver a range of training programs and educational events for our Landcare members
- Deliver citizen science programs that increase volunteer capacity and capture meaningful data
- Continue to use multiple forms of media and communications to engage the wider community in Landcare

