

RAIN Strategic Plan 2009 - 2015



Strategic Plan 2009 - 2015

Draft Working Document

This document has not been endorsed by the RAIN Management Committee

Agknowledge

51 Mottram Rd

Carmel WA 6076

Ph: 08 9291 8111 Fx: 08 9291 8101

Email: cookes@inet.net.au

RAIN Strategic Plan 2009 - 2015

knowledge through the Grower Group Alliance (GGA).
This process were:

izing Group)
p)

ensthorpe)

RAIN is a farmer driven group focused on best practice farming systems and the sustainable use of natural resources in the Ravensthorpe area. It was established in 2001 by the Ravensthorpe Land Conservation District Committee members who saw the need for a wider focus and a range of projects across the region. RAIN is governed by a committee comprising representatives of the various geographic areas of the shire and

the group's direction and updated its strategic plan to set the group's direction in a changing environment.

The area consists of approximately 60% remains uncleared with 85% of this area being parks and reserves. There are 156 broadacre farming enterprises as the group's activities extend further than the shire boundaries. RAIN also has 42 small landholders receiving information via E News

The region is predominantly dryland cropping and grazing enterprises. The region is also home to mining industries and has a growing population of around 2,500 people and is predicted to remain relatively stable into the near future.

The region has a rich fauna including a large number of threatened and endangered species. The major land development took place in the 1960's with the clearing of land for agriculture. Farming has proved to be both challenging and rewarding.

Activities such as field days and workshops, catchment resource assessment, project planning, soil health activities, revegetation, protection of riparian areas, control of pest plants and animals and community engagement and awareness of environmental and land management issues.

Through community support, its grass-roots approach to problem solving and its ability to relate to land managers, partners and investors. RAIN has been successful in its strength and vitality over the years. In 2009, RAIN will need to maintain its capacity to support projects and the community.

Communities of the area include:

The profitability of farm businesses and capacity of landholders to invest in environmental works. Climate change impacts will need to be factored into the planning process. It is expected that carbon farming and carbon capture in soils will become an opportunity for landholders.

Government support is likely to bring impacts locally in the near future such as reducing the availability of government and corporate support to natural resource management.

RAIN Strategic Plan 2009 - 2015

Government agencies eg DAFWA will result in less services to an area which is also underserved by Agribusiness due to location and
In the next five years there is clearly a need for a group like RAIN to drive what the area requires in resources and training to assist members to
of farming developments. There is an ongoing need to have research done locally to address specific issues of local conditions. Whatever
to disseminate the information and to share ideas.
The community will provide the opportunity of working more with women as new farming partners wanting to gain skills, and schools and the
You may see the deterioration of pre-existing problems, highlighting the large number of long-term pressures rural communities are facing.
The natural resources continues to be a primary purpose of RAIN, it is evident that the benefits from those activities are not restricted to the
to extend to the social well-being of people involved.
How best to get that done, then sourcing the funding to achieve our aims – we'll become the drivers – rather than funding bodies driving

the principles of:

- members and visitors
- on-ground works whilst encouraging creativity and innovation;
- productive land management;
- financial sustainability in all business

Partnerships

catchment and production based groups of the area as well as promoting wider community participation in landcare activities.
Engages and RAIN is well-positioned to develop and/or support activities tailored to meet the needs of each group. This will be through the
production goals to address issues such as declining membership, succession planning, drought impacts on landholders or changes in land
to raise awareness and involvement in landcare among schools and the broader community through a range of communication activities,
a vehicle for providing information to the community on emerging issues and opportunities.

support the group's activities. Landholders make a significant financial commitment to research and landcare activities, however RAIN needs
resources to fund its operation, projects and activities.
and a variety of activities and not be restricted to the priorities of a single investor. This also reduces the risk of relying on one investor for
support for the organisation.
engages with partners in the corporate and philanthropic sectors, as well as targeting government investment.
to seek funding and support for activities that contribute to the social well being and capacity of rural communities.

engages and responding to topical issues, seasonal conditions and the pressures on the rural community to maintain core services and the

RAIN Strategic Plan 2009 - 2015

VISION

Systems and responsible natural resource management through proactive community involvement in the Ravensthorpe

PURPOSE

For knowledge development and information sharing on sustainable land management and contributing to the community.

OBJECTIVES (measures to be developed)

Professional support and coordination for associated RAIN groups.
 Community engagement to generate ideas and sharing of knowledge.
 Encourage participation and contribution from next generation farmers.
 Implement targeted and innovative projects that address resource issues.
 Responsibly manage finances and human resources to maximise outcomes from projects.

STRATEGIES

2. Identify, develop and manage relevant projects.

3. Identify and engage partners and land managers.

4. Implement professional governance and communication activities.

TACTICS

Plan events in advance by developing a calendar around key deadlines for research priorities and completing funding submissions.
 Build a list of key research areas and activities relevant to the local region .
 Identify topical research ideas from seasonal issues, and deliver information to address these in a timely manner.
 Encourage a culture of innovation and sharing of ideas and urge committee members to network with other farmers and community for ideas.
 Seek technical / critical input to the trial committee meeting from professionals like agronomists, researchers to challenge our thinking and assist with our decisions.
 Use the Committee to set priority for which projects to progress.

1. Maintain alliance with DAFWA, South Coast NRM, Agencies, Friends of Groups, GGA and other grower groups to identify opportunities for collaboration and sharing of resources.
2. Seek representation from community on relevant committees and boards.
3. Maintain good relationships with the funding bodies, to ensure success.
4. Maintain good relationships with site owners.
5. Maintain and develop further relationships with researchers : identify who is working in an area and invite them to progress or share their research.
6. Target agribusiness to identify opportunities for joint trials and support the business.
7. Engage next generation farmers by using the committee members to invite their ideas and participation, ask them to feed in ideas.
8. Maintain engagement and involvement of schools.

1. Effective functioning management committee responsible for strategic direction and performance of the organisation
2. Maintain the office facility and office systems to support staff.
3. Paid administration staff and coordinators, and active executive committee.
4. Explore and use appropriately, all communication technologies including the website.
5. Develop and resource the database maintenance.
6. Develop and maintain trials & project archive to ensure it is accessible.
7. Complete auditing of accounts in a timely manner and maintain good insurance policies.
8. Ensure timely reporting to funding providers.

RAIN Strategic Plan 2009 - 2015

to be undertaken by the RAIN Community Landcare Coordinator

Focus Areas

| Community Education & Awareness | Protection & Restoration | Sustainable Agriculture | Weeds & Feral pests |
|---------------------------------|--------------------------|-------------------------|---------------------|
|---------------------------------|--------------------------|-------------------------|---------------------|

Objectives

| | | | |
|---|--|--|--|
| Increase the community's awareness and understanding of natural resource management activities. | Assist community to protect, enhance and rehabilitate riparian and remnant vegetation on private property. | Work with landholders to continually improve the natural resource base on farms and undertake best practice. | Work with local government, land managers and other stakeholders to eradicate or Control Invasive Species. |
|---|--|--|--|

Activities

| | | | |
|---|--|---|---|
| <p>Use local media, website and ENews to disseminate information</p> <p>Support activities of the Ravensthorpe Wildflower show</p> <p>Undertake community activities partnering the Friends of the Fitzgerald National Park</p> <p>Support initiatives of stakeholder groups such as Bird groups, Dieback</p> <p>Develop welcome packs to new landholders containing relevant local information</p> | <ol style="list-style-type: none"> Facilitate bulk seedling orders Disseminate biodiversity information Undertake Field Walks & Workshops to promote best management practices Assist with information on site preparation, direct seeding, species selection etc Assist landholders to access co funding for on ground works On-ground activities entered into information management system, including spatial data (as achieved, not at the end of the project) Manage the RAIN tree planters and usage of this equipment. | <ol style="list-style-type: none"> Work closely with farming systems officer Assist with annual Crop Updates Assist with and coordinate Field Walks to promote best management practices Assist accessing co funding for onground works. On-ground activities entered into information management system, including spatial data (as achieved) Observe biosecurity procedures | <ol style="list-style-type: none"> Assist with Red Card for Red Fox program or lower Steere R baiting considering landholder demand/input Support on ground works initiatives of Progress Associations Assist community Bridal creeper rust release and other methods of control On-ground activities entered into information management system, including spatial data (as achieved, not at the end of the project) Observe biosecurity procedures |
|---|--|---|---|

RAIN Strategic Plan 2009 - 2015

to be undertaken by the RAIN Farming Systems Development Officer

Focus Areas

| | Partnerships | Organisational Performance | Funding |
|--|--------------|----------------------------|---------|
|--|--------------|----------------------------|---------|

Objectives

| | | | |
|--------------------|--|---|--|
| Implement projects | Maintain productive and complementary partnerships with stakeholders | Maintain an effectively functioning team to achieve RAIN outcomes | Secure funds from multiple sources to achieve RAIN resilience and outcomes |
|--------------------|--|---|--|

Activities

| | | | |
|--|---|---|---|
| <p>Identify activities on an annual basis through consultation with all operating groups. Develop a whole-of-region strategy for RAIN activities. Publish and maintain a 2 year rolling calendar of key activities for funding deadlines, on timeframes, field visits, executive meetings, reports and reporting. Leverage technical expertise, as required, to ensure projects are successful. Ensure Projects are planned, monitored and reported annually. Ensure biosecurity protocols are observed. Deliver extension activities on Top Crop to farmer groups. Proactively to seasonal agronomic issues. Coordinate Field Walks, annual updates & workshops</p> | <ol style="list-style-type: none"> 1. Develop a proactive approach to the development and maintenance of partnerships 2. Ensure partner groups aims are being met. 3. Seek opportunities to collaborate with stakeholders in the development, implementation and evaluation of RAIN activities | <ol style="list-style-type: none"> 1. Assist the governance capability of the management committee. 2. Assist the monitoring and evaluation role of the management committee to ensure it is able to report on achievements and adaptively manage for future improvement. 3. Contribute to a work environment that assists in the attraction and retention of staff and that supports them to work effectively . 4. Provide support to project management committees. | <ol style="list-style-type: none"> 1. Continue to seek funding from South Coast NRM and state and commonwealth governments. 2. Investigate a wide source of funding avenues to deliver extension and on ground activities including assisting landholders to obtain co funding for NRM activities. 3. Seek to maintain in-kind support from existing sponsors. Continue to utilise volunteer resources. 4. Assist development of a strategy to attract new funds from corporate, philanthropic and other sponsors. 5. Assist with monitoring & evaluation of projects and ensure reporting requirements to funders and sponsors are met. |
|--|---|---|---|

RAIN Strategic Plan 2009 - 2015
