

Flying Landcare with Drone Technology

Murrumbidgee Landcare Inc

Murrumbidgee Landcare launched into action when the opportunity arose to join a drone day

The issue

Sustainable farming has been identified as a key theme for Murrumbidgee Landcare. An opportunity arose to sponsor an event that was being developed by the Irrigation Research & Extension Committee in partnership with Deakin University, both of whom share offices with the Irrigation Area's Local Landcare Coordinator at Murrumbidgee Irrigation outside Griffith.

The solution

Murrumbidgee Landcare was successful in gaining a Foundation Grant from Riverina Local Land Services to become a major sponsor of the Drone & Technology Day held in Yoogali on Thursday 29 June 2017. This enabled Landcare to address the audience at the start of the day and join exhibitors in the display area to directly engage with attendees.

A further role was identified by incoming Local Landcare Coordinator Jason Richardson when he offered to develop short videos to promote the event via social media. In the course of producing three videos he met with local farmers and recorded their comments on wanting learning more about drone technology.

The impact

Ahead of the event the videos were published on social media, including Youtube, Twitter and Facebook, where they generated hundreds of views. When the Drone & Technology Day opened on 29 June, Jason spoke to an audience of around 130 and promoted the role of current and upcoming hardware in delivering outcomes including sustainable agriculture, as well as funding opportunities.



Key facts

- Drone technology is rapidly developing and offers substantial benefits, particularly in sustainable agriculture.
- The opportunity to position Landcare in front of progressive and forward-looking local farmers improved the visibility of the organisation.

Project Partners



The Local Landcare Coordinator Initiative Program that enables the promotion of these case studies on the Gateway, is funded by the NSW Government and is supported through the partnership of Local Land Services and Landcare NSW

