

Community Participation

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Tools and Technology

Murrumbidgee Landcare Inc



Strengthening Community Ties through strategic communication and highlights from the last 12 months media review.

The issue

Effective communication is vital to ensuring our community understands the work we do as Landcare and have the opportunity to engage in our projects and events. Murrumbidgee Landcare Inc. is situated in South Eastern NSW, and covers both rural and remote communities.

In these areas, isolation is a significant challenge facing our communities, which obstructs the communities togetherness, shared purpose and inclusion. Often seen as 'behind the scenes' work, effective communication is central to every Landcare project mission to engage the community. But how do you produce communication products which provide emotional support and promote sustainable communities that gathering together?

The solution

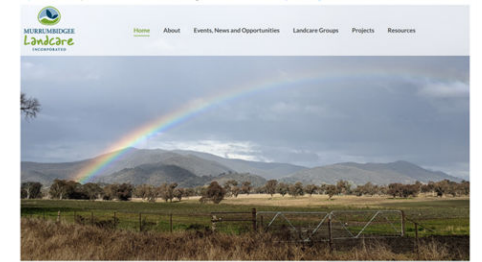
To enhance the outreach MLI have, we developed a strategic media plan and established a dedicated Communications Team. This Comms Team's primary task is to ensure our story remains present, relevant and accessible in the public eye through a variety of channels.

Through ongoing staff development, training, and regular communications meetings, the Comms Team manages a wide range of media avenues, including newsletters, websites, multiple social media platforms, and print media. Staying current with technology, we use modern tools such as WordPress for website building, Microsoft Teams, SharePoint for document management, Instagram, Facebook, YouTube, and specialized software for newsletter creation. This highly collaborative approach allows team members to contribute and edit documents simultaneously, streamlining workflows and enhancing output quality.

The impact

As a result, we pride ourselves on having an articulate, attractive first point of contact website and social media platforms. During this latest 12 month period of 2024, the Comms Team have uploaded 9 website articles, edited 21 website pages, posted 187 social media posts to the MLI page and written 12 newsletters.

We value the small, yet meaningful, outcomes like sparking conversations and inspiring thought, just as much as achieving event attendance. And the emotional support we provide is vital in strengthening our resilient communities.



Key facts

- 9 Articles written
- 21 Website pages edited
- 187 Social media posts
- 12 Newsletters produced

Project Partners



This initiative is made possible by the NSW Landcare Enabling Program, a collaboration between Local Land Services and Landcare NSW supported by the NSW Government.