

# Efficiency

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## Using CAT data to tell our story

Murrumbidgee Landcare Inc



### CAT data can be utilised effectively to tell the story of Landcare at a local or regional scale

#### The issue

Our staff diligently complete all the reporting required in their roles, including submitting Coordinator Activity Tracker (CAT) data for each activity they undertake. The CAT data requires all staff employed through the Landcare Enabling Program (LEP) to record achievements such as workshops delivered, meetings hosted or attended, grants submitted or received, restoration work undertaken and media postings. This data enables Landcare NSW to track and report on the achievements of the LEP at a state level. But it is important to note that we can also use the data at a local or regional level, to highlight our achievements to our local media, stakeholders and community members.

#### The solution

Taking the 'data dump' of all CAT entries for a given period (we typically use a calendar year), it is a simple process to categorise and summarise the information at a regional level.

The Excel version of the data enables sorting by category and date, allowing easy interrogation of the data. An important initial step is to ensure the accuracy of the data, which involves ensuring activities are not counted more than once (such as where an event was attended by multiple staff, or a grant was reported on when submitted and again when received). Data should also be checked for consistency, as in some cases people interpret the categories in different ways. Once these checks have been completed, it is a simple case of sorting and tallying the data, and then working it into suitable formats for presentation to different audiences and platforms.

#### The impact

The volume and impact of our work can sometimes go unnoticed, with everyone always so busy working on numerous projects, events and other tasks. When you are able to step back and look at the combined impact of Landcare across a region, it can be incredibly rewarding to reflect on the huge achievements that have been made over the course of a year.

For several years, Murrumbidgee Landcare have compiled our CAT data into an infographic which is incorporated into our Annual Report, and shared widely through newsletters and social media. When we have Project Officers working outside of the LEP, we can add their achievements to the CAT data to present a comprehensive picture of Landcare in our region.

- Education**
  - Delivered 125 field days & workshops, attracting 2,200 attendees
  - Held stalls & activities at 11 major regional events
  - Ran 55 school activities, educating over 2,300 children at 27 schools/ preschools
- Partnerships**
  - Partnered with over 230 organisations on projects and activities
  - Staff involved in over 200 working groups and partner meetings
  - Supported 14 local Landcare groups
- Indigenous Engagement**
  - Employed 1 Aboriginal Landcare Officer
  - First Nations' involvement increased from 9% to 38% of activities
- Restoration & regeneration**
  - Supported over 1,100 volunteers to plant 13,000 native seedlings
  - Led 70 working bees to help restore local areas
- Engagement**
  - Over 700 subscribers to monthly newsletter
  - Over 3,000 followers on social media
- Funding**
  - Secured almost \$1,000,000 in new grant funding
  - Funds being used to implement 19 new projects



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.