

# National Landcare Advisory Committee

---

**Advisory committee only**

**Mainly around design settings and  
implementation issues**

**12 members – range of  
backgrounds**



# Work areas

## Measuring impacts and value for money

## Telling the story

## Leveraging private investment.

## Measuring performance

## Building adaptive capacity



### Woolworths Fresh Food Future program – Grants now open

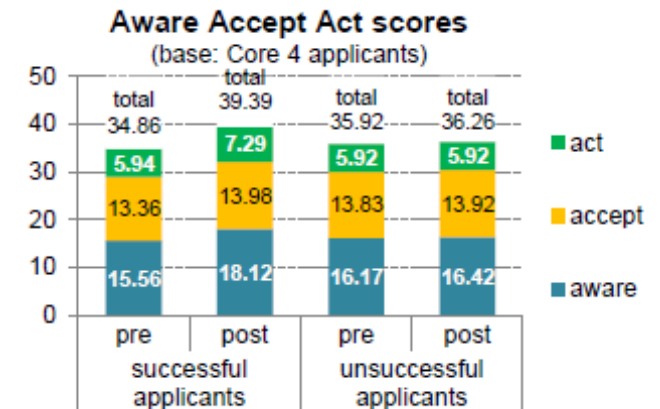
Funding available for farming projects.

\$150,000 in funding is being made available to farming groups and organisations to support projects that will improve water use, nutrient management or the carbon footprint of farming through the Woolworths Fresh Food Future program.

Individual grants of up to \$15,000 (excluding GST) will be awarded to projects that best fit the criteria of the program. The Woolworths Fresh Food Future program is a collaboration between Landcare Australia and Woolworths to develop, improve and encourage sustainable farming practices across Australia. All farming groups and organisations are eligible to apply for the grants, along with Landcare groups who wish to undertake sustainable farming projects in any primary production industry.

Pat McEntee, Woolworths General Manager Fresh Food, believes that the Fresh Food Future program is an important investment into the Australian agriculture sector.

As Woolworths continues to invest in Australian farmers,



# Current projects

---

Economic impact of  
investing in Landcare

Telling the stories

Building adaptive capacity





# Economic impact of investing in Landcare

## Implementation to date

- Systems model based on private benefits & time lag to adoption
- Selection of regions/industries for workshops underway

## Challenges

- Identifying indicators with clear co-benefit
- Project evaluations with evidence of financial benefits
- Excluding social and environmental benefits



# Help needed – evidence of economic benefits

## Goulburn Broken CMA

13GL farmers: 21GL Environment: 4.5 GL water authority

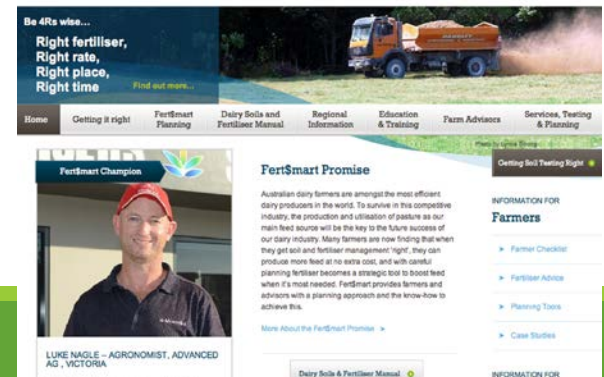
\$/farm -\$13,000 (assuming 1000 farmers, permanent water price \$2000, costs per ML saved \$1000). Labour savings, easier management

## Core 4 – WGCMA

Reduced P losses 65/t/year Farmer savings?

**Fert\$mart** – WGCMA, Murray LLS, Hunter LLS, North Coast LLS, NRM North, Cradle Coast NRM

\$12,000/farm



# Additional benefits

Market access – sustainability targets

Social licence – non regulatory

Financial access

