

30 November 2015

Engaging the Next Generation of Landcarers

The search is on for the next generation of young people committed to protecting Australia's crucial land and water assets into the future.

In a bid to make it easier for Landcare groups to attract young people, Landcare Australia has today released a new 'how-to' kit designed to provide practical advice on how to encourage young people to become active in their local Landcare group.

Landcare Australia CEO, Tessa Jakszewicz, said the Youth Engagement in Landcare How-To Kit will allow local Landcare groups to look to the future by fostering and encouraging a new generation of Landcarers.

"With over 100,000 volunteers in 6,000 groups across Australia, the Landcare network is very strong. However, it has always been a challenge engaging young adults and encouraging them to become part of the Landcare movement," Ms Jakszewicz said.

"Our youth, although passionate about the environment and the world in which they live, are often time-poor and have a whole range of interests competing for their attention and commitment.

"Finding a way to spark their interest in Landcare and engaging them has posed a challenge to groups looking to pass on their knowledge and skills that have been developed over years and years of hard work.

"This resource will act as a go-to guide that provides Landcare groups and other young Landcarers tips and guidelines on how to engage with young people and encourage them to participate in Landcare and environmental activities."

Over the past year, Landcare Australia has been working with a number of National Young Landcare Ambassadors from across Australia to run youth engagement events and awareness raising activities. Through these sessions it identified that there was a need to create resources to help existing Landcare groups engage with young people.

"Alongside the inspirational National Young Landcare Ambassador, Megan Rowlatt, Landcare Australia has developed this resource, which is full of useful tips and guidelines drawn from ideas that groups around the country have used to successfully engage with young people," Ms Jakszewicz said.

“The ideas contained in the kit range from working with universities to engaging with young farmers to even hosting a Landcare for singles event!”

“Our youth are the future of the Landcare movement and through this resource we can ensure that we secure the next generation of Landcare heroes to carry on the Landcare legacy.”

This kit is jointly funded through Landcare Australia and the Australian Government National Landcare Programme.

To download the Youth Engagement in Landcare How-To Kit, please visit: www.landcareonline.com.au

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