

**MEDIA RELEASE**

**3 MAY 2016**

## **What #Action4theLand will you take for World Environment Day 2016?**

Supporting World Environment Day, Landcare Australia has called on communities across Australia to take positive action, announcing its month long #Action4theLand campaign.

With #Action4theLand, Landcare Australia is putting the emphasis on the entire community coming together to take small actions that combine to make vast progress towards the protection of the invaluable land and water resources that sustain all of us.

Landcare Australia CEO Tessa Jakszewicz launched the month long #Action4theLand campaign, asking people to get creative in their support for World Environment Day.

“From the ground and water that provides us food, to the jobs that provide us financial stability, to the schools that teach us, and the homes that provide us shelter, every Australian has a responsibility to come together as a community to care for our country with a day of positive action on Friday 3 June,” Ms Jakszewicz said.

“We’re asking that every business, school, community group, elected leader and individual across Australia take small actions during the week of World Environment Day to make Australia a better place.”

“Landcare Australia sincerely hopes that our call out ‘What positive #Action4theLand’ can bring attention to this global day, and will lead to a groundswell of community events and actions right across the country.”

Some of the activities Landcare Australia has suggested for participants include:

- **Go Green for a day!** This could be in the workplace, school, community centre, sporting groups, or anywhere just, wear green and use it as a conversation starter.

- **Complete a 60 minute #Challenge4theLand.** You could plant some native trees or a home veggie garden, have a recycling drive, have a conversation with your local representative, or clean your local park and pull up weeds within your own community.
- **Fundraise.** Ask your friends, family, colleagues, and don't forget your Facebook friends, and Twitter and Instagram followers to contribute \$5 to show their support for your **#Challenge4theLand**.
- **Share a picture.** After you've completed your challenge, take a photo of your achievements and post it publicly on social media with the hashtags **#Action4theLand** and **#Challenge4theLand**.
- **Celebrate your achievement** with a sustainability friendly morning or afternoon tea. Authentically Aussie lamingtons and scones work a treat.

The campaign launch included the go-live for [www.action4theland.org.au](http://www.action4theland.org.au), which over the coming month will play host to social sharing, competitions, interactive games, tips on how people can get involved, and a fundraising portal for those wishing to help Landcare Australia as it works with farms on sustainable agricultural practices.

Landcare Australia encourages people to visit the website regularly over the coming weeks as the social content and interactive aspect expand.

The site will also become a social media hub for people to share and vote for their favourite photo in the #Challenge4theLand competition. All posts using the #Action4theLand and #Challenge4theLand hashtags will be captured and featured on the site.

People can make donations either directly to Landcare or to their registered friends, family and colleagues at any time throughout the campaign, with all funds raised going back to Landcare Australia to support the efforts of local Landcare groups.

“Every dollar donated will go toward supporting local Landcare groups’ efforts to rehabilitate the land, replant native trees and shrubs, and introduce sustainability to agriculture to ensure our environment can be enjoyed now and into the future.” Ms Jakszewicz said.

World Environment Day is a United Nations Environment Programme (UNEP) initiative encouraging worldwide awareness and action for the environment annually on 5 June. Over the years it has grown to be a broad, global platform for public outreach that is widely celebrated by stakeholders in over 100 countries. In 2016, Landcare Australia has chosen the Friday prior – 3 June – as its day of celebration and #Action4theLand.

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**About Landcare Australia**

Landcare Australia Ltd is a not-for-profit organisation, leading the promotion of and providing financial support to the Landcare national resource management programme in Australia; aligning the practice of environmental management with land productivity, and devolving governance and management to local communities.

Landcare Australia works collaboratively with federal, state and local governments, corporate partners and sponsors, and individuals, to deliver hundreds of projects annually through the volunteer efforts of local community groups, indigenous groups, and the more than 5,300 Landcare and Coastcare groups across Australia.

[www.landcareaustralia.com.au](http://www.landcareaustralia.com.au)