



# THE LANDCARE & ENVIRONMENT COLLECTION

Taking landcare to the global crowd  
Creating a 'digital shopfront' for landcare



**Landcare**  
New South Wales

**ROB DULHUNTY, CHAIRMAN,  
LANDCARE NSW**



# ALAN CRABBE, CO-FOUNDER, POZIBLE

Pozible



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## Let's Make Your Idea Pozible

Crowdfunding for anyone, anywhere

Learn More

Get Started



BEFORE YOU START

Be prepared for success to come

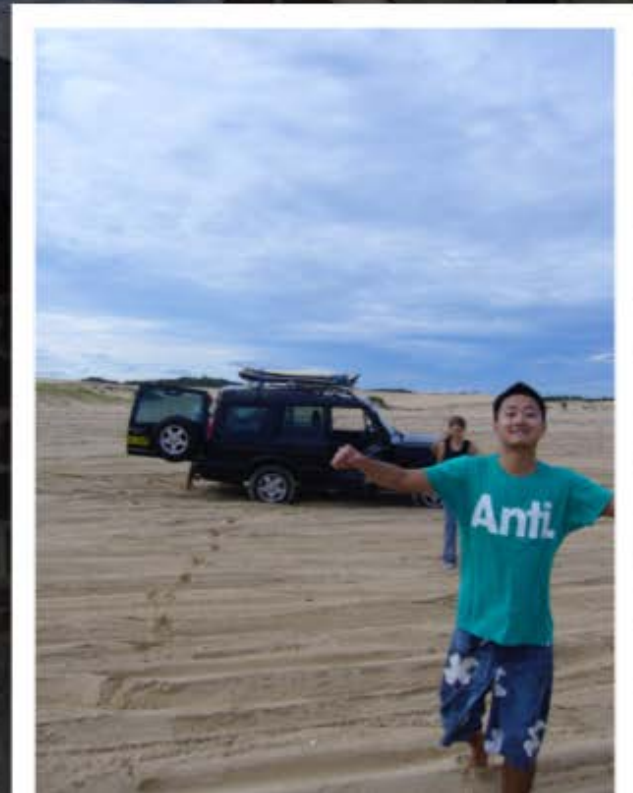
*Pozible* |



Alan Crabbe  
(Co-founder and Director)



7000+ projects  
\$26 million



# Crowdfunding & Where it Started

Coming of Age for Social Media & Video  
Started in Creative Industries  
Environment

NEW

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- ✓ Social Media
- ✓ Video
- ✓ Payment innovation

A group of people, including men, women, and children, are participating in a landcare project. They are using tools like chainsaws and trimmers to clear vegetation in a field. The scene is outdoors, with trees and a clear sky in the background. The image is overlaid with a dark blue gradient.

NEW

# Crowdfunding for Environmental Projects

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New category at:  
[www.pozible.com/  
landcare](http://www.pozible.com/landcare)



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## Madelaine's Organic Eggs

By [Madelaine Scott](#)

f 5.2k

t 213

in 9

g+ 7



A\$ **67,986** Pledged of A\$60,000



0 Mins to go

Deadline 26 May 2014 at 04:32 am EST



**509** Supporters



# What you get out of it

Awareness

Community

Proof of Concept / Validation

Funding

Leveraging Publicity / Success

*Pozible*



**Landcare**  
& Environment  
Collection



**JEN QUEALY, PROJECT MANAGER,  
LANDCARE NSW**



# SONIA WILLIAMS, GENERAL MANAGER, LANDCARE NSW



# ROB DULHUNTY, CHAIRMAN, LANDCARE NSW





*National  
Landcare  
Network*

TERRY HUBBARD, CHAIRMAN,  
NATIONAL LANDCARE NETWORK



# GOOGLE EARTH IMAGES OF AUSTRALIAN PROJECTS

*Vision fader to Google Earth file*



# AUSTRALIAN PROJECTS

- Central West Lachlan Landcare: "Plan Bee", NSW
- Murray and Murrumbidgee Irrigation Area's Ricegrowers, "Tracking Bunyip Birds", NSW
- Brunswick Valley Landcare: "Nest boxes for owls", NSW
- Southern New England Landcare: "Frog Dreaming: people, place and storytelling", NSW
- Holbrook Landcare "Finding Nanno", NSW
- Corowa District Landcare: "Single Paddock Tree Needs a Wife", NSW
- Tamworth Regional Landcare: "The Great Enviorace", NSW
- Wilson's Creek Huonbrook Landcare: "Save Albert's Lyrebirds", NSW
- Dr Courtney Waugh, University of Sunshine Coast: "Satellite tracking Koalas", QLD
- Corinda State High School Landcare: "Beasts and Gardens in the City", QLD
- Mitcham Primary School Junior Landcare project: "Inspire us and 'natify' our school to provide an important habitat for bugs, bees, birds and lizards", SA
- Basalt to Bay Landcare: "Bandicoot Boosters", VIC
- CERES Bee Group and Taranaki Farm: The Practical Beekeeper: Bringing Back the Bees, VIC
- Victorian Central Highlands Community: 'Great Forest National Park', VIC
- Esperance Regional Forum Landcare: "Natural neighbours: fabulous farm produce and wonderful wetlands"



*National  
Landcare  
Network*



# ROB YOUL, CHAIRMAN AUSTRALIAN LANDCARE INTERNATIONAL





# GOOGLE EARTH IMAGES OF THE INTERNATIONAL PROJECTS

- *Vision Fader to Google Earth File*



# INTERNATIONAL PROJECTS



- The Sainte Luce Reserve: "Lemur Lodge", Madagascar
- The Deepam Trust: "Tamilnadu: Saving Species & helping people thrive", India
- Charcoal artist Mike Rowland's: "The Bee Project", USA
- Centre for Sustainability: "Live support for sustainable fish hatchery", Palawan, Philippines
- Landcare Nigeria: "Monkey Habitat - Community planting of indigenous trees", Nigeria
- Centre for Sustainability: "Batak Tribe Forest Warden training", Philippines
- Indonesian Landcare: "Poobank", Indonesia
- New Zealand Landcare Trust: "Saving NZ's endangered native fish - through habitat restoration and youth education", Waikato, New Zealand
- Landcare Bangladesh: "Farmer Training", Bangladesh
- The Fundacion Sonar + Verde: "Dreaming Greener Schools", Cartagena, Colombia





**ROB DULHUNTY, CHAIRMAN,  
LANDCARE NSW**

# THE LANDCARE & ENVIRONMENT COLLECTION – GO TO:

[WWW.POZIBLE.COM/LANDCARE](http://www.pozible.com/landcare)

## Landcare & Environment Collection

The Landcare & Environment Collection showcases and supports the crowdfunding campaigns of environmental groups in Australia and around the world. For more information see [www.pozible.com/landcare](http://www.pozible.com/landcare).

Like 392

Follow @Landca

Embed Widget

Apply for Inclusion



### Tracking Bunyip Birds

Satellite tracking to uncover the secrets of Bunyip Birds - endangered Australasian

Griffith Research

A\$ 1,380 Pledged 2% Funded 40 Days left



### Lemur Research Lodge in Madagascar

Establish ecotourism facility to provide sustainable funding to a lemur reserve in

Noosa Heads Social Enterprise

A\$ 775 Pledged 7% Funded 48 Days left



### Farmer training: educational film

Create a short-film documentary about Landcare success stories in Bangladesh to

Sylhet Community

A\$ 0 Pledged 0% Funded 60 Days left



### Vaccines for Koalas

Help us raise money to buy satellite collars to assess the efficacy of vaccines in koalas.

Brisbane Environmental

A\$ 0 Pledged 0% Funded 60 Days left



### Nest-boxes for Owls

Brunswick Valley Landcare will provide nestboxes for owls vulnerable to extinction.

Byron Bay Other

A\$ 0 Pledged 0% Funded 60 Days left



### Greener Schools in Colombia

We teach Colombian children to grow tress, save water, recycle waste and use

Cartagena Community

A\$ 0 Pledged 0% Funded 60 Days left

# THE LANDCARE 'HANDS ON THE WORLD' PROJECT

- ✓ For all the world to see
- ✓ To inspire new generations
- ✓ Significant revegetation
- ✓ Crowdfunding with us in 2015
- ✓ Perhaps in your region?

The Dish, Parkes, Central West, NSW



# THANKYOU

- Sydney University Tech Lab
- Pozible
- National Landcare Conference Organising Committee and Partners
- The 25 Launch Project Proponents
- Local Land Services
- Community Mutual
- Australian Landcare International
- National Landcare Network
  - Victorian Landcare Council
  - Tasmanian Landcare Association
  - Queensland Land & Water Carers
  - ACT Catchment and Landcare Association
  - Landcare NSW
  - Northern Territory Landcare
  - Western Australian Landcare
  - Landcare Association of South Australia
- Landcare NSW Council, Staff, Volunteers and Supporters

