



MEDIA RELEASE

Australian public votes WA's Southampton Homestead as best Landcare project

23 September: Balingup's Southampton Homestead won the coveted People's Choice Award last night at the National Landcare Awards in Melbourne. The farm, run by Jeff Pow and Michelle McManus, came out on top among all 69 national finalists by receiving the most votes from the Australian public in an online poll in the lead-up to last night's award ceremony. It is the only award among all 11 handed out that is voted on by the public and not a judging panel.

Jeff and Melissa are part of a leading trend in farming – taking responsibility for the growing and the processing of all food on the farm, and selling their produce direct to their customers.

Jeff Pow was stunned to win this esteemed award. "When we started to farm this way, and do it from a values-based approach, on the first day we produced our first chickens we had an instant customer-base. People flocked to us, from social media, from word-of-mouth. That's the power of a community-based approach. We wanted to produce food in a way that did so much more for the environment and the people," Jeff said. "Humans have a role as creative agents to bring about change. That's our job in the ecosystem."

Based in Balingup, WA, Southampton Homestead's philosophy recognises that everything is connected and interdependent. They raise grass-fed poultry using holistic management – a practice based on managed grazing to mimic the behaviour of wild herbivores in grassland ecosystems. Through this practice, the farm enhances animal welfare, controls manure deposits, and allows grazed pasture time to regenerate. The farm goes beyond organic as it regenerates the land by restoring the soil, reducing weeds, increasing pasture biodiversity and recycling organic material back to the land.

Tessa Jakszewicz, Landcare Australia CEO, praised the People's Choice Award winners and acknowledged their hard work and triumphs.

"The People's Choice Award is such an exciting award to give out because it showcases who among the Landcaring community has made the biggest impact on the Australian public," Tessa said. "There were so many nominees to choose from so to win this award is a huge feat and incredibly inspiring."

The Landcare Awards are part of the three-day National Landcare Conference, a biennial event in the Landcare calendar where Landcarers from around the country get together in celebration of achievements and participate in knowledge-sharing sessions.

Winners across nine diverse categories from sustainable farm practices, to Junior Landcare, and Indigenous land management, were announced at the National Landcare Awards last night, which was hosted by ABC Gardening Australia's Costa Georgiadis and attended by Assistant Minister to the Deputy Prime Minister, the Hon. Luke Hartsuyker MP, who presented the prestigious Bob Hawke Landcare Award.

The Awards are a key part of the National Landcare Conference, which finishes today, 23 September' and hosted over 600

This project is supported by Landcare Australia, through funding from the Australian Government's National Landcare Programme and the Victorian Government.





Landcarers from across the country in Melbourne as Victoria celebrated 30 years of Landcare.

All finalist case studies and photos by category are available at nationallandcareconference.org.au/awards. The list of all the winners of the 2016 National Landcare Awards and highlights are on the next page.

The National Landcare Awards are being delivered by Landcare Australia in partnership with the Australian Government's National Landcare Program and the Victorian Government, and are sponsored by Fairfax Media, Indigenous Land Corporation, and ManpowerGroup Australia.

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About Landcare Australia

Landcare Australia is a not-for-profit organisation with a vision of all Australians actively caring for the land and water that sustain us. For over 25 years, Landcare Australia has worked collaboratively with federal, state and local governments, corporate partners and sponsors, and individuals, to build capacity for the Landcare community to better manage Australia's crucial land and water assets.

Landcare Australia delivers hundreds of projects annually through the volunteer efforts of local community groups, indigenous groups, and the more than 5,400 Landcare and Coastcare groups that make up the Landcare movement.

www.landcareaustralia.org.au

Australian Government Individual Landcarer Award	Rhonda Williams, WA	Rhonda Williams sees Landcare and sustainable agriculture as being key to long term profitability and has hosted 20 field days and 30 trials on her farms.
Australian Government Innovation in Sustainable Farm Practices Award	Southampton Homestead WA	Jeff Pow and Michelle McManus are part of a leading trend in farming, taking responsibility for the growing and the processing of all food on their farm Southampton Homestead, selling their produce directly to the community.
Australian Government Landcare Facilitator or Coordinator Award	Jill Richardson, WA	Jill Richardson has spent 25 years dedicated to furthering Landcare in WA, leading significant on-ground environmental works and behavioural change in sustainable agriculture and biodiversity conservation.
Australian Government Partnerships with Landcare Award	Lake Macquarie Landcare NSW	Lake Macquarie Landcare is a community-based organisation built on the successful working partnership between passionate, dedicated and hardworking local volunteers and the Lake Macquarie City Council. It is the largest network of Landcare groups in NSW.

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<p>Coastcare Award</p>	<p>Coolum and District Coastcare, QLD</p>	<p>Since 2001, Coolum District Coast Care Inc has consistently worked hard to galvanise energy and public interest in caring for the coastal environment on the Maroochy north shore of the Sunshine Coast and beyond.</p>
<p>Fairfax Media Landcare Community Group Award</p>	<p>Blackwood Basin Group WA</p>	<p>The Blackwood Basin Group has been coordinating community-managed Landcare projects across the Blackwood Catchment for over two decades; working with 54 catchment groups, assisting over 500 farming families and delivering more than \$16million of Landcare activities throughout the iconic river basin.</p>
<p>Indigenous Land Management Award</p>	<p>Crocodile Islands Rangers NT</p>	<p>The Rangers have received a wide range of land and sea management training, and they combine these new skills and knowledge with their traditional Indigenous Ecological Knowledge, to manage and protect their unique area.</p>
<p>Junior Landcare Team Award</p>	<p>Wirraminna Environmental Education Centre, NSW</p>	<p>The Wirraminna Environmental Education Centre – Creative Catchment Kids program has grown over the past five years to include 60 Murray and Riverina schools. Its mission is to engage the region’s students and schools to develop more resilient landscapes and communities through a change in attitude toward natural resource management.</p>
<p>Manpower Young Landcare Leader Award</p>	<p>(tie) Naomi Edwards, QLD and Ella Maesepp, WA</p>	<p>Naomi Edwards is an instigator of progressive change when it comes to addressing environmental issues and is passionate about intergenerational engagement in Landcare.</p>
<p>People’s Choice Award</p>	<p>Southampton Homestead WA</p>	<p>Ella Maesepp has worked as a Landcare Officer in the Upper Blackwood area for 12 years, delivering millions of dollars’ worth of projects to protect biodiversity, manage salinity, increase agricultural sustainability and reduce individual carbon footprints.</p> <p>Jeff Pow and Michelle McManus are part of a leading trend in farming, taking responsibility for the growing and the processing of all food on their farm Southampton Homestead, selling their produce directly to the community.</p>
<p>Bob Hawke Landcare Award</p>	<p>Stephen Burgess, QLD</p>	<p>Stephen Burgess has run Wurraglen Nature Refuge in Dagon, Queensland for nearly 20 years, developing the property which combines sustainable market farming and light grazing. Stephen’s blend of biological and organic farming principles combined with holistic management practices demonstrate every aspect of the Landcare ethic.</p>

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