**Coastcare Week 2024**

**December 2-8**

**Celebrating Coastcare Week 2024**

**2-8 December**

Coastcare Week is an important highlight in the Landcare calendar and a wonderful opportunity for us all to celebrate and recognize the incredible work that goes on throughout the year to protect and maintain Australia’s coastal and marine environments. This year’s campaign theme is **Landcare is for Everyone (L.I.F.E).**

With your help, we would like to use Coastcare Week to inspire people to get involved with their local Coastcare group or other community environmental group including Landcare, Bushcare, ‘Friends of group’, Dunecare or youth group.

To help reach as many people as possible we have created content that you can use across websites, newsletters and social media.

Thank you for supporting Coastcare Week 2024.

## **Content Suggestion for website**

**Proposed Website Copy:**

Coastcare Week is an annual celebration of Coastcare that recognizes and celebrates the community volunteer network of Australians who are actively restoring, enhancing and protecting the coastline, waterways, habitat and biodiversity in their community.

This year’s campaign theme is **Landcare Is for Everyone (L.I.F.E).** We will be shining the spotlight on Coastcare activities across our community so we can inspire and **encourage others** to volunteer, join a group or start their own group.

**Why is Coastcare so important?** Coastcare volunteers and groups identify local environmental problems and work together with government, local businesses, First Nations organisations, youth groups, schools and community groups to achieve practical and sustainable solutions that work for their local environment. This unique approach inspires local communities and demonstrates how **Landcare is for Everyone (L.I.F.E).**

We encourage you to help us celebrate Coastcare Week and let us know why you like volunteering for [insert your group name] group.

#Coastcare #Coastcareweek24 [#BeInspired](https://www.facebook.com/hashtag/beinspired?__eep__=6&__cft__%5b0%5d=AZX0cxvGvGo7G72wS9gHXEJH0U3a4Dnh3QvRU0ztPkd-HDvC39A1s0PoqOJOx2xJ2YXuuNSNz1JKWATCF65j1LJdMZIyL9sNHlUMjiYRA-9NYCBugwQp0arlTK24bkv_AVthMUXgP19ldY8MPLNlw29m6JUW7W9xxXnzgWFswhXcmHLzeATGrzgYciT0R4JjpewYsgppPXwxtEbiiq-klo2u&__tn__=*NK-R) #LandcareIsForEveryone

Group Tags: [add group tag]

Landcare Australia Tags:

Facebook/Instagram: @landcareaustralia

Twitter: @LandcareAust

LinkedIn: @landcare-australia-ltd

## **Content Suggestions for Social Media**

**Facebook / Instagram – Publish 2 December 2024**

🌱👥🌏 Happy Coastcare Week!

🎉 Coastcare Week is a fantastic way to recognize all the Australians who are dedicated to restoring, enhancing and protecting the coastline, waterways, habitat and biodiversity in their community. This year’s campaign theme is **Landcare Is for Everyone (L.I.F.E) so why not** join us and Landcare Australia in celebrating and sharing all the amazing work that we do to support {insert your group’s location}. Please share in the comments below why you volunteer for [insert group name].

#Coastcare #Coastcareweek24 #LandcareIsForEveryone @landcareaustralia

**LinkedIn – Publish 2 December 2024**

It’s the start of Summer and the perfect time to celebrate Coastcare Week (Dec 2-8). This year I/we will be joining @LandcareAustraliaLtd in celebrating all the amazing work our [insert group name] volunteers do for Coastcare.

Coastcare Week is an annual celebration of Coastcare that recongnises the Australians who are actively restoring, enhancing and protecting the coastline, waterways, habitat and biodiversity in their community.

This year’s campaign theme is **Landcare Is for Everyone (L.I.F.E).** We will be shining the spotlight on Coastcare activities across our community so we can inspire and **encourage others** to volunteer, join a group or start their own group.

Thank you to everyone who helps manage and protect our coastal and marine environments. Stay tuned as we share incredible stories from around [insert your region here], and don’t forget to share yours in the comments below.

#Coastcare #Coastcareweek24 #LandcareIsForEveryone @landcare-australia-ltd

**Twitter – Publish 2 December 2024**

👥🌏 Happy Coastcare Week!

Join us and Landcare Australia in celebrating and sharing all the amazing work that we do to support {insert you group location here}. **Landcare Is for Everyone (L.I.F.E).**

Tell us why you are involved with Coastcare? 👇 #Coastcareweek24

## **Content Suggestions for Newsletters/Email** Suggested text for your newsletter that you can personalise for your group/organisation activities:

**NEWSLETTER ARTICLES – Publish in November 2024, before Coastcare Week**

**Landcare Is for Everyone (L.I.F.E)**

Celebrate Coastcare Week with us!

Get ready for Coastcare Week 2024 (December 2-8)! This year, we are celebrating the amazing work that is done by teams of fabulous volunteers who are working to protect our marine habitats and coastline. Together, we will be celebrating our group’s achievements and showcasing the amazing people who volunteer, highlighting some of the reasons why they are involved in Coastcare, hoping to inspire and empower others to join.

Stay tuned to our Facebook page here: [insert link to your Facebook page] or to get involved, email us [insert email]

**EMAIL / LETTER TEMPLATE – Send in November 2024, before Coastcare Week**

Email or Letter to an Individual or Group

Dear [Name],

Join [insert organisation name] in celebrating Coastcare Week 2024 from December 2-8, 2024. This year’s campaign theme is **Landcare Is for Everyone (L.I.F.E)** Together, through Coastcare we bring together a dedicated community volunteer network of committed groups and individuals that care passionately about the protection and management of our coastal and marine environments. This December we are recognising our great Coastcare achievements and showcase the people that volunteer, highlighting the reasons why they are involved in Coastcare, hoping to inspire and empower others to join.

This Coastcare Week, we will support each other and invite others to join our group, engaging in activities that care for our environment, coastlines, waterways, biodiversity, communities, and our own well-being.

We would love for you to get involved in Coastcare Week. To get more information on our activities, and to read your incredible Coastcare stories or even share your own reasons to volunteer, please visit our Facebook page here: [insert link to your Facebook page]

Yours sincerely,

[Name of sender]