

R-CM 7: Landholder Support Program

Work collaboratively to enhance existing, and develop new, practical and useful extension and knowledge brokering services and products for land managers, covering the wide range of integrated NRM issues affecting, and affected by, land management.

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓	✓	✓	✓	✓
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
		✓	✓	✓	✓

Outcome	<p>Collaborating across agencies and organisations on development of an innovative Extension and Knowledge Package will result in:</p> <ul style="list-style-type: none"> ▪ Multiple partners (government, industry, NGOs) supporting landholders based on common messages and shared products and services – united messages, maximising existing extension resources. ▪ Farmers having access to, and using, up to date information about farming practices and the impact on natural resources, as well as access to innovative skills building opportunities. ▪ Improved land management as a result of easy access to this knowledge and skills.
Justification	<p>There are already some excellent examples of innovative and engaging extension and knowledge brokerage initiatives in this region – ones that go far beyond traditional extension, and are independent from organisations promoting particular products. Using the latest knowledge about how to inspire and enable change in land managers, a cross-sector program targeting a range of outcomes including water quality, biodiversity and invasive species could enhance farmer capacity and resilience and build a stronger culture of natural resource stewardship. In particular, synthesising and translating the science for land managers, focusing on the opportunities and economic advantages relating to enhanced natural resource outcomes in farming (e.g. soil health, pest control, pollination), will lead to an increase in the number of farmers building this into their mainstream land management practices.</p>
Key steps	<ol style="list-style-type: none"> 1) Through existing partnership arrangements, develop a clear scope for the extension products and services, including clear purpose, acknowledgement of resource limitations and making the most of existing opportunities. 2) Design the extension products and services, using simple messages, case studies, practical and affordable solutions, compelling arguments based on the land manager's WIFM (what's in it for me). 3) Identify cost-effective, multi-partner delivery opportunities for knowledge and skills services and products. 4) Trial the program to determine its effectiveness and usefulness for land managers.

Feasibility considerations	<ul style="list-style-type: none"> ✓ There are lots of really positive case studies showcasing alternative approaches – important to focus on positive, solution-based messages – framing around what landholders care about is critical. ✓ There is a lot of experience in the region on the best ways of sharing info (e.g. through field days, newsletters, websites, industry partners, farmer clusters and champions, links with researchers). ✓ The Wet Tropics Plan provides an opportunity for housing innovative support products. ✓ There is currently a lot of research and science (incl. climate change) to draw upon. ✗ Farmers may feel ‘extended out’. ✗ Different agencies/organisations have their own specific agenda, and may not want to sign up to a collective approach, and there is limited cross-fertilisation. ✗ Much extension happening these days is through private sector with vested interests in the sale of products or services, with funding for R&D and extension from public purse diminishing. 	
	Local Landscape Projects	Local Landscape Project
DG10 & DG11 Landholder Extension Program		Douglas Local Landscape
ST4 Landholder Extension		Southern Atherton Tablelands
ST17 Sustainable Agriculture Initiatives		Southern Tablelands
UH5 Extension for Improved Fire Management		Watsonville
NC14 Farmer Education		All of CCRC
NC16 Farmer Extension and Support		Innisfail area – farming & grazing properties
NC17 Eco Friendly Farming Extension		Properties with waterways – Northern Cassowary Coast
SC18 Making More of the Cleared Land		Southern Cassowary Coast
SC22 Empowering Landholder Change		Southern Cassowary Coast
HB7 Better Herbicides for Water Quality	Vulnerable areas along waterways - Hinchinbrook	