



# EXTENSIONNET

NEWSLETTER OF THE AUSTRALASIA-PACIFIC  
EXTENSION NETWORK (INC)

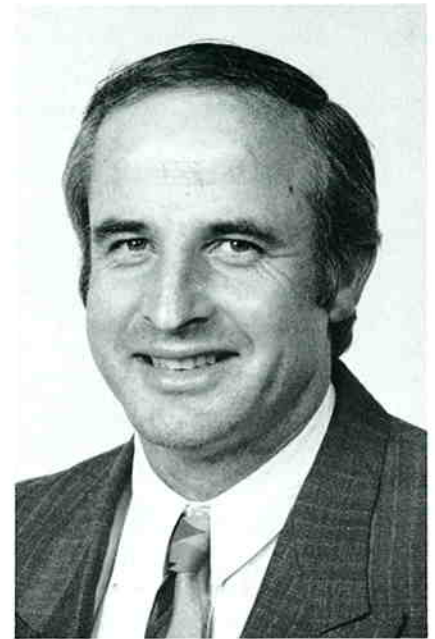
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## APEN is Up & Running

I have now attended three meetings to form chapters in South Australia, Tasmania and north east Victoria/south east New South Wales. It is very gratifying to see the energy and enthusiasm that I am sure will continue to drive APEN forward. Other groups have formed, or are in the process of forming, in the Northern Territory, south east Queensland, northern New South Wales and Western Australia. But we still have plenty of gaps.

Right now we need individual members and regional chapters to ensure our viability. Whether you are a community-based facilitator in rural development, a financial counsellor, a landcare facilitator or an industry-based production person in private practice, we would like you to be part of APEN.

If not much is happening in your area, then why don't you initiate some action. This organisation is for you. APEN is based on the philosophy of collaboration and participation and we need your participation to ensure that APEN meets your needs as a person involved in the extension process. Only you can develop the vision for extension.



*By Terry Makin  
Chairman, Interim Steering  
Committee, APEN*

## WHAT'S IN A NAME . . . OR FOR THAT MATTER, A LOGO?

Well, quite a lot! We are being constantly stimulated by the world of logos around us. We read or hear of the buckets of money spent designing and developing a new logo for a company or an organisation. Most of us have an opinion about both the amounts mentioned and the logos in question.

We scratch our heads and wonder how something like the Commonwealth Bank logo could cost so much. Some of us hate it, others like it, few are indifferent. And yet all of us know the 'Which Bank' logo, the 'Which Bank's' identity.

While true corporate identity is more than just good looks, a clear, convincing and memorable logo is an important asset for any business or organisation. Strong, hard working identities are created, they do not just

happen. This creation is not necessarily an easy task because, no matter how talented and creative the designer or how effective the logo, some people will hate it, others will love it and everybody will pass judgement on it.

No doubt people will have a variety of opinions and responses to the new APEN logo. What matters most is that the logo communicates the identity of the organisation.

The colours of APEN's new logo, deep aqua and terracotta, are designed to communicate that the basis for all extension work is the prime elements of land and water.

Curving the word 'extension' around the world suggests the all encompassing nature of extension work, while the ellipse containing the

word 'network' indicates the liveliness, energy, movement and direction of agricultural extension and its people.

The basic rectangular shape of the rest of the logo suggests tradition and convention out of which move random geometric shapes to illustrate that extension work, while steeped in the basics, cannot and should not be contained or constrained by the past or tradition.

The logo is clear and confident, conveying the basis and the potential of the extension network. The overall result is a strong, unified visual message.

Which brings us back to where we started. What's in a logo? Heaps, and the main thing is that it is an effective, accurate corporate identity for APEN.

# YarraCare: Working in a Complex Catchment

HORRIE POUSSARD

*YarraCare Project Manager*

**E**veryone knows that the Yarra River runs through the fair city of Melbourne, but few know much about its catchment (of more than 4000 sqkm), let alone the wide range of concerns held in the community about its present quality. Issues of high sediment loads after storms, pollution from oils and litter, loss of riparian vegetation and occasional flooding are common with many major rivers with developing urban catchments.

The Yarra catchment can be split up roughly into 45 per cent agriculture, 40 per cent forests and parks and 15 per cent urban and industrial. A significant proportion of the agricultural land is now used for intensive vegetable, flower

and fruit (including grapes and wine) production.

YarraCare has a legislative component (review a State Environment Protection Policy), a planning component (draw up a Catchment Strategy) and a program component (identify a series of local Action Plans). These three 'products' are being developed through what may be called a 'government - community partnership', with the community actively involved from the beginning of the process.

With more than 1.5 million people in the catchment, one of the problems facing anyone charged with running a community-based planning and program development is 'How do you get community input?'. There is probably no right answer. At YarraCare, we have set up four community YarraCare Groups - one for each of the northern, southern, upper and lower parts of the catchment. The lower and southern groups are basically urban. Each of the 10-15 members in each YarraCare group has links through local groups and organisations and this network is important if we are to reach out to the broader community.

YarraCare groups meet monthly, as do the peak group (the YarraCare Working Group) and the agency Steering Committee. The core project team of six members from three separate government agencies tries to keep the program on course and support the community groups. Time is at a premium with all three 'products' to be developed by the end of 1995. What can be definitely said about YarraCare is that it is a challenge to traditional extension techniques, and a challenge to complete as an ongoing Integrated Catchment Management program in a very complex catchment.

## WHAT MEMBERS, CORPORATE MEMBERS AND SPONSORS WILL GET

*From the interim Treasurer*

I am disappointed about how slow people are in paying their dues. Out of more than 500 people who expressed interest in setting up APEN, less than 100 have put their money where their mouth is. It is not possible to run APEN with less than 500 members paying \$40, no matter how much voluntary time is given.

In addition, some smart administrators are trying to buy membership in bulk through corporate membership. Please note that corporate members will get ten copies of ExtensionNet centrally addressed to ten positions, not people. Our aim is to reach key people in organisations who are not likely to become full members, but who do have an interest in extension. Neither the positions nor the organisation will have voting rights.

Sponsors will get the same rights, but in addition will have their sponsorship acknowledged in ExtensionNet. They will also be entitled to one half page 'Sponsor's Message' per volume (not per issue as stated in Vol 2 No 1). The timing of this message is to be negotiated between the sponsor and the permanent Editor.

**Staff from any corporate member or sponsoring organisation who want to take part in any APEN activity need to take out individual membership.** Alternatively, they may have to pay fees at non-members' rates for each event. We strongly urge chapters to charge non-financial members an admission fee for every activity.

**Please remember: free-loading destroys organisations.**

## EDITOR'S NOTES

This issue concentrates on Landcare. It shows a wide variety of extension methods being used. Don Defenderfer from Tasmania's Landcare arranged most of the articles. Some are in my files for later use. Thank you, Don, and thank you Amanda Davis, from AIAS, for getting it print ready.

The January/February issue will concentrate on research in extension, if enough researchers provide information by early January. Tasmanian extension will feature in the March/April issue.

# Landcare? Kids Care!

GEOFFREY BISHOP  
*Publicity and Promotions  
 Landcare, South Australia*

**L**andcare in South Australia made its stage debut in true style during May of this year.

The occasion was the staging of Williamstown Primary School's musical drama 'Landcare? Kids Care!' The play was performed at venues in or near the Barossa Valley and was viewed by some 3500 students from 26 schools. Extracts from the play were later presented at the launch of the highly successful 'Environment Trail' at the Royal Adelaide Show.

The concept of a landcare play was developed by Williamstown PS students, Sharon Wallace-Yarrow, Judy Knight and well-known singer Patsy Biscoe.

Landcare? Kids Care! centres around Norgal, an undescribed native species which is likely to become extinct before it knows who it is. Its habitat and its friends have gone and the land around Norgal's dead, hollow gum tree is subject to wind and water erosion and soil salinity.

The play cleverly introduces the multitude of inter-related issues being faced by landcarers throughout Australia. Issues of habitat protection, soil and water management, revegetation, feral plants and animals and recycling are all there. It also identifies the need for community action to solve these problems.

But, back to the action. Norgal laments his pending demise, all alone in the world. A group of children arrive on the scene wanting to help. Norgal doesn't want their help and besides, what's the point? Kids to him are little humans and they wrecked his world, so why are kids any different? But, the children insist, it's their world too and by joint action we can set things right.

The children are then joined by Rita whose motto is 'Recycle, reuse, refill and reduce' (the four R's). Rita agrees



Judy Knight (Lyndoch, Williamstown Landcare Group) with members of the cast of Landcare? Kids Care!

that together they can restore Norgal's world.

Two other characters came into the action at this point: Clod, the depleted, over-worked soil and Mother Nature. Clod, like Norgal, is ready to give up. Mother Nature, on the other hand, tells Norgal to listen to the children as they are his hope for a better future.

The countryside has been destroyed by over-clearing and the three Soil Wreckers - wind, water and salt - and poor Norgal can't stop any of them, no matter how hard he tries.

The children explain to Norgal that the wind, water and salt need not be bad. For example, gentle rain is needed for seeds to germinate and salt is fine if it stays deep underground. The tide starts to turn as the children set to work singing one of Patsy Biscoe's songs:

'Harder, harder, must work harder  
 Faster, faster, must work faster.'

A sense of urgency is created as the children deal with the Soil Wreckers and restore the bush and the farmlands. Other problems present themselves - rabbits and livestock. The latter are kept at bay by a new fence.

The scene gradually changes for the better. Trees, shrubs and grasses are planted or regenerate naturally, rabbits are controlled and the soil restored to health (Clod is back on his feet!). Norgal's friends start to return - the birds, lizards, frogs, insects are all back again.

The finale of the play is 'Patsy's Landcarers' Song' which calls for audience participation in the catchy chorus:

'Landcare? Kids Care! We have to do our share

Let's try to fix the things that we've done wrong

Landcare? Kids Care! You'd better get yourself out there

Let's start to fix the things that we've done wrong.'

The play was a credit to all those concerned, not least the students who took part in the performances.

Landcare? Kids Care!, which was supported by the National Landcare Program, reached a wide and varied audience, surely one of the most creative extension projects funded to date.