



# EXTENSIONNET

NEWSLETTER OF THE AUSTRALASIA-PACIFIC  
EXTENSION NETWORK (INC)

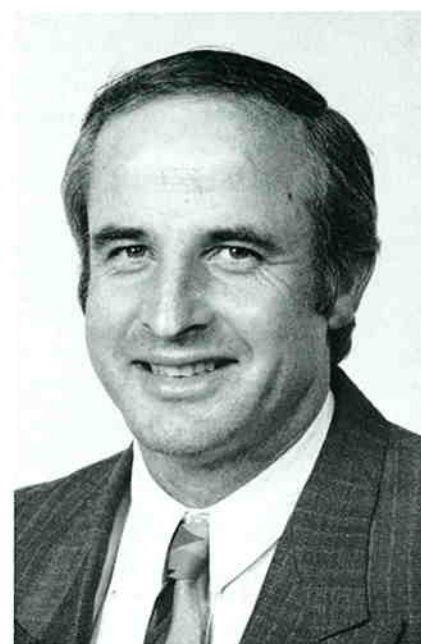
AUSTRALIA POST APPROVED PP 34140310040

## 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.



# Northern Territory Landcare

IAN MELVILLE, *Senior Landcare Officer  
Conservation Commission of the Northern Territory*

**T**he major goal for extension in Landcare, as agreed within the NT Decade of Landcare Plan, is to enable all landholders to understand and adopt sustainable land-use principles by the year 2000.

In the NT, this approach has resulted in the formation of some 20 Landcare groups representing pastoral, aboriginal and small communities. To maximise input from the whole community, a management committee called Landcare Northern Territory was formed.

Landcare NT has wide community representation, with the responsibility to promote landcare ideals and provide co-ordination and support for landcare activities. It gives leadership and direction to community participation and Landcare group development. It is a forum for giving a community perspective on government and private initiatives in landcare, and pursues funding sponsorship of landcare projects. It also functions as the 'State' Assessment Panel for the National Landcare Program. Some of the projects are:

- The Centralian Land Management Association has received funding for an operator for a year to lay out soil conservation work such as ponding banks, using the group's newly acquired truck-mounted laser level. The operator will be required to train the landholders in the use of this sophisticated equipment, so they can carry on the work after the completion of the operator's employment period.
- The Victoria River District Conservation Association has two projects planned for their funding. The first is a grader operators' workshop to develop the pastoralists' and pastoral employees' skills in road, firebreak and soil

conservation earthwork construction. The second is for a project in monitoring, evaluation and demonstration of rangeland rehabilitation.

- One of the newest groups, the Roper River Landcare Group, is to evaluate and assess the extent of the spread of the noxious weed, *Parkinsonia*, which has invaded the riparian vegetation along the Roper River.
- The Pitjantjatjara Council is implementing a land reclamation and dust suppression project for their communities.
- Greening Australia NT will use their grant to further develop their native seed harvesting efforts, especially in conjunction with pastoralists, to enhance the rehabilitation of the range lands.

Around one third of the groups represent aboriginal interests, on areas ranging from small communities to extensive land areas such as those of the

Pitjantjatjara lands along the borders with South Australia and Western Australia.

One of the most important land management issues in the Northern Territory is weeds. Ranging from aquatic to dry-land, they vary in form from prostrate perennials to large, woody tree-like varieties.

An excellent example has been the eradication of the environmental weed, Athel Pine, along the Finke River. Lying to the west and south of Alice Springs, the Finke has become badly choked with Athel Pine along some of

Below:

Bill Panton, founder the Leanyer Landcare Group, explains the virtues of the Leanyer Monsoon Vine forest to some of the many primary school children who visit and help in its rehabilitation.



its reaches in over 400 kms of its length. The tree's ability to use large amounts of water has led to the premature draining of waterholes, depriving eucalypts and other native vegetation, as well as animals, of water.

The Aboriginal Landcare Group Tjuwanpa, located at Hermannsburg, working together with the NT Government Departments, Conservation Commission and Department of Primary Industry and Fisheries, with funding from the National Landcare Program, succeeded in eradicating Athel Pine from the upper part of the river, down as far as the Stuart Highway. The Irrwangerre Aboriginal Corporation is currently involved with its eradication along the Finke from the Highway to the South Australian border. If it can be contained within this section, the threat of it spreading further down a line of floodouts to the Lake Eyre basin will be considerably reduced.

The evolution of the Leanyer Landcare Group exemplifies the successful commitment of urban dwellers and school students in the Darwin area. It started when a local resident, Bill Panton, recognised that a small Monsoon Vine forest of about one hectare in an area adjoining Darwin's northern suburbs, was actually a small remnant of a former forest which extended over an area of 20 hectares, less than 30 years ago.

The ravages of seasonal fires, cyclones and invasion by mission grass had taken their toll. In an effort to save the remaining forest, Bill successfully coerced local urban dwellers and schools into action, and with the financial support of the NT Government, Telecom and the Federal Government through the National Landcare Program, they established over 5000 trees. Drip irrigation to ensure their survival through the long 'Dry' season, is supplied by waste water from the nearby sewerage ponds. Groups of primary school children attend the site almost every week to plant more trees, and pull out weeds.

Not only does the future of the forest and its native fauna seem assured, the project has stimulated increased interest among Darwinians to identify and care for other areas of remnant vegetation throughout their city, in the true spirit of landcare.

The future looks bright for extension through the landcare model in the NT. Landholders are realising that land degradation has little respect for property boundaries and that the group approach to solutions appears to be the best path to successfully overcoming land management problems.



## CHARACTERS I HAVE WORKED WITH

### TOM PRICE

Department of Primary Industry & Fisheries, Northern Territory

**S**ome 13 years ago two new farmers arrived in my district and took up adjoining properties, both of which were fairly undeveloped at that stage. One chap we will call Bob, the other Allan.

Well, Bob was what you might call hard on his gear. When he started he had two new planters and before he'd sown his first crop (less than 300 ha) both of them were a write-off. So over he goes to see Allan who just happens to have a brand new row crop planter that he isn't going to use that year.

Well, Allan told me a couple of days later, that he was reluctant to lend Bob the planter as he'd only known him a couple of months and his reputation with machinery was already something of a legend, however, he couldn't see a neighbour stuck so Bob got the planter.

A couple of weeks later Bob visits Allan and the conversation goes something like this.

'That's a bloody good little planter you lent me Allan.'

'Yes, I've never used it yet but I thought it would be.'

'Do you mind telling me how much it cost you?'

'Just over \$15 000.'

At this, Bob reaches into his pocket pulls out a cheque book and starts writing. He hands Allan a cheque and says 'Well here's \$16 000; you better buy another one because that one's stuffed.'



# Landcare in the Island State

CAROL MARSHALL

*Marketing and Promotions Officer  
Tasmanian Decade of Landcare State  
Management Committee*



**T**asmania has a growing reputation as a clean, green island with magnificent wilderness untouched by humans. So why would there be a need for Landcare - a community-based movement that undertakes local land conservation practices? In reality, this so called 'green' State does have serious land and water degradation problems.

In Tasmania, 130 Landcare Groups are devoting countless voluntary hours to issues which include; tree decline, soil and water conservation, weed control, remnant vegetation management, whole-farm planning, catchment planning, native pasture management, grazing management, salinity, river and water quality, and urban and coastal zones.

Tasmania won two prestigious National Landcare Australia Awards this year.

Lindsay and Biz Nicolson were presented with the Roundup Landcare Primary Producer Award in recognition of the extensive landcare work undertaken at their property 'Bonney's Plains'. Lindsay and Biz use a whole-farm planning approach in managing their property, combining environmental sensitivity with good business practices. Some of the work has included fencing their permanent creek to stabilise eroding banks, management of native grasslands via a rotational system which encourages native grasses to seed and allows more grazing, planting of shelter belts to create wildlife corridors and the use of angora goats to control weeds.

The Earthworm Research Project Team from the Department of Primary Industry and Fisheries, Tasmania, won the BHP

Landcare Research Award. Its research proved that earthworms could significantly improve pasture productivity. The research aimed to establish earthworm population densities in Tasmania and their effect on soil and plant growth. The team, led by Dr Mike Temple-Smith, showed earthworms could improve pasture productivity by as much as 50 per cent in the first couple of years after their introduction and by 20 per cent in the long-term.

The Kindred Landcare Group in the north west of the State demonstrates the diversity of problems groups in Tasmania are tackling. This group of farmers is involved in extensive cropping and was concerned about the amount of soil lost from farms each year. A booklet, titled 'Keeping Your Soil on Your Land', was published by the Group earlier this year to encourage other farmers to adopt soil conservation practices that the Group had trialled and developed over the past ten years.

The number of landcare groups in Tasmania is growing steadily each year. People are becoming aware of the problems and that they must personally do something to preserve our land and water resources to ensure our survival as well. Landcare in Tasmania is confident that, as public awareness increases, more Tasmanians will see landcare groups as a positive way of doing something about the problems we have all caused.

## BOOK REVIEW

Landcare: communities shaping the land and the future', published by Allen and Unwin, recommended retail price \$19.95, which includes a \$2 donation to the Landcare Foundation.

Landcare was recently described by the Federal Minister for Primary Industries and Energy, Senator Bob Collins, as the most exciting and successful community-based program (urban or rural) that Australia has ever seen. In five years Landcare has spawned more than 2000 local groups which are tackling a broad array of issues such as land degradation, habitat protection, community education and land assessment.

Landcare has changed the way farmers and other land managers think and act; it has changed the way government and industry advisory services operate; it has changed the basis of how Federal Government financial assistance packages (and even the tax incentives) are applied; it has changed the way farmers and environmentalists talk to each other; and it has even changed the basis on which research programs are developed and implemented.

Andrew Campbell explores all of these issues in 'Landcare: communities shaping the land and the future', a very readable and well organised book of 350 pages. The detailed text is supported with excellent photos and includes a comprehensive bibliography and index.

As the first National Landcare Facilitator, Andrew Campbell helped chart the first tentative steps in gaining the confidence of landholder groups across the country and then initiating successful group actions.

His version of the Landcare story is supported by a number of case studies of groups and individuals by Greg Siepen, former State Landcare Co-ordinator (NSW). The diversity of problems, approaches, actions and measures of success between the groups epitomises the 'deregulated' nature of the Landcare Program. Underlying these differences, however, are the principles of group action and the empowerment of the community.

The success of Landcare has inevitably meant that its name and credibility are being hijacked to some extent. Increasingly, 'Landcare' is being used to describe what we previously called good (individual) farm management. In these cases, we are losing the basic concept of group action to address problems, such as salinity, that cannot be solved by individual managers, no matter how good they are.

Andrew Campbell also covers a number of other Landcare issues, including women in Landcare, support for Landcare Groups, community education and the notion of participation. The future of Landcare is also dealt with on a number of fronts.

The author notes a shift in the focus for action for many landcare groups, possibly as a sign of their maturity. Most groups initially concentrate on dealing with the symptoms of the problem, such as massive gully erosion, wind erosion of crop land, denuded landscapes and salty streams. However, he believes that now more attention is starting to be directed to the causes via improved pasture and cropping management practices and enhancement of remnant vegetation.

He also sees landcare groups developing more sustainable systems of land-use, encompassing economic and social issues and exploring preferred futures for rural communities. In addition, he sees them as 'key agents in environmental monitoring (licensed and paid by the government) and in land-use planning at farm, catchment and regional scales'.

Despite its wide coverage of Landcare issues, the book misses out on one increasingly important area of land management, that of public land. Dunecare, a highly successful program in New South Wales to protect the coastline, gets a mention primarily as an example of community education through action by local government and volunteers.

However, the notion of a legitimate role for local communities in the planning, implementation and monitoring of group projects on public land received scant attention.

And yet it may be through such action that the politically important urban communities will continue to support the need for Landcare in rural areas. There must be further consideration given to ways of enfolded urban, non-farm rural and public land management issues into Landcare - or a broader program that encompasses Landcare.

Review by Horrie Poussard.

Horrie is the Project Manager for the YarraCare program and was previously involved in the development of Landcare in Victoria.

# CHAPTER ROUND-UP

## INFORMATION SUPPLIED BY CHAPTER CONTACT PERSONS

### SOUTH AUSTRALIA

The inaugural workshop was held on 26 October 1994. Amongst the items seen as useful were the variety of approaches to extension, the different needs that people have and therefore the different expectations, and the lack of recognition of the word 'extension'. Other groups use other words, especially technology transfer. We need to have an understanding of the disciplines that use extension, so that we can target potential members of APEN better. An interim steering committee was formed and will meet before Christmas. This will be an open meeting, so come along and have your say. (Contact John Bourne for details).

### SOUTH EAST QUEENSLAND

On Friday 11 November 1994 the South East Queensland Chapter was formed. The elected management team are: Kevin Bodnadruk, CIBA-Geigy; Chris Hubbert, Queensland Department of Primary Industries; Bruce Frank, University of Queensland; Lisa Brennan, Bureau of Sugar Experimental Stations; and Publicity Officer, Larissa Wilson, CRC for Tropical Pest Management (tel 07 365 1860, fax 07 365 1855). The team is planning a South East Queensland APEN FORUM for early February 1995, OUTSIDE Brisbane, covering a number of controversial topics. You better be there.

### NORTHERN TERRITORY

APEN in the Northern Territory formed an interim committee and obtained permission to form a chapter in October, and held their

first meeting on 4 November, complete with guest speaker. Amongst their decisions were that they will have a guest speaker at every full chapter meeting, produce a one-page monthly chapter newsletter to supplement ExtensionNet, compile a database of skills and knowledge of chapter members, and seek similar information from other chapters.

### NEW ZEALAND

Alan McRae is leaving Massey University and has stepped down as the New Zealand representative of the APEN Steering Committee. Dick Kuÿper, recently arrived from Wageningen in the Netherlands as the new lecturer in extension, is taking over from Alan. His first priority is to get some New Zealand members together to form the NZ Chapter. Dick's personal interest is in topics such as research opportunities, questions related to theories and methodologies, and dissemination of research results.

### NORTHERN VICTORIA/ SOUTHERN NEW SOUTH WALES

On 14 November some 25 people met in Albury to set up the APEN chapter at the initiative of: John Lacey, NSW Agriculture; Cathy Botta, Agriculture Victoria; Tony Dunn, Charles Sturt University at Wagga; and Brett Harrison, Conservation and Natural Resources in Wodonga.

### TASMANIA

The Tasmanian Chapter has existed since October, when an interim committee was formed. Some 30 people identified key roles such as communicating, motivating, linking,

providing training, sharing methods, representing the profession, fostering discussion and debate, developing evaluation and providing accreditation. They set a six month action program to identify members, obtain sponsors, develop concepts, organise activities and further develop a local structure for APEN in Tasmania.

### ACT

Ross Andrews from the Grains Research and Development Corporation wrote that in the ACT there is comparatively little extension 'practice'. However, he and Ross Cutler, from the Pig Research and Development Corporation, will form a group drawn from CSIRO, R&D, Department of Primary Industries and Energy, other Commonwealth Departments and local and nearby NSW Agriculture people. They believe that a good group can be formed, which can make an unique contribution to extension.

[No information has been received from northern Queensland, central and west Queensland, southern Queensland and northern NSW, north east NSW, southern Victoria, and Western Australia.]

This is the Newsletter of the Australasia-Pacific Extension Network (INC) incorporated in Victoria.

The Network appreciates the sponsorship from:

**THE QUEENSLAND  
DEPARTMENT OF  
PRIMARY INDUSTRIES  
AGRICULTURE VICTORIA**

For further information, please contact the acting chairpersons of the APEN chapters in your area.

For administrative matters, please contact the Secretariat (see back page).

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## Membership Application for the Australasia-Pacific Extension Network (Inc)

### CATEGORY OF MEMBERSHIP AND MEMBERSHIP FEE

ORDINARY \$40 ☐ STUDENT \$25 ☐ CORPORATE \$250 ☐ SPONSOR \$2000 ☐

### SUBSCRIPTIONS

1993/94 Arrears  1994/95 Subscription  TOTAL DUE

The regional chapter(s) to receive part of the subscription  
(proportional to memberships)

- |   |   |  |
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| <input type="checkbox"/> North Qld                | <input type="checkbox"/> Northern Territory | <input type="checkbox"/> ACT & South-east NSW  |
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