



# Newsletter for Landcare and Dunecare in Byron Shire

<http://www.brunswickvalleylandcare.org.au/>

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March 2015

<b>MARCH</b>	12	Sustainable Grazing Cattle Breed Workshop (page 4)
	17	Landcare and FNCW information stall at the New Brighton Farmers Markets
	25	Weeds Mini-forum at Tweed Heads (page 7)
	26	A Social Evening – sharing Landcare Successes and the next 25 years
	28	Mullum Music Festival Landcare planting at Mullum showgrounds (page 5)
<b>APRIL</b>	tbc	Tree ID Workshop
	tbc	Social Media Workshop
<b>MAY</b>	16	"Why Fish need Trees" Workshop (details in the April newsletter)

## JOIN US FOR OUR ANNUAL SUSTAINABLE FESTIVAL TREE PLANTING!

Saturday 28<sup>th</sup> March

Come and join landowners, landcarers and landusers to plant 1000 riverbank and koala food and shelter plants to provide much-needed habitat along the riverbank in Mullumbimby in the Mullumbimby Showground. The trees have been provided from monies raised at last year's Mullum Music Festival.

Bring drinking water and wear gloves, long sleeves and long pants, with protective footwear. Free live music and refreshments will be provided.

The MULLUM MUSIC SUSTAINABLE FESTIVAL PROGRAM is sponsored by Uncle Tom's Pies and The Mullum Newsagency. Volunteers from Brunswick Valley Landcare assisted the partnership through money collection, organisation and will assist with the planting of the trees.



*Photo: Glenn Wright (Festival Director), Nino Haggith (Mullum Music Festival) and Richard Bloch (Uncle Tom's Pies) planting a Koala food tree as part of the 2014 Mullum Music festival planting.*



Byron Shire Council and Koala Connections is assisting with equipment, refreshments and communications. The project is supported by the Mullumbimby Showground Trust. This project has been assisted by the New South Wales Government through its Environmental Trust. For more information, contact Koala Connections Project Officer, Jo Green on 6626 7068. See page 5 for flyer

*Photo: Dave Percy and Lucinda Cox sorting out the trees for the 2014 festival planting Photos by Richard Smith*

# FUNDING

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## Environmental Education grants

- Environmental Education Program
- Eco Schools Program



### Environmental Education Program

Grants of \$5,000 to \$100,000 are available for community organisations, non-profit organisations and government authorities to support educational projects that develop or widen the community's knowledge of, skills in, and commitment to protecting the environment. EOIs are due by **5pm Friday 10 April 2015**.

### Eco Schools

The Eco Schools Program will award up to 100 schools grants of \$3,500 to deliver environmental management projects. 18 of these grants are available specifically for projects working with students with special needs. Applications are due by **Friday 15 May 2015**.

### Application materials

Guidelines, application forms and a range of resources are available on the Trust's website: [www.environmentaltrust.nsw.gov.au](http://www.environmentaltrust.nsw.gov.au).

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## NRMA Community Grants

LOCAL COMMUNITIES LIKE YOURS, NRMA BETTER EVERY YEAR



Apply now and share your ideas for a safer community in 2015.

Grants of up to \$5,000 are now available to support initiatives that make local communities safer, stronger and more confident. Share your ideas for projects in our four categories. Initiatives considered will be projects that directly engage communities in on-ground activities to address local environmental issues.

Examples of such projects may include:

- Essential revegetation work to protect communities against storm and flood
- Educate community members on ways to reduce waste, water and carbon emissions
- Promote sustainable approaches to rural and urban living
- Engage communities in activities that address local conservation and biodiversity issues that support a safer community

**Applications close on Tuesday 31<sup>st</sup> March 2015**

<https://www.communitygrantsprogram.com.au/category/environment>

## Coles Junior Landcare Garden Grants

The Coles Junior Landcare Garden Grants program is offering 250 grants of up to \$1,000 to schools and youth groups to help create gardens in their grounds and communities.

Coles has sponsored the grants program since 2008, and has seen a broad range of projects come to fruition, including vegetable gardens, composting and worm farms, Indigenous bush tucker gardens and green walls.

These projects encourage students to learn about sustainability and caring for the environment in a hands-on manner. All primary schools, secondary schools, kindergartens, day care centres and youth groups are eligible to apply for a Coles Junior Landcare Garden grant.

**Applications close on 27 March 2015**

<http://www.juniorlandcare.com.au/news/archive/2015-coles-junior-landcare-garden-grants>



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## Foundation Grants

**Are you planning a project that will help conserve Australia's native plants, animals or cultural heritage?**

A grant from the Foundation for National Parks & Wildlife can help you get your project off the ground.

The Foundation Grants program supports nature conservation projects in the field as well as environmental education programs and cultural heritage conservation. The Foundation supports projects that have a direct conservation outcome, protecting Australia's natural world.

While we appreciate the many ways in which individuals and organisations contribute to nature conservation in Australia and beyond, our funds are limited to non-controversial non-political on-ground projects only.

For more information visit the Foundation for National Parks and Wildlife

**Applications close on Friday 20 March 2015**

<http://fnpw.org.au/foundation-grants>

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If you would like any assistance with grant applications please feel free to contact **Alison Ratcliffe**, Landcare Community Support Officer, Brunswick Valley Landcare 02 6626 7028 (Tuesday & Wednesday) [alison.ratcliffe@byron.nsw.gov.au](mailto:alison.ratcliffe@byron.nsw.gov.au)





Brunswick Valley Landcare invites you to a **FREE**

# Farm Tour Field Day



- Date:** Thursday 12<sup>th</sup> March 2015  
**Time:** 9:00 am – 2:00 pm  
**Location:** We will be catching a bus from the CWA hall in Gordon Street Mullumbimby and visiting farms in Myocum.  
**Please wear:** Covered Shoes, a hat and sun-safe clothes i.e. long sleeves and long pants.

**For more information and bookings contact**

Wendy Gibney ph 02 6684 1805 or 0409 813 330 email: [wendy.gibney@byron.nsw.gov.au](mailto:wendy.gibney@byron.nsw.gov.au)

**Lunch and morning tea will be provided**

Everyone is welcome to attend this free field day. We will be visiting seven local farms each with a different breed of cattle. You will have the opportunity to talk to the farmers about their breed of cattle and any other farm issues. We will also have lots of free brochures and information about a variety of topics including cattle health, weeds, soil and pest animal control.

***This project is supported by Brunswick Valley Landcare through funding from the Australian Government.***





THE 2015  
**MULLUM**  
*Music Festival* - NOV 19 - 22  
4 DAYS | 12 VENUES | OVER 120 PERFORMANCES & WORKSHOPS  
WWW.MULLUMMUSICFESTIVAL.COM



Australian Government

# SUSTAINABLE TREE PLANTING

Mullum Showgrounds | Sat March 28 2015 | 10 am to 3pm



We invite you to join us for our Mullum Music Sustainable Festival Planting  
\*Free entertainment from local musicians and light refreshments provided.

MULLUM MUSIC SUSTAINABLE FESTIVAL PROGRAM is sponsored by Uncle Tom's Pies and The Mullum Newsagency  
Volunteers from Brunswick Valley Landcare assisted the partnership through money collection, organisation and will assist with the planting of the trees. Byron Shire Council Koala Connections is providing tree guards and stakes

For more information, contact Koala Connections Project Officer, Jo Green on 6626 7068.



This project has been assisted by the New South Wales Government through its Environmental Trust

## Vegetation Mapping Submissions

The draft vegetation mapping for the coastal area of the Shire will be on public exhibition for a period of 6 weeks between 18<sup>th</sup> March and 29<sup>th</sup> April 2015.

Council has reviewed and updated the vegetation mapping for the coastal area of the Shire. Vegetation mapping was initially carried out in 1999 and previously reviewed in 2007. The current review is required to improve the accuracy of the mapping and reflect changes in vegetation extent and composition over time.

Council encourages landholders to review the vegetation mapping for your property and notify Council via a written submission if you believe the mapping is not accurate. In assessing the submissions, Council will likely request to undertake a site inspection to assess the vegetation.

The draft vegetation mapping will be available electronically only and can be downloaded from Council's website at [www.byron.nsw.gov.au/public-exhibition](http://www.byron.nsw.gov.au/public-exhibition) after 18<sup>th</sup> March. Details of the study area and mapping process are also available at the above web address.

If you require further assistance or advice to interpret the maps or supporting information contact Council on 6626 7324. You can make an appointment with staff to review maps and discuss further if required.

**Submissions Close: 4.00pm 29<sup>th</sup> April 2015** Enquiries: Angus Underwood 02 6626 7324

### WeedWise App

The power to control weeds is at the touch of a button, with a new smartphone app that provides key, up-to-the-minute information to help reduce the impact of weeds in New South Wales. The NSW WeedWise app is the first of its kind, profiling more than 300 noxious and environmental weeds affecting or threatening New South Wales.

The app combines weed profiles and control information as well as the legal requirements under the Noxious Weeds Act 1993 in one easy-to-access location. Users can search or browse weeds on the app and view weed profiles.

Each weed profile contains a physical description of the weed, an image gallery and detailed information about its impacts, where it occurs, how it spreads and its preferred habitat. Latest control options are described for each weed and the herbicides registered for its control are listed, including application rates and techniques.

Landholders can also directly report sightings of high priority weeds via email or SMS and as it is important to know that if a weed is declared in NSW under the Noxious Weeds Act 1993, users can see what legal requirements exist in their own local area, and elsewhere in the state.

The free app, available on iPhone and Android devices is a fantastic way to involve landowners and home gardeners in our war on weeds.



<http://weeds.dpi.nsw.gov.au/>



# WEEDS MINI-FORUM

WEDNESDAY 25 MARCH 2015

9am – 5pm

SOUTH TWEED SPORTS CLUB

4 MINJUNGBAL DRIVE (OLD PACIFIC HIGHWAY)

**Want to know what's happening in weeds management?**

**Come along to our mini-forum ...**

Speakers from local weed management authorities, state agencies and research organisations in both NSW and Queensland will present informative discussions on:

- strategic policy and planning for biosecurity
- current research projects, new tools and techniques
- high priority species and key on-ground projects in the region

Registration is free, with a light lunch and refreshments provided

**PLACES ARE LIMITED**

Please RSVP by Wednesday 11 March 2015 to

[kim.curtis@fncw.nsw.gov.au](mailto:kim.curtis@fncw.nsw.gov.au)

## Biological control for crofton weed in NSW

A new biological control agent for crofton weed, the rust fungus *Baeodromus eupatorii*, is now available for widespread release across NSW. CSIRO is currently setting up a web page with additional information, including guidelines for release. If you are interested in participating in the program contact the CSIRO Biosecurity Flagship [louise.morin@csiro.au](mailto:louise.morin@csiro.au) or [john.lester@csiro.au](mailto:john.lester@csiro.au)

## Sporobolus spp. crown root rot COLLECTION DAY

**Wednesday March 18 2015 at 10am**

Community Hall just past 982 Reserve Creek Road (Dot Walsh Upholstery),  
Reserve Creek – ten minutes out of Murwillumbah

David Walsh is kindly offering access to his property for people to collect plants infected with *Sporobolus* crown root rot.

Bring along a mattock, secateurs and bags for collection. Water, gloves, a hat and closed shoes are recommended as it is a short walk through paddocks to the site.



You will need to take these tools: a mattock, secateurs, gloves and feed bags.

To RSVP or if you require further information, contact Noxious Weeds Officer, Jacqui Paine, on 0427 335 508 or [jacqui.paine@fncw.nsw.gov.au](mailto:jacqui.paine@fncw.nsw.gov.au)



This is what you are looking for →  
Select a plant that is not too big with the middle dead and a few green bits.

## Plant of the Month

This month's plant of the month is **Madeira Vine** *Anredera cordifolia* as it is currently flowering so very easy to spot. Otherwise known as Potato Vine or Lambs Tails it is a common garden escapee. It is a twining climber with stems to about 20 m long, producing tubers on roots and stems. The leaves are fleshy and heart shaped. The small fragrant white flowers are arranged in drooping "lamb's tails". Unfortunately it the aerial tubers and tubers produced on roots and



from stem sections reproduce if they come into contact with moist ground. This weed is spread by water, soil movement, birds, rats, and dumped garden refuse. It is a common site along river banks and it suburban gardens. For more information on how to control this weed and many others please visit the Byron

Shire Council web site weed profiles.

<http://www.byron.nsw.gov.au/weed-profiles>



## Updated signs help reduce wildlife road kill

A wildlife sign erected on Left Bank road appears to be contributing to a reduction in road kill.

Monitoring of a 1.5 kilometre stretch of Left Bank Road has shown that wildlife road kill has reduced from 37 animals in 2010 down to 11 animals in 2014.

Roadkill is counted by local residents and the signs show a tally of wildlife deaths throughout the year which is updated by Council.

Local resident Jane Wickers said residents in Tristran Parade, Mullumbimby have long been concerned about the number of wildlife deaths occurring on Left bank Rd.

“We are trying to create more habitat for wildlife in our neighbourhood and watching animals being regularly run over was very distressing. Residents together with Council initiated a project to encourage drivers to slow down by displaying a running tally of wildlife deaths.

“It has been so exciting to watch the change in driver behaviour and see a large reduction in wildlife deaths,” she said.

While road kill numbers are decreasing, the overall results paint a concerning picture with a total of 118 individuals including 33 different species being killed along the 1.5km section of road since 2010. Bandicoots, Swamp Hens and Water Dragons were the most common casualties but a number of different snakes, possums, ducks, and birds were also killed. Roadkill occurred throughout the year but often increased in spring and early summer.

Council’s natural environment team leader Angus Underwood said the project is a great example of the community and Council working together to achieve common goals.

“The involvement of the local residents has been invaluable and has enabled the unique style of dynamic signage to be used,” he said.

The signs were an initiative of the Left Bank Road Sustainable Streets group and Byron Shire Council and were installed following the Sustainable Street program which ran in 2010.



Council reminds motorists to slow down, drive safe and look out for wildlife.



*Jane Wickers with the Leftbank Road wildlife sign*

# An outline of the BVL's MEDIA WORKSHOP

Presented by Veda Dante, Common Ground Media & Creative



Veda presented a very informative media workshop last month and we thought it would be good to share an outline of the key points we learnt.

Eight primary factors that determine the newsworthiness of a potential story:

- 1. Impact/Significance:** The importance or consequence of an event or trend; the greater the consequence, and the larger the number of people for whom an event is important the greater the newsworthiness. *Think shark attacks in the tourist mecca of Byron Bay.*
- 2. Timeliness:** The more recent, the more newsworthy. In some cases, timeliness is relative. (An event may have occurred in the past but only have been learned about recently.) *Media often cover stories before, during or after an event so factor this in to your approach.*
- 3. Prominence:** Occurrences featuring well-know individuals or institutions are always newsworthy. This may spring either from the power a particular person or institution possesses. *This can range from the Mayor attending an event to a celebrity like 'Thor' buying property at Broken Head.*
- 4. Proximity:** Stories that happen near to us have more significance. The closer the story to home, the more newsworthy it is. *Regional media like Byron Shire News only cover stories within Byron Shire. That said, local news stories could be leveraged off global events like World Environment Day.*
- 5. The Bizarre:** The unusual, unorthodox, or unexpected attracts attention. *A koala photographed in the middle of Jonson Street will be a frontrunner for a front page.*
- 6. Conflict:** Controversy and open clashes are newsworthy, inviting attention on their own, almost regardless of what the conflict is over. Conflict reveals underlying causes of disagreement between individuals and institutions in a society. *Think Ewingsdale residents opposing the West Byron development, or residents against the festival site at North Byron Parklands.*
- 7. Currency:** Occasionally something becomes an idea whose time has come. The matter assumes a life of its own and for a time assumes momentum in news reportage. *Climate change and the Paleo diet are two that come to mind.*
- 8. Human Interest:** These stories appeal to emotion by evoking responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items. *This is especially relevant in our local media where stories about community groups, charities and fundraisers get great coverage.*

There are essentially three origins for a story:

- 1. Naturally occurring "events"** such as disasters, floods, earthquakes, fires, and airline crashes are inherently unpredictable and journalists must respond after the fact.
- 2. Created and "subsidised" news** are more frequent than unpredicted news. It occurs because a person, group or organization either does something public and newsworthy and/or seeks press attention. Public relations practitioners participate in the process of news making.
- 3. "Enterprise" news** is made when journalists act rather than react as they do in a disaster or tragedy.

The key ingredients for good media relations

## **Building a relationship based on mutual respect**

Knowing your (moving) target market – and their target markets

Understanding and working with their deadlines (and why everything is always due yesterday)

### **How to establish a newsworthy story angle**

What's news to you may not be newsworthy to someone else  
The angle may not be what you think  
Providing solutions and value-adding for their readers/listeners

### **Tips to writing an effective media release**

Headline and introduction  
Layout  
Spelling and grammar

### **The importance of creating (and regularly updating) a media target list**

Know who you're talking to and what they do  
Create a spreadsheet or Word doc with contact details  
Pitching to the right person (hint, it's not always the editor)

### **The value of quality photos and how to maximise their use**

Why a good photo can be more powerful than a media release  
Getting mileage out of a photo shoot  
What is resolution and why does it matter  
Sizing - and why media can't use photos from your Facebook or website  
Formatting – why you need to submit horizontal and vertical options

### **Your brand ambassadors**

Email address  
Website  
Social media  
Your logo  
You

Veda can be found at <http://www.livebyron.com.au/>



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## **Farm Survey**

Brunswick Valley Landcare is collecting information for their Grazing on Small Farms project.

We would like anyone who has cattle, sheep, goats or alpacas to complete our survey. Whether you have just a couple of cows or a herd of hundreds we would like to hear from you.

The survey only takes about 10 minutes and you can be anonymous.

Please go to <https://www.surveymonkey.com/s/227HHHN>

Any questions about the survey please contact Wendy [wendy.gibney@byron.nsw.gov.au](mailto:wendy.gibney@byron.nsw.gov.au) or 6684 1805

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## **Feral Animals**

Byron Shire Council and Koala Connections will soon re-commence control and trapping programs for feral animals, primarily dogs and foxes. If you have problems from feral animals and would like more information or to register to be part of the program please Jo Green, Koala Connections Project Officer at [joanne.green@byron.nsw.gov.au](mailto:joanne.green@byron.nsw.gov.au)

## Landcare NSW Membership – free to join

To help ensure that, Landcare NSW represents all landcare groups across the state, it needs to increase its membership base.

To join go to <https://adobeformscentral.com/?f=KRPS97iS8vCVgKo86z9vHw#>

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## Landcare NSW Resources

Landcare NSW has produced a number of resources, funded by the State Government Landcare Support Program:

- [Introduction to Landcare](#)
- [Factsheets for Landcare Groups](#)
- [Landcare Policy Templates](#)
- [Insurance](#)
- [Sharing Our Successes](#)
- [External Sourced Resources](#)



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## Adding your group to the NSW Landcare Gateway Website

If your Landcare group isn't on the gateway yet, you are still welcome to join at any time. If you'd like to know more there is a page of helpful hints <http://www.landcare.nsw.gov.au/>

If you need any help registering or logging onto the gateway please contact:

John Perrott [john.perrott@dpi.nsw.gov.au](mailto:john.perrott@dpi.nsw.gov.au)

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## Sustaining Landcare Campaign

Landcare NSW is preparing to put Landcare firmly on the agenda for the upcoming NSW elections. To see what is happening and to learn how you can contribute to the campaign, please visit

<http://www.landcare.nsw.gov.au/current-issues.php>

Through the Sustaining Landcare Campaign, we have developed a proposal of what a properly funded Landcare support program may entail. We are asking for an injection of funding for;

- professional Landcare Support Staff, ie facilitators and coordinators based with local communities
- a central team providing leadership, policy, evaluation, training, support, information, communication and professional development for staff and volunteers
- a representative voice for community Landcare
- an Aboriginal Landcare facilitator

## LINKS

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- Arakwal <http://arakwal.com.au/>
  - Border Rangers Alliance <http://www.greasternranges.org.au/border-ranges/overview/overview>
  - Bangalow River and Landcare <http://www.bangalowlandcare.org.au/>
  - Big Scrub Landcare <https://www.bigscrubrainforest.org.au/>
  - Brunswick Valley Landcare <http://www.brunswickvalleylandcare.org.au/>
  - Byron Bird Buddies <http://www.byronbirdbuddies.com.au/>
  - Byron Community College <http://www.byroncollege.org.au/>
  - Byron Shire Council <http://www.byron.nsw.gov.au/>
  - EnviTE [www.envite.org.au](http://www.envite.org.au)
  - Environmental Trust <http://www.environment.nsw.gov.au/grants/envtrust.htm>
  - Ewingsdale Locality Group (BVL) <http://ewingsdale.org.au/#/landcare/4532495308>
  - Far North Coast Weeds <http://fncw.nsw.gov.au/>
  - Friends of the Koala [www.friendsofthekoala.org](http://www.friendsofthekoala.org)
  - Green and Clean Awareness Team [www.greenclean.org.au](http://www.greenclean.org.au)
  - North Coast Local Land Services <http://northcoast.lls.nsw.gov.au/>
  - Northern Landcare Support Services <http://www.nlss.com.au/>
  - Mullumbimby Community Gardens <http://mullumcommunitygarden.wordpress.com/>
  - North Coast nature <http://www.northcoastnature.org.au/>
  - Richmond Landcare Inc. <http://www.richmondlandcare.org/>
  - Soilcare <http://www.soilcare.org>
  - Suffolk Park Locality Group (BVL) [www.landcare.nsw.gov.au/groups/suffolk-park-dunecare-group](http://www.landcare.nsw.gov.au/groups/suffolk-park-dunecare-group)
  - Tweed Landcare Inc. <http://www.tweedlandcare.org.au/>
  - Wilson's Creek Huonbrook Landcare <http://wilsonscreeklandcare.mullum.com.au/>
  - Wetlandcare Australia <http://www.wetlandcare.com.au/index.php>
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For information about Landcare or other natural resource issues in  
Byron shire please contact  
Landcare Community Support Officer  
Alison Ratcliffe 66267028 (Tuesday and Wednesday)  
email: [alison.ratcliffe@byron.nsw.gov.au](mailto:alison.ratcliffe@byron.nsw.gov.au)



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