



2018 NATIONAL LANDCARE AWARDS

11 October
Brisbane Convention & Exhibition Centre

Nominee: Adam Holmstrom, TAS

Category: Austcover Young Landcare Leader Award

As convener of the Glebe Hill Bushland Reserve Landcare Group, Adam Holmstrom is always willing to roll up his sleeves and get the job done. Over the last two years, Adam has helped to form a new group as well as new alliances with other groups and schools in the local area.

His work has resulted in interpretation trail signage, school field days, community planting and an online presence that allows him to scale his efforts and efficiently communicate. He is an all-star with incredible energy and a leader for Landcare in Tasmania.

With support from his member group, Adam has created a social media presence regularly communicating upcoming events, summarising their impact and cross-promoting them on the Landcare Tasmania event page. He has also designed, written and launched his local group's website which incorporates a social media live stream for updated news and events and hosts video footage of native animal monitoring trials (glebehilllandcare.org.au). This online presence has enabled networking between like-minded groups and organisations as well as the ability to cross-promote complementary activities.

Adam has arranged local community walk and talks, Clean Up Australia Days with growing community attendance outside of the group, National Tree Day planting and school excursions to name a few.

Over the past two years, Adam has researched, drawn and developed upon the council's foundational reserve activity plan for the Glebe Hill Bushland Reserve. With the support of his group, local council, and Landcare Tasmania he distilled the recorded species data and mapping to develop a thematic interpretation process. This, in turn, determined natural value education as a key priority and inspired the group to approach Howrah Primary School to partner on the first project of this process.

Adam has trained new group members in native plant identification, weed identification and safe control methods, and is currently in the process of creating a procedure for using accessible GPS recording applications to train his group on rare plant species monitoring to inform Council of current sensitive sites.

Adam has also spoken to students at excursions, at school assemblies and numerous local Landcare events sharing his passion, knowledge and the values of the reserve. He has also designed local Landcare information leaflets, mail dropped them and shared their content through volunteering time at events such as the University of Tasmania Volunteering Information Day.

With a newly formed neighbouring group, Adam has been in close contact with the convener; mentoring and sharing advice for small group administration setup, grant approaches, and incorporation process tips.

This program is supported by Landcare Australia and the National Landcare Network, through funding from the Australian Government's National Landcare Program.





2018 NATIONAL LANDCARE AWARDS

11 October
Brisbane Convention & Exhibition Centre

Adam has also organised and promoted his own grassroots local Landcare projects and used his general committee role, and present Members Council and Members Outreach sub-committee roles to communicate the broader events and successes of Landcare Tasmania. He has demonstrated a passion for the sustainability cause and its positive impact in both the local environment and the community.

Adam's regular social media work and digital network building have created over 150 followers from the local and broader community from both individuals and organisations. He has posted selected samples of the native animal monitoring footage and uses it as a platform to share native animal awareness points from local residents as well as cross-sharing broader information posts and fundraising campaigns from Landcare Tasmania. His work on the Landcare Tasmania General Committee, Members Council and Members Outreach sub-committee has enabled him the opportunity to network with a broad range of regional Landcare groups and facilitate group round table discussions.

The biggest challenges for Adam have been fundraising as a small group and limited personal time to meet all his aspirations for the Group. He has found that networking with similar neighbouring groups has assisted greatly with both challenges. Using borrowed equipment in earlier trials and currently recording species data, Adam has had a strong aspiration to raise further funds for monitoring equipment to enable regular, consistent data recording of local species populations and movements.

Landcare is a grassroots movement that harnesses individuals and groups to protect, restore and sustainably manage Australia's natural environment and its productivity. Groups that fall under the Landcare umbrella work on a diverse range of environmental projects and include farmers embracing sustainable farm management and any community group that partakes in volunteer environmental activities. To find out how you can become a Landcare volunteer and for full details on all 2018 National Landcare finalists, visit www.landcareaustralia.org.au

Ends

For further information, photographs or interviews contact:

Naomi Straw
Landcare Australia
naomi.straw@landcareaustralia.com.au
02 8440 8823

Adam Holmstrom
Convenor, Glebe Hill Bushland Reserve Landcare Group
glebehill@landcaretas.org.au
0437 126 602

Web Summary

As convenor of the Glebe Hill Bushland Reserve Landcare Group, Adam Holmstrom is always willing to roll up his sleeves and get the job done. Over the last two years, Adam has helped to form a new group as well as new alliances with other groups and schools in the local area. His work has resulted in interpretation trail signage, school field days, community planting and an online presence that allows him to scale his efforts and efficiently communicate. He is an all-star with incredible energy and a leader for Landcare in Tasmania.

This program is supported by Landcare Australia and the National Landcare Network, through funding from the Australian Government's National Landcare Program.

