

# Collaborate, Innovate, Invest



North  
Central  
CMA

## About the North Central CMA

Located in central Victoria, the North Central Catchment Management Authority (CMA) region covers about three million hectares or 13 per cent of the state. The region supports a diverse agriculture sector, is valued for its rich Aboriginal and European cultural heritage and is home to internationally recognised environmental assets that contribute to social, recreational and economic prosperity.

Eighty-seven per cent of the region is privately owned and is bordered by the Murray River to the north, the Central Highlands to the south and the Mt Camel range to the east. With four main waterways: the Campaspe, Loddon, Avoca and Avon-Richardson, the region is part of the Murray-Darling Basin.

The North Central CMA has excellent knowledge of the region's assets, is well connected with the local community and has experience overseeing projects that deliver lasting change.

## About the Business Development Program

**“Everything begins with an idea.”**

EARL NIGHTINGALE

Our new Business Development Program is about turning ideas into action by working together to identify, develop and deliver new projects for the region.

It's an exciting initiative for the north central Victoria region. It provides an opportunity to partner with us and leverage our capability, tap into our knowledge, and lean on our successful partnerships so together, we can deliver natural resource management projects and programs for which we are renowned.

We already have a framework to work from. The [North Central 2013-19 Regional Catchment Strategy](#) (RCS) sets the long-term vision for NRM within the North Central CMA region. The RCS provides the vision, the Business Development Program is the vehicle that turns this vision into action.

We want the best outcomes for our environment and our communities. The program is also about pointing you to investment opportunities for our region even if we're not the lead.

## Business Development Program objectives

- Objective One**  
Attracting new investment to the north central Victorian region to solve natural resource management (NRM) problems.
- Objective Two**  
Reshaped perception of the North Central CMA by those in the NRM industry, encouraging new opportunities for collaboration and innovation, including with the private sector.
- Objective Three**  
Additional profitable NRM projects, attractive to private investors. Readiness of the North Central CMA to respond to emerging funding opportunities.

## Why trust us with your idea and investment?

We can't do what we do alone and for more than 20 years we've been partnering with landholders, community groups, Traditional Owners, non-government organisations, local government and state and federal government agencies. These partnerships have resulted in the delivery of a range of projects based on sound scientific and geographical understanding of the region's natural resources.

Our connection with others is one of our strong points. We're better together. We're well connected and able to deliver outcomes for the region using an integrated catchment management approach. Because of our connection we are also able to facilitate and enable investment for the region.

But don't take our word for it, [check out our website here](#) to hear from organisations and landholders with whom we've worked or continue to work with.

## Submit your ideas

Do you have an idea to improve or enhance the natural environment or build community capacity but don't know where to start?

We've created an online form so you can submit your ideas and also identified themes (refer to link below for more information) to make it easy. Specifically, we want to hear about your project ideas and how the CMA can help you get these projects delivered. Ideas could be how projects are delivered, who might be involved and how they are funded.

We are hoping to increase the potential scale of projects - covering larger geographical areas and attracting previously untapped sources of investment - and to create a consolidated pipeline of priority NRM opportunities.

[Submit your ideas here.](#)

## Business Development Program Priority Project Themes

We've already done some thinking and identified five areas with thought-provoking questions for you to consider when submitting ideas. The areas are priorities from a regional perspective (identified in the [North Central 2013-19 Regional Catchment Strategy](#)) and align with state and federal government key policy areas.

### Carbon Offsets

What if we could assist government agencies, government departments and corporations to progress toward net zero emissions?



### Connected Nature

What if we could connect our natural places across the landscape? Could revegetation activities and the carbon sequestration value of regional wetlands generate income via carbon credits?



### Soil Health

What if we could help improve soil health across the region by supporting farmers to adopt more sustainable land management practices and increase the resilience of agriculture industries to climate and market changes? How can stewardship assist in this process?



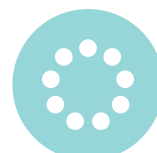
### Sustainable Farming Model

What if we could farm in a way that protects assets identified in the North Central North Central Regional Catchment Strategy? Could we source funds from ethically aligned (or neutral) investors to purchase land and apply a holistic farming model approach that integrates productive agriculture with priority environmental asset protection and increased community well-being?



### Traditional Owner Engagement

What if we could recognise and support Aboriginal cultural values and economic inclusion to care for Country?



## For further information contact:

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