

PREVIOUS WINNERS

Kate Hadden, NT

Robert Quirk, NSW

Tom and Cynthia Dunbabin, Tas

Mr Jack Speirs, Vic

Mr Michael Lloyd, WA

Mr Garry English, WA

Mr John Berger, SA

Paul and Joan Trevethan, NSW

Mr Kevin Jaeschke, SA

Mr Jock Douglas, Qld

Mr Bob Purvis, NT

Mr Clive Thomas, NSW

Dr Graeme Robertson, WA

Mr Michael Kluge, SA

Professor John Burton, NSW

Mr G R Edmondson, WA

Dr Alec Costin, NSW

For further information contact

**The Secretary
McKell Medal Advisory Panel**

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Natural Resource Management
Ministerial Council

MCKELL MEDAL AWARD



Excellence in
natural resource
management
in Australia





The McKell Medal is a national award that publicly recognises excellence and innovation in natural resource management in Australia.

It commemorates the outstanding contribution made by Sir William McKell, a former Premier of NSW and Governor-General of Australia, to the fields of soil and land management.

Australian, State and Territory government agencies involved in agriculture and natural resource management sponsor the Medal with nominations assessed by an independent Advisory Panel.

Nominations are sought each year from individuals or individuals in partnerships. The call is advertised and promoted through a broad range of government and non-government agencies and organisations.

The nominee should preferably still be practising in the field of natural resource management and be able, through receiving the award, to promote the ethic of sound natural resource management.

Nominees need to meet the selection criteria by demonstrating their success in changing land use practices and community attitudes towards more sustainable management of natural resources.

This could be through showing community leadership in ethical land stewardship at local, regional, state or national level; developing and implementing effective and innovative educational and promotional programs; or undertaking, promoting or applying research that makes a significant contribution.

WOLFORD and MARIE PARSONS **South Australia—current and 18th medal winner**

Innovators and educators in landcare



Wolford Parsons and his father and brother took over management of 'The Springs' at Port Vincent in South Australia, in 1975. Seven years later, other members of the family had left the farm, but Wolford and his wife Marie resisted the pressure to walk away from it as well. They decided instead to persevere with the derelict and degraded property and began to reclaim and restore it to a viable and sustainable operation.

Native scrub had been all but cleared from the farm during the 1940s and 1950s. But countless work hours and 300 000 trees and shrubs later, Wolford and Marie have managed to control salinity, convert unprofitable areas of the farm into real assets and provide habitat for native flora and fauna.

Wolford and Marie began their program of land management when little was known about best practices for rehabilitating land, and there was even less support for it. From the start they developed an alternative program for making the land a viable and sustainable operation.

The innovative aspect of their work has been their commitment to land management on a whole-farm basis, finding ways to bring marginal land back into a whole-of-farm system.

The Parsons' property is now a model of natural resource management that hosts school and university students, researchers, extension specialists and farmer groups.

With the growth of the landcare movement over the past decade, Wolford and Marie Parsons have become recognised as key players in shaping the thinking in research and application of landcare.