

Understanding Practice Change by Farmers

- a national symposium

Andrew Campbell Biography

Andrew Campbell is the Managing Director of Triple Helix Consulting Pty Ltd, a consultancy firm specialising in the business of sustainability, helping progressive organisations in the public and private sectors to develop and implement more sustainable policies, programs and enterprises. Recent clients include the Australian Government departments of Environment, Water, Heritage and the Arts; Agriculture Fisheries and Forestry; and Education Science and Training; several catchment management organisations; large scale sustainable farming enterprises; International research organisations; and Australian research and development corporations.

Andrew is a Fellow of the Australian Institute for Company Directors, an independent director of the CRC for Future Farm Industries and a member of the Editorial Advisory Committee of ECOS – Australia's magazine on sustainability. Most recently, Andrew was the Executive Director (CEO) of Land & Water Australia for seven years, leading the corporation through a period of considerable growth and innovation. He has captured some of the lessons from this experience in two recent books: *The Getting of Knowledge* – a guide to funding and managing applied R&D (with Nick Schofield), and *The Australian Natural Resource Management Knowledge System*, both published by Land & Water Australia. Prior to 2000 he was a senior executive in the Australian Government for five years, responsible for the \$360m Bushcare program funded through the Natural Heritage Trust. Andrew has been at the cutting edge of natural resource management in Australia for over 20 years. He managed the privately funded Potter Farmland Plan project, developing and applying the concept of whole farm planning to fifteen demonstration farms in western Victoria from 1984-88. Andrew helped the late Rick Farley (NFF) and Phillip Toyne (ACF) to draft the proposal that catalysed the Decade of Landcare, and was Australia's first National Landcare Facilitator from 1989-92. After more than 200 tours energising the landcare movement across Australia, generating both an extraordinary contact network and a loathing of motels and airports, he recharged his batteries through post-graduate studies and research in Holland and France from 1992-95.

Andrew wrote *Landcare - communities shaping the land and the future* (Allen & Unwin 1994) and *Planning for Sustainable Farming* (Lothian Books 1991) among many other publications on landcare and sustainability. He has an Honours degree in Forest Science from the University of Melbourne and a Diploma of Forestry from Creswick. He is also a Masters graduate (MSc in Management of Agricultural Knowledge Systems) and PhD student of Wageningen Agricultural University in The Netherlands, focusing on the social and policy dimensions of rural sustainability, based on case studies in Australia and France.

Andrew's family has been farming in western Victoria since the 1860s. He has been managing the family farm.