



GEOFFREY Smith and PFP participants Mark Wootton and Andrew Campbell are away and filming.

Hamilton project chosen from 8000 others for film

AUSTRALIAN born film director and Emmy award winner Geoffrey Smith, together with his film crew, has recently spent time filming farming landscapes around Western Victoria.

The Ian Potter Foundation is celebrating its 50th anniversary and has selected three significant past projects from 8000 others to emphasise through the publishing of a book and release of a film.

The Potter Farmland Plan (PFP) is one of the projects to be showcased.

The PFP involved a number of 'demonstration farms' around the Hamilton area in the mid 1980s that became a nationally recognised model for sustainable agricultural practices.

Ian Potter Foundation communications manager Avalee Weir said the plan was considered an exemplar grant – a strong example of how philanthropic support can help tackle a key issue such as the degradation of agricultural land and in this case, work to assist passionate and committed people to bring about lasting change with benefits to the community and the environment.

"That is why PFP will be featured in our film, and our book, along with other key projects that illustrate

the role that the foundation's philanthropy has played in making a difference to the community over five decades," she said.

Original aerial maps from Hamilton's RMIT Potter Archives were used by Andrew Campbell and Mark Wootton to explain the story of the Potter Farms to the film crew.

Potter farmers used Whole Farm Planning as a tool for rethinking the farm landscape, with areal maps critical to the planning process.

Mr Campbell, now director of the Research Institute for the Environment and Livelihoods at Charles Darwin University, was the PFP project manager.

Mr Wootton and his wife Eve Kantor run Jigsaw Farms, a family farm enterprise of 14 properties with large tracts of biodiversity plantings, wetlands and agroforestry. Jigsaw Farms also incorporates two previous Potter farms.

The 50th anniversary celebration book and short film will be launched at a commemoration dinner on September 23, which will be attended by 400 guests who have been associated with the foundation over the past 50 years.