**PRODUCER DEMONSTRATION SITE**

**FULL APPLICATION FORM**

Please download a copy of the PDS guidelines (see http://www.mla.com.au/Research-and-development/Funding-opportunities/Producers) to assist you in completing this application form.

**PRODUCER GROUP NAME:**

**PROJECT TITLE** (max 6 words)**:**

**1 PRODUCER GROUP CONTACT** (Chair / Leader / Executive Officer)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title** |  | **First Name** |  | **Surname** |  |
| **Mailing Address** |  |
| **Phone Number** |  | **Mobile Number** |  |
| **Email Address** |  |

**2 AGRO-CLIMATIC ZONE** (see map in Application Guidelines)

Note: For northern Australia projects please indicate if the relevant Regional Beef Research Committee has been consulted and endorses this project.

 (Please tick) Yes No

**3 PRODUCER GROUP MEMBERS** *(add rows as required)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name**  | **Property**  | **Location** | **Telephone**  | **Email** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**TOTAL NUMBER OF SHEEP, GOATS or CATTLE MANAGED BY THE ENTIRE GROUP:**

**LARGEST FLOCK/HERD SIZE IN THE GROUP (DSE):**

**SMALLEST FLOCK/HERD SIZE IN THE GROUP (DSE):**

**LARGEST PROPERTY IN THE GROUP (HA):**

**SMALLEST PROPERTY SIZE IN THE GROUP (HA):**

**TOTAL AREA (HA) MANAGED BY THE ENTIRE GROUP:**

**4 GROUP FACILITATOR**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title** |  | **First Name** |  | **Surname** |  |
| **Mailing Address** |  |
| **Phone Number** |  | **Mobile Number** |  |
| **Email Address** |  |

**5 CONTRACTED ORGANISATION**

|  |  |
| --- | --- |
| **Name** |  |
| **Trading Name** |  |
| **ABN** |  |
| **Street Address** |  |
| **Postal Address** |  |
| **Phone Number** |  | **Mobile Number** |  |
| **Email Address** |  | **Fax Number** |  |

**6 DESCRIPTION AND BACKGROUND TO THE PDS (***refer to Guidelines and include commentary about the producer group, what problem are they wanting to address and their motivation to address it, what is the magnitude of the problem, how many, if any, are actively addressing it now, and describe the current level of the targeted management practices etc)*

**7 AIM / RESEARCH QUESTION** *(one short sentence refer to Guidelines)*

*For example: Can dual-purpose canola increase pre-joining liveweight gains, conditions scores, and reproductive rate (measured by pregnancy scanning) of ewes relative to current forage options and can be harvested in its second year to produce a seed/oil crop*

**8 OBJECTIVES (***refer to Guidelines – objectives should be SMART. Include as many objectives as required)*

|  |  |
| --- | --- |
|  | ***Example objectives***  |
| **S** (what, where, why, who) | *By December 2017, in the Mallee region of NSW:*1. *Demonstrate and assess the potential of two varieties of dual purpose canola to increase:*
2. *pre-joining liveweight gains of merino ewes from Xg/d to Yg/d*
3. *the condition score of ewes at lambing to CS 3 (from CS2)*
4. *the reproductive rate (measured by pregnancy scanning) of ewes relative to current forage options*

*and demonstrate the crop can be harvested in its second year to produce a viable seed / oil crop.*1. *Conduct a cost benefit analysis to determine the relative economic performance of the canola varieties compared to current forage options.*
2. *Implement a series of skills and confidence development activities to increase the confidence of producers to implement ewe management practices.*
3. *Conduct an annual field day to showcase the demonstration site results and encourage adoption of key practices by attending producers.*
 |
| **M** (Measureable – refer to performance metrics below) |
| **A** (Achievable) |
| **R** (Realistic) |
| **T** (time bound) |

|  |
| --- |
| **Project objectives:** |

**9 METHODOLOGY AND SEQUENCE OF ACTIVITIES** *(add rows as required)*

|  |  |
| --- | --- |
| **Date** | **Detail of activity** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**10 OUTPUTS AND OUTCOMES** *(refer to Guidelines)*

*What tangible outputs will the project deliver?*

*What benefits will the project deliver to producers in the longer term?*

**11 MONITORING, EVALUATION AND REPORTING (MER) ACTIVITIES OF THE PROJECT**

All PDS projects will be required to have a comprehensive MER plan aligned to the MLA framework. The project MER plan is to be submitted within one month of contract execution. Support will be available to assist PDS leaders develop the MER plan. The MER plan template has been provided as an appendix A. As a minimum monitoring and evaluation will include:

* Clear identification of practices and metrics being demonstrated
* Collection of data on producer numbers and animals, and area potentially impacted by the project
* Entrance surveys of producers to benchmark current knowledge and skills in relation to the subject
* Benchmark current practices in relation to the subject
* Exit surveys of producers to enable assessment of changes in:
	+ Reactions (perceptions, enthusiasm etc.) as a result of the project
	+ Knowledge, Attitudes, Skills and Aspirations
	+ Practices
* Extent of and impact from communication / extension activities outside of the PDS project participants

**11a KEY CONTRIBUTING PRACTICES / CAPABILITIES**

Relevant to your project objective and outcome, select which key practices / capabilities will be demonstrated.

***Animal Management Practices***

* Improved reproductive practices
* Manage for weaning and weaners
* Manage heifers / ewe lambs / does
* Phosphorus management (northern Aus)
* Breeding and genetic practices
* Managing for market specifications
* Other, please list……………………

***Feedbase***

* Match feed supply and demand
* Grazing and stocking rate management
* Pasture management
* Grazing land management (northern Aus)
* Manage soil & pasture according to land class and capability
* Feed / forage utilisation
* Other, please list……………………

***Animal Health & Welfare***

* Manage mortality
* Manage body condition score
* Use low stress animal handling techniques
* On farm biosecurity
* Other, please list……………………

***Environment***

* Measure and monitor natural resources
* Weed management
* Feral management
* Fire management
* Biodiversity management
* Manage problem soils (acidity, sodicity, salinity, water logging)
* Managing seasonal variability
* Other, please list……………………

***People & Business***

* Business planning
* Calculate Cost of Production
* Farm benchmarking / comparative analysis
* Labour efficiency
* Use of data for management / genetic decisions
* Other, please list……………………

**11b ENGAGEMENT & ADOPTION PERFORMANCE METRICS**

Relevant to your project objective and key contributing practices, select which business driver(s) /metric (s) will be measured with your core group members to demonstrate the impact of adoption?

|  |  |  |
| --- | --- | --- |
|  | **Performance metrics** | **Please select (√) applicable metrics** |
| **Engagement**  | Pre and post Knowledge, skills and confidence**(mandatory)** |  |
|  | Number producers directly and indirectly engaged (+ demographics) **(mandatory)** |  |
|  | Practice change – intended and actual **(mandatory)** |  |
|  | Other, please list……….. |  |
|  |  |  |
| **Productivity (select at least one metric)** | Production efficiency (Kg red meat / area unit) |  |
|  | Pasture productivity (kg DM/ area unit) |  |
|  | Stocking rate (DSE/ha or LSU/area unit) |  |
|  | Reproductive efficiency (lamb or calf survival % or weaning %) |  |
|  | Labour efficiency (DSE / LSU per labour unit or ha/LSU per labour unit) |  |
|  | Mortality rate (%) |  |
|  | Other, please list ………….. |  |
|  |  |  |
| **Profitability (select at least one metric)** | Cost of production ($/kg red meat) |  |
|  | Net profit ($/DSE or LSU) |  |
|  | Return on assets (%) |  |
|  | Other, please list………….. |  |
|  |  |  |
| **Environmental** | Ground cover (%) |  |
|  | Whole farm biodiversity |  |
|  | Tonnes / ha reduction in soil loss |  |
|  |  Other, please list …………… |  |

**12 EXTENSION & COMMUNICATION ACTIVITIES TO ENGAGE THE BROADER FARMING COMMUNITY**

|  |  |  |  |
| --- | --- | --- | --- |
| **Engagement / / Adoption**  | **Yes / No** | **Details** | **List any collaborating partners?** |
| Annual field day |  |  |  |
| Webinar |  |  |  |
| Workshop |  |  |  |
| Video |  |  |  |
| In depth articles |  |  |  |
| Other (please provide details): |  |  |  |

#####

**13 MILESTONES** *(add rows as required; refer to Guidelines)*

|  |  |  |
| --- | --- | --- |
| **Milestone Number** | **Achievement criteria** | **Due date** |
| 1 | Project executed | 0 |
| 2. | Communications & Monitoring and Evaluation plan submitted to MLA. | +1 month |
|  |  |  |
|  |  |  |
|  | Final report  |  |

**14 PROJECT BUDGET AND FUNDING** (*refer to Guidelines)*

**14a Operating** (Testing fees, equipment hire, etc)

| **Date** | **Item** | **Comments** | **Total** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  | **$** |

**TOTAL OPERATING $**

### 14b Travel

| **Names of Persons Travelling** | **Reason** | **Travel** **Details (car travel at XX/km)***refer to Guidelines* | **Total** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  | **$** |

**TOTAL TRAVEL $**

**14c Professional fees** (External contractor details: such as facilitator, etc.)

**Name:**

**Occupation:**

**Current Employer:**

**Fees: $ /hour or $ /day**

Outline of what you will pay them for (please estimate a time for each item):

| **Description of Task** | **Time** **(Hours or days)** | **Total** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

TOTAL COST $

**Name:**

**Occupation:**

**Current Employer:**

**Fees: $ /hour or $ /day**

Outline of what you will pay them for (please estimate a time for each item):

| **Description of Task** | **Time** **(Hours or days)** | **Total** |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

TOTAL COST $

**14d Summary of budget and funding** (GST exclusive: *refer to Guidelines)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Payment Dependent on Milestone** | **Operating Expenses** | **Travel Expenses** | **Fees** | **Total** |
| *1* | *Milestone 1 (At signing)* |  |  |  | *$10% of total budget* |
|  | *Milestone 2 [after 1st year]* |  |  |  | *$* |
|  | *Milestone 3 [after 2nd year]* |  |  |  | *$* |
|  | *Milestone 4 – Final Report* |  |  |  | *25% of total budget* |
| **TOTAL** |  | **$** | **$** | **$** | **$** |

**Financial year budget**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **15/16** | **16/17** | **17/18** | **Total** |
| **Operating** |  |  |  | **$** |
| **Travel** |  |  |  | **$** |
| **Professional fees** |  |  |  | **$** |
| **TOTAL** | **$** | **$** | **$** | **$** |

**15 OTHER SUPPORT** (other than MLA eg. the Group members, DPI, Sponsors, etc: *refer to Guidelines)*

|  |  |  |
| --- | --- | --- |
| **Party** | **Amount of Contribution** | **Type of Contribution** |
| **Other Contributors** (please list) |  |  |
| **Research & Other Organisations** (in kind) |  |  |
| **Members’ contribution –** estimate in days in-kind  |  |  |

APPENDIX A – MLA MER Plan template

|  |  |  |
| --- | --- | --- |
| **Level** | **Example Monitoring and Evaluation Questions** | **Example Methods Used** |
| 1. What did we do?

Project process, activities and outputs | 1. Are planned structures, management and staffing in place and operating effectively?
2. How well did planned collaboration occur – what did it add to the outcome?
3. Were planned activities undertaken and outputs produced – and how well were these done/produced?
4. What were the barriers, enablers and lessons learned from implementing the project?
 | * Good project records on activities
* Structured debriefs with project teams, Steering Groups and collaborators
* Peer review – on process and content
* Feedback sheets – process questions
* Informed person interviews and surveys
 |
| 1. How well did we do it?

Awareness, skill development and capacity gains | 1. What was the reach of the project – in terms of awareness and type of engagement?
2. What key messages from the project have been recalled by whom?
3. What gains were made in terms of understanding, skills and motivation (targeted and other) in what groups of people, where?
4. What was most helpful in supporting capacity change?
 | * Project records on distribution and access of information and tools – including Google analytics
* Media analysis and survey questions re recall
* Feedback sheets – questions re specific gains in understanding, skills and intentions
* Pre and post skill development assessments
* Follow up survey – questions re reflection on capacity gains
 |
| 1. Is anyone better off?

Practice changes in the target customer group | 1. What practice change occurred (targeted and other) where and across what % of the herd/ industry in the life of the project?
2. What practice change would have occurred without the project?
3. What are the indications for practice change beyond the life of the project – what is needed to assist this?
4. What was the influence of the project in terms of increased reach, faster change or more effective application?
5. What were the barriers and enablers to change – and where are the research gaps?
 | * What practice change would have occurred without the project?
* Follow-up surveys of participants in activities or receivers of tools and information – questions re: practice change; barriers and enablers; and project influence
* Narratives – capturing instances of change as they are observed or reported
* Case studies
* Secondary sources – such as increases in purchases of equipment or stock
 |
| 1. Benefits

How did these practice changes contribute to the intended benefits of this investment?  | 1. What are the (indicative and additional) benefits arising from the practice change(s) made – production, enterprise management, economic, social and environmental – in terms of appropriate metrics?
2. What are the unintended/unexpected benefits or consequences?
 | * Follow-up surveys – questions on observed or expected benefits and consequences
* Narratives – capturing observed benefits
* Case studies – detailed analysis of benefits and consequences
* Informed Person interviews or survey – questions on observed benefits or consequences
 |
| 1. Broader impacts
 | 1. What contribution has this made or could make to the broader industry?
2. What are the lessons for future investment decisions?
3. What other factors influenced the outcomes of investment (positively and negatively)?
 | * Collated and calculated broader impact based on evidence and research
* Broader industry benchmarking surveys – questions related to gains and influences
* Regional, state and national statistics on industry performance in KPI areas.
 |