**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)**:**

|  |  |
| --- | --- |
| **PROJECT START DATE:** | **PROJECT COMPLETION DATE:** |

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

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

**2 MLA Region** *(refer to MLA regional map at www.mla.com.au)*

Southern Region (NSW, VIC, TAS, SA & Sthern QLD): <http://www.mla.com.au/About-MLA/RD-Consultation/Southern-Australia-Meat-Research-Council-SAMRC>

Western region (WA): <http://www.mla.com.au/About-MLA/RD-Consultation/West-Australian-Livestock-Research-Council-WALRC>

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 CORE PDS PRODUCER GROUP MEMBERS[[1]](#footnote-1)** *(add rows as required)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Property** | **Location** | **Telephone** | **Email** |
|  |  |  |  |  |
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**TOTAL NUMBER OF SHEEP, GOATS or CATTLE MANAGED BY THE CORE PDS GROUP**

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

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

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

**TOTAL AREA (HA) MANAGED BY THE CORE PDS GROUP:**

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

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

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

**4 GROUP FACILITATOR**

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

**5 CONTRACTING ORGANISATION**

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

**6 DESCRIPTION AND BACKGROUND TO THE PDS.**

Describe the role and purpose of the group and specify as objectively as possible:

* What is the problem
* Quantify its impact
* How many producers does it impact in your region
* How is it being addressed now, if at all
* Provide an estimate of number of producers already adopting the proposed practices.

**7 AIM** *(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)*

|  |
| --- |
| **S** (Specific), **M** (Measureable – refer to performance metrics below), **A** (Achievable), **R** (Relevant), **T** (time bound)  ***Example objective***  *By December 2017, in the Mallee region of NSW:*   1. *20 producers will 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 marking percentage) 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 training development activities to increase the confidence of 60 core and observer producers to implement ewe management practices.* 3. *Conduct an annual field day and other activities to showcase the demonstration site results and encourage adoption of key practices by 150 attending producers.* |

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

**9 METHODOLOGY AND SEQUENCE OF ACTIVITIES**

*Please provide a description of your method*

Sequence of activities (add rows as required)

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

**10 OUTCOMES**

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

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

**NOTE: All PDS projects will be required to have and implement a comprehensive MER plan aligned to the MLA framework. Please budget for MER in this proposal. An example PDS MER plan template is provided as a downloadable attachment from** [**www.mla.com.au**](http://www.mla.com.au)

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**

Please select which key contributing practices / capabilities will be demonstrated.

***Animal Management Practices***

* Reproductive practices
* Nutrition (northern Aus.)
* Breeding and genetic practices
* Manage for markets
* Other, please list……………………

***Feedbase***

* Grazing and stocking rate management
* Grazing land management (northern Aus)
* Soil and Pasture Health
* Other, please list……………………

***Animal Health & Welfare***

* On farm health management
* On farm welfare management
* On farm biosecurity management
* Other, please list……………………

***Environment***

* Measure and monitor natural resources
* Weed management
* 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**

Please select which performance metric(s) will be measured with 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) | |  |
|  | Production efficiency (kg red meat /dse) | |  |
|  | Pasture productivity (kg DM/ area unit) | |  |
|  | Stocking rate (DSE/ha or AE/area unit) | |  |
|  | Reproductive efficiency (kid, lamb or calf marking % or weaning %) | |  |
|  | Labour efficiency (DSE / AE per labour unit or ha/AE per labour unit) | |  |
|  | Mortality rate (%) | |  |
|  | Other, please list ………….. | |  |
|  |  | |  |
| **Profitability (select at least one metric)** | Whole farm indicators | Return on assets (%) |  |
|  |  | |  |
|  | Enterprise Indicators | Cost of Production ($/ kg red meat) |  |
|  | Gross Margin / Ha |  |
|  | Gross Margin / dse or AE |  |
|  | Other, please list………….. | |  |
|  |  | |  |
| **Environmental** | Ground cover (%) | |  |
|  | Whole farm biodiversity | |  |
|  | Tonnes / ha reduction in soil loss | |  |
|  | Other, please list …………… | |  |

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

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

##### 

**13 MILESTONES** *(please provide summary details related back to your method for each milestone).*

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone Number** | **Achievement criteria** | **Due date** | **Payment schedule ( of total project cost)** |
| 1 | Project executed | 0 | Nil |
| 2. | Communications & Monitoring and Evaluation plans submitted to MLA. | +1 month | 10 % |
| 3. | Progress report   * MER report | + 6 months |  |
| 4. | Annual report   * MER report | + 6 months | 35% *(indicative)* |
| 5. | Go/ No Go decision | + 1 month |  |
| 6. | Progress report   * MER report | + 5 months |  |
| 7. | Annual Report   * MER report | + 6 months | 30% *(indicative)* |
| 8. | Go / No Go decision | + 1 month |  |
| 9. | Progress report   * MER report | + 5 months |  |
| 10. | Final Report including:   * Project findings & impact (BCA) * Communication & extension outputs & outcomes * Whole of project MER * Financial reconciliation | + 6 months | 25% |

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

*Please provide all budgetary figures as GST exclusive.*

**14a Operating** (e.g. Field days costs, printing) Add lines as required.

| **Date** | **Item** | **Comments** | **Total (ex GST)** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  | **$** |

**TOTAL OPERATING $**

### 14b Travel (Add lines as required)

| **Names of Persons Travelling** | **Reason** | **Travel** **Details (car travel: distance x ATO rates)** <https://www.ato.gov.au/Individuals/Income-and-deductions/Deductions-you-can-claim/Vehicle-and-travel-expenses/Car-expenses/> | **Total (ex GST)** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  | **$** |

**TOTAL TRAVEL $**

**14c Professional fees** (*Complete for the PDS facilitation and each external contractor*.)

**Name:**

**Occupation: PDS Facilitation**

**Current Employer:**

**Fees: $ /day**

| **Description of Task** | **Time**  **(days)** | **Total (ex GST)** |
| --- | --- | --- |
| Monitoring , Evaluation & Reporting |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

TOTAL COST $

**Name:**

**Occupation:**

**Current Employer:**

**Fees $ /day**

| **Description of Task** | **Time**  **(days)** | **Total (ex GST)** |
| --- | --- | --- |
|  |  |  |
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TOTAL COST $

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Payment Dependent on Milestone** | **Fees** | **Expenses (travel & operating)** | **TOTAL**  **(ex GST)** |
|  | *Milestone 2 – Comms & MER plan received* |  |  |  |
|  | *Milestone 4 – Annual report yr1* |  |  |  |
|  | *Milestone 7 – Annual report yr 2* |  |  |  |
|  | *Milestone 10 - Final Report* |  |  |  |
|  | **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 |  |  |

1. Core PDS producers are those directly involved in the project. [↑](#footnote-ref-1)