Producer Demonstration Site

Preliminary 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 preliminary application form

This preliminary application form should be no more than **3 pages** once completed

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| **Group Name** |  |
| **Project Title** |  |
| **Contact Person** |  |
| **Phone Number** |  | **Mobile Number** |
| **Email Address** |  |
| **No. of Members** |  | **Location of Group** |
| **Project start date** |  | **Project completion date** |
| **Purpose / Role of Group:** (include brief commentary about the producer group, how many producers are involved (core and wider interest group), what are their areas of interest, did they form specifically for this project, or already established) |
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| **The Challenge / Problem.** Specify as objectively as possible:* What is the problem
* Quantify its impact on producers and the industry
* 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
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| **Objective of project** (Please use a SMART format – Specific, Measureable, Achievable, Relevant and Time-based) |
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| **Proposed method** (a brief description of your methodology): |
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| **Communication & extension strategies** * How will you achieve skill development & adoption of the results with the core producer group?
* How will you promote the outcomes to the wider producer community?
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| **Monitoring, evaluation and reporting (MER)** * How will you measure success at the demonstration sites e.g. economic, social & environmental benefits?
* How will you measure producer change (awareness, skills and adoption)?
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| **Budget:** Please provide an estimated budget for the project by item below. |
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| **BUDGET ITEM\*** | **TOTAL ($)** |
| Salaries\* (MLA requests funds) |  |
| Operating\* e.g. field days costs, |  |
| Travel\* |  |
| **TOTAL MLA cash requested:** |  |
| In-kind e.g. proposed sponsorship for operating resources |  |
| In- kind - producer time and resources |  |
| **PROJECT TOTAL:** |  |

\*Please provide funds requested from MLA only. |
| **Please insert any budget comments:** |