



final report

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Abstract

Making More from Sheep (MMfS) is the key extension and communication program for MLA and AWI for the sheep industry. The primary aim of this program is to provide producers with knowledge and skills that will enable greater profitability, sustainability and capacity to better manage risk through an integrated extension strategy. The MMfS Phase Two program was coordinated in Western Australia between February 2014 and December 2016 by Planfarm Pty Ltd. All State Key Performance Indicators were significantly over-achieved in this period, with delivery of a total of 69 high quality MMfS events to 1,241 sheep producers; including 23 Category A events, 39 Category B events, and 7 Category C events. The events were rated highly for satisfaction and value by the participants, averaging a score of 8 out of 10. The Phase 2 MMfS program in WA has been successful in educating and empowering sheep producers to improve their productivity and profitability. However, going forward there are a few ways that a future livestock extension program could potentially be improved to have further impact, including creating stronger links between extension and current research & development; streamlining monitoring & evaluation processes; moving towards cash-contribution as opposed to in-kind contribution; a focus on category B&C type activities; and putting more resources into up-skilling and providing materials for potential deliverers.

Executive summary

Background:

Making More from Sheep (MMfS) is the key extension and communication program for MLA and AWI for the sheep industry. The primary aim of this program is to provide producers with knowledge and skills that will enable greater profitability, sustainability and capacity to better manage risk through an integrated extension strategy.

State Co-ordinators (SCs) are a critical component to achieving the overall objectives and Key Performance Indicators (KPIs) of the program. This report outlines the objectives and methodology used by the Western Australian MMfS SC to reach the state KPIs and provide a broader benefit to the Sheep Industry in W.A. during the period February 2014 to December 2016.

Objectives:

Working as part of a national team lead by the MMfS program National Co-ordinator, the following were the three main objectives of the agreement between MLA, AWI and the SC:

1. State Business Plan

Write a State Business Plan for MMfS Coordination, which includes:

- specific KPIs for the State
- annual operating plan of activities targeting specified producer segments and across delivery resources (public and/or private) appropriate for A, B & C tiers of activities, in order to achieve State KPIs.
- Present a clear process for identifying and engaging a delivery network within the state

2. State Business Plan implementation

- implementation of the business plan activities, directing resources, training and engaging a team of public and private sector deliverers/facilitators
- Be the key point of contact and co-ordinator for engaging the state based network of deliverers, producers and producer advocates
- Collate participant evaluation data, and provide it to MLA on a quarterly basis along with 6-monthly milestone reports and attend bi-annual SC meetings

3. Monitoring and evaluation

- Adhere to the MMfS Standard Operating Procedures in relation to collecting, interpreting and reporting of Monitoring and Evaluation data to the National Coordinator on a regular basis

Methods:

A State Business Plan was developed by the WA SC at the beginning of the project to guide the delivery of MMfS in WA. Within this business plan, the following items were discussed:

- Current issues facing the industry within the State
- Process for identifying and engaging a delivery network within the state
- Planned Events Tables & Milestone Reports
- Key Performance Indicators for WA

The KPIs Identified for WA were as follows:

Category A activities: 599 producers engaged with an evaluation return rate of 65%

Category B activities: 212 producers engaged with an evaluation return rate of 80%

Category C activities: 107 producers engaged with an evaluation return rate of 80%

15% of producers attending MMfS events to have sheep flock size greater than 2,000 head.

Results:

All State KPIs were significantly over-achieved in the 2014-2016 program period. MMfS in Western Australia has delivered a total of 69 events to 1,241 participants; including 23 Category A events, 39 Category B events, and 7 Category C events. The number of Category A participants was more than double the State KPI (1241 vs 599), while both the Category B and C participation numbers were approximately three-times the State KPI (629 vs 212 for Cat B; 350 vs 107 for Cat C).

74% of WA participants across category A, B and C activities had greater than 2000 head flock size (compared to a target of >15%).

All eight current sheep-industry issues that were identified at the beginning of the project, were addressed through the delivery of at least one MMfS event, often-times numerous events in different regions throughout the state.

The quality and relevance of the events is evidenced by the high self-rated satisfaction and value scores given by attendees, averaging around 8 out of 10 for all categories.

Conclusions and recommendations:

The Making More from Sheep program has been successful in educating and empowering sheep producers in WA to improve their productivity and profitability. However, going forward there are a few ways that a future livestock extension program could potentially be improved to have more of an impact:

- Create stronger links between Research and Development (for example the work being done through the Feedbase Investment Plan) and on-the-ground extension.
- Provide more “Train the Trainer” activities and workshop materials to upskill deliverers and make their job of delivering high quality content easier and more time-efficient.
- Focus on Category B & C type activities, but still have an avenue of funding available for Category A awareness and broad-scale information dissemination-type events.
- Move away from the concept of “in-kind contribution”, and move towards “cash contribution” if a user-pays culture is what MLA and AWI want to achieve.
- Ensure that the M&E framework is streamlined and only information that will be used is collected from growers.

Key messages:

The Key Messages to be taken from this program are:

1. The Making More from Sheep program delivery in Western Australia was successful, delivering 69 high-quality events to over 1,200 sheep producers.
2. The MMfS events were rated highly for satisfaction and value by participants, with an average score of 8 out of 10.
3. All State KPI's were achieved on-time and within budget
4. In future MLA & AWI extension programs, a stronger link should be made between current research and development outcomes and on-the-ground extension.

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1 Background

Making More from Sheep (MMfS) is the key extension and communication program for MLA and AWI for the sheep industry. The primary aim of this program is to provide producers with knowledge and skills that will enable greater profitability, sustainability and capacity to better manage risk. Using a multitude of tools including the Making More from Sheep Manual and website, workshops, seminars, and various communication channels, MMfS is designed to enable producers to engage at different levels with the program through a standardised but flexible delivery framework.

State Co-ordinators (SCs) are a critical component to achieving the overall objectives and KPIs of the program. Working as part of a national team lead by the MMfS Executive and National Coordinator the SC provides the local/regional input into the design of MMfS activities and facilitates the engagement of producers through their own schedule of local extension and communication events. This report outlines the objectives and methodology used by the Western Australian MMfS SC to reach the state KPIs and provide a broader benefit the Sheep Industry in W.A. during the period February 2014 to December 2016.

2 Project objectives

This project defines the roles, responsibilities and deliverables for the MMfS WA State Co-ordinator (SC). The SC will provide the local/regional input into the design of MMfS activities and facilitate the engagement of deliverers and producers through their own schedule of local extension and communication events.

Working with the National Co-ordinator, the SC is responsible for delivery of an annual State Business Plan to achieve the awareness, engagement and practice change targets. Additionally, the SC will deliver the defined monitoring and evaluation data specified in the State Business Plan.

Working as part of a national team lead by MMfS program National Co-ordinator, the following will be delivered under this agreement:

1. State Business Plan

A State Business Plan will:

- Be delivered using the standard MLA template provided
- Include specific KPIs for the State and form the basis of the key deliverables of this agreement. The Business Plan will be appended to this agreement once approved.
- Include an annual operating plan of activities in line with appropriate state key performance indicators and activities targeting specified producer segments and across delivery resources (public and/or private) appropriate for A, B & C tiers of activities.
- Present a clear process for identifying and engaging a delivery network within the state
- Outline the state communication plan for the program

2. State Business Plan implementation

- Including implementation of the business plan activities, directing resources, training and engaging a team of public and private sector delivers/facilitators as appropriate across respective program activities
- Comply with the “Principles for engaging with private delivery organisations” to guide the deployment of resources for program delivery

- Be the key point of contact and co-ordinator for engaging the state based network of program producer advocates.
- Maintain a database of participants and provide this information to the National Co-ordinator and MLA on a monthly basis. A template will be provided.
- Attend regular phone meetings with the National Coordinator and MLA. Attend up to two SC face to face meetings per year
- Provide milestone reports promptly and to an acceptable standard to MLA.
- source relevant articles for MLA and AWI publications and the e-newsletter coordinated by the National Coordinator
- Coordinate and integrate activities with other existing state based networks; and
- Comply with MLA standard processes for event promotion and use the program brand/s in accordance with MMfS style guidelines.

3. Monitoring and evaluation

All specified monitoring and evaluation processes are executed as per agreed processes, with all data collated and provided to the National Co-ordinator and MLA at a minimum quarterly. Quarterly reports of analysed data will be provided to the SC by MLA. The standard MMfS monitoring and evaluation processes will include:

Category A: Measuring awareness, satisfaction, value and intention to change

At least 60% participant feedback sheets completed in accordance with Making More From Sheep Monitoring and Evaluation Standard Operating Procedures, using the standard MMfS template are to be collected for all category A activities and entered into the supplied excel spreadsheet.

Category B: Measuring shifts in knowledge, skills and confidence (KSC)

At least 80% participants complete pre and post activity knowledge and skills assessments in accordance with Making More From Sheep Monitoring and Evaluation Standard Operating Procedures. Full results of the pre and post knowledge and skills assessments are required to be entered into the standard MMfS spreadsheet and submitted to MLA and the National Coordinator. Individual names and results will not be released or published.

Non accredited training KSC assessment

Non accredited training will require the 100% usage of the generic (but adapted regionally) MMfS pre and post knowledge and skills assessment questions.

Accredited training KSC assessment

Accredited training activities will ensure key MMfS assessment questions are used for at least 30% of accredited courses delivered to ensure these courses can be included in the overall MMfS M&E reporting.

Category C: Measuring practice change and program impact

Practice change as defined by the Making More From Sheep Monitoring and Evaluation Standard Operating Procedures will be recorded for 80% of participants in all category C activities. This will require the SCs to ensure shifts in practice change are recorded by group facilitators using the standard template provided and mapped against practices within the MMfS manual modules. Results are to be recorded in the standard excel spreadsheet, including names and contact details of participants.

Identifying case studies to measure impact

The SC will assist in identifying and recruiting case studies to enable tracking of profitability and productivity gains as a result of participating in the MMfS program.

All events (category A, B and C) will have an event record which will be provided to MLA using the standard Excel spreadsheet

3 Methodology

A State Business Plan was developed by the WA SC at the beginning of the project to guide the delivery of MMfS in WA. Within this business plan, the following items were discussed:

Current issues facing the industry within the State

After speaking to leading producers and key industry contacts, eight current issues facing the WA Sheep Industry were identified and aligned with MMfS modules, procedures & tools. Those eight issues were:

- Improving pasture performance through grazing management and species selection
- Improving pasture growth through management of soil constraints
- Achieving Genetic gain through the use of ASBVs
- Increasing Lamb & Weaner Survival
- Maintaining Ewe condition throughout the season
- Forward planning and business organisation
- Developing animal health programs to suit your needs
- Getting back into the sheep enterprise for 'croppers'

Process for identifying and engaging a delivery network within the state

Firstly a list of known potential deliverers was identified through the existing networks of the SC, and then an analysis was completed on any gaps of expertise, or delivery area that may exist within the range of potential deliverers identified. A formalised process for engaging potential deliverers was then outlined, which included sending information about the MMfS program to all AAAC consultants in WA, to all grower groups and to previous deliverers as well as through the SC's own professional networks, and inviting potential deliverers to attend an online information session to be run in conjunction with More Beef from Pastures SC on May 2nd 2014. Follow-up phone calls and emails were then sent to all attendees and groups that expressed an interest with a formalised application form and information about the program.

Applications received were assessed against a set of criteria for eligibility, which included; alignment with MMfS Modules, demonstration of value-for-money and an appropriate level of in-kind contribution (depending on the category of activity), and meeting an identified need (relevance) or identified industry issue. In assessing applications, some weight was also given to the spatial spread of activities across the sheep-growing regions of WA, and effort was made to achieve program impact over a wide area.

Applications remained open throughout the delivery period, and periodically (approximately every six months), the availability of MMfS funding would be promoted through the WA MMfS network, and directly to past deliverers, to encourage further submissions.

Once an event application had been received and approved, the deliverers were able to go ahead and organise the event, providing an event plan (agenda and flier – on approved MMfS template) and the completed evaluation forms to the SC at least 2 weeks prior to the

event. The SC would assist the deliverer by advertising the event through MMfS networks and website, providing input into event content and speakers to match with MMfS modules, and ensuring that the evaluation sheets met MMfS M&E requirements. Payment of invoices from deliverers were processed after the event, once attendee evaluation forms and completed Activity Debrief Report had been received.

Planned events tables and milestone reports

Every six months a “Proposed Key Extension and Communication Activities” table was filled in by the SC and provided to the National Coordinator, outlining the proposed MMfS events for the upcoming six month period. This table identified the Category of event, topics to be covered, location, timing, delivery organisation, budget, and how the activity related to the MMfS modules, procedures and tools.

Milestone reports were also provided to the National Coordinator on a six-monthly basis, outlining progress against the Planned Events Table, and the Business Plan.

Key Performance Indicators for WA

Several Key Performance Indicators (KPIs) were identified to measure the success and impact of the MMfS program delivery in WA. These were divided into KPIs relating to the number of producers engaged in each event category, the percentage of evaluation forms returned for each class of activity, and the average sheep flock size of producers attending MMfS events.

Events were categorised into three Categories as per the “Making More From Sheep Monitoring and Evaluation Standard Operating Procedures”. Category A events primarily focussed on increasing awareness of the MMfS program, and broad-scale information dissemination. Category B events were focussed on increasing the knowledge and skills of attendees on a particular topic, and Category C events were focussed on promoting and supporting practice change. The WA KPIs for producer engagement in each of the 3 Categories is outlined in Table 1.

The KPIs for event evaluation were consistent across all States, and were as follows:

- Category A - **At least 60%** participant feedback sheets completed in accordance with Making More From Sheep Monitoring and Evaluation Standard Operating Procedures
- Category B - **At least 80%** participants complete pre and post activity knowledge and skills assessments in accordance with Making More From Sheep Monitoring and Evaluation Standard Operating Procedures.
- Category C - Practice change as defined by the Making More From Sheep Monitoring and Evaluation Standard Operating Procedures will be recorded **for 80%** of participants in all category C activities.

All evaluation sheets were to be entered into the standard excel database provided by the MMfS National Coordinator, and returned to MLA on a quarterly basis for collation and analysis.

The KPI relating to average sheep flock size of producers attending MMfS events was again consistent across States, at 15% of participants to have greater than 2,000 head.

Project extensions

The delivery of MMfS was originally planned to end in December 2015, but two six-month extensions were granted for delivery in each state, bringing the end date back to December

2016. Additional delivery and coordination funding was provided, however KPIs were not increased proportionately but were left as they were in the initial contracts.

Change in State Coordinator

The WA State Coordinator role changed hands in July 2014, from a joint position shared by Danielle England and Janelle Smith, to a single position held by Alana Starkie. The SC role has remained with Planfarm throughout the delivery period.

Table 1 – Key Performance Indicators and producer segmentation – WA

Category	Measure	Description	Producers Engaged	M&E method
A	Awareness of MMfS	≥30 % of target sheep producers participate in Category A activities by December 2015	599	MMFS event evaluation
B	Participation in MMfS	≥ 30% of producers in A participate in MMFS Category B activities to influence a KASA change by December 2015.	212	MMFS event evaluation
C	Practice change/s from MMfS	≥ 50% of producers in B participate in Category C activities to influence adoption of ≥ 1 MMfS procedure by December 2015	107	MMFS event evaluation

4 Results

All State KPIs were significantly over-achieved in the 2014-2016 program period. MMfS in Western Australia has delivered a total of 69 events to 1,241 participants; including 23 Category A events, 39 Category B events, and 7 Category C events. Table 2 provides the achieved producer engagement/participation numbers, and Table 3 provides the evaluation return rates as compared to the State KPIs. The number of Category A participants was more than double the State KPI (1241 vs 599), while both the Category B and C participation numbers were approximately three-times the State KPI (629 vs 212 for Cat B; 350 vs 107 for Cat C).

Table 2: WA % of two year target achieved for 'Number of Participants' in Category A, B and C activities

As at November 2016			
Category	2-year target	Total to date	% Achieved
A	599	1241	207%
B	212	629	297%
C	107	350	327%

Table 3: WA % of two year target achieved for 'Evaluation Return Rate' in Category A, B and C activities

As at November 2016		
Category	Target	Actual
A	65%	82%
B	80%	85%
C	80%	80%

The National target for flock size was 15% of participants to have greater than 2000 head; 74% of WA participants across category A, B and C activities had greater than 2000 head flock size.

For Category B & C events, the average increase in knowledge and skills (information gathered through pre and post-event evaluation) for WA participants rose from 39% of questions answered correctly, to 64% of questions answered correctly.

Participants were also asked to rate their satisfaction and value of the MMfS event they attended, out of a maximum score of ten. For WA Category A participants, the average satisfaction score was 8.44 out of 10, and the value score was 7.9 out of 10. For Category B & C participants, the average satisfaction score was 8.38 out of 10, and the value score was 8.2 out of 10.

5 Discussion

The MMfS program in WA has been highly successful, with all state KPIs having been significantly over-achieved, and a lasting positive legacy left through the delivery of 69 high quality events throughout the state. The quality and relevance of the events is evidenced by the high self-rated satisfaction and value scores given by attendees, averaging at around 8 out of 10 for all categories. Although the program was extended by 12 months, and additional delivery funding provided, all of the State participation KPI's had been achieved prior to the first extension period.

Early on in the project, difficulty was faced in getting enough interest from deliverers to run MMfS events, and of those formal applications that were submitted, the vast majority came from a small handful of experienced deliverers. In order to ensure funds were being fairly distributed and events run across all regions and addressing a wide range of topics, a significant effort was made to re-advertise the program to potential deliverers and grower groups in 2015. This was successful and by the end of the program more than 10 deliverers had been engaged. A broad spatial spread of events was also achieved, with activities being run as far north as Northampton, as far east as Kalgoorlie, as far west as Manjimup, and as far south as Esperance.

Looking back at the eight industry issues that were identified in the State Business Plan, all of those issues have been directly addressed through at least one MMfS event, and in some cases, numerous events throughout the sheep growing regions of WA. Below are selected examples of events that directly addressed the identified industry issues. A full list of events delivered in WA has been provided in Appendix 1.

- Improving pasture performance through grazing management and species selection
 - *Pasture Updates*
- Improving pasture growth through management of soil constraints
 - *Talkin' Soil Health Conference*
- Achieving Genetic gain through the use of ASBVs
 - *An Introduction to Choosing the Right Ram*
- Increasing Lamb & Weaner Survival
 - *Lamb Survival Workshops*
- Maintaining Ewe condition throughout the season
 - *"Money Making Mums" webinar series*
 - *Precision Sheep Groups*
- Forward planning and business organisation
 - *Cost of Production Calculator Workshops*
 - *Dry Start Strategies*
- Developing animal health programs to suit your needs
 - *Autumn & Spring Sheep Optimiser series*
- Getting back into the sheep enterprise for 'croppers'
 - *Focussing In on Sheep*

A few events and collaborations were particularly successful and deserve to be noted:

Collaboration with Sheeps' Back and Evergreen Farming

The MMfS program collaborated on a number of occasions with the Sheeps' Back, which is AWI's primary extension network in WA, as well as Evergreen Farming which is one of the largest and widest reaching grower groups in the State. These collaborations allowed the MMfS delivery budget to be used effectively, enabled us to tap into large existing grower networks for promotion of MMfS events, extended the reach of the program to regions and towns where the SC did not have established networks, and ensured that topics delivered were relevant to local issues, and were pitched at the right level for the audience.

Delivery of Category C "After the Fire" workshop

In February 2016 MMfS partnered with the Peel Harvey Catchment Council to deliver a Category C event called "After the Fire" in Harvey with presenter Darren Doherty from Reagrarian Ag. The request for this event originally came from a farmer, Jeff Pow, who's farm had been completely destroyed by bushfire 3 years prior, and had since successfully re-built a thriving mixed-enterprise grazing operation with the assistance of advisor Darren Doherty, who helped with whole-of-farm planning, business management and practical aspects of

pasture recovery and infrastructure replacement. When the farms around Waroona and Harvey were affected by a similar devastating bushfire in January 2016, Jeff wanted to help by organising a two-day workshop for affected farmers with Darren as the main presenter. Over the two days, every participant's farm was discussed at length with the aid of aerial maps and an action plan was developed for recovery. The feedback on this event was the best received for a phase 2 MMfS event in W.A., with the majority of participants rating it 10 out of 10 for satisfaction and value, which demonstrates the positive impact and legacy that providing the 'right event at the right time' can have.

Delivery of Category B "MMfS Cost of Production Calculator" workshops

A series of requests from farmers and grower groups for workshops on the use of the MMfS Cost of Production Calculator came after a presentation at an early MMfS event by Morgan and Shannon Sounness, who had previously participated in the MLA Challenge (a farmer mentoring program) and had used the CoP Calculator to make significant changes to their lamb enterprise. An event was developed in collaboration with Agvivo Events, whereby small groups of farmers would spend a day learning the importance of CoP to an enterprises' profitability; working through the calculator with a set of real-life production and financial records; and then devising and working through scenarios for reducing that enterprise's Cost of Production and comparing it with local and industry benchmark figures. An abbottoir tour was included in several of these events, which was also a popular part of the day. The feedback was overwhelmingly positive from this series of events, and the content of the day was revised and improved over time with input from past participants. A "Train the Trainer" event was also held in Kojonup with Sandy McEachern from Holmes & Sackett, which provided additional content and background which could be used in subsequent events.

6 Conclusions/recommendations

The Making More from Sheep program has been successful in educating and empowering sheep producers in WA to improve their productivity and profitability. However, going forward there a few ways that an extension program could potentially be improved to have more of an impact:

1. Create stronger links between Research and Development (for example the work being done through the Feedbase Investment Plan) and extension. Farmers sometimes feel as though they are not being given the most up-to-date content at workshops and field days. This is probably a result of relying on the MMfS Manual as a basis to the project content, when both the manual and MMfS tools have outdated information in them. It would not be a simple task to keep such a large information resource up-to-date, however a stronger focus on delivering leading R&D outcomes to growers would provide a faster uptake of new technologies and practices, and a faster progression of the red meat and wool industries.
2. Provide more "Train the Trainer" activities and workshop materials to upskill deliverers and make their job of delivering high quality content easier and more time-efficient. Some experienced deliverers have a large amount of prepared content and presentation material that they have developed over their years of work, however to encourage younger or less experienced deliverers into the field it is a relatively high time, knowledge and confidence barrier to create all of your own content for a Category B or C workshop. The industry needs a higher number of capable livestock extension personnel in order to reach a wider audience of growers, and Train the Trainer activities and pre-prepared workshop materials (that are able to be tailored to suit local conditions) would assist in this goal.

3. Focus on Category B & C type activities, but still have an avenue of funding available for Category A awareness and broad-scale information dissemination-type events. The industry will benefit from focussing on events that support practice change, adoption, and/or improve the skills and confidence of farmers on particular topics that have direct impact on productivity or profitability of the sheep enterprise. In particular it appears that business skill development is in high demand and this would have a direct impact on profitability. However it is also important to have an avenue for funding Category A-type activities, even if it is through a separate, more simple project or sponsorship program where groups can apply directly to MLA.
4. Move away from the concept of “in-kind contribution”, and move towards “cash contribution” if that is what MLA and AWI want to achieve. From the perspective of a grower, the concept of “In-kind contribution” can be convoluted and meaningless. If several funding bodies, or sponsors, provide money towards an event, the grower may have no or minimal out-of-pocket costs; however if MLA or MMfS is the only funding provider, then growers may have significant out-of-pocket costs for the same event. If MLA want to move towards a “user pays” scenario, whereby private benefit is matched by contribution towards event costs, then it should be an out-of-pocket or cash contribution from the grower. This will amend the current situation where there are quality livestock events being run with highly variable attendance costs. It will also reduce the risk of competing with private service providers. This change would send a clear or consistent message to growers and the industry about instilling a “user pays” culture.
5. Ensure that the M&E framework is streamlined and only information that will be used is collected from growers. For example, growers’ property size and flock data takes a long time to collect, is a source of frustration and suspicion from many growers about why MLA would need this information, and did not appear to be utilised in a meaningful way. Further it was felt that if a grower had attended a previous MMfS event, that they should not have to provide all of their contact and property details again. If there was an online registration system available, growers may be able to enter only their name, tick a box that indicated they had previously attended a MMfS event, and that would bypass them to the pre-event evaluation questions without having to re-enter their personal details. An online registration system may also allow automatic download of participants details into the reporting database, which would save numerous hours of work in entering data.

7 Key messages

The Key messages to be taken from this program are:

1. The Making More from Sheep program delivery in Western Australia was highly successful, delivering 69 high-quality events to over 1,200 sheep producers.
2. The MMfS events were rated highly for satisfaction and value by participants, with an average score of 8 out of 10.
3. All State KPI’s were achieved on-time and within budget
4. In future MLA & AWI extension programs, a stronger link should be made between current research and development outcomes and on-the-ground extension.

8 Appendix

Appendix 1: MMfS Activities held in Western Australia between January 2014 and December 2016

- Series of 3 Category A Events titled “**Dry Start Strategies**” held in the Esperance region in early June 2014 with 39 attendees.
- Two Category B events “**Pasture Updates**” were held in mid-August 2014 in Kojonup and Moora with a total of 160 participants.
- Category A event “**Sheep Easy Day**” held on the 6th of August 2014 in Wickepin with 188 participants
- Category A event “**West Midlands Group Spring Field Day**” held in Warradarge on the 9th September 2014 with 30 participants.
- Category A event “**Manjimup Pasture Group Field Day**” held in Manjimup on the 24th October 2014 with 31 participants
- Series of four half-day Category B events “**Sheep Optimiser Workshops**”, held in Dandaragan, Mount Barker, Boyup Brook and Corrigin in October 2014 with a total of 80 participants
- Two full-day Category B Events titled “**Introduction to MMfS Cost of Production Calculator**” held at the V&V Walsh abattoir in Bunbury in January and February 2015 with 7 attendees
- Three full-day Category B events “**Introduction to eID in the Sheep Enterprise**” held in early February in Manjimup, Narrogin and Williams with 21 participants.
- Two Category C event series’ were initiated, with the first meetings of the “**W.A. Precision Sheep Groups**” held in April in Williams and Manjimup with 14 participants.
- 1 Category B Event titled “**Kangaroo Island Study Tour**” held on Kangaroo Island (with 10 WA farmers) from the 4th – 10th April.
- 4 Category B Events titled “**Autumn Sheep Optimiser Workshops**” held in Brookton, Katanning, Merredin and Northampton on the 11th, 12th, 17th and 19th of March with a total of 58 participants.
- 3 Category A Events titled “**Pasture Updates**” held in Wickepin, Esperance and Gingin on 4th, 11th and 14th August with 46 participants.
- 2 Category A Events titled “**Pastoral Innovation Expo**” held in Kalgoorlie and Mount Magnet on the 22-23rd Sept and 21-22nd Oct with 47 participants.
- 1 Category A Event titled “**WIFE Livestock Day**” held in Lake King on 16th Sept with 12 participants.
- A series of 4 Category A webinars titled “**Money Making Mums**” were delivered on 21st July, 18th August, 22nd September and 22nd October to 18 participants.
- 1 Category A event titled “**Sheep Easy Day**” held in Katanning on the 20th August, with 61 participants.
- 1 Category B Event titled “**Talkin’ Soil Health Bus Tour**” held in Wagin on the 11th Sept with 42 participants.
- 1 Category B Event titled “**Lamb Survival Workshop**” held in Northam on 29th July with 14 participants.
- 2 Category B Events titled “**MMfS Cost of Production Workshop**” held in Bunbury on the 11th June and 25th August with 10 participants.

- A series of 4 Category B Events titled “**Spring Sheep Optimiser Workshops**” held in Northampton, Mukinbudin, Augusta and Frankland on 29th Sept, 30th Sept, 15th Oct and 21st Oct with 73 participants
- The continuation of two “**WA Precision Sheep Groups**”, following the model of LTEM, with the 2nd and 3rd of a series of 4 Category C Events held in Manjimup and Williams in June and September with 16 participants.
- 1 Category C Event titled “**After the Fire**” held in Waroona on the 15th and 16th Feb with 15 participants.
- 1 Category B Event titled “**An Introduction to the MMfS Cost of Production Calculator**” held in Lake King on 26th April with 6 participants
- 4 Category A Events titled “**Focussing in on Sheep**” held in Corrigin, Moorine Rock, Hyden and Bencubbin on 16th Feb, 22nd and 23rd March with a total of 32 participants
- 4 Category B Events titled “**Autumn Sheep Optimiser**” held in Cranbrook, Wickelup, Moora and Ravensthorpe on the 14th, 15th, 16th and 22nd March with a total of 62 participants
- 1 Category A Event titled “**An Introduction to Choosing the Right Ram**” held in Boyup Brook on the 4th April with 9 participants.
- Final workshop of four consecutive Electronic ID workshops held with two “**Precision Sheep Groups**” in Williams and Katanning in March, culminating 2 one-year-long Category C events delivered to 12 participants.
- 1 Category B farm tour titled “**WA Husbandry and Management Workshop**” held in Cootamundra NSW on the 16th August 2016 with 17 WA sheep farmers
- One Category B event titled “**WVG Livestock & Seeding Day Demo**” held in Badgingarra on the 8th of June 2016 with 17 participants
- A series of six Category B workshops titled “**Lamb Survival & Post Mortem Workshops**” held in Katanning, Pingelly, Boyup Brook, Kojonup & Northam (x2) in July 2016 with 58 participants.
- A series of 3 category B workshops titled “**High Sheep Production from Low-Input Forage Systems**” held in Williams, Kojonup and Merredin in July 2016 with 12 participants.