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Victoria 2010-2013 More Beef from Pastures Program State Coordination

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Abstract

Meat & Livestock Australia's More Beef from Pastures (MBfP) program has been coordinated and delivered in Victoria during the period March 2011 to November 2013 by the Department of Environment and Primary Industries (DEPI). Strategically and operationally MBfP has been delivered in collaboration with DEPI's BetterBeef Network which through an on-farm focus seeks to increase the productivity and profitability of the Victorian beef industry.

5,406 participants have attended MBfP field days, workshops, phone seminars, beef schools, accredited training programs, BetterBeef groups, skill and knowledge activities and seminars across Victoria since March 2011. 98% of producers who attend a MBfP activity would recommend the activity to another producer. Participants, on average, rate their value and satisfaction of MBfP activities as 8.5 and 8.5 out of 10 respectively. 90% of participants either implemented a practice change, or intend to do so, post the MBfP event they attended.

Victoria has exceeded three year participation key performance indicators (KPIs) for awareness (Category A) and practice change (Category C) activities. 95% of skill, knowledge and confidence (Category B) KPIs have been achieved. Medium and large scale beef producers (>100 head) are more likely to attend MBfP activities in Victoria compared with small scale beef producers.

A number of new initiatives have been developed and piloted in Victoria over the past three years that target specific segments of the market to accelerate practice change. These include the BetterBeef Ace program, three BetterBeef/MBfP resource packages, the annual Beef School series and phone seminars. All of these activities have proven successful through increasing target audience participation.

A team of more than 80 private and public service providers have contributed to MBfP delivery since March 2011. A selection of this group attends annual coordinator conferences that include capability development activities and new product and service development. 100% of the private and public service providers who attend the annual conferences are satisfied with the event and all would recommend the MBfP and BetterBeef programs to another service provider.

Significant work has been undertaken in coordinating private service provider engagement in the MBfP and BetterBeef programs over the past three years. This has included initiating and managing contracts for delivery; ensuring that evaluation and monitoring requirements are met; and overseeing quality control of delivery. The outcomes of this work are now being used in the national MBfP project.

Producer advocates have played an important role in MBfP program design and delivery over the past three years. Four advocates have been engaged as keynote speakers, the development of annual operating plans and identifying and developing new products and services.

Victorian MBfP continues to implement a user pays model for category B and C activities and a cost recovery on catering, venue hire and accommodation for category A events. Participant contribution ranges from \$5 to \$500 per activity per business.

During the past three years MBfP in Victoria has developed strong partnerships with agribusiness, educational providers and other agricultural entities. These relationships have been leveraged to increase the number and quality of MBfP activities. Collaborators that remain committed to the program in the future include Goulburn Ovens TAFE (GOTAFE), Rural Industry Skill Training (RIST), Landcare groups, meat processors, breed associations, Royal Agricultural Society of Victoria and Rabobank.

Executive Summary

More Beef from Pastures has been successfully coordinated and delivered in Victoria in partnership with the DEPI BetterBeef Network (BBN). BetterBeef represents the Victorian DEPI investment in on-farm focused productivity and profitability extension services for the beef sector. Aligning with the MBfP outcome of achieving a sustainable increases in beef productivity through optimisation of the available feedbase, BetterBeef seeks to accelerate the adoption of technologies and practices which will increase the sustainable profitability and productivity of Victorian beef enterprises.

MBfP coordination and delivery in Victoria has been successfully carried out through utilising an integrated and collaborative service delivery model focusing on sector engagement, product and service development and capability building.

The collaborative approach of delivering MBfP in Victoria has been very successful in ensuring MBfP retains an effective and efficient delivery program. More than 5,406 participants have engaged MBfP activities over the past three years. In excess of 80 public and private service providers have participated in the development and delivery of extension services including 30 who have participated in annual capability development workshops.

Private and public service providers have delivered the MBfP curriculum in more than 209 events that have been one day or more in duration over the past three years. This includes 106 awareness, 28 skill knowledge and confidence and 75 practice change focused programs. On average, a MBfP activity has been conducted every two days over the past 39 months of the coordination and contract delivery.

Producers with medium to large size herds are more likely to participate in MBfP activities in comparison to smaller producers. 81% of MBfP participants manage herds in excess of 100 head despite Australian Bureau of Statistics (ABS) data indicating that 65% of Victoria's beef producers manage herds less than 100 head. Almost 6% of MBfP participants manage over 1600 head of cattle, despite this segment only accounting for one per cent of Victorian beef herds.

Average satisfaction and value ratings from MBfP participant evaluations across all events were 8.5 and 8.5 respectively out of 10. This compares well with the national MBfP average. Evaluation also showed that 98% of Victorian MBfP participants would recommend the event they attended to another producer.

Skills and knowledge assessments have been completed by 953 participants at most Category B and C activities. Average pre event and post event skill assessment scores were 52% and 78% respectively. This demonstrates the effectiveness of MBfP activities to positively influence participant skill, knowledge and confidence.

The MBfP initiated regional beef schools established in Gippsland and at Dookie College have proven a successful model for skill and knowledge development as well as marketing other MBfP practice change activities. Each one-day school has attracted up to 120 producers with an industry dinner preceding the night before. Additional beef conferences will be established in the state's south west and in east Gippsland over the next 12 months. Each event has attracted external cash and in-kind support from industry groups, agribusiness and training organisations.

Over 2012 and 2013, three resource packages have been developed which have been made available to the national MBfP network. These cover feed allocation, production and financial performance indicators and bull management. Resource package topics were selected in consultation with service providers and producer advocates.

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1 Background

Beef production is a highly valued primary industry in the economy of Victoria and is central to the livelihoods of thousands of people employed in the sector directly or indirectly. Beef production in Victoria is the state's second largest agricultural industry and the largest extensive industry with a Gross Value Annual Production (GVAP) of \$1.37 billion in 2011-2012.

Beef cattle production occurs throughout all regions of Victoria. The greatest concentration of beef cattle is in the cool-cold agro-climatic zones namely the south west, north east and Gippsland regions. Figure 1 shows the distribution of beef cattle throughout Victoria.

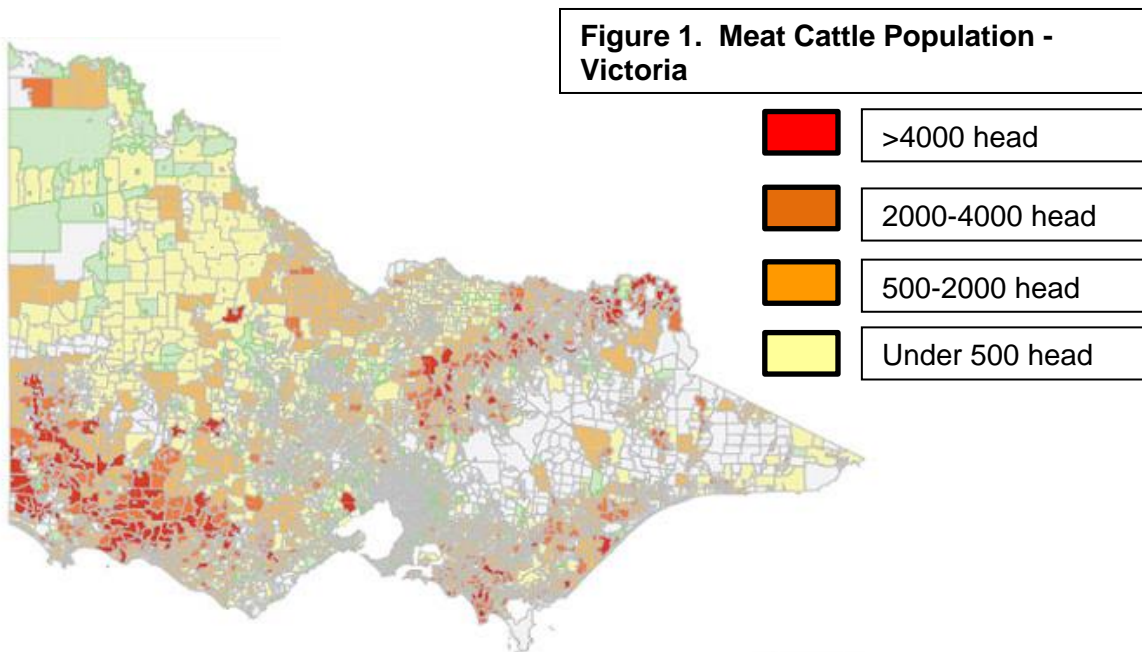
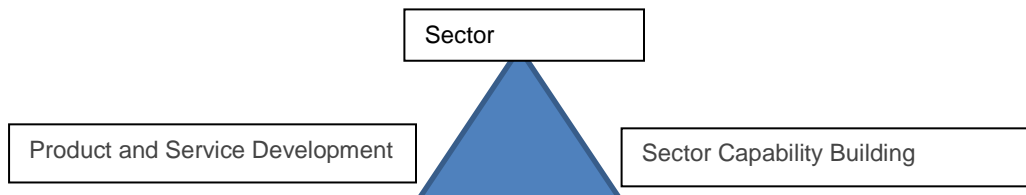


Figure 1: Meat Cattle Population - Victoria

2 Methodology

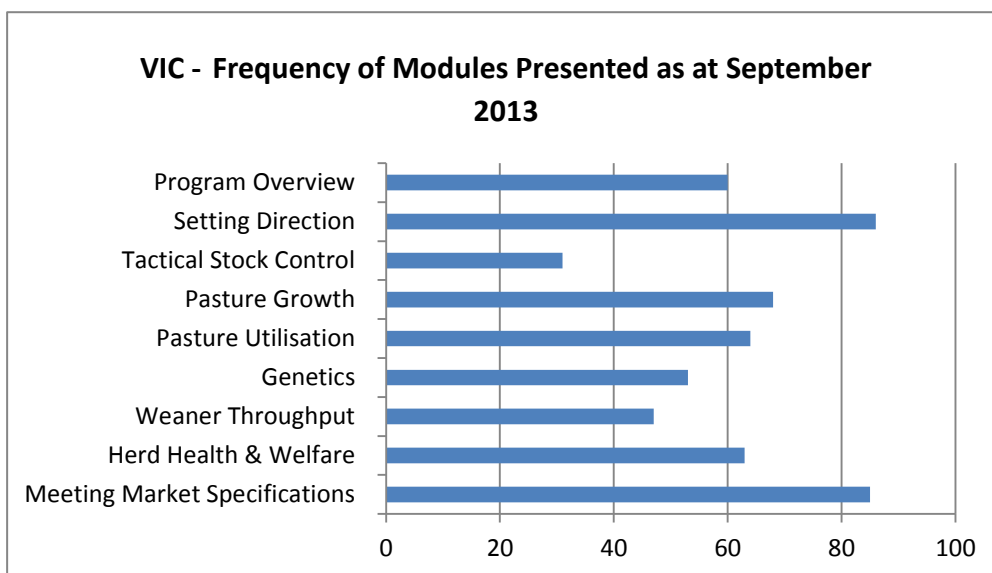
More Beef from Pastures and BetterBeef coordination and delivery has maintained three focus pillars which have provided a foundation for the program in Victoria. These three pillars are described below.



Sector Engagement

The target audience for MBfP is beef producers with an aspiration to increase productivity and/or scale who manage over 100 head of cattle. The ABS report that only 5,559 or 35% of Victoria's 14,731 beef establishments manage over 100 head of cattle. More Beef from Pastures and BetterBeef have built and maintained a network of the target audience of producers, public and private service providers, academic and research personnel, registered training organisations (RTOs), industry groups and agribusiness organisations who engage in the MBfP program in Victoria. This all-industry inclusive approach to the network is a major strength to its design. The purpose of the network is to accelerate the adoption of practices and technology that will increase productivity and profitability. By including beef producers as well as their advisors and their trainers/educators the likelihood of success is greatly improved.

More Beef from Pastures events in Victoria have covered the breadth of the MBfP curriculum. The most commonly delivered MBfP module in Victoria was Setting Directions followed by Meeting Market Specifications. On average, three MBfP modules were included in each of the MBfP event conducted in Victoria over the past three years. Figure 2 shows the distribution of MBfP module delivery.



Source: MBfP Phase II Year 3.23 Evaluation Report: Rolling Data to September 2013, Pg 20

Figure 2: Frequency of MBfP modules delivered – Victoria

Product and Service Development

The networks strength is heavily impacted by the standard and impact of the services provided to it. The underlying rationale behind development and implementation of products and services is that they have the greatest potential to impact on sector productivity and profitability. They must also be considered timely, relevant and accessible to the sector. MBfP and BetterBeef developed a suite of products and services which are delivered as a component of the MBfP program in Victoria.

Evaluation practices are incorporated into every activity or event in order to measure participation and impact.

MBfP has been incorporated into a range of products and services developed and delivered to Victorian beef producers over the past three years. Examples are provided below in Table 1.

| Description | Topic | Lead Developers |
|---|---|-------------------------------------|
| Case Study for MLA Feedback TV | Ballan Lucerne PDS | Dougal Purcell |
| MBfP Producer Manual | Pasture Utilisation Module | Fiona Baker |
| | Herd Health Course | Rod Manning/Fiona Baker |
| | Livestock Handling Course | Rod Manning |
| Accredited training | Breeders for Profit | Bob Dent, Claire Geri |
| | Lifetime Heifer | David Rendell, Maria Crawford |
| | Bull Management | Bob Dent, Claire Geri |
| | Feed Allocation | Rod Manning, Fiona Baker |
| Extension Resources | Profitability and Productivity Indicators | John Web Ware, Maria Crawford |
| | Genomics and BREEDPLAN | Darren Hickey |
| Category C Practice Change Producer Group | Pilot Ace Business Management Program | Lachlan Polkinghorne, Darren Hickey |
| | Fortnightly electronic 'Newsflash' including 'technotes' written by technical specialists. ¹ | Cheriel Tidd |
| Communications/Awareness | Bi-annual newsletter | Phil Franklin |

Table 1: Product and Service Development - Victoria

¹BetterBeef Network has produced and published 62 electronic 'Newsflash' editions since 2011, each containing a 'technote' technical article specifically written by a DEPI technical specialist on a topic relevant to the prevailing seasonal and market conditions affecting beef producers at the time of publication.

Sector Capability

To effectively deliver services to beef producers, a competent group of service providers who are up-to-date on research and development outcomes is required. More Beef from Pastures and BetterBeef have invested in increasing the capability of key service providers (public and private) to deliver activities that accelerate the adoption of technologies and practices which will increase sector productivity and profitability.

MBfP and BetterBeef have developed service provider capability by conducting annual coordinator conferences, phone seminars and webinars. These activities have connected the project team to national and international research outcomes.

Evaluation of the events indicates a 100% satisfaction rate and 100% of private and public service providers would recommend the event to other service providers. Private coordinators are not paid for their time as a participant in these activities.

3 Results

State-wide Engagement

More Beef from Pastures has engaged more than 2,427 unique participants during the period March 2011 to November 2013. Figure 3 below maps the location of the majority (approximately 75%) of businesses who have participated in an MBfP activity. Participation reflects the distribution of beef cattle enterprises across all regions of Victoria, with an emphasis on the south west, north east and Gippsland regions.

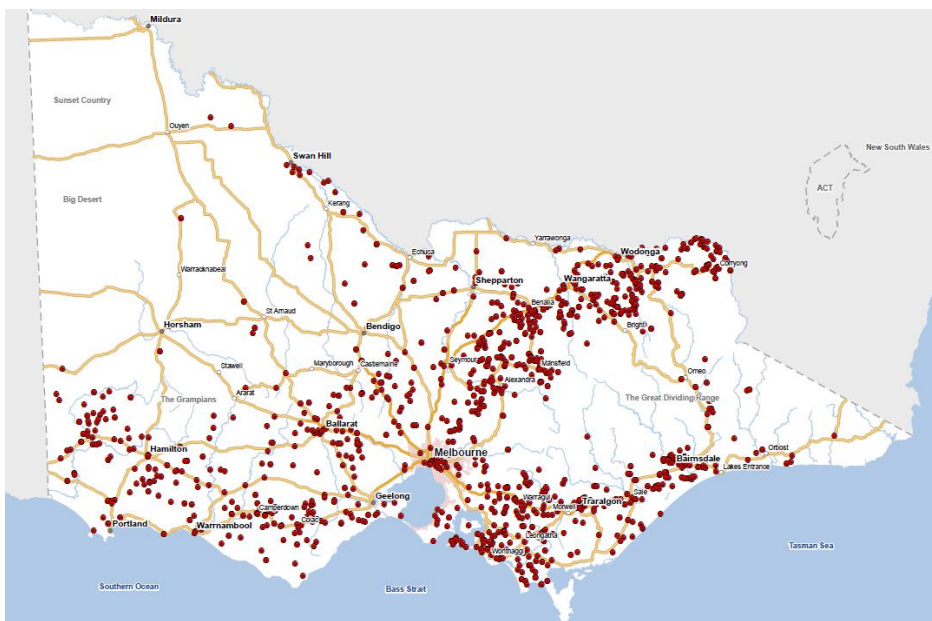


Figure 3: Distribution of BetterBeef . MBfP program participants

Producers with medium to large size herds are more likely to participate in MBfP activities in comparison to smaller producers. This is clearly demonstrated in the breakdown of MBfP engagement against ABS data provided below in Figure 4.

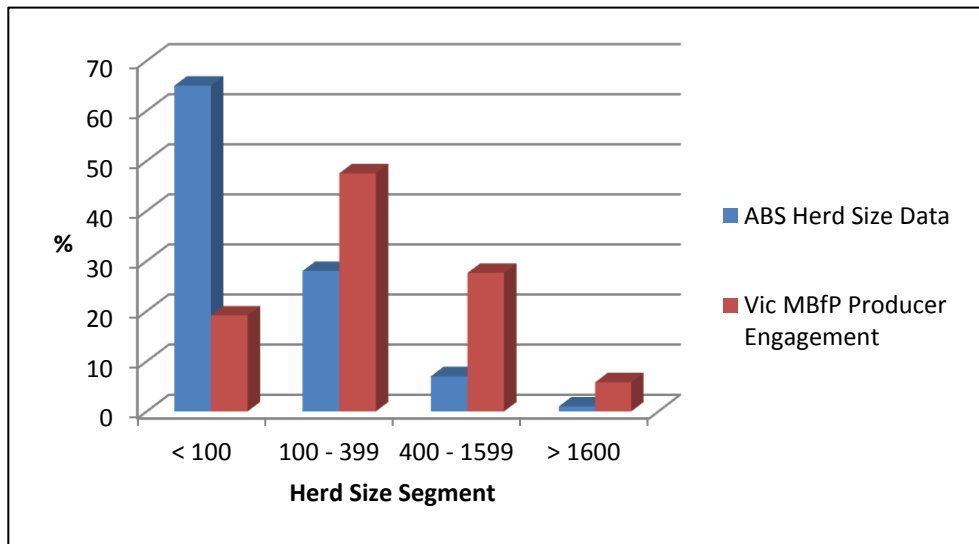


Figure 4: MBfP Participation: Herd size segmentation

Figure 4 demonstrates that despite the fact that 65% of Victorian beef establishments manage less than 100 head of cattle, only 19% of Victorian MBfP participants are within this segment. The ABS indicates 28% of Victorian establishments manage between 100 and 399 head of cattle, while 47.6% of MBfP participants fit within this segment. 7% of Victorian establishments manage between 400 and 1,599 head of cattle, and 27.2% of MBfP participants are within this segment.

Category A, B and C Engagement

During the period June 2010 to November 2013 Victoria has exceeded Category A and C KPIs and achieved 95% of category B KPIs. It should be noted that Category B KPIs would have been achieved if a change in the methodology of calculating KPIs had not been implemented during the contract and if additional event data made available to the State Coordinator post September 30 2013 had been submitted to MLA.

A summary of Victorian delivery against KPIs is provided below in Figure 5 and Table 2.

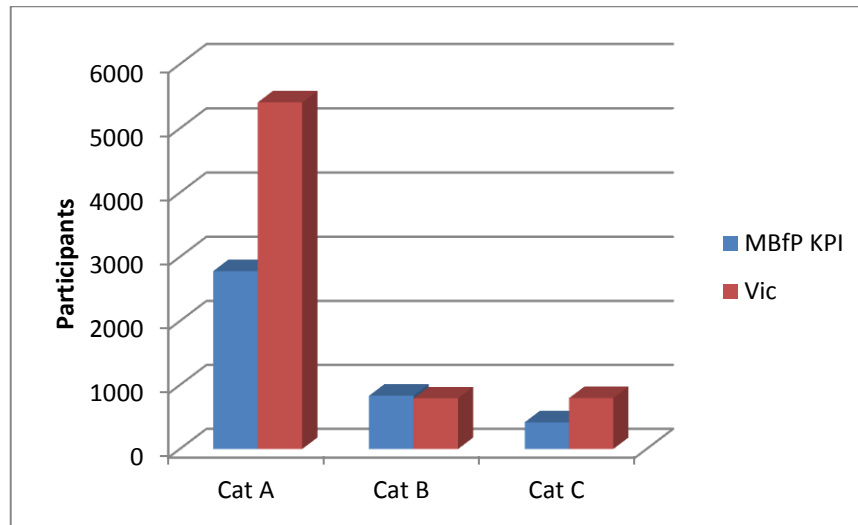


Figure 5: Victorian participation KPIs against MBfP 3 year KPIs. (2011-213)

| Participation KPIs- Victoria | | | |
|------------------------------|-------|--------|------------|
| | KPI | Actual | % achieved |
| Category A | 2,779 | 5,406 | 195% |
| Category B | 833 | 791 | 95% |
| Category C | 418 | 796 | 190% |

Table 2: MBfP KPIs and Victorian performance

Category A Engagement

Victoria has exceeded the MBfP three year participation KPIs for category A activities.

MBfP was incorporated into more than 106 Category A activities during the three year period. A total of 3,142 participants took part in these activities (Category B and C events are not included into this total). Average herd size for participants in this category was 389 head. Category A activities were made up of the following events and activities.

- Phone seminars: eight phone seminars from 2011 through to 2013.
- Regional beef conferences and seminars.
- EU/NLIS workshops series.
- Field days and workshops.

There is no cost to participants for most Category A activities with the exception of beef schools that are now run as a Category B event.

Category B Engagement

BetterBeef has achieved 95% of the MBfP three year participation KPIs for Category B activities (42 participants under target).

MBfP was incorporated into 28 Category B activities during the period June 2010 to September 30 2013. A total of 667 participants took part in these activities. Many Category B activities were accredited training courses conducted in collaboration with RIST or GOTAFE and were accredited under the national training framework. Beef schools conducted in 2012 and 2013 were evaluated as Category B events reflecting the emphasis on building skills and knowledge. Average herd size for participants in this category was 395 head.

The following activities we conducted at a Category B level:

- Integrated herd health course (structured course)
- Breeders for Profit workshop (structured course)
- Theileriosis workshop series
- Livestock Handling (structured course)
- Whole Farm Grazing Strategies (structured course)
- BeefCheque (structured course)
- Practical Beef Marketing (structured course)
- Regional beef schools in Gippsland (2012 & 2013) and Dookie College (2011, 2012 & 2013)
- Soils and Fertiliser workshops
- Lifetime heifer course (structured course)
- Prograze (structured course).

94% of Category B participants have implemented, or plan to implement a practice change that can be attributed to the MBfP program.

The cost to participants who engage in a Category B activity is generally around \$50 per business per day of the activity.

Removal of the federal government's FarmReady education subsidy program for farmers impacted on Category B events, particularly accredited training. Courses such as Practical Beef Marketing planned for 2012-13 did not go ahead primarily due to the additional costs to participants who sought to complete the course after the subsidy was removed.

Category C Engagement

BetterBeef has exceeded the MBfP three year participation KPIs for Category C activities. More than 75 Category C activities were conducted during the three year period.

BetterBeef Groups

MBfP was incorporated into 38 producer groups during the period June 2010 to September 2013. 519 participants were involved with these group events. The 38 groups had an average group size of 15 producers and met mostly on farm six times per year. Each group focused on topics that will increase beef enterprise profitability and productivity. Average herd size for participants in this category is 353 head.

91% of BetterBeef group participants have implemented, or plan to implement a practice change that can be attributed to the MBfP program.

There is a cost to all producers who participate in Category C activities. For BetterBeef groups, each participating business makes a financial contribution of \$100 to \$400 per business per year.

Ace Group

Market research confirmed that some producers are seeking group based learning activities with greater depth in technical content and measuring key financial and production performance

indicators in their business. In March 2013 the Gippsland BetterBeef Ace group was formed as a pilot, and met four times over 2013. The group is made up nine leading, large scale producers from the Gippsland region.

The producers have completed an initial farm productivity and profitability analysis, SWOT analysis, business health check, and strategic plan with a focus on connecting the goals in the plan to key KPIs in their business.

An interim evaluation of the group has been completed. Satisfaction of the pilot program is currently at 7.4 out of 10, and value to the business is currently a 7.8 out of 10. The impact of the program so far has been that the participants have a much better understanding of how their business is performing, how to measure business performance in a simple and meaningful way, and how well the business is aligned to achieving long term strategic goals. One member provided this comment in response to the question on actual or future impact of the Ace program on his business.... *"greater profitability. Now that I have a strategic plan. Gave reassurance of what I am doing already."*

4 Event Evaluation

Evaluation of MBfP activities in Victoria has been extremely positive. Average satisfaction and value ratings from participant evaluations across all Category A, B and C events were 8.5 and 8.5 respectively out of 10. 98% of participants would recommend the event they attended to another producer. Ninety per cent of participants have implemented or plan to implement a practice change that can be attributed to the MBfP program.

Satisfaction *"How satisfied are you with this event?"*

The average satisfaction score for Victorian MBfP events was 8.55 out of 10. The average satisfaction score for Category A events was 8.64 and for Category B and C events the average score was 8.35. This compares well with an average score across all MBfP participating states of 8.59.

Value *"How valuable was this event in managing your livestock enterprise?"*

The average value score for Victorian MBfP events was 8.54 out of 10. The average satisfaction score for Category A events was 8.59 and for Category B and C events the average score was 8.38. This compares well with an average score across all MBfP participating states of 8.53.

Recommend the Event to Others

98% of participants in event evaluations said that they would recommend the MBfP event to others.

Knowledge and Skills Audits

Pre and post skills audits were conducted at most Category B and all Category C events. 953 participants completed at least a pre or a post skills audit. The results are shown in Figure 6.

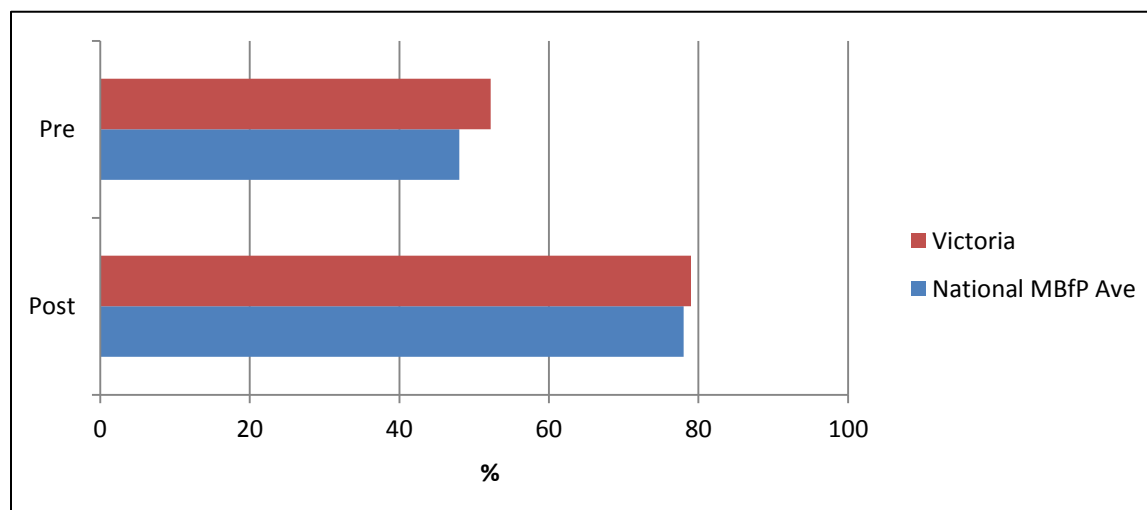


Figure 6: Average pre and post skills assessment results, MBfP national average and Victoria performance

General Comments

Over the three year period of MBfP delivery and coordination in Victoria, the state coordinator has received many positive comments about program content, practice changes (intended or actual) and about coordinators and presenters. Some examples are provided in Table 3.

Comments about the program

"Learn and enjoy programme, coordinator and other farmers with varying levels of experience, farm size and types of enterprises"

"Overall very good with regards, social cohesion, interesting topics, great speakers and confirms validity of what we are doing"

"Field days / seminars are very valuable. Networking with other groups to hear from each other"

"Great year, practical approaches to soil tests, bull selection and excellent field trip enterprises"

"I found it very useful to hear other group members tactics and solutions and compare them for mine. More importantly, be exposed to information that was new to all group members (e.g. animal health was especially valuable)"

"An excellent day full of great information congratulations!"

"Highly useful program, needs supp to spread the word and help draw more members because it is just great"

Comments about practice change and impact

"Plan to use mineral supplements when grazing cereals"

"Doing summer feed budgets"

"Allocating poorer feed to older cows and keeping cows in FS = 2.5, Giving better feed to younger cows to increase FS before calving"

"More regular soil testing with relevant fertilizer applications following analysis"

"Starting implementing rotational grazing, also gathering samples from soil and water to find out what is needed to help improve pasture"

"Improving grazing management and ability to improve stocking DSE ate improved income"

"Was \$700,000 turnover with \$100,000 loss. Now \$400,000 with \$100,000 profit!"

"Many thousands of dollars can be saved by getting the right advice on pasture management, species selection and fertiliser application"

Comments about group coordinators and presenters

"Positive approach, knowledge of topics is very good, engaging with group skills"

"Outstanding speakers, excellently presented very relevant information a very valuable day"

"He facilitated group discussion well and summarised the points made". "Knowledgeable but willing to investigate on our behalf"

Table 3: MBfP feedback from participants

5 Conclusion

Victoria's beef sector, with more than 14,500 beef establishments, has a GVAP of \$1.37 billion. Low productivity and declining terms of trade for producers and created an imperative that industry and government work together to ensure a viable and sustainable beef industry for a growing world and growing demand.

MBfP investment in collaboration with DEPI's BetterBeef Network has successfully leveraged significant public and private investment and intellectual capital to the benefit of the state's beef sector. More than 5,406 participants from farming businesses, agribusiness, industry groups, private consultancies, adult education sector, research institutions and state government have been engaged in 209 events and activities over three years. In Victoria, there has been one activity conducted every two days that incorporates MBfP. More than 80 private and public service providers have been engaged by MBfP activity in Victoria in product and service design, development and/or delivery.

Meeting MBfP evaluation return rate KPIs was a challenge in Victoria, as well as other states. Despite well intentioned, trained and equipped event coordinators driven by contractual obligations, achieving minimum evaluation return rate KPIs proved difficult and as a result KPIs in this area were met only for Category B events.

One of the benefits of MBfP's rigorous evaluation requirements is that all DEPI staff working in MBfP have become more accustomed to preparing an evaluation plan as part of their event planning. 'Keepad' remote response devices are being used at more events to collect data/responses from participants. Participants prefer the devices over sheets of paper as the evaluation is more interactive, enjoyable and generally more accurate responses are received. Where more qualitative or narrative responses are required, we are still using paper based evaluation.

Coordinating delivery of MBfP in Victoria has provided excellent opportunities to develop working relationships with more than 50 private service providers across the state. This collaboration has resulted in the development of training and extension. This collaboration has also provided opportunities for service providers to present their own R, D & E work to a much broader market of producers and colleagues.

6 Appendix

Appendix I – MBfP Category A, B and C activities, events and groups Category A MBfP Activities and Events Victoria

| Event Date | Event Name | Event Town |
|------------|---|-------------|
| 10/08/2010 | Grasslands Society Annual Conference - Benalla | Wangaratta |
| 19/10/2010 | Welcome Swallow Seminar | Benalla |
| 13/12/2010 | Ag Futures Forum | Molesworth |
| 03/02/2011 | PDS & Evergraze Field Site Workshop | Fiskville |
| 17/02/2011 | Phone seminar: 2011 Australian Beef and cattle projections | Rutherglen |
| 02/03/2011 | Opportunity Knocking Conference | Ballarat |
| 17/03/2011 | Phone seminar: Fertiliser Decisions | Rutherglen |
| 24/03/2011 | Australian Beef Industry | Colac |
| 30/03/2011 | Ellinbank Producer Group | Ellinbank |
| 31/03/2011 | The Australian Beef Industry - A changing playing field | Ellinbank |
| 01/04/2011 | Australian Beef Industry - a changing Playing Field | Hamilton |
| 01/04/2011 | BBN Awareness Day | Traralgon |
| 05/04/2011 | Bairnsdale Australian Beef Industry - Changing Playing Field | Forge Creek |
| 08/04/2011 | North East Australian Beef Industry - Changing Playing Field | Alexandria |
| 19/04/2011 | Lucerne for Persistence | Phone |
| 19/05/2011 | Rural Finance Industry Day - National Beef 2011 | Bendigo |
| 27/05/2011 | Hamilton BPP & Gazette Evergraze Field Day | Hamilton |
| 16/06/2011 | Phone seminar: Meat Standards Australia | Rutherglen |
| 01/07/2011 | Hamilton 1 GL BetterBeef Group | Hamilton |
| 01/07/2011 | Omeo BetterBeef Group | Omeo |
| 08/08/2011 | South Gippsland Field day | Grantville |
| 18/08/2011 | Echuca Beef Group | Echuca |
| 22/08/2011 | Flood Recovery Soil & Pasture Workshop | Benjeroop |
| 28/08/2011 | Euroa BWBL Grazing Group "Improving the performance of your calves" | Longwood |

| | | |
|------------|--|------------|
| 13/09/2011 | EU and MSA Market Access Workshop | Bruthen |
| 14/09/2011 | EU and MSA Market Access Workshop | Rosedale |
| 15/09/2011 | EU and MSA Market Access Workshop | Ellinbank |
| 16/09/2011 | EU and MSA Market Access Workshop | Wodonga |
| 19/09/2011 | EU and MSA Market Access Workshop | Mansfield |
| 20/09/2011 | EU and MSA Market Access Workshop | Swan Hill |
| 22/09/2011 | Phone seminar:Wet soil management issues on the farm | Rutherglen |
| 22/09/2011 | EU and MSA Market Access Workshop | Casterton |
| 23/09/2011 | EU and MSA Market Access Workshop | Mortlake |
| 29/09/2011 | Walwa Spring Feed Management Field Day | Walwa |
| 04/10/2011 | Making Most of Spring Surplus | Meerlieu |
| 10/10/2011 | North East Beef School | Dookie |
| 20/10/2011 | Bull Selection Field Day | Chatsworth |
| 20/10/2011 | Lucerne & Bent Grass Management | Mt Wallace |
| 02/11/2011 | Walwa EU Day | Walwa |
| 15/11/2011 | Filling the Gap | Warragul |
| 17/11/2011 | BetterBeef Growing the Farm | Toongabbie |
| 29/11/2011 | Get EU Ready | Wodonga |
| 01/12/2011 | Get EU Ready | Mansfield |
| 02/12/2011 | Get EU Ready | Mansfield |
| 24/01/2012 | Phone Seminar - bull selection | Rutherglen |
| 30/01/2012 | Get EU Ready | Wodonga |
| 16/02/2012 | EU Market and NLIS Workshop | Echuca |
| 22/02/2012 | EU Market and NLIS Workshop | Yea |
| 23/02/2012 | EU Market and NLIS Workshop-AM | Benalla |
| 24/02/2012 | EU Market and NLIS Workshop | Corryong |
| 25/02/2012 | EU Market and NLIS Workshop | Benalla |
| 28/02/2012 | EU Market and NLIS Workshop | Bairnsdale |
| 29/02/2012 | EU Market and NLIS Workshop | Maffra |
| 01/03/2012 | EU Market and NLIS Workshop-PM | Warragul |
| 02/03/2012 | EU Market and NLIS Workshop-AM | Warragul |
| 06/03/2012 | EU Market and NLIS Workshop | Geelong |

| | | |
|------------|---|--------------|
| 07/03/2012 | EU Market and NLIS Workshop-AM | Camperdown |
| 08/03/2012 | EU Market and NLIS Workshop-PM | Camperdown |
| 09/03/2012 | EU Market and NLIS Workshop-PM | Hamilton |
| 10/03/2012 | EU Market and NLIS Workshop-AM | Hamilton |
| 13/03/2012 | EU Market and NLIS Workshop-PM | Kyneton |
| 14/03/2012 | EU Market and NLIS Workshop-AM | Kyneton |
| 15/03/2012 | Meeting Market Requirements | Tallangatta |
| 16/03/2012 | Phone seminar: Building the autumn feed wedge | Rutherglen |
| 24/03/2012 | Managing pastures for Climate Change Annual Information day | Whorouly |
| 29/03/2012 | Pastures Update | Ballarat |
| 16/04/2012 | EU Market and NLIS Workshop-PM | Benalla |
| 27/04/2012 | Warrnambool Beef Cattle Management Seminar | Warrnambool |
| 02/05/2012 | NECMA Beef and Grazing Field day | Swifts Creek |
| 09/05/2012 | Phone seminar: Profitable Beef Systems: Now and 2030 | Rutherglen |
| 09/05/2012 | NECMA Beef and Grazing Field day | Cudgewa |
| 10/05/2012 | Gippsland Beef School | Warragul |
| 10/05/2012 | Mt William Field Day | Willaura |
| 11/05/2012 | Strathdownie Field Day | Strathdownie |
| 16/05/2012 | Where to for the beef industry? | Benalla |
| 16/05/2012 | NECMA Beef and Grazing Field day | Londrigan |
| 11/07/2012 | NLIS and EU Cattle Accreditation Workshop | Melbourne |
| 19/07/2012 | Prograze Workshop Session 3 | Geelong |
| 06/08/2012 | Livestock Handling Course | Mansfield |
| 17/08/2012 | Cattle Parasites & Pestivirus session | Walwa |
| 04/02/2013 | Livestock Grazing Management | Macedon |
| 05/02/2013 | Livestock Grazing Management | Echuca |
| 06/02/2013 | Livestock Grazing Management | Kerang |
| 07/02/2013 | Livestock Grazing Management | Ouyen |
| 08/02/2013 | Livestock Grazing Management | Horsham |
| 12/02/2013 | EU cattle accreditation and NLIS Training | Seymour |
| 13/02/2013 | EU cattle accreditation and NLIS Training | Castlemaine |
| 14/02/2013 | EU cattle accreditation and NLIS Training | Ballarat |

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| 20/02/2013 | EU cattle accreditation and NLIS Training | Dookie |
| 21/02/2013 | EU cattle accreditation and NLIS Training | Wangaratta |
| 26/02/2013 | EU cattle accreditation and NLIS Training | Horsham |
| 27/02/2013 | Phone Seminar: How do bull buyers get the most from EBVs? | Rutherglen |
| 27/02/2013 | EU cattle accreditation and NLIS Training | Charlton |
| 28/02/2013 | EU cattle accreditation and NLIS Training | Boort |
| 13/03/2013 | Sowing native grasses, adapting machinery and mineral supplements | Goomalibee |
| 04/04/2013 | Phone Seminar: Feed Allocation for Improved Returns | Rutherglen |
| 15/05/2013 | Welcome Swallow Angus Stud | Benalla |
| 16/05/2013 | Phone Seminar: Trace elements in beef production | Rutherglen |
| 05/06/2013 | Managing a Tight Winter | Winchelsea |
| 06/06/2013 | Managing a Tight Winter | Mortlake |
| 12/06/2013 | Managing a Tight Winter | Coleraine |
| 13/06/2013 | Managing a Tight Winter | Ballarat |
| 08/08/2013 | Kongwak Beef Group Peter Newman Farm Visit | Torwood |
| 12/08/2013 | Boolarra Beef Discussion Group | Mirboo |
| 03/09/2013 | Bairnsdale Beef Forum | Bengworden Hall |
| 18/09/2013 | Perennial Pasture System 5th Annual Conference | Ararat |

Category B MBfP Activities and Events – Victoria

| Event Date | Event Name | Event Town |
|------------|----------------------------------|------------|
| 01/08/2010 | Diploma of Agriculture Tuesday | Hamilton |
| 02/08/2010 | Diploma of Agriculture Wednesday | Hamilton |
| 01/03/2011 | Practical Beef Marketing | Leongatha |
| 09/03/2011 | BPP Conference | Benalla |
| 12/02/2012 | Rod Manning PVI | Hamilton |
| 13/02/2012 | Yea Integrated Herd Health | Yea |

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| 13/02/2012 | Woolsthorpe Region BWBL Groups | Hamilton |
| 14/02/2012 | Casterton & Glenelg BWBL Groups | Casterton |
| 15/02/2012 | Ballarat/Colac Rod Manning | Ballarat |
| 19/04/2012 | Walwa theileriosis training | Walwa |
| 24/04/2012 | Livestock Handling Course- Yea | Yea |
| 2/05/2012 | Running Creek theileriosis training | Running Creek |
| 20/05/2012 | NE Murray Grey Breeders Group EBV Session | Rutherglen |
| 29/05/2012 | Corryong theileriosis training | Corryong |
| 07/08/2012 | North East Beef School | Dookie |
| 03/05/2013 | GBCMA - Landcare Group Managing cattle this winter | Yea |
| 09/05/2013 | Gippsland Beef School | Lardner Park |
| 22/05/2013 | EU Accreditation and NLIS Training | Benalla |
| 23/05/2013 | EU Accreditation and NLIS Training | Mt Beauty |
| 03/06/2013 | Stock Handling | Maffra |
| 05/06/2013 | Stock Handling | Ellinbank |
| 14/06/2013 | Beef Cattle Seminar | Warrnambool |
| 06/07/2013 | North East Beef School 2013 | Dookie |
| 08/07/2013 | Livestock Handling Course | Mansfield |
| 21/08/2013 | Fodder Conservation Session | Yarra Glen |

| Category C MBfP Activities and Events Victoria | | |
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| Established | Group Name | Location |
| 01/06/2010 | Ballarat Beef Profit Partnerships | Ballarat |
| 02/06/2010 | BeefCheque Yr 2 Ellinbank | Ellinbank |
| 01/03/2010 | Practical Beef Marketing Ripplebrook | Ripplebrook |
| 02/03/2010 | BeefCheque Yr 3 Gippsland | Mirboo North |
| 03/03/2010 | BeefCheque Yr 2 Gippsland | Kooweerup |
| 04/03/2010 | Practical Beef Marketing | Seymour |
| 05/03/2010 | BeefCheque Yr 3 | Seymour |
| 06/05/2011 | Buffalo Beef Group - Setting Direction | Fish Creek |

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| 17/03/2011 | BeefCheque Year 3 | Warragul |
| 02/02/2011 | BeefCheque Year 3 | Leongatha |
| 03/02/2011 | Herd Health | Mansfield |
| 14/02/2012 | Casterton & Glenelg BWBL Groups | Casterton |
| 15/02/2012 | Woolsthorpe Region BWBL Groups | Hamilton |
| 05/03/2012 | Yea Herd Health | Yea |
| 01/07/2011 | Arthurs Creek BetterBeef Group | Arthurs Creek |
| 01/07/2011 | Ballarat BetterBeef Group | Ballarat |
| 01/07/2011 | Buffalo BetterBeef Group | Buffalo |
| 01/07/2011 | Colac BetterBeef Group | Colac |
| 01/07/2011 | High Country Bonnie Doon BetterBeef Group | High Country |
| 01/07/2011 | Mudgegonga BetterBeef Group | Mudgegonga |
| 01/07/2011 | Tallangatta BetterBeef Group | Tallangatta |
| 01/07/2011 | Far East BetterBeef Group | Orbost |
| 01/07/2011 | West Gippsland BetterBeef Group | West Gippsland |
| 01/07/2011 | Phillip Island BetterBeef Group | Phillip Island |
| 01/07/2011 | Western District BetterBeef Group | Western District |
| 01/07/2011 | Woolsthorpe BetterBeef Group | Casterton |
| 01/07/2011 | Hamilton BetterBeef Group | Hamilton |
| 01/07/2011 | Upper Murray Cow Girls BetterBeef Group | Upper Murray North East |
| 01/12/2012 | King Valley BetterBeef Group | King Valley |
| 01/12/2012 | Forge Creek BetterBeef Group | Bairnsdale |
| 27/07/2012 | Herd Health Course | Mansfield |
| 02/10/2012 | Herd Health Sale Workshop | Maffra DPI and footy club |
| 03/10/2012 | Herd Health Warragul Workshop | Ellinbank DPI |
| 13/08/2012 | Theileriosis session | Running Creek |
| 19/09/2011 | Whole Farm Grazing Strategies | Leongatha |
| 19/04/2012 | Breeders for Profit | Sale |
| 18/04/2012 | Breeders for Profit | Warragul |
| 01/01/2013 | Prograze (BeefCheque Yr1) | Yarra Valley |
| 01/01/2013 | Prograze (BeefCheque Yr1) | Benalla |

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| 15/11/2012 | Echuca Cattle Assessment Workshop | Echuca |
| 14/03/2013 | Tallangatta Beef Producers | Tallangatta |
| 07/03/2013 | Soil Acidity workshop | Winchelsea |
| 14/03/2013 | Soils Fert workshop | Winchelsea |
| 11/04/2013 | EU cattle accreditation and NLIS Training | Corryong |
| 01/07/2012 | Upper Murray Cow Girls | Upper Murray North East |
| 01/07/2012 | West Gippsland BetterBeef Group | West Gippsland |
| 02/03/2013 | Ace Group Gippsland | Traralgon |
| 01/08/2013 | Walwa BetterBeef Group | Walwa |
| 01/08/2013 | Upper Murray BetterBeef Group | Walwa/Corryong |
| 01/07/2013 | Hamilton BetterBeef Group | Hamilton |