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Making More from Sheep Western Australia

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Abstract

Making More From Sheep is a majority market extension program funded by Meat & Livestock Australia and Australian Wool Innovation. Phase II of MMfS commenced in WA with a business planning process in October 2010 and delivery from December 2010 until November 2013. David Kessell of DAFWA was initially the State Coordinator with responsibility for planning, project implementation, monitoring and evaluation. He was replaced by Jonathan England in June 2012. Delivery involving partner organisations provided best practice management information and tools to sheep producers with target KPIs exceeded across all three tiers of engagement category. Seventy-three events were delivered to 2806 participants. Satisfaction and value scores averaged across all events measured 8.3 and 8.0 respectively. Operational recommendations have been included in the report.

Executive summary

The objectives of Making More from Sheep (MMfS) in WA were to deliver awareness, learning and supported adoption opportunities to lamb and wool producers to improve the productivity, profitability and resilience of their business¹.

This project used a collaborative approach with a number of service providers along with DAFWA sheep staff to provide targeted accessible and relevant information to WA sheep producers. A broad range of activities allowed a number of entry points for producers to participate in MMfS, increasing the exposure to and adoption of practices recommended by MMfS.

The key performance indicators for MMfS in WA were that:

- I. At least 70% of targeted sheep producers will be aware of MMfS by Dec 2015 (898 producers).
- II. At least 30% of aware producers (pro-rata to 2013) participating in MMfS activities by Dec 2013 (318 producers).
- III. At least 50% of participating sheep producers applying at least one procedure, from at least one module to their sheep enterprise that delivers improved productivity and profitability (160 producers).

There have been a broad range of activity types used throughout the program to allow a number of entry points for producers to participate in MMfS. These activities have enhanced participants' exposure to and adoption of practices recommended by MMfS. These activities included workshops and field days and also webinars, web presence and conferences.

MMfS coordination in WA was originally performed by David Kessell. In July 2012, WA coordination was reassigned to Jonathan England, DAFWA Sheep Industries Development Officer. 16 events were provided during David Kessell's coordination time, as well as considerable negotiations over the WA MMfS contract. The networks and processes were well developed by July 2012, making the transition, and the delivery of the remaining events moderately easy.

In WA there were 2806 participants at 73 events. The flock size of those participants was on average 4,200 sheep with 83% of producers running more than 2,000 sheep. With a target of 2826 of producers being aware of MMfS, participation of 2806, plus the other producers who did not attend, but were aware of MMfS, the awareness KPI was easily met as was the participation target of 508 producers by Dec 2013.

The evaluation process showed that 312 producers intended to change, and 178 producers attributed a practice change to attendance of a MMfS event. This does not include those who did not fill out evaluations, or attributed a number of other factors into that change.

Due to the nature of MMfS delivery, there is lag between registering an intent to change and the actual attendance of another event where the application of a practice change could be logged. There is also the chance that the producer made a practice change but no further events were attended, leading to a loss of that information. Given these factors and the 178 attributing MMfS to a change and 312 intending to change, it is extremely likely that the target of 254 producers, applying at least one procedure, from at least one module to their sheep enterprise that delivers improved productivity and profitability, was met in WA.

MMfS is designed to change practices. It is the actual changing of a practice that is the key to the success of an extension program. From the participant evaluation process, the key module areas that people were planning to make changes were in Wean More Lambs, Healthy and Contented Sheep and Plan for Success. This is likely to be partly due to 3 of these modules being Priority Modules for delivery.

The greatest areas of actual practice change were in the modules Healthy and Contented Sheep, and Wean More Lambs, followed by Turn Pasture into Product and Grow More Pasture. Practices such as feed budgeting, condition scoring, pregnancy scanning, changing ewe management, pasture deferment, stocking rate changes, grazing crops, etc can be broken down into achievable management actions , turning a plan to change into on farm change more likely.

Participant evaluation indicated average satisfaction and value was above 7.9/10 for all event categories with greater satisfaction and value for adoption rather than awareness style events. Pre and post event knowledge and skills scores increased by 29% with confidence to manage the aspect covered increasing by 47% over pre event levels.

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1. Background

1.1 Key goals/focus of the organisation and alignment with MMfS

The key focus of DAFWA's Livestock Industries directorate is to facilitate the growth of the sheep meat sector in the short term and maintain a healthy sheep meat and wool industry.¹

Concern over the decline in sheep numbers of at least 330,000 sheep per annum plus the loss of 1 million sheep exported from the state in 2011 led to the development of programs that aimed to stabilize the slaughter levels, increase the reproductive turnoff and return confidence to the lamb market in WA.

DAFWA Economic development goals:

- Maintain sheep-meat markets at \$240 million
- Meet livestock export supply and quality requirements
- Maintain value of wool products at \$500 million

In order to meet these economic development goals, there has been a requirement to increase the state sheep flock, increase the per head value of export sheep and of wool produced. Increasing the state sheep flock and the value of its products requires; the retention of breeding stock; an increase in the net reproductive rate; more efficient lamb production; better quality wool produced and the stabilisation of slaughter rates.

It was anticipated that Making More from Sheep would assist in lifting the net reproductive rate, increase the value of the product and enable more efficient lamb production. DAFWA also identified the economic health of sheep enterprises as critical in improving confidence in the sheep sector and the ability to lift quality.

1.2 Position of the program within the broad context of the organisation

Making More from Sheep was managed from within the Sheep Information Project, which is a part of the Livestock Industries Directorate. The co-ordinator, David Kessell, was employed under that project. David was selected due to his excellent access to consultants and extension personnel, as well as producers and producer groups.

Note - Midway through the MMfS contract, in July 2012, the WA coordination role was transferred to DAFWA's Jonathan England.

DAFWA has and is delivering a number of very successful programs for practice change over a number of years, such as Lifetimewool, Lifetime Ewe Management and Woolpro. DAFWA's strong capability in areas that are critical to successful program delivery include; technical knowledge, program evaluation, understanding the audience and market segmentation.

1.3 Current Sheep Industry Situation at 2013

ABS preliminary data at June 30 2013 indicated a WA sheep flock of 15.19m. In 2012/13 the value of sheep and meat exported and domestic from the WA flock was \$500m (\$334m value of sheep slaughtered plus \$166m live exports) plus \$521m wool exported.(Kimbal Curtis, pers. comm.)

1.4 Partners and Players in the WA sheep industry

Western Australia has a significant number of producer groups that are active in promoting better sheep management. In addition, DAFWA has an extensive sheep producer network and contacts across all of the grower groups. There is an umbrella

group, the Grower Group Alliance, that co-ordinates and supports several of these grower groups across WA. The alliance has assisted Making More from Sheep to promote a number of activities.

In addition to this The Sheep's Back, an AWI grower network, was keen to work in partnership in both delivery and hosting a number of events, with one great example being the Sheep Easy Day at Badgingarra that attracted over 200 participants. DAFWA has a strong relationship with both the Sheep CRC and MLA, and has partnered together with MMfS in order to deliver information, tools and activities to WA producers.

There have been opportunities to partner with the Sheep CRC and RIST (Vic) as they have been delivering Lifetime Ewe Management (LTEM) and High Performance Weaner (HPW) groups across WA. MMfS has been able to partner with these groups and the deliverers of LTEM and HPW in order to deliver other sheep topics not covered by their programs. Examples of these are "Value of LTEM", "What Killed Your Lamb" and "Risk and Enterprise Planning".

Given that there are so many players in the WA sheep industry, it was often difficult to maintain brand awareness and provide information on the contribution of MMfS to KASA and practice change. To increase the brand awareness it was important to try to use the following methods, as were outlined in the WA MMfS Plan:

1. The event is registered on the Making More from Sheep website events list,
2. The MMfS logo and brand is included on promotion and media,
3. The extension material delivered during the event includes clear reference to MMfS procedures and/or tools,
4. MMfS evaluation requirements are satisfied, specifically participants completing participation/entry surveys.

Of these the easiest to control were logo and brand on materials, promotion and evaluations, however, often media were not great at promoting MMfS as the funder/provider when other groups were doing the delivery.

1.5 Background to planning MMfS activities in WA

In 2010, DAFWA had developed a number of economic development goals, required to increase the state sheep flock. "Increasing the state sheep flock will require; the retention of breeding stock, currently being sold down; an increase in the net reproductive rate; more efficient lamb production; better quality wool produced and the stabilisation of slaughter rates."

It was identified that "Making More from Sheep will assist in lifting the net reproductive rate, increasing the value of the product and more efficient lamb production. The economic health of sheep enterprises is critical in improving confidence in the sheep sector and ability to lift quality."

In the initial plan, it was anticipated that a broad range of activity types would allow a number of entry points for producers to participate in MMfS and that a large suite of these would be used throughout the program in order to enhance exposure to and adoption of practices recommended by

MMfS. Activities and contact included the usual workshops and field days and also webinars, web presence and conferences.

Activities fell into three types, Categories A, B and C.

Category A – Raising awareness was the objective in these events. This was both awareness of MMfS and sheep management practices and information. These events were quite general and covered a broad range of topics.

Category B – These events were designed to provide participants with more detail than awareness events. They were specific, usually had a level of participation and were designed to allow farmers enough confidence to make a practice change. The evaluations included a question on “Intended Practice Change”.

Category C – These were events designed to follow the practice change. They were run as a series, either as stand alone developing a specific practice change over time, or as a follow up to a Category B, where the intent to change actually became an implemented change.

2 Project objectives

2.1 Program Goal

“Making More from Sheep will deliver awareness, learning and supported adoption opportunities to lamb and wool producers to improve the productivity, profitability and resilience of their business.”¹

2.2 National Key performance indicators¹

I. At least 70% of sheep producers (21,700) will be aware of MMfS by July 2015.

II. At least 30% (3,906) of aware producers (pro-rata to 2013) participating in MMfS activities by July 2013.

III. At least 50% of participating sheep producers applying at least one procedure, from at least one module to their sheep enterprise that delivers improved productivity and profitability.

(Target numbers based on ABS estimate of 31,000 sheep enterprises on farms with an EVAO >\$5,000. Note: ~23,000 with an EVAO > 40,000)

2.3 WA Key performance indicators¹

I. At least 70% of targeted sheep producers will be aware of MMfS by Dec 2015.

II. At least 30% of aware producers (pro-rata to 2013) participating in MMfS activities by Dec 2013.

III. At least 50% of participating sheep producers applying at least one procedure, from at least one module to their sheep enterprise that delivers improved productivity and profitability.

KPI I. At least 70% of targeted sheep producers will be aware of MMfS by Dec 2015 (898 producers).

KPI II. At least 30% of aware producers (pro-rata to 2013) participating in MMfS activities by Dec 2013 (318 producers).

KPI III. At least 50% of participating sheep producers applying at least one procedure, from at least one module to their sheep enterprise that delivers improved productivity and profitability(160 producers).

DAFWA recognises the value of practical sessions for producers, particularly in lifting confidence in a practice or skill alongside the technical information required for competency. However, the activity 'demonstration sites' as proposed by MLA were problematic for WA in that animal ethics approval needed to be sought.

The focus for MMfS Phase II of 60% of content in Plan for Success, Turning Pastures into Product, Genetics and Wean More lambs fitted well with the areas of interest and key issues seen by producers. As such we extended these topics (and others in the manual) using a broad range of channels and activities. Where there was the opportunity we co-badged with other credible organisations with similar goals, such as Sheep CRC and The Sheep's Back to extend the reach and capacity to deliver the best outcome for producers and funders.

The use of private deliverers was identified as a key opportunity for MMfS in WA and we attempted to work with other delivery organisations such as The Sheep's Back in order to cost share as much as possible.

3 Methodology

3.1 Coordination

MMfS coordination in WA was originally performed by David Kessell. The business plan was developed by Mandy Curnow and David Kessell. In July 2012, WA coordination was reassigned to Jonathan England, DAFWA sheep industries development officer. The summary of events coordinated by the two WA coordinators can be seen in the Information Delivery section below.

3.2 Providers

In the WA State Plan for Making More from Sheep 2011-13, DAFWA's intent was to collaborate with other service providers, such as private consultants and the CRC. DAFWA has very strong presence in the delivery of technical information in most areas of MMfS and has the capability to provide these services. There are also a number of private consultancies who also are capable and are keen to deliver given the funding support from MMfS and other partners. Table 2 shows the diverse range of event coordinators and deliverers (Table 3) engaged to run MMfS events in WA. Deliverers were selected by a range of methods including expressions of interest, linkages to target groups, skill sets and operational locations. For example, existing clients of deliverers formed the core groups for some events.

"What Killed Your Lamb?" was an event, I ran with Ken Hart, a DAFWA researcher with immense experience in lamb autopsies and DAFWA vet Anna Erickson. Initially these planned as three workshops with farmer groups in association with resellers. However due to the success, these events were offered openly to more groups, resellers and deliverers. Ed Riggall and Joe Young organised and facilitated groups that utilised their client base, agribusiness contacts and general invitations to form groups. To reduce cost, other DAFWA vets codelivered in their regions.

"Risk and Enterprise Planning" was different, as Ashley Herbert and Ed Riggall developed the course specifically to meet a market need to be delivered as a MMfS event. For "Value of Lifetime Ewe Management", Jason Trompf and John Young were engaged as deliverers as they are the national experts in this field.

Where possible a combination of DAFWA and private deliverers would be used to deliver events planned by MMfS, however where events were instigated by a particular deliverer, it was preferred that they would have the opportunity to run those events.

Table 2: MMfS Event Coordinators

Event Coordinators
Brown Besier, DAFWA
Jan Clausen, ASheep
Jenny Cotter, DAFWA
Mandy Curnow, DAFWA
Jonathan England, DAFWA
Tony Gray, DAFWA
Craig Hegaton, Genstock
Ashley Herbert, Agrarian Management
Anne Jones, DAFWA
Ed Riggall, Sheeps Back / ICON Ag
Charles Russell, RUSSSS
Tim Scanlon, DAFWA
Julia Smith, DAFWA
Joe Young, RB Young and Son

Table 3: MMfS Event Deliverers

MMfS WA Presenters and Employers		
Lucy Anderton, DAFWA	Megan Gooding, Facey Group	Beth Paganoni, DAFWA
Brown Besier, DAFWA	Tony Gray, DAFWA	Andrew Richie, ICON Ag
Roy Butler, DAFWA	Johan Greef, DAFWA	Ed Riggall, ICON Ag, The Sheeps Back
Trudy Clarke, DAFWA	Bob Hall, ICON Ag	Danny Roberts, DAFWA
Jenny Cotter, DAFWA	Ken Hart, DAFWA	Ben Robinson, Producer
Mandy Curnow, DAFWA	Ashley Herbert, Agrarian Management	Peter Rowe, CSBP
Kimbal Curtis, DAFWA	Mike Hyder, DAFWA	Geoff Sandilands, Producer
Rob Davidson, WAMMCO	David Kessell, DAFWA	Tim Scanlon, DAFWA
Jonathan England, DAFWA	Craig Lubcke, Producer	Jim Shovelton, MS & A
Anna Erickson, DAFWA	Paul Mahoney, Wellards	Jason Trompf, J.T.Agrisource
Terry Farrell, MSA	Sandy McEachern, Holmes and Sackett	Rob Woodgate, DAFWA
Mark Ferguson, DAFWA	John Milton, Independent Lab Services	Joe Young, RB Young and Son
Helen Gardner, DAFWA	Chris Oldham, DAFWA	John Young, Farming Systems Analysis

3.3 Information Delivery

The broad KPIs established in the State Plan formed the basis of information to be delivered. The focus for MMfS Phase II was for 60% of content to be on Plan for Success, Turning Pastures into Product, Genetics and Wean More lambs. General information was planned to be delivered for Category A events in forum style settings. Category B and C events were designed to be delivered

to fairly small groups (10-20 participants) to maximise quality of information transfer. This was to achieve required levels of intent to make a practice change and ultimately to achieve practice change on farm, or a conscious decision not to change. The numbers of events and topic are shown in Table 6 below. 16 events were provided during David Kessell's coordination time, as well as considerable negotiations over the WA MMfS contract. Funding did not become available until mid 2012, and as such WA activities were self funded during the first half, as was coordination. The advantage in the second half was that funds were available to run events, and correspondingly there was a dramatic increase in delivery.

Overall there were 11 Category A, 50 Category B and 12 Category C events held in WA up to October 2013. In the second half of this phase of MMfS, Category B events were a target, to increase intent to make practice change in a large number of participants. Category A events weren't viewed as able to create change, and Category C events were more specialised and targeted, so were potentially limited in numbers of participants.

Table 6: Events held in WA for MMfS

WA MMfS Events held to 30 Oct 2013	
3	Dry Season
2	Confinement Feeding
1	Worm Control
1	Feeding Sheep For Profit
8	Grazing Crops
1	Breed Best
4	Its Ewe Time
1	Lamb Survival
1	Sheep Health
4	Sheep and Pastures Tactics
1	Managing Ewes and Weaners
2	Spring Slaughter Tour
2	Sheep Optimiser Workshop
4	The Merino - Integral to the successful farm enterprise
3	LTEM Economics
2	Making More From Your Sheep
15	What Killed Your lamb
2	FOO & Early Winter Tactics
2	Ram Selection
4	Sheep Updates

1	Sheep Easy
9	Risk and Enterprise Planning
73	TOTAL

3.4 Recruiting Farmers

It was anticipated that large number of participants would attend as a result of being involved with grower groups, The Sheep's Back Network, Lifetime Ewe Management groups, and DAFWA / private deliverer networks. Word of mouth, targeted invitations and advertising would also expose new participants to MMfS events.

In reality, the key networks for attendance were, the Sheep's Back Network, Lifetime Ewe Management groups, DAFWA networks and each of the deliverers' own networks. Grower networks did also provide support, especially for large events such as Regional Sheep Updates, as well as smaller events where they or their clients saw accessing that information as valuable.

Word of mouth played a great role in the successful rollout of MMfS in WA. It was really important in the huge demand for What Killed Your Lamb. Media also provided assistance as did social media (to a small degree) for example the ABC Rural Report's lamb post mortem by radio, presented by Ken Hart (DAFWA) and Tara DeLandgraff (ABC). Social media was used to promote the Sheep Easy day at Badgingarra where more than 200 people attended.

Figure 1: WA towns where MMfS events were held



It was also planned that repeat attendance would be high at subsequent events, due to an increase in exposure of the marketplace to MMfS. This repeat attendance allowed the progression to Category B and or C events, allowing MMfS to follow the increased awareness and adoption of practices on farm. The Category B and C evaluations show this, with Graphs 4 and 5 showing the “Intention to Change” being translated into “Adoption” in the Module areas “Wean More Lambs” and “Healthy and Contented Sheep”.

The large network of deliverers and coordinators in Tables 2 and 3 as well as the previously mentioned grower networks engaged participants right across the agricultural region, with locations where events were held indicated in Figure 1.

3.5 Monitoring and Evaluation

The monitoring and evaluation process used underwent some changes during the 3 year term of Phase II of MMfS. These changes did create some issues with templates and questions in the evaluations; however support and feedback were provided and allowed the process to run fairly smoothly.

Minor modification to the Category B and C evaluation templates allowed participants to more easily fill in their responses, with less duplication of details and more opportunity to make sure they were completed to a level that would make them valid evaluations. An example can be seen in Appendix 1.

In some early Category A and B events, Turning Point electronic Response keypads were used to capture Knowledge, Skills and Confidence information. These relied on a PowerPoint presentation to capture the information and allowed it to be linked back to the respondent. In an attempt to reduce paperwork in Category B and C events that were predominantly in the paddock, a hand held, wireless data capture unit was trialled to assist with data capture. However the process of asking the questions and providing the range of multiple choice answers, made the process frustrating for some participants. As a result, the paper based system for Pre and Post evaluation was resumed.

3.6 Networking with National and State Coordinators

The value of national meetings was paramount to the success of MMfS in WA. With the transition of State Coordination in 2012, the opportunity to network and gain valuable experience from the National and other State Coordinators was invaluable.

3.7 Advocates

Advocates were not used in the second half of MMfS in WA. However there were some farmers who saw the immense value that they and their networks could get from MMfS events, so were keen to host and help find participants for events. Even though these people were not chosen as advocates, they became advocates.

4 Results and Discussion

Making More from Sheep in WA achieved its KPIs on attendees, farm size, and module delivery.

4.1 Flock data target

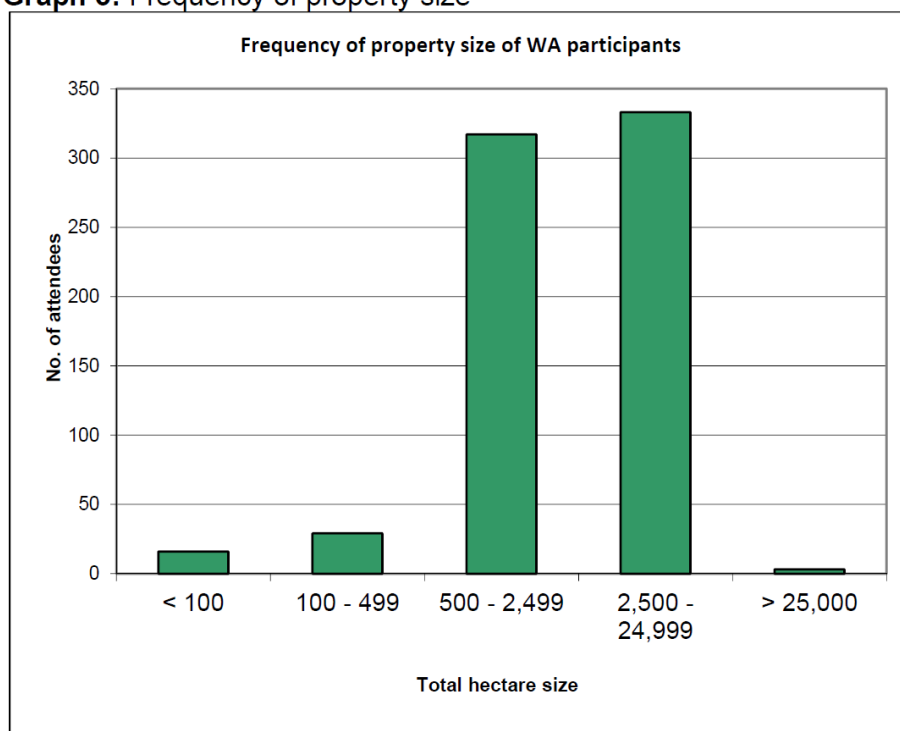
The WA three year target for flock size is 15% of participants to have greater than 2000 head. 83% of WA participants across category A, B and C activities have greater than 2000 head, significantly exceeding the target.²

Of the participants who supplied flock size information (73%) the median number of sheep was 4200. This result shows that MMfS management practices will be applied to far more sheep than originally anticipated.

	Average Number	Median Number
Sheep Flock Size	5974	4200
Ewe Flock Size	3101	2400
Lambs Sold	1684	1200
Bales Sold	157	120

Graphs 3 below, clearly shows that the majority of participants have between 500 and 24,999 ha. Also 48% of producers are managing between 2,500 and 24,999 ha. Of the 73% of participants who supplied property size information, the median property size was 3311 ha.²

Graph 3: Frequency of property size



4.2 Participation

The National MMfS participation rates across Categories A, B and C can be seen in Figures 18, 19 and 20 from the MMfS Evaluation Report as at October 2013.

Western Australia has met all participation KPIs, with the following results. The summary of WA participation by category shows that the KPI targets were all exceeded. From the participation KPIs shown in Figs 18, 19 and 20, total participation targets were 1376, while the total number of participants was 2806.

Summary of Figs 18, 19 and 20 of WA MMfS participation

Category	% of target	# participants
A	180%	1620
B	274%	870
C	198%	316

Figure 18: State based Category A participation

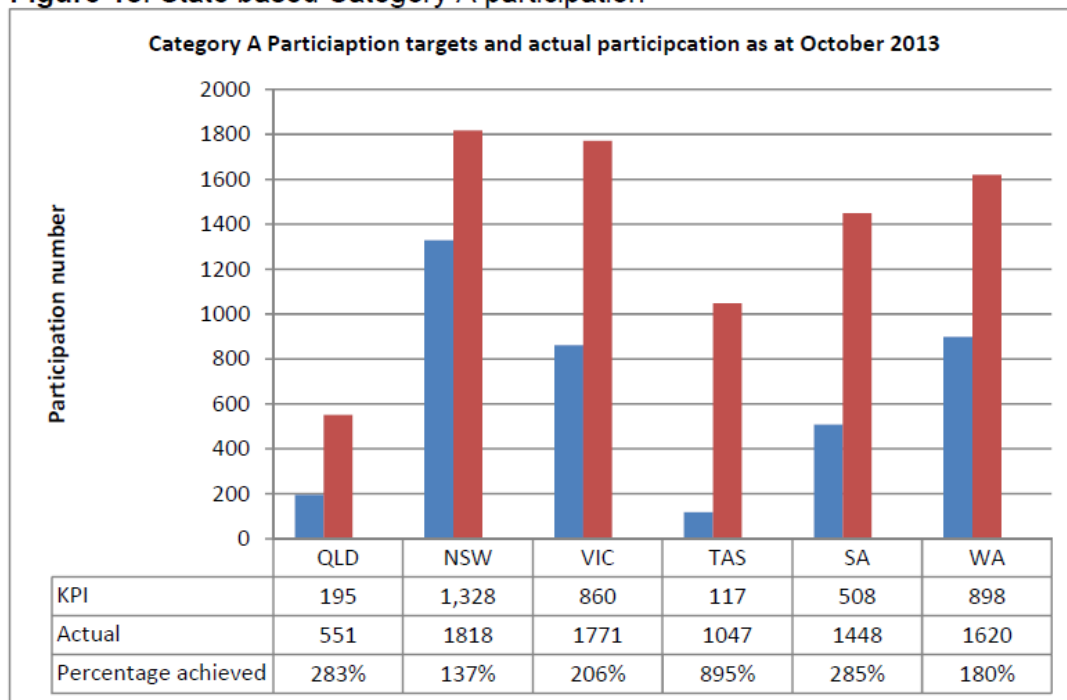


Figure 19: State based Category B participation

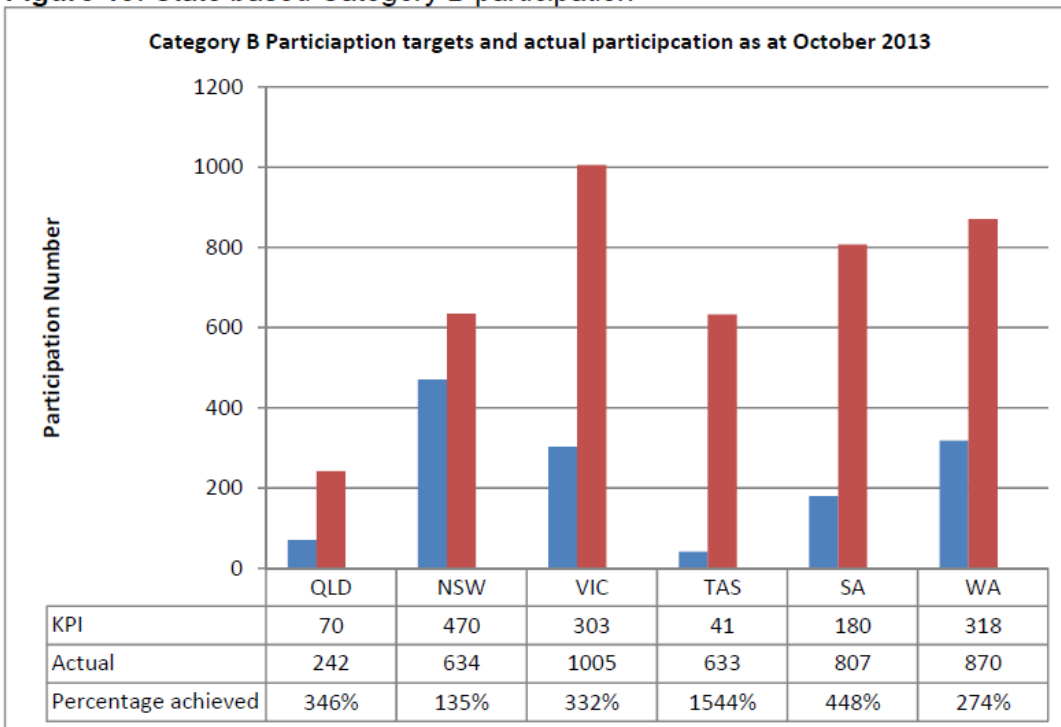
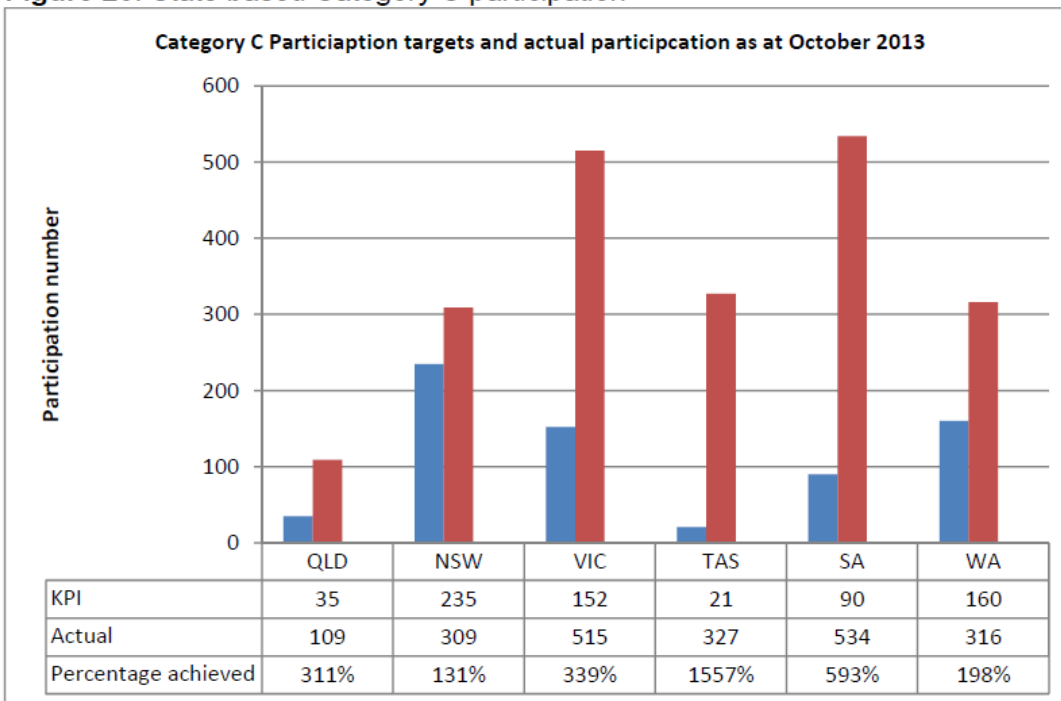


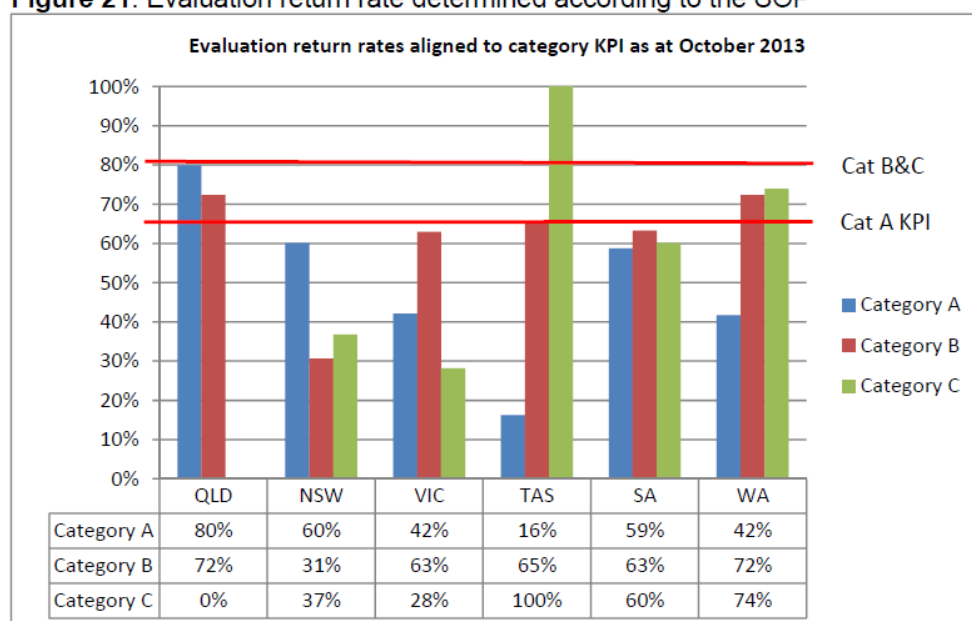
Figure 20: State based Category C participation



4.3 Evaluations

The National evaluation return rate KPIs for MMfS are 65% for Category A events and 80% for Categories B and C. The evaluation return rate is the number of valid evaluations returned as a percentage of participants. Data shown in Fig 21 show that WA achieved evaluation return rates of 42% in Cat A, 72% in Cat B and 74% for Cat C.² This indicates that for Cat A events it can be difficult to get evaluations returned, but with Cat B and C events where there are smaller audiences that are engaged with the process and the deliverer/facilitator, that it is far easier to collect evaluations that comply with monitoring and evaluation requirements. There is still some work to do in this area in WA.

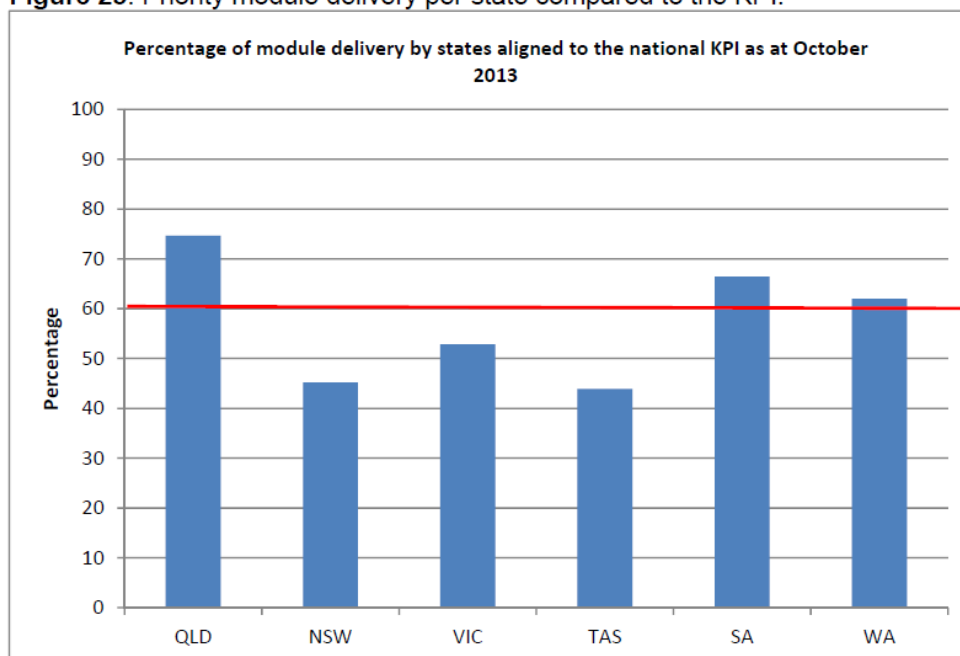
Figure 21: Evaluation return rate determined according to the SOP



4.4 Modules Delivered

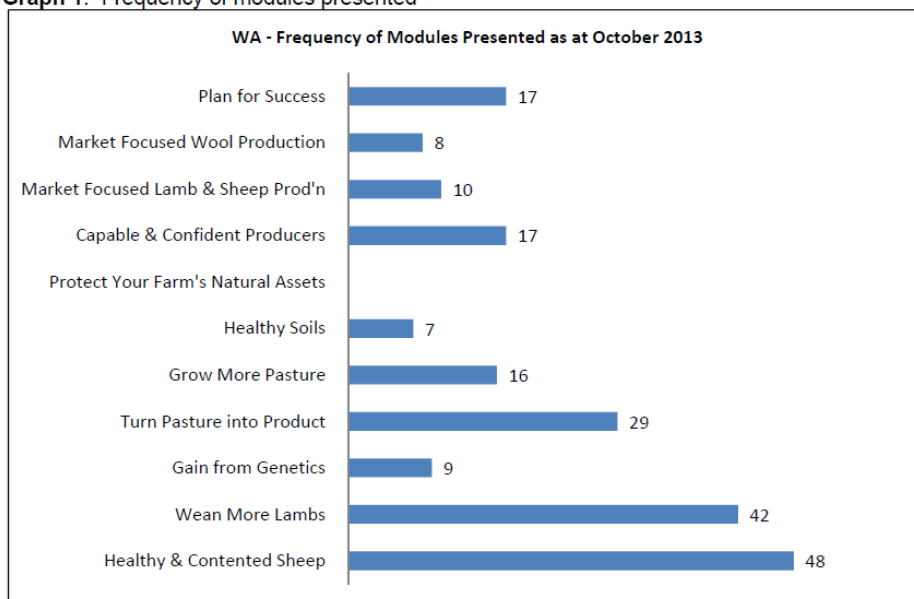
Figure 23 shows that the target of 60% priority module was achieved in WA, thus meeting the KPI for target module delivery.

Figure 23: Priority module delivery per state compared to the KPI.



The breakdown of modules delivered in WA are shown in Graph 1 (below) from the National Evaluation Report as at October 2013. The key modules to be delivered were Gain from Genetics, Wean More Lambs, Plan for Success and Turn Pasture into Product. In total these 4 modules were presented 97 times through MMfS up to October 2013.

Graph 1: Frequency of modules presented



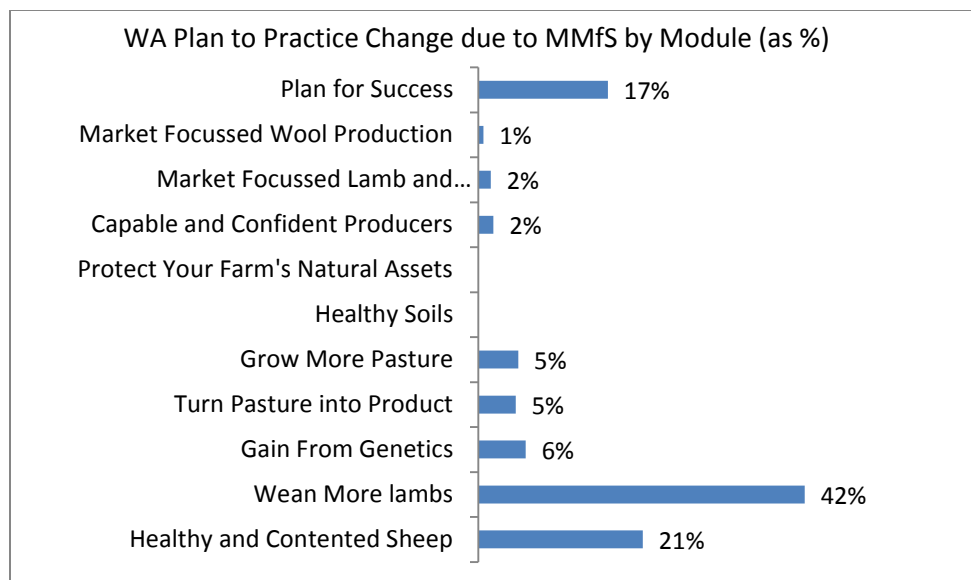
4.5 Practice Change

It is the intention of MMfS to change practices and the actual changing of a practice that are key to the success of an extension program. Graph 4 (below) shows the key areas that people were planning to make changes were in Wean More Lambs, Healthy and Contented Sheep and Plan for Success. This is likely to be partly due to 3 of these modules being Priority Modules for delivery. Also practices such as feed budgeting, condition scoring, pregnancy scanning, changing ewe management etc are easily chunked down, making a plan to change more likely. Pastures and genetics can be less easy, while also being less delivered modules.

From the 330 producers that indicated they intended to make a practice change, there were 320 changes planned. 50 participants indicated they would make two changes, while 60 participants did not specify what change they would make.

Of the 330 producers that had intended to make a change, 215 had made a practice change as a result of attending a previous MMfS event. This number does not account for producers who did not attend follow up events, but still implemented a change. Of these 215 participants there were 200 specified changes, with some not specifying what change they had actually made.

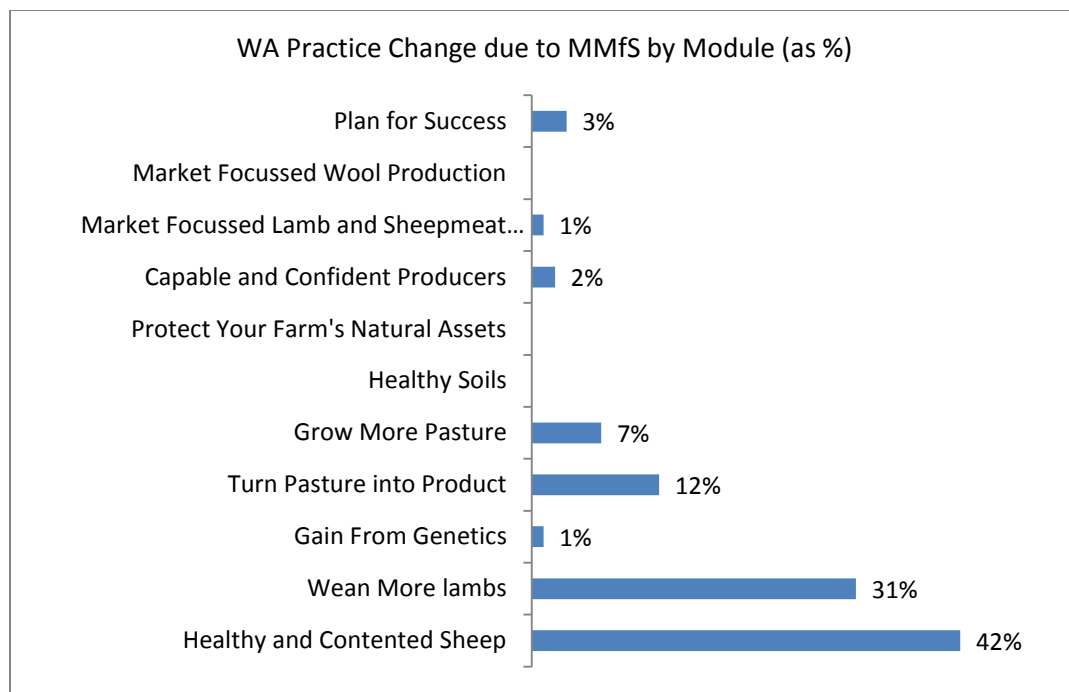
Graph 4: Plan to Practice Change by Module (as % of total planned practice change)



Graph 5 (below) shows the practice change attributed by participants to MMfS (as % of total practice change). The greatest areas of practice change were in the modules Healthy and Contented Sheep, and Wean More Lambs, followed by Turn Pasture into Product and Grow More Pasture. These were modules where the greatest change was intended, so it is of little surprise that these actually had the greatest practice change.

Plan for Success content was delivered late in this phase of MMfS, and participants rated it as high on the intent to change, with 17% of all intended changes related to Plan for Success as shown in Graph 4. However, as they were delivered in September and October 2013, the planned change has not translated to practice change associated with MMfS yet, with Graph 5 showing only 3% of implemented practice change for that module.

Graph 5: WA Practice change due to MMfS by Module (as % of total practice change)



4.6 Satisfaction and Value

Participant evaluation (Graph 6) indicated that although average satisfaction was above 8/10 for Cat A, B and C events, that satisfaction increased as delivery moved away from awareness style events (Cat A) to events designed to increase adoption. The perceived value also followed the same trend.

Graph 6: WA Satisfaction and Value Scores

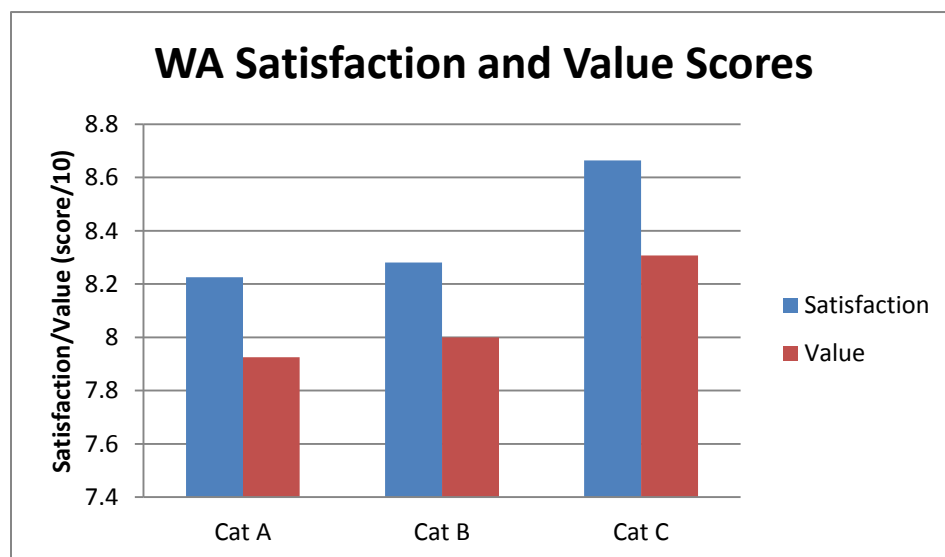
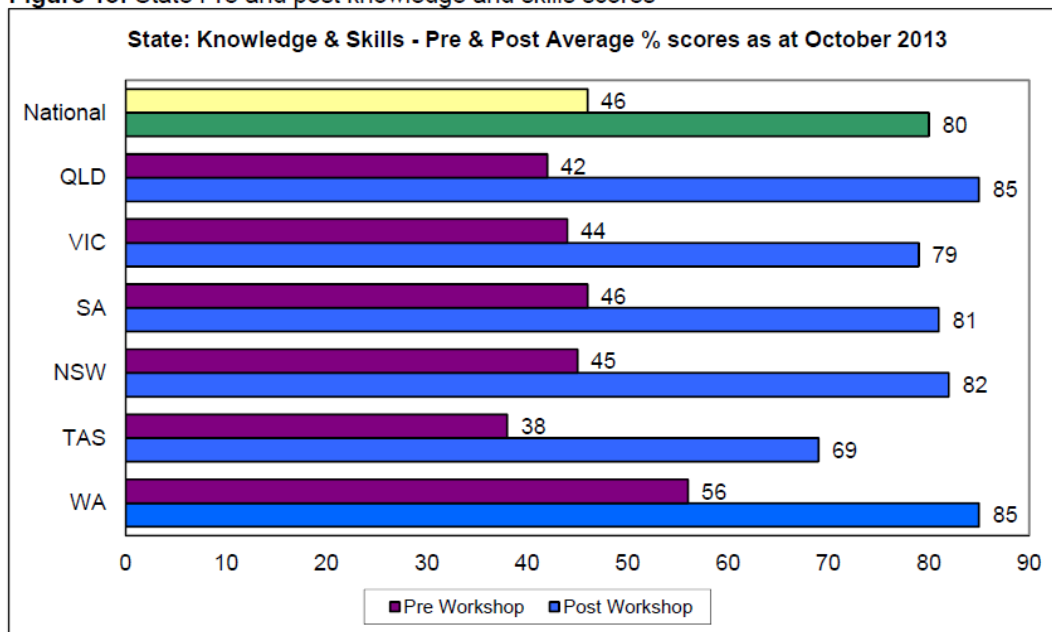


Figure 13: State Pre and post knowledge and skills scores

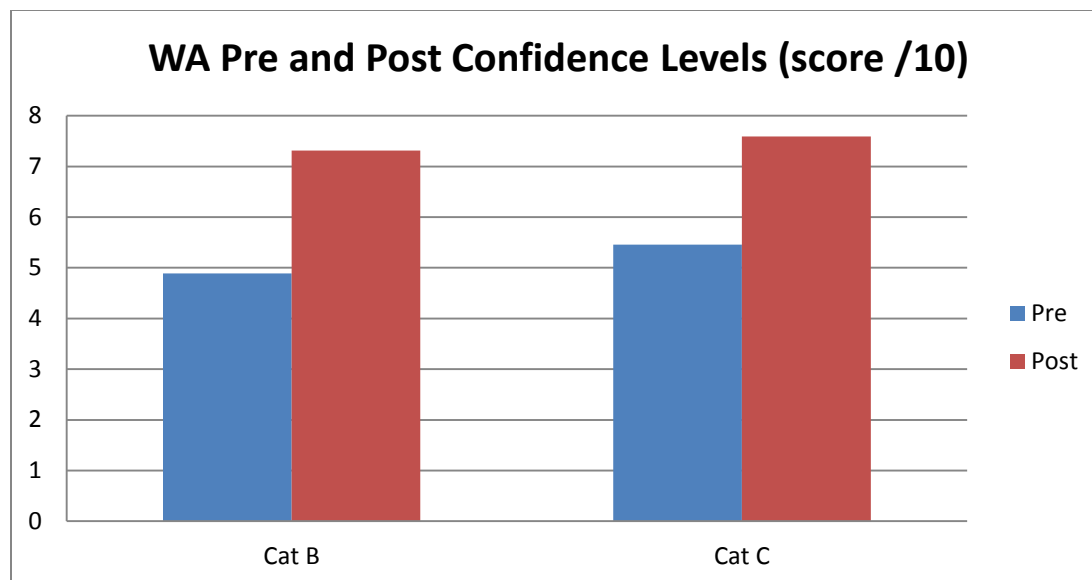


Knowledge and Skills scores increased as a result of MMfS from 56 to 85%, while confidence levels improved from 6.1/10 pre event to 7.7/10 post event.²

The WA data in Figure 13: State Pre and post knowledge and skills scores (K&S) shows that overall WA producers had a better level of knowledge prior to events (or their questions were easier) than their national counterparts. However, they increased their K&S scores by about the same amount as a result of the events.

4.7 Confidence

WA participants as represented in Graph 7 below, showed on average an increase in confidence to manage the aspect of the sheep enterprise being covered in the MMfS event of 2.4 / 10 or an increase of 47% over pre event levels. It also seems that Cat C event participants started with higher confidence levels than Cat B, which may reflect the attendance of multiple Cat A and B MMfS events prior to the Cat C event.

Graph 7: WA Pre and Post Event Confidence Levels

5 Conclusion

The evaluations have shown that there are large improvements in intention to change practice and actual adoption, particularly in the module areas of “Wean More Lambs” and “Healthy and Contented Sheep”. These areas are crucial in lifting the net reproductive rate, increasing the value of the product and enabling more efficient lamb production for a vibrant WA sheep industry.

The use of grower networks, the Sheep’s Back, Lifetime Ewe Management groups, Sheep CRC, DAFWA networks and word of mouth played a great role in the successful rollout of MMfS in WA

The delay in approving funding for WA, led to a slow start in delivery, however under the circumstances 16 valuable events were held under David Kessell’s coordination. Under the coordination of Jonathan England with a delivery budget available, the delivery and participation KPIs were met, although evaluation KPIs still require some attention.

The broad range of event coordinators and deliverers enabled delivery of MMfS events across a large area of the WA agricultural region, increasing the profile of MLA and AWI and the MMfS program. The event coordinators were also valuable in attracting participants from their own networks.

Category B and C events were well attended, so with the associated intention to change and actual practice changes associated with these style of events, further targeted delivery that focusses on adoption rather than awareness is worth continuing in the next phase of MMfS in WA.

Please fill this page out after the event

Your Thoughts on the Activity (Scale 1=Poor, 5=Average, 10= Very Good)

Overall, how satisfied are you with this activity?	/10
How valuable was this activity in assisting you manage your livestock enterprise?	/10

	Yes	No	Not Sure
Would you recommend this event to others?			
Did you learn something new at the event?			
If NO , did the information reinforce things you are already doing?			
Do you plan to make changes to your business as a result of attending?			
If YES , briefly describe the planned changes. If NO , briefly describe why not.			
Have you already implemented a change within your business as a result of attending a previous MMfS activity?			
If YES , briefly describe the changes you have implemented. If NO , briefly describe why not.			

General Feedback

Please provide feedback to help us improve future events: _____

Follow-up from This Activity

Please indicate your interest in the following activities that may be run as a follow up to today.

	Please tick	Please specify a particular issue
Setting business direction & planning for success		
Meeting market specifications		
Growing more pasture		
Grazing management		
Maximise reproductive performance		
Gain from genetics		
Do you have any other information needs?		

Pre -event survey

Please answer the following questions that seek your existing knowledge on Risk Management and sheep systems

1. What is the best tool to utilise when measuring risk within your Sheep business?

- ☐ Analysing historical wool \$ ☐ General discussion with peers
☐ Utilising historical Budget to Actual data ☐ Gut feeling ☐ Unsure

2. What is the key variable that impacts risk in WA sheep enterprises?

- ☐ Sheep & Wool price ☐ Wool cut per head ☐ Lambing %
☐ Stocking Rate ☐ Unsure

3. Low variation within an enterprise Gross Margin means the risk level is ?

- ☐ Low ☐ Moderate ☐ High ☐ Extreme ☐ Unsure

4. A sheep system with a consistently low Gross margin is high risk if?

- ☐ Overhead costs per HA are high ☐ It's a good season
☐ It's a flexible system ☐ Feed Costs are low ☐ Unsure

5. How confident are you in calculating risk when planning your sheep enterprise? Rate 1-10.

(No confidence) 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 (Highly confident)

Post -event survey

Please answer the following questions that seek your knowledge on Risk Management and sheep systems after attending today's event.

1. What is the best tool to utilise when measuring risk within your Sheep business?

- ☐ Analysing historical wool \$ ☐ General discussion with peers
☐ Utilising historical Budget to Actual data ☐ Gut feeling ☐ Unsure

2. What is the key variable that impacts risk in WA sheep enterprises?

- ☐ Sheep & Wool price ☐ Wool cut per head ☐ Lambing %
☐ Stocking Rate ☐ Unsure

3. Low variation within an enterprise Gross Margin means the risk level is ?

- ☐ Low ☐ Moderate ☐ High ☐ Extreme ☐ Unsure

4. A sheep system with a consistently low Gross margin is high risk if?

- ☐ Overhead costs per HA are high ☐ It's a good season
☐ It's a flexible system ☐ Feed Costs are low ☐ Unsure

5. How confident are you in calculating risk when planning your sheep enterprise? Rate 1-10.

(No confidence) 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 (Highly confident)

7 Bibliography

- (1) MMfS State Business Plan Jan 2011- Dec 2014 WA.
- (2) MMfS (National) Evaluation Report as at October 2013.