

finalreport

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Making More from Sheep (MMfS) State Coordination SA

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Abstract

Making More from Sheep (MMfS) is a majority market extension program funded by Meat & Livestock Australia and Australian Wool Innovation. Phase II of MMfS commenced in South Australia with a business planning process in October 2010 and delivery from June 2011 until November 2013.

Natasha Morley from Rural Directions Pty Ltd was the State Coordinator with responsibility for planning, project implementation, monitoring and evaluation.

Delivery involving partner organisations provided best practice management information and tools to sheep producers with target KPIs exceeded across all three tiers of engagement categories. Seventy-eight events were delivered to 1448 participants. Satisfaction and value scores averaged across all events measured 8.64 and 8.21 respectively.

Executive summary

Making More from Sheep (MMfS) is the key sheep industry extension and communication program for Meat & Livestock Australia (MLA) and Australian Wool Innovation (AWI). Phase II of MMfS was delivered in South Australia (SA) from 10 June 2011 to 30 November 2013, commencing with a business planning process from October 2010.

The objective of MMfS is to 'provide Australian lamb and wool producers with a best practice package of information and management tools to assist them to achieve profitable and sustainable sheep production'.

Rural Directions Pty Ltd consultant Natasha Morley was appointed State Coordinator for South Australia and provided local/regional input into the design and implementation of the MMfS program.

State Coordination responsibilities included:

- Development of a state business plan that detailed an annual operating plan of activities in line with the associated state key performance indicators.
- Coordination and implementation of the business plan, including allocating resources and engaging public and private sector deliverers/facilitators, as appropriate to best meet the requirements and KPI's of the program.
- Engaging, coordinating and integrating activities with the existing state based networks.
- Facilitating the communication of event activities and dates between the delivery network and funders, MLA and AWI.
- Working closely with the delivery network to fulfil the monitoring and evaluation requirements Making More from Sheep.

MMfS State Coordination SA achieved an excellent level of performance; exceeding the key performance indicators for participation across all three tiers of delivery. Meeting the training needs of sheep and wool producers across SA, 78 MMfS supported events were delivered to 1448 participants.

Of the 78 events held, 19 unique delivery organisations were engaged, and 71 unique deliverers. In many cases, some events engaged 2 or more speakers, which resulted in 178 deliverers being engaged.

Of the 19 unique delivery organisations engaged, 14 of these organisations were privately run organisations, while 5 were public/semi-public.

For Category B and C events, knowledge and skills audits were undertaken. Of the evaluation forms returned, 78% included completed (Category B and C) skills audits. The audits demonstrated an average increase in knowledge and skills of 76% at the time of event completion. On average, MMfS SA Pre Score was 46%, and MMfS SA Post Score was 81%. This result matches the national average.

An average satisfaction score of 8.64 out of 10 was measured across all events and an average value to the business of 8.21 out of 10 was achieved.

The KPI for delivery of priority modules was exceeded by 6% (KPI – 60%). The priority modules were:

1. Module 1 'Plan for Success'
2. Module 8 'Turn Pasture into Product'
3. Module 9 'Gain from Genetics'
4. Module 10 'Wean more Lambs'

The three year target for flock size was for 15% of participants to have greater than 2000 head. Evaluation data showed that 51% of participants of MMfS SA events across Category A, B and C activities had greater than 2000 head, exceeding the target.

There were numerous synergies between MMfS and More Beef from Pastures (MBfP). MBfP was also coordinated by Rural Directions Pty Ltd, with Simon Vogt appointed to this role. Over the three year period, MMfS and MBfP collaboratively ran seven events.

This high level of achievement was the result of:

- A structured and planned approach to delivery including development of a state business plan and an annual operating plan of activities in line with the associated state key performance indicators.
- Successful engagement with the private and public/semi-public delivery organisations within SA to best meet the requirements and KPI's of the program.
- Engaging, coordinating and integrating activities with the existing state based networks.
- Strong understanding, uptake and application of the MMfS monitoring and evaluation framework.
- Effective promotion of upcoming MMfS events locally and ensured MLA and AWI were aware of events as applicable for promotion to meat and wool growers.
- Selection of event topics which were relevant and of value to sheep and wool producers.

As a result of this delivery, value has been added to the sheep and wool industry in South Australia through increased skills, knowledge and confidence and on-farm practice change. This demonstrates an effective return on investment.

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1 Background

Making More from Sheep (MMfS) is the key sheep industry extension and communication program for Meat & Livestock Australia (MLA) and Australian Wool Innovation (AWI).

The objective of MMfS is to 'provide Australian lamb and wool producers with a best practice package of information and management tools to assist them to achieve profitable and sustainable sheep production'.

MMfS had previously developed a comprehensive and dedicated website, www.makingmorefromsheep.com.au which houses 11 (soon to be 12) best practice management modules.

The program goal for Making More from Sheep (MMfS) State Coordination was to deliver awareness, learning and supported adoption opportunities to lamb and wool producers to improve the productivity, profitability and resilience of their business.

Using a multitude of tools including the MMfS manual, the second phase of MMfS aimed to deliver a comprehensive and integrated range of activities across the continuum of awareness through to practice change.

Both Meat & Livestock Australia (MLA) and Australian Wool Innovation (AWI) committed funding for Phase II of Making More from Sheep. Phase II was delivered in South Australia (SA) from 10 June 2011 to 30 November 2013, commencing with a business planning process from October 2010.

Natasha Morley, Rural Directions Pty Ltd was engaged to deliver State Coordination of Making More from Sheep in South Australia.

Natasha Morley, in the role of State Coordinator for South Australia, worked as part of a national team lead by the MMfS Executive and the National Coordinator. The State Coordinator provided local/regional input into the design and implementation of the MMfS business plan to deliver activities and facilitate the engagement of producers to achieve project targets. In addition, the State Coordinator also delivered the defined monitoring and evaluation process as developed for the program.

State Coordination responsibilities included:

- Development of a state business plan that detailed an annual operating plan of activities in line with the associated state key performance indicators.
- Coordination and implementation of the business plan, including allocating resources and engaging public and private sector deliverers/facilitators, to best meet the requirements and KPI's of the program.
- Engaging, coordinating and integrating activities with the existing state based networks.
- Facilitating the communication of event activities and dates between the delivery network and funders, MLA and AWI.
- Working closely with the delivery network to fulfil the monitoring and evaluation requirements of Making More from Sheep.

2 Project objectives

Project objectives as outlined in the MMfS State Coordination SA contract:

2.1 Develop a state business plan

- Forms the basis of the key deliverables.
- The business plan will include an annual operating plan of activities in line with appropriate key performance indicators and activities targeting specified producer segments across delivery resources (public and/or private) appropriate for A, B and C tiers of activities.
- Outlines the state MMfS delivery team, including public and private deliverers.
- Engages the private sector in each state in line with the MLA extension investment principles.

2.2 Co-ordinate state business plan implementation

- Including implementation of the business plan activities, directing resources, training and engaging a team of public and private sector deliverers/facilitators as appropriate across respective program activities.
- 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 list to the National Coordinator on a monthly basis.
- Attend regular phone meetings to report on completed activities, engagement of producers and achievements towards the operational plan targets and a list of planned activities, including dates and locations of events to be posted on the MLA and AWI websites and respective MLA and AWI publications.
- Attend up to two state coordinator face to face meetings per year to present an update on key achievements and milestones and assist in continuous improvement of program delivery, activities and tools.
- Provide milestone reports promptly and to an acceptable standard to MLA.
- Coordinate and source articles for MLA and AWI publications and the e-newsletter from delivery team members.
- Coordinate and integrate activities with other existing state based networks.
- Comply with the MLA standard processes for event promotion and the use of program brand/s in accordance with MMfS style guidelines.

2.3 Implement monitoring and evaluation processes

- Category A: Measuring awareness, satisfaction, value and intention to change. At least 60% participant feedback sheets using the standard MMfS template are to be collected for all Category A activities.
- Category B: Measuring shifts in knowledge, skills and confidence (KSC). Pre and post knowledge and skills audits are to be conducted with at least 80% participants of Category B activities.
- Full results of evaluation of Category A and the results of the pre and post knowledge and skills audits for Category B events are required to be entered into the standard MMfS spread sheet and reports provided to the National Coordinator.

- Category C: Measuring practice change and program impact. Practice change will be recorded for 80% of participants in all Category C activities. Identifying case studies to measure impact – The State Coordinator 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.

The key performance indicators to be achieved by MMfS SA are outlined in Table 1 for each category/tier of delivery.

Table 1. Key Performance indicators for MMfS SA (Phase II)

Category	Measure	Participants engaged
A	Participation	508
B	KASA	152
C	Practice change/s from MMfS	76

3 Methodology

3.1 State Business Plan Development

Business Plan development was the first task for MMfS State Coordination SA.

To assist in the business planning process, a number of activities were undertaken including:

1. Consultation with industry networks via a survey (using the online Survey Monkey tool) to assess current issues and needs within the SA sheep and wool industry. The survey also assessed industry priorities. The survey process identified and allowed delivery partners to be established.
2. Development of a project delivery budget which was linked to the three tier delivery model (Category A, B and C). This model ensured funding was split accordingly across each category, applying relative emphasis over the three year project. This budget allowed for an operational plan for delivery of the first milestone period to be developed.
3. An 'Information Memorandum' (IM) for program delivery was developed and used as a tool to inform the delivery partners of MMfS SA program expectations. This included a description of activity types (Category A, B and C) and monitoring and evaluation (M&E) expectations. This proved to be an extremely worthwhile process, providing clear program expectations to the delivery partners at the outset.
4. An expression of interest/application process for the delivery of MMfS events was promoted widely, including the Stock Journal. The EOI process requested interested delivery partners or producers to contact the State Coordinator, Natasha Morley for a copy of the IM and application form.

The State Business Plan was reviewed each year. The delivery plans were updated annually.

3.2 Information Memorandum (IM) and application process

The Information Memorandum and application form process evolved over the three year project period via a continuous improvement process; however, the guidelines remained consistent to demonstrate a transparent program approach to the delivery network.

A similar process was implemented by MBfP State Coordination SA, delivered by Simon Vogt, Rural Directions Pty Ltd. This ensured consistency across both programs and allowed for ease of management for events where MMfS and MBfP co-funded delivery.

Key features of the application process (Application Form A) adopted throughout the project included:

- Event contact person and contact details
- Event name, date, location
- Activity type
- Anticipated number of businesses and participants
- Group history
- Presenters names, organisation and topic
- Details of partner organisations (sponsors, collaborators) and role, and value of involvement
- Activity learning outcomes
- MMfS module/s and associated procedures and or tools to be covered
- Budget, outlining funding request
- Pre and post promotion
- Session plan

To secure funding, applications were required to demonstrate how MMfS was adding value to the event and whether or not the event would go ahead without MMfS support. This ensured the funding was being allocated effectively.

Assuming Form A was approved, and the event was a Category B or C event, Form B was provided to the organiser to complete and submit. This form involved the development of at least four knowledge and skills questions (multiple choice) per module and at least one confidence style question. The preference was for the number of modules covered in any one event to be limited to ensure robust delivery and learning outcomes were delivered. This ensured greater coverage of the topic.

Interested parties could apply for MMfS funding at any time. There was times where targeted promotion was undertaken to plan events for the key delivery periods of Feb to April and July to October.

Investment in events varied from event to event; however, funding principles were developed to guide funding approval (including capping of funding, and a link to KPIs to be achieved). Level of funding was also dependant on other contributions from sponsors/co-funders, and producers.

This process was followed until December 2012, where a second funding model was introduced. Option 2, added in December 2012, was based on MMfS investing up to \$7500 (conditions applied) for group delivery. Each group funded was expected to focus on a specific issue or opportunity that was to be addressed over a period of eight to ten months. Up to four groups could be funded under this model.

This option aimed to facilitate increased practice change by participants and was designed to increase the robustness of the Category C events. an. Development and submission of Application Form A and B applied for this funding model.

All applications were handled in a confidential manner, to respect the delivery organisation and associated IP.

3.3 Monitoring and evaluation

The monitoring and evaluation process for MMfS State Coordination SA was prescribed at project commencement, including the key performance indicators (KPIs) to be delivered against. MMfS activities were developed with the M&E guidelines in mind. Activities were designed to influence sheep and wool producers to adopt management practices within their business to improve productivity, profitability and resilience.

Category A style events were typically larger, forum style activities that usually included delivery of a number of topics, by different speakers. Evaluation is based on a straightforward feedback sheet.

Category B style events involved a knowledge and skills audit of participants prior to the commencement of the MMfS event, followed by a similar audit at the end. This enabled assessment of the shift in knowledge, skills and confidence over the event.

Category C style events were specifically designed to facilitate practice change. Category C evaluation was measured by producers reporting an actual practice change that occurred as a result of a MMfS activity, resulting from either B or C events.

To support the implementation and application of the MMfS monitoring and evaluation framework strong levels of state coordinator support were offered to each of the delivery organisations.

For Category B and C events, skills and knowledge audits, and confidence questions were required for inclusion in the 'Pre and Post' / 'Ex-Ante and Ex Post' evaluation process. In the role of State Coordinator, Natasha Morley worked closely with the delivery organisations to develop and prepare the associated skills and knowledge and pre and post questions plus a confidence question (pre and post). Questions needed to have close linkage to the learning outcomes and content delivered during the session to allow effective evaluation to take place. Once the questions were finalised, they were reviewed by Natasha Morley to ensure consistency against the requirements and to ensure that the questions were pitched at the right technical level.

The pre and post question development process was one of the most time consuming components associated with preparing the evaluation forms for each event and delivery organisation. Despite a set of pre and post questions being developed for each module and stored on the MMfS intranet, a high percentage of these questions were not suitable to the specific content being delivered at individual events. At times some of the questions were also not written in a manner that was of value to the evaluation process, and would therefore require re-work.

Natasha, with the support of the Victorian State Coordinator Lyndon Kubeil, and National Coordinator Mike Wagg developed a fact sheet on how to write multiple choice questions. This was distributed amongst not only the state coordinators of MMfS, but MBfP too. This fact sheet was also provided to delivery organisations at the time of event approval to assist them in the development of appropriate questions.

Some example questions used in the delivery of MMfS events in SA are included in **Error! Reference source not found.** It was very rare that a deliverer could use any questions developed for previous events. This is was due to the unique nature of individual events and the content to be delivered. Therefore in almost all cases, new questions were developed for each event.

At all times, evaluation forms were finalised and converted into PDFs by the State Coordinator, Natasha Morley. This ensured the integrity of the evaluation process was maintained. The delivery organisations however had the ability to provide additional evaluation questions to meet their requirements where applicable.

For Category A events, following event approval, in consultation with the delivery organisation (to determine if any additional questions were required) the form was finalised, converted to a PDF and sent to the deliverer for printing.

Attached with the evaluation forms would be 'Guidelines for effective M&E' which provided instructions and tips as to how to effectively engage the group in the M&E process.

Invoices were not paid until event completion. Payment was based on meeting delivery expectations and when all evaluation forms and the debrief form was submitted to the State Coordinator.

3.4 Planning for event delivery (Category A, B and C events)

Activity types were categorised as awareness activities (Category A), activities that offer development of KASA (knowledge, attitudes, skills and aspirations) (Category B) and activities that encourage practice change (Category C).

Of the 11 modules offered in the Making More from Sheep manual, it was stipulated that at least 60% of activities undertaken in South Australia must be linked to the procedures and tools provide in the following modules:

5. Module 1 'Plan for Success'
6. Module 8 'Turn Pasture into Product'
7. Module 9 'Gain from Genetics'
8. Module 10 'Wean more Lambs'

According to the results of the MMfS Stakeholder Survey that Rural Directions Pty Ltd undertook in November 2010 to understand current issues being faced by producers across SA, it was confirmed that the four priority modules identified were a good fit to service these needs. Performance against priority module delivery is outlined in Table 8.

The relative emphasis of activity types as outlined in Table 2 was outlined in the MMfS Business Plan. This framework was used to develop the model for delivery to explain the provision of delivery funds for activities for Year 1, Year 2 and Year 3 of MMfS to meet the program KPIs for SA. A single 'X' indicates the lowest emphasis for the associated category, while 'XXX' indicates the highest relative emphasis for the category in a particular year of the program. The event funding aimed was to distribute funds according to the relative emphasis of activity types and KPIs for each tier of delivery.

Table 2 demonstrates that Category B and C activities had the greatest relative emphasis across the three year program, with less emphasis placed on awareness activities (Category A). Where possible, Category A activities were funded only when absolutely necessary, and when assessed as the most appropriate event type. Rural Directions Pty Ltd worked closely with the delivery network to deliver Category B and Category C activities.

Table 2. Relative emphasis of activity types

Category	Year 1	Year 2	Year 3
A	XX	X	X
B	XXX	XXX	XX
C	X ⁽¹⁾	XX	XXX

⁽¹⁾ Includes development and/or piloting of ≥ 1 category C activity for implementation in Years 2 and 3

Actual performance against Table 2 is outlined in Table 4.

3.5 Collaboration to deliver events

As a private organisation, Rural Directions Pty Ltd, recognised from the outset that it was going to be critical to collaborate with delivery partners throughout the program. Private and public service providers are key to successful delivery of a wide range of services to support sheep and wool producers across South Australia.

The private sector has a strong presence in South Australia and was successfully engaged for MMfS delivery. The group of private deliverers were communicated with regularly and continue to be supportive of the program.

3.6 Event promotion

All activities supported by MMfS carried the appropriate program branding on promotional material and workshop materials where applicable.

In many cases the MMfS templates, as developed by MLA were utilised for event promotion and set up by the State Coordinator. At other times, event promotional material was sent to the State Coordinator for approval prior to distribution. This enabled Natasha to ensure the MMfS logo was appropriately placed on the promotional material. These situations were common for collaboratively funded events.

The MLA fax out process was engaged for the first two years of the program to assist in promoting events across an area applicable to the event location. This was replaced by delivery of Friday Feedback. The fax out process used for promoting events was limited in the last 12 months of the project. However, at the same time, the events that were being held in this time were mostly Category C events with groups which had been formed. These groups were involved in a MMfS activity over the 12 month period, therefore, external promotion outside the immediate group network was not a priority in these cases.

All events were recorded in an excel spreadsheet and supplied to the National Coordinator, Mike Wagg, to allow the events section on the MMfS website to be updated. Where appropriate, events would be included in MLA and AWI communications highlighting opportunities for producers. For example, some MMfS events were promoted in MLA's Friday Feedback, Feedback Magazine and on the MLA website in the events section. Promotion via AWI's networks in South Australia was also common including Bestprac and Sheep Connect SA.

See **Error! Reference source not found.** for examples of Feedback articles published.

In January 2012, an enewsletter was developed by Natasha Morley for local MMfS communications and was used to communicate events and link producers directly to the State Coordinator. The enewsletter, developed and delivered via a free account with Mail Chimp, has proven to be very effective. The template was developed in conjunction with MLA to meet style guide requirements of MMfS.

Examples of event promotional material and a sample of photos are provided in **Error! Reference source not found.** and **Error! Reference source not found..**

3.7 State Coordinator point of contact

Natasha Morley was the key point of contact and co-ordinator for implementation of the business plan, directing resources and training and engaging a team of public and private service providers.

For the purposes of transparent project communications, Natasha utilised a MMfS specific email address to communicate with the delivery network. This email address (mmfs-sa@ruraldirections.com) has a MMfS specific signature, including the MMfS logo, contact details and link to the MMfS website.

3.8 Maintenance of participant database

Following MMfS events, the participant database was populated with data from the evaluation forms. These spreadsheets were provided to the National Coordinator (Mike Wagg) and the Evaluation Team at MLA. Evaluation data was entered by Rural Directions Pty Ltd administration staff .

3.9 MMfS producer advocate

Following project initialisation, the delivery network that was engaged in the MMfS Stakeholder Survey in November 2010 were asked to suggest sheep producers who could be considered as producer advocates for MMfS. These suggestions were provided to MLA for further discussion and Joe Keynes, Keynton, SA was appointed as the SA MMfS Advocate.

3.10 System and process development

As mentioned earlier, a number of systems and processes were developed to aid in MMfS SA delivery and create efficiencies and consistency. A summary of examples include:

Document/system or process	Benefit
A_MMfS SA Information Memorandum (last updated 01/06/13)	Standard information package provided to all interested parties outlining details of the MMfS program and funding opportunities and associated guidelines.
B_Effective incorporation of evaluation into MMfS events (last updated 4/2/13)	This fact sheet was prepared by Mike Wagg to help reinforce the value of the evaluation process, and how to effectively incorporate the skills audit (pre and post questions) into the MMfS events.
C_Option 1_MMfS Activity Application form (last updated 6/12/12)	Standard MMfS SA application form. Available for all events, and open for submission at any time.
D1_Option 2_MMfS Activity Application form (last updated 6/12/12)	Funding option available for a short period (December 2012 – January 2013) to seek applications for group delivery model to assist in increased practice change implementation by participants (Category C events). This gave a second delivery option for interested parties to consider.
D2_Funding conditions for Option 2 (last updated 5/12/12)	Transparency. This ensured all applications were assessed with the same approach.
E_MMfS Event Promotion Template	To capture key event information to be used in populating event spreadsheets, the MMfS Events page on the MMfS website and to assist in flyer development. This template was provided following event approval and deadlines provided to the deliverer to complete and return to ensure communications about the event were provided in a timely manner to attract participants.
F_Email content for promoting Option 1 and 2 (prepared 6/12/12)	This email and others were prepared to create efficiencies. Email templates can then be tailored to the recipient, saving time and reducing risk of inconsistency.
H_Writing category B & C evaluation questions (last updated 31/8/13)	This factsheet was prepared by Natasha Morley, Lyndon Kubeil and Mike Wagg to support MMfS deliverers in developing appropriate pre and post skills audits. It outlined how to effectively write multiple choice questions and responses.

4 Results

4.1 Performance against KPIs

Table 3. Summary of MMfS SA performance

Making More from Sheep SA, coordinated by Natasha Morley as at Oct 2013		
a.	Number of activities delivered	78 (Category A: 15, Category B: 43 & Category C:20)
b.	Total number of participants	1448 (with 2789 recorded against KPIs, where depending on the event, one participant could contribute to meeting more than one KPI level of Category A, B or C evaluation)
c.	Number of participants compared to KPI - Category A	1448 (3 year target: 508)
d.	Number of participants compared to KPI - Category B	807 (3 year target: 180)
e.	Number of participants compared to KPI - Category C	534 (3 year target: 90)
f.	Satisfaction - average score	8.64/10
g.	Value - average score	8.21/10
h.	Completed pre and post knowledge and skills audits	78% (72% - national average)
i.	Average pre score	46% (46% - national average)
j.	Average post score	81% (80% - national average)
k.	Priority module delivery aligned to national KPI (MMfS)	66% (3 year target: 60%)
l.	Number of participants to have greater than 2000 head sheep	51% (3 year target: 15%)
m.	Number of delivery organisations engaged to run events	28
n.	Number of unique delivery organisations engaged to run events	19 (5 public/semi-public & 14 private organisations)
o.	Number of deliverers/speakers engaged to deliver at events	178
p.	Number of unique deliverers/speakers engaged to deliver at events	71
q.	Number of event partners engaged to deliver collaborative events, including joint funders	13

Table 4. Number of MMfS events undertaken in South Australia

	2010-11 FY (6 months)	2011-12 FY (12 months)	2012-13 FY (12 months)	2013-14 FY (6 months)	Total
Category A	8	4	3	0	15
Category B	2	22	16	3	43
Category C	2	9	5	4	20
Total	12	35	24	7	78

Table 5. Percentage of three year target achieved for number of MMfS participants in Category A, B and C for South Australia.

Category	As at Oct 2013		
	3-year target	Total to date	% Achieved
A	508	1448	285%
B	180	807	448%
C	90	634	593%

Table 6. Percentage of three year target achieved for 'Evaluation Return Rate' in Category A, B and C for MMfS South Australia.

Category	As at Oct 2013	
	Target	Actual
A	65%	59%
B	80%	63%
C	80%	60%

Table 7. Evaluation return rate as a proportion of participants for MMfS SA events.

Category	As at Oct 2013
	Percentage
A	73%
B	84%
C	91%
Average	82%

Table 8. Three year 'Module delivery split rate' in Category A, B and C activities for MMfS South Australia.

Module	As at Oct 2013
	Actual
Gain from Genetics	27
Wean More Lambs	25
Plan for Success (Business Plan)	24
Turn Pasture into Product	15
% Modules delivered as per KPI	66%

Table 8 illustrates the number of times each priority module was delivered. As a percentage of total module delivery, the priority modules exceeded the KPI of 60%, measuring 66%.

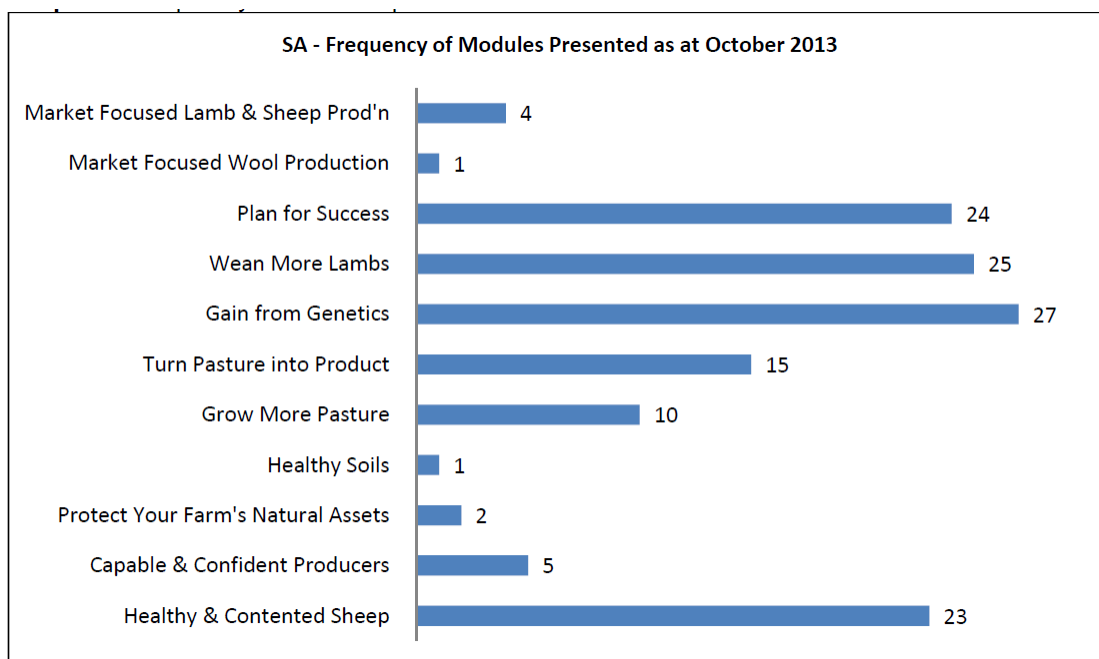


Figure 1. Frequency of modules presented at MMfS SA events

Table 9. SA participant sheep flock demographics

	Average Number	Median Number
Sheep Flock Size	2,825	2000
Ewe Flock Size	1,758	1,200
Lambs Sold	1,401	800
Bales Sold	81	60

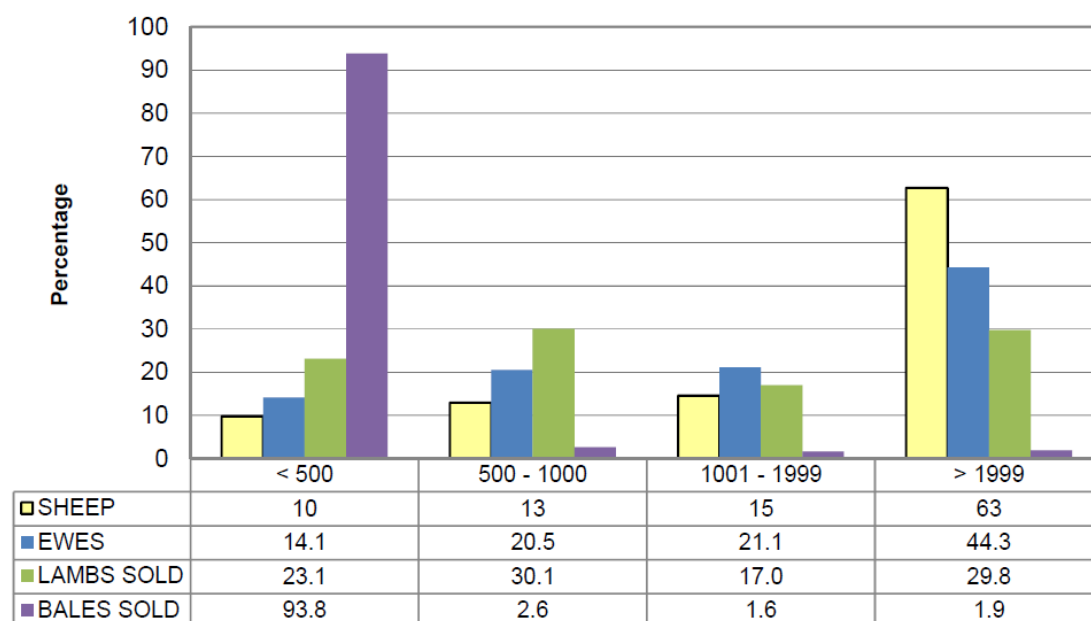


Figure 2. Percentage frequency of sheep (total), number of ewes, number of lambs sold and number of wool bales sold by flock size as recorded by MMfS SA participants.

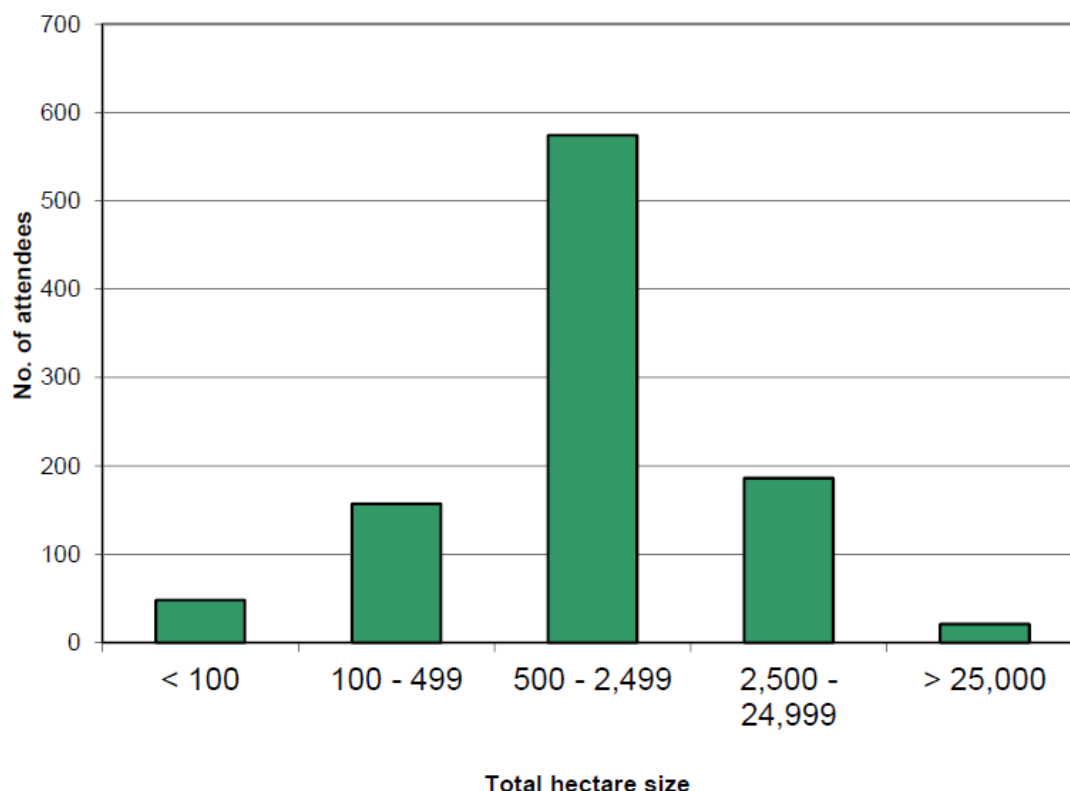


Figure 3. Frequency of property size by number of MMfS participants in SA.

5 Discussion

5.1 Monitoring and evaluation and performance against KPIs

Coordinated by Natasha Morley, Rural Directions Pty Ltd, MMfS SA delivered 78 events to 1448 participants (Table 3), exceeding the three-year targets for participation in Category A, B and C activities (Table 5). 90% of the events held in South Australia were classified as 'forums/workshop/seminar'.

Table 4 outlines the split of activities across the financial year periods of the project, beginning in the second half of 2010-11 financial year, and completing delivery of the three year project in the first half of the 2013-14 financial year.

Of the 78 events held, 19 unique delivery organisations were engaged, and 71 unique deliverers. In many cases, some events engaged 2 or more speakers, which resulted in 178 deliverers being engaged (Table 3). See **Error! Reference source not found.** for details of events delivered, organisations engaged and participant numbers.

Of the 19 unique delivery organisations engaged, 14 of these organisations were privately run organisations, while 5 were public/semi-public (Table 3).

For Category B and C events, knowledge and skills audits were undertaken. Of the evaluation forms returned, 78% included completed (Category B and C) skills audits. The audits demonstrated an average increase in knowledge and skills of 76% at the time of event

completion. On average, MMfS SA Pre Score was 46%, and MMfS SA Post Score was 81%. This result matches the national average (Table 3).

Strong satisfaction and value scores were measured. Table 3 summarises overall value and satisfaction of MMfS events as quantified by participants upon event completion. Average satisfaction was 8.64/10 (8.6 national average) while average value was 8.21/10 (8.3 national average).

Evaluation return rate was the only KPI not achieved by South Australia in the delivery of MMfS (Table 6). While South Australia did not meet the 'Evaluation Return Rate' KPI as calculated by the SOP, Table 7 demonstrates that as a proportion of participants, the physical return rate of the evaluation forms was quite high.

The KPI for delivery of priority modules (KPI – 60%) was exceeded by 6% (Table 8). All modules were delivered at least once. The main modules delivered, in addition to the priority modules included 'Healthy and contented sheep' and 'Grow more pasture' (Figure 1. Frequency of modules presented at MMfS SA events (Figure 1).

The three year target for flock size was for 15% of participants to have greater than 2000 head. Evaluation data showed that 51% of participants of MMfS SA events across Category A, B and C activities had greater than 2000 head, exceeding the target (Table 9).

Percentage frequency for the number of sheep and ewes on farm, and the number of lambs and bales of wool sold by flock size is outlined in Figure 2 and frequency of property size by number of attendees is shown in Figure 3. Of the participants who supplied property size information (68% of attendees), the median property size was 1200ha, with 21 producers managing 25,000ha or more.

At all times, data was provided to the National Coordinator and MLA Evaluation Team by the deadline. To improve efficiency of data analysis and reporting, since the beginning of 2013, data was presented to MLA on a monthly basis. This was a suggestion from the MLA Evaluation Team.

The robust monitoring and evaluation process implemented for Making More from Sheep certainly aided in developing the direction and approach for delivery of MMfS events.

Following the evaluation process has resulted in increased professionalism of applications from interested parties and the quality of outputs being delivered. Close monitoring to ensure linkage with the MMfS manual is essential and should be a key focus in future delivery.

There were numerous synergies between MMfS and MBfP. The similarity in M&E approach between MMfS and MBfP allowed Simon Vogt (MBfP State Coordinator SA) and Natasha Morley to support each other in event development, and delivery for activities across the state for beef and sheep producers respectively. MBfP and MMfS SA adopted a similar funding model. This was beneficial for service providers. Likewise, this assisted in collaborative activities where topics were applicable to beef and sheep producers. MMfS and MBfP collaboratively ran seven events.

5.2 Building awareness, and engaging deliverers and co-funders

The private sector has a strong presence in South Australia and has been successfully engaged. The group of private deliverers have been communicated with regularly and continue to be supportive of the program.

Presentations delivered, or field days/events attended specifically to raise MMfS awareness across the SA networks with private and public service providers include:

- SA Livestock consultants meeting – January 2011
- Sheep Industry Program Update Meeting (hosted by Sheep Connect SA) – April 2011
- Sheep Industry Meeting, Adelaide (hosted by PIRSA, coinciding with AWI on-farm team tour of SA) – March 2012
- Partners in Grain field day at Hart - 2011
- Burra Merino Field Days – 2011 and 2012
- It's Ewe Time – 2011 (Lameroo and Wudinna)
- AWI WoolClip – 2012 (Burra and Naracoorte)
- SE Sustainable Agriculture collaborative meeting - September 2013. Simon Vogt attended on behalf of MMfS and MBfP.
-

While Rural Directions Pty Ltd did deliver some events, 77% of events were delivered by other organisations from the public and private sector. As a result of strong networks, the public and private sector deliverers were engaged effectively by Rural Directions Pty Ltd from project initialisation.

From the outset, setting up systems and processes to facilitate fair, practical and efficient funding approvals was the goal. This ensured transparency and consistency in coordination.

Other success factors which can be attributed to successful delivery partner engagement include:

- Building trust within the delivery network and working in a transparent, confidential manner to protect intellectual property and charging structures of deliverers.
- Providing effective support in a timely manner to all delivery organisations to assist in the implementation of the monitoring and evaluation process, including development of pre and post questions.
- Through the implementation of the application process, organisations were able to present their event concept, and outline a budget. This allowed for assessment of applications in a non-biased way. Having an appreciation of the commercial needs for businesses also assisted. Often attracting other event partners and seeking contributions from producers assisted with ensuring that enough resources were available to make their involvement in delivering MMfS co-funded events a commercial proposition.

It was recognised during the development of the business plan that working collaboratively with other funders and networks would be necessary to achieve the program goals. Co-funding models were developed, working with collaborative partners to deliver high value event opportunities for sheep producers. Such collaboration allowed for the events to take place, where in most cases without MMfS funding would have not otherwise occurred. From 2012/13, less collaborative/co-funded events were delivered as a result of following the 'Majority market programs (MMP) – Principles for engaging with private sector delivery organisations'. MMfS SA were also at this time achieving the KPIs across all three tiers of delivery; therefore, funding could be strategic and targeted at stand-alone MMfS funded events with participant contribution.

Over the three year period, participant contribution was always built in to the delivery of MMfS SA. In South Australia, participant contribution is encouraged across the majority of activities delivered across the state by a range of programs and deliverers. This is important as primary producers need to identify the value in training and opportunities such as MMfS.

5.3 Participate in MMfS state coordinator meetings and deliver Milestone Reports

Since the commencement of MMfS Phase II, Natasha Morley has participated in all MMfS State Coordinator teleconferences.

Natasha has also attended all State Coordination face to face meetings that have been held during the project period. These meetings provide the opportunity to present an update on the progress of MMfS in SA. Five face to face meetings have been held following the initial meeting in Sydney in February 2011.

These meetings were held at the following times and locations:

- February 2011 in Sydney with the MMfS and MBfP Producer Advocates
- November 2011 in Adelaide
- June 2012 in Bendigo
- February 2013 in Sydney with MBfP state coordinators as well
- October 2013 in Sydney

The face to face meetings brought together the State Coordinators from WA, SA, Tas, Vic, NSW and Qld with the MMfS National Coordinator and the MMfS project manager from MLA and AWI. These meetings on some occasions coincided with the MBfP meeting which was valuable in ensuring both programs are aware of progress and plans in their respective states.

These meetings were invaluable in establishing national consistency across the monitoring and evaluation framework. The meetings allowed for sharing of ideas between states for events, including learning who the specialist speakers were on certain topics. The meetings also provided AWI and MLA to deliver insightful updates on projects and programs being delivered by each organisation and how they could be integrated with the MMfS program. Professional networks were enhanced between the national MMfS delivery team, MLA, AWI and other industry stakeholders as a result of active involvement in the face-to-face meetings.

All Milestone reports have been accepted to date. This final report is the 7th Milestone for the project. In all cases, milestone reports were delivered on or before the deadline.

5.4 MMfS producer advocates

As outlined in previous milestone reports, it has been difficult to provide opportunities for involvement of the MMfS SA producer advocate, Joe Keynes and this feedback was provided during the State Coordinator review meeting in Sydney in February 2013.

Joe participated in the advocate training in February 2011. The nature of some events, their location and therefore travel time, meant Joe was not always able to participate. Between Joe and Natasha, there were periods of planning to determine if Joe could participate and often there was a clash with Joe's other commitments.

Joe did however assist in communications; an article was written about his business and his involvement in MMfS activities.

5.5 Communications

Over the duration of the project, the following communications have been undertaken, or aided through the State Coordination role:

- Ideas have been provided to the National Coordinator for the MMfS enewsletter when requested and when applicable.
- Suggestions have been provided to MLA for post event details (such as photos and small article) and article ideas. Both of which have profiled MMfS a number of times.
- Via AWI networks Bestprac and Sheep Connect SA. MMfS funding opportunities were promoted in 2011 and some post event articles were also published in this feature during the project in the Sheep Connect SA feature in the Stock Journal.
- The Stock Journal published a story in December 2012 promoting 2013 MMfS SA funding opportunities.
- The Stock Journal published a story on Making More from Sheep in early June 2013 promoting funding opportunities for the remainder of the year, highlighting the end of the project period.
- Please see **Error! Reference source not found.** for examples of articles published.

5.6 Other activities undertaken while in the state coordination role

In the State Coordination role, it has been important to remain up to date with other events being undertaken across the state. This ensures there is reduced overlap and allows for planning of activities in other priority areas that are not covered by other service providers outside of MMfS. Natasha has undertaken other activities while in this role including:

- MMfS SA has actively communicated events such as BredWell FedWell and the National Lamb Survival teleconference (hosted by Vic DPI and Evergraze). All of these events build awareness of MMfS. They did not contribute to MMfS SA evaluation results, nor did MMfS SA support the events with cash contribution/delivery funds – 2012.
- Shared the webinar details of an event being hosted by Leading Sheep (AWI Network in QLD) relating to wool marketing – November 2013.
- On occasions, Natasha has assisted other State Coordinators with the evaluation systems and processes. Natasha has been actively involved in preparing Category B evaluation for Bred Well Fed Well during May/June for implementation in June. Natasha is accessible and has been able to respond in a timely manner to requests at all levels during this project.

5.7 Issues and recommendations

- Despite efforts, MMfS SA, has been unable to engage with the Ag Bureaus coordination/administration team to communicate MMfS and MBfP opportunities to members. Some individual groups have engaged with the program over the last three years, however this has not be via their management team, rather producers having awareness of the program themselves. This network remains and should be followed up in the future. There would be opportunities to focus targeted Category C activities with groups.
- There are opportunities to engage with some farming system groups and women for targeted women's events in the future. These are opportunities for the next round of MMfS funding.
- Time invested in preparing knowledge and skills audit questions with deliverers as suitable questions is significant, and often required as those that have been available to the State Coordinators were not suitable. The fact sheet developed on 'How to write Category B and C questions' assisted in increasing the quality of questions utilised in evaluation.

- Setting up the monitoring and evaluation processes and communicating this to the delivery team. The monitoring and evaluation requirements were updated a number of times which has resulted in time being spent to update processes and systems and communicate these changes to the delivery network. The process however was working effectively from early 2012.
- Category C evaluation requirements was misunderstood for a significant period of time. This delayed the development and implementation of 'true' Category C style events. There remains confusion among state coordinators about the expectations of Category C events. This is not aided by there being Category A, B and C evaluation and Category A, B and C events.
- In some cases it has been recognised that delivery partners/deliverers were not demonstrating clear linkages between content and the Making More from Sheep manual and the associated procedures or tools. Future delivery should ensure the deliverers are making clear linkage to the MMfS suite or publications.
- In some cases it was recognised that MMfS was not promoted by the deliverers, encouraging participants to explore the MMfS website and resources post event. Such tools are available for producers to assist them in implementing best practice strategies. It is recognised that the Manual and associated tools have been developed by industry for industry, so future delivery should ensure closer linkages. To aid in this, in November 2013, a set of MMfS videos were released which will be valuable to demonstrate to participants how the MMfS funding is being invested, and follow up opportunities available during future events.

6 Conclusion

MMfS State Coordination SA, delivered by Natasha Morley, Rural Directions Pty Ltd, achieved an excellent level of performance against the key performance indicators. As a result, effective return on investment has been demonstrated by exceeding key performance indicators for participation across all three tiers of delivery. Meeting the training needs of producers, 78 MMfS supported events were delivered to 1448 participants. An average satisfaction score of 8.64 out of 10 was measured across all events and an average value to the business was scored 8.21 out of 10 was achieved. This high level of achievement was the result of:

- A structured and planned approach to delivery including development of a state business, an annual operating plan of activities in line with the associated state key performance indicators.
- Successful engagement with the private, public/semi-public delivery organisations within SA, to best meet the requirements and KPI's of the program.
- Engaging, coordinating and integrating activities with the existing state based networks.
- Strong uptake and application of the MMfS monitoring and evaluation framework.
- Effective promotion of upcoming MMfS activities and events locally and between MLA and AWI.
- Selection of event topics which were relevant and of value to sheep and wool producers.

As a result of this delivery, value has been added to the sheep and wool industry in South Australia through increased skills, knowledge and confidence and on-farm practice change.

7 Appendix

7.1 Appendix 1 – Summary of events and delivery organisations from 2011 – 2013 (one table per year)

Event Date	Event ID	Event Name	Town	Event Co-ordinator	Employer	Total No of Participants	Category
8/02/2011	MMS080211STA	Cost of Production & Season Ahead	Tarlee	Bruce Hancock	Rural Solutions SA	15	A
9/02/2011	MMS090211SWA	Cleanskin Sheep of Australia Cost of Production	Wayville	Bruce Hancock	Rural Solutions SA	7	A
14/02/2011	MMS140211SCO	Grazing Management	Coomandook	John Squires	Rural Directions	6	A
15/02/2011	MMS150211SBU	Managing Scanned Ewes	Burra	Chris Shands	NSW I&I	40	A
15/02/2011	MMS150211SWU	Grazing Management	Wunkar	John Squires	Rural Directions	6	A
3/03/2011	MMS030311SWE	You, Your Business, Your Industry	West Beach	Natasha Morley	Rural Directions	47	A
30/03/2011	MMS300311SAD	CleanskinSheep Australia Cost of Production (Workshop 2)	Adelaide	Bruce Hancock/Nikki Ward	Rural Solutions SA/Rural Services RAHS	7	B
12/04/2011	MMS120411SWA	Worm Control on the Lower Eyre Peninsula	Wanilla	Brian Ashton	Sheep Consultancy Service Pty Ltd	15	B
18/04/2011	MMS180411SMU	Grazing Management	Murray Bridge	John Squires	Rural Directions	8	A
3/05/2011	MMS030511SKI	Making More from Sheep KI Session 1	Kingscote	Tim Prance	T Prance Rural Consulting	19	C
7/06/2011	MMS070611SKI	Managing Scanned Ewes Workshop	Kingscote	Chris Shands	Sheep CRC	17	A
22/06/2011	MMS220611SPE	Understanding feed supply and animal demand	Penneshaw	Tim Prance	T. Prance Rural Consulting	17	C
6/07/2011	MMS060711SWA	Practical Ram Selection Workshop	Warooka	Darryl Smith	SARDI	22	B
8/07/2011	MMS080711SSN	Practical Ram Selection Workshop	Snowtown	Darryl Smith	SARDI	32	B
19/07/2011	MMS190711SBU	Practical Ram Selection Workshop	Burra	Darryl Smith	SARDI	10	B
21/07/2011	MMS210711SWH	Practical Ram Selection Workshop	Wharminda	Darryl Smith	SARDI	9	B
22/07/2011	MMS220711SPO	Practical Ram Selection Workshop	Poochera	Darryl Smith	SARDI	15	B
25/07/2011	MMS250711SPE	Practical Ram Selection Workshop	Perponda	Darryl Smith	SARDI	6	B
25/07/2011	MMS250711SPA	Sheep Enterprise Profit Drivers	Parndana	Tim Prance/Greg Johnsson	T. Prance Rural Consulting	13	C
8/08/2011	MMS080811SSP	Practical Ram Selection Workshop	Spalding	Darryl Smith	SARDI	29	B
9/08/2011	MMS090811SSP	Baderloo Flystrike Workshop	Spalding	Lu Hogan/Darryl Smith	CRC/SARDI	31	B
9/08/2011	MMS090811STU	Practical Ram Selection Workshop	Tumby Bay	Darryl Smith	SARDI	10	B
10/08/2011	MMS100811SAD	Prime SAMM National Conference	Adelaide	Geoff Gale	Prime SAMM Society	24	A
10/08/2011	MMS100811SCL	Practical Ram Selection Workshop	Cleve	Darryl Smith	SARDI	7	B
11/08/2011	MMS110811SHA	Bestprac Rangeland Renewal Forum	Hawker	Carlyn Sherriff	Rural Directions (Bestprac National Coordinator)	51	B
12/08/2011	MMS120811SMI	Practical Ram Selection Workshop	Minlaton	Darryl Smith	SARDI	4	B
17/08/2011	MMS170811SBO	Practical Ram Selection Workshop	Bordertown	Darryl Smith	SARDI	19	B
22/08/2011	MMS220811SME	Practical Ram Selection Workshop	Melrose	Darryl Smith	SARDI	15	B
30/08/2011	MMS300811STA	Tarlee Worm Control Workshop	Tarlee	Simon Ellis	Ellis Farm Consultancy	20	B
6/09/2011	MMS060911SGO	Grow More Pasture	Gosse	Tim Prance	T. Prance Rural Consulting	11	C
9/09/2011	MMS090911SNA	Practical Ram Selection Workshop	Naracoorte	Darryl Smith	SARDI	22	B
15/09/2011	MMS150911SGL	Practical Ram Selection Workshop	Glencoe	Darryl Smith	SARDI	15	B
16/09/2011	MMS160911SKA	Practical Ram Selection Workshop	Kaniva	Darryl Smith	SARDI	16	B
19/09/2011	MMS190911SPA	Practical Ram Selection Workshop	Parndana	Darryl Smith	SARDI	26	B
19/09/2011	MMS190911SMO	Sheep - Health & Management	Monarto	Ann Wallace	Productive Nutrition	12	C
17/10/2011	MMS171011SWO	Sheep - Health & Management	Wolseley	Ann Wallace	Productive Nutrition	18	C
14/12/2011	MMS141211SAM	Summer grazing and weaner management	American River	Tim Prance	T Prance Rural Consulting	11	C

Event Date	Event ID	Event Name	Town	Event Co-ordinator	Employer	Total No of Participants	Category
22/02/2012	MMS220212SWI	Autumn Grazing and Ewe Management	Wissanger	Tim France	T France Consulting	15	C
7/03/2012	MMS070312SHI	Bred Well Fed Well	Hillcott Grove, Kapunda	Serina Hancock	DAFWA	31	A
8/03/2012	MMS080312SCO	Bred Well Fed Well	Coolaroo Field	Serina Hancock	DAFWA	20	A
8/03/2012	MMS080312SAD	CSA Symposium	Adelaide	Malcolm Buckby	Royal Agricultural and Horticultural Society of SA	100	A
19/03/2012	MMS190312SMO	Sheep Nutrition and Health - Monarto Ag Bureau	Monarto	Ann Wallace	Productive Nutrition	11	C
29/03/2012	MMS290312SBO	Understanding Your Farm Finances	Bordertown	Natasha Morley	Rural Directions Pty Ltd	6	B
2/04/2012	MMS020412SQL	Understanding Your Farm Finances	Clare	Natasha Morley	Rural Directions Pty Ltd	16	B
11/04/2012	MMS110412SSN	Feed Budgeting and Summary of 8 workshop series	Snug Cove	Tim France	Tim France Consulting	10	C
13/04/2012	MMS130412STA	Tarlee New MLA Multi-enterprise Cost of Production Workshop	Tarlee	Bruce Hancock	Rural Solutions SA	11	C
17/04/2012	MMS170412SMU	Understanding Your Farm Finances	Murray Bridge	Natasha Morley	Rural Directions Pty Ltd	8	B
25/06/2012	MMS250612SNA	Market more lambs without more ewes	Naracoorte	SuperBorder\$ (Lynton Arney)	Inverbrackie	70	B
27/06/2012	MMS270612SRO	On the Road to Lambex 2012 - Genetics	Roseworthy	Anne Collins	Rural Solutions SA	35	B
25/07/2012	MMS250712SCL	Confident Livestock Marketing - sheep and lamb markets	Clare	Natasha Morley	Rural Directions Pty Ltd	16	B
17/08/2012	MMS170812SFR	Turn Pasture into Product	Freeling	Daniel Schuppan	Landmark	42	B
22/08/2012	MMS220812SKE	Confident Livestock Marketing - sheep and lamb markets	Keith	Natasha Morley	Rural Directions Pty Ltd	11	B
7/09/2012	MMS070912SQL	Introduction to Succession Planning	Clare	Natasha Morley	Rural Directions Pty Ltd	9	B
14/09/2012	MMS140912SFR	Understanding Your Farm Finances	Freeling	Natasha Morley	Rural Directions Pty Ltd	12	B
25/09/2012	MMS250912SFR	Leasing and Sharefarming - from both sides of the fence II (Livestock focus)	Freeling	Natasha Morley	Rural Directions Pty Ltd	8	B
26/09/2012	MMS260912SNA	Leasing and Sharefarming - from both sides of the fence II (Livestock focus)	Naracoorte	Natasha Morley	Rural Directions Pty Ltd	9	B
22/11/2012	MMS221112SPA	Ram Select	Parndana	Allan Casey	NSW DPI	25	B

Making More from Sheep State Coordination SA

Event Date	Event ID	Event Name	Town	Event Co-ordinator	Employer	Total No of Participants	Category
7/02/2013	MMS070213SWA	Stubble Grazing Tour & Sheep Lice Discussion	Warooka	Daniel Schuppan	Landmark	19	C
12/02/2013	MMS120213SWO	Sheep Nutrition & Management	Wolesley	Ann Wallace	Productive Nutrition	15	A
26/02/2013	MMS260213SWU	Pasture & Grazing Management Session 1	Wudinna	Brian Ashton	Sheep Consultancy Service Pty Ltd	14	C
6/03/2013	MMS060313SMI	Sheep Nutritionfor Better Lambing	Minlaton	Kristin McEvoy	Yorke Peninsula	8	C
27/03/2013	MMS270313SFR	Farm Business Analysis	Freeling	David Heinjus	Rural Directions	17	B
3/04/2013	MMS030413SCO	Farm Business Analysis - Master Class 1	Coomandook	Tony Craddock	Rural Directions Pty Ltd	21	B
5/04/2013	MMS050413SOW	Farm Business Analysis - Master Class 1	Ow en	Tony Craddock	Rural Directions Pty Ltd	12	B
5/04/2013	MMS050413SWU	Pastures & Grazing Management - Session 2	Wudinna	Brian Ashton	Sheep Consultancy Service Pty Ltd	15	C
9/04/2013	MMS090413SFI	Lamb Autopsies with David Rendell	Field	Joanne Williams/Lachlan Hood	ProAdvice	11	A
15/04/2013	MMS150413SKA	Veterinary Diagnostic & Animal Health Day	Karoonda	John Squires	Rural Directions Pty Ltd	26	A
15/04/2013	MMS150413SFR	Farm Business Analysis	Freeling	Simon Vogt	Rural Directions Pty Ltd	10	B
1/05/2013	MMS010513SBR	Lamb Post Mortem	Brentw ood	Kristin McEvoy	YP Aklakaline Soils Group	9	C
11/06/2013	MMS110613SLU	Lamb Survival Workshop	Lucindale	Ken Solly	Solly Business Services	30	B
25/06/2013	MMS250613SST	Few e'ture Sheep Farming Field Trip	Staw ell	Penny Schulz	Schulz Livestock	5	B
8/08/2013	MMS080813SMI	Interpreting Blood Tests (Sheep Nutrition)	Minlaton	Kristin McEvoy	YPASG	12	C
9/08/2013	MMS090813SBA	A Date w ith Dick Richardson	Bangor	Lachie Hood	ProAdvice	15	B
10/08/2013	MMS100813SME	A Date w ith Dick Richardson	Meningie	Lachie Hood	ProAdvice	20	B
11/08/2013	MMS110813SKE	A Date w ith Dick Richardson	Keith	Lachie Hood	ProAdvice	29	B
16/08/2013	MMS160813SMI	Sheep and Pasture Management Group	Minnipa	Brian Ashton	Sheep Consultancy Service Pty Ltd	10	C
27/08/2013	MMS270813SWA	Pastures & Grazing Management Morning	Warooka	Daniel Schuppan	Landmark	18	C
17/10/2013	MMS171013SWA	Animal Health Breakfast	Warooka	Daniel Schuppan	Landmark	15	C

7.2 Appendix 2 - MMfS SA communications

Stock Journal, page 47 27/1/11

Cleanskin workshop: The first cost-of-production workshop for producers of cleanskin and fleece-shedding sheep will be held with the Cleanskin Sheep Symposium on Wednesday, February 9, at Adelaide Showground. Participants at the Managing Your Profit Drivers workshop will learn the CoP for their own sheepmeat enterprise; what CoP is and how it can be a useful indicator of possible opportunities to improve farm performance and profitability; how to calculate CoP using the Meat & Livestock Australia calculator; how to identify opportunities for improvements on-farm; and how to use the CoP calculator to plan for improvements. The workshop involves: Day 1 - Introduction to CoP, how it is calculated, its benefit and value, some case studies and where to get the data at home. After the workshop, participants collect their own data and send to Holmes Sackett for calculation, analysis and benchmarking. Day 2 - overview of the CoP (report) and specific, tailored advice for each farm. (Details of day 2 are to be arranged on day 1). The workshop will cost participants \$110 a property, including GST, and is supported by Making More from Sheep, a joint initiative of Australian Wool Innovation and MLA and local seedstock producers, Genelink Meatmasters, KD White Dorper and Composites, and Byarlea Wiltshire Horn and Poll Wiltshire, which are each showing their support for industry development by offering a \$500 ram/livestock private-selection purchase voucher for workshop participants. It will be drawn at the symposium the following day.

• Details: www.cleanskinsheep.com.au or 08 8210 5230.

Stock Journal, page 39, 26/5/11

CoP useful to determine lambing time

By BRUCE HANCOCK

SA lamb and cleanskin sheep and wool cost-of-production benchmarks

	Lamb	Cleanskin sheep	Wool
Direct costs	\$1	\$0.50	\$1.50
Labour and labour related	\$1	\$2	\$1.20
Overheads	\$0.50	\$0.50	\$0.80
Cost-of-production	\$2.50	\$3	\$3.50

It is important to reflect on the positives of this season, as later lambers experience these conditions in most seasons, not just one in 10 years. Similarly, large croppers who have most of their feed available in summer/autumn should perhaps be considering an even earlier lambing, depending on hot weather. So where do you start to make an assessment of your time of lambing? Determining your cost-of-production is a good start because it is:

- A simple easy first step to benchmarking.
- A key performance indicator of efficiency and risk.
- Measurable over time.
- An idea of what is achievable (targets).
- Useful in exploring options; such as 'what-if I changed time of lambing?'

During the past two years, more than 80 SA sheep producers have participated in Making More from Sheep Cost of Production workshops and have determined the following benchmarks to assess the strengths and weaknesses of their sheep enterprises. Most importantly, these benchmarks are allowing producers to analyse their sheep enterprises year on year and monitor the change and improvement, but at the same time, they can benchmark themselves against others in the district or state, and against the largest livestock database in southern Australia - Holmes Sackett.

From lowest to highest cost, the early suggestions to be considered for improvement in enterprise efficiency are:

- Enterprise structure and labour efficiency.
- Align feed supply to feed demand.
- Optimising the utilisation of existing pastures.
- Increase the productivity of existing pastures.
- Sowing new, more productive pastures after identifying and corrected what led to their demise.

• Details: Bruce Hancock, Livestock Consultant, Rural Solutions SA, 08 8303 7691 or www.makingmorefromsheep.com.au

Program Funders

awi
Australian Wool Innovation

IMPROVING FIGURES: Hansi Graetz, Keynelon, Sandy McEachern, CoP workshop deliverer, Holmes Sackett and Ben Pym, Long Plains & Mid-North Young Guns member dug deep into reasons behind the CoP figures to identify some areas for improvement at a mid-North CoP workshop.

Stock Journal, page 59, 24/2/11 – Promotion of MMfS Phase II

Making More from Sheep delivers for SA graziers

THE start of a new year has seen the launch of the second phase of delivery of *Making More from Sheep* to Australian sheep producers.

It is a joint initiative of Meat & Livestock Australia and Australian Wool Innovation.

Rural Directions Pty Ltd Agribusiness consultant Natasha Morley has been appointed to coordinate the second phase of the South Australian program.

She will work with various organisations across the State to deliver forums, workshops and other related activities to sheep meat and wool producers across SA.

MMfS has been designed to assist sheep producers to assess their production and business performance and to identify areas where they can improve productivity and profitability.

In addition to providing opportunities for producers to attend *MMfS* events in their area. They will also receive a comprehensive producer's manual that comprises 11 management modules.

The modules contain topics such as business and people management, sheep health, ewe and weaner management, soils and natural resource

management, meat and wool marketing, genetics and pasture and grazing management: all important aspects of a sheep business.

Ms Morley encourages sheep producers to use the information and tools available through *MMfS*.

In SA, *MMfS* will focus on providing opportunities for sheep meat and wool producers to improve genetics, grazing management and ewe and weaner management.

It will also focus on assessing business and production performance with a link to setting business and production goals and

implementing a plan to achieve them.

MMfS activities began in SA during February providing opportunities for sheep producers to be involved in *Cost-of-Production and Grazing Management* workshops.

A sheep industry forum focusing on flystrike and lice management, weaning more lambs, genetics, value chain management and marketing, and assessing the whole farm to get the right balance between sheep and crops, will be held on March 3-4 at West Beach.

• Details: Natasha Morley 08 8842 1103 or www.makingmorefromsheep.com.au

Press Release 4/5/11

Making More from Sheep by tackling production issues and identifying Opportunities

In South Australia, Making More from Sheep continues to focus on providing opportunities for sheep meat and wool producers to improve their productivity, profitability and resilience of their business.

There has recently been a number of MMfS events held around South Australia.

Sixteen people, including two local resellers, attended a Worm Control workshop at Wanilla last month which was supported by MMfS and Sheep Connect SA.

'While worms have not been a major problem on Eyre Peninsula there is evidence that worms are getting worse.' Said Brian Ashton, Sheep Consultancy Service.

Brian explained that a third of mobs monitored by Sheep Consultancy Service last year had severe worm burdens – ie. some sheep near to death or had died due to worm infestation. Key speaker, Simon Ellis (Ellis Farm Consultancy), pointed out that worms can be controlled without over-reliance on chemicals, but to do this producers need to plan ahead.

As a result of the event, participants indicated they would monitor worm levels more and use grazing management as a technique to manage worm burdens. Participants who thought they had a very serious worm problem revealed they are now confident they can manage it.

Making More from Sheep, a joint initiative of AWI and MLA is also supporting a series of 8 MMfS sessions with a group of sheep and cattle producers from Kangaroo Island. Private pastures and grazing management consultant Tim Prance and Kangaroo Island veterinarian and grazing animal production specialist Greg Johnsson will co-deliver the program that began on May 3rd 2011 and will continue throughout the next 12 months.

The training course comprises of eight half day sessions that are held on farm. Making More from Sheep offers a comprehensive reference manual which will add value to the sessions delivered.

'The skills developed by participants will be reinforced out in the yards and in the paddocks where numerous assessment and grazing management tools will be introduced and discussed' said Greg Johnsson.

'These sessions have been designed to maximise the chances of implementation by participants so they feel confident in integrating them in to their current pasture and livestock management systems' he said.

For all upcoming events and to view the free MMfS resources online or to order a hardcopy of the MMfS manual (at the reduced price of \$50), visit www.makingmorefromsheep.com.au
Details: Natasha Morley, Making More from Sheep SA Coordinator - mmfs-sa@ruraldirections.com

-Ends-

Natasha Morley
Rural Directions Pty Ltd

Stock Journal, 20/12/12, page 26



Keep making more from your sheep

ONGOING STRATEGIES: The programs are designed to stress the importance of ongoing training as a way to highlight opportunities and provide ways to overcome challenges faced by the industry.

By CATHERINE MILLER

SOUTH Australia's sheep producers are being encouraged to apply for funding from the Making More from Sheep program to improve the productivity, profitability and resilience of their flocks.

Since 2011, MMfS – funded by Australian Wool Innovation and Meat&Livestock Australia – has delivered 54 events, engaging 1091 sheep producers from across the State.

It has delivered change in areas such as financial management, genetics and ram selection, succession planning, pasture management, improving sheep health and nutrition for better lambing and weaning percentages.

Previous events have included Confident Livestock Marketing – sheep and lamb markets; Leasing and Share Farming; Livestock: Understanding Your Farm Finances; Turning Pasture into Product; and Market more Lambs without more Ewes.

The feedback from these events has shown producers' knowledge increasing by an average of 34pc, an excellent outcome.

A good pool of funding is still available for activities for the final year of the current round of funding and MMfS SA coordinator Natasha Morley, from Rural Directions Pty Ltd, encourages expressions of interest from groups, individuals or service providers.

The key issue to be covered must link to at least one of the 11 modules of the MMfS manual released four years ago which covers business, resource, people, production, pasture and technology-based topics.

"If anyone has any good ideas, I would encourage them to call me. Most events will be approved, as long as they focus on building skills and knowledge for sheep producers," Ms Morley said.

She said that in SA Ms Morley the second phase of MMfS had exceeded the expectations of AWI and MLA with numbers boosted by collaboration with existing groups.

A great example of this was the practical Ram Selection workshops held in conjunction with SARDI. Sixteen workshops were held across the state.

Ms Morley stressed the importance of ongoing training as a way to highlight opportunities and provide ways to overcome challenges faced in the industry.

"It helps keep producers engaged in the latest best practices and encourages them to implement them in their businesses. Events also provide networking opportunities with those who share similar issues and experiences."

There are two funding options available for 2013: a one-off activity or a series of activities.

Deliverers/groups are able to choose to run a short half-day session; a full day workshop; a workshop plus practical (in the paddock/yards) session; webinar or teleconference.

Applications may be submitted at any time (at least one before the proposed event) on a topic of need from the module.

A new initiative being offered is funding to participate in a series of MMfS activities during 2013, to be completed by 31 August.

MMfS is offering to invest up to \$7500 (GST excluded) for delivery of a specific issue a group would like to address during the next eight months.

Up to four groups can be funded under this model. Applications close on Friday, January 11. MMfS is already funding a Pasture and Grazing Management Skills course on Eyre Peninsula. It will be held over four sessions in February, April, June and August.

The course which will cover pasture assessment, condition scoring and grazing cereals. Registrations are open for the first session at Wudinna on February 26.

• Details: Natasha Morley 08 8841 4500 or mmfs-sa@ruraldirections.com or www.makingmorefromsheep.com.au

KeyPoints

- 16 Ram Selection workshops held across State
- More than 1000 SA producers participate
- Funding available for 2013 workshops

Stock Journal, 6/6/13, page 47

Make more from sheep

By MALCOLM SUTTON

THE second phase of Australian Wool Innovation and Meat Livestock Australia's Making More from Sheep program is well underway. It is in its third and final year, and South Australia coordinator Natasha Morley is encouraging those interested to apply for funding.

"If anyone is seeking funds to run an activity, the best thing is to give me a call and have a chat about it," she said.

"There's quite a bit of flexibility in how the activities are funded and we've got funds to be able to run activities from the new financial year to before harvest."

About 250 leading sheep producers and technical experts were recruited through the program to produce a manual that covers subjects from soil and pasture, to wool and meat marketing, animal health, genetics, and farm sustainability.

The program made funding available for workshops, seminars and activities that help

5CriticalFactors

- 1 Funding available for sheep program
- 2 Industry manual available online
- 3 Eyre Peninsula water savings
- 4 Condition-scoring ewes
- 5 61 events held so far

farmers apply new practices to their own enterprises.

Sheep Consultancy Service director Brian Ashton has been running a series of four workshops for 15 people on Eyre Peninsula. He has already held two at Wudinna and another is scheduled for Cleve on June 25.

The workshops have been successful, and participants are keen to put into practice what they discuss.

"They're really concerned about how much water is cost-



SHEEP SHOP: Sheep Consultancy Service director Brian Ashton (also inset) runs through the Making More From Sheep program with Eyre Peninsula farmers.

ing them," Brian said.

"They are putting into practice things like better monitoring of water, and reducing evaporation as well as leaks and so forth.

"Some are looking at improved meters so they can record how much water they are using."

Brian's group has looked at regular monitoring of sheep to keep track of worm-count at various times.

"On upper EP, worms are not a real big problem, so people tend to drench once a year," he said.

"But quite often they wouldn't need to drench if they did a worm test."

Condition-scoring ewes has also been a key focus for the group.

"Often we find on the upper EP that ewes are either too well fed or not fed enough," Brian said.

"There's either a famine or feast. It's a matter of trying to condition-score ewes so you that you've met your targets but you don't overdo it."

"By doing that you reduce your handfeeding costs quite a bit or you could increase the stocking rate."

Participants in Brian's workshops are mostly younger farmers, although some have been accompanied by their fathers.

It has created a good discussion point but Brian admits it can be hard for farmers to find time to put the new techniques into practice.

This is particularly so among EP farmers running large cropping programs as well as livestock enterprises.

"They're just trying to do so much," Brian said.

"It's very hard to implement some things, so you really have to work at it."

"If they are going to make changes they really have to make sure they are going to benefit."

"But how do you find the time to do it, that's the biggest thing."

There is potential to double their income from sheep, which for many EP farmers represents about 20 per cent of gross income.

"It's certainly got the potential to become over 40pc of the profit," Brian said.

"The most successful thing about this program is getting guys to review what they do and find an option to increase their efficiency."

With enthusiasm among his group riding high, Brian is confident that farmers will find a way.

"A few years ago you had a job to get some of these people to the sheep workshops, but now they're coming and they're really enjoying it," he said.

"But the critical thing is actually putting it into practice and making money out of it. That's the key."

The MMFS first phase ran from January, 2008, to December, 2009. The second phase started in October, 2010, and will finish this October.

Since it began, MMFS SA has delivered 61 events across the State to 1173 participants.

• Details: Contact Natasha Morley 08 8841 4500 or email mmfs-sa@ruraldirections.com

for information about funding. The MMFS manual and other resources can be downloaded at

www.makingmorefromsheep.com.au



MONEY SPINNERS: Eyre Peninsula farmers are looking at ways to apply new practices to increase their profit margins from sheep.

MLA Feedback, January/February 2011, p 4-5

Coming to a town near you – phase two of Making More From Sheep

"More than 70% of participants indicated they would be making management changes as a result of attending the forums."

The industry's flagship sheep extension program **Making More From Sheep (MMFS)** has launched its second phase of delivery to Australian sheep producers.

Feedback from more than 1,500 people who attended forums in 2010 will shape future MMFS events to be delivered throughout Australia this year.

State coordinators are adapting MMFS resources into programs that address regional priorities.

MLA Sheepmeat Adoption Manager Richard Apps said the seven regional forums run in conjunction with the MMFS program over the past year had been extremely successful.

It's *Ewe-time!* forums focused on opportunities for producers to 'make every ewe count', largely through improved ewe, weaner and pasture management.

Marketing opportunities and business planning were also explored.

More than 70% of participants who attended

the one-day forums in Wagga Wagga, Naracoorte, Hamilton, Goondiwindi, Dubbo, Clare and Carrick indicated they would make management changes as a result.

According to Mr Apps, another pleasing trend amongst all forums was the significant proportion of participants who were aged 35 or under.

More than 80% of respondents indicated that they wanted to learn more about managing ewes, followed by weaner management, ram selection and pasture management. There

was also a strong interest in improving overall business management.

MMFS was developed by MLA and Australian Wool Innovation with assistance from Elders and Landmark. The program is designed to help producers assess their performance and identify areas where they can improve productivity and profitability.

Mr Apps said that MMFS includes a producers' manual available online and in hard copy to appeal to busy producers, comprising

an up-front benchmarking quiz and 11 management modules.

"The quiz helps you hone in quickly on the modules that offer the most benefit to your business," he said.

"In three minutes, you can get a good overview of a module. In 30 minutes, you can absorb the information in the module. In three hours, you can access management tools and more detailed information via the extensive links contained in each module."

MORE INFORMATION

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 Making More from Sheep forum dates:
www.makingmorefromsheep.com.au/events.htm

Making More From Sheep in your state...

New South Wales

Helping producers rebuild their flocks after nearly a decade of drought is a priority for MMFS NSW State Coordinator Lloyd Kingham.

A former farm business planner and support officer, Mr Kingham (from Industry & Investment NSW) said that the good season would have many producers considering investments such as renovating their pastures or expanding their flock.

Mr Kingham will be encouraging producers to use the information and tools contained in MMFS when considering the merits of any investment – particularly the Plan for Success, Turn Pasture into Profit, Wean More Lambs and Gain from Genetics modules.

"When you crunch the numbers for pasture renovation, if you don't have the flock numbers to take advantage of the additional feed you may in fact be wasting your money," he said.

"Given the current price of sheep, it's important to think about the productivity of any stock you buy in."



Lloyd Kingham

MORE INFORMATION

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Victoria

Rebuilding the flock is also a major priority for Victorian producers. MMFS Victorian State Coordinator Lyndon Kubell said their program would be looking at genetics, specifically the use of breeding values and other strategies to improve reproductive efficiency.

Mr Kubell works for the Department of Primary Industries as Project Manager for the BEST WOOLUBEST LAMB network. He also operates his own sheep business at Violet Town.

"We'll be working through the steps that producers need to take to ensure high lamb survival rates, from pre-joining to weaning," he said.

Mr Kubell said another priority was getting degraded pastures back to productive levels after back-to-back years of drought.

"Weed control and strategies for renovating perennial pastures will be on many producers' minds right now."



Lyndon Kubell

MORE INFORMATION

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South Australia

MMFS in SA will focus on providing opportunities for sheep producers based around improving genetics, weaning more lambs and more effective pasture utilisation.

Natasha Morley from Rural Directions Pty Ltd is coordinating the SA program. She said it will help producers develop their whole of business planning and analysis skills.



Natasha Morley

Ms Morley, who comes from a farming background in NSW, has degrees in both rural science and education. She specialises in business planning, project management and the delivery and management of training services.

MORE INFORMATION

Natasha Morley
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Email: NMorley@ruraldirections.com



Andrew Bailey

Tasmania

The MMFS Tasmanian program will involve practical activities to help producers identify and remove inefficiencies in their production systems.

"Our main priority is helping producers assess their enterprise and determine the best return they can expect from their resources," said MMFS Tasmanian State Coordinator Andrew Bailey. He also works for the Tasmanian Institute of Agricultural Research and runs his own sheep stud.

"That includes being able to objectively assess their rams and ewe base. It also includes identifying strategies for keeping their lambs alive and growing as best they can to meet all business targets."

MORE INFORMATION

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Queensland

MMFS Queensland State Coordinator Tony Hamilton, from the Department of Employment, Economic Development and Innovation, said Queensland priorities included using genetics to improve productivity and strategies for tackling parasites and predators, particularly wild dogs.

Attracting youth into the industry would be another major focus in his state's program.

Mr Hamilton, who has extensive experience across the Queensland sheep industry, regards the increasing average age of producers as a serious challenge to the future of the industry.

"We need to be involving the younger generation if we want to successfully plan for the future," he said.



Tony Hamilton

MORE INFORMATION

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Western Australia

Rebuilding the flock after dramatic downsizing will be a priority of the WA MMFS program.

"More than one million sheep have been trucked to the eastern states over the past few months as the result of drought," said WA State Coordinator David Kessell.



David Kessell

who works for the Department of Agriculture and Food.

"Improving reproductive efficiency through genetics and nutrition will be the key to stabilising and increasing the size of the WA flock."

Mr Kessell ran his own farm consultancy business specialising in sheep and crop production for many years. He said pasture management and grazing efficiency would also be important.

"There are challenging times ahead for WA producers but we have some great information for them through the MMFS program."

MORE INFORMATION

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Breaking from tradition to fill feed gaps

Farming on Kangaroo Island, Australia's third largest island 110km off the coast of Adelaide, is not without its challenges.

Its soils are prone to salinity, winter waterlogging and acidification, while lack of groundcover and poor feed quality are constant bugbears during summer and late autumn. However, a Making More From Sheep (MMFS) producer group on Kangaroo Island has found that careful attention to sheep nutrition and pastures can solve even the most challenging problems.

Farm consultant Tim France and Kangaroo Island veterinarian Greg Johnson – who run the MMFS project – have been examining ways to improve the island's traditional annual pasture-based system and fill the summer–autumn feed gap.

"It's a difficult environment to grow perennial pastures," Tim said.

"Kangaroo Island grows excellent sub clover and the usual winter-active weeds such as capeweed, silver grass and geranium. Perennial ryegrass will grow but won't persist. In many places, the soil is too acidic and too high in aluminium for phalaris or lucerne. It's too dry for tall fescue, and cocksfoot has its place but is tricky to manage for persistence and

good feed quality. Kikuyu, however, looks like being a great fit."

Pasture attributes

Kikuyu boasts high protein (20–25%) and adequate metabolisable energy, but one of its most attractive traits is its ability to cut supplementary feed bills. Kangaroo Island sheep producers with up to 30% of their properties planted to kikuyu could expect to halve their summer–autumn supplementary feed costs.

"It's not the best feed quality but it's adequate for maintenance, and it ticks all the boxes in being able to cope with acid and moderately waterlogged soils, and being able to improve groundcover over summer and late autumn," Tim said.

"We have very little summer rainfall on Kangaroo Island, but kikuyu responds well to heavy dews and being heavily grazed, and – with good management – will persist indefinitely. It's an ideal feed for a ewe enterprise. Farmers can boost their ewe numbers over summer while maintaining tensile strength, and you can't do that on annual pastures."

Kikuyu can be used for autumn–early winter deferred grazing to build a feed bank elsewhere on the farm. Supplementary rations can be offered on the ground, and kikuyu provides more green feed options for weaners.

Tim said kikuyu was not an ideal finishing fodder, and advised prime lamb producers to use kikuyu for carrying ewes over summer (providing a flushing effect) and for young replacement stock. Prime lambs need to be turned off as stores or finished using brassicas, standing cereal crops or silage.



Kangaroo Island veterinarian Greg Johnson and farm consultant Tim France run the KI Making More From Sheep project.

Establishment and management

Kikuyu suits set stocking systems, but producers need to manage it carefully in autumn, grazing it down to 500–1,000kg DM/ha to allow sufficient sub clover to establish for winter feed.

The MMFS group has found spring the best time to plant kikuyu, with good weed control crucial to success.

"We spray with glyphosate in early to mid-August, which is followed by a second knock down of *Spray/Seed* (paraquat, diquat) in mid-September," Tim said.

"We direct drill – using a precision drill – and it's very important to get good seed-to-soil contact using press wheels. Kikuyu has a very small seed and it's sown with a minimum of soil cover, but the soil needs to be pressed down as we never know when it's going to stop raining. In recent years, we've had a run of dry Octobers."

Planting costs on Kangaroo Island are \$50/ha for the sowing contractor and \$50/kg for seed (sowed at 2kg/ha). A well-established pasture can have its first light graze about mid to late December, and Tim said it should have about 80% coverage by late autumn.

More information

• Tim France
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For more information on establishing and managing kikuyu, visit www.evergraze.com.au

Kikuyu key to enterprise expansion

For a sheep enterprise to thrive on Kangaroo Island, a producer needs to capitalise on any opportunity to overcome the harsh environment.

Dry, windy summers and acidic soils ensure a tough battle of establishing cost-effective, nutritious pastures that address environmental concerns, such as erosion control.

Fourth generation producer, Terry Howard, said kikuyu not only addressed those issues but would also help him, and his son Nathan, increase productivity and sustainability.

"I put in 3ha (of kikuyu) as a trial back in 2003. It was a really dry spring and I thought it was a waste of time, but I was amazed at its ability to germinate and persist," Terry recalled.

"With a couple of millimetres of rain or even a heavy dew, there's always something there for sheep to eat, and it's a lot better than our dry annual pastures."

Farming to suit the environment

Kangaroo Island residents since 1883, the Howards are traditionally woolgrowers who diversified into prime lambs eight years ago. Each year, they join 1,550 Merino ewes to island-bred Merino rams (all with Australian sheep breeding values) to produce a 19-micron wool clip, and they join 800 older ewes to White Suffolk rams to produce store lambs for an end-of-year sale to boost cash flow.

"We sell them as stores prior to Christmas because that's when the feed value of annual pastures declines rapidly," Terry said.

Most of the flock is shorn in mid-January; older boat weaners (suitable for live export markets) are shorn in September–October.

The Howards run their enterprise across a number of properties, owned and leased within a 20km radius on the Dudley Peninsula.

would have to hand feed too much," Terry said.

Grazing the kikuyu

This is where the Howards believe the kikuyu pastures have come to the fore, and Terry hoped to increase their plantings to about 100ha.

"I plan to run all our Merino ewe weaners on it, and I expect to hand feed a lot less, and achieve heavier body weights, better wool tensile strength and higher yields," he said.

"The secret is to graze it hard, keep it about 1–1.5 feet long and maximise the kikuyu's growth."

Last year, Rural Solutions SA started to measure and compare kikuyu growing on Kangaroo Island with a control pasture of sub clover, ryegrass and barley grass. In February, when the annual pasture had dried off, the control pasture offered 7kJ ME/kg and the kikuyu offered 9kJ ME/kg. The relative feed value was 60 for the control and 90 for the kikuyu, and crude protein was 2% for the control and 10% for the kikuyu. The stocking rate on kikuyu was also better (17.5DSE/ha compared to 10.7DSE/ha on the control pasture).

As member of the Kangaroo Island Sheep Production Group, Terry hoped to use its ongoing support to enact a bold plan. He wants to boost sheep numbers quickly and economically to stock extra land the family has recently leased.

"If we have an average or better-than-average spring, I plan to use the kikuyu and a small grain supplement to increase the bodyweights of my Merino ewe weaners, with the aim of joining them at 7–8 months of age in late February–March," he said.

"If I can achieve a lambing percentage of up to 70%, it's an economical way of boosting numbers quickly."

More information

• Terry Howard
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Producer information	
Producer:	Terry Howard
Location:	Kangaroo Island, SA
Property area:	825ha (480ha owned, 345ha leased)
Enterprise:	Wool, crossbred store lambs
Goals:	To maximise pasture production through fertiliser and good management strategies, and to improve sheep enterprise sustainability while growing wool and meat
Livestock:	2,350 Merino ewes, 1,700 Merino weaners, 900 Merino hoggets
Pastures:	Sub clover-ryegrass, kikuyu
Soil type:	Sandy loam over clay, ironstone, gravel over clay, heavy loam
Annual rainfall:	575mm

They try hard to control their costs of production, and farm with the environment as much as possible to minimise feed costs.

"Our ewes mated to terminal sires lamb in mid-June and (those mated) to Merinos in mid-July. The aim is to have 1,500kg/ha of green feed on offer for lambing ewes. It's too costly to lamb any earlier because we

Terry Howard carefully grazes kikuyu enough to allow sub clover through for winter feed.



MLA Feedback, July 2012, p 18

Confident Livestock Marketing workshops



Confident Livestock Marketing is a one-day workshop to assist cattle and sheep producers to understand and apply market information in their business decisions.

Separate workshops are conducted for cattle and sheep markets.

Participants will learn how to:

- identify market information relevant to them
- determine a 'fair' price for their stock
- identify good selling or buying opportunities
- estimate future prices using historical price movements
- construct a trading budget and assess best, average and worst case scenarios

These practical one-day workshops include theory, practical examples and activities.

Dates:

Sheep and lamb markets

24 July Wudinna SA

25 July Clare SA

22 August Keith SA

Cattle markets

21 August Mt Barker SA

23 August Naracoorte SA



For more information or to register your interest:

Contact your Making More From Sheep State Coordinator

www.mla.com.au/makingmorefromsheep

or your More Beef from Pastures State Coordinator

www.mla.com.au/morebeef

MLA Feedback, July 2012, p 36



Samantha Krollig, Bowhill, with Rosanne McConnel and her mother Raelene Heldrich, Galga, at 'Understanding your Farm Finances' at Murray Bridge, 17 April 2012.

Understanding your farm finances

Three Making More from Sheep 'Understanding your Farm Finances' courses delivered by Natasha Morley, Rural Directions Pty Ltd were held across South Australia at Bordertown, Clare and Murray Bridge during March and April 2012. The aim of this course is to show participants how to find, interpret and use financial data in their business. During the course participants develop their skills and confidence to plan, prepare and analyse financial reports and key benchmarks to allow them to make informed decisions about their finances.

MLA Feedback, July 2013, p 39



Dr Colin Trengove (University of Adelaide) demonstrating a sheep autopsy at Karoonda, SA

Diagnostics and demonstrations at Karoonda

The Veterinary diagnostic and animal health day held at Karoonda, South Australia on 15 April attracted 26 attendees. Topics covered during the day included vaccination and common sheep diseases, undertaking autopsy, pests including worms and lice and introducing new stock to your property. The autopsy demonstrations assisted the participants to understand health issues and disease management.

Guest speakers included Dr Colin Trengove, vet, University of Adelaide - General animal health issues and preventative disease management and Amelia Bartlett, Biosecurity SA - lice, and Ovine Johne Disease.

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MLA Feedback, March 2013 p 12-13

12. On-farm

Research at work

Every month, check this section of *Feedback* to find MLA's latest information and resources for making a difference in the paddock.

In this issue	16/ Supplying the EU Processors and producers are working together to meet the requirements of a premium beef market.	20/ Parasite control How to manage ewes and weaners for improved animal health.	26/ Making measurements The role a research feedlot facility is playing to help producers manage climate challenges.	28/ Taking the bait A range of new feral animal management tools are now commercially available.
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Snapshot
Carly Buttrose, Kangaroo Island, SA.

Property: 2,000ha
Enterprise: Prime lambs, beef
Livestock: 6,500 Border Leicester-cross ewes, 250 Angus-cross breeders.
Pasture: Annual ryegrass and soft clover pastures, 80ha of irrigated chicory, annual grazing cereals and brassica.
Soil: Sandy loam over laterite gravel.
Rainfall: 875mm in winter.

Carly's learning curve →

13 On-farm

Adaptation

Kangaroo Island is home to

650,000 sheep
20,000 cattle
4,600 people
150 producers
140,000 visitors annually

Putting theory into practice has led one young Kangaroo Island producer to utilise management tools learned in the Making More From Sheep (MMFS) program.

Carly Buttrose marvels at how her life has changed over the past three years. Managing her family's 2,000 hectare prime lamb and beef enterprise on Kangaroo Island is a world away from the 29-year-old's career as a research agronomist delivering R&D programs on SA's Yorke Peninsula. "I always wanted to come home to the farm, so when the opportunity came up to take over the business I jumped at it – but transitioning from broadcast cropping to livestock production was a steep learning curve," Carly said. "I used to advise other people, so I had to develop the confidence to be the one making critical management decisions." Carly has met the new challenge head-on by embracing principles from her agronomy background. "I run the farm as a business, not just a lifestyle. I make every decision – whether it be when to fertilise, what pastures to sow or what stock to sell – based on the return to the business." "I set goals for the next five and 10 years and am now identifying specific production and financial benchmarks. My research background has also been important as I have knowledge of agricultural technology and where it can fit into the business." One of Carly's strategies was joining a MMFS course on Kangaroo Island. "The course couldn't have come at a better time. I had just come back to the farm so the information and tools, combined with the local knowledge of the facilitators and participants, were invaluable," she said. During the course, Carly set her sights on efficiency gains in her livestock, which include 6,500 Border Leicester-cross ewes crossed with white and black Suffolk terminal sires, plus 250 Angus-cross cattle for feedlot and backgrounding markets. Kangaroo Island experiences long, wet winters and short growing seasons, so Carly identified the need to target nutrition to optimise ewe productivity in a narrow window. "If we lamb too early, the ewes can lose condition but if we leave it too late there isn't enough time to finish the lambs," Carly said. "We also have to get ewe nutrition right so lambs are born at the right weight and maintain condition. MMFS gave me confidence to assess the energy needs of our stock and estimate feed availability to optimise pasture utilisation." Carly now prioritises pastures so lambs get the best feed. Depending on the season, she aims to sell most lambs off annual ryegrass and soft clover pastures by December. The remaining lambs are finished on 80ha of irrigated forage crops to reach turn-off targets of 42-45kg liveweight. Carly also came away from MMFS with the ability to condition score her flock. "Efficiency gains don't come from a blanket approach, and I now have a hands-on, accurate way to determine what condition our sheep are in and manage them appropriately," she said. "I condition scored all our ewes in January and segregated for targeted feeding."

Our ewes have a lot of multiple births and need to be a minimum score of three through lambing. If a ewe has a condition score of 4, I know there is 8kg leeway, but a ewe in a condition score 2 is costing us." Carly is also targeting production costs through more strategic supplementation, and has tackled the property's worm burden through regular monitoring, strategic drenching and paddock prioritisation so lambs can maintain condition in worm-free pastures. Looking ahead, she plans to invest in genetics to achieve extra performance gains in the business.

Stop press: Carly has been awarded a 2013 Nutfield Scholarship, supported by Rabobank. She will study world's best practice in optimising the reproductive potential of sheep, with her research focusing on improving lambing percentages and increasing lamb survival rates. Carly's fact-finding trip will include visits to major lamb producers in New Zealand, the UK and Argentina. Follow Carly's blog on the Nutfield website (<http://nutfield.com.au/scholarship-blog-sites>), from June 2013.

Carly Buttrose 08 71 0457 242 162
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To access MMFS manual visit www.mla.com.au/mmfs
For feed supply and demand download the feed demand calculator www.mla.com.au/feeddemand

MLA Feedback, March 2013 p 12-13

14
On-farm



The business of decision making

When third generation Kangaroo Island producer Simon Wheaton joined a Making More From Sheep (MMFS) group last year he was driven by a desire to back up his business decision-making with more than just 'gut feel'.

Simon returned to the farm in 2008 after a decade on the shearing circuit. His father, Barry, still plays a key role, but the business is in transition to Simon and his wife, Eloise, and long-term viability remains the focus.

"Traditionally, most of our farm activities have been based on instinct, but I really wanted to put some hard evidence behind the decisions we make," Simon said.

"For example, we have always calculated our stocking rate as 5.5 sheep/ha, but when I analysed our paddocks as part of the course, it turns out some of our land can carry that many and some can carry double the number.

"The course not only gave me a better understanding of our pasture composition and seasonal changes, but also provided some actual data to support a more efficient and highly productive stocking rate."

The Wheatons run 8,500 Merinos and 1,000 Merino-White Suffolk prime lambs on 1,450 hectares in the Haines area.

Snapshot
Simon and Eloise Wheaton, Kangaroo Island, SA.



Property:
1,450ha

Enterprise:
Merino wool and cross-bred lambs

Livestock:
8,500 Merinos, 1,000 Merino-White Suffolk lambs

Pasture:
Legume/clover base and annual grasses

Soil:
Clay loam

Rainfall:
500mm, winter predominant

My island farm

Kangaroo Island may be best known for its wildlife and pristine coastlines but the 4,405 square kilometres of South Australia also boasts a fair few sheep.

SA rural consultant Tim Prance, who advises many of the island's 150 producers, has watched the generational transition on Kangaroo Island.

"These younger producers are looking for tools and information to secure the future productivity of their family farms," he said.

In response, Tim and Kangaroo Island veterinarian Greg Johnsson delivered a 12-month *Making More From Sheep* (MMFS) course on the island - a best practice package of information and tools developed by MLA and Australian Wool Innovation.

During eight on-farm sessions, 17 Kangaroo Island producers (mostly under 40 years of age) targeted the long-term profitability and sustainability of their sheep and wool businesses, which ranged from 2,000 to 10,000 ewes.

Although Kangaroo Island has a reliable, mild climate and is free from dingoes, foxes and rabbits, it is not without farming challenges.

"Every farm input and all stock and wool must be ferried across 13km of ocean separating Kangaroo Island and Cape Jarvis," Tim said.

"Producers also have to deal with very acidic soils, winter waterlogging, dry summers and a short growing season. Farm expansion is difficult as much of the high-rainfall western end of the island has been planted to blue gums."

The MMFS course equipped producers to respond to these challenges by maintaining groundcover during summer, grazing to keep desirable perennial species productive, implementing solutions for problem soils and monitoring livestock condition.

i MMFS in SA is managed by Rural Directions - contact **Natasha Morley** on T: 08 8842 1103 or E: nmorley@ruraldirections.com

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i **Simon Wheaton** // T: 08 8553 7027
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MLA Feedback, May 2013, p 22-23

Making More From Sheep

Making more from a new enterprise



Snapshot

David and Becky Westbrook, Kangaroo Island, SA.



Property:
Two properties totalling 1,195ha

Enterprise:
Beef, prime lambs, wool

Livestock:
450 Angus-Simmental cattle, 4,000 Merino and Merino-White Suffolk sheep

Pasture:
Annual grasses with sub clover, some perennial Porto Coxfoot

Soil:
Laderite over clay

Rainfall:
600mm

David Westbrook with his son, Jed, 3.

The past two years have been a steep learning curve for Kangaroo Island sheep and cattle producer David Westbrook. He is new not only to the island, but also to the livestock industry.

His beef, lamb and wool enterprise is a far cry from the cropping enterprise David's family ran on the Yorke Peninsula and he considers a recent Making More From Sheep (MMFS) course a critical investment.

"I can't put a dollar figure on what the course is worth to me, but if I hadn't participated I would be doing a lot of things differently and it would be costing a lot in lost productivity," he said.

In January 2010, David and his wife Becky, a Kangaroo Island local, bought 745 hectares at Parndana in the island's central region. Another 450ha was added in January 2012.

"We have a five-year plan to run our Kangaroo Island properties in conjunction with my brother's cropping enterprise at Maitland on the Yorke Peninsula. We breed

our own calves and lambs and send them to his farm to be finished on stubble and in the on-farm feedlot," David said.

The Westbrooks' flock is made up of 1,200 Merino ewes for wool production and 2,500 Merinos crossed with White Suffolk rams to produce prime lambs, which are ferried to the mainland to enter the feedlot in December.

They also cross 450 Angus breeders to Black Simmental bulls. Yearlings are feedlot finished for 100 days and sold direct to processors at 450kg.

The feedlot provides security in the face of Kangaroo Island's short growing season, allowing David to focus on efficiency gains in other parts of the business. Thanks to MMFS, he is focusing on worm control, weaner management, condition scoring and pasture management to boost productivity and profitability.

"We now conduct regular worm egg counts and rotate sheep and cattle between the two farms as a management tool," David said.

"The ability to identify individual performers in the flock and manage their nutrition was another highlight of the course. We already rotationally grazed, and the course provided reassurance of this system. I have renovated a few paddocks with perennial grasses and will incorporate feed budgeting into the future so we can achieve optimal stocking rates of 12-13 DSE/hectare."

David will start priority feeding ewes to maintain minimum scores of 3 to 3.5, and plans to work with MMFS presenter and Kangaroo Island veterinarian Greg Johnsson to set benchmark targets to improve stock performance.

"We had to build our flock from scratch, but I will now start culling for fertility, class and performance, and investing in better genetics. Making More From Sheep has given me the skills to do this so we can build the numbers and quality of our stock and improve efficiency and productivity."

i David Westbrook // T: 0427 351 370
E: dbwesty@live.com.au

7.3 Appendix 3 - Sample of MMfS event photos



Understanding your farm finances workshop, Clare 2012



Understanding your farm finances workshop, Murray Bridge 2012



Grazing management workshop, Lameroo, 2011



Grazing management workshop, Wunkar, 2011



Practical sheep selection and wool day, Mount Cooper, 2013



Practical sheep selection and wool day, Mount Cooper, 2013

7.4 Appendix 4 - Sample of MMfS Skills, Knowledge and Confidence questions

Module 1 – Plan for success

1. Which of the following costs is not a variable cost?
a) Fertiliser
b) Repairs and maintenance – infrastructure
c) Sprays and chemicals
d) Repairs and maintenance – machinery
e) Unsure
2. Header, land and disc seeder are all examples of:
a) Current assets
b) Non-current assets
c) Unsure
3. Which report summarises business income, expenses and reports net profit?
a) Cash flow
b) Statement of performance
c) Statement of position
d) Unsure
4. What is the farm business benchmark for ‘financing costs as a percentage of income’?
a) 5%
b) 15%
c) 25%
d) Unsure
5. Equity describes:
a) The ratio of total assets to total liabilities
b) The profitability of a business
c) The level of debt compared to income currently experienced by the business
d) Unsure
6. Which of the following statements regarding succession planning is true?
a) Succession planning should be done in isolation from other business planning
b) Succession planning is an event
c) Succession planning is a process not an event
d) Succession planning only needs to involved the eldest members of the business
e) Unsure
7. Who needs to be involved in the succession planning process?
a) The eldest members of the business
b) Anyone who has a stake in the business
c) Only those that live on farm
d) All our relatives
e) Unsure
8. Which of the following benchmarks should be considered when undertaking succession planning for your business?

- a) Operating Costs as a % of income
- b) Profit per Household
- c) Equity %
- d) Debt to Income Ratio
- e) All of the above**
- f) Unsure

9. Which of the following has the ultimate control of a Trust and its assets?

- a) Beneficiary
- b) Family member/s
- c) Appointer**
- d) Accountant
- e) Unsure

10. When determining future income needs, which of the following income options cannot be used in your Net Annual Cost calculation?

- a) Superannuation
- b) Land lease income**
- c) Cash
- d) Share portfolio
- e) Aged Pension
- f) Unsure

11. Out of 10, how confident are you in introducing Family Meetings to your business in the future? (1 = low confidence to 10 = high confidence)

----- / 10

12. Out of 10, how confident do you currently feel in regard to commencing or continuing the succession planning process within your business? (1 = low confidence to 10 = high confidence)

----- / 10

13. When leasing land for the purpose of running a livestock enterprise, which of the following is likely to be the most important reference point for determining a fair value lease price?

- a) The market value per hectare of the land being leased
- b) The gross turnover that can be generated from the livestock enterprise
- c) The current market value of the respective livestock that will be run on the property
- d) A detailed livestock gross margin analysis**
- e) Unsure

14. Risk Management can be defined as:

- a) The probability of something happening
- b) The likelihood and consequence of a management decision**
- c) The downside consequence of a management decision
- d) Unsure

Module 7 – Grow more Pasture / Module 8 - Turn pasture into product

1. If cereal crops are grazed to fill a winter feed gap with the intention of still harvesting for grain, when should the stock be removed?
 - a) When some areas of the paddock are being grazed unevenly
 - b) 15 -16 weeks after germination
 - c) **Cereal growth stage 30**
 - d) Early boot stage of the crop
 - e) Unsure

2. To maximize pasture growth and provide quality feed for livestock, pastures should be kept in pasture growth phase
 - a) One
 - b) **Two**
 - c) Three
 - d) Four
 - e) Unsure

3. When cutting pasture to determine mass. The most suitable procedure is to cut
 - a) **Ten 0.1m² quadrates**
 - b) Five 0.5m² quadrates
 - c) Ten 0.25m² quadrates
 - d) Two 1m² quadrates
 - e) Unsure

4. What pasture growth rate would be expected from a cereal pasture in the Freeling area in July?
 - a) 40 kg/ha/day
 - b) **15 kg/ha/day**
 - c) 30 kg/ha/day
 - d) Unsure

5. Indicators that paddocks are unevenly grazed and pasture utilisation could be improved are;
 - a) Bare hill tops
 - b) Large sheep camps
 - c) Rank grass / cereal in some areas of the paddocks
 - d) **All of the above**
 - e) Unsure

6. Digestibility or energy content (ME) of pasture is important because pasture with a high energy content passes through the animal quickly allowing high intake and greater production.
 - a) **True**
 - b) False
 - c) Unsure

7. Selective grazing can be reduced by;
 - a) Implementing rotational grazing with a low stocking rate
 - b) **Increasing stocking pressure by reducing paddock size using temporary electric fencing**
 - c) Growing a pasture with two main pasture species
 - d) Placing water points in the center of a paddock

e) Unsure

8. Feed budgets can be used to;

a) Determine how much it cost to grow a tonne of dry matter

b) Work out how many sheep can be grazed in the paddock for a given period

c) Ensure that the best price is received for the animals when sold

d) Unsure

9. How confident are you in your ability to accurately assess pasture availability?

Not Confident Very Confident

1 2 3 4 5 6 7 8 9 10

10. What is the target condition score for ewes during pregnancy?

a) As fat as possible

b) Score 2

c) Score 3

d) Score 4

e) It doesn't matter as long as they don't die

f) Unsure

11. Progeny of ewes that lose one condition score during pregnancy will produce less wool for the rest of their life (compared to ewes that maintain condition).

What does this loss equate to?

a) Not much

b) 20 grams a year less

c) 100 grams a year less

d) 200 grams a year less

e) Unsure

12. When assessing the value of a feed supplement, the most important feature is;

a) The ease of feeding

b) The protein level

c) The energy level and digestibility level

d) Whether the stock eat it all

e) Unsure

Module 9 – Gain from Genetics

1. To help assess rams, ASBVs are better than raw measurements because they account for variation caused by;

a) Different management or feeding

b) Different ages

c) Whether an animal was born as a single or twin

d) All of the above

e) Unsure

2. When selecting genetics for your flock, a good approach would be to use:

a) ASBVs or raw figures only

b) How the animal looks only

c) A balance of visual and measurable traits

d) Feedback from lamb sales

e) Unsure

3. The use of ASBVs is particularly valuable;
- When assessing rams for traits that will have a big impact on your profit
 - When assessing traits that are hard to see visually
 - When comparing rams from one flock to another
 - When comparing rams run under different management
 - All of the above
 - Unsure
4. When selecting rams for your flock, a good approach would be to use:
- ASBVs or raw figures only
 - How the animal looks only
 - A balance of visual and measurable traits**
 - Feedback from lamb sales
 - Unsure
5. The difference between an ASBV and a FBV is;
- An FBV is not adjusted for the management or seasonal conditions
 - An ASBV is more accurate
 - A FBV can only compare animals within one flock; not from one flock to another.
 - All of the above
 - Unsure
6. Ram A has a PWT ASBV of +14 and ram B has a PWT ASBV of +10. The rams are mated to an equal draft of ewes. How much heavier would you expect the offspring of ram A to be at 7 ½ months of age;
- 6 kg
 - 4 kg
 - 2 kg**
 - 0 kg
 - Unsure
7. Out of 10, how confident are you in using ASBV's to assess rams?
 _____ / 10
8. Which Percentile Band does an animal with the following ASBVs fall into for each trait?
- | | | |
|------------------------------|--------|------|
| Yearling Fibre Diameter | (YFD) | -1.9 |
| Yearling Clean Fleece Weight | (YCFW) | +2.1 |
| Yearling Weight | (YWT) | +3.4 |

Percentile Band	YFD	YCFW	YWT
0	-5.2	41.3	15.6
10	-2.7	18.9	7.1
20	-2.2	15.1	5.6
30	-1.9	12.0	4.4
40	-1.6	9.1	3.4
50	-1.4	5.7	2.5
60	-1.1	2.1	1.6
70	-0.9	-1.4	0.6
80	-0.5	-5.3	-0.5
90	0.0	-10.5	-1.9
100	3.3	-39.9	-14.1

- a) YFD 70th, YCFW 60th, YWT 60th
- b) YFD 30th, YCFW 60th, YWT 40th**
- c) YFD 30th, YCFW 40th, YWT 40th
- d) YFD 70th, YCFW 40th, YWT 60th
- e) Unsure

Module 10 – Wean more lambs

1. What is the biggest economic driver of extra reproduction in the Australian sheep industry?

- a) Improved ewe nutrition for joining
- b) Improved ewe nutrition during early pregnancy (0 to 90 days)
- c) Improved ewe nutrition during late pregnancy (90 to 150 days)**
- d) Improved ewe nutrition during lactation
- e) Unsure

2. The optimum timing for scanning ewes to detect twins is?

- a) 61 – 70 days from the introduction of the rams
- b) 71 – 80 days from the introduction of the rams
- c) 81 – 90 days from the introduction of the rams**
- d) 91 – 100 days from the introduction of the rams
- e) Unsure

3. Mob size is important for lamb survival. The maximum mob size to optimise lamb survival in twin bearing mature ewes is:

- a) 150 ewes/mob
- b) 200 ewes/mob**
- c) 300 ewes/mob
- d) 400 ewes/mob
- e) Unsure

4. How much high quality pasture is required to meet the demands of a ewe with twins in early lactation?

- a) At least 1000 kg/DM/ha
- b) 1000 -1200 kg/DM/ha
- c) 1200 – 1400 kg/DM/ha
- d) At least 1700 kg/DM/ha**
- e) Unsure

5. Out of 10, how confident are you at developing strategies to increase lamb survival?

_____ / 10

6. What is the biggest cause of lamb mortality across the sheep industry

- a) Predators ie foxes
- b) Birth difficulties
- c) Starvation and mis-mothering**
- d) Exposure due to bad weather
- e) Unsure

Module 11 – Healthy and Contented sheep

1. Abamectin, Ivermectin and Levamisole are:

- a) Trade names of common sheep drenches
- b) Active chemicals of different sheep drenches**
- c) Brand names of animal health products

- d) White drenches
- e) Unsure

2. When should you undertake Worm Egg Count testing?

- a) When deciding whether to undertake a non-strategic drench
- b) Pre drenching according to worm control program
- c) Post drenching to check on drench efficacy
- d) All of the above**
- e) Unsure

3. What are recognised signs of peri-natal lamb mortality which show in a post mortem?

- a) lack of lung inflation**
- b) fly blown extremities
- c) lack of hoof slippers
- d) milk in gut
- e) unsure

4. The sign or signs of copper deficiency are

- a) swayback and poor reproductive performance
- b) change in wool colour and quality
- c) skeletal defects
- d) all of the above**
- e) unsure

5. Cobalt is an essential constituent of

- a) calcium
- b) vitamin B12**
- c) copper
- d) selenium
- e) unsure

6. Cobalt deficiency often presents as

- a) lambs that have poor weight gain after weaning**
- b) lambs that grow too quickly
- c) lambs that get broken bones
- d) lambs that get swollen joints
- e) unsure

7. Selenium deficiency is also known as

- a) grass staggers
- b) milk fever
- c) white muscle disease**
- d) goitre
- e) unsure

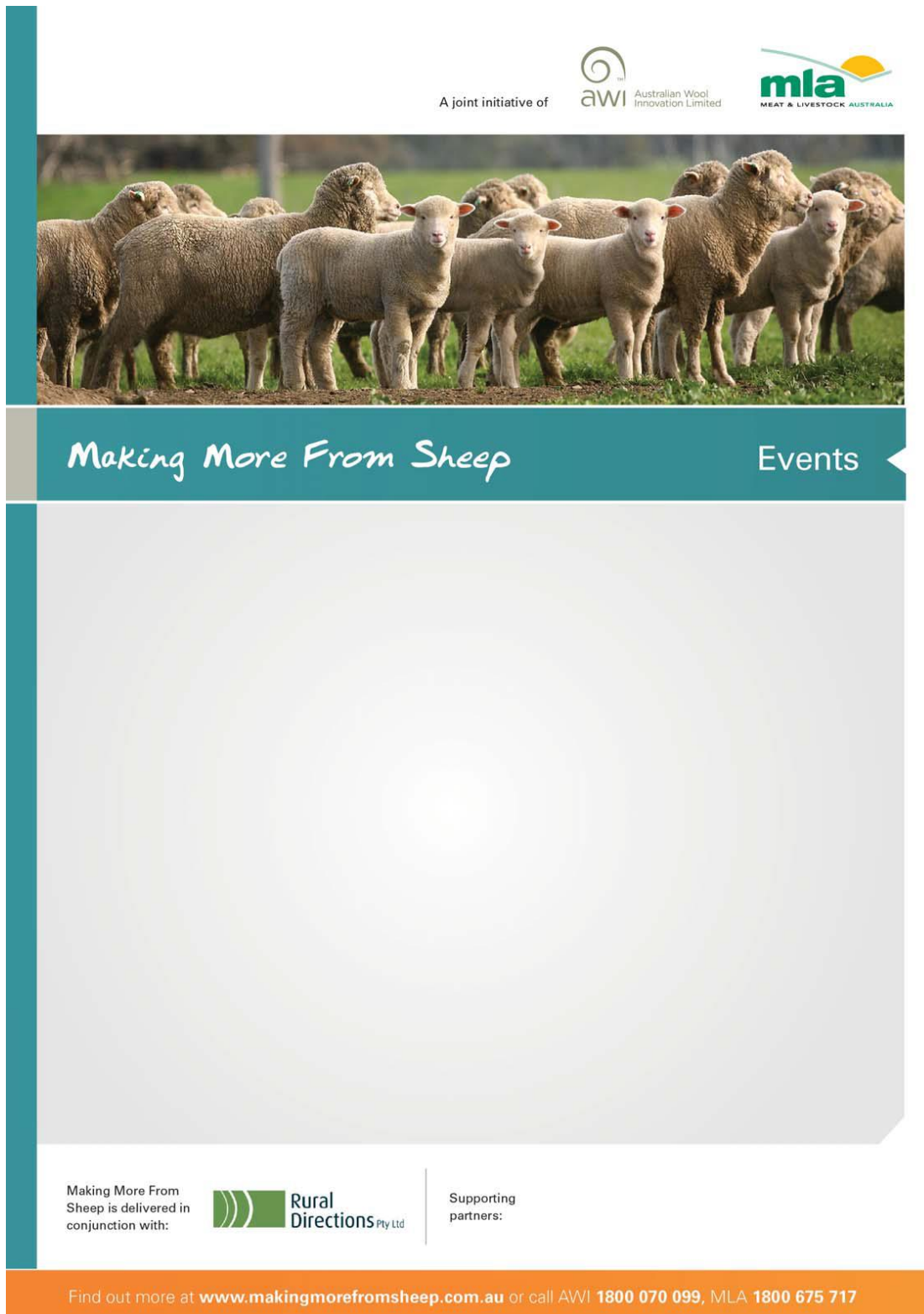
8. Development of drench resistance can be slowed by:

- a) Using unrelated drenches in combination at the same time**
- b) Rotating different drench classes year after year
- c) By using the same drench all the time
- d) By overdosing
- e) By underdosing
- f) Unsure

9. Worm refugia is:

- a) Worms that survive on pasture
- b) Worms that survive in untreated animals
- c) Worms that may be inhibited (dormant and hiding) within the host
- d) Important in slowing the rate of drench resistance
- e) All of the above**
- f) Unsure

7.5 Appendix 5 - Samples of MMfS SA promotional flyers





Rangeland Renewal

2011 National Bestprac Forum

11 and 12 August 2011

Hawker Sports Club
Hawker, SA

With the rangelands currently entering a period of renewal and reinvigoration, what an amazing time to be involved in rangeland sheep meat, wool and cattle production – this two day forum will showcase and discuss a wide range of industry issues.

Topics will focus on innovative practices and techniques that are essential for all rangeland businesses during this time of renewal and reinvigoration.

Sessions will include:

- Technology in the Rangelands
- Finance and Market Update
- Production Update
- Succession Planning
- Environmental Update
- Innovations Update

Sessions will be delivered by industry experts and supported by case study examples of on-farm applications. Please see inside this package for details on each session and a registration form.

This forum is open to all rangeland producers, industry stakeholders and service providers.



Event Partner:



Event supported by:





Making More From Sheep

Events

Market more lambs without more ewes

About

Ewes are the base for any sheep business. This workshop will focus on ewe performance and effective mating of ewe lambs.

The one day workshop will focus on 1st cross ewe production and principles which can apply to all breeds.

Information about feeding, breeding and selection will be provided in practical terms for producers to implement into their own program.

When: Monday 25 June 2012

Where: Naracoorte Saleyards Canteen

Cost: \$20/person, includes lunch

Time: 9:00am – 3:30pm

Registrations: RSVP for catering

Contact: Judy 08 8764 2065 by 18 June 2012

Program

9:00am	Registration
9:30am	Ken Solly Naracoorte 1 st Cross Ewe Sale
10:00am	Jason Trompf <ul style="list-style-type: none"> The outlook of the lamb industry Improving reproduction through nutrition More successful ewe lamb joining
12:30pm	Lunch
1:30pm	Tom Hooke/Sam Gill, Sheep Genetics <ul style="list-style-type: none"> What do we have to work with? Making good selections
	Ken Solly <ul style="list-style-type: none"> Can we do it better together?
3:30pm	Close

Making More From Sheep is delivered in conjunction with:



Supporting partners:



SHEEP GENETICS



Find out more at www.makingmorefromsheep.com.au or call AWI 1800 070 099, MLA 1800 675 717

Making More From Sheep

A joint initiative of



Confident Livestock Marketing – sheep and lamb markets

If you are well informed when making a decision, you will generally make the right one.

Market information can affect a livestock producer's bottom line just as much as buying the right ram or choosing the best pasture species.

Confident Livestock Marketing is a one-day workshop to assist sheep producers to understand and apply market information in their business decisions.

Through this workshop, you will understand the range of market information available to you, how to interpret the information and, most importantly, how to use it to assist effective selling, buying and pricing decisions.

Accessing the latest market information will allow you to assess marketing alternatives, or determine whether a price on offer is fair. Using market information to compare the latest to historical price relationships will also help you to identify selling or buying opportunities.

Who will gain value from this workshop?

If you would like to make the most of the latest information to enhance your business decision making, then this workshop is for you.

The workshop covers:

- Sources of market information.
- National Livestock Reporting Service data – how it is collated, reported & accessed.
- Understanding the market drivers of livestock prices in Australia.
- Using price relationships to determine a 'fair' price for your sheep or lambs.
- Identifying good selling or buying opportunities.
- Estimating future prices by analysing historical price movements.
- Constructing a trading strategy.
- Developing a trading budget for the best case, average case and worst case scenarios.

Keith, SA – 22 August 2012, 9am to 4pm

• **COST:** \$150 per person + \$25 per additional attendee from the same business

• **PRESENTER:** Angus Brown, Ag Concepts Unlimited

To register or for more information, contact:

Natasha Morley, Rural Directions Pty Ltd (Making More From Sheep State Coordinator)

T: 08 8842 1103

E: nmorley@ruraldirections.com

A joint initiative of



Making More From Sheep

Events

Turn Pasture into Product Workshop

Grazing winter cereals, electric fencing and turning off prime lambs

When: Friday 17th August 2012

Where: Freeling Football Club (plus time in the paddock)

Time: 8:45am – 12:30pm (followed by BBQ lunch)

Cost: \$50/person (invoiced upon registration)

Delivered by:

Daniel Schuppan, Landmark Animal Production Specialist and
Matthew McLauchlan, Gallagher

For Workshop Info: Contact Daniel Schuppan, Landmark on 0477 315 931

Registrations: Contact MMfS State Coordination (Rural Directions Pty Ltd) on 08 8842 1103 by 15th August 2012

About the Workshop

"Improve your grazing efficiency and turn more pasture into meat"

In the Club Rooms

- Managing grazing cereals for grain and as a pasture (what to sow, when to graze, feed value, animal health issues)
- Producer experience
- Assess cereal growth stages for grazing
- Feed budgeting – Determine the number of stock a crop can carry

Out in the Paddock

- How to assess feed quality & quantity
- See rotational grazing of prime lambs on wrangler wheat & vetch using electric fencing at Landmark's 'Grazing Demonstration Site'
- How to set up temporary electric fencing
- Demonstration using a "RAPPA" system for constructing a temporary electric fence.

Making More From Sheep is delivered in conjunction with:



Supporting partners:



Gawler and Kapunda

Find out more at www.makingmorefromsheep.com.au or call AWI 1800 070 099, MLA 1800 675 717

A joint initiative of



Australian Wool
Innovation Limited



Making More From Sheep

Events

Understanding your Farm Finances

Delivered by Rural Directions Pty Ltd

Investment: \$165 (Inc GST) per person
(normally \$550/person)

Duration: 9:00am – 4:00pm

Course Dates:

30 August 2012, Wudinna

14 September, Freeling

25 September, Kingscote

9 October, Lucindale

Register today to secure your place. Group size is capped to ensure effective learning environment for all participants.

How to Register

Visit: www.ruraldirections.com

Call: 08 8842 1103

Email: Natasha Morley at
nmorley@ruraldirections.com

Benefits for You and Your Business

- Developing your underpinning knowledge of farm finances
- A means to begin the process of monitoring and evaluating farm financial performance
- Participating in a workshop that provides an opportunity to ask 'those questions' you have been pondering in a friendly and inclusive environment
- Building confidence to get involved in farm financial management in your business

Making More From
Sheep is delivered in
conjunction with:



Rural
Directions Pty Ltd

Supporting
partners:



Find out more at www.makingmorefromsheep.com.au or call AWI 1800 070 099, MLA 1800 675 717

A joint initiative of



Making More From Sheep

Events

Course Overview

The aim of this course is to show participants how to find, interpret and use financial data in their business. This course is designed for people who have previously not known where to start when looking to understand their farm finances.

Participants will gain skills to plan and prepare financial reports to allow them to make informed decisions about their finances. Participants will feel motivated to spend time working on their business, and will be better equipped to monitor and manage their finances.

Recommended For

Have you recently taken over the book keeping as result of succession in your business?

Are you interested in understanding farm financial statements better?

Are you keen to create some structure around budgeting throughout the year?

If these questions ring true, this workshop is designed for you. This course is not daunting and is ideally suited to anyone who would like to understand their farm finances better and how they can use their figures in a proactive way.

Learning Outcomes

At the end of this course, participants will be able to:

- Identify key financial data important to the business
- Identify sources of income and expenses incurred by the business
- Distinguish between variable and overhead expenses
- Outline the purpose of a range of financial reports
- Construct a cash flow budget and compare and contrast actuals vs budgeted
- Generate a calendar of financial control and implement planning and monitoring principals to manage farm finances throughout the year
- Define profit and identify the range of options available to manage profit
- Recognise appropriate decision points using knowledge of business performance
- Use key benchmarks as a tool to assist in decision making

More Information

Call Rural Directions Pty Ltd on 08 8842 1103 or visit www.ruraldirections.com

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Southern Yorke Peninsula Livestock Production Network



Dear SYP Livestock Producer

Thankyou for registering your interest in being involved in a production focused network. As a outcome of the meeting on 13th November we have put a plan together for a number of activities throughout 2013.

We have been successful in receiving \$7,500 of funding from Making More from Sheep to support the activities and in addition to cover all the cost each activity will cost \$33 per person. With collaboration of a number of service providers the activities are a great opportunity to focus on your livestock enterprise and set targets to work towards. Please refer to the program for further details.

The communication will involve fliers via email and text messages prior to events. Landmark are happy to coordinate the network and activities but we would like you to have ownership and support the activities.

Everybody is welcome and we look forward to working with you and making this initiative a success in 2013. *From Erin and Damian*

Network supported by



Diary Dates

- First Activity- Stubble Grazing Tour
& Lice Discussion 7th February
- Elders SA Stud Merino Expo
18th & 19th March

LANDMARK WAROOKA

Network Coordinators

(08) 8854 5223

LANDMARK

Damian Noonan -	Branch Manager	0408853599
Damien Bennett -	Merchandise Manager	0457541804
Erin McWaters -	Merch Sales /Administration	0427325546
Daniel Schuppan -	Animal Production Specialist	0477315931

A joint initiative of



Australian Wool
Innovation Limited



Making More From Sheep

Events

Veterinary Diagnostic and Animal Health Day

When: Monday, 15th April 2013

Where: Karoonda Football Clubrooms,
Karoonda

Time: 9am – 5pm (includes morning and
afternoon tea only, lunch can be
purchased in Karoonda)

Cost: \$60/person (invoiced upon registration)

Guest Speakers:

Colin Trengove, Vet, University of Adelaide
Amelia Bartlett, Biosecurity SA

For Workshop Info: Contact John Squires,
Rural Directions Pty Ltd 08 8841 4500.

Registrations: Contact Rural Directions Pty
Ltd on 08 8841 4500.

About the Day

*The topics on the day will include vaccination
and common sheep diseases, autopsy, worms,
lice, introducing new stock onto your property,
trace elements and licks.*

*The day will also allow producers to table any
questions that they have relating to sheep
health.*

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Lamb Survival

Your Lambs, Your Profit



One day workshop

- ✓ **Lamb autopsy** – Identifying causes of lamb loss for your lambs (bring some along)
Dr David Rendell
- ✓ **Strategies for improving lamb survival**
Dr Jason Trompf
 - ⇒ Nutritional management for pregnant and lambing ewes
 - ⇒ Apply EverGraze principles to match feed supply and demand
 - ⇒ Mob sizes to minimise mis-mothering
 - ⇒ Genetics to build more resilient and productive ewes and lambs
 - ⇒ Providing shelter to minimise losses from exposure
- ✓ **Discuss future LTEM and Bred Well Fed Well activities**

TUESDAY
11 JUNE

Graham & Leigh Clothier
'Greenvale' Woolumbool
9.45am - 4pm
\$25 per person
Smoko & lunch provided

Register prior- Ken Solly,
kensolly@rbm.com.au
or call 0427 620 895



AN AUSTRALIAN GOVERNMENT INITIATIVE



FUTURE FARM INDUSTRIES CRC



AWI Australian Wool Production Institute



Charles Sturt University



NSW Department of Primary Industries



Victoria Department of Primary Industries



MLA

www.evergraze.com.au



Invitation to 'A Date With Dick Richardson'

To See World Renowned Grazier Dick Richardson



The Staff at ProAdvice in partnership with Dick Richardson have the pleasure of inviting

YOU

To join us for

.... 'A Date With Dick Richardson'

Can we increase sheep and cattle profits by running a lower cost business?

"Making more with less costs"

- Increased pasture utilization
- Increased pasture growth
- Increased duration/season

"What should I do?" making better informed decisions

- When to use diesel, fertilizer, chemicals & when to use lower cost ecological tools

"Sharpen your grazing management reflexes"

- Reacting positively by making good early management decisions eg: lessons to be learnt from early spring finish 2012

Clare

Date: Monday 9th September
Time: 9:00am until 5:00pm

Meningie

Date: Tuesday 10th September
Time: 9:00am until 5:00pm

Keith

Date: Wednesday 11th September
Time: 9:00am until 5:00pm

Hamilton

Date: Thursday 12th September
Time: 9:00am until 5:00pm

Price **\$75pp or 2 for \$100**

RSVP: Wednesday 4th September
Lachie Hood
P: 08 8552 9641
M: 0427 985 558
E: lhood@proadvice.com.au

Learn New Methods

- *The Role of, Priority grazing, land scaping and Sabbath paddocks.*
- *'STAC' Method of feed budgeting: No calculator, no paper, no pens*
- *Feel your ecology – Be in touch with what your livestock, plants, weeds and soil are telling you*

Supported By

