

final report

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Making More From Sheep Webinar Program

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Executive summary

Making more from sheep (MMfS) is the key extension and communication program for MLA and AWI for the Sheep Industry. The delivery of a series of webinars took place from December 2016 through to early 2017 for the sheep industry.

The initial series of webinars were successful in that they;

- 1) were well attended (between 60 and 110 producers attending each webinar),
- 2) rated well with evaluation data indication satisfaction and relevance scores of ~8/10,
- 3) were reasonably cost effective (av. cost per Webinar ~\$3500).

The aim of this project was to continue the delivery of a 12 month national webinar series for sheep producers, covering topics aligned to the online MMfS manual, providing participants with fundamental information to support practice change and increase their productivity and profitability.

Success in achieving milestones would be best summarised as follows:

1. The average attendance for webinars to date is 102 per webinar. Registrations for the series are at a total of 1077. The number of attendees and registrations increased at each milestone date.
2. The satisfaction and value ratings are averaging 4.2 and 4.0 out of 5 respectively.
3. 92% of attendees are saying that they would recommended the webinar series to another producer.
4. 36% of attendees said they will make a practice change after listening to the webinars
5. All webinars have subsequently been hosted on the MLA website. Holmes Sackett has not been privy to the number of times these webinars have been watched off the MLA website.
6. The total cost of delivery came to \$110,993.83. Per producer attending the webinars (2459 in total) this comes to a cost of delivery of \$45.15.

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1 Background

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2 Project objectives

To coordinate the delivery and management of a minimum of two sheep webinars a month over the next 12 months aligned to the MMfS online manual.

3 Results

3.1 Success in meeting the milestones

The webinar series commenced on the 28th of September, 3 months later than originally planned.

In response to the late start the scheduling of webinars has been accelerated to ensure that a minimum of 24 webinars will be achieved before the 30th June 2018.

Webinar registrations at Milestone 2, 3, 4 and 5 are outlined in Table 1.

The webinars delivered to date and the monitoring and evaluation data are summarised in Table 2.

Some examples of the positive and negative qualitative feedback received on each webinar are captured in Table 3.

In Milestone 4 report there were 1014 producers registered. In the current report there are 1077 producers registered, an increase of 58 (6%) (Table 1). The largest increases by number have come from NSW and Victoria, with substantial % increases in South Australia, Queensland and Western Australia, off a low base.

By adjusting the settings on the webinar platform the limit on the capacity of only 1000 registrants was removed. This will allow registration to continue to grow.

The increase in registrations we believe has come through targeting the MMfS attendance database via email by Holmes Sackett and through the additional promotional work done by MLA over the last few webinars.

Table 1: Past and current registrations for the MLA webinar series

State	Milestone 2	Milestone 3 (18/01/18)	Milestone 4 (12/4/18)	Milestone 5 (10/7/18)	% increase on previous
NSW	501	520	608	637	5%
VIC	133	140	181	201	11%
TAS	34	37	38	40	5%
SA	65	70	84	88	5%
QLD	35	37	45	46	2%
WA	44	44	58	60	3%
International	5	5	5	5	0%
Total	812	853	1019	1077	6%

Table 2: Summary of quantitative evaluation information from the first eleven webinars in the series

Webinar Topic	Presenter	Delivery date	Attendance	Surveys	Satisfaction rating	Value rating	Recommend to others?	Plan for practise change?
Visual cues of poor performing pastures	Jim Virgona	28/09/17	111	48	4.04	3.77	85%	28%
Achieving 300g/day lamb growth rates	Hamish Dickson	04/10/17	75	29	4.24	4.24	97%	55%
Feed grains market outlook	Richard Perkins	18/10/17	75	31	4.23	3.79	96%	21%
Finishing lamb on grain	Geoff Duddy	25/10/17	127	77	4.58	4.33	99%	47%
Weaning crossbred lambs	John Webb Ware	01/11/17	119	51	3.92	3.86	81%	33%
Lameness in prime lamb flocks	Paul Nilon	08/11/17	82	36	4.31	4.06	97%	38%
Shearing prime lambs for increased growth rate	Bruce Allworth	16/11/17	124	50	4.64	4.20	98%	28%
Update on proposed changes to the definition of lamb	Sandy McEachern	20/11/17	73	25	4.08	3.56	92%	16%
Using teasers	Ashley Herbert	29/11/17	68	26	4.38	4.00	96%	63%
Prime lamb wool income	Andrew Woods/David	6/12/17	49	17	3.88	3.40	94%	19%
Using reproduction drugs	John Webb Ware	13/12/17	47	14	4.00	3.71	85%	14%
Meat quality update	David Pethick	15/02/18	43	19	4.47	3.89	84%	33%
Prime lamb benchmarks	David Brown	22/02/18	89	37	4.43	4.11	95%	37%

Webinar Topic	Presenter	Delivery date	Attendance	Surveys	Satisfaction rating	Value rating	Recommend to others?	Plan for practise
Building a fertiliser program	Tim Prance	27/02/18	94	36	4.58	4.33	97%	51%
Prime lamb ASBVs	Clara Collison	14/03/18	79	31	4.19	3.77	84%	29%
Lambing mob size	Amy Lockwood	20/03/18	147	64	4.30	4.03	95%	48%
Liming pasture	Jim Virgona	28/03/18	200	82	3.37	4.19	86%	59%
Nitrogen & Gibberellic acid	Basil Doonan	04/04/18	149	68	4.24	3.90	88%	34%
Worms	Bea Kirk	08/05/18	114	47	4.16	3.96	93%	43%
Ewe health	Paul Nilon	16/05/18	122	53	4.46	4.29	98%	50%
Lamb market update	Angus Gidley-Baird	13/06/18	98	34	4.21	3.76	94%	15%
Winter pasture	Phil Graham	20/06/18	187	66	4.17	4.03	89%	32%
Lifetime maternal ewe update	Andrew Thompson	05/07/18	103	53	4.02	3.94	94%	41%
Sheep pain relief	Bruce Allworth	10/07/18	84	50	4.57	4.02	96%	24%
Average YTD			102	44	4.23	4.0	92%	36%

Table 3: Summary of qualitative evaluation information from the first eleven webinars in the series

Topic	Presenter	Positive qualitative feedback	Negative qualitative feedback
Visual cues of poor performing pastures	Jim Virgona	Despite the point made above I find these webinar sessions to be a very informative and useful educational tool to improve my operation. There is nearly always a gem or two to be had!!	give the presenters more time to prepare their presentation.
Achieving 300g/day lamb growth rates	Hamish Dickson	Although I already had considerable knowledge in the area the presenter was excellent. He covered a wide range of nutritional management aspects with much confidence and practical insight.	Many producers do not understand objective measurement and how specific ASBV's can help in ram selection for their management on farm
Feed grains market outlook	Richard Perkins	As I've stated previously, I consider these sessions invaluable as an educational tool and as a way to gain greater insight into the underlying drivers of meat protein markets and production systems	At this time of the year it would be better if it was slightly later in the day.
Finishing lamb on grain	Geoff Duddy	This was an excellent seminar and extremely knowledgeable speaker. it was so packed with information that in this instance some notes would have been handy. Congratulations on the great event.	more on merino lamb fattenting after a 12 month shearing.
Weaning crossbred lambs	John Webb Ware	The whole show was well done, the ample question time at the end was the best part of it	Audio quality was shocking....may as well have been speaking in a foreign language. The presenter was a mumbler!

Lameness in prime lamb flocks	Paul Nilon	this was the first time i participated in a webinar and found it fantastic	should be more at cutting edge a bit mundane
Shearing prime lambs for increased growth rate	Bruce Allworth	nothing much to change, David's intro to the presenters and control of the questions makes for a good experience	I sent an email last night asking for a link to 2 other producers who would have liked to listen but they didn't receive the link
MLA Lamb Definition Project	Sandy McEachern	Another excellent presentation	Probably could have done with more presentation of other literature, other than just science. Could have left the impression that the science is a bit thin?
Topic	Presenter	Positive qualitative feedback	Negative qualitative feedback
Using teasers	Ashley Herbert	I find webinars excellent and work well with a busy time schedule. The webinar today was clearly presented and extremely useful	Occasional glitch in the communications dropping out
Prime lamb wool income	Andrew Woods / David Brown	I like what MLA are doing, just want to be able to access resources when I have time	I thought you would have discussed skin price in this webinar. Sometimes skin price is your profit margin
Repro drugs	John Webb Ware	well presented information John	Presentation by John was very good, but perhaps a bit overcomplicated - for example, analyses should really have only been undertaken with stocking rate kept the same. Comparisons where the stocking rate increases is only really about increasing stocking rate!

Meat quality update	David Pethick	Today's event was very well presented and informative. I can see no easy way to improve it. The main benefit comes from receiving quality information at a useful time without losing work days. Thanks again, Brad	I struggled to follow the presentation, but all came clearer during the question time.... which is often the most informative part of a webinar. Good work.
Prime lamb benchmarks	David Brown	Holmes Sackett are the best at delivering this kind of information, I would like to see them debate or interview some of the other information providers and top producers	The sound kept dropping out, particularly during the questions. During questions it would be great to have the data on a slide- David referred a couple of times to "I thought I would get that question" so they could maybe be prepared?
Building a fertiliser program	Tim Prance	This webinar was facilitated very well by David Brown and it is fantastic to have such an experienced presenter as Tim Prance to share his knowledge.	As an agronomist and producer it seems that there are a lot of questions based on listeners' unique situations
Prime lamb ASBVs	Clara Collison	Another successful night, more of the same polite and informative sessions	We need better sound quality
Lambing mob size	Amy Lockwood	Thank you for a great webinar. Good speaker with sound and current information to share. Again the question and answer section is as powerful a section to expand the presentation.	I am used to more formal (training) style webinars and first thought this webinar was a little too "loose" - particularly around the questions.
Topic	Presenter	Positive qualitative feedback	Negative qualitative feedback
Liming pasture	Jim Virgona	Great event, can we get a similar thing but as a podcast please. Farmers spend a lot of time doing manual labour	Give the presenters a transcript of what they said. One speaker started on a subject did not finish the sentence and went somewhere else. It was hard to concentrate on what he was

		where we can listen to information on headphones and a recorded longer more in depth podcast would be great	saying. Content was good but hard to concentrate.
			Didn't feel that these guys backed up anything they said with evidence. Unlike Jim Virgona. They appeared to not know all that much about GA. Or the nitrogen cycle. GA can be mixed with most herbicides. Cereal varieties all differ in their responses due to whether they are winter or spring types. And potentially their level of GA within the plant already. Different forms of nitrogen can be better options. They were poor in their preparation.
Nitrogen & Gibberellic acid	Basil Doonan	Fantastic way to reach out to industry participants. Congratulations in tapping into those interested in our industry	
Worms	Bea Kirk	The Webinars are FANTASTIC. In most aspects, better than attending Seminars in towns in our region OR in distant towns. You have the best experts on each particular issue & we can attend, with no time lost in travel.	I was surprised to hear that Bea was going to present this. In the end, my skepticism was endorsed by at times a confusing and contradictory presentation, Good overall, but here was a great opportunity to clear up some misconceptions, and she did do this in a lot of cases, but in some cases she didn't. Opportunity missed and unfortunately the problem was her depth of knowledge in some areas wasn't enough to do this topic full justice.
Ewe health	Paul Nilon	Very informative, excellent choice of subject matter experts	(none)

Lamb market update	Angus Gidley-Baird	This one was good clear and informative	The sound was poor for me, echo & fading
		This series is very good. I think every grazing farmer in Australia should be tuning in!	
		Maybe all the historic webinars could be catergorised on a set webpage so people can give themselves an informal education in grazing?	Sound quality tonight was very poor, especially difficult to hear Phil at times. David's connection intermittently dropped out for a brief flicker so there was silence. Don't know if it was my end, but it's never been this difficult to hear the presentation in the past.
Lifetime maternal ewe update	Andrew Thompson	I value each webinar, they are a great asset. Most farmers are hungry for evidence based practice to keep improving. Listening to the questions, it is hard to present info to suit all participants, but it seems that many are quite educated and keen to drill down into the detail. I just hope the sessions keep going, because they are a key source of information for me, along with the MMFS website, and MLA publications.	The key messages were presented too quickly. Too many slides and tables shown that did not have enough time to present clearly
		Well done Holmes Sackett on this and the other webinars. Could you do the same again and on other topics and make it longer and a recorded podcast so one can listen and get right into the detail of the subjects while working	Mix up the time slots a little, quicker distribution of recording s to participate s please
Sheep pain relief	Bruce Allworth	, say crutching for example	

4 Conclusions/recommendations

4.1 Summary

The demand for these webinars is strong and growing. Topic and date seem to influence live attendance, however outside the pre-Christmas period attendances were strong. Subsequent series should avoid this period if possible.

The number of downloads of the recorded webinars that are hosted on the MLA website is not available to Holmes Sackett.

4.2 Financial Reconciliation

The coordination and deliverer fees for the seminars have been delivered to the budget outlined in the contract, totalling \$105,574.

Budgeted expenses were \$5026. The total actual expenses was \$5419.83. The extra has not been charged.