



Final report

Livestock Advisor Updates 2018-2023

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Abstract

The MLA Livestock Advisor Updates project commenced in 2018, with the first year of event delivery in 2019. The aim of the project was to provide technical information and networking opportunities to livestock industry advisors, through the delivery of regionally tailored workshops (in northern, southern and western Australia), and webinars.

Nine Livestock Advisor Updates (LAU) events were delivered in total between July 2019 and November 2022, three in each of the three regions. The COVID-19 pandemic impacted delivery of face-to-face events in 2020, necessitating the extension of the contract and the inclusion of a webinar series to keep the audience engaged while face-to-face events were not possible. The webinars were well-received, and were included post-COVID as part of the LAU extension approach. A total of thirteen webinars were delivered between 2020 to 2022.

Monitoring and evaluation (M&E) was an important element of the program. A continually evolving M&E plan informed the evaluation process, with surveys conducted at each face-to-face event, and online feedback captured at all webinars. Post event phone interviews were conducted with a randomly selected group of attendees from each of the events, to obtain further feedback, and assess the impact of the program.

Over the life of the program 374 people participated in LAU workshops, and the average score for satisfaction with the event was 8.5/10 and the average score for value of attending an event was 8.7/10. For the webinar series a total of 330 people attended and the average score for satisfaction was 8.5/10 and the average score for value of attending being 8.3/10.

The livestock advisor network has grown considerably during the project, from nothing to an email database of 230 individuals, 314 Twitter followers and a Facebook group of 473 members. The communication channels are open and broad.

The LAU project was successful in building a strong network of livestock advisors around Australia, with whom MLA can connect to extend research and development tools and findings, and collaborate with to drive adoption and practice change for the red meat industry. The project also successfully achieved the objective of increasing advisor participation in other MLA adoption-focused programs including PDS, PGS and EDGE by signposting to benefits of these programs at LAU events.

Executive summary

Background

The MLA Livestock Advisor Updates project commenced in 2018, with the first year of event delivery in 2019. The aim of the project was to provide technical information and networking opportunities to livestock industry advisors, through the delivery of regionally tailored workshops (in northern, southern and western Australia), and webinars.

Objectives

The objectives of the LAU program were to:

1. Increase the awareness of livestock industry influencers (advisors and pioneering producers) about the latest R&D outputs from MLA investments.
2. Increase the knowledge of livestock industry influencers about MLA tools and resources, and how they can add value to their own businesses and the businesses of the producers they work with.
3. To develop the skills of industry influencers in using MLA tools and resources and enable them to integrate them into the services they offer to producers.
4. To signpost industry influencers to MLA RD&E programs and the opportunities to get involved.
5. To increase participation of advisors in MLA adoption programs (e.g. PGS and PDS).

Methodology

A working group was established to steer the design of engaging events and webinars which would increase the awareness, skill and knowledge of livestock advisors about MLA research, tools and resources, and encourage their engagement with other MLA activities such as PGS and PDS.

Communication channels were established to facilitate interaction between MLA and the network of advisors as well as peer-to-peer interaction between advisors.

An external national coordinator oversaw the project on behalf of MLA.

Results/key findings

Nine LAU events were delivered in total between July 2019 and November 2022, three in each of the three regions. A total of thirteen webinars were delivered between 2020 to 2022. Over the life of the program 374 people participated in LAU workshops, and the average score for satisfaction with the event was 8.5/10 and the average score for value of attending an event was 8.7/10. For the webinar series a total of 330 people attended and the average score for satisfaction was 8.5/10 and the average score for value of attending being 8.3/10.

A database of 230 (at the time of submission of this final report) individuals was established, along with social media platforms that now have 314 (Twitter followers) and 473 members (Facebook group).

Benefits to industry

Livestock advisors, in the form of public extension officers, private consultants, agronomists, resellers, stock agents, veterinarians and researchers have a critical role to play in promoting research and development outputs and practical tools to their producer networks, and enabling adoption and practice change. As the direct link between MLA and advisors, the LAU project supported MLA to achieve its goals outlined in the Strategic Plan 2025, where success is:

- Producers have the capability to adopt R&D outcomes that directly improve their productivity and profitability.
- Improved market specification compliance across defined quality, animal health and other value-based pricing dimensions.
- Objective measures of animal welfare for live export, feedlot and extensive production systems implemented, with an increase in practice change.
- Progress towards net zero carbon emissions goal by 2030.
- Strengthened perception of Australian production practices, across domestic and international markets.

Future research and recommendations

Continued delivery of the LAU project is highly recommended. The program has resulted in the establishment of a connected network, with advisors engaging with the program for high quality professional development relevant to the red meat industry, and peer to peer networking and learning. Through social media channels, the network is now approaching the level of being self-perpetuating, with members from across Australia sharing updates about tools and resources, key industry issues, professional development opportunities and employment opportunities. Ongoing investment from MLA to allow national coordination of the project, sitting fees for working group members, and budget for event delivery, will assist in further building the knowledge and skills of livestock advisors, to enable them to improve the sustainability and profitability of their clients' businesses.

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1. Background

The MLA Livestock Advisor Updates (LAU) project was initially named the R&D Updates project, with the name changing very early in the project to better reflect the target audience. LAU was designed to increase the awareness and knowledge of MLA R&D investments, for leading industry advisors, farm system specialists and pioneering producers. The strategy was to allow industry to be informed of industry research progress and to provide an opportunity for alignment of the key messages extending from MLA R&D. An important component of the project was to not only inform the participants of R&D, but to build capacity by training in how to use the relevant tools and resources. To further facilitate the execution of adoption on farm through MLA pathways, the project aimed to identify potential deliverers and/or facilitators of PGS and PDS through demonstrating a clear value proposition to be involved, and providing guidance on the next steps.

The project aimed to involve more than 300 target participants by delivering 10 workshops across regional Australia over four years, and to increase the utilisation of MLA RD&A by more than 60% of the participants. At project initiation, a technical working group needed to be formed which involved MLA R&D, communications and adoption staff, Pinion Advisory and outside stakeholders including researchers, at least one leading producer, and three key advisors from different regions. The leading producer would be a Research Advisory Council (RAC) member. This group would be responsible for the development of the project communication plan, monitoring and evaluation plan, and work plan to ensure maximum effectiveness, as well as event design.

Whilst researchers were not the primary target audience for the events, their attendance and contribution were encouraged where applicable. A key task was to initially develop a “pathways to MLA adoption programs” plan which demonstrated the value of PGS and PDS, and approaches to encourage engagement in these programs. The method for this was through presentations built into the agenda where applicable, and PGS/PDS collateral and communications shared with the LAU network with the assistance of PGS state coordinators and PDS coordinators at the events.

2. Objectives

2.1 Project objectives

The objectives of the LAU program were to:

- Increase the awareness of livestock industry influencers (advisors and pioneering producers) about the latest R&D outputs from MLA investments.
- Increase the knowledge of livestock industry influencers about MLA tools and resources, and how they can add value to their own businesses and the businesses of the producers they work with.
- To develop the skills of industry influencers in using MLA tools and resources and enable them to integrate them into the services they offer to producers.
- To signpost industry influencers to MLA RD&E programs and the opportunities to get involved.
- To increase participation of advisors in MLA adoption programs (e.g. PGS and PDS).

2.2 Outputs

Outputs from the LAU program by the project coordinator include:

- establishment of LAU technical working group
- four-year schedule of events (location and timing)
- “pathways to MLA adoption program” plan
- program M&E plan
- program communications plan
- program work plan, updated annually
- 10 LAU events, with geographical spread across Australia
- 13 regionally relevant webinars identified in consultation with the working group
 - 300 industry influencers (advisors and pioneering producers) engaged in LAU, with 60% of participants increasing their utilisation of MLA RD&E outputs, tools and resources
- milestone reports every six months
- final report at the completion of the project.

2.3 Key tasks for the project coordinator

Key tasks involved in the delivery of LAU by the project coordinator include:

- Annual face-to-face project team meeting between the LAU project coordinator and the MLA LAU Project Manager to develop the annual work plan.
- Working with the MLA adoption team, develop a “pathways to MLA adoption program” plan to maximise impact from the investment in LAU regarding follow-on advisor participation in PGS and PDS. Implementation of this plan would be via the project communications plan, M&E plan and work plan.
- Develop (and update annually) and implement project work plan, M&E plan and communications plan.
- Facilitate regular project team meetings (online) to review work plan, project progress and discuss emerging issues.
- Facilitate regular technical working group meetings (up to three per year), including face-to-face meetings (one in year 1 and one in year 2) and online meetings.
- Develop a four-year schedule of events (location and timing), to be reviewed and updated annually.
- Develop LAU events program format and content, ensuring regional relevance and linkages to MLA’s adoption programs, to be reviewed and updated annually.
- Deliver 10 LAU events over four years, with geographical spread across Australia.
- Delivery of 13 regionally relevant webinars identified in consultation with the working group, and produced in years two, three and four to promote key messages relevant to the target audience.
- Annual review of M&E data, with summaries included in milestone reports.
- Six monthly milestone reporting, with a final report at the completion of the project.

3. Methodology

The project was managed by a project team which consisted of representatives from MLA and Pinion Advisory. The project team met monthly throughout the project, and at agreed intervals also met with the project Working Group. The set objectives and key tasks for the project drove the overall methodology developed to ensure the project team was able to deliver project outputs and outcomes.

3.1 Working group

A technical working group was established as a key output of the program, to help achieve the objectives of creating regionally relevant content for each LAU activity. The working group provided the project team with guidance and input into the format, location and program for Livestock Advisor Updates events, and assisted in securing presenters and promoting the event amongst their peers and industry networks. A terms of reference for the working group was implemented, which included the payment of sitting fees in accordance with the MLA sitting fee remuneration policy.

The initial representatives on the LAU working group were:

- Nina House (NABRAC, Queensland)
- Jodie Ward (Department of Agriculture and Fisheries, Queensland)
- Lu Hogan (SALRC, NSW)
- Meg Bell (Coleraine Livestock Consulting, Victoria)
- Ashley Herbert (Agrarian Management, WA)
- Ed Riggall (AgPro Management, WA)

After the resignation of Nina House and Lu Hogan, from the northern and southern working groups respectively, the new representatives of the LAU working group were:

- Rebecca Mohr-Bell (Argyll Consulting, Northern Territory)
- Ben Young (SALRC, NSW)

Other members of the working group were:

- MLA Program Manager – Adoption
- MLA Project Manager of Adoption Capability Building
- MLA communications manager
- Profitable Grazing Systems national coordinator and
- EDGE program, Queensland representative

The working group was coordinated by the LAU project coordinator (Pinion Advisory).

The larger working group was to meet face-to-face once each year to review the feedback and M&E results from the delivery of events, and begin planning for the year ahead. In 2021 and 2022 this was not possible as COVID-19 regulations prevented WA residents from entering Queensland or New South Wales. Instead, the larger group met online to review feedback and provide advice for preliminary planning of events. The larger working group also contributed to ideas for webinar topics and presenters, to ensure national relevance.

The three regional groups then separated for the planning of their individual event each year. Between four and six meetings per group were required each year to plan and confirm the program and presenters. The project coordinator and MLA project manager were the conduit to the three sub-groups during event planning, sharing updates on dates and venues, as well as presentation ideas relevant to other groups.

3.2 Target audience

The target audience of the project was livestock industry advisors, farm system specialists and pioneering producers who want direct access to research outputs, such as key messages, the detail behind the key messages, tools and other resources that can add value to their businesses and the people they work or interact with.

Researchers, whilst not the target audience, were involved in delivery of some content and welcome to attend relevant events.

A specific goal of engaging early-career advisors and assisting them to network with more experienced advisors was addressed through the development of a bursary program which supported the attendance of two early-career advisors at each face-to-face event. Selection of bursary recipients was through a competitive process, with the working group responsible for allocating the bursary awards. Recipients were given free attendance at the event, the opportunity to introduce themselves to the audience at the event, and have their travel expenses subsidised. Bursary opportunities were promoted as per the communications plan, through social media platforms, emails to the LAU database and advisor networks, and through flyer information on the MLA website.

3.3 Regions

Over four years, the program was to deliver a face-to-face event in each of three regions: northern, southern and western Australia. Event locations within those regions were to be selected to best attract the target audience (i.e. regional centres or capital cities).

The northern region catered for Queensland, the Northern Territory and northern Western Australia. The western region catered for southern Western Australia. The southern region catered for South Australia, Victoria, New South Wales, ACT and Tasmania.

Location selection for all face-to-face events were based on ensuring all regions were appropriately covered by the program and accessible for the target audience.

3.4 LAU database

Over the four years, the program was to build a national database which could be used for MLA to communicate with livestock advisors. The importance of establishing and using this database was reiterated in the communication plan. To achieve this objective, consent was given by individuals for MLA to retain contact details of participants at face-to-face events and webinars throughout the project. A link was also included on the LAU page of the MLA website enabling individuals to email the LAU email address requesting to be included in the database. Individuals on the LAU database were contacted via email to share updates about upcoming events and webinars.

3.5 LAU workshop content

LAU events were to include content highlighting:

- progress of current research projects underway
- key messages emerging from current research projects and completed research projects
- extension tools and resources emerging from MLA's R&D investments
- knowledge of how to use tools and resources.

Events were also tasked to:

1. Build the capacity of participants to enable them to integrate tools and resources into their own businesses and into training/consulting/support packages they offer to their red meat industry clients, and fast track the adoption of R&D outputs; and
2. Signpost participants to how they can become involved in MLA's RD&E programs.

The schedule of events was to be guided by the technical working group. The content delivered at LAU events was delivered by researchers, advisors and producers, with presenters engaged to participate in the event as per the project communications plan.

As part of the communications plan, follow up communications were completed post-event including emails to participants, webpage updates and social media posts highlighting relevant information or topics of interest including links to tools and resources showcased at events, recordings/presentation slides of presentations, and stories highlighting bursary recipients. This was to ensure transfer of knowledge occurred and to enable further engagement of other MLA adoption activities beyond the conclusion of the event. A sub-set of participants were also contacted for phone interviews to gather feedback about the event and how learnings had been used or extended to producer clients.

3.6 LAU webinar content

LAU webinars were designed to be short updates on nationally or regionally relevant topics. Topics could range from new research outputs, tools or resources which may add value to livestock advisors' offerings to producers, or be more focussed on personal development. Webinar topics were informed by suggestions from the working group. Webinars were one hour in length and were to be as interactive as possible.

Depending on the topic, webinars were either presented by a single professional or a facilitated panel of presenters. Some working group members occasionally presented or facilitated webinars. Like the face-to-face events, the schedule of webinars was guided by the technical working group and could be delivered by researchers, advisors and/or producers.

The variety and scope of webinars produced ensured the topics covered were relevant to research outputs, tools, resources, and professional development.

The webinars were promoted through social media channels, emails to networks, and through the MLA website. After a live webinar, those registered were also provided links to relevant resources and the webinar recording.

3.7 Monitoring and evaluation

A monitoring and evaluation plan was drafted at the beginning of the project. At each LAU event and webinar participants completed surveys consistent with the plan.

Baseline demographic data was captured at all events and is summarised below.

LAU events:

- contact details (name, business name, phone, email)
- role in the industry
- years of experience
- areas of advice given
- number of producer clients serviced
- average herd/flock size of clients
- average number of hectares of clients
- permission for follow up.

LAU webinars:

- contact details
- role in the industry
- years of experience in this role
- permission for follow up contact.

At in-person events, the contact details were collected at the point of registration and the other details collected through the end of event survey. Initially, in-person events collected data on paper forms, but transferred to using the online software, PollEverywhere, in 2021.

For the webinars, contact details were collected during pre-event registration and a post-event survey was completed for every webinar. Initially webinars collected data using zoom tools and/or survey monkey, but changed to using PollEverywhere in 2022.

At the conclusion of events and webinars, surveys captured data about the quality of speakers, relevance of the program/topics, level of satisfaction and value, likelihood of engaging with PDS and PGS programs, and the opportunity to provide suggestions for improvement of future events.

Productivity impact and economic impact assessments were not part of the objectives of this project.

Adoption data was collected from a sub-set of the audience after each event. Twenty percent of participants were interviewed by phone between 12 to 16 weeks after the event to collect data to determine whether participants had been using any of the learnings/knowledge/tools/ideas from any of the presentations delivered, or if they had added value to the work they do with clients. Data was also captured about their engagement with PDS and PGS programs.

All data was analysed and shared with the working group and presenters from events and webinars.

3.8 Building an online presence

The MLA Livestock Advisor webpage was established at the beginning of the project to use as a vehicle for sharing up to date information, promoting events and webinars, and linking to recordings.

Recordings of presentations at events and webinars were shared on Youtube, and an MLA playlist was established in 2022.

An LAU Twitter account was established (@livestockadvise) in 2020 and a Facebook (MLA Livestock Advisor Updates) group in 2022. Both social media channels were used to promote events, share relevant opportunities for advisors, and to facilitate communication/dialogue between advisors.

As part of the LAU communication plan developed early in the project, these platforms were also used to promote LAU activities and engage with advisors.

3.9 Linking with PGS and PDS

A key task for the LAU project was to initially develop a “pathways to MLA adoption programs” plan which identified the methodology to demonstrate the value of PGS and PDS and how to ensure follow-on participation in these programs. The vehicle for this was through presentations built into the agenda where applicable, and PGS/PDS collateral and communications shared with the LAU network with the assistance of PGS state coordinators and PDS coordinators at the events.

During the life of the project, LAU events were delivered in collaboration with PGS workshops, in an attempt to offer two-day events to create a stronger business proposition for advisors to make the trip to attend. Many of the events linked with a PGS activity, either a train-the-trainer workshop for a specific package or a more generic professional development workshop offering a skill development opportunity, which aligned with PGS delivery or facilitation.

4. Results

4.1 Working group participation

A technical working group was developed and sustained for the duration of the project, and successfully represented and reflected the different target regions for the LAU project. Working group members were collaborative and enthusiastic about contributing to the project. Feedback collected from the working group at the final wrap-up meeting, which was relevant to their participation and overall experience in being involved with the working group included:

- *Technical working group has been on point and have enjoyed getting ideas from other members in the group on topics and presenters, with good representation of industry (particularly in northern group).*
- *Healthy rivalry between regional working group achievements enjoyable.*
- *Small co-ordinating group for each LAU group.*
- *National network useful for planning, and gained from it personally looking at how simple WA production system is but there is a lot more diversity in other regions.*
- *Liked the design where every year we went back to scratch, decided audience, themes, and free lead to do what we like. Most of the time we got the program right.*
- *Structure works really well – having the national group and then the local working group as well to provide local context to be relevant in different areas.*
- *Really enjoyed our working group process, congratulations to team for facilitation of team meetings – they were productive, good to share ideas, experience and passion in group helped consolidate ideas into a manageable event.*
- *Having the producers on the WG – love to see moving forward having producer input.*
- *From a personal point of view, fourth year was really hard. Three years is enough [for a membership in the LAU working group], I should have moved off the WG to allow someone new to come on. Had ran out of ideas so tough to stay focussed on the program.*

4.2 Advisor network establishment

The Livestock Advisor network grew considerably during the project, with a current email database of 230 (at the time of submission of this final report) individuals, 314 Twitter followers and a Facebook group of 473 members. The network is now considered well established and the communication channels open and broad.

Bursaries were awarded for all events which went ahead face-to-face. There were a total of 18 bursaries awarded and recipients are summarised in table 1.

Table 1: summary of LAU event bursary recipients

Year	Region	Bursary recipients
2019	Southern	Tanisha Shields Laura Kemmis
	Northern	John McLaughlin Jonathan Faris
	Western	Ella-Jane Bird Chris Wyhoon
2020	Southern	No event
	Northern	No event
	Western	Bridie Luers Rob Kelly
2021	Southern	Claudia Bryant Ben Munzberg
	Northern	Peta Stockwell Casey Spencer
	Western	Sinead O’Gara Kelly Gorter
2022	Southern	Olivia Woodiwiss Ashlee Carslake-Hunt
	Northern	Kate Woolley Vicki Mayne
	Western	No event

4.3 Workshop delivery

A total of nine workshops were delivered during the project, three in each of the three regions (Table 2), with 416 participants attending in total.

In 2020 the COVID-19 pandemic prevented the events from going ahead in the northern and southern regions, but the Perth event was able to go ahead as normal. In 2021, both the northern and southern events needed to be postponed twice due to COVID-19 restrictions. The northern event was eventually able to go ahead face-to-face in late 2021. However, the southern 2021 event was forced online after two postponements. In 2022 the event in Perth was cancelled one week prior to delivery due to the low number of registrations (12 individual participants).

Table 2: summary of LAU workshop delivery

	2019			2020			2021			2022		
	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>
Date	19-Aug	21-Aug	30-Oct	Cancelled due to COVID	Cancelled due to COVID	28-Oct	29-Nov	16-Nov	15-Oct	14-Jul	8-Sep	Cancelled
Location	Brisbane	Sydney	Perth			Perth	Brisbane	Online	Perth	Townsville	Melbourne	
Attendance	49	42	40			33	36	48	30	41	55	

Specific feedback from each of the events is outlined in event reports in appendix 1. Participant feedback collected at the events relating to their perceived value of the events included:

- *This session will definitely help me when interacting with both landowners and peers in the future.*
- *I learnt so much in such little time of ways I could be a better extension officer.*
- *I really liked how there was representation from supply chain, producer and advisor. Really good questions posed at panel by facilitator. My book was full of notes by the end of the session.*
- *The producer lead aspect was a vital reinforcement, great session, relevant and builds confidence.*
- *Excellent presentation - challenging mindset of the normalities of nutrition and how pastures it influences profitability, really enjoyed it.*
- *The targeted presentations for advisors was excellent, so refreshing not hearing re-hashed presentations written for different audiences.*
- *Great day, jam packed with updates.*
- *So good to hear about MLA strategy and feel a valuable part of it.*
- *I am taking away information I can share.*
- *Another fantastic event, great content and very well run.*

Table 3 summarises the value, satisfaction and quality of the event. High ratings were given for value of attending (overall average 8.4/10) and satisfaction with the event (overall average 8.7/10) in all cases. The majority of participants felt they learnt something new at each event, would recommend events to their colleagues, and believed they would attend again in the future. These results were reinforced with repeat attendance by multiple advisors at events during the life of the project.

Table 3: Summary of participant data captured in post-event surveys for each of the LAU workshops

	Brisbane 2019	Sydney 2019	Perth 2019	Perth 2020	Brisbane 2021	South online 2021	Perth 2021	Townsville 2022	Melbourne 2022	Average
Number of attendees	49	42	40	33	36	48	30	41	55	42
Value of attending /10	8	7.6	7.8	8.5	8.8	7.6	8.9	9.3	9.2	8.4
Satisfaction with the event /10	8	8	8.5	8.8	8.8	7.9	8.7	9.1	9	8.7
Learnt something new in area of expertise (%)	95	93	68	89	100	82	100	57	84	85
Learnt something new in an area not familiar with (%)			88	96	100	94	100	86	88	93
Would attend a future event (%)	84	84	97	97	70	93	100	100	96	91
Would recommend to others (%)	91	87	94	100	100	92	100	100	100	96

4.4 Webinar delivery

A total of 13 webinars were delivered throughout the life of the project: eight in 2020 (during COVID face to face events were substituted with on-line delivery), two in 2021 and three in 2022. Individual monitoring and evaluation reports are presented in appendix 2. A summary of the webinar topics and the corresponding presenters is shown in table 4.

Table 4: Summary of LAU webinar topics and presenters

Year	Title	Presenter
2020	Tips for delivering interactive webinars for small groups	John James; Desiree Jackson
	Tips and traps for providing online support	John James, Enablers of Change
	Building skills in using and interpreting seasonal forecasts	Dale Grey, Agriculture Victoria
	Understanding the fundamentals of profitable beef businesses	Ian McLean, Bush Agribusiness
	More power to ewe	Sarah Blumer, Murdoch University; Ashley Herbert, Agrarian Management
	Supporting client decision making	Cam Nicholson, Nicon Rural Services; Dave Heinjus, Pinion Advisory; Hilary Beech, Holmes Sackett
	Setting up for success with confinement feeding	Tom Sweeney; David Counsell; Jason Stokes; Meg Bell, Coleraine Livestock Consulting
	Is your 'feed budgeting toolbox' up to date?	Ashley Herbert, Agrarian Management
2021	Cultivating company culture	Jill Rigney; Andrew Beattie; Jo and Rob Bradley
	Tips for starting out in consulting	Desiree Jackson; Laura Broughton
2022	Managing boundaries in small communities	Jill Rigney, The Right Mind; Ken Solly; Basil Doonan, Pinion Advisory
	Next steps for moving into consulting	Andrew Whale, Livestock Logic; Elise Bowen, Sheep Data Management
	National feedbase monitor	Al Rayner, Cibo Labs

Webinars became an effective tool for maintaining engagement with the target audience during COVID-19 restricted periods when face-to-face gatherings were not possible. They were also an effective way to attract new advisors to the network.

Table 5: Summary of LAU webinar delivery data

	2020	2021	2022	Total
Total live attendance	200	50	80	330
Average attendance per workshop	33	25	27	30
Total number of YouTube views	854	293	642	1789
Average views per workshop	214	147	214	199
Total webinars delivered	8	2	3	13
Average satisfaction	8.2	8.8	9.1	8.5
Average value	8.0	8.8	8.8	8.3

As shown in table 5, although live attendance declined for many of the webinars post COVID-19 restrictions easing, the number of views online remained high, indicating advisors enjoyed the flexibility of watching the recording in their own time.

4.5 PDS and PGS engagement

Creating two-day workshop offerings with an LAU event followed by a PGS session or similar were popular amongst participants and resonated well with early career advisors. The PGS sessions resulted in advisors becoming deliverers of a variety of PGS packages over the life of the LAU program. It also enabled a considerable increase in awareness among the advisor network of how PGS package delivery can drive practice change on farm and can create income generation for advisors.

In Western Australia, where there was an existing following of the Australian Association of Agricultural Consultants (AAAC) events, LAU events were delivered back-to-back with AAAC events in 2019 and 2020. In 2021 a deliberate effort was made to build awareness of the PGS program amongst the LAU audience in WA. In 2022 LAU was planned to be back-to-back with a PGS activity however the cancellation of the LAU west event that year also resulted in the cancellation of a PGS-related workshop the following day.

In Brisbane the LAU event was planned to coincide with the Northern Australian Beef Research Council (NABRC) conference in 2019.

The summary of events which were used to partner with LAU in the three regions is shown in table 6.

Table 6: summary of the alignment of LAU events with other events

	2019			2020			2021			2022		
	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>	<i>Nth</i>	<i>Sth</i>	<i>Wst</i>
Program	NUBRC	PGS Jill Rigney	AAAC	Cancelled due to COVID-19	Cancelled due to COVID- 19	AAAC	PGS Laurie Kelly + train the trainer	PGS Laurie Kelly + train the trainer	PGS Georgia Reid & Ashley Herbert	PGS John James & Desiree Jackson	PGS John James & Basil Doonan	Cancelled
Theme	Agri tech	Prof dev.	Outlook			Outlook	Prof dev. + packages	Prof dev. + packages	PGS 101	Prof dev. + PGS 101	Prof dev. + PGS 101	

In addition to promoting the PGS program, there were presentations at LAU events in each region that showcased Producer Demonstration Site (PDS) activities and the value PDS programs can deliver for producers and advisors. These sessions were well received by the audience in each case.

4.6 On-line presence

Since the project starting in 2019, Livestock Advisor Updates has developed a strong on-line presence. Updates to the webpage were drafted by the project coordinator and actioned by the MLA digital team. The webpage proved to be a popular portal for advisors to access information, with activity notably increasing in the months that events were scheduled.

The Livestock Advisor Updates social media channels grew quickly, resulting in the Twitter account (@livestockadvise) having 314 followers and LAU Facebook group having 473 members. These channels are valuable for promoting events and extending important industry messages and resources.

The MLA Project Manager of Adoption Capability Building manages an MLA publication *The Advisor newsletter* which features material about the Livestock Advisor Updates project at relevant times. This is a valuable resource for sharing more detailed articles and updates.

5. Conclusion

Nine LAU events were delivered in total between July 2019 and November 2022, three in each of the three regions. A total of thirteen webinars were delivered between 2020 to 2022.

A database of 230 individuals was established and social media platforms established including 314 Twitter followers and a Facebook group of 473 members. Over the life of the program 374 people participated in LAU workshops, and a total of 330 people attended the webinar series with an additional 1789 views on YouTube.

The LAU project coordinator successfully delivered on the following agreed outputs:

1. establishment of LAU technical working group
2. four-year schedule of events (location and timing)
3. “pathways to MLA adoption program” plan
4. program M&E plan
5. program communications plan
6. program work plan, updated annually
7. 9 LAU events, with geographical spread across Australia
8. 13 regionally relevant webinars identified in consultation with the working group
9. milestone reports every six months
10. final report at the completion of the project.

The project was unable to deliver the tenth LAU event, with it unfortunately being cancelled one-week prior to delivery due to low registrations. All event preparation and associated work had been completed for this event at the time of cancellation.

The project exceeded expectation in terms of the target 300 industry influencers. A total of 473 individuals are currently in the MLA Livestock Advisor Facebook group.

5.1 Benefits to industry

Livestock advisors, in the form of public extension officers, private consultants, agronomists, resellers, stock agents, veterinarians and researchers, have a critical role to play in promoting

research and development outputs and practical tools to their producer networks, and enabling practice change. As the direct link between MLA and advisors, the LAU project supported MLA to achieve its goals outlined in the Strategic Plan 2025, including:

- Producers have the capability to adopt R&D outcomes that directly improve their productivity and profitability.
- Improved market specification compliance across defined quality, animal health and other value-based pricing dimensions.
- Objective measures of animal welfare for live export, feedlot and extensive production systems implemented, with an increase in practice change.
- Progress towards net zero carbon emissions goal by 2030.
- Strengthened perception of Australian production practices, across domestic and international markets.

6. Future research and recommendations

Despite significant disruptions and challenges presented to the event management sector due to COVID-19, the Livestock Advisor Updates project was successful in delivering nine face-to-face events over the course of the four-year period. The project successfully developed a webinar program which was a popular vehicle for delivering short, targeted professional development opportunities for livestock advisors. A hybrid approach incorporating a mix of delivery methods for delivering LAU activities would be encouraged into the future. Face-to-face events appeared to be highly valued by the target audience for networking and deeper skill development, and online activities appear to be valued for short updates or general awareness raising of tools and resources.

Continued delivery of the LAU project is highly recommended. The program has resulted in a network being established and advisors looking to the program for high quality professional development relevant to the red meat industry. Through social media channels the network is now approaching being self-perpetuating, with members sharing updates about tools and resources, key industry issues, professional development opportunities and employment opportunities. Ongoing investment from MLA to allow national coordination of the project, sitting fees for working group members, and budget for event management will assist in further building the knowledge and skills of livestock advisors to enable them to improve the sustainability and profitability of their clients' businesses.

7. Appendix

7.1 Appendix 1 – event M&E reports

7.2 Appendix 2 – webinar M&E reports

7.3 Appendix 3 – Post event impact assessment reports

7.4 Appendix 4 - Sample photo gallery

7.5 Appendix 5 - Sample social media promotions

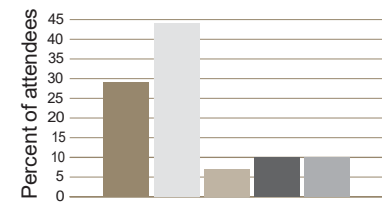
7.6 Appendix 6 - Example event booklet

Sydney 2019



Who attended LAU 2019?

 **41** attendees



- Public sector extension: 29%
- Private sector advisors: 44%
- Industry organisation: 7%
- Agribusiness/product supplier: 10%
- Others included researchers, vets, livestock agents

49% of attendees had <10 years industry experience

58% of attendees provide advice on grazing management systems

45% of attendees provide advice on animal nutrition

40% of attendees provide advice on feed/pasture nutrition

35% of attendees provide advice on reproduction

28% of attendees provide business management advice

What did attendees think?

- "I found this to be extremely valuable."*
- "I look forward to the next one - a really good networking opportunity"*
- "very well run event, very good topics and challenging"*



7.6/10 average score for the value of the event

93% of attendees learnt something new in their area of expertise

84% would attend another update in future

87% would recommend the update to others

The top 3 presentations were:

- Managing climate variability (John Francis and Basil Doonan)
 - Forecasting secrets (Alister Hawkesford)
 - Genetic profiling (Caris Jones and Tom Granlees)
- Condition score recommendations for maternal flocks (John Young)

Follow up activities

- 88%** wanted more information on Profitable Grazing Systems
- 80%** wanted more information on seasonal forecasting
- 78%** wanted more information on strategies for managing climate variability
- 76%** wanted more information on genetic profiling
- The most popular way to receive follow up information was through webinar or on-line training

Industry impact

- 172** The average number of producer clients each attendee worked with was 172.
- 28%** of attendees indicated that their average client managed 1500 to 2500 hectares
- The average cattle herd size of attendee client base was <500 breeders (67%)
- The average flock size of attendee client base was 2000 to 5000 ewes (41%)
- 7 attendees worked with clients who ran goats

Online impact

(16 June to 25 September 2019)

1,134 visits to mla.com.au/advisor-updates

740 visits to mla.com.au/advisor-updates-syd

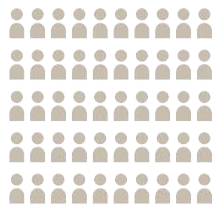
 @livestockadvise

- 20,000 impressions
- 762 post engagements
- 84 followers
- 384 profile visits

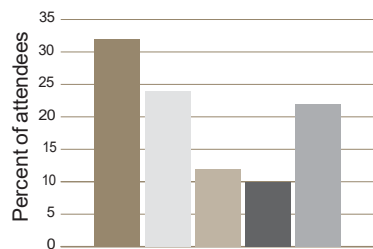
Brisbane 2019



Who attended LAU 2019?



50
attendees



- Public sector extension: 32%
- Private sector advisors: 24%
- Red meat producers: 12%
- Agribusiness/product supplier: 10%
- Others included researchers, vets, industry organisations

48% of attendees had <10 years industry experience

42% of attendees provide advice on grazing management systems

37% of attendees provide advice on animal nutrition

27% of attendees provide advice on reproduction & feed/pasture nutrition

What did attendees think?

"The format worked really well. Interest and attention maintained at all times"

"Good networking opportunity to make contacts and learn about current research findings"

"Thanks very much for all your efforts. A great way to kick off the week of NBRUC"



8/10 average score for the value of the event

95% of attendees learnt something new in their area of expertise

84% would attend another update in future

91% would recommend the update to others

The top 3 presentations were:

- 1 P supplementation (Rob Dixon and Tim Schatz)
- 2 Decision dates (Jill Alexander)
- 3 Adult equivalent system (Stuart McLennan)

Follow up activities



77% wanted more information on Profitable Grazing Systems



63% wanted more information on carbon trading



69% wanted more information on adult equivalents system



67% wanted more information on P supplementation



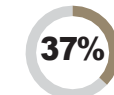
The most popular way to receive follow up information was through webinar or on-line training

Industry impact



The average number of producer clients each attendee worked with was 84.

The following proportion of attendees indicated that on average their clients managed



over 50,000ha



herds of <1,000 breeders



herds of <1,000 other cattle

Online impact

(16 June to 25 September 2019)

1,134 visits to mla.com.au/advisor-updates

560 visits to mla.com.au/advisor-updates-bne

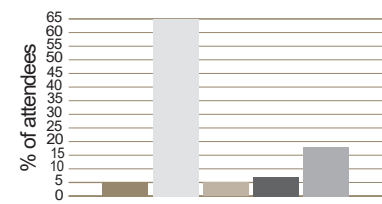
@livestockadvise

- 20,000 impressions
- 762 post engagements
- 84 followers
- 384 profile visits

Perth 2019



Who attended?



- Public sector extension/policy: 5%
- Private sector advisors: 65%
- Researcher: 5%
- Agribusiness/product supplier: 7%
- Others including vets, livestock agents and red meat producers

- 59%** of attendees had <10 years industry experience
- 47%** of attendees provide advice on grazing management systems
- 38%** of attendees provide advice on animal nutrition
- 35%** of attendees provide advice on feed/pasture nutrition
- 29%** of attendees provide advice on people/human resource management
- 38%** of attendees provide business management advice

What did attendees think?



7.8/10 average score for the value of the event

- 68%** of attendees learnt something new in their area of expertise
- 88%** of attendees learnt something new in an area they were not familiar with
- 97%** would attend a future update
- 94%** would recommend the update to others

The top three presentations were:

- 1** 'Show me the money' – a PGS overview (Ed Riggall)
- 2** Filling the feed gaps with fodder crops (Simon Wallwork)
- 3** Genetics evaluation and its impact on flock productivity and profit (Sarah Blumer)

Follow up activities

- 71% wanted more information on filling the feed gaps with fodder crops
- 65% wanted more information on genetics evaluation and its impact on flock productivity and profitability
- 56% wanted more information on Profitable Grazing Systems
- The most popular way to receive follow up information was through a workshop or webinars/online training

Industry impact

- The average number of producer clients each attendee worked with on a regular basis was between 21 and 50
- 75%** of attendees indicated that their average client managed 2,501 to 5,000 hectares
- The average cattle herd size of the client base of attendees was <500 breeders (40%)
- The average flock size of the client base of attendees was 2,000 to 5,000 ewes (64%)
- 1 attendee worked with clients who ran goats

Online impact

(16 June to 10 November 2019)

1,550 visits to mla.com.au/advisor-updates

342 visits to mla.com.au/advisor-updates-per

@livestockadvise

- 58,285 impressions
- 2,434 post engagements
- 145 followers
- 714 profile visits

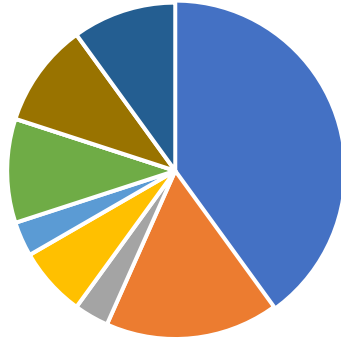


Monitoring and evaluation report

Southern Online Event 2021

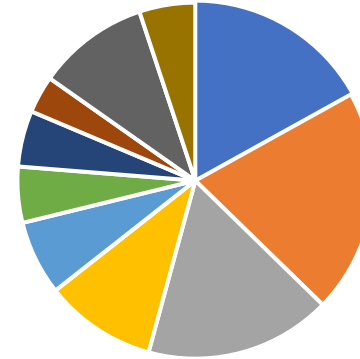
Attendees: 48 (15 filled out the entire evaluation)

Role in the livestock industry



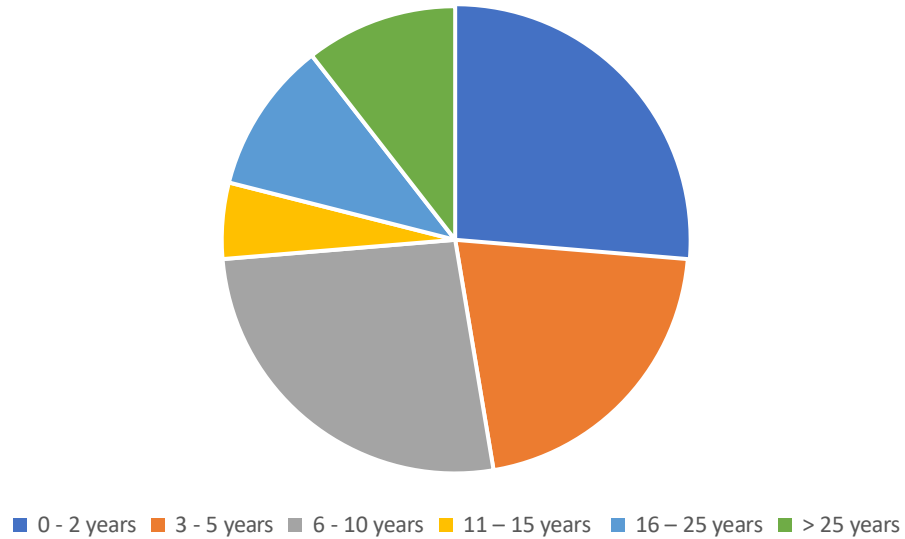
- Private sector advisor / consultant
- Public sector extension / policy
- Researcher
- Veterinarian
- Agribusiness / product supplier
- Industry organisation
- Livestock agent
- Financial institution
- Meat processor
- Red meat producer
- Other (please specify)

Technical area of expertise

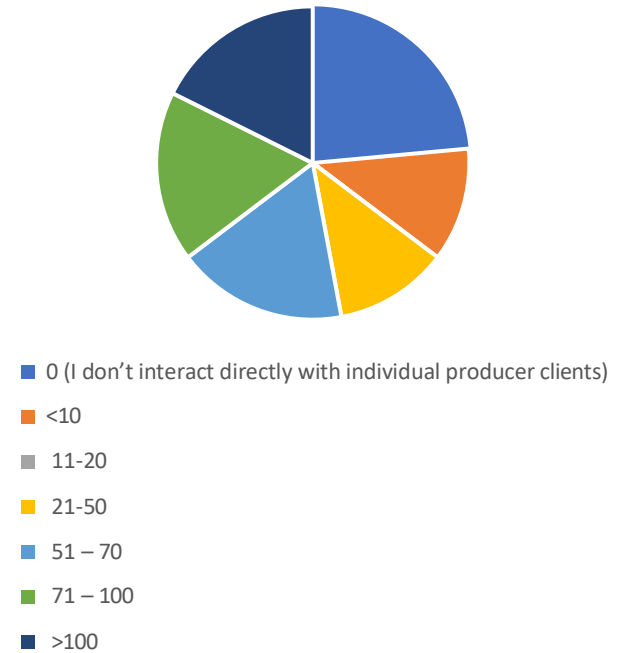


- Grazing management systems
- Animal nutrition
- Feed/pasture nutrition
- Reproduction
- Genetics
- People
- Business
- Value chain
- Animal health
- Other (please specify)

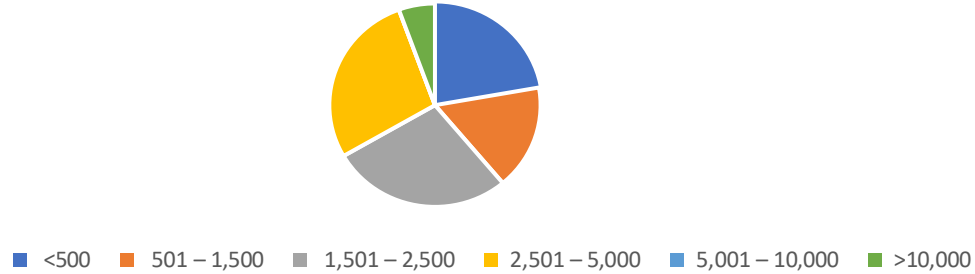
Years of experience as a livestock industry advisor



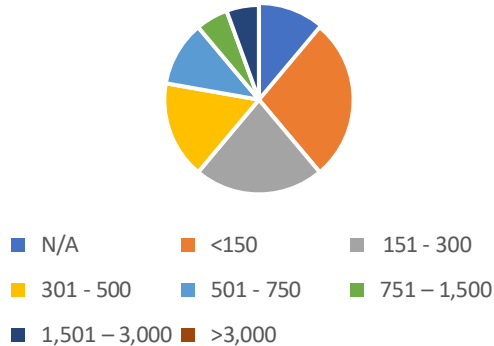
Producer clients regularly interacted with each year



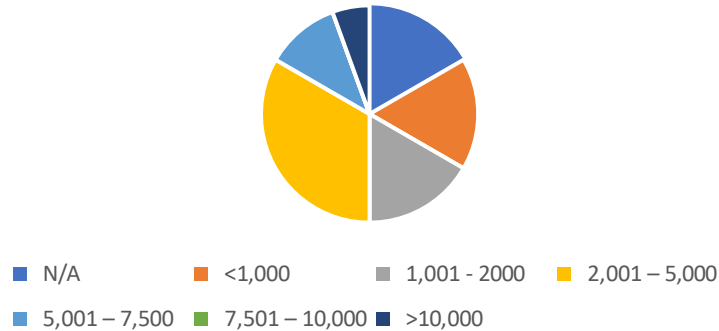
Average size of clients' business (productive ha)



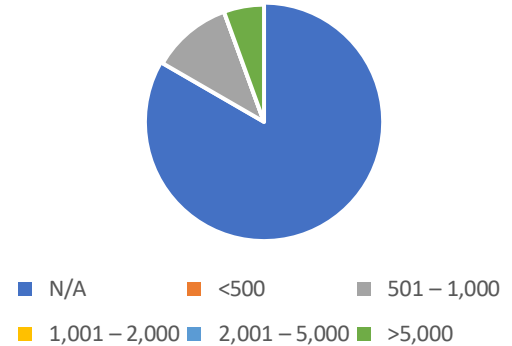
Average number of cattle (breeders) managed by clients



Average number of sheep (ewes) managed by clients



Average number of goats (does) managed by clients



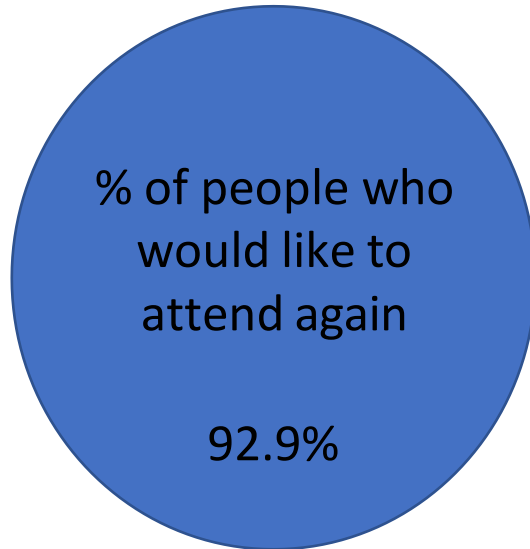


Percentage of attendees who agree or strongly agree with the following statements

I learnt something new in my area of expertise	82.4
I learnt something new about an area I'm not familiar with	93.8
The information covered challenged my existing knowledge/opinions	73.3
There was enough time for effective networking with my peers	7.1

Average score /10

Presentation	Content	Delivery	Relevance and value
Laura Garland	7.1	6.8	6.8
John Francis	8.4	8.1	8.4
C panel	8.6	7.9	8.1
Bruce Allworth	7.9	8.3	7.7
Elsa Glanville	8.5	8.4	8.8
Hamish Chandler	6.9	7.6	6.9
Andrew & Tim	8.6	8.6	8.2



% of people who
will or might do
something
differently due to
attending
66.7%

Things they will do differently:

- More information and knowledge to use with my clients on ewe mortality, containment feeding, genetics and pain relief.
- Provide my clients with more updated information and links to reports/ project findings
- The information gained from Elsa's presentation will help with my delivery of future Lifting Lamb Survival programs
- Try harder at saving lambing paddocks from being grazed to ensure optimum FOO at lambing even if it requires locking stock up and containment feeding
- Gained more knowledge and may se with clients etc.
- Spend more time with producers talking about pain relief options. More confidence in discussing carbon farming "we are all carbon farmers"! More once I further digest today's talks 😊

Suggested topics for future events

- Managing issues related to mineral deficiencies in ewes and lambs.
- Less speakers more time for discussion / interaction
- NLIS technology for producers, what are the toys and what benefits can u get from using them.
- More of the sensible discussion on soil carbon and trading - todays talks were great!!
- More time for a producer case study on carbon neutrality.
- More from John Francis please
- More applied genetics

General feedback

- Well done on delivering a full day online LAU. I remained engaged all day and thought the program catered to all advisors working in all capacities. Good work team!
- Less speakers and more interaction / discussion
- zoom suits me for these updates. dont have to travel.
- Huge effort to pull together such a great group of presenters and presentations! Thank you! More time, especially with the carbon panel would have been good.

Perth 2020

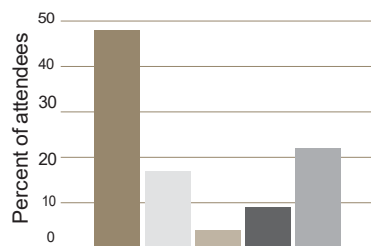
livestock
advisor
updates



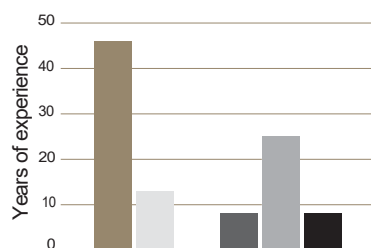
Who attended LAU 2020?



33
attendees



- Public sector extension: 48%
- Private sector advisors: 17%
- Livestock agent: 4%
- Agribusiness/product supplier: 9%
- Others included students, vets, industry organisations



- 0-2: 46%
- 3-5: 13%
- 6-10: 0%
- 11-15: 8%
- 16-25: 25%
- >25: 8%

The most common areas of advice attendees give their clients are grazing management, business and feed nutrition

What did attendees think?



8.5/10 average score for the value of the event

8.8/10 average score for the satisfaction of attending the day



89% of participants learnt something new in their area of expertise



97% of people said yes to attending another LAU event



96% of people learnt something new about an area they were not familiar with



100% of attendees would recommend LAU events to a colleague



84% of attendees said they would give different advice to their clients as a result of attending the workshop

The top 3 presentations were:



1 Feed budgeting (Ashley Herbert)



2 Reliable feed (Phil Barrett-Lennard and Sam Lehman)



3 Pain relief (Bruce Allworth)

Follow-up ideas



Finishing lambs with feed lotting



Extension tools – feedback from producers about where they access information to make their key decisions



More beef content



Managing parasites

General feedback



“Great event again, well done. Great to catch up with everyone as well.”



“Really good to see a section on eating quality etc.”



“As a farm business advisor it is certainly in my interest and my clients that I improve my base knowledge. Well done organisers and presenters. An excellent day.”



“Enjoyed the efforts to bring it back to practiced skills for advisors.”

The things people will do differently: time of lambing, pain relief strategies, shorter joining time, alternative tools for managing feeds, use carcass scoring data for decision making

Online impact

(Jan – Dec 2020)

2,462

visits to m1a.com.au/advisor-updates

187

visits to m1a.com.au/livestock-advisor-updates/western-australia/

@livestockadvise

- 48,466 impressions
- 2101 tweet engagements
- 578 profile visits
- 239 followers



Monitoring and evaluation report

Brisbane 2021

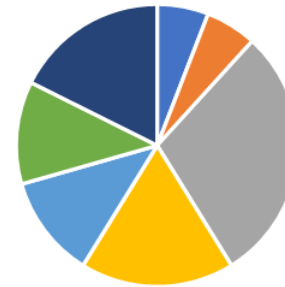
Attendees: 36 (including speakers)

Role in industry



- Public sector extension / policy
- Industry organisation
- Researcher
- Red meat producer
- Agribusiness / product supplier
- Private sector advisor/consultant
- Livestock agent
- Veterinarian

Areas of expertise



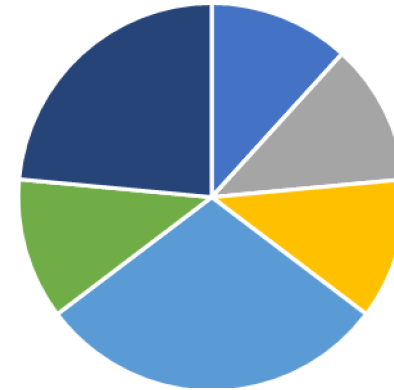
- Reproduction
- Genetics
- Grazing management
- Animal health
- Feed / Pasture nutrition
- People
- Business
- Value chain

Years of experience



■ 0-2 years ■ 3 - 5 years ■ 6 - 15 years ■ 11- 24 years ■ 16 - 25 years ■ >25 years

Number of producer clients



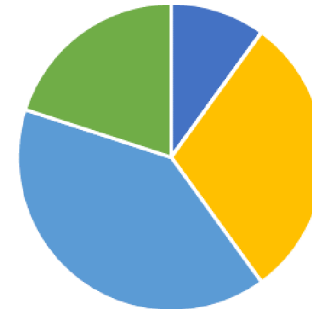
■ NA ■ <10 ■ 11 to 20 ■ 21-50 ■ 51- 70 ■ 70 - 100 ■ >100

Average size of clients businesses (productive Ha)



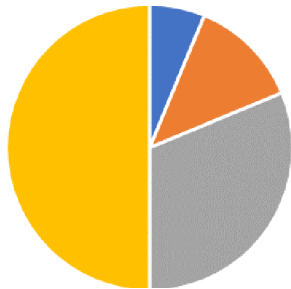
■ <500 ■ 501 - 1,500 ■ 1,501 - 2,500 ■ 2,501 - 5,000 ■ 5,001 - 10,000 ■ >10,000 ■ NA

Average number of cattle (breeders) managed by clients



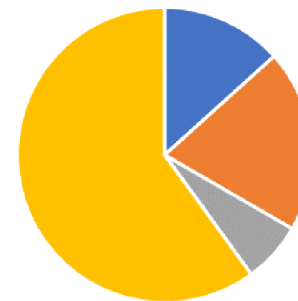
■ <500 ■ 501 - 750 ■ 751 - 1,500 ■ 1,501 - 3,000 ■ >3,000 ■ NA

Average number of sheep (ewes) managed by clients




■ <1,000 ■ 1,001 - 2,000 ■ 2,001 - 5,000 ■ NA

Average number of goats (does) managed by clients




■ <500 ■ 501 - 1,000 ■ 1,001 - 2,000 ■ NA



Overall value of
attending the
event (between
1 and 10)

8.8



Overall
satisfaction with
the event
(between 1 and
10)

8.8

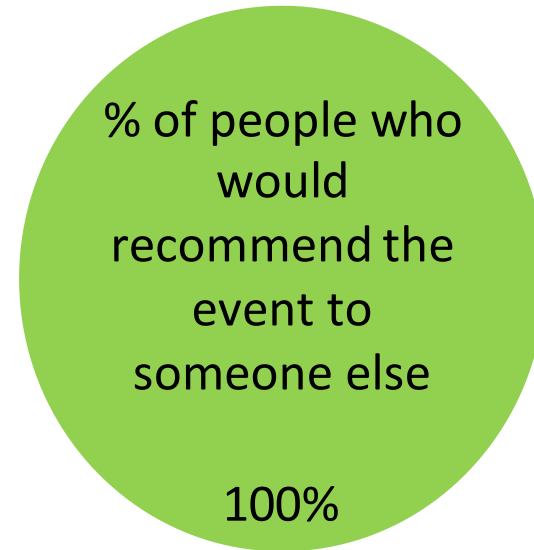
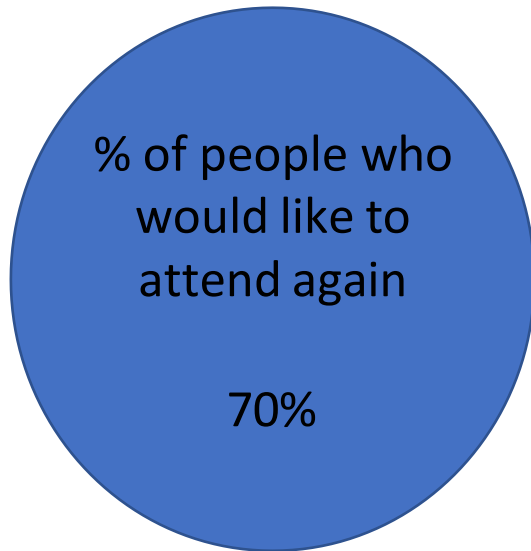
Percentage of attendees who agree or strongly agree with the following statements

I learnt something new in my area of expertise	100
I learnt something new about an area I'm not familiar with	100
The information covered challenged my existing knowledge/opinions	50
There was enough time for effective networking with my peers	100

Average score /10

	content	delivery	relevance
'Applying critical thinking to avoid magic and opt for science'	9.5	8.9	8.8
'Why should you believe a scientist?'	8.6	8.9	8.7
'Helping industry stand by what it sells'	8.2	8.0	8.7
'What advisors need to know about MSA'	8.4	8	8.6
'Supporting clients to adopt EBVs'	8.9	8.8	9.5
'Pasture Dieback: what can you do?'	7.8	7.5	8
'Stocktake GLM – the App for Grazing Land Management'	8.5	8.5	8.6
'Long Paddock / FORAGE'	8.6	8.4	9.4
'ParaBoss'	9.4	9	9

	content	delivery	relevance
'Asparagopsis'	9	9.3	9.1
'Northern Breeding Business (NB2)'	8.2	8.2	8.2
Pasture legumes: do's & don'ts	8.3	8.5	9.2
EDGE: bringing value to your business	9.3	8.7	9.5
'Carbon farming – eyes wide open'	9	9.1	9.1



% of people who
will or might do
something
differently due to
attending
80%

Things they will do differently:

- Utilise materials
- Expand networks with new contacts
- Better responses to carbon farming!
- Review carbon initiatives
- Networking and educating producers in some of these areas I now have confidence in
- I will review integrity systems company processes
- Think about how I deliver some of the advantages to incorporating legumes into pasture. Not just animal production benefit, but methane reduction

Suggested topics for future events

- Ag tech, farm safety experts (Shane Webcke)
- Objective measurement, walk over weighing
- A wider variety from those outside the government sectors
- What has changed in the industry. What are we doing well. What areas are we not understanding.
- Climate change
- Engagement skills, presentation skills - these things improve adoption and engagement no end and when we just focus on the content, not the delivery, it doesn't progress the message
- Facilitation tools for engagement
- Would love to hear from someone not from the traditional science based like rcs- it would be great to have a panel so everyone can opening discuss GLM. Specially coming from an area where a lot of 'regen' graziers are.
- Biosecurity
- Education

General feedback

- I loved the attendee list with contacts.
- Great day, jam packed with updates.
- Small numbers in concurrent session was a little off-putting for some speakers.
- Hearing from Jason Strong was a highlight, so good to hear about MLA strategy and feel a valuable part of it.
- The targeted presentations for advisors was excellent, so refreshing not hearing re-hashed presentations written for different audiences.
- Rob Kinley's passion was infectious.



Monitoring and evaluation report

Perth 2021

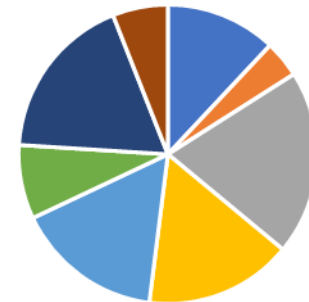
Attendees: 30 (including speakers)

Role in industry



- Public sector extension / policy
- Industry organisation
- Researcher
- Red meat producer
- Agribusiness / product supplier
- Private sector advisor/consultant
- Livestock agent
- Veterinarian

Areas of expertise



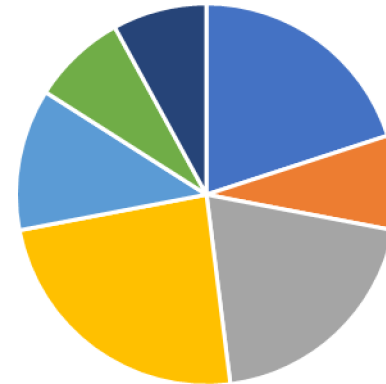
- Reproduction
- Genetics
- Grazing management
- Animal health
- Feed / Pasture nutrition
- Business
- Value chain
- People

Years of experience



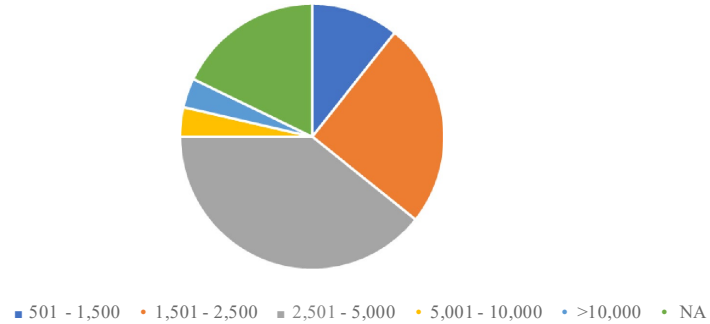
■ 0-2 years ■ 3 - 5 years ■ 6 - 15 years ■ 16 - 25 years ■ >25 years

Average number of producer clients

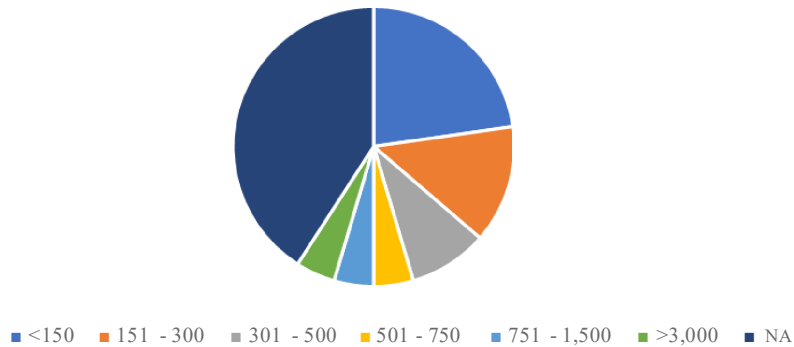


■ NA ■ <10 ■ 11 to 20 ■ 21-50 ■ 51- 70 ■ 70 - 100 ■ >100

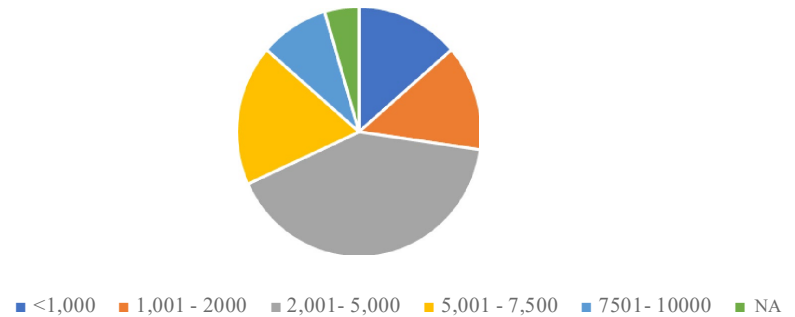
Average size of clients businesses (productive Ha)

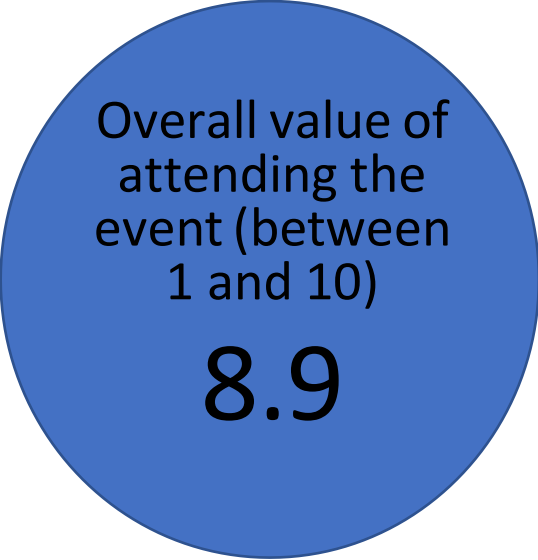


Average number of cattle (breeders) managed by clients




Average number of sheep (ewes managed by clients)





Overall value of
attending the
event (between
1 and 10)

8.9



Overall
satisfaction with
the event
(between 1 and
10)

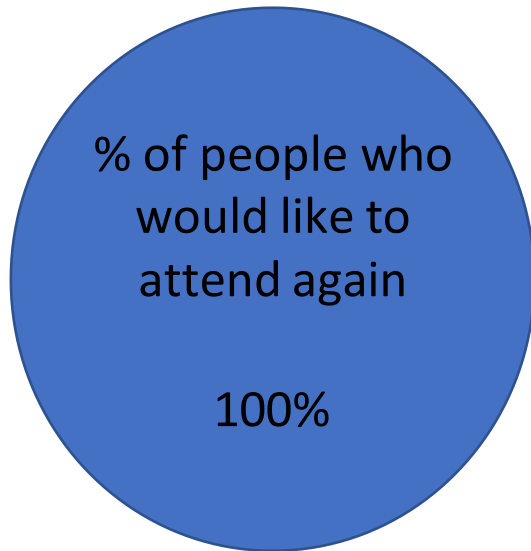
8.7

Percentage of attendees who agree or strongly agree with the following statements

I learnt something new in my area of expertise	100
I learnt something new about an area I'm not familiar with	100
The information covered challenged my existing knowledge/opinions	72
There was enough time for effective networking with my peers	87.5

Average score /10

	content	delivery	relevance
'Pedal to the metal or let the good times roll'	8.9	9.1	8.9
'Insight into the latest market information'	8.8	9.1	9.0
'Understanding the drivers of profitable cattle systems'	8.5	8.4	8.5
'Best practice vaccination'	9.8	8.7	8.6
'BeefLinks – a strategic partnership for the WA beef industry'	8.2	8.6	8.2
'Helping industry to stand by what it sells'	6.9	6.8	6.7
'Scour worm management through drenching'	9.1	9.3	9.1
'Unlocking key to ewe survival'	9.1	9.2	8.9
'Being informed for the ruminant carbon footprint debate'	9	8.9	9.0



% of people who
will or might do
something
differently due to
attending
95%

Things they will do differently:

- look into carbon capture systems
- Employ mechanisms to try to lower ewe mortality
- PICCC will test CO2 calculations with a client
- Will give more detail of animal health programs to clients
- Review ewe survival practices
- Engage with BeefLinks program
- I will be organising grower days and engaging with customers.
- I am taking away information I can share.
- With PGS I also worked out strategies to analyse customer data to try and work out why they have a low lambing percentage
- Adapt worm strategy and vaccination strategy
- Discuss the value or other of trading carbon credits
- I understand the carbon story better to discuss. Also approach clients differently with regards to advice.
- Be more prepared to engage in a discussion about soil carbon

Suggested topics for future events

- Understanding carbon and the impacts it will have on farmers.
- GHG abatement options on farms
- Economics of animal health treatments/projects
- Dairy pasture management
- Relevant research and learnings
- More talks like Caroline Jacobson, disease studies, mineral status / investigating trace minerals on a property
- Nutrition required in the stages of sheep breeding cycle
- Pastures
- Genetics
- Melatonin in ewes
- Sheep abortions and reproduction in young ewes
- People skills
- Tips for getting to grips with data analytics, tools to use, ensuring you are using clean data

General feedback

- Maybe should have been more AAAC (WA) consultants present - probably too crop oriented
- Location was different, not sure it was the best room to hold the event in
- Venue with carpet might be more suitable as chairs scraped on ground
- Venue location was great and easy to access
- It was incredibly informative, covered a lot of relevant topics pitched at the right level bolstered by good questions and managed to integrate the virtual speakers like they were present.
- If you can't get presenters in person, get an alternative person who can attend in person
- Excellent day
- Another fantastic event, great content and very well run. Will definitely be back in 2022. Do also prefer the event being on the Friday, like this year rather than earlier in the week.
- Maybe a smaller day. The middle session felt a little long.
- The online and in person split was a bit clunky, information was good and speakers great for the topic but it was a bit disruptive swapping around at some points.
- If looking for people to talk. There are a number of PhD students doing quite interesting projects (would need to talk to someone like phil Vercoe to make sure you get a half decent person)

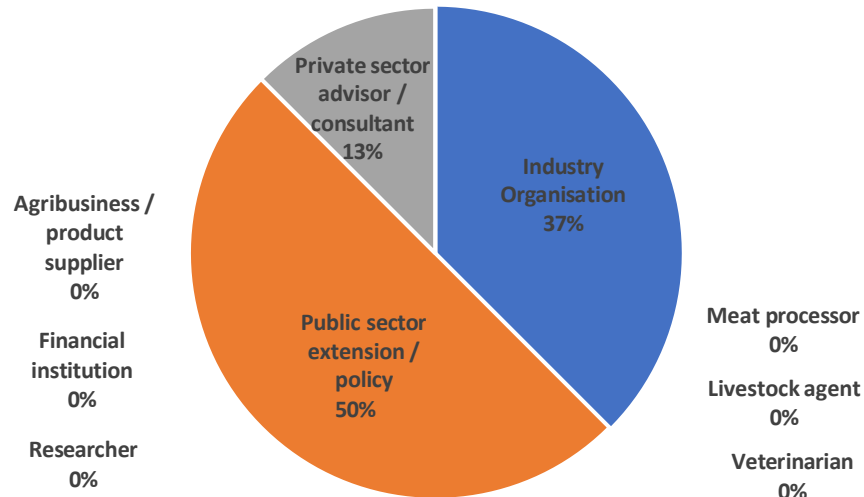


Monitoring and evaluation report

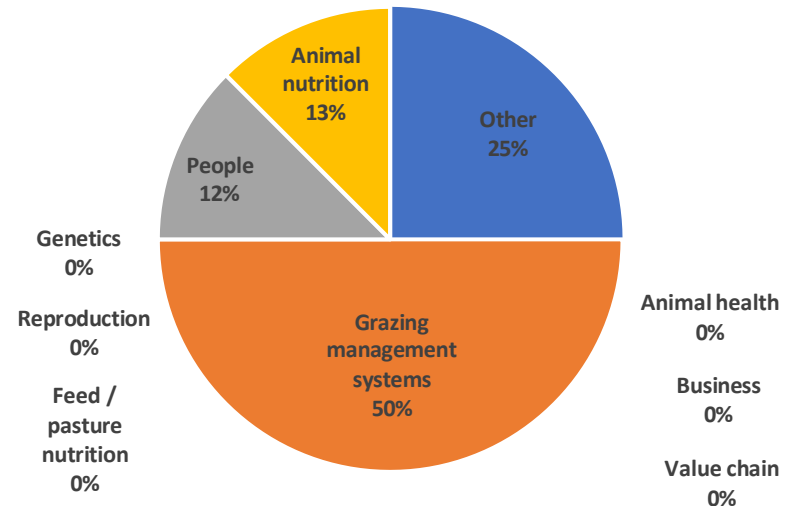
Townsville 2022

Attendees: 41 (including speakers)

Role in industry



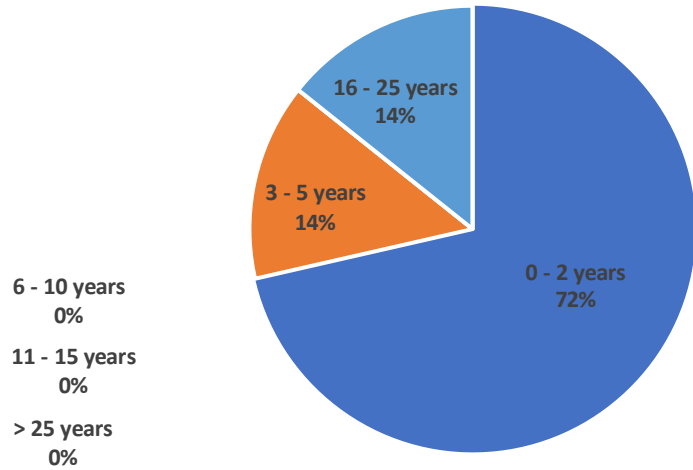
Areas of expertise



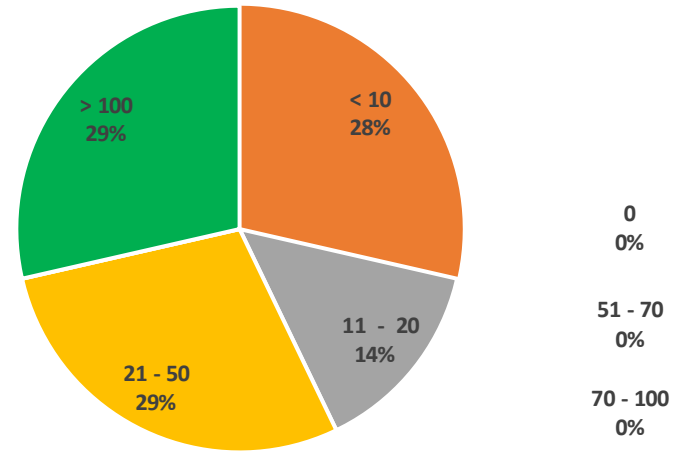
Attending companies

- Southern Gulf NRM x 3
- Gulf Savannah NRM x 1
- NQ Dry Tropics Ltd x 9
- Fitzroy Basin Association x 1
- Northern Australia Climate Project x 1
- Beeftech Int. x 1
- Tammy Kruckow Consulting x 1
- Nikon Rural Services x 1
- Desiree Jackson Livestock Management x 1
- DAF Qld x 7
- James Cook University x 1
- NAB Ltd – Agribusiness x 2
- Riverine Plains x 1
- Leather Cattle Co x 1
- Paraway Pastoral Company x 2
- Veterinarian x 1
- Gracemere Veterinary Surgery x 1
- MLA x 3
- Pinion Advisory x 1

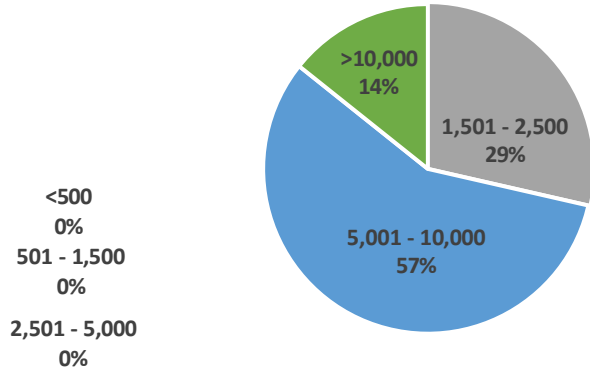
Years of experience



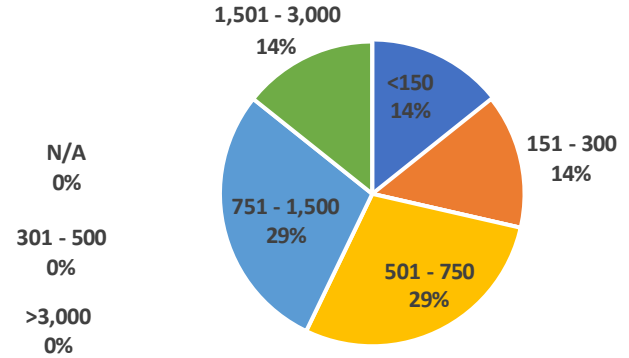
Number of producer clients



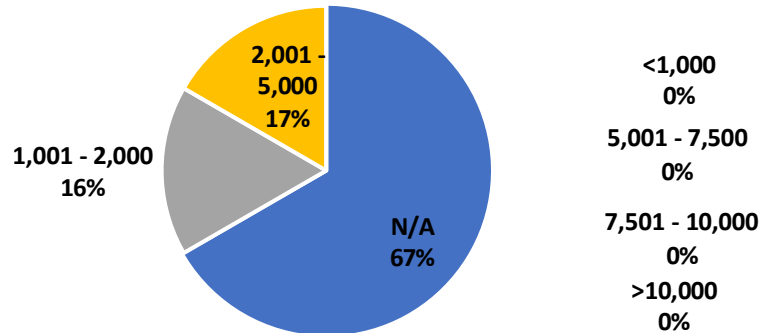
Average size of clients' business (ha)



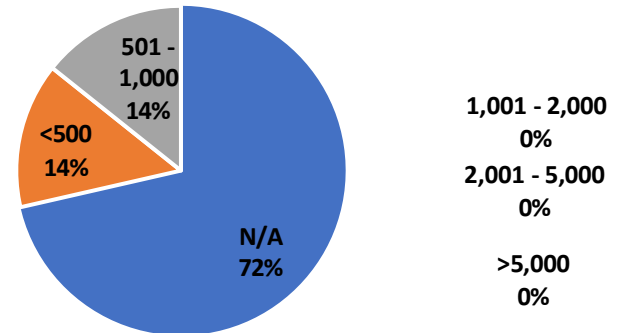
Average number of cattle (breeders) managed by clients




Average number of sheep (ewes) managed by clients



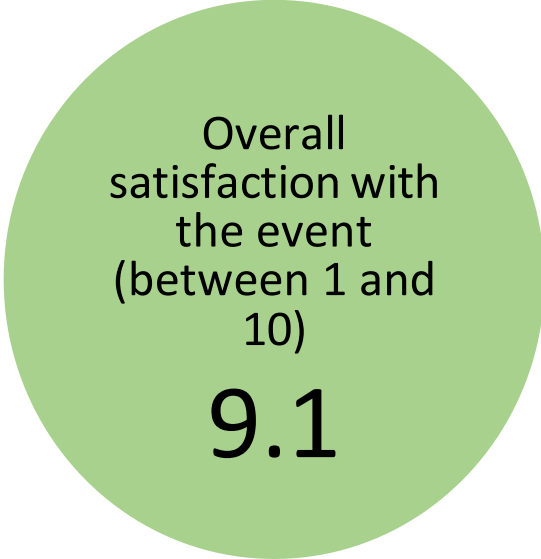
Average number of goats (does) managed by clients





Overall value of
attending the
event (between
1 and 10)

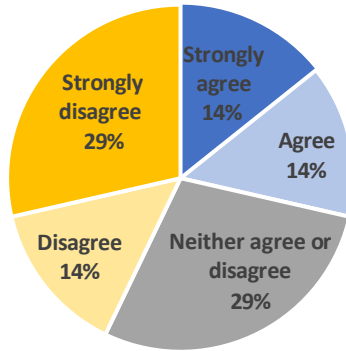
9.3



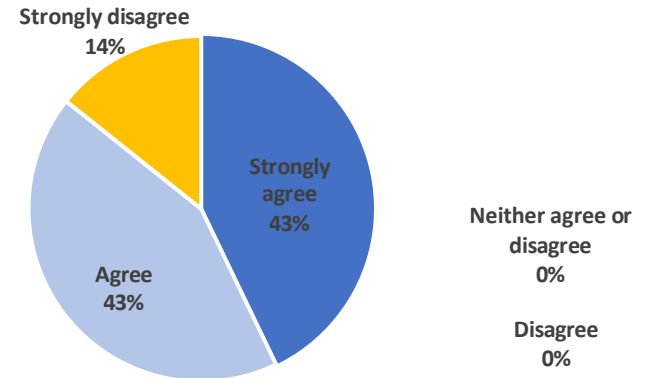
Overall
satisfaction with
the event
(between 1 and
10)

9.1

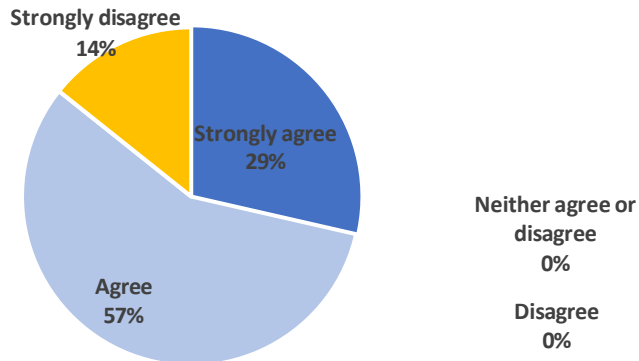
I learnt something new in my area of expertise



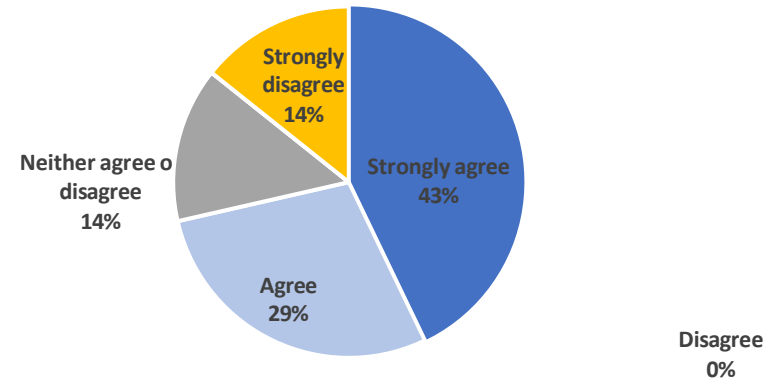
I learnt something new about an area I'm not familiar with



I will be able to use the information I heard when supporting my producer clients



There was enough time for effective networking with my peers



Average score /10

	content	delivery	Overall
MLA welcome and introduction	9.5	9.8	9.8
'The keys to unlocking influence'	9.8	9.8	9.9
'Farm business resilience and the CliMates Program'	9.4	8.8	9.5
'Best practice pain relief and vaccination'	9.5	9.5	9.8
'Carbon neutral – a risk or an opportunity'	9.5	9.4	9.6
'Adopting grazing land management basics during the beef industry trifecta'	9.6	9.6	9.6
'Eyes wide open'	9.7	9.6	9.9
'Reflecting on a career in advisory'	9.9	9.9	9.9

Snapshot of comments on presentations

Welcome address

- Excellent presentation, **relevant statistics**. **Set the scene** nicely to start the day.
- Really **interesting overview** of what's happening in the red meat industry at the moment.

The keys to unlocking influence

- Really appreciated her insight and the way she **explained things that have been often spoken about**.
- ...will definitely help me when **interacting** with both land owners and peers in the future.
- Learnt so much in such little time of ways I could be a **better extension officer**.

Farm business resilience and the CliMates Program

- Harder over **zoom**, would be great to have them in the room.
- Interesting to learn about new **climate products** and Climate mates.
- Very informative. I liked to hear about **Joe and Anita's experience** and how they got to where they are now.

Best practice pain relief and vaccination

- Great info, very informative, very interesting and relevant.
- **Bit rushed**, but good detail and lots of **questions**.
- We need to **encourage more producer uptake**. Animal welfare is critical to the future of our industry.

Carbon neutral – a risk or an opportunity?

- Great idea **getting farmers** who are implementing these strategies on the panel.
- Extremely informative. **Answered** a lot of questions for me. Also **created a lot of questions** for me to look into. Definitely something the industry needs to be more informed about.
- Fantastic panel. Great **different opinions** on carbon, and good talk about carbon from a **different perspective**.

Adopting grazing land management basics during beef industry trifecta

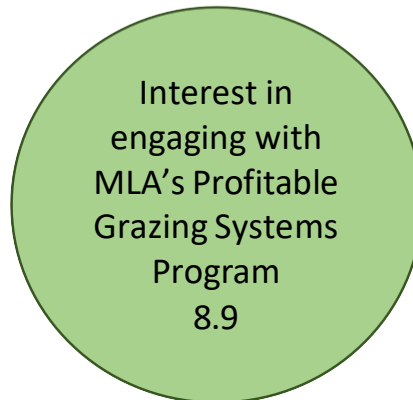
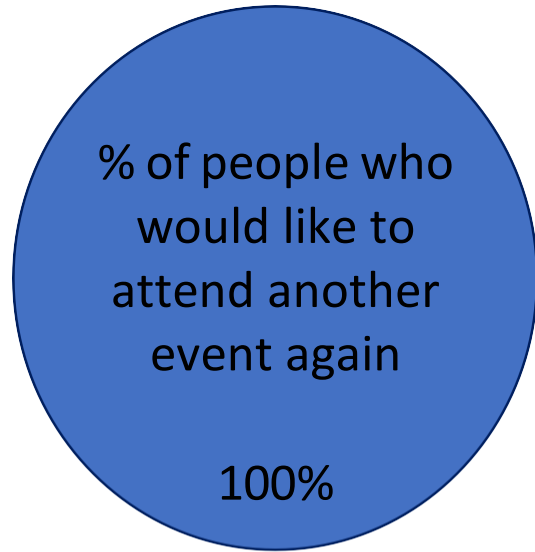
- A legend of the industry, and his presentation showed it
- Very informative. **Case studies to support**.
- Was great to hear information on this topic which **reiterated** some of the things I have currently been doing.

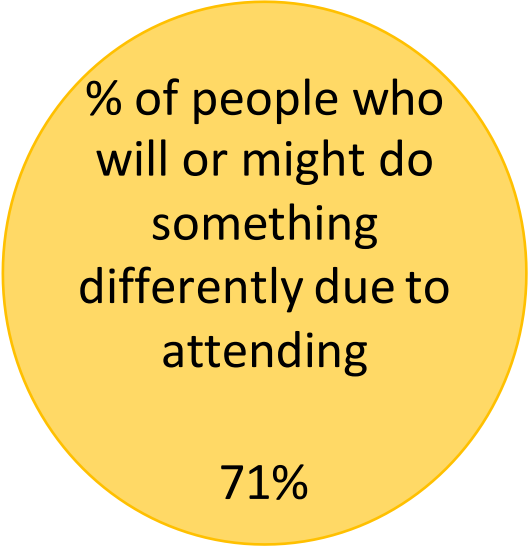
Eyes wide open

- Explained the situation with regards to FMD, possibly **needs to be demonstrated to the industry more.**
- Very relevant and a **cool, calm delivery** of biosecurity updates.
- Well informed, I learnt a lot, good presentation.

Reflecting on a career in advisory

- Wonderful session. And great to have a **range of people** that have very different perspectives on their career.
- Good to hear from some experts.
- Really enjoyed this section, insightful.





% of people who
will or might do
something
differently due to
attending

71%

Things they will do differently:

- Think about how I conduct extension and how I learn in the industry

Suggested topics for future events

- Social licence
- Market access



Monitoring and evaluation report

Melbourne 2022

livestock
advisor 
updates



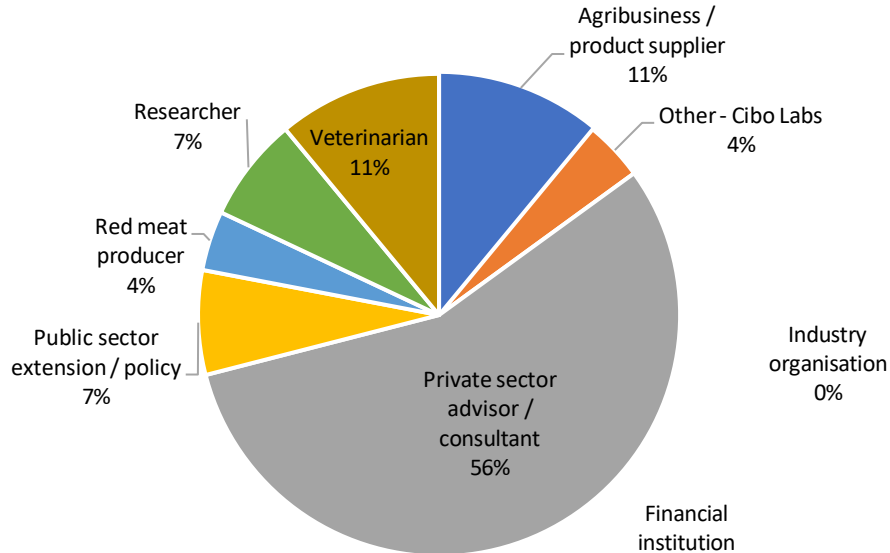
**20 responders for presenter M&E*

**27 responders for event M&E*

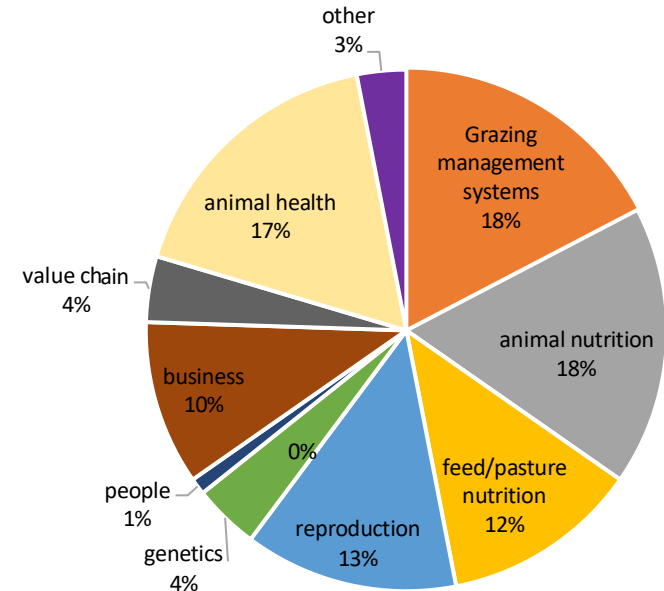
**Not all responders answered every question*

Attendees: 55 (including speakers)

Role in industry

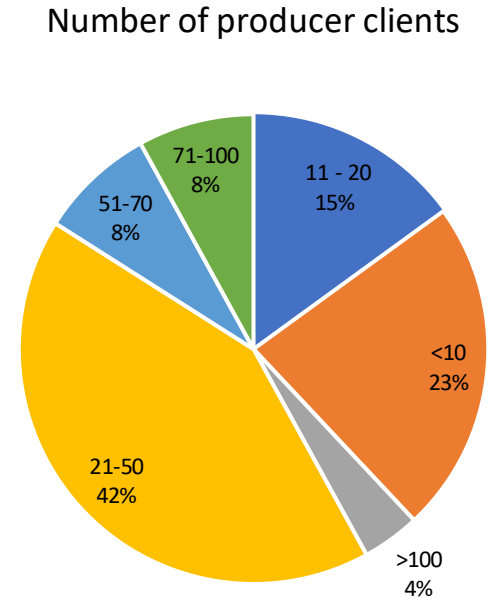
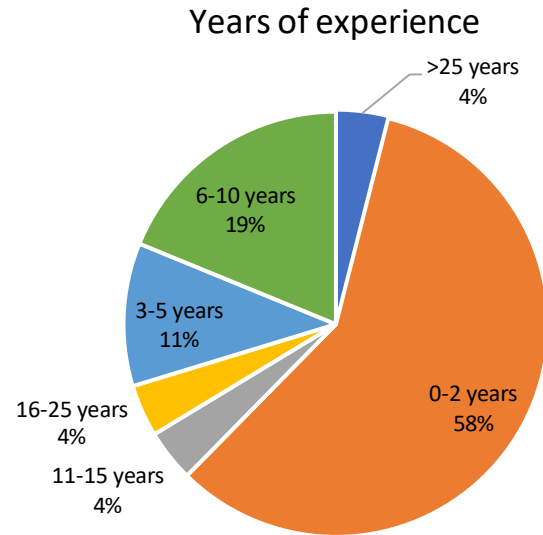


Areas of expertise



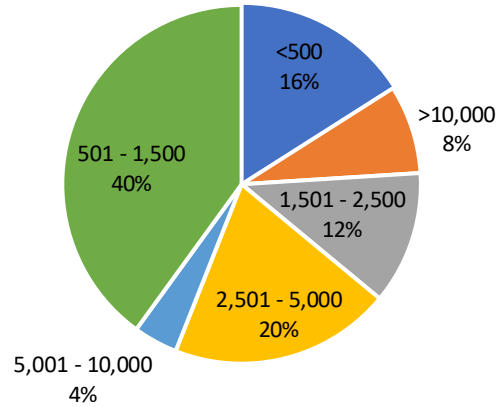
Companies of participants

- Herd Solutions
- Tailored Livestock Consulting
- AgPro Management
- DIT Ag Tech
- Nutrien Ag Solutions
- Moses & Son Woolbroking
- Local Land Services
- National Feed Solutions
- Schulz Livestock
- Paraway Pastoral
- Agrista
- Pinion Advisory
- Coleraine Livestock Consulting
- Thrive Agri Services
- JBS
- Rumenate Livestock Services
- Cibo Labs
- Elders
- Agriculture Victoria
- Brennan Mayne Agribusiness
- CITS
- Southern Farming Systems

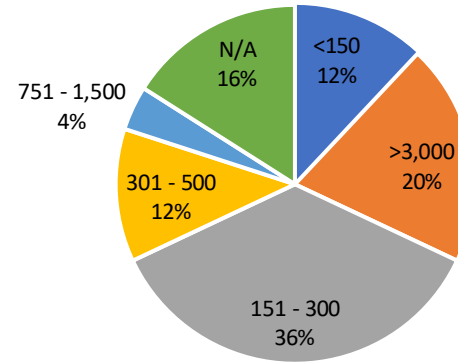


69% of attendees had 5 years or less experience in their role

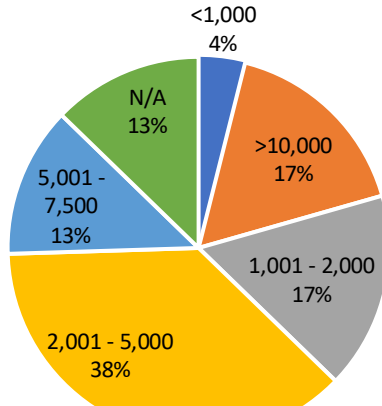
Average size of clients' business (ha)



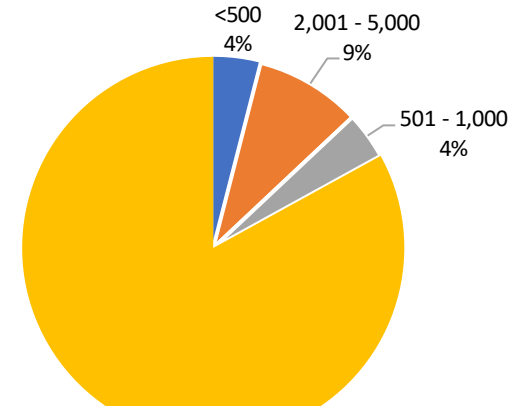
Average number of cattle (breeders) managed by clients




Average number of sheep (ewes) managed by clients




Average number of goats (does) managed by clients





Overall value of
attending the
event (between
1 and 10)

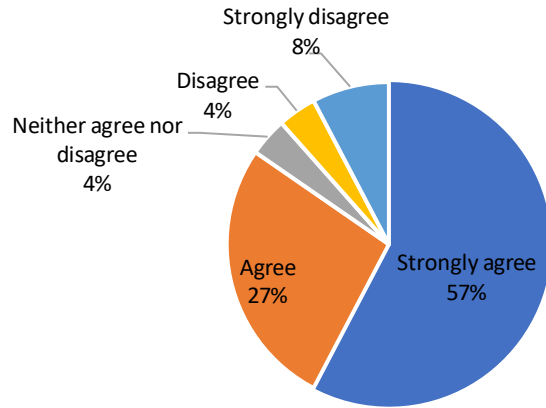
9.2



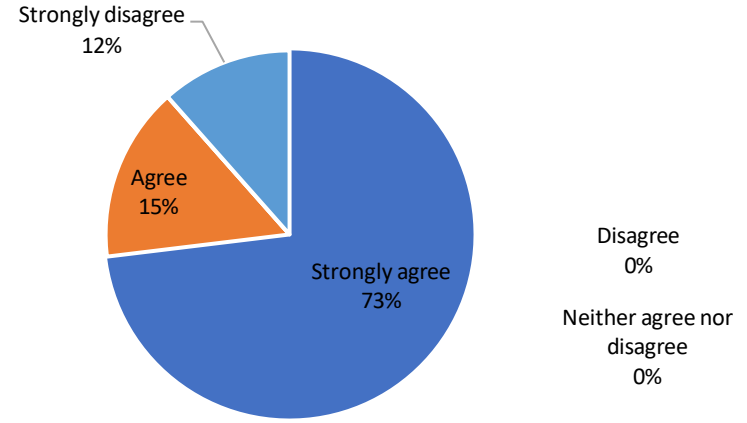
Overall
satisfaction with
the event
(between 1 and
10)

9.0

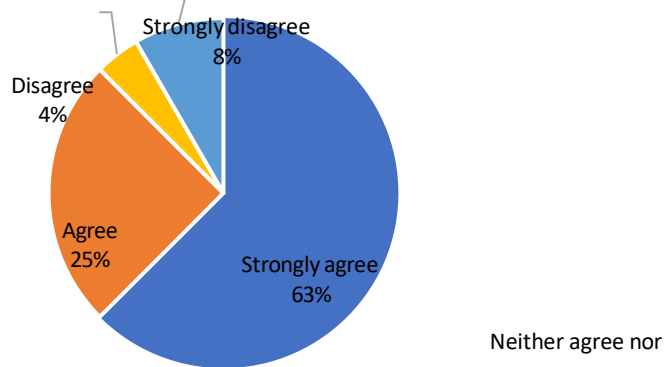
I learnt something new in my area of expertise



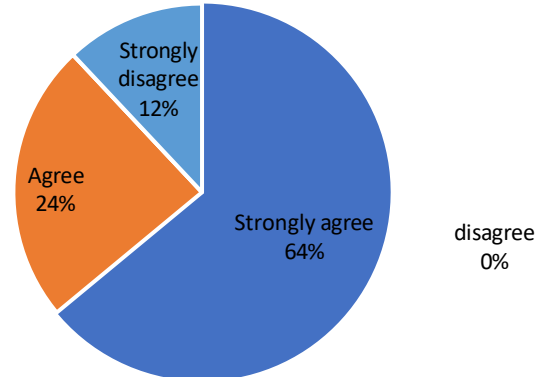
I learnt something new about an area I'm not familiar with



I will be able to use the information I heard when supporting my producer clients



There was enough time for networking with my peers



Average score /10

	content	delivery	Overall
MLA welcome and introduction – Sarah Strachan	8.4	8.8	8.7
'Pasture for profit' – Basil Doonan with Chris Macqueen	9.1	9.6	9.3
'Infectious abortion in ewes' – Elsa Glanville	8.9	8.4	8.8
'The roles of advisors for driving research adoption' – Wayne Pitchford & Meg Bell	8.7	8.3	8.6
'Best practice vaccination and managing three key 2022 animal health issues' – Bruce Allworth	8.5	8.2	8.5
'Benefits of assessing ewes as <i>Fit to Join</i> ' – Andrew Whale	9.7	9.2	8.9
'Carbon neutral – a risk or an opportunity for livestock producers?' – panel	8.5	8.5	8.5
'Reflecting on a career in advisory' - panel	9.3	9.5	9.3

Snapshot of comments on presentations

Welcome address

- Really **engaging** and **energetic** - can see she is very **passionate**! Great way to start the day :)
- **Broad but informative**, great overview and insight into global trends and demands, MLA's current work plan
- Great overview, interested in **MLA's approach to marketing** in the UK post FTA given the strong local loyalty of consumers, Red Tractor programs etc that are well established.

Pasture for profit

- Having done the P4P course as a producer, Basil's presentation **reinforced a lot of my learnings**. **Tasmania** though and grazing systems is **very different to the SA Mallee** and the opportunities are different.
- Really **engaging**!! Made his presentation **really relatable** and light hearted in places! Definitely knows what he's talking about - I really enjoyed this presentation. Learnt a few new [pieces] of information! Thanks Basil :)
- Great insights and **relevant case studies** to inspire, very interesting, love listening to Basil, he always poses **good questions**
- Excellent presentation - **challenging mindset of the normalities of nutrition** and how pastures it influences profitability, really enjoyed it
- Entertaining and informative as always. **Question** on notice - multi species crops, how to manage conversations

with clients that are interested in them, is there a role, is there any science, are they just shiny rainbows...

Infectious abortion in ewes

- Really great seeing the **different examples** of different abortion stages and the risk factors of infectious agents
- A great **addition to my knowledge** of neonatal survival and pregnant ewe health.
- Is clearly very **passionate** about the topic! Very interesting! Only **advice point** - know your slides a little better and make more eye contact with the audience. Thoroughly enjoyed her presentation regardless! :)
- **Delivered well** and in easy to understand and **adapt on farm**
- Good information- **tables** looks like there's good information in them and could be used pretty easily **day to day**
- Great technical content, **is there a fact sheet or website with the 5 steps** of what to do if you experience abortions, it would be a great resource
- Is **carcass disposal** important for managing risk, can you give some **practical examples** of management practices that could cause stress to pregnant ewes

The role of advisors for driving research adoption

- The **producer lead aspect** was a vital reinforcement, great, relevant and **brings confidence**
- Was good to hear an update on the Reproductive Health and Management Practices for Beef Heifers PDS as I was there at the start and helped pull together the background information and application! I feel Wayne's presentation is getting **repetitive** as I have seen him speak on this project many times
- Great presentations separately **but even better they brought together** how we're applying new research and science at a producer level that's had good really good uptake and application.
- A great project that is going to engage commercial and seedstock producers due to its design and grass roots level.

Best practice vaccination and managing three key 2022 animal health issues

- Basic background but **necessary anecdotes** regarding Pilliguard
- Good to hear about up-to-date vaccine plans but I'm **not sure how relevant it is for this crowd**. It's good to have the basic information to be able to advise your client but might be more of a vet's responsibility??
- Great to bust some myths in vaccination and have an **honest, educated approach** delivered
- Good presentation, **harder to engage on zoom** but Bruce had some really good info
- Very informative, always worth a listen

Benefits of assessing ewes as 'Fit to Join'

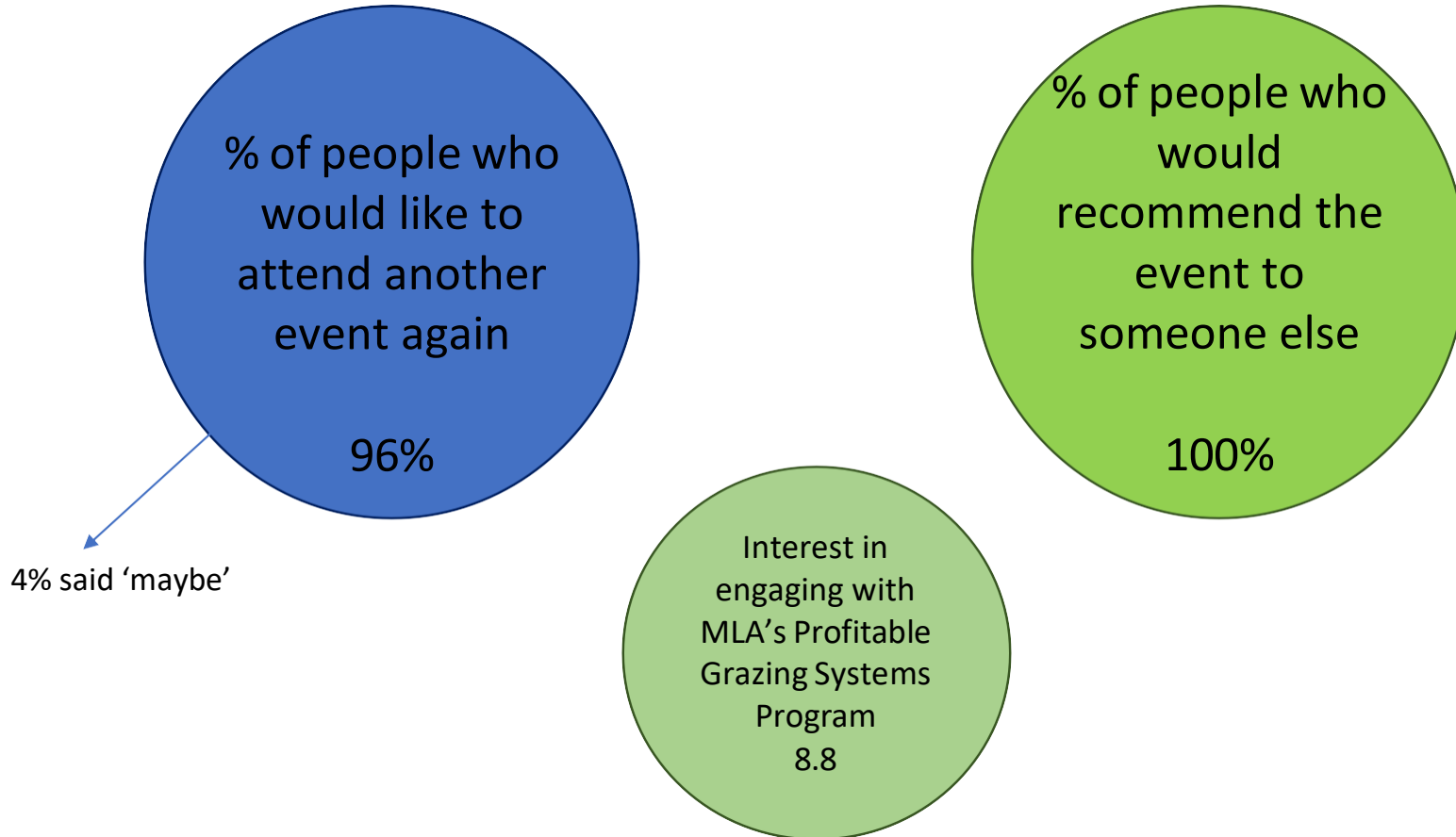
- Fantastic seeing a **simple and practical process** highlighting the significance of different fit to join factors, and **how producers could quickly do this assessment** on their farm
- Learning that **age shouldn't be the only factor** if otherwise a productive ewe isn't used often in merino but maybe it should.
- Really good presentation - **great to reassure yourself that you are (or may not be)** looking at the right traits when making breeding/culling decisions. Definitely **information that you can take out into the field with no additional learning**. Very practical advice!!
- Great, practical and well delivered
- Great presentation, **very relevant** topic and the research results show there is an **easy practical outcome** that can be applied on farm.
- Interesting info, **keen to see it rolled out with more producers**, get more data for **diff flock structures**

Carbon neutral – a risk or an opportunity for livestock producers

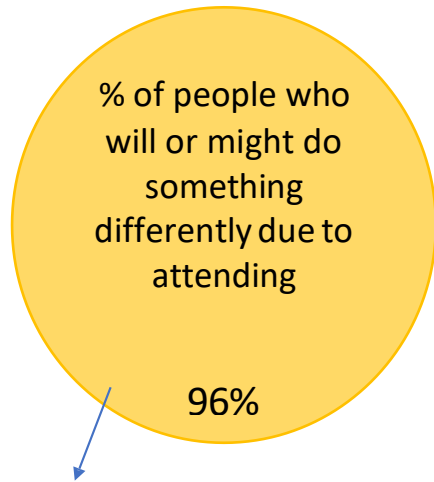
- Really liked how there was **representation** from supply chain, producer and advisor. Really good questions posed at panel by **facilitator**. My book was full of notes by the end of the session.
- All three panel members were very **passionate** about the topic and went above and beyond when answering questions. Very knowledgeable people. Definitely a hot topic at the moment - unfortunately **still a little over my head** at this stage.
- Interesting discussion and views

Reflecting on a career in advisory

- Very **engaging** and **lighthearted discussions** - very **inspiring!**
- Great to have **key learnings** from a lifetime of experience to lean on and learn from
- Great value



Things they will do differently:



Assess ewes fit for purpose
Cull ewes
Like the idea of fit/unfit ewes, keen to have a crack with producer groups

Grazing management by plant morphology rather than purely biomass

Apply ways to have a better work life balance
Approach client interactions with trying to unpack motivation more.
Understand there is still value in my consulting without the depth of technical knowledge yet.
Take up some advice from the advisor experience panel
Understand the producers why
I definitely have a few new techniques for client interaction particularly with clients I may have previously.

The information of carbon in farming was excellent as I now feel I have a better base knowledge to get more involved in conversations surrounding it.
Research carbon calculator

Help producers make better informed on farm decisions

Suggested topics for future events

Technical expertise

Animal health
Feed on offer and reproduction rates
Animal welfare
Role of feed suppliers and how they may or may not fit in the advisor space
Soil health

Ag into the future

AgTech, how it can support industry
Drought resilience strategies
Carbon – more on this as it's new

Advisory career

Balancing mental health in the industry when it pops up for both the client or yourself
Professional development in how to run your consulting business – building from Q&A session today
How to balance work and starting a family

Farm business management

Benchmarking/financial health
Financial benchmarking
Business economics
Marketing businesses and products
Succession planning

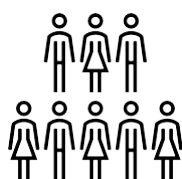


Monitoring and evaluation report

Melbourne 2022

Webinar Monitoring and Evaluation Report

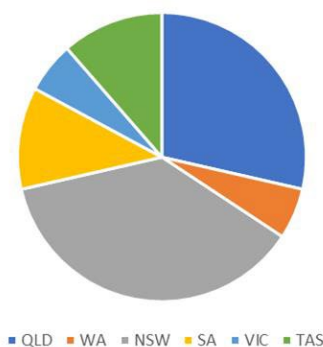
Webinar: Building skills in using and interpreting seasonal forecasts
Presenter: Dale Grey, Agriculture Victoria
Date: 18 June 2020
Views online post webinar: 84 (available online for 120 days)



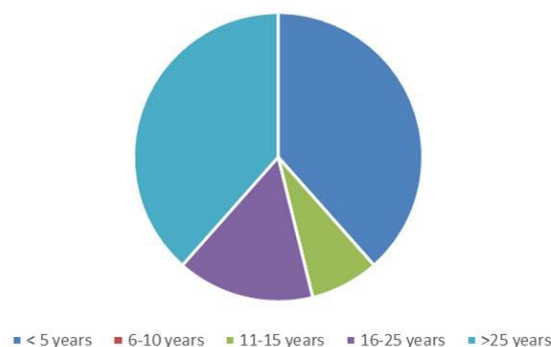
Audience Demographics: Who Attended?

Registrations 107 Attendees 47

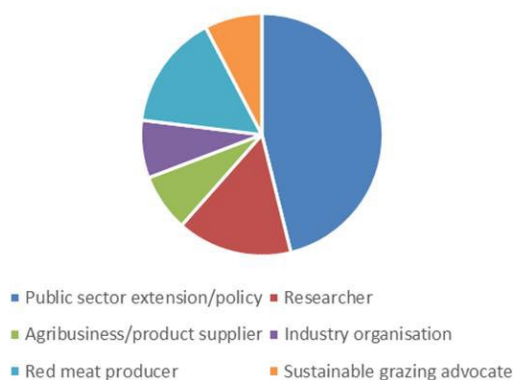
Geographical spread %



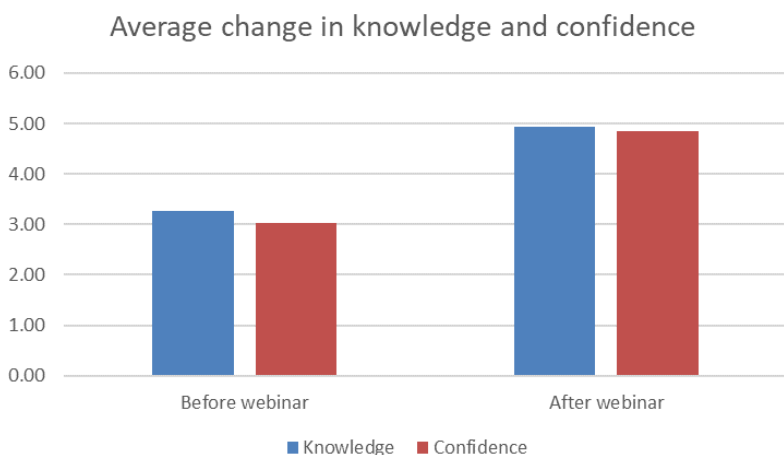
Frequency of years of experience in the industry



Role in the industry



Webinar Impact (Rating Scale: 1 (poor) – 10 (High/strong))



Average change in knowledge as a result of the webinar: ↑ 2.3

Average change in confidence to interpret forecast as a result of the webinar: ↑ 1.4

Overall satisfaction for the webinar 7.85

Average value of attending 7.5

General Feedback

“Thank you! It was a really great webinar. Most people don't have a clue about how to interpret even the weekly weather forecasts, so the more webinars like this, the better.”

“The next step would be using these tools to demonstrate how they can be used in management decisions.”

“The transition from discussion of GCMs to climate influencers (e.g. SOI, SAM etc) needed explanation.”

“Maybe not so much detail on lots of things and just focus in one the key few and give us more detail on them.”

“I think the workshop could have had a major focus on what websites were available for localised seasonal forecasts. Webinar interesting but not useful.”

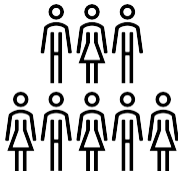
“I would have liked the webinar to be longer so that Dale had more time to explain some of the more complex concepts. There was a lot of good information to take in, and because it was a bit rushed at times, I had trouble keeping up.”

Webinar Monitoring and Evaluation Report

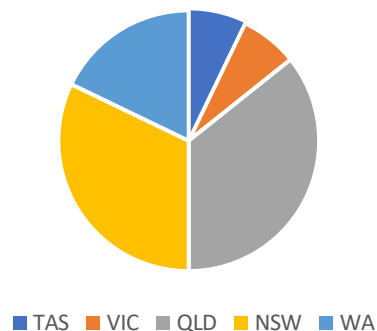
Webinar: Understanding the fundamentals of profitable beef businesses
Presenter: Ian McLean, Bush AgriBusiness
Date: 16 July 2020
Views online post webinar: 147 (available online for 96 days)

Audience Demographics: Who Attended?

Registrations 147 Attendees 28



Geographical spread %



General Feedback

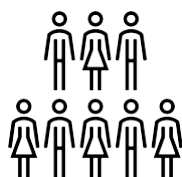
(only 1 participant completed the evaluation survey)

"I struggle with breakout rooms due to lack of confidence, but I enjoyed the presentation and the Q&A session"

Overall satisfaction with the webinar (/10) = 9
The value of attending this webinar (/10) = 9

Webinar Monitoring and Evaluation Report

Webinar: More Power to Ewe
Presenter: Sarah Blumer, Murdoch University
 Ashley Herbert, Agrarian Management
Date: 20 August 2020
Views online post webinar: 82 (available online for 60 days)



Audience Demographics: Who Attended?
 Registrations 100 Attendees 28

Geographical spread



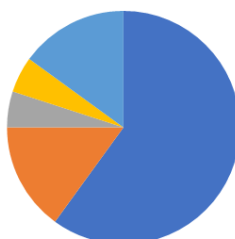
■ QLD ■ WA ■ NSW ■ SA ■ VIC ■ TAS

Frequency of years of experience in the industry



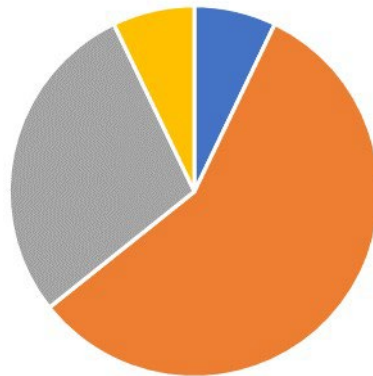
■ < 5 years ■ 6-10 years ■ 11-15 years ■ 16-25 years ■ >25 years

Role in the industry



■ Private sector advisor/consultant ■ Industry organisation
 ■ Agribusiness/product supplier ■ Veterinarian
 ■ Researcher

How likely are you to communicate findings from this webinar to your clients?



■ Not likely at all ■ Likely ■ Very likely ■ Not applicable in my line of work

**Overall
satisfaction
with the
webinar: 7.57**

**The value of
attending the
webinar: 7.4**

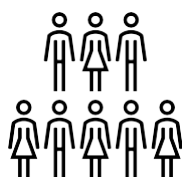
General feedback

General feedback not provided as data collected through Zoom polling.

livestock advisor updates

Webinar Monitoring and Evaluation Report

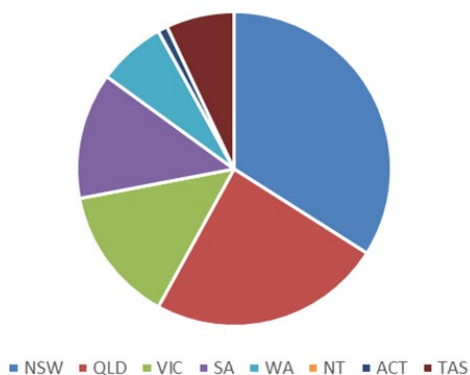
Webinar: Supporting client decision making
Presenters: Cam Nicholson, Nicon Rural Services
 Dave Heinjus, Pinion Advisory
Facilitator: Hilary Beech, Holmes Sackett
Date: 17 September 2020
Views online post webinar: 94 (available online for 34 days)



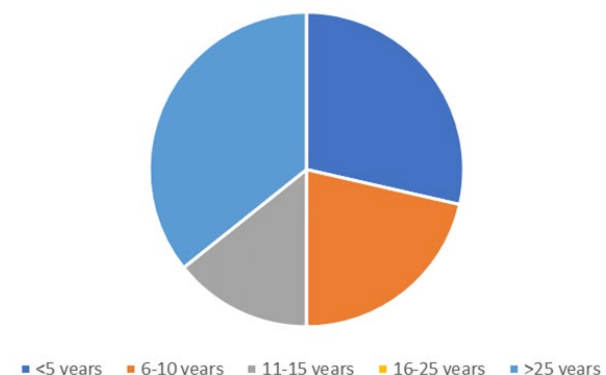
Audience Demographics: Who Attended?

Registrations 100 Attendees 32

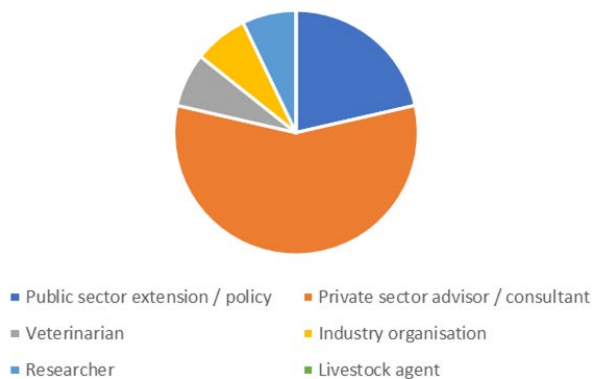
Geographical spread



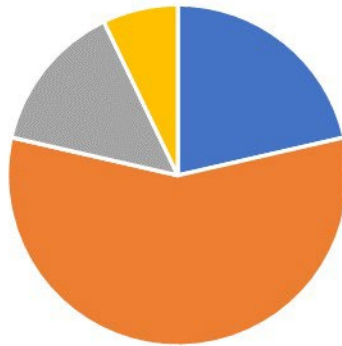
Frequency of years of experience in the industry



Role in industry



How likely are you to communicate findings from this webinar to your clients?



■ Very likely ■ Likely ■ Not likely at all ■ Not applicable in my line of work

Overall
satisfaction with
the webinar:
8.0/10

The value of
attending the
webinar:
7.9/10

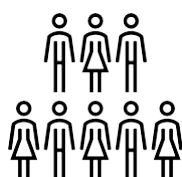
General feedback

General feedback not provided as data collected through Zoom polling.

livestock advisor updates

Webinar Monitoring and Evaluation Report

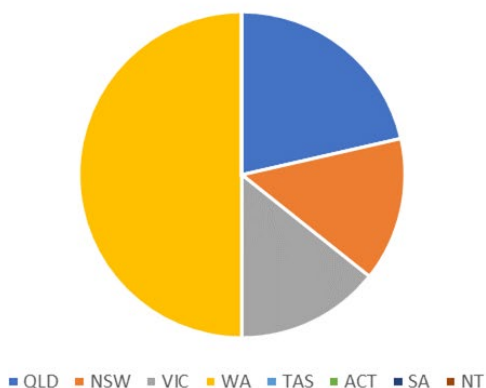
Webinar: Setting up for success with confinement feeding
Presenters: Tom Sweeney, Vic
 David Counsell, Qld
 Jason Stokes, WA
Facilitator: Meg Bell, Coleraine Livestock Consulting
Date: 22 October 2020
Views online post webinar: 158 (between Oct 22nd and Dec 22nd 2020)



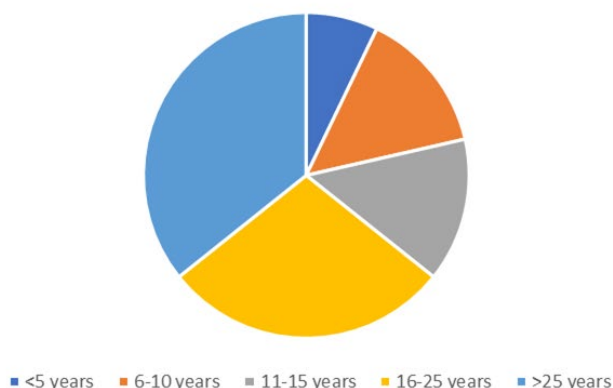
Audience Demographics: Who Attended?

Registrations 105 Attendees 34

Geographical spread



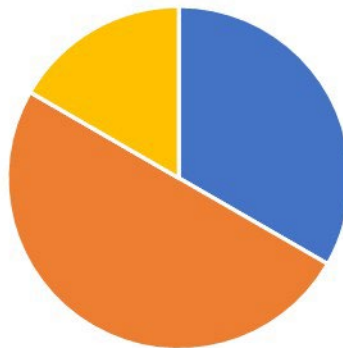
Frequency of years of experience in the industry



Role in industry



How likely are you to communicate findings from this webinar to your clients?



■ Very likely ■ Likely ■ Not likely at all ■ Not applicable in my line of work

Overall
satisfaction with
the webinar:
8.3/10

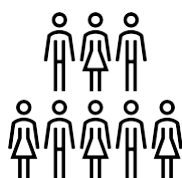
The value of
attending the
webinar:
7.9/10

General feedback

General feedback not provided as data collected through Zoom polling.

Webinar Monitoring and Evaluation Report

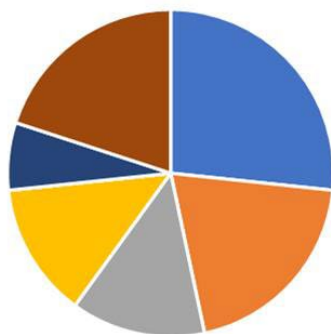
Webinar: Is your 'feed budgeting toolbox' up to date?
Presenter: Ashley Herbert, Agrarian Management, Western Australia
Date: 3 December 2020
Views online post webinar: 77 (between Dec 3rd and Dec 22nd 2020)



Audience Demographics: Who Attended?

Registrations 113 Attendees 31

Geographical spread



■ NSW ■ VIC ■ TAS ■ QLD ■ NT ■ ACT ■ SA ■ WA

Frequency of years of experience in the industry



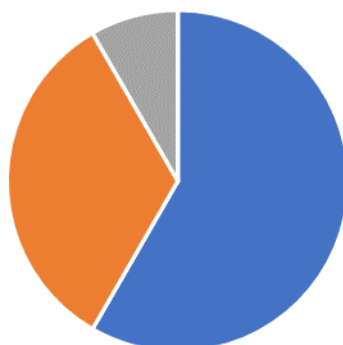
■ <5 years ■ 6 - 10 years ■ 11 - 15 years ■ 16 - 25 years ■ >25 years

Role in industry



■ primary producer ■ researcher
 ■ veterinarian ■ private sector consultant/advisor
 ■ other ■ public sector representative
 ■ agribusiness / product supplier ■ livestock agent

Likelihood of communicating findings from this webinar to clients



■ very likely ■ likely ■ not likely ■ not applicable in my line of work

Overall
satisfaction with
the webinar:
8.3/10

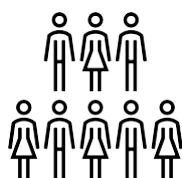
The value of
attending the
webinar:
8.4/10

General feedback

General feedback not provided as data collected through Zoom polling.

Webinar Monitoring and Evaluation Report

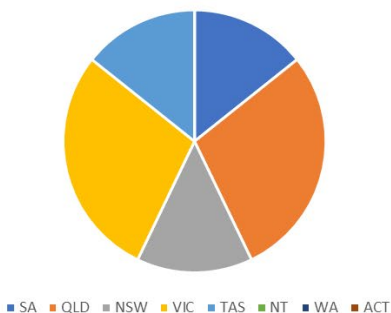
Webinar: Cultivating company culture
Presenters: Jill Rigney, Andrew Beattie, Jo and Rob Bradley
Date: 8 April 2021
Views online post webinar: 12 (between Apr 8th and 22nd 2021)



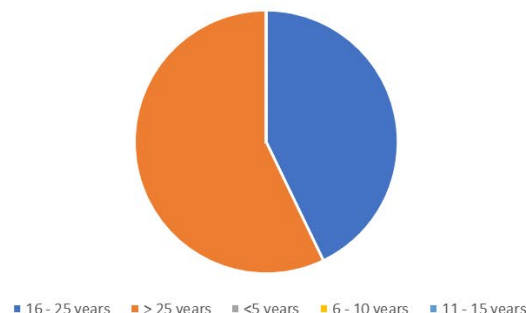
Audience Demographics: Who Attended?

Registrations 56 Attendees 7

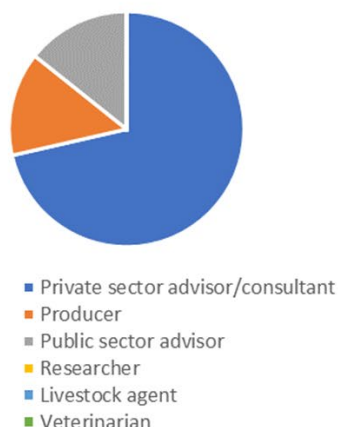
Geographical spread



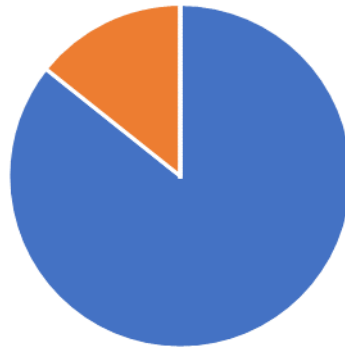
Frequency of years of experience in the industry



Role in industry



Likelihood of communicating findings from this webinar to clients



■ Very likely ■ Likely ■ Not likely ■ Not applicable in my line of work

**Overall
satisfaction with
the webinar:
9.5/10**

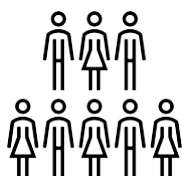
**The value of
attending the
webinar:
9.5/10**

General feedback

General feedback not provided as data collected through Zoom polling.

Webinar Monitoring and Evaluation Report

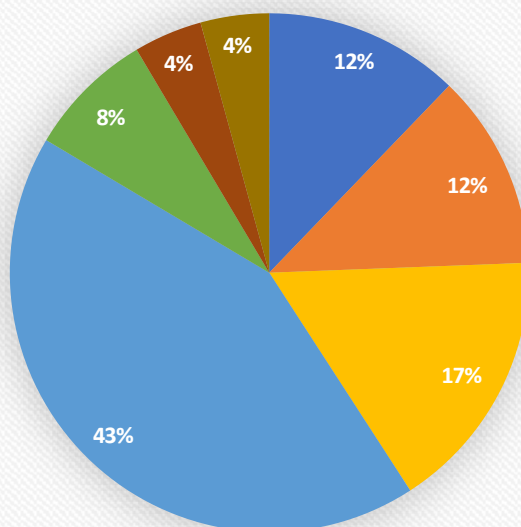
Webinar: Tips for starting out in consulting
Presenters: Desiree Jackson, Qld
 Laura Broughton, NSW
Facilitator: Leanne Sherriff, Pinion Advisory
Date: 30 September 2021
Views online post webinar: 111 views (14 Oct – 25 Oct)



Audience Demographics: Who Attended?

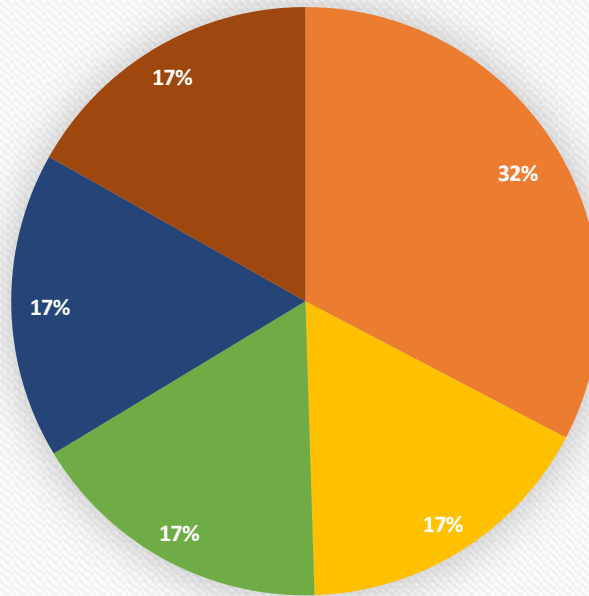
Registrations 100 Attendees 43

Current role in the livestock industry



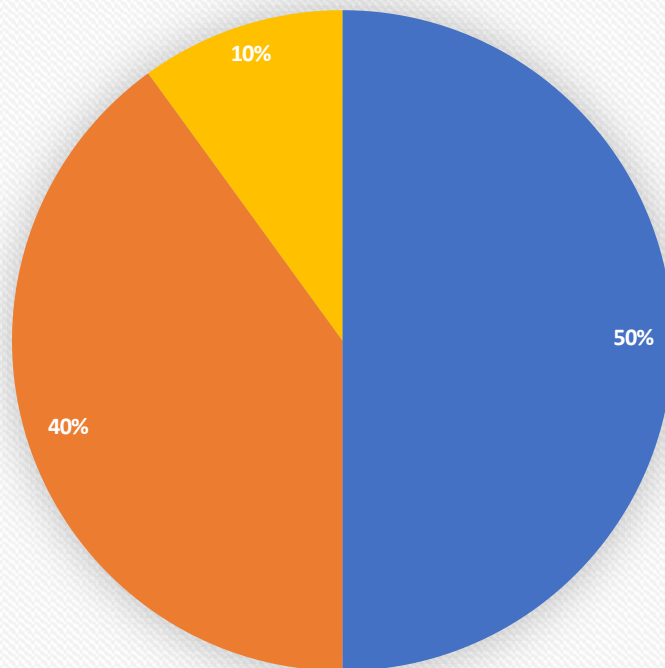
- Private sector advisor / consultant
- Public sector extension / policy
- Researcher
- Veterinarian
- Agribusiness / product supplier
- Industry organisation
- Livestock agent
- Financial institution
- Meat Processor
- Red meat producer
- Other

Participants' location



■ Northern WA ■ Southern WA ■ SA ■ Victoria ■ Tasmania ■ NSW ■ Southern QLD ■ Northern QLD ■ NT

Years' experience in current role



■ 0-2 years ■ 3-5 years ■ 6-10 years ■ 11-15 years ■ 16-25 years ■ >25 years

Confidence in
consulting pre-
webinar

5.4/10

Confidence in
consulting post-
webinar

6.4/10

Average change in
confidence in
consulting as a result
of the webinar:
↑ 1.0

Overall
satisfaction with
the webinar:
8/10

The value of
attending the
webinar:
8.1/10

General feedback

Great presentation

Excellent, Thank you

It was a great webinar and good content

Breakout room format a bit confusing without a facilitator

More time in breakout rooms, we weren't sure what we were doing in there so just had a chat. More specifics - what do they charge for a day? A visit? A field day? Travel? How do you get project work??

Host for breakout room wasn't great, strong leader with facilitation skills needed.

I thought today was really great. Was a nice quick summary of things to consider in relation to consulting that cemented the discussions we have had in LAE.

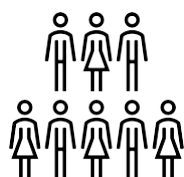
Event felt very rushed. Breakout group added no value, I would have got more value out of additional time on questions

Very well done. Valued this session a lot. Would love to be involved in face-to-face sessions/training

Great initiative. Both presenters were refreshing & honest plus well hosted by Leanne

Webinar Monitoring and Evaluation Report

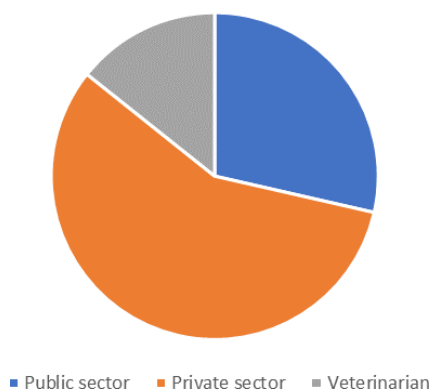
Webinar: Managing boundaries in small communities
Presenters: Jill Rigney – The Right Mind
Ken Solly
Basil Doonan – Pinion Advisory
Facilitator: Jo Jones, Pinion Advisory
Date: 21 April 2022
Views online post webinar: 95 (20/6/22)



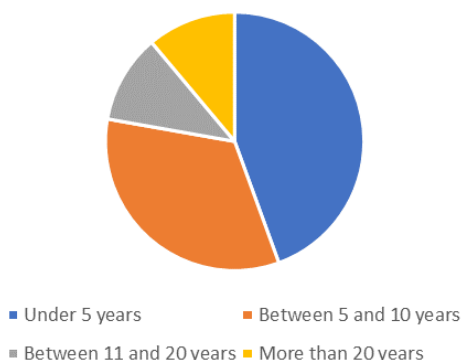
Audience Demographics: Who Attended?

Registrations 58 Attendees 11

Participants role in industry

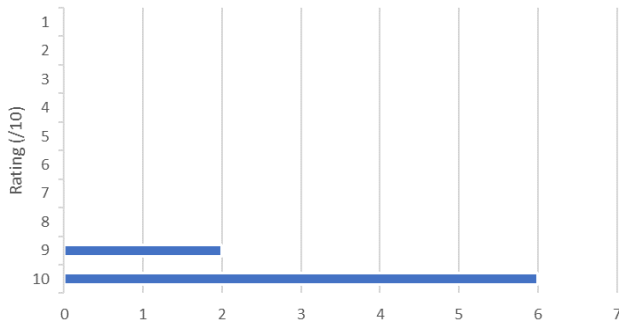


Participants length of time in a livestock advisory role

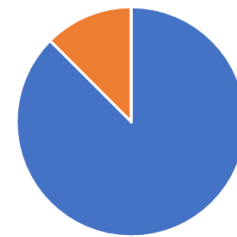


livestock advisor updates

Rating of level of satisfaction for the webinar /10



Rating of how useful the webinar was to their consulting role



■ Extremely useful ■ Somewhat useful ■ Not useful

Average satisfaction with the webinar: 9.2/10

Value of attending the webinar: 9.1/10

General

feedback

Great webinar, thank you!

It was so great to hear the tips shared by Jill, Basil and Ken. Some points were new and others I already do, which was good to hear.

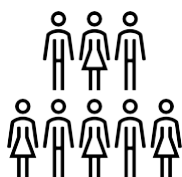
I really appreciated the honesty and openness of all three presenters, how lucky we are to have such accomplished yet human advisors in our industry.

Thankyou, I got so much out this webinar, what a fantastic panel of presenters.

These presenters really could write a bestselling book – ‘How to build a successful career as a livestock advisor 101’

Webinar Monitoring and Evaluation Report

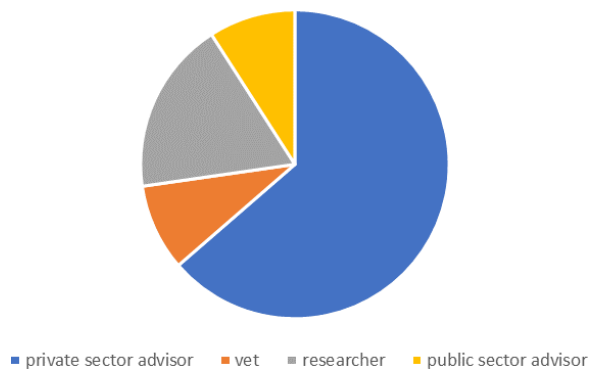
Webinar: Next steps for moving into consulting
Presenters: Andrew Whale – Livestock Logic
Elise Bowen – Sheep Data Management
Facilitator: Jo Jones, Pinion Advisory
Date: 1 June 2022
Views online post webinar: 100



Audience Demographics: Who Attended?

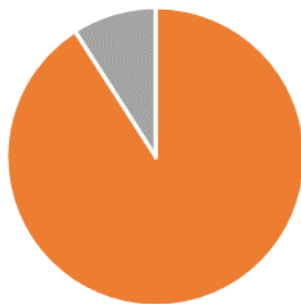
Registrations 53 Attendees 11

Participants role in industry



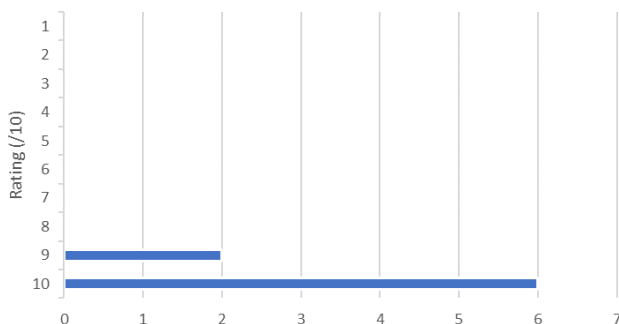
livestock advisor updates

Participants length of time in the livestock advisory industry

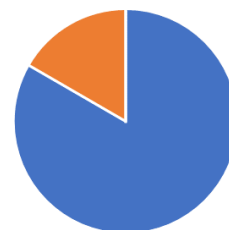


- Under 5 years
- Between 5 and 10 years
- Between 11 and 20 years
- More than 20 years

Rating of level of satisfaction for the webinar /10



Rating of how useful the webinar was to their career journey



- Extremely useful
- Somewhat useful
- Not useful at all

Average satisfaction with the webinar: 9.7/10

livestock advisor updates

General feedback

Meg Bell to Everyone 04:19 PM



Great numbers, really valuable - thanks for sharing!

Monica Dickson to Everyone 04:25 PM



Fantastic, thanks Andrew!

Elsie Dodd to Everyone 04:26 PM



Agree - excellent to actually see the numbers behind how to charge and the value proposition behind your work. Thanks Andrew!

Meg Bell to Everyone 04:46 PM



Thanks Elise! Such a useful session.

Monica Dickson to Everyone 04:46 PM



Thank you Elise

Wendy Gill to Everyone 05:01 PM



Thanks for sharing the answers and being so open. It is so valuable to early business advisors.

Meg Bell to Everyone 05:01 PM



Thanks so much everyone - echo Wendy's comments!

Elise Bowen to Everyone 05:01 PM



A lovely audience :)

Elsie Dodd to Everyone 05:02 PM



Thank you very much Andrew & Elise! That was extremely valuable for me.

Rachel Dorney to Everyone 05:02 PM



Thanks Andrew and Elise for being so open and honest

Monica Dickson to Everyone 05:02 PM



This was very practical and a great help to answer some of the questions I've had in my business lately.

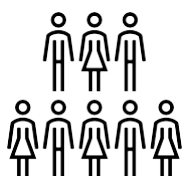
Monica Ley to Everyone 05:03 PM



That was great and very thought provoking

Webinar Monitoring and Evaluation Report

Webinar: National feedbase monitor
Presenters: Al Rayner – Cibo Labs
Facilitator: Jo Jones, Pinion Advisory
Date: 9 August 2022
Views online post webinar: 110 (24/8/22)



Audience Demographics: Who Attended?

Registrations 122 Attendees 58

Role in the livestock industry



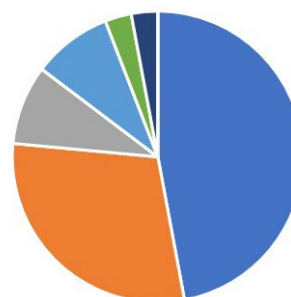
■ Private sector advisor/consultant ■ Public sector advisor/extension ■ Vet ■ Researcher ■ Producer ■ Other

Length of time in role



■ Under 5 years ■ Between 5 and 10 years ■ Between 11 and 15 years
 ■ Between 16 and 20 years ■ More than 20 years

State representation



■ QLD ■ NSW ■ VIC ■ ACT ■ TAS ■ SA ■ WA ■ NT

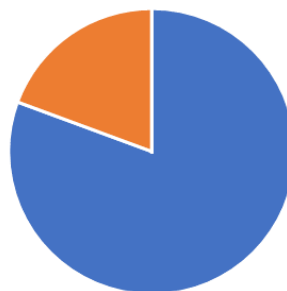
livestock advisor updates

Usefulness of the information for supporting producer clients



- Extremely useful
- Somewhat useful
- Not overly useful
- Not at all useful
- NA - I don't support producer clients

Overall satisfaction with webinar



- Extremely satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Not satisfied at all

Average satisfaction with the webinar: 8.5/10

Value of attending the webinar: 8.5/10

Post-event follow-up summary of 2019 Livestock Advisor Updates events – Brisbane, Sydney, and Perth

To understand the impact that the inaugural Livestock Advisor Updates workshops had on the advisors and service providers who attended in 2019, follow-up surveys were completed on 20% of attendees from each event. Respondents were selected randomly, and surveys were completed via a phone interview by a project team member who had attended the workshop. Interviews were conducted during April and May 2020. A copy of the survey questions is provided in Appendix 1

An analysis of the responses has been undertaken on the following sample size:

- Brisbane (n=8)
- Perth (n=7)
- Sydney (n=6)
- Total (n=21)

MLA E&A program engagement

Engaging advisors and industry professional in other MLA programs is an objective of Livestock Advisor Updates. The first question in the survey asked about respondents' participation with MLA extension and adoption programs following their attendance at a Livestock Advisor Updates workshop.

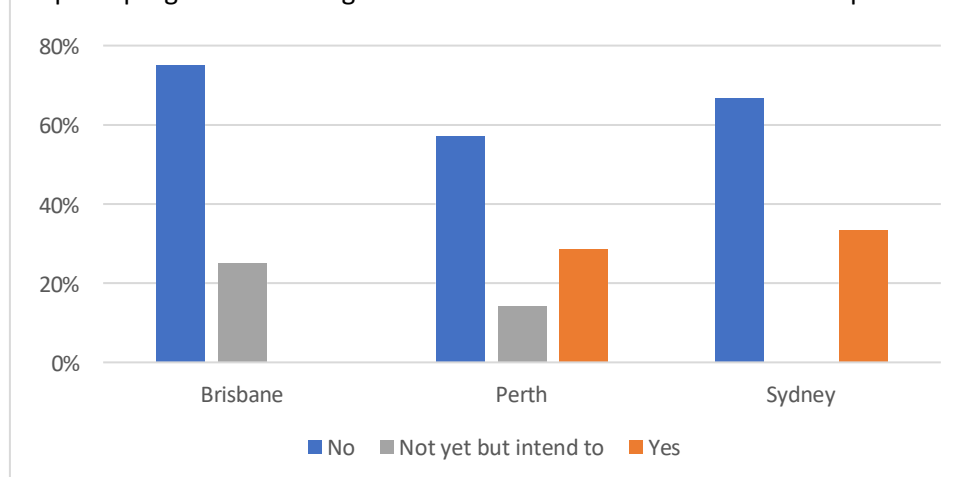


Figure 1 Engagement with PGS activities

Most attendees surveyed had not engaged in Profitable Grazing Systems (PGS) activities. Sydney had the most engagement (33%), followed by Perth (29%). 100% of the Brisbane attendees followed up had not engaged in any PGS activities, although 25% indicated that they do intend to follow up opportunities. The low engagement rate with PGS activities from Brisbane attendees is also reflective of the overall current engagement rate with Profitable Grazing Systems in northern Australia.

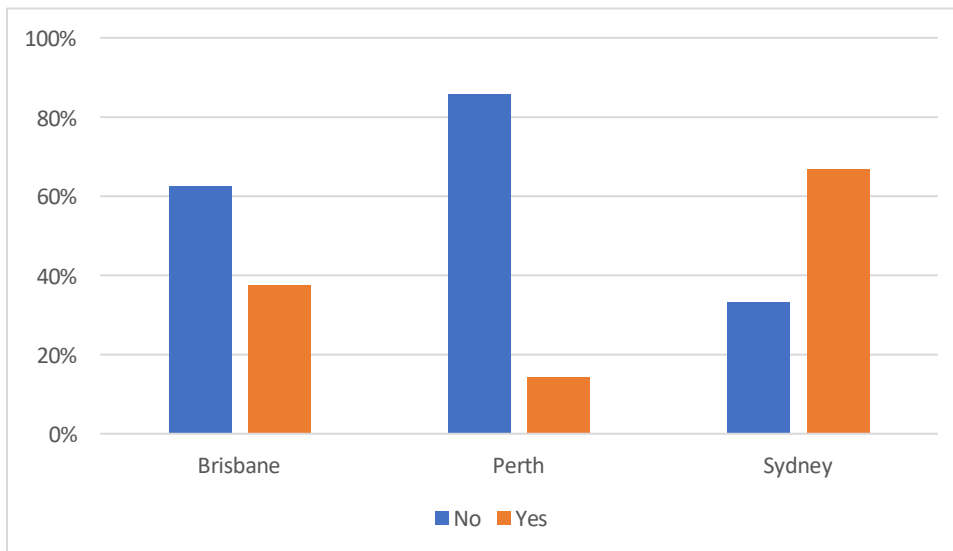


Figure 2 Engagement with PDS activities

Of all workshops, Sydney attendees had the highest engagement rate with Producer Demonstration Site (PDS) activities (67%), followed by Brisbane (38%) and then Perth (14%).

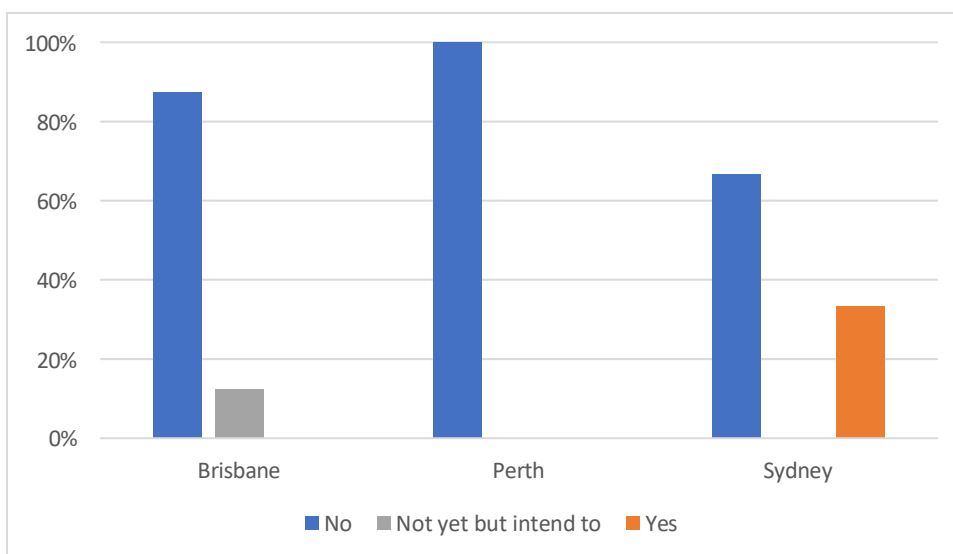


Figure 3 Engagement with Back to Business activities

Engagement with Back to Business activities was low across all workshops. Attendees followed up after the Sydney workshop were the only advisors to have any engagement with Back to Business activities (33%), although 13% of surveyed attendees from the Brisbane workshop intend to follow up with Back to Business opportunities. This response is not unexpected given that Back to Business is a new initiative, following the Australian bushfire crisis of late 2019/early 2020, and NSW was one of the most impacted regions.

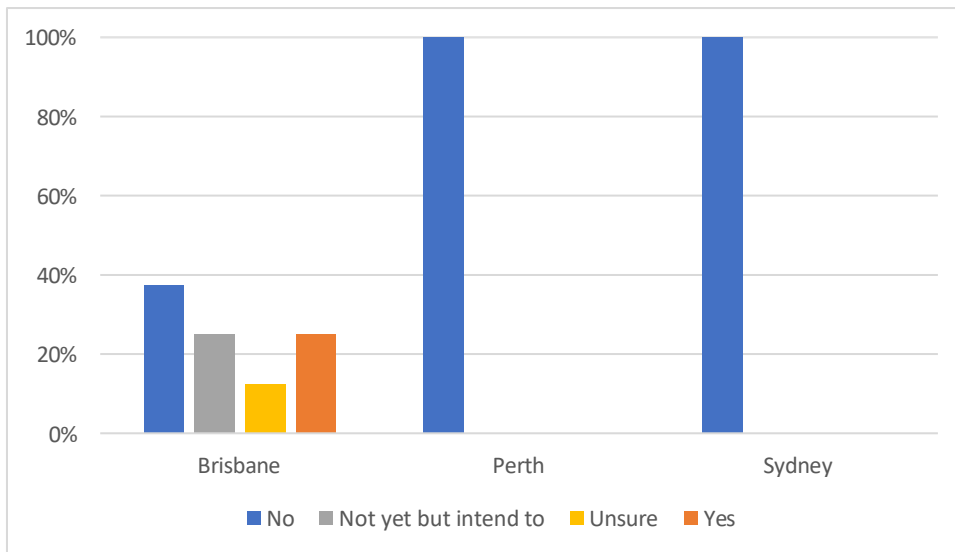


Figure 4 Engagement with EDGE network activities

Brisbane attendees surveyed were the only attendees to have any engagement with the MLA EDGE network. 25% of attendees had engaged with EDGE activities, 13% were unsure and 25% had not yet engaged but intend to. There was no engagement from Perth and Sydney attendees surveyed. The result is not surprising given that the EDGE network is a northern Australian program and has only recently gained traction in southern Australia with the commencement of ‘Business EDGE’ program delivery.

Livestock Advisor Updates webpage usage

The second question in the survey asked about usage of the Livestock Advisor Updates webpage. This was to obtain feedback on the usefulness of this forum as a resource.

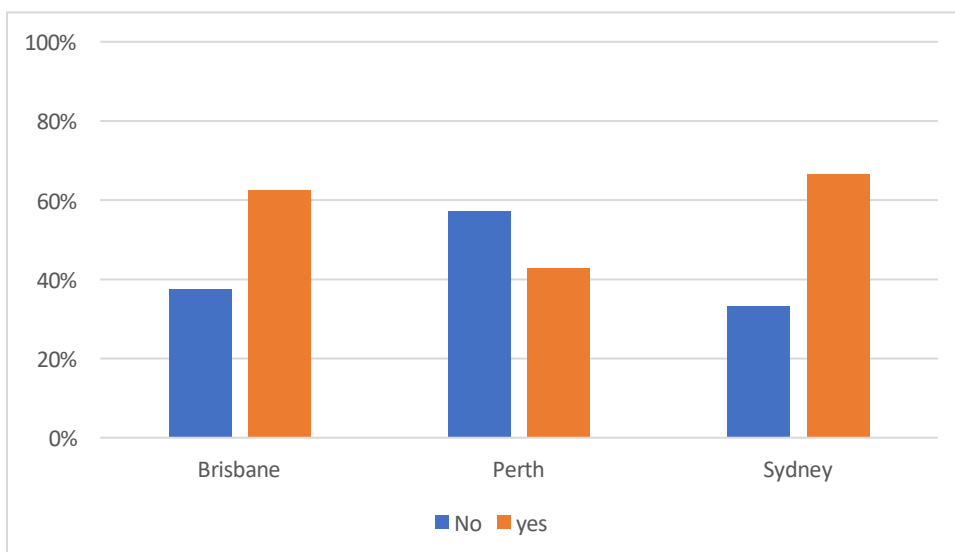


Figure 5 Visited the LAU webpage for more information

Sydney and Brisbane attendees had a reasonably high use of the Livestock Advisor Updates webpage (67% of Sydney and 63% of Brisbane of surveyed attendees accessed the webpage for further information). Less than half (43%) of attendees from the Perth workshop used the Livestock Advisor Updates webpage. Across all respondents, 57% had accessed the webpage. Reasons for visiting the webpage included

revisiting presentations from the day, and to find out dates for 2020 events and webinars.

There were some concerns raised about the MLA website not being particularly user-friendly. Two respondents commented that they found it hard to navigate to the Livestock Advisor Updates landing page.

Interest in attending again

Respondents were asked whether they would be likely to attend LAU in 2020.

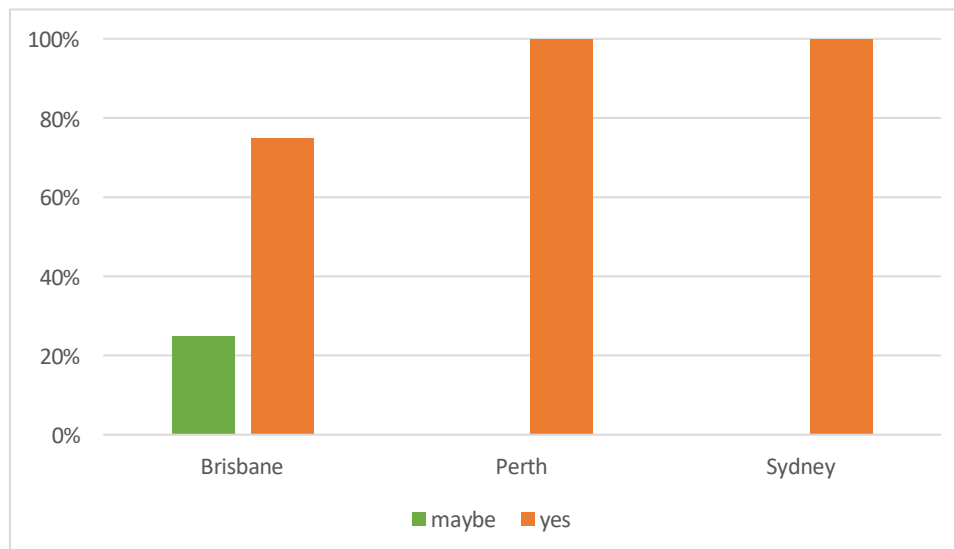


Figure 6 Intention to attend LAU in 2020/2021

100% of respondents from the Perth and Sydney indicated they would attend the next Livestock Advisor Updates event in their region. 75% of surveyed attendees from the Brisbane indicated they would attend in 2020/2021, with 25% indicated they may attend again.

Reasons for selecting 'maybe' included:

- having the event linked to the NBRUC event mean that travel expenses were justified (i.e. they weren't investing in travel for just one day).
- A young advisor provided feedback that they felt overwhelmed as the content was complex and in-depth.
- Would depend on the program content – they are looking for cutting edge information and application.

Recommend to others

Respondents were asked whether they would recommend Livestock Advisor Updates events to other livestock service providers.

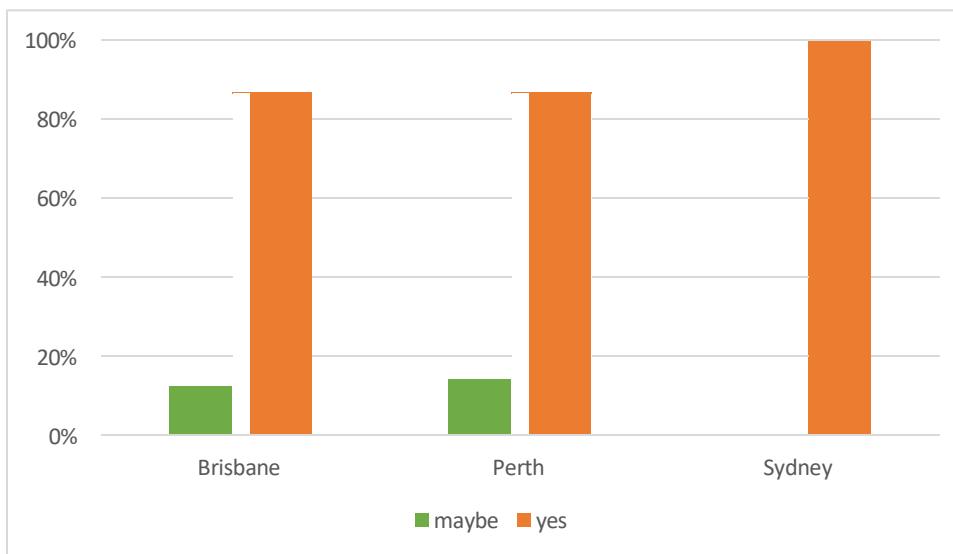


Figure 7 Would respondents recommend LAU events to other livestock service providers

Presentation usefulness / information uptake post event

The survey questioned participants on the usefulness of the information from the different topics post-workshop and.

Southern Livestock Advisor Updates

Session	Presenter/s	Feedback
1. Designing effective strategies to manage increased climate variability – John Francis, Holmes Sackett and Basil Doonan, Macquarie Franklin	John Francis, Holmes Sackett and Basil Doonan, Macquarie Franklin	<ul style="list-style-type: none"> • Took on board the way they [Basil and John] interact with clients and the process they use with one-to-one interaction
2. Forecast secrets for informed decisions	Alister Hawkesford, Bureau of Meteorology	<ul style="list-style-type: none"> • Really valuable, I have utilised the knowledge I learnt • Re-iterated the knowledge I had already • Disappointing from my point of view, I had great expectations, but it didn't deliver • Have since used some of the tools on BoM
3. Genetic profiling tools for commercial producers	Tom Granleese, UNE and Caris Jones, MLA	<ul style="list-style-type: none"> • I use Ram Select frequently with clients • I haven't used the tools outlined in the presentation but have regular contact with genetics advisors/companies
4. Profitable Grazing Systems insight – Pasture Principles: what, how and why	Jason Lynch, Macquarie Franklin and Piers Dumaresq, Mt Ireh Estate	<ul style="list-style-type: none"> • Good presenters. I have had the idea of delivering PGS since watching • I am really interested in Pasture Principles and would be highly interested if there was the opportunity to deliver in NSW. • Really enjoyed the discussion in this presentation • Thought it was interesting, but I don't think I have learnt anything worth following up
5. ASK BILL – forecasts to assist sheep management decisions	Lu Hogan, UNE	<ul style="list-style-type: none"> • I have followed up • Have ASKBILL in the Central Tablelands since the LAU workshop and have put it in front of producers as part of an evaluation with AWI (I received some funding to deliver these workshops). I don't plan on continuing to use it though. • Have not accessed anything yet but am thinking of using it with clients, so I plan to follow up and brush up on how to use it. • I use ASKBILL for my reference to discuss with clients. I have signed up and am using it. I was already a big user of WormBoss and ParaBoss and have used ASKBILL to do some pasture growth forecasting. • I use this tool for guidelines but don't live by its suggestions.

		<ul style="list-style-type: none"> • It was a good update of where the tool is, but I think it is too untested to share with clients.
6. Condition score recommendations for maternal flocks	John Young, Farming Systems Analysis	<ul style="list-style-type: none"> • Valuable/useful information (x2) • The information has stuck in my mind • Generated some interesting conversations • Have accessed/read the report (x2) • Still awaiting tools to be published (i.e. feed demand tables and LTEM updates) but plan to use when available (x2) • Useful but concern that it may have negative impacts if producers inaccurately assess pastures (i.e. put their single ewes on what they think is 600kg dm/ha but is actually 400kg dm/ha).

Northern Livestock Advisor Updates

Topic	Presenter	Feedback
1. An overview of carbon trading for northern grazing systems 2. Gearing up for a carbon neutral beef industry	Peter Wilkinson, Verterra Ecological Engineering Geoff Murrell, Parraway Pastoral Co	<ul style="list-style-type: none"> • Used information (notes) with producers (x2) • Shared internally at management level to get them up to speed with C trading • Improved general knowledge (x2) • Only big operators can benefit from C trading. Not that interested in this space given the conflicts between grazing and carbon storage through vegetation, but I do now have some in-depth knowledge to share with producers. (x2) • Found it interesting to add to my knowledge – this was the only content covered that was new to me (x2) • Using AI as a tool to set SR and specific times of the year to manage emissions (x2) • Interesting for mechanics of being paid for environmental best practice. Not directly relevant to animal health area where I work (x2)
3. Revised adult equivalent (AE) system for northern cattle and implications for their nutritional requirements	Stuart McLennan, University of Queensland	<ul style="list-style-type: none"> • Spoke about this at team meetings as it would be useful for clients. Have pointed producers and my company's nutrition staff towards this info. • Have used for own benefits. In NSW we use mainly DSE but do have some clients who use AE, and now I better understand this. • Improved general knowledge • Still an open-ended topic, still lots of confusion about this and how to use it • Always useful and a good reminder, have followed up • If I get an AE question, I direct producers to the tables that Ian developed • Outside area of technical expertise but important to know/understand

4. The importance of phosphorus supplementation in P deficient	Tim Schatz, NT DPIR	<ul style="list-style-type: none">• Used information (notes) with producers (x2)• Re-watched and shared with producers in P deficient areas and with other colleagues where relevant (x2)• YouTube video used in breeder management
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<p>country in northern Australia</p> <p>5. Improved management of cattle phosphorus status through applied physiology</p>	<p>Rob Dixon, University of Queensland</p>	<p>presentations (x2)</p> <ul style="list-style-type: none"> • Have seen this info before but it is definitely information to build into animal health/reproduction workshops (x2) • Trying to get P workshops happening and using this as background info, also doing P testing of soils in specific regions (x2) • Economics were interesting but I missed some of the cost data (need this to make more realistic) (x2) • Really beneficial to better understand P deficiency and now have Tim's contacts for future follow up if needed. • Interesting and reinforced existing knowledge of the Kidman Springs work. Have used with clients (x2) • Not relevant in local region (x2)
<p>6. Managing the feedbase in a variable climate – decision dates</p>	<p>Jill Alexander, Applied Ag</p>	<ul style="list-style-type: none"> • Jill's statement of 'what you're seeing in your cattle now represents what your feedbase looked like six weeks ago' resonated and has been shared with many staff and clients. • Improve general knowledge • Interesting but nothing new • Really useful and used with lots of producers (x2) • Used the concept of how Jill drew on BoM data and overlay with growth curves to develop some factsheets for my area and get some producers thinking about decision dates • Thought provoking regarding proactive management of cattle nutrition and feedbase • Looked at this information in conjunction with joining/weaning times in different parts of the country • Not directly applicable to technical areas but understanding stocking rate is critical to northern grazing systems.
<p>7. PGS overview – A pasture focus for meeting nutritional requirements</p>	<p><i>Desiree Jackson, Desiree Jackson Livestock Management</i></p> <p><i>Geoff and Kate Swanson, 'Connemara'</i></p>	<ul style="list-style-type: none"> • Improved general knowledge • Highlighted the PGS opportunity and benefit of this kind of program for producers (x2) • Lots of information on how to engage and maintain engagement with active learning and a collaborative approach (x2) • Really beneficial/useful to hear. Lots of similarities with the work I have done (x2) • Interested in PGS for clients • Has given ideas on how to capture interest of people who don't know what they don't know • Have used ideas and information presented to improve my presentation/delivery of information to producers.

Western Livestock Advisor Updates

Session	Presenter/s	Feedback
1. Genetic evaluation, productivity efficiency and profitability	Dr Sarah Blumer, Murdoch University	<ul style="list-style-type: none"> • One of those presentations worth seeing twice • Found interesting/useful but have not followed up (x2) • Already seen presentation twice before so I did not learn anything new
2. Reducing mob size to improve lamb survival	Amy Lockwood, Murdoch University	<ul style="list-style-type: none"> • Have used the learnings from this presentation to encourage my clients to reduce their mob sizes during lambing • Useful presentation but I haven't followed up • I was involved in Amy's project and completed the lamb post-mortems. It is an excellent project and I push the findings with my client base • Already seen presentation many times before so I didn't learn anything new
3. What is a bucket file? The basics of electronic ID	Kelly Gorter, KG Livestock Services	<ul style="list-style-type: none"> • Has added depth to conversations with clients • Have followed up information on eID since • Have seen similar presentations and was after something a bit more in depth (pros/cons/challenges) • Was interesting but have not followed up because none of my clients are currently using or wish to use eID • Will be developing a video to share with our client base on the value of eID. Have also been looking at eID as part of our PDS application/discussion group
4. Sheep tech – fake news or the real deal?	Ed Riggall, AgPro Management	<ul style="list-style-type: none"> • Have referred to some of the tools/technologies with clients • Sheep handling was interesting as I am always asked by clients • Have followed up some of the sheep tech that was presented • Had some conversations with people about drones recently. Would like to investigate further the use of drones for mustering purposes.
5. WA Sheep and wool markets 101	Clark Skinner, Elders and Scott Shenton, Wool Agency	<ul style="list-style-type: none"> • Very interesting to hear about the mechanics of livestock markets • Took away the knowledge that in WA there probably won't be a premium for spring lambs because of the carry over with two tooth – I have since been able to share this knowledge with clients. • Have not followed up but do keep an eye on the markets regularly (x3) • Sheep meat market update was good value but would have liked to see some hard data to back up it

		<p>up as it sounded a bit more like 'gut feel'</p> <ul style="list-style-type: none"> The meat market update was great, but the wool market update was a bit too political.
6. Filling feed gaps with fodder crops	Simon Wallwork, Hacienda Farming	<ul style="list-style-type: none"> Already aware but was interesting to hear more detail of the system so can share with clients Interesting presentation, have seen Simon's work with the farm improvement group he is a part of Took away that it was important to get crops in early and avoid lambing in autumn Variation in nutrition is always important to manage gut health Have been working with Agron Updates before COVID-19 and am looking at different fodder crops to use in mixed systems Have investigated options around this topic
7. Sheep in the wheatbelt – July lambing	<i>Kim Creagh, R.R Creagh & Co</i>	<ul style="list-style-type: none"> Interesting ideas (x4) Would have preferred more in-depth/needed a bit more rigor around the numbers and how it interrelates to the cropping program (x2). What was missing was the CoP and how much of the crop profit is reduced by the sheep enterprise. Great to have a producer involved in this session and it was great to see that type of stocking rate so that was valuable. I think a lot of client's lamb too early and don't utilise pasture availability properly and prefer to feed ewes rather than lambs.
8. PGS overview	Ed Riggall, AgPro Management and Matt Nield, Blackwood grazing	<ul style="list-style-type: none"> Interesting (x2) Came away knowing more about PGS and it hit the mark well. I'm now keeping my eye out for other MLA opportunities. Intent to continue to follow up how I can get engaged in PGS Followed up Matt and Ed and got them to present in a webinar delivered by WALRC Followed up Matt Nield later to talk about his business/enterprises

Value of workshop content to clients

This question asked respondents whether they believed the workshops had provided information that they were able to use with their clients, and whether they believed it had added value to the work they do. In the cases where the workshops had not delivered anything of value to be used with clients, respondents were asked for improvements.

Feedback to this question was varied. Some respondents stated that they had used information from the workshops with clients and that it had added value, others stated that the information presented at the event had improved their general knowledge and they were able to have more valuable conversations with producers as a result. Where tangible tools or resources for presentations were not available, or respondents were already familiar with the presentation, the value of the workshop was reduced.

Southern Livestock Advisor Updates

- The information I came away with has been received well by clients

- It fine-tuned my consulting skills
- The information I learnt has reinforced the advice I already use in my client base
- Still in the follow up stage. My business is more in the veterinary area, but I am planning on expanding to consulting in the near future.
- Have not followed up presentations and struggle to recall what they were about
- John Young's presentation had a clear message, that we can and should keep a tight rein on maternals.
- I want to learn more about research but feel as though I did not get specific information to use
- My business is the vet association and we are looking to help get vets involved in the adoption pathway. Tools would be valuable to us if they are easy for vets to incorporate with clients.
- John and Basil's presentation was good but having no tool available to me makes it hard to add value to my client work.
- Have not really been able to use tools (x2)

Northern Livestock Advisor Updates

- Well received and has added value (x6)
- My manager is now happy to allow more staff to attend future LAU events based on what I have learnt and been able to share with colleagues and clients.
- Have used and added value
- Not specifically valuable but learnings have come up in conversation with producers and has lifted my general knowledge when talking to clients.
- People thinking about decision dates and making pro-active decisions.
- Anything to do with profitable grazing is important, and P and grazing management are a large part of that.
- Get access and information about tools that have already been tried and tested, so instead of having to trial tools yourself you can access ones which you know will work
- Trying to help clients improve their bottom line and the info presented does assist with this
- Feedback on decision dates was very positive, especially as a region facing drought and fire recovery. Used the factsheet as a drought management/fire recovery support tool and shared with via my organisation's Facebook page. Opened the eyes of producers to their system by overlaying pasture growth with BoM data and then relating this back to enterprise (e.g. some producers reviewing their calving dates as it does not match well with feed availability).
- P info stimulated thinking (there is a local syndrome called 'breeder run down' – which is cows drawing on their P reserves) and has improved practices around P supplementation. The videos of presentations and copies have been useful for sharing. (x2)
- I would be interested in more short videos to include in my presentations with producers

Western Livestock Advisor Updates

- Think the day did add value to my business – especially market's presentation because I can now have conversations about lambing time and meeting the feed gap. The big picture stuff was useful. Can help clients make valuable decisions around timing.
- All valuable and value adding but lambing density presentation was very important to me to start promoting those findings to my clients.
- Have certainly found value within PGS
- I am a member of Sheep Genetics and think LAU is already better than those events in some respects.
- Not directly added value but has made work/conversations with clients more in-depth (specifically eID).
- Needed more focus on the economic benefits (x2)
- Has added value, although unsure about adoption/practice change at this stage
- Cannot tell you any specific tools that were accessed because of that day
- Has been very useful. I see the role of consultants as interpreters between research and farmers.

Feedback/other comments

Southern Livestock Advisor Updates

- Would recommend to others depending on what they were wanting to get out of the day. It was a great awareness activity, but it did not give me any tools to take away and use straight away. Need to include the tools and where to find them
- It would be good if the LAU webpage were used as a sort of library of resources for advisors (e.g. recently published reports, relevant tools, and an update on projects). Let us know what is going on in the industry without having to ring MLA to find out.
- Some info a bit basic and the day could have been delivered at a higher technical level, as there were lots of experienced consultants in the room.
- It would be good to have a topic to overview all the extension pathways (PGS, PDS, B2B, EDGE etc.). Not everyone knows what the opportunities are and it's a good way to engage with younger advisors.
- A regular email out with 'what's new on the LAU website' would be helpful.
- LAU is a good initiative and MLA need to invest in their advisors.
- Fantastic idea to pair the day with the Jill Rigney workshop. Jill Rigney's workshop was the best communications workshop I have attended.
- I wonder whether there is the possibility to link these events to graduate certificates at universities (i.e. your attendance is worth XX amount of credits)?
- The opportunity to network with peers across the country was great and I have made a lot of contacts as a result.
- Just be conscious that it is hard for presentations to be effective if there is not a tangible tool available to go home and use. If there is not a product available is it worth delivering?
- Would like to see more topics on managing climate variability and improving reproductive rates as a key profit driver.

Norther Livestock Advisor Updates

- Will encourage more staff to attend in 2020 (x2)
- Some topics always seem to get a run (calving dates) but nothing seems to change. For some of these can we focus on producers who are adopting it and doing it well? (e.g. Rob Lethberg uses EBV for days to calve and has done for years).
- Enjoyed the day, good variety of speakers from different areas of industry and focus on relevant topics
- Good networking (x4)
- Important opportunity to get consistency in messaging across industry
- Some people didn't know about the event - promotion could have been better. My company uses Instagram and Facebook but not Twitter. Would be willing to share posts and info with clients (vets and producers).
- Interested in topics on business recovery from drought/fire (shared approaches and stories).
- Interested in different mechanisms of providing advisory services (different business models) as getting paid for advice is a challenge. Useful to hear from different people in different regions and technical areas (maybe panel discussion). Also advisors from both public and private (where paid) sectors, and feature people who have moved from public to private and how they transitioned. (x2)¹
- Timing to link with NBRUC was good (x2) and meant travel was justified
- Email links to resources would be good (area and time specific). There's still a gap between resources and material that's available and people not knowing it exists (so often doesn't hurt to remind about the availability of older resources when they're needed/relevant).
- Good to have small group, wouldn't like it any larger than 50 people
- Webinars are great as they can be recorded, and you can watch the recording later at a more convenient time.

¹ Working group note that we could context this with a presentation from Ruth Nettle covering the ‘stimulating private sector’ project

- Great initiative. Collaboration is key for industry and LAU may help to foster more industry cohesiveness (e.g. like cotton and sugar) and collegiality.

Western Livestock Advisor Updates

- A regional location would be better than inner city Perth (x2)
- Perth is local for about 250km radius and people do not mind travelling there. Makes sense because there are more venue options.
- It would be valuable to have the event on the outskirts of Perth. Where it was last year was in the CBD. A little inconvenient to get to (e.g. I had to park further out and take a train in). Perth is fine but just a little further out would be ideal.
- Everyone who spoke at LAU had presented at producer events in the months previous. Because LAU is the last event in the season need to make sure content is new and fresh (x3).
- Need to pitch content at different levels for those who are experienced with livestock and those advisors who are not.
- Thought it was a good day, good range of topics and there was something for everybody. A challenge to cater for everybody - stockies/agents etc. technical knowledge may not be as high. If you make it too technical then you don't cater for those people.
- I think on a content basis, if we leave wondering if producers make any money then it's a good indication that the presentation was lacking some insight into numbers/financials.
- Found it valuable because you are in a room with like-minded people. Good time to catch up with consultants and loved that it had a service provider focus. Really valuable for my professional development.
- Networking valuable (x2)
- Was a great day but very sheep-orientated. Would be good to have a bit more variety - beef cattle and maybe even a little bit of dairy would have rounded the day out nicely.

Conclusion and recommendations

The follow up phone interviews, using a structured survey, provided an opportunity to assess the impact of the 2019 workshops six months after delivery. It also provided an opportunity for additional feedback from LAU target audience to improve the Livestock Advisor Updates program. Some of the feedback was consistent with that obtained from evaluations conducted on the day of the workshop but there were also new insights. Key observations and recommendations:

- Respondents were very appreciative of MLA investing in LAU and saw it as an opportunity for improving the connectedness and collegiality of the livestock industry.
- Review LAU webpage and ensure it is easy to find and navigate for information. Consider providing links to relevant MLA tools and resources on this page, so it acts as a “one stop shop” for advisors. Additionally, the LAU webpage could be used to share brief summaries of the latest findings from R&D projects (with further links).
- Topics delivered at LAU must provide links to tools and resources that advisors can take away and use.
- LAU events must be linked with a second activity (to maximise the value of travelling to events). This could be PGS professional development activities (e.g. Sydney) or other relevant industry events (e.g. industry conferences).
- Need to ensure that there is a range of content to cater for a diverse audience.
- Networking opportunities are highly valued.
- Consider topic selection carefully (e.g. is it really ‘new’, has it already been covered). The PGS sessions were highly rated across all workshops – one of the reasons for this was the exposure to delivery techniques and approaches used by experienced deliverers (non-technical skills). There may be value in continuing to include sessions such as this in LAU workshops.

- Whilst the workshops stimulated interest in MLA adoption programs (PGS in this case), they had not converted into engagement six months after the workshops. This may be a result of off-the-shelf SLPs not being available yet. Follow up from adoption program coordinators post-workshop (via phone or email) may be effective in stimulating engagement, once advisors are more aware of the programs on offer.
- The survey questions need to reviewing before being used again, some were ambiguous and there was some repetition between some questions.

Appendix 1 Survey questions

Name:

Workshop attended:

Date of interview:

Person conducting interview:

1. Have you engaged with any other MLA activities since attending the livestock advisor updates workshop in Perth?

	Yes	Not yet but intend to	No	Unsure	Comments
Profitable Grazing Systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Producer Demonstration Site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Back to Business delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
EDGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2. Have you visited the Livestock Advisor Updates website as a follow up for more information?

Yes

No

If yes, how have you engaged with the website? (i.e. what information have you used (listen to presentations, downloaded tools, clicked on links))

1. Since attending the livestock advisor updates workshop in 2019, have you been using any of the learnings/knowledge/tools/ideas from any of the presentations delivered?

Topic number	Topic and presenter	Knowledge/information	Tool/resource	Idea
1	Genetic evaluation, productivity efficiency and profitability – Sarah Blumer			
2	Reducing mob size to improve lamb survival – Amy Lockwood			
3	What is a bucket file? The basics of electronic ID – Kelly Gorter			
4	Sheep tech- Fake news or the real deal – Ed Riggall			
5	WA Sheep and wool markets 101 Clark Skinner Scott Shenton			
6	Filling feed gaps with fodder crops – Simon Wallwork			
7	Sheep in the wheatbelt – July lambing – Kim Creagh			
8	PGS overview – Ed Riggall and Matt Nield			

4. How have any tools, resources or information you've used been received by your client-base? Have they added value to the work you do with clients? If no, what would be needed for tools, resources or information to be more valuable

5. Are you intending to attend LAU in 2020?

Yes

No

Maybe

6. Would you recommend it to others?

Yes

No

Maybe

7. Do you have any other feedback or suggestions for improvement for Livestock Advisor Updates?



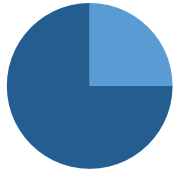
Follow up Surveys report

Brisbane 2021

Respondents: 4

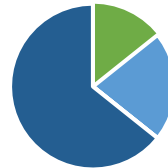
Have you engaged with any other MLA activities since attending the livestock advisor updates workshop in Brisbane?

Profitable Grazing Systems (PGS)



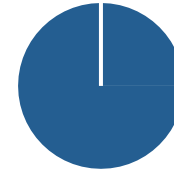
- Yes, I deliver
- Yes, I've communicated with MLA about opportunities
- Yes, I've engaged in another way
- I was already involved
- No
- Unsure

Producer Demonstration Site (PDS)



- Yes, I deliver
- Yes, I've communicated with MLA about opportunities
- Yes, I've engaged in another way
- I was already involved
- No
- Unsure

EDGE



- Yes, I deliver
- Yes, I've communicated with MLA about opportunities
- Yes, I've engaged in another way
- I was already involved
- No
- Unsure

Other



- Yes, I deliver
- Yes, I've communicated with MLA about opportunities
- Yes, I've engaged in another way
- I was already involved
- No
- Unsure

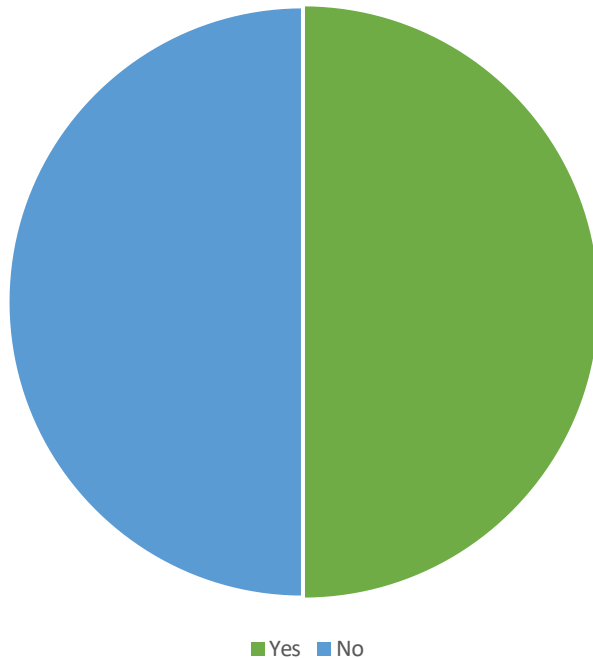
Other

Other comments:

- Has communicated with MLA in the past but not currently. Talk to MLA regularly, more so when they have interest in what participant does.
- Done climate adaptation where future beef was involved. PGS and EDGE was useful, and refers others to it, as well as Business EDGE. Is planning on attending the next MeatUp event in June in Naracoote
- Has previously attended an EDGE course. PDS wasn't really touched on,

Other: Worked with Pinion Advisory to deliver MeatUp in Longreach

Have you visited the Livestock Advisor Updates website as a follow up for more information?



Yes:

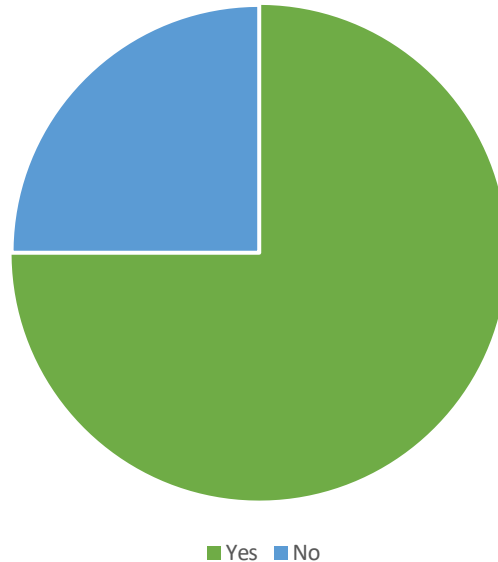
- Visited to review a resource, and found said resources. No comments about website.
- To see if other courses are suitable for people in his business. Website is fine, no particular comments

No:

- Had forgotten about it - he intends to look at the website in the near future

As a result of the information presented at LAU 2021, have you taken any action or done anything differently ?

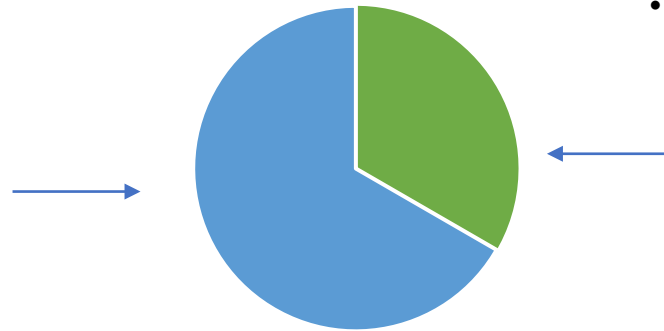
- Has transferred info, including general info Jason Strong spoke about in the opening address, and has spoken to Jason a few times since. Sees Jason regularly as they run in the same circles.
- Has been passing on underlying industry drivers and challenges as well as market movement. Has provided info from that day to colleagues in a formal setting.
- Touched on carbon and biodiversity at LAU21, which led to discussions with other stakeholders that we are trying to build on.
- Info around breeding objectives that Tim Emery had spoken about, participant has subsequently pushed onto clients (including EBVs)



- From Day 2 with Laurie Kelly, has used his techniques in workshops that participant has subsequently run (increasing engagement with group, different ways of getting ideas, and feedback). Has watched 'Train the Trainer' for PGS package
- Has transferred info to other colleagues

If you have taken any actions, how much influence did attending the LAU event have?

- Benefits - info has been fact checked and is reliable. Within our organisation and with some of our colleagues, it has assisted us in looking at specific clients and files with a more informed view esp about future projections, it also gave participant additional info to support things they were already looking at eg carbon. It improves appetite to accept carbon programs and incorporate them into upcoming primary productions.
- Has shared very current updates and outlook with others. The brain training in Day 2 was handy also.

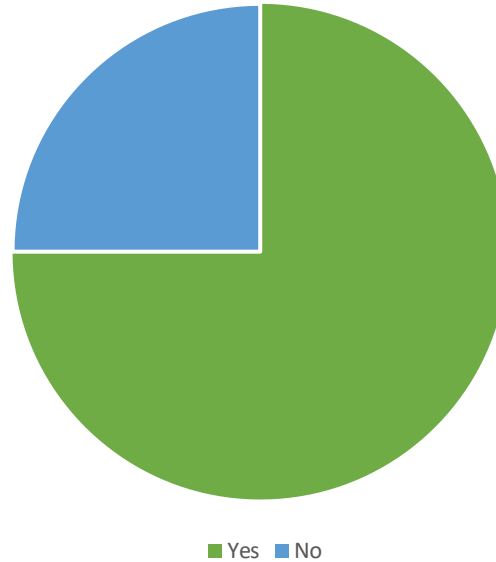


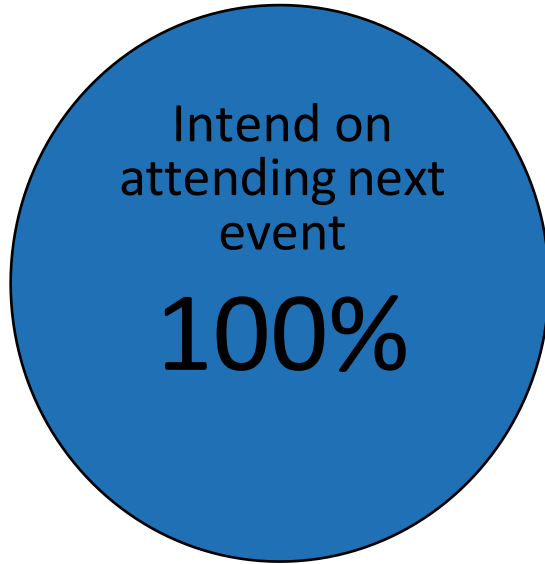
- Major influence (unlikely to have happened without LAU)
- Moderate influence
- Some influence
- Minimal influence (it would have happened anyway)

- Can't really do much with the info due to nature of employment. Moving forward in career it will be useful and impactful. PGS package was great, but current employer doesn't have resources for delivery

As a result of the information presented at LAU 2021, why have no actions been taken?

- Material presented didn't trigger any specific actions nor any specific action to follow up on





General feedback

- Finds LAU beneficial, will attend again. Interesting to explore ways and means independent consultants/current advisors use to earn a living and how they charge for their services as livestock advisors, and different business models used. Participant has a personal interest in knowing how they can make a living from this, in case a career change is needed down the track
- Definitely keen on attending again
- Participant enjoyed the group that attended, MLA shared contacted details but remaining in contact has proven difficult. Is happy with how much effort MLA put in, but thinks uptake could be better but its more up to individuals
- Jason Strong was interesting. Event run pretty well, good mix of info. Participant is keen to attend next event in Townsville, and has already recommended it to others in his business

Suggested Improvements

- Would love to understand if MLA has done more work in biodiversity space, as MLA had decided a few years ago that the livestock section is aiming to be carbon neutral by 2030. Participant would like to understand the work on putting value on biodiversity and baseline carbon measurements that have been tested and accepted, as currently there are 36 baseline measurements, some are bad and some are good, would like to see more there
- A participant felt it was unfair to give the bursary to someone where the employer was already willing to pay; one of criteria should be 'have you asked if employer is happy to pay for your spot?' in order to get make sure it goes to someone who otherwise would not have been able to attend



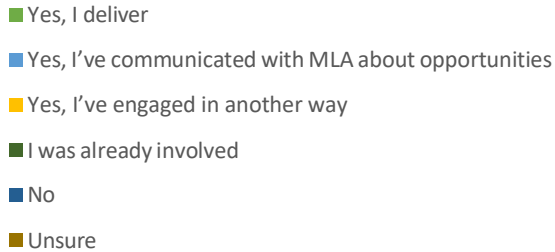
Follow up Surveys report

Perth 2021

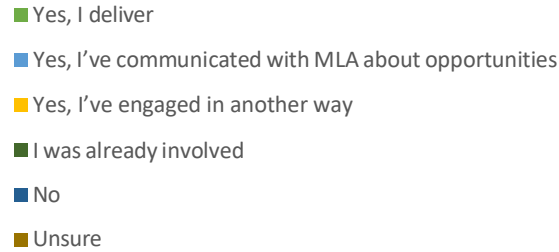
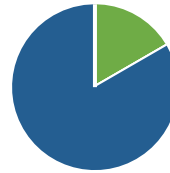
Respondents: 6 (including speakers)

Have you engaged with any other MLA activities since attending the livestock advisor updates workshop in Perth?

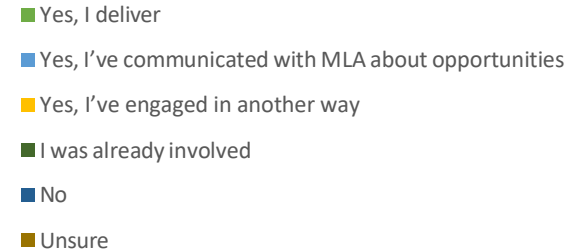
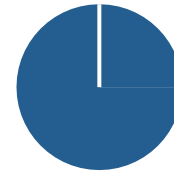
Profitable Grazing Systems (PGS)



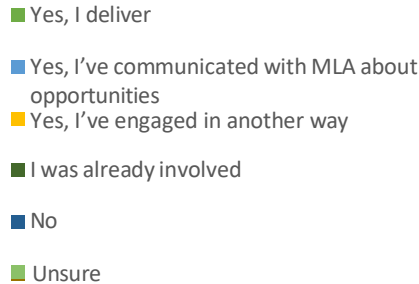
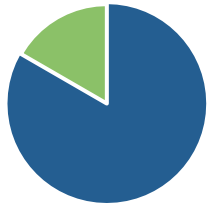
Producer Demonstration Site (PDS)



EDGE



Other



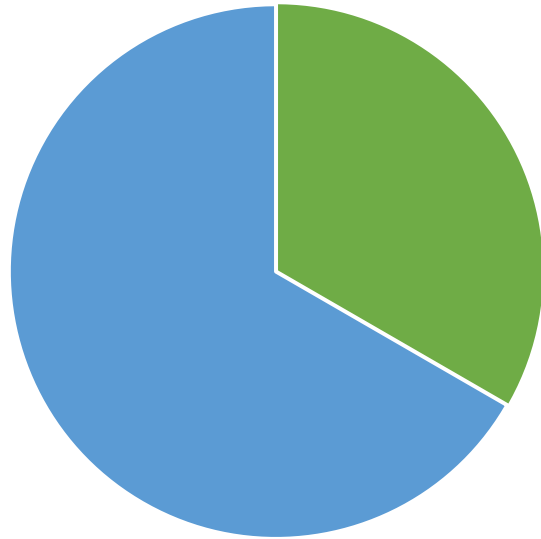
Other comments:

- Yes went to msa awards night
- Attended the AAA end of year event where MLA was also present
- Have since run a PDS event with AgPro Management
- Was a speaker at this LAU21. She is also a Lead investigator on two MLA projects.

Other: Completed PGS
grass for dollars;
also done training to
become presenter

- Always watch the Profitability and Productivity webinars (MLA), which is facilitated by another consultancy group

Have you visited the Livestock Advisor Updates website as a follow up for more information?



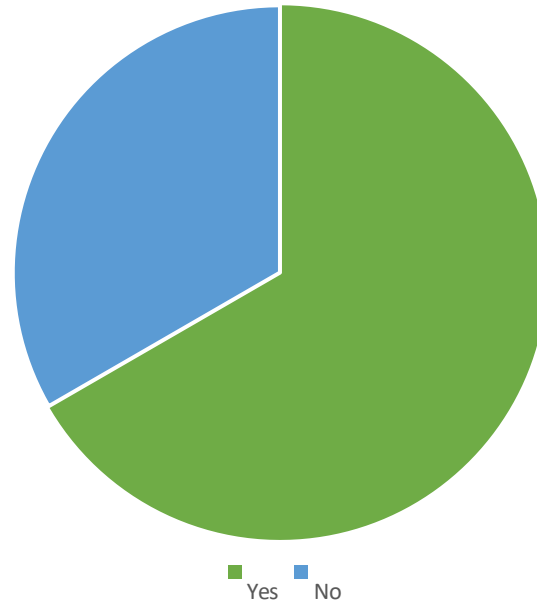
■ Yes ■ No

Yes:

- Enjoyed the day and wanted to look at other resources
- To look at the newsletter (The Advisor)

As a result of the information presented at LAU 2021, have you taken any action or done anything differently ?

- One of the presenters (Bruce Allworth, CSU) answered a question about vaccination timing; has passed on this advice to clients about vaccination timing
- Communication skills learnt from the event have helped run events better, and get better engagement from members of an association that is run by participant
- Looked further into carbon accounting and tools that come with it. Have spoken to colleagues about it a bit also

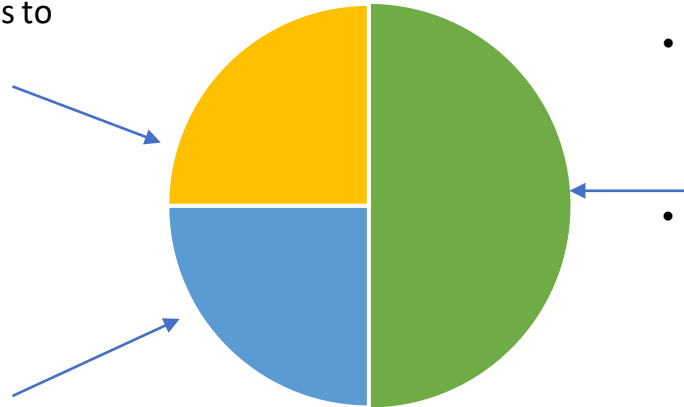


- Bruce Allworth (CSU) talked about sheep and cattle vaccination, we have incorporated this info into resources provided for study sites. Carbon talk in afternoon - we have incorporated that into upcoming forum for WA Livestock Research Council (WALRC)

If you have taken any actions, how much influence did attending the LAU event have?

Made life easier, giving vaccinations to animals further out

Vaccination - helpful to have material in one place, so its easier to provide to clients.
Carbon - incorporating interest/feedback/questions from session, so to improve project planning for future events

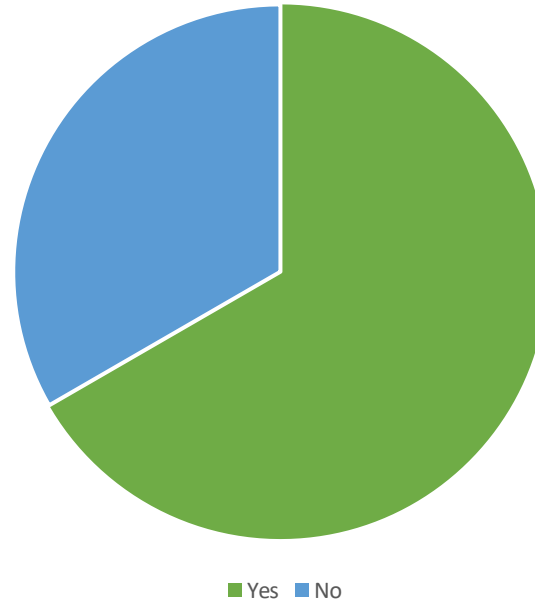


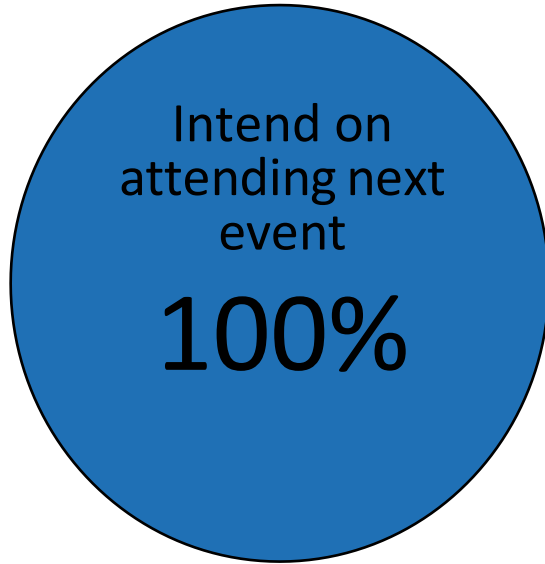
- Major influence (unlikely to have happened without LAU)
- Moderate influence
- Some influence
- Minimal influence (it would have happened anyway)

- Has constantly used the skills learned; feels that now has a head start in career thanks to the event
- Looked into carbon accounting in further detail. Have since set up a project to use carbon accounting tools

As a result of the information presented at LAU 2021, why have no actions been taken?

- Majority of presentations helpful and interesting, no one major thing that has come up
- Didn't have enough time, have been devoted to the farm, as labour is lacking, hoping it'll ease up after feeding





General feedback

- When normally doing vet training, it was good to get broad training in animal industry, sees what drives clients beyond animal health. Carbon stuff was really good to get across, hopefully will be more about it next time.
- Event well run, environment was good.
- It's a great networking event. Ran really well for having 2 presentations at once, was good to be able to swap between the rooms as needed
- Overall well run; however was a small turn out, possibly due to event clashes.
- The event ran well and smoothly. It was a good length of time. Really enjoyed going.
- Well run, great event. Very keen to attend the next one

Suggested Improvements

- The website was slightly harder to book to Perth for some reason??? The other events were more obvious for booking
- Finding room was hard, signage to room should be better presented
- To liaise with WA Livestock Research Council (WALRC) advisors before developing/planning the next event (Esther Jones is really good), so to better align topics with local priorities
- It doesn't seem to be well known, maybe advertising more would increase attendance.
- The calendar is cramped, always need to check what else is on in the grower group PD calendar; Oct 13/14 is looking like a good date for the next event.

Livestock Advisor Updates 2022

Melbourne event evaluation

livestock
advisor
updates

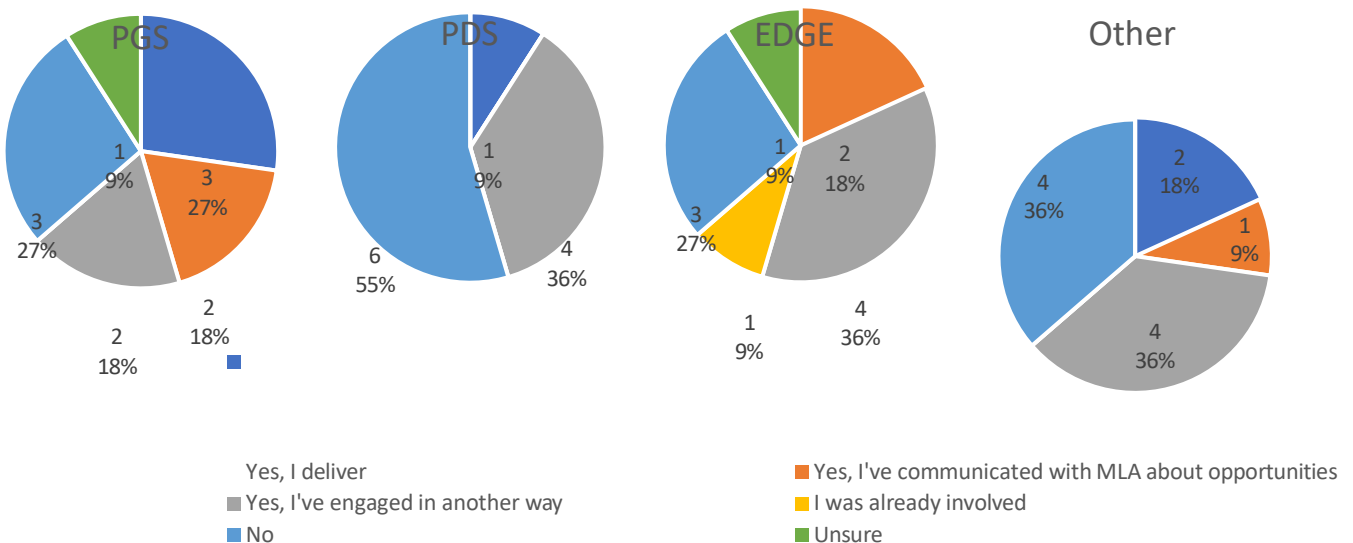


Following the Livestock Advisor Update (LAU) held in Melbourne on 8th September 2022, a survey was conducted over the phone early December 2022 to capture participants' feedback. Of 34 attendees registered, 11 attendees participated responded (32%), of which two respondents filled out the survey independently and the remainder participated via phone survey.

Participants were affiliated with the following companies:

- AgPro Management
- Agriculture Victoria
- Brennan Mayne Agribusiness
- Cibo Labs
- CTIS
- Coleraine Livestock Consulting
- DIT Ag Tech
- Elders
- Herd Solutions
- JBS
- Local Land Services NSW
- Moses & Son Woolbroking
- National Feed Solutions
- Nutrien Ag Solutions
- Paraway Pastoral
- Pinion Advisory
- Rumenate Livestock Services
- Schulz Livestock
- Southern Farming Systems
- Tailored Livestock Consulting

All respondents had engaged with other MLA activities since attending the LAU workshop. Of the respondents delivering MLA programs, one person delivers workshops across multiple programs. Overall, respondents indicating they have engaged in another way comprised of attending webinars (n = 3), looking up information on the website on delivery accreditation for one or more programs (n = 5). One participant who filled out the survey individually did not register an answer in involvement in PGS and EDGE, which is therefore indicated as 'Unsure'.



The LAU website was visited by five respondents (45%) who indicated they were prompted to find resources presented at the event. General comments were made on accessing presentation recordings via the YouTube channel. One respondent indicated they weren't aware of where resources could be accessed and expected a follow-up e-mail with resources faster than it was sent.

Livestock Advisor Updates 2022

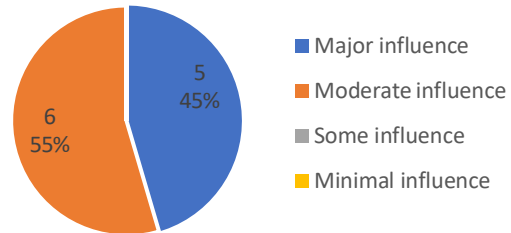
Melbourne event evaluation

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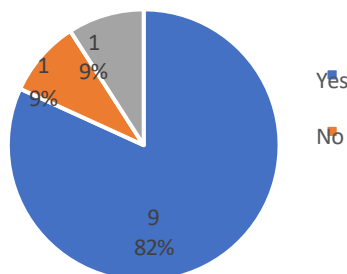
All respondents have taken action or done something different with moderate (55%) or major (45%) influence from the information presented at the event. Positive influence was made on confidence and technical knowledge, as well the general understanding of MLA programs, recent research activities, opportunities, and outcomes, as well as the role of young professionals in research.

Based on your actions undertaken following the event, how much influence did attendance have?



Majority of respondents commented on using the Fit to Join information in their role by applying the knowledge or forwarding the resources to their clients and colleagues. The presentations on pasture vaccination and carbon, were also noted and perceived as useful.

Are you interested in attending LAU in 2023?



Majority of respondents is interested in attending LAU in 2023. The respondent not interested in attending the event in 2023 indicated that the event is mostly useful for early career professionals. All respondents indicated they would recommend attending LAU to others.

Additional qualitative feedback was received from respondents. It was noted that the LAU event was very educational, and the second day (PGS) allowed for more networking and interaction. One respondent suggested that a networking dinner as part of the LAU event program could have been beneficial, even though some participants organised

this themselves informally. One comment was made on the difficulty of engagement with the online presentation, implying a preference for in-person delivery. The venue and accessibility received positive review. One respondent commented on the catering in relation to the limited gluten free options available.

The event is perceived as a good opportunity to stay in touch with the latest research findings and opportunities. Comments were made about the useful network opportunity at the event. Overall, the event is found to be a good professional development opportunity.

Livestock Advisor Updates 2022

Townsville event evaluation



Following the Livestock Advisor Update (LAU) held in Townsville on 14 July 2022, phone surveys were conducted in early December 2022 to assess the impact of attending and to gather any additional feedback from participants. Of 41 attendees, six agreed to participate in a phone survey post-event (15%).

There was a mix of engagement across MLA activities by phone survey respondents since the event (Figure 1). Four of the respondents have engaged in an MLA activity, whether that be delivering, engaging in another way, or communicating with MLA about the opportunities of those activities. Two respondents were yet to engage in other MLA activities since LAU Townsville. One participant in particular answered yes for delivering or engaging with MLA for all activities except PGS. Two participants identified that another activity they have engaged with was MLA's Northern Breeding Business (NB2) program.

One participant did not provide an answer for if they have attended 'other' MLA activities, hence why n = 5 for this data.

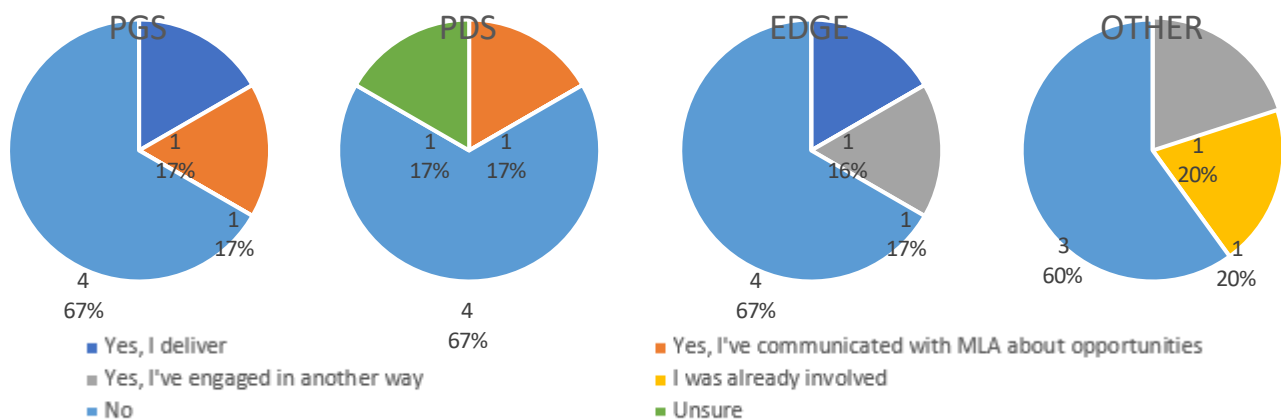


Figure 1. Engagement by respondents with MLA activities post-event, including MLA's PGS, PDS, EDGE programs, or other programs identified by respondents (n = 6 for all except OTHER where n = 5).

Four respondents have visited the LAU website (66%), with reasons given including 'for a look', 'pamphlets received on the day', and 'went on to have a browse after receiving the presentations from Pinion - this was useful as it refreshed my memory'. One participant also identified that although they have not visited the LAU website, they have joined the LAU Facebook group which they have found useful.

Four respondents have taken action or done something with either major (75%, n = 3) or moderate (25%, n = 1) influence from the information presented at LAU Townsville. Examples of actions taken included:

- Carbon presentation was most useful. Went to CN30 website and used tools there. The carbon E-Learning module identified as useful and is incorporated into resources for clients. Cibo Labs feedbase monitor as a resource as well.
- Group training at Southern Gulf on diseases, in particular FMD.
- Researched more about FMD and biosecurity.
- Personal week with Bob Shepherd - great connection made through LAU. Was able to spend the week with him learning everything I could. Had a play with some carbon tools on the MLA website.

Livestock Advisor Updates 2022

Townsville event evaluation



Both respondents who answered 'no' to whether they have taken action or done something differently clarified that although they are not using the information directly from LAU, the information provided was interesting and helped crystallise their thinking (in particular, the carbon session), or they were already implementing some of the information presented at LAU, but it helped solidify that the advice they were providing is sound advice.

Examples of the benefits or impacts respondents or their clients have experienced from these actions included:

- Consistency of messaging, easy to go down one path and not be aware of what's going on. LAU can keep you on track, link with R&D and to know who delivers what. Great opportunity to see what's available and to network. LAU offers one source for information and makes sure everyone is using and referencing the same tools/resources.
- FMD is on the news so much that clients are constantly asking about it so good to have more information and know where to get information for clients or where to send them. This especially important as so new to the industry.
- Think more about on farm and personal biosecurity actions, risks and options for the future. Nothing put on paper but more management changes with the properties leased.
- Personally, it was a big impact as I learnt a lot from my week with Bob - he has endless information and no boundaries to what he knows - I am able to use this experience and the knowledge gained in my own work.

All respondents answered either 'yes' (33%) or 'maybe' (67%) as to whether they were interested in attending LAU in 2023. The main reasons some respondents answered 'maybe' were dependant on the timing and location/accessibility of the event, what their current workload will be at the time, and if it would fit with their professional development allowance. All respondents answered 'yes' as to whether they would recommend for others to attend LAU.

Respondents were also given the opportunity to provide additional qualitative feedback on the event. Three said they had no other feedback to provide (other than the day being good). Other feedback provided included:

- ensuring the event remains flexible enough in the future with topics that keep up to date with what is happening in the industry
- reference was made to how MLA's LAE program is southern based, and it is good for LAU to have more northern resources as well
- developing strategies to take into account looking after the land and not just the financial implications
- promoting top producers and practices more
- for more information on how we change the perceptions of agriculture, who the client is, why industry is making certain decisions, and the why behind practices, as the answers to these questions are not 'one size fits all'.

Overall, respondents engaged positively in the phone surveys, and indicated the day was an enjoyable and great experience.

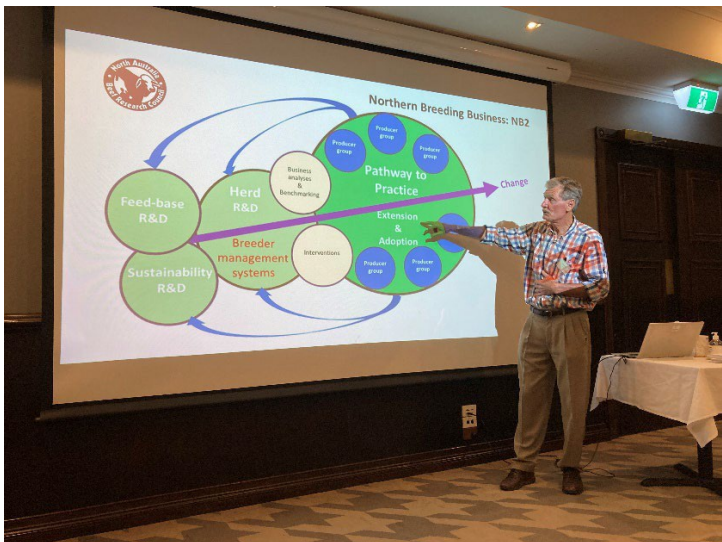
Event participants







Presenters





Bursary recipients





*Complete photo library available upon request

Appendix 5



livestock advisor updates

pinion ADVISORY | mla MEAT & LIVESTOCK AUSTRALIA

MLA Livestock Advisor Updates

+ Invite

Discussion | Featured | Members | Media | Files | Reels

Last chance to get your tickets to LAU Perth. An opportunity not to be missed! What a wealth of knowledge to be shared by this panel of experienced advisors. See you October 13 in Perth <https://mla.microsoftportals.com/.../pass-information...>



livestock advisor updates

Reflecting on a career in advisory services
Catherine Marriott, Andrew Whale, Bob Hall

Ever wanted to ask an experienced livestock advisor about their tips for building a successful career in the industry? Well, here is your chance.

A panel of experienced advisors will share their top tips for building a rewarding career, including what they would do differently if they had their time again.

Facilitated by Ed Riggall, the panel will take questions from the audience and share their diverse experiences from working in advisory services.

Register today for the LAU Perth event to be held October 13.

Funded by MLA and delivered by Pinion Advisory

View insights

211 post reach >

Great to hear from the four early career livestock professionals who were awarded the 2021 and 2022 LAU Southern bursaries. Congratulations Olivia, Claudia, Ben and Ashlee!



[View insights](#)

281 post reach)

Last chance to get your ticket to LAU Melbourne, tickets close tonight! Don't miss the opportunity to hear from experienced advisors about their advisory career journey <https://mla.microsoftcrmportals.com/.../pass-information...>

livestock advisor updates

Reflecting on a career in advisory services

Mike Stephens, Leanne Sherriff, Andrew Whale, Cam Nicholson

Ever wanted to ask an experienced livestock advisor about their tips for building a successful career in the industry? Well, here is your chance.

A panel of experienced advisors will share their top tips for building a rewarding career, including what they would do differently if they had their time again.

Facilitated by Meg Bell, the panel will take questions from the audience and share their diverse experiences from working in advisory services.

Register today for the LAU Melbourne event to be held September 8.

Funded by MLA and delivered by Pinion Advisory

[View insights](#)

238 post reach)

0 Lauren Rowlands, Keely Kovacevic and 4 others 1 comment

Like

Comment

(3) Send

Malcolm J Cock
What a great line up of speakers ..wish I could be there.

Like Reply 23w

Are you geared up to support your clients to use the Australian Feedbase Monitor tool?

Join Alistair Rayner for the LAU webinar Tuesday 9 August 12 noon (AEST) to find out how you can support your clients to get the most out of this tool.

Register today <https://us06web.zoom.us/j/811111111111>

a d livestock
advisor
updates



WEBINAR: Are you geared up to support your clients to use the Australian Feedbase Monitor tool?

The Australian Feedbase Monitor is a joint project developed by Cibo Labs and Meat & Livestock Australia (MLA) to support increased use of fodder budgeting across grazing enterprises. Following the launch of the Australian Feedbase Monitor, every levy-paying producer will be able to continually monitor their whole farm and within their MyMLA dashboard.

This webinar will provide insights into how the tool works and how livestock consultants can best support their clients to make strategic grazing decisions in their businesses using the tool.

The webinar will be presented by Alistair Rayner, content and adaptation manager Cibo Labs, Tuesday 9 August, 12:00 noon AEST.



Funded by MLA and delivered by Pinion Advisor

Asparagopsis now commercially available to beef producers!

Is this something you will look at trialing with any clients? Or do you know anyone that is currently using this methane reducing feed additive?

[Read more here](#)



[View insights](#)

143 post reach)



livestock advisor updates

Boosting your technical grunt
Melbourne, Thursday 8 September 2022

i. Learn

about the latest
red meat R&D

ii Gain

skills, tools and
knowledge to
increase your
offering to clients

+. Network

with your peers

Funded by MLA and
delivered by Pinion Advisory



Welcome

Australia's livestock advisors share a common goal with Meat and Livestock Australia (MLA) – to see red meat producers thrive with profitable, productive, and enduring businesses.

MLA created Livestock Advisor Updates (LAU) to bring industry professionals together to network and share the latest in red meat R&D. Each event is designed by advisors for advisors, providing opportunities for you to gain skills, tools and knowledge, which will enhance your offering to livestock clients.

Now in its fourth year, LAU workshops and webinars have become established as the go-to events for leading livestock industry professionals.

In 2019, 130 people attended the inaugural LAU workshops in Brisbane, Sydney, and Perth, while events in 2020 and 2021 were heavily impacted by COVID-19 travel restrictions. With only half the intended events going ahead during this period, the team worked hard to ensure advisors had access to the latest research outcomes and professional upskilling opportunities through the delivery of the LAU webinar series. Since the series' inception, 12 webinars have been delivered to over 400 advisors, with more than 1000 views of the videos following delivery. Feedback from the webinars has been positive, with industry professionals hungry for information targeted to their specific needs.

MLA is thrilled to see the return of LAU face-to-face in Melbourne and to connect with our Livestock Advisors working in Southern Australia.

The working group that has built today's program is made up of fellow advisors who work daily with livestock producers. Topics have been carefully chosen for their relevance to the southern livestock industry. The organising team has used your feedback from previous events to build an even better program this year, with the theme of the 2022 event being '*Boosting your technical grunt*'.

On behalf of MLA, I would like to thank the working group for their dedication, enthusiasm and contributions in making these events such a success. Finally, I encourage you to draw on the information and people at today's event, build your networks and share your knowledge and experience with others.

We hope you enjoy the day.

Sally Leigo
Program Manager – Adoption
Meat & Livestock Australia

Event location

Melbourne

Best Western Airport Hotel
33 Ardlie St
Attwood, VIC 3049

Working group members

An industry working group provides support and guidance to the project team coordinating Livestock Advisor Updates. Their key role is to provide input into the format, location, and program for the Livestock Advisor Updates events, and to assist in promoting the event amongst their peers and industry networks. Their input has been critical to ensuring that the topics included in the inaugural updates are relevant to both an industry and an advisor audience.



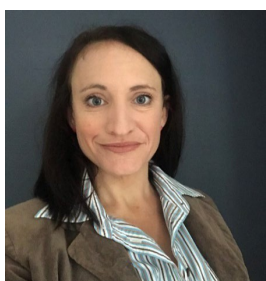
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**Queensland
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Marguerite Cuddihy
Strategic Communications Manager
MLA
mcuddihy@mla.com.au



Program

Melbourne Livestock Advisor Updates – 8 September 2022

Time	Session	Presenter
8.30am	Welcome	Sarah Strachan – MLA
9:00am	Pasture for profit	Basil Doonan – Pinion Advisory Chris Macqueen – Skyhaven
9.45am	Infectious abortion in ewes	Elsa Glanville – Well Stock
10.25am	Bursary recipients	
10:45am	Morning Tea	
11.15am	The role of advisors for driving research adoption	Wayne Pitchford – University of Adelaide Meg Bell – Coleraine Livestock Consulting
12.05pm	Best practice vaccination and managing three key 2022 animal health issues	Bruce Allworth – Charles Sturt University
12.55pm	Lunch	
1.55pm	Benefits of assessing ewes as <i>Fit to Join</i>	Andrew Whale – Livestock Logic
2:25pm	Carbon neutral – a risk or an opportunity for livestock producers?	Jess Loughland – Greenham Cam Nicholson – Nicon Rural Services Olivia Lawson – Paringa Livestock Genetics Facilitator: Leanne Sherriff – Pinion Advisory
3.25pm	Afternoon tea	
3:55pm	Reflecting on a career in advisory	Panel of industry professionals Facilitator: Meg Bell
4:50pm	Wrap up and farewell	Keely Kovacevic – MLA
5:00pm	Networking drinks	

Workshop chairs



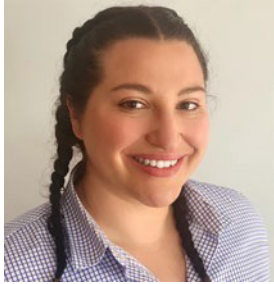
Ben Young
SALRC member
Victoria
youngybj@hotmail.com

Ben is co-director and manager of 'Chiltern Park', a prime lamb and Angus beef operation at Macarthur, Victoria. Ben is passionate about lifting productivity and improving profits by implementing improved pasture grazing systems, as well as increasing meat quality and animal welfare standards. He has substantially expanded the family business through increased stocking rates, purchasing and also leasing land - the latter currently making up 50% of the business - giving him a strong understanding of the challenges that young producers face. Ben is a strong proponent of profitable and sustainable farming practices and seeks to provide the best RD&A outcomes for Western Victoria. He is also a strong believer in providing young people with the tools and opportunities to succeed in agriculture. Ben has been actively involved in the Victorian Betterbeef program and Grasslands Society of Southern Australia and is Western Victoria Regional Chair of SALRC.



Meg Bell
Principal Consultant, Coleraine Livestock Consulting
Victoria
meg@colerainelivestockconsulting.com.au

Meg grew up on a beef and cropping property near Millicent in South Australia. After finishing university in 2011, Meg worked as a dairy sales nutritionist in Camperdown, Victoria, before moving to Clare, SA, to work as a Livestock Consultant at Productive Nutrition. At the end of 2013, Meg moved home to the family farm where she worked in the cattle enterprise for three years, and continued consulting part time. In 2016, Meg moved to Coleraine, Victoria, to live with her partner, and in 2017 established Coleraine Livestock Consulting. Meg is involved with the Grassland Society of Southern Australia as the Chair of the Board and is also involved with the South Australian Livestock Consultants group. Meg currently works as the Chief Executive Officer of MacKillop Farm Management Group, a farming systems group based in the southeast of SA, as well as coordinating a beef discussion group and working with a small number of clients.



Keely Kovacevic

Project Manager - Adoption Capability Building

MLA

kkovacevic@mla.com.au

Keely oversees the Livestock Advisor capability building portfolio, MLA's eLearning platform *The toolbox* and adoption resources as part of her role as the Project Manager for Adoption Capability Building at MLA. She has been with MLA since 2018, working in roles across Research, Development & Adoption. Prior to starting with MLA, Keely worked in the music industry as a journalist and digital producer for almost a decade before studying animal veterinary bioscience at Sydney University and discovering her true passion for agricultural extension. As part of the Livestock Advisor capability building portfolio, Keely works across Livestock Advisor Updates, Livestock Advisor Essentials, and the Livestock Consultant Internship. Keely is looking forward to expanding the advisor portfolio over the next few years to continue to drive investment into this crucial sector.

Event coordinators



Jo Jones

Senior Consultant, Pinion Advisory

jjones@pinionadvisory.com

Jo is a Senior Consultant with Pinion Advisory. She is an experienced project manager, with well-developed relationship management and communication skills. She has extensive experience in group facilitation, training, and education. Jo is competent at all stages of the RD&E spectrum, having designed and delivered her own impactful research programs, as well as delivering extension programs for other researchers, both at a local and national level. She is focused on empowering practice change and innovation across the agricultural sector. Jo is collaborative in her approach and passionate about empowering resilience building in rural communities.



Leanne Sherriff

Team Leader, Pinion Advisory

lesherriff@pinionadvisory.com

Leanne is a Team Leader with Pinion Advisory. She has strong technical skills in natural resource management, sheep production systems, and extension and training. Leanne is a capable, experienced project manager, with well-developed relationship management and communication skills. She has extensive experience in group facilitation. Her skills and experience in extension and communication range from designing and delivering national extension and adoption programs to designing and delivering projects (big and small) at a local level. These have encompassed a range of subject areas from red meat productivity through to fire management. Leanne is experienced in developing and implementing monitoring and evaluation plans and embraces a continuous improvement ethos. She is passionate about delivering projects that make a real difference and deliver on outcomes.



Lauren Rowlands

Consultant, Pinion Advisory

lrowlandspinionadvisory.com

Lauren is an Agribusiness Consultant with Pinion Advisory. Lauren has a background in animal health and productivity through her studies and research at university, including an Honours project comparing sheep management systems. Lauren has previously worked in the biosecurity space, including biosecurity communication and engagement, border operations, post-border surveillance, and livestock biosecurity and welfare. Lauren has practical experience in industry engagement, creating communication plans and education material, and project development and delivery. Lauren enjoys engaging and collaborating with clients on projects to help them achieve their goals. She is passionate about promoting the opportunities available in the agriculture industry, and in assisting clients in learning and utilizing the latest science and advice to provide their businesses the opportunity to continue to improve.

Speakers & presentations



Sarah Strachan
Group Manager – Adoption & Commercialisation
MLA

Sarah oversees the delivery and development of the Meat Standards Australia, Livestock Genetics, Producer Adoption and On-farm Sustainability programs within MLA. These programs are responsible for converting research into commercial services for businesses along the entire supply chain. They are also responsible for achieving the industry objective of the red meat sector to become carbon neutral by 2030, along with ensuring we are meeting consumer expectations in their eating experience with red meat. To achieve this, the programs provide a diverse range of options for producers to engage with and apply research outcomes into their production systems such as the well-known EDGE Network, Producer Demonstration Sites, Profitable Grazing Systems programs along with genetic services for Sheep Genetics and supporting beef producers to utilise BREEDPLAN. Sarah has a Bachelor of Rural Science qualification from the University of New England and has worked with MLA for 20 years, spending 18 of these working in the MSA program.

Welcome

Notes



Basil Doonan

Partner, Pinion Advisory

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Basil Doonan has over 25 years of experience in farm business management, grazing management, training and consultancy. He has worked extensively in Australia and overseas in grazing industries, primarily consulting to farm business owners and managers and developing and delivering producer supported learning programs on topics such as pasture management, strategic planning, irrigation management and herd fertility. Basil has a sound understanding of pasture and business management, soil and animal nutrition, animal husbandry and agronomy gained over his time in the agricultural industry. Basil has a Bachelor of Agricultural Economics and a Post Graduate Diploma in Farm Management.



Chris Macqueen

Skyhaven, Flinders Island

Chris, along with his wife, Rachel, own and manage Skyhaven, a 1100ha beef property on Flinders Island. Skyhaven consists of 930ha of improved pastures and 170ha of fenced off bush area receiving 750mm of rainfall. Since taking over the property in 2007, Chris has transitioned the property from wool production into prime angus cattle. Beef is produced in an intensive rotational grazing system with the rotation length set at approximately 60 days in the middle of winter. Chris has purchased a significant amount of land and prioritised the development of bush blocks by reworking the land into improved pastures and reducing the wildlife pest problem which plagues farms across the island. Chris runs Skyhaven as a 100% dryland property and does not conserve fodder, preferring to utilise surplus feed to improve the condition score of livestock. In dry times, when the autumn break is late, Chris is committed to destocking as much as necessary to conserve the core breeding herd.

Pasture for profit

The consumption of homegrown feed is a (and in most cases 'the') significant driver of business profitability. There are many ways to manage pastures, with the broadest categories being set-stocked and rotational grazing systems. They are both appropriate, they just have different outcomes, benefits and costs. Many people migrate from one to the other without fully understanding these outcomes and how to achieve the associated benefits.

Pasture management is a skill, it's not something that can be implemented (in general) based on the theory. It takes time to develop the skills and more importantly the confidence to significantly lift productivity on farm, initially dilute the capital investment and ultimately run a more profitable business. The most critical aspects of rotational grazing will be explained and how this links to improved productivity. You will have the opportunity to question one of the case study farmers, Chris McQueen.



Dr Elsa Glanville

Livestock Veterinary Consultant

elsa@wellstock.com.au

Elsa is a livestock veterinarian passionate about sheep reproduction, livestock disease and whole farm systems. Elsa has completed a residency in production animal medicine and farm consultancy with the Mackinnon Project, a Master of Veterinary Science and a Master of Veterinary Studies, including research on Ovilis Campyvax® in maiden ewes. She is a member of the Australian and New Zealand College of Veterinary Science, Sheep Medicine. Elsa currently works part-time as a vet consultant with Well Stock, part-time with NSW DPI Animal Biosecurity, and co-manages a Merino enterprise in the Central Tablelands.

Infectious abortion in ewes

Pregnancy loss due to both infectious and non-infectious causes is one component of reproductive wastage in ewes. The gestation at which the pregnancy terminates, together with the cause, dictates the type of loss which may be early embryonic loss, foetal resorption, mummification, abortion or stillbirth. Abortion is technically defined as the loss of a pregnancy with complete or incomplete expulsion of a dead foetus, resorption occurs prior to skeletal mineralisation, mummification results from foetal death without expulsion, and stillbirth is the birth of a deceased full-term foetus. The most commonly diagnosed infectious causes of pregnancy loss in Australia are *Campylobacter spp.*, *Listeria spp.* and *Toxoplasma gondii*. Some infectious causes of pregnancy loss typically present as abortion and stillbirth (e.g. *Campylobacter spp.*). Other agents are less specific and can terminate a pregnancy at any stage (e.g., *T. gondii*). Pregnancy loss may be cryptic, and the cause often remains undiagnosed. Detection and diagnosis of loss depends on the gestation at loss, frequency of observation, opportunity to retrieve diagnostic samples and laboratory access. Signs of pregnancy loss at different gestational stages will be discussed including mid-gestation pregnancy diagnosis (scanning), during pre-lambing treatments, allocation to lambing paddocks and during lambing.

Pregnancy loss is usually responsible for a smaller proportion of overall reproductive wastage in ewes than neonatal lamb mortality. However, outbreaks or 'storms' of infectious abortion occur sporadically, and often unpredictably. In some cases, over 50% of a mob may abort. The economic, management, zoonotic, welfare and emotional costs associated with abortion outbreaks are substantial. Early detection and investigation might reduce these costs, so seeking veterinary assistance early (e.g., if two or more abortions are observed in a mob over a short time interval) and retrieving the foetus and placenta (increasing likelihood of a diagnosis) is indicated. Salient points concerning the three most diagnosed infectious agents will be discussed including transmission routes, empirical and anecdotal risk factors, management options and prevention strategies. Other less commonly diagnosed causes of infectious abortion will be briefly discussed, including *Chlamydia pecorum*, Border Disease Virus (a pestivirus), *Yersinia* and *Salmonella*, as well as exotic agents. Importantly, most infectious agents that cause abortion in ewes are also zoonotic, causing disease in humans. Pregnant women and the immunocompromised are at increased risk of severe disease. Appropriate personal protective equipment and sample handling is essential and will be discussed.



Professor Wayne Pitchford

Director, Davies Livestock Research Centre
School of Animal and Veterinary Sciences
University of Adelaide

Wayne leads the research team for the MLA funded project ‘Optimising heifer development and management to increase whole herd productivity’ at the University of Adelaide. He has been with the University for 30 years, and his lecturing and research have been in the areas of animal breeding and genetics, meat science, and beef cattle and sheep production. He has been Director of the Davies Livestock Research Centre for three years and has a rapidly growing team of people on projects from animal wellbeing to shearing alternatives. His wife and eldest son have had a farm at Keith since 2017.



Meg Bell

Principal Consultant, Coleraine Livestock Consulting
meg@colerainelivestockconsulting.com.au

Meg grew up on a beef and cropping property near Millicent in South Australia. After finishing university in 2011, Meg worked as a dairy sales nutritionist in Camperdown, Victoria, before moving to Clare, SA, to work as a Livestock Consultant at Productive Nutrition. At the end of 2013, Meg moved home to the family farm where she worked in the cattle enterprise for three years, and continued consulting part time. In 2016, Meg moved to Coleraine, Victoria, to live with her partner, and in 2017 established Coleraine Livestock Consulting. Meg is involved with the Grassland Society of Southern Australia as the Chair of the Board and is also involved with the South Australian Livestock Consultants group. Meg currently works as the Chief Executive Officer of MacKillop Farm Management Group, a farming systems group based in the southeast of SA, as well as coordinating a beef discussion group and working with a small number of clients. Meg has also been involved in the MLA Producer Demonstration Site (PDS) project ‘Reproductive health and management practices in beef heifers’.

The role of advisors for driving research adoption

This presentation will cover some of the key messages from the MLA funded project ‘Optimising heifer development and management to increase whole herd productivity’, managed by The University of Adelaide. It will also highlight how the MLA Producer Demonstration Site (PDS) project ‘Reproductive health and management practices in beef heifers’, managed by the MacKillop Farm Management Group, was set up to achieve collaboration between the University’s research project, advisors and producers, to achieve a faster rate of on-farm adoption.

One of the key metrics within the University heifer development project is the concept of “wet and pregnant early” (WAPE), which is a measure that describes a heifer successfully getting in calf, raising a calf and getting back in calf within the first six weeks (two cycles) of joining. Once a heifer has achieved WAPE, they tend to proceed to be productive and robust as a mature cow. This research project has showed that a surprising number of heifers that are weaned do not go on to achieve WAPE status.



Bruce Allworth

Professor, Fred Morley Centre, School of Animal and Veterinary Sciences
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Bruce is a professor in Livestock Systems and Director of the Fred Morley Centre at the School of Animal and Veterinary Sciences (CSU), Wagga Wagga, NSW. Bruce is a veterinarian who operated a sheep and cattle consultancy business for over 20 years before joining CSU. Bruce is a Fellow of the Australian and New Zealand College of Veterinary Scientists, a diplomat of the European College of Small Ruminant Health Management and a Registered Sheep Specialist. Bruce's area of expertise is in disease management and prevention. Bruce also operates his family sheep and cattle enterprise at Holbrook, NSW.

Best practice vaccination and managing three key 2022 animal health issues

Vaccines are an important part of a herd or flock health plan. When used correctly as part of a property health plan, vaccines can help prevent common endemic livestock diseases, leading to improved animal health, welfare and productivity. Advisors play an important role in supporting producers to be aware of the endemic diseases in their region that can be prevented by vaccination and implementing a property health plan. This presentation will cover how vaccinations work, the different modes of action, tips for handling or storing vaccines, what to consider when deciding whether to vaccinate or not, how to get the best value from a vaccine, and success strategies for vaccination against the main sheep and cattle diseases. With best practice management in mind, Bruce will also cover mitigation of three topical threats facing producers in 2022; pink eye, bloat and Barbers Pole.

Notes



Andrew Whale
Veterinary Consultant
Livestock Logic (Apiam Animal Health)
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Andrew is a veterinarian that has been working in his current role for 10 years. He is based in Hamilton and provides livestock consultancy services to sheep producers in Victoria, NSW and SA. Andrew enjoys the relationship building that consultancy work offers and the ability to put the work into practice on his own farm at Hamilton. His work centres around animal health and optimising stocking rate with a keen focus on financial outcomes for his clients.

Benefits of assessing ewes as *'Fit to Join'*

Often sheep producers are frustrated they cannot achieve their marking percentage goals, even though they're implementing industry best practice in the lead up to, and during, lambing. An underlying reason for this may be that they are joining ewes unfit to rear a lamb. A review of existing literature and industry information, and coordinated ewe selection case studies on three commercial farms, confirmed an opportunity to improve lamb and ewe survival outcomes by rigorous ewe assessment and selection before joining. This presentation describes, the methodology, results and risk factors identified in the *Fit to Join* project.

Notes



Jess Loughland

Livestock Supply Chain Manager, Greenham

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Jessica Loughland is the Livestock Supply Chain Manager for Greenham who operate three export beef plants across Victoria and Tasmania. Jessica looks after Greenham's natural beef programs, producer engagement, digital systems, and the company's supply chain sustainability initiatives. Jessica studied agricultural science at CSU, and over the past decade she has worked in the red meat processing sector across livestock, sales, business development, and finance functions. Jessica is a passionate advocate for the Australian beef industry and is actively engaged in many industry initiatives including the Australian Beef Sustainability consultative committee and the advisory group for the 'Environmental Credentials for Australian Beef' project.



Cam Nicholson

Partner, Nicon Rural Services

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Cam Nicholson is a partner in Nicon Rural Services, a consulting business near Geelong working with the grazing and cropping industries. Cam has been involved in many farmer programs for GRDC, MLA, Landcare and drought. He provides consultancy advice to farmers and lectures on animal and pasture systems at Marcus Oldham College. His most recent work has focused on understanding and discussing risk in farming businesses and how to enhance decision making. He and his wife Fiona run a 400 ha beef and sheep farm on the Bellarine Peninsula turning off cattle for the long fed feedlot market and fine wool.



Olivia Lawson

Co-Principal, Paringa Livestock Genetics

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Olivia operates a beef seed stock business based in central Victoria with husband Tom, working in marketing, business and on-farm project management, and contract clients. Olivia holds a lifelong passion for sustainable agriculture practices and was awarded 'Landcare Sustainable Farmer of the Year' in 2013. Tom and Olivia won the 'Coles Weekly Times Beef Farmer of the Year' in 2020. Olivia has served on the Board of Cattle Council Australia as the Southern Independent Director. She is a member of the Environment and Sustainability Committee, the Policy Council, and the Board of the Global Roundtable for Sustainable Beef. Olivia participated in the MLA Carbon Accounting Pilot program in 2020, and recently participated in the MLA Environmental Credentials Platform producer working group.

Carbon neutral - a risk or an opportunity for livestock producers?

This panel draws together Jess Loughland, Greenham's Livestock Supply Chain Manager, Cam Nicholson, an experienced advisor, Olivia Lawson, a producer, and is facilitated by Leanne Sherriff, Team Leader at Pinion Advisory.

The ongoing media attention on carbon farming and the red meat industry's CN30 roadmap has many producers wondering what they should be doing in this space, but often feeling confused and uncertain about where to start and what the risks and opportunities really are. What does making money out of carbon really look like for livestock producers? Consumer demands around sustainability and carbon neutral or low carbon are becoming more common, and markets are increasingly looking to their supply chains to deliver on sustainability goals. Jess will provide an overview of the market interest in low carbon or carbon neutral beef, where the markets are now, how they're changing, and how this might play out for Greenham's supply chain. What does increasing interest in carbon mean for producers and how can they respond? Olivia will provide some insights from her family business on their carbon journey, what they've learnt along the way and what the costs and benefits have been. Cam helps guide clients on their carbon journey, by helping them measure their emissions and gain have a better understanding of what the opportunities for them might be.

Our panelists will help you better understand the potential opportunities for your clients and the potential pitfalls. How to get started or where to start is probably the most common question you'll get. This session will help you be able to answer that question from your clients and identify the ways in which you could help them.

Through the CN30 program, MLA is investing in extension programs and research to help producers better understand and manage carbon. You could direct your clients to accessing the support provided through these programs, or you could be a mediator or interpreter, helping them navigate what's relevant for them.

MLA has invested \$120M to date in R&D across four key areas, chiefly to bring novel innovation in emissions avoidance (reducing methane) and carbon storage (sequestration in trees and soil) to market. These investments are mainly in novel low methane additives, and how to feed them to grassfed grazing animals. MLA is also committed to improving the carbon literacy and training tools for producers to identify opportunities on-farm.

To learn more about MLA's 'Carbon Neutral by 2030' Roadmap visit:

https://www.mla.com.au/globalassets/mla-corporate/research-and-development/program-areas/environment-and-sustainability/2689-mla-cn30-roadmap_d3.pdf

**The Australian
Red Meat Industry's
Carbon
Neutral
by 2030
Roadmap**

**CN
30**



2021 Bursary recipients



Ben Munzberg

Territory Manager – Southern Australia, DIT Ag Tech
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Ben grew up on small vineyard in McLaren Vale and has always been passionate about Agriculture. He attended Urrbrae Agricultural High School in Adelaide and then went on to complete a Bachelor of Agricultural Science at Adelaide University. Since completing university, he has worked for Agriculture Victoria's lamb production team in Hamilton and worked in managerial roles on family-owned cropping and sheep farms. At the start of 2021, he joined DIT Ag Tech as their Southern Territory Manager, as it provided him with an opportunity to focus on how technology can assist livestock farmers and use DIT's current technology to improve animal health and nutrition. The new role enables him to provide livestock producers and their clients advice in animal nutrition and tech adoption and he is always looking for opportunities to improve his skills and knowledge.



Claudia Bryant

Land Services Officer – Agriculture
Western Local Land Services

Claudia grew up on a mixed enterprise property at Gunnedah NSW. After studying a Bachelor of Rural Science, she moved to Broken Hill where she now works in the agriculture team for Western Local Land Services. In this role she has discovered a love for the challenges of rangelands production and promoting the linkages between landscape health, profitability, resilience, people and community. She has been in this role for almost three years, in which she is responsible for providing support and extension to build producers' capacity to manage their land sustainably and profitably. Claudia has worked on a variety of projects including monitoring pastures using drones, The Living Skin Project, grazing extension and business mentoring programs.

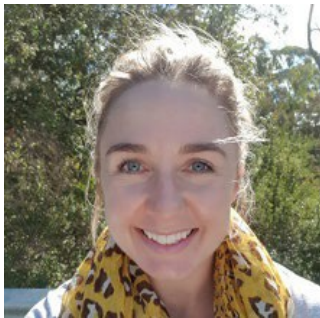
2022 Bursary recipients



Ashlee Carslake-Hunt

Tailored Livestock Consulting
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Ashlee Hunt is the principal consultant at Tailored Livestock Consulting (TLC) based at Robe in the South East of South Australia. Her passion for the sheep and beef industry developed from a young age working on her family's sheep property. After completing a Bachelor of Agricultural Sciences at the University of Adelaide, Ashlee worked for 8 years in livestock health and nutrition advisory roles before starting her consulting business in 2020. TLC enables Ashlee to provide independent, tailored animal health and nutrition advice to sheep and beef producers on best practice management that drives performance and profit. Ashlee enjoys working one-on-one and with extension groups which is rewarding when producers can learn and share from each other's experiences.



Olivia Woodiwiss

Agribusiness Consultant, Pinion Advisory
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Olivia is an early career agribusiness consultant with Pinion Advisory. Olivia works in the livestock and agribusiness team which has a strong focus on red meat grazing strategies, business development, strategic planning and capacity building of producers across Tasmania. She also undertakes land capability assessments for implementation of irrigation for Tasmanian Irrigation and agricultural assessments for individuals wanting to build on agricultural zoned land to meet Council specifications. Her role exposes her to many variable aspects of the agriculture industry.

Better your business



MLA offers red meat producers a range of training opportunities, resources and publications.



TRAINING OPPORTUNITIES

Profitable Grazing Systems is a group-based delivery program designed to deliver training and coaching over several months and up to a year to improve producer skills and knowledge. The aim is to achieve practice change on-farm in the areas of people, business, reproduction and genetics, value chain and feedbase.



Producer Demonstration Sites are on-farm projects run by producer groups who want to demonstrate findings from known research into their local farming system. MLA calls for Producer Demonstration Site applications that will help to improve the profitability, productivity and sustainability of red meat enterprises every April.

m1a.com.au/pds

EDGEnetwork® workshops offer practical knowledge and skills on topics such as breeding and genetics, business management, nutrition, grazing and land management. Workshops range from one to three days.



BredWell FedWell are practical one-day workshops designed to teach producers the key benefits of superior genetics and feed management for improved flock and herd performance.

bredwell Fedwell
m1a.com.au/bredwellfedwell

The toolbox, MLA's free elearning platform, builds knowledge in the areas of animal welfare, husbandry, feedbase and genetics. Packages take between 15 to 20 minutes to complete online, allowing users to learn at their own pace.



myMLA is a customised online dashboard that provides news, weather, events and R&D tools relevant to you, as well as a single sign-on feature for integrity systems.



Seasonal hubs provide resources, tips and tools organised by season to make it easy to find relevant information to support your business decisions.

m1a.com.au/seasonal-hubs

Feedbase hubs provide tips and tools on soils, pastures, legumes and weed management alongside the latest R&D to increase pasture production, quality and persistence.

m1a.com.au/feedbase-hub

MLA's Feedback magazine signposts producers to practical on-farm information and showcases how MLA is investing levies in research, development and marketing activities.



Keep informed about the latest red meat and livestock industry news, market information, events, research and marketing with MLA's suite of e-newsletters. Mastheads include:

The Weekly Integrity Matters • Goats on the Move • The Quarterly Feed • Global Markets Update • The Advisor

Become an MLA member today

MLA membership is **free** to levy-paying producers of grass or grainfed cattle, sheep, lambs or goats. To become an MLA member call **1800 023 100**, visit m1a.com.au/membership or scan the QR code.



RESOURCES

PUBLICATIONS