

final report

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Landleader Monitoring and Evaluation Project

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Executive Summary

Through the federally funded *Pathways to Industry* program, industry bodies Australian Wool Innovation and Meat and Livestock Australia have developed a self-assessment tool for wool producers to assess their level of environmental stewardship'. Producers answer a structured questionnaire and their responses are benchmarked against industry standards for aspects of natural resource management, animal welfare and chemical usage.

The tool was piloted amongst graziers in selected regions from the 11th June to the 31st July, 2007. Four methods of delivery were trialled:

1. Paper-based through a facilitated workshop with groups of graziers.
2. Paper-based completed by graziers unaided.
3. Telephone interviews with graziers.
4. Graziers access the necessary forms via the website and complete them on line.

This report is an evaluation and comparative assessment of the advantages and disadvantages of the delivery methods trialled.

While this evaluation focuses on the delivery process, we appreciate that the content of the assessment tool can impact on this process. Where feedback arose from graziers on the content of the tool such as length and clarity this has also been noted and discussed.

A summary of the results of the trial with recommendations for the ongoing use of the methods is presented below.

Ease and convenience for producers

Time taken to complete

Almost all producers (88%), regardless of method, were able to complete the *Landleader* questionnaire in **less than two hours**. Over the telephone interviews were much shorter, with 91% completing them in under half an hour. Average times for completion of the *Landleader* questionnaire are quite similar between the other three methods.

Ratings of difficulty and reasons

Respondents stated that the questionnaire was **relatively simple** to complete because it was an easily understood and straightforward exercise.

Producers who found it difficult to complete on the whole gave reasons that were not related to the delivery method but to their own knowledge of the details of their business enterprise.

A small proportion of graziers noted that the telephone interview method did not allow them to access their farm management records (7%) or they had problems understanding or receiving assistance from their interviewer (8%).

Preferred method for delivery

Overall, producers' most common preference is to complete the *Landleader* questionnaire **unaided**; for example, by mail. They also highly rate whichever method they themselves experienced and gave a lower score to the others with which they had no experience which means that their comments about their lesser preferred options may be unreliable.

Whether they would use the tool again

Almost all producers (with the exception of 15% of telephone interviewees) stated that they would be prepared to assess themselves against the *Landleader* questionnaire again in one or two years time. They valued equally the use of the tool both for their own management practice and that of their industry more broadly.

Benefits to producers

Learn new information

A large majority of producers who completed the questionnaire on paper unaided (74%) or via the web site (63%) reported that they learnt new information from this process.

Only 25% of producers who answered the questionnaire over the telephone learnt new information from doing so, and 29% learnt from the person interviewing them.

Very few workshop participants learned new information. This may be because producers who were invited to these workshops were industry leaders, who may already possess a high level of knowledge about best management and environmental practice.

Identify areas for change in property management

The vast majority of producers from three of the delivery methods (paper, internet and workshop) reported that completing the questionnaire prompted them to consider at least some minor changes to their management practices.

Comparison and recommendations

Producers' degree of difficulty in completing the questionnaire was based on their knowledge of their property. If they had to refer to records, they reported it was difficult, if they had this information in their heads, it was much easier.

Given the large proportion who felt information from property records was important it may be necessary that the delivery method allows graziers the time to access these records if necessary or to give an idea of what an average response may be.

Comparing the four methods, completing the *Landleader* questionnaire unaided was the most preferred option and by telephone through interview was the least preferred and also the least beneficial.

It appears that the most appropriate method for producers is to complete the questionnaire individually and in their own time, either as a hard copy or on the web site. These methods allow producers to refer to their management records as necessary and make considered responses. It has also resulted in them learning from the process using the questionnaire as a tool for thinking through their current management practice in light of industry and environmental standards.

Methodology

Data Collection and Analysis

Different tools were used to collect data for each of the four delivery styles. The primary data collection tool was a survey provided as an adjunct to the delivery methods and was in paper format (for the unassisted delivery method and the workshop delivery method), electronically (for the web based delivery method) and over the phone (for the phone interview).

Informal questioning and observation were used to collect additional data from the workshop.

The particular tool used for each delivery style is shown in the table below.

Data Collection Methods	Delivery Methods			
	Workshop	Paper based (unassisted)	Phone interview	Web based
Questionnaire (paper-based)	✓	✓		
Questionnaire (phone interview)			✓	
Questionnaire (on the web)				✓
Informal questioning	✓			
Observation	✓			

Quantitative data were analysed using standard, statistical methods.

Qualitative data were analysed using a grounded theory and clustering approach, meaning that responses to open ended questions were analysed by question and then clustered according to themes that emerge.

Results and Discussion

The results below are compiled from responses to the Roberts Evaluation survey made by:

- 81 graziers who completed a paper based environmental stewardship questionnaire **unaided**.
 - Of these, 21 completed the form in conjunction with their spouse (13), business partner (3), or both (4).
- 19 graziers who completed an **internet** based questionnaire unaided.
 - Of these, three producers completed the questionnaire in conjunction with a spouse (2), or spouse and business partner (1).
- 22 graziers who attended a facilitated **workshop** (either in Bendigo or Dubbo) and completed the questionnaire on paper. Information gathered through observation of the Bendigo workshop is also included.
- 100 graziers who answered the questionnaire in a **telephone** interview.

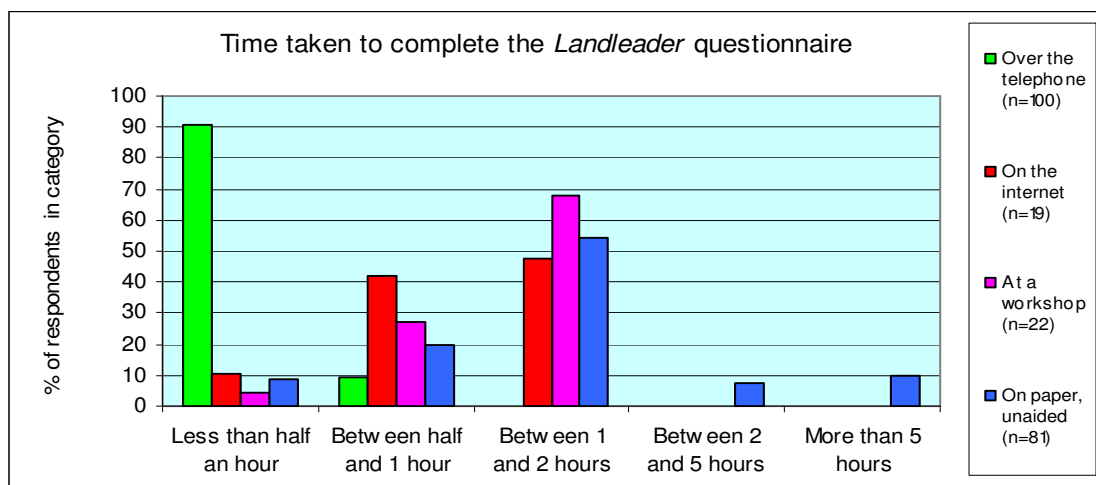
Length of time taken to complete questionnaire

On average, telephone interviews took twenty minutes to complete, with times ranging from 8 to 52 minutes. Almost all (91%) took under half an hour to complete the questionnaire; much less time than any other method.

The most common response for both unassisted paper and web-based questionnaires was that the *Landleader* questionnaire took between one and two hours to complete. The vast majority (83%) of unaided paper based questionnaires took less than two hours to complete, with most (54%) between one and two hours. There were also a small number that found the questionnaire required between two and five hours (7%) or even more than five hours (10%).

Similarly, producers reported that the *Landleader* questionnaire completed at the workshops in Bendigo and Dubbo took no longer than 2 hours. In fact, according to the presenter's observation, participants took on average 50 minutes to complete their questionnaires..

Figure 1 Time taken to complete questionnaire



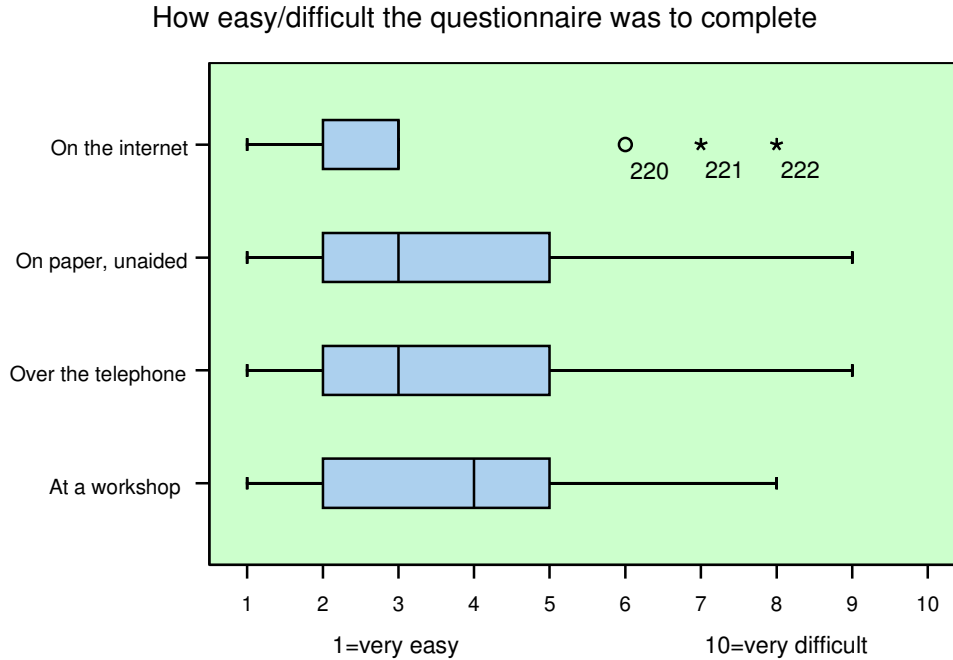
Difficulty of the questionnaire

Producers were asked to provide a rating of how difficult they found the questionnaire to complete, on a scale from 1 = very easy, to 10 = very difficult.

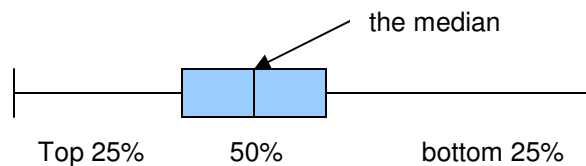
The majority (60%) of responses rated the questionnaire at three or above (84% of producers that completed it on the internet, 63% of producers that completed it on paper unaided, 56% of telephone respondents, and 45% of workshop participants), which is a strong indication that it is relatively easy to complete.

Ratings for the average degree of difficulty were very similar between all the methods. Worthy of note is the significant proportion of responses from workshop participants and telephone interviewees who rate the questionnaire a five; neither easy nor difficult (23 and 22% respectively).

Figure 2 Difficulty of the questionnaire



NB Box plots



More detailed reasons for these ratings are presented in the following tables. Where a reason for ease or difficulty relates to the specific method rather than a general issue it is italicised.

Table 1 Internet respondents reasons for ease →difficulty ratings:

Rating	Comment
1	<ul style="list-style-type: none"> - It was very simple - I had a spare hour - We try to practice good environmental principles and have maintained good stock records from Day One
2	<ul style="list-style-type: none"> - I knew the answers without having to refer to anything - Because we have some long term goals in place for our business, it was not particularly difficult to answer the questions - Questions were fairly straight forward - Easy
3	<ul style="list-style-type: none"> - Readily completed - Feel confident in the stewardship and management of my property - I filled this survey out for an irrigation property with a large component of native/naturalised pasture. Some of the questions, eg. ground cover, are not really relevant to either class of land; i.e. native pasture in the area has quite low groundcover levels - Well structured survey - Some questions hard to understand. <i>Insufficient instructions for submitting online</i> - Not too difficult – just needed a bit of thought and assessment - Very well set out, easy to follow and use
7	<ul style="list-style-type: none"> - Haven't owned the property for very long, so can't answer all questions
8	<ul style="list-style-type: none"> - Some questions are not clear. Does it always apply to '05-'06?

Table 2 Workshop respondents reasons for ease →difficulty ratings:

Rating	Comment
1	<ul style="list-style-type: none"> - Too easy - some things - environmental issues not covered at all
2	<ul style="list-style-type: none"> - No problems, clearly set out. Small changes as noted easily fixed. - Because it was all in my head and quite easy to recall. - Reasonably well laid out but some of the choices do not contain all the best practice choices available. - It was easy to answer - Terminology was easy to understand - but it may not be for someone who is not used to this terminology. - No need to look over farm records.
3	<ul style="list-style-type: none"> - Survey easy however there were some inconsistencies in the questions - My answer did not suit some answers provided. - <i>Would give better answers if I had my diary and farm records on hand</i>
4	<ul style="list-style-type: none"> - Some terms not defined (eg. waterway). Some alternative responses unavailable (eg. q. 8, 14) Sometimes had to imagine/calculate responses; eg. km's of waterway etc - Even without actual records/plans the data required is pretty much memorised. - <i>Did not have all data required (both on hand or not ever collected).</i>
5	<ul style="list-style-type: none"> - <i>I did not know all the answers, rang home for help with some answers.</i> - Basically information needed was from that "stored in the brain" but more detailed breakdown need some calculating. - I run complete business and need to be aware of all its parameters. - Easy to read but still required a lot of thought for the resulting answer.

	- Survey was not difficult although some individual questions required some thought and interpretation.
6	- Found the native veg questions difficult to record in areas/hectares rather than metres. Waterways - our land is very flat so is all a recharge area. - Some of the questions were a bit ambiguous. Especially those on native vegetation and water management. They do not seem to apply to the flat western plains.
7	- Some measurements were a guess-timate eg. length of gullies, no of dams/troughs - <i>need time to get info together.</i>
8	- Some questions appear to be not well defined, eg. q. 7.6

As the number of producers who completed a paper based questionnaire and survey without assistance was large, rather than present comments in full, a summary of the major issues or themes raised by the responses is presented in Table 3 below.

Table 3 Unaided paper based respondents reasons for ease →difficulty ratings:

Unaided Paper Respondents: Reason for rating the questionnaire as easy or difficult to complete		Number of producers that raised this issue in their comments
Easy	The questions are straightforward and easy to understand, so it is a simple task to make decisions about how to answer	26
	Producer knowledge: I/we keep good farm records, have a good management plan in place, strong knowledge of own property, strong awareness of environmental sustainability and management	14
	<i>Survey has a good format/layout</i>	2
Neither easy nor difficult	Makes you think (in some cases in a new way) in order to respond accurately	6
	Sometimes the questions are too simplified, but room is available for comments	2
	Not too easy, not too difficult	2
Difficult	Requires referral to farm records to find information, and often calculation and conversion of amounts, areas, percentages	15
	Options provided are not always applicable; sometimes difficult to fit a particular practice into a single category	8
	Some questions were unclear and needed to be better defined, some terms were unfamiliar	4
	<i>Time taken to complete</i>	3
	You have to separate out your usual practice from 05-06	1

Similarly, the number of respondents to the telephone survey is too large to present individual comments. Themes are summarised in Table 4 below.

Table 4 Telephone interviewees summary of reasons for ease→difficulty ratings:

Telephone Respondents: Reason for rating the questionnaire as easy or difficult to complete		Number of producers that raised this issue in their comments
Easy	The questions were easy to answer; clear, required definite answers, simple and straightforward, options given	29
	Producer feels that their knowledge of their property and the environment is already strong, enabled them to easily answer questions 'off the cuff'	9
	<i>The interviewer was helpful in clarifying questions</i>	6
	Other (each mentioned by one person) - <i>quick to complete</i> - my business is small, so easy to answer - read over it beforehand and had records ready*	3
Neither easy nor difficult		6
Difficult	Some questions required working out, didn't know straight away, had to think, had to estimate	19
	Questions were irrelevant, unclear, awkward, too many options, didn't understand it, too detailed, complex, too predetermined, didn't apply to individual circumstances	10
	<i>Problems with the interviewer – difficult to hear or understand accent, or did not clarify questions when asked to</i>	8
	<i>Didn't have time to get records ready, couldn't access records, short notice, difficult to work things out over the phone, you don't know what you're doing until you start the survey, put on the spot, not much time to think about it</i>	7
Can't remember the questionnaire well enough to answer		13

Responses overall indicated that the major difficulties encountered in completing the questionnaire relate to the nature or the task of the questionnaire itself; such as the types of questions, how well they are defined, and the relevance of the options they provide, in conjunction with producers' knowledge of their property and thus their ability to assess this in the particular way that is being asked of them.

Very few responses from producers who completed the survey on paper, the internet, or at a workshop, identified any difficulties specific to the particular delivery method. Some comments were made about the time it took to complete (3 paper respondents), the fact that they couldn't access farm records (4 workshop respondents), and inadequate online submission instructions (1 internet respondent).

* This is an unusual case, as producers who were interviewed by phone were not provided with a hard copy of the questionnaire prior to being called. It is possible that this individual may have accessed it over the internet, or perhaps attended a workshop and also been called for interview.

Difficulties noted by telephone respondents, whilst also predominantly to do with the nature of the questionnaire, included a higher proportion of issues related to the actual delivery method. The role of the interviewer appears ambiguous: whilst 6% found this person helpful in clarifying the questions, 8% had problems with hearing the interviewer, understanding their accent, or receiving clarification of questions from them. Some 7% also stated that being called on the telephone did not give them time to access their property management records, or think about their answers.

Benefits associated with completing the questionnaire

One of the key questions for comparison of the delivery methods was whether they offered any extra outcomes for producers; such as learning, networking opportunities, or motivation.

Learning

Producers were asked to agree or disagree with three statements, shown in Table 5 below, about whether they had learnt anything throughout the process of completing the questionnaire.

Table 5 Whether producers learnt new information

	Number of respondents who agree with the statement				
	Unaided paper (Total 81)	Workshop (Total 22)	Internet (Total 19)	Telephone (Total 100)	Total (222)
I learnt new information from completing <i>Landleader</i>	60	4	12	25	101
I learnt new information from the person who assisted me in completing <i>Landleader</i>	21	7	N/A	29	57
I learnt new information from the other producers at the workshop	14	7	N/A	N/A	21

As demonstrated by the large majority of respondents from both the unaided paper based (74%) and internet (63%), it is clear that these producers learnt new information.

Only 25% of producers who answered the questionnaire over the telephone learnt new information from doing so, and 29% learnt from the person interviewing them.

Very low numbers of producers who attended the workshops stated that they learnt new information, either from the questionnaire, the facilitator, or other producers. It is interesting to note that extremely few Bendigo participants are included in these figures: only 2 felt they learnt new information from the questionnaire itself and 1 learnt from the facilitator and other producers; all other positive responses in the table above were from the Dubbo workshop. It is difficult to attribute this directly to the style of delivery of the workshops however, as the groups were

composed of producers who are considered leaders and innovators in their industry. It is thus possible that this select group, with a high level of existing knowledge, would have learnt very little new information regardless of delivery method.

Motivation to make change

In order to assess whether the tool has impact and/or potential to act as a motivation for improved practice, producers were asked whether completion of the questionnaire resulted in them identifying areas of their management that they would like to change. The distribution of responses from producers was similar across three of the delivery methods (excluding telephone interviews):

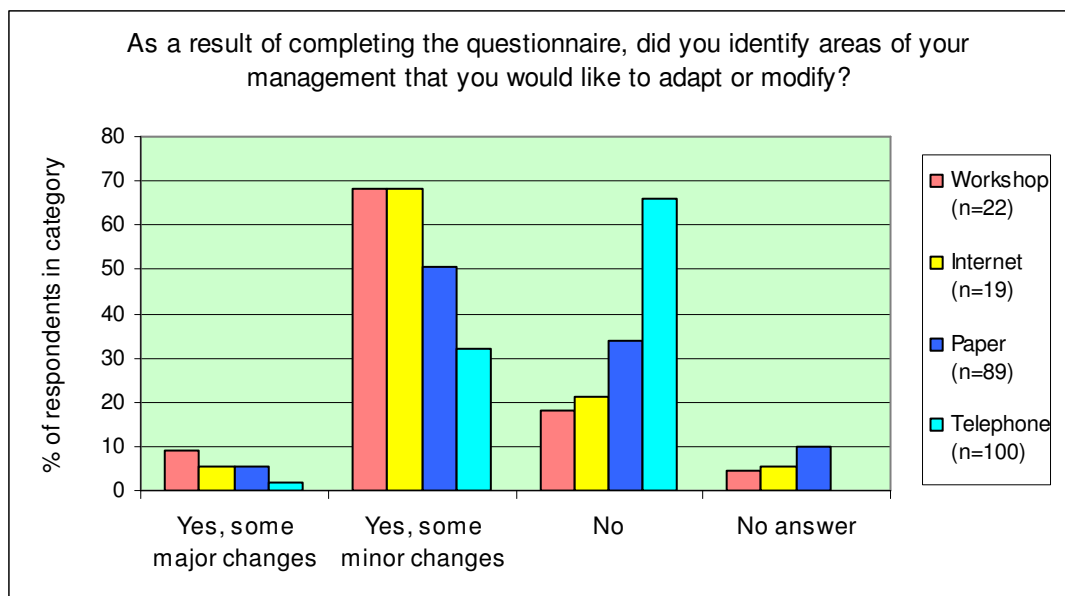
A total of 68% of workshop respondents identified minor changes, 18% no changes, and 9% major changes.

Likewise, 68% of web respondents identified minor changes in their management practice that they would like to make, 21% no changes at all, and 5% major changes.

Of respondents who answered the paper based questionnaire unaided, 56% were prompted to think about some minor changes to their management practice, whilst a significant 37% stated that they did not have any areas they would like to modify. 6% felt that they had major changes to make.

Only 34% of telephone respondents identified any areas for change (32% minor changes, 2% major changes). The majority, 66%, did not find that the questionnaire prompted them to consider any management practice changes.

Figure 3 Whether producers reassessed their management



Would producers use the tool again?

A crucial indicator of whether producers thought the questionnaire was a worthwhile exercise is their opinion regarding its future use for assessment of their property management.

Almost all producers from all delivery groups, stated that they would be willing to reassess themselves against the questionnaire, equally to assess their own management and to provide data for their industry. Responses are summarised in Figure 4 below.

Figure 4 Would producers use the tool again?



Other comments, from four producers who completed a paper questionnaire unaided, included:

- Maybe every three to four years
- Possibly, depending on the practicality of the report and an improvement in some questions
- Yes but as the answers are subjective it will be difficult to monitor progress
- Depends on time and situation at the time

From producers that attended the workshops:

- The questionnaire would have to improve a lot
- Yes would be willing to assess again in 2 years (not one)
- I am 67 but would like my sons to participate in the future

And from producers interviewed by phone:

- Might be dead by then. Don't know really.
- Not sure
- They should take into account people's age as in a couple of year's time the farm may not be operated by me. It's better for the survey to be completed by someone younger.
- Might be retired by then, so unsure.

Ranking of preferred questionnaire delivery methods

Producers were provided with a list of the potential delivery methods for the environmental stewardship questionnaire, and asked to rate them on a scale from 1 = most preferred option, to 5 = least preferred option.

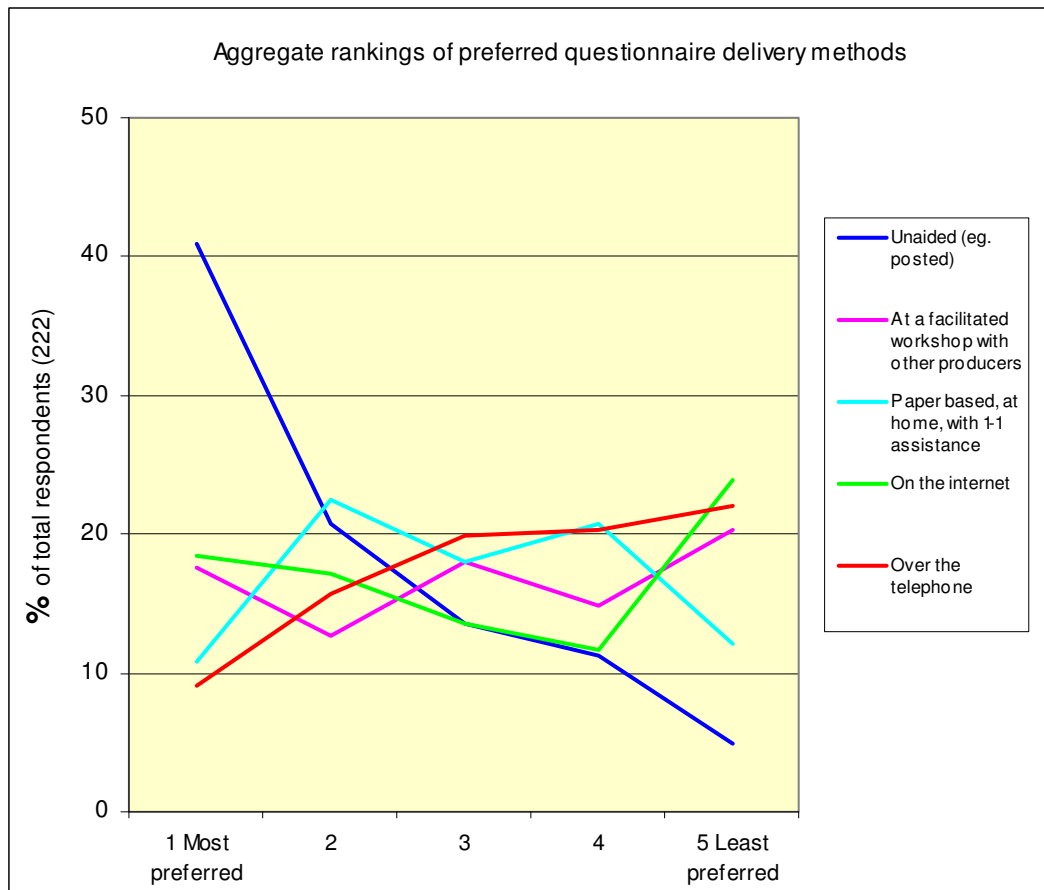
When considering **aggregate** ratings from all respondents, the most preferred option is clearly to complete a hard copy questionnaire unaided (for example, by receiving it by mail). Completing it in other ways all rated quite evenly such as:

- At a facilitated workshop with other producers
- In paper format at home with 1-1 assistance, and
- Over the internet.

Being guided through the questionnaire over the telephone was the least preferred option for completion, especially for all the groups that did not experience this method.

When responses from the various trial groups are considered separately, whilst this differentiation between paper based delivery and telephone interviews remains, there tends to be a bias towards whichever delivery method the participants experienced.

Figure 5 Preferred delivery options: All respondents



Paper unaided respondents clearly preferred an unaided paper questionnaire, and clearly did not prefer a telephone interview.

Internet respondents would prefer to complete the questionnaire on the internet again, although completing a hard copy unaided also rated highly. Their least preferred method is a telephone interview.

Workshop participants' ratings indicate a high level of independence, coupled with recognition of the benefits of a workshop format. The Presenter's report on the two workshops (9th May 2007) identifies a concern that the approach be interpersonal:

"The overriding comment about the roll-out of a broader trial of Landleader was that there needs to be some personal approach or invitation to participate. It was also suggested that this approach should come from someone that has personal credibility with participants. This could be a local farm group coordinator or member, such as a Landcare Coordinator or Best Wool/Best Lamb group coordinator.

People stated quite clearly that they would not pick up and complete the form from the counter of their local agricultural supplier.

Participants said they liked filling out the questionnaire in a group setting as they could bounce ideas off one another. They suggested facilitated workshops continue for the broader roll-out perhaps by tagging it onto an existing meeting or field day."

However, in observation data collected by the observer at the workshop in Bendigo (see report in Appendix 1), the Bendigo workshop did not result in a high level of interaction between producers – the majority of their involvement was through invitation by the facilitator, and questionnaires were completed individually. Combined with participants' assertions that they did not learn new information from the questionnaire, the facilitator, or one another, it seems that producers' feelings about the value of a workshop is somewhat ambiguous.

Telephone interviewee ratings of preferred methods clearly show a preference for future completion via a paper based, unaided questionnaire.

Conclusion and Recommendations

The key questions for the evaluation of the Grazing Industry Environmental Stewardship Project were:

1. What are the relative advantages and disadvantages of the five delivery methods for the Grazing Industry Environmental Stewardship Project?
2. What is the most recommended delivery method/s?

These questions can be answered in reference to:

1. The level of **ease** and **convenience** for producers associated with each delivery method.
2. The **benefits** (if any) associated with each delivery method (e.g. networking, raising awareness, information dissemination, motivation to modify practices etc).
3. The **costs** for AWI associated with each delivery method.

Within these parameters and in light of the survey results discussed in the section above, the five delivery methods are summarised in the following table.

Table 6 Comparison of the four delivery methods

		Delivery Methods			
		Paper, at a workshop	Paper, unaided	Internet	Telephone
Ease and convenience for producers	Average time taken to complete	50 mins (range 0.5 hour – 1.5 hours)	1-2 hours (range: less than half an hour – more than five)	Range from less than half an hour - 2 hours	20 mins (range 8-52 minutes)
	Average difficulty rating (1= very easy, 10= very difficult)	3.9	3.5	4.5	3.7
	Willing to use the tool again	100% Yes (86% for both industry & self, 9% for industry, 5% for self)	95% Yes (74% for both industry & self, 10% for industry, 10% for self) 5% no answer	96% Yes (70% for both industry & self, 11% for industry, 15% for self) 4% other comment	81% Yes (54% for both industry & self, 17% for industry, 10% for self) 4% other comment 15% No
	Most preferred method	Paper unaided	Paper unaided	Internet	Paper unaided
	Least preferred method	Telephone	Telephone	Telephone	Internet
Associated benefits for producers	Producers learn new information	18% Yes (*May be due to the trial group's high level of existing knowledge)	74% Yes	63% Yes	25% Yes
	Producers learn from facilitator/ interviewer	32% Yes (*observation from Bendigo: helpful to have facilitator present for clarification)	No	No	29% Yes
	Producers learn from one another	32% Yes (*observation from Bendigo: producers completed questionnaire alone)	No	No	No
	Opportunities for networking	Possible, but not if they already know each other	No	No	No
	Motivates producers to make changes	68% minor 18% none 9% major	56% minor 37% none 6% major	68% minor 21% none 5% major	66% none 32% minor 2% major
Costs to AWI	Venue, facilitator, invitations, printing, time to organise	Printing (and maybe postage)	Website maintenance	Interviewers, call costs	

The methods can be compared as follows:

Producers' description of the degree of difficulty with the questionnaire based on knowledge of their property data and whether it was strong enough to answer questions without reference to their farm management records.

Given the large proportion who felt their responses benefited or would have benefited from utilising this information, it is important that the delivery method for the questionnaire allow graziers the time and space to access these records if necessary.

It may be that telephone interviews, completed on average in only twenty minutes, do not allow for this. Compared to the other three methods, they also do not result in producers learning new information or motivate producers to improve their management practice. Furthermore, most producers explicitly rate telephone interviews as their least preferred method for completion of the questionnaire.

Whilst the workshop approach provides producers with the assistance of a facilitator, it does not appear to add to learning between producers themselves. The small sample size of this trial group, and the specific nature of the participants (given that they were invited to attend on the basis of being known to be innovative producers already) makes it difficult to conclude that this approach has any clear advantages over other methods.

It thus appears that the most appropriate method for producers is to complete the questionnaire individually and in their own time, either as a hard copy or on the internet. These methods allow producers to refer to their management records as necessary and make considered responses. As a result, they are better placed to learn from the process and make best use of the questionnaire as a tool for thinking through their current management practice in light of industry and environmental standards. These methods also involve far less commitment of time and resources from the delivering industry body.

Appendix 1: Workshop observation data

Observer sheet *Landleader*

1. What is the level of participation in the group

Participation matrix – Bendigo Landleader Focus Group

	<i>*questions</i>	<i>statements</i>	<i>solicited responses</i>	<i>Worked as part of a group</i>	<i>Worked on own</i>
P1					
P2					
P3					
P4					
P5					
P6					
P7					
P8					
P9					
P10			Left prior		

*** questions** - participants that asked questions of the facilitator.

statements – participants that made statements – telling the rest of the group about an experience “When I did that I found it....”.

solicited responses – where responses were asked for by the presenter.

discussion – where participants worked together.

This matrix is not statistically accurate. However, it provides a visual account of where most of the interaction lay and with whom.

Use // to mark the number of responses. For example, P asked 4 questions, made 1 statement, worked as part of a group.

	<i>*questions</i>	<i>statements</i>	<i>solicited responses</i>	<i>Worked as part of a group</i>	<i>Worked on own</i>
P1	////	/		/	
P2	/		//		/

SUMMARY SHEET

Date...3 May 2007...**Place ...**Bendigo.....**Program** Landleader..... **Name of observer** Craig Lister **Name presenter** Clare Hamilton.

1. Actors	3. Space	3. Goals Were they achieved? (from what you observed)	4. Objects Props and equipment OK?	8. Timing How was it?	9. Feelings of participants What were they?
<i>Participants</i> 10 Men Women 5 5	Room Despite the opportunity to move into other rooms – all remained in the meeting room & appeared to find it conducive to completing the questionnaire. That said, some members were distracted by talking amongst finished participants.	1. Survey completed	The props & equipment were effective for achieving the goal. Background info on the project was provided on projected slide-show, & questions were replied with the assistance of the whiteboard.	Despite the participants taking varying amounts of time to complete the questionnaire all were done by the scheduled lunch time. The feedback on the questionnaire generated some involved discussion but the was still completed reasonably on schedule.	In the section providing background on the Landleader program 11 questions & 5 statements came from participants specifically regarding the need for & value of the program. This indicates that the facilitator, with a thorough knowledge of the project provided genuine value. It was later indicated that participants learnt the most from the background section. During completion of the questionnaire all the participants remained in their original seat & worked through the questionnaire on their own. While completing 7 questions were asked of the facilitator, generally for clarification. One member of the group felt they had insufficient information & rang home to gather it. “Would have like to have records handy” “Could be done through producer groups with a facilitator”
Age 20 – 29 30 – 39 1 40 – 49. 5 50 – 59 4 60<		Participants appeared to complete the questionnaire with ease, especially with the facilitator available for clarifications.			
The group included 8 farmers (most involved with CMA's) & 2 from CMA / farming group		4			

Are there any general comments you would like to make about your observation of the focus group?

In conclusion there appeared to be little value gained from being in a group, as all participants completed the questionnaire on their own, however a facilitator with thorough knowledge of the project provided significant value to deliver the background on Landleader and clarify questions during completion. It is worth noting that this clarification and assistance was required despite the focus group participants having above average industry knowledge.

Appendix 2: Roberts Evaluation Survey

This questionnaire was used for all of the delivery styles, with some slight modifications made to wording when used by the telephone interviewer. For the aided and unaided delivery styles an additional two questions were added as described below the questionnaire.

Questionnaire to be completed by landholders

Preamble:

The Australian Wool Innovation (AWI) and Meat and Livestock Australia (MLA) are interested in **your experience** in using the Landleader survey. Your feedback will assist them to provide the most appropriate assistance to help producers complete the self-assessment tool.

Roberts Evaluation has been commissioned to conduct this evaluation. We respect the confidentiality of your views. To protect this, our data will not be reported against individual names or properties, but will instead be collated to provide an overall response across all producers interviewed.

We would be grateful if you would take a couple of minutes to answer the following questions.

Questions for all delivery styles

1. How long did it take you to complete the environmental stewardship questionnaire? Please tick one of the boxes (NB for telephone interviews, it is to be completed by the person carrying out the interview)

- Less than half an hour
- Between half an hour and 1 hour
- Between 1 -2 hours
- Between 2 – 5 hours
- More than 5 hours

2. How difficult was it for you to complete the environmental stewardship questionnaire? Please give your answer on a scale of 1 to 10 where 1 = very easy and 10 = very difficult. Please tick one of the boxes.

1 2 3 4 5 6 7 8 9 10

3. Why did you give this score?

4. Please indicate if you agree (by placing a tick in the box) or disagree (by placing a cross in the box) with the following statements. If they are not relevant to you, please write **NA** beside the box.

- I learnt new information from completing the environmental stewardship questionnaire.
 - I learnt new information from the person who assisted me in completing the environmental stewardship questionnaire (that is the person who came to your house, or the presenter at a workshop or the interviewer over the phone)
 - I learnt new information from the other producers at the workshop (N/A for phone interview).
5. As a result of completing the environmental stewardship questionnaire, did you identify areas of your management that you would like to adapt or modify?
- Yes some major changes
 - Yes some minor changes
 - No
6. There are a number of ways that the environmental stewardship questionnaire could be made available to producers. Please rank the following options from 1 – 5 where 1 is your most preferred option, and five is your least preferred option.
- At a facilitated workshop with other producers
 - Over the telephone (through a guided interview)
 - Filling in a questionnaire at home, but with assistance from a facilitator (this could be a local agronomist, or Landcare Coordinator) who would be present with you
 - On your own unaided (for example if it was posted to you at home)
 - On the web (internet)
 - Other (please describe) _____
7. Would you be willing to re-assess yourself against the environmental stewardship questionnaire in one to two years time? (Please tick as many boxes as apply).
- Yes to provide data for my industry
 - Yes to help me assess my own management
 - No I would not be willing to complete the tool again
 - Other (please explain) _____

Additional questions for the paper-based (aided and unaided)

8. Did you complete the environmental stewardship questionnaire on your own?
- Yes
 - No

9. If no, who else was involved?

- Interviewer
- Spouse (wife/husband)
- Facilitator
- Business partner
- Children
- Staff
- Others (please describe) _____

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS EVALUATION
QUESTIONNAIRE. YOUR COMMENTS WILL BE MOST HELPFUL**

Questionnaire to be completed by phone interviewers in conjunction with landholders

1. Time taken to complete environmental stewardship questionnaire.....

Preamble:

The Australian Wool Innovation (AWI) and Meat and Livestock Australia (MLA) are interested in **your experience** in using the environmental stewardship questionnaire. Your feedback will assist them to provide the most appropriate assistance to help producers complete the self-assessment tool.

Roberts Evaluation has been commissioned to conduct this evaluation. We respect the confidentiality of your views. To protect this, our data will not be reported against individual names or properties, but will instead be collated to provide an overall response across all producers interviewed.

We would be grateful if you would take a couple of minutes to answer the following questions.

2. How difficult was it for you to complete the environmental stewardship questionnaire? Please give your answer on a scale of 1 to 10 where 1 = very easy and 10 = very difficult. Please tick one of the boxes.

1 2 3 4 5 6 7 8 9 10

3. Why did you give this score?

4. Please indicate if you agree (by placing a tick in the box) or disagree (by placing a cross in the box) with the following statements. If they are not relevant to you, please write **NA** beside the box.

- I learnt new information from completing the environmental stewardship questionnaire.
- I learnt new information from the person who assisted me in completing the environmental stewardship questionnaire (the interviewer over the phone)

5. As a result of completing the environmental stewardship questionnaire, did you identify areas of your management that you would like to adapt or modify?

- Yes some major changes
- Yes some minor changes
- No

6. There are a number of ways that the environmental stewardship questionnaire could be made available to producers. Please rank the following options from 1 – 5 where 1 is your most preferred option, and five is your least preferred option.

- At a facilitated workshop with other producers
- Over the telephone (like this)
- Filling in a questionnaire at home, but with assistance from a facilitator (this could be a local agronomist, or Landcare Coordinator) who would be present with you
- On your own unaided (for example if it was posted to you at home)
- On the web (internet)
- Other (please describe) _____

7. Would you be willing to re-assess yourself against the environmental stewardship questionnaire in one to two years time? (Please tick as many boxes as apply).

- Yes to provide data for my industry
- Yes to help me assess my own management
- No I would not be willing to complete the tool again
- Other (please explain) _____

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS EVALUATION QUESTIONNAIRE. YOUR COMMENTS WILL BE MOST HELPFUL