

final report

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Red Meat Updates Tasmania

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Executive summary

Red Meat Updates is an annual awareness raising event, established in 2012, held in Launceston, Tasmania. The event targets anyone involved in the red meat industry but has a strong focus on delivering the latest research and technical advice to Tasmanian sheep and beef producers.

The Red Meat Updates event is developed each year by a working group consisting of passionate Tasmanian red meat producers and industry (private and public sector) researchers and advisors, including two representatives from MLA. The group's in-depth industry understanding, and technical knowledge is critical to the success of the event, both in terms of engaging red meat producers and attracting event sponsors.

Red Meat Updates has continued to be the premier red meat industry event for Tasmania and its success is evident in the impressive number of participants the event attracts each year. Red Meat Updates has consistently attracted 300 plus attendees across the three years of the current contract (2016-2018). For the contracted period the average rating for program quality, relevance and format has been 9/10 each year and feedback from both producers and sponsors has been positive. This result highlights the value producers gain from attending the event.

In 2018, most attendees evaluated intended to make a practice change as a result of attending Red Meat Updates with 57% intending to follow up a MLA tool or resource, 52% intending to participate in a training activity and 34% intending to make a practice change to their business.

Red Meat Updates has been effective at increasing awareness of MLA RD&E throughout the Tasmanian red meat industry and in showcasing what's possible. The event is now in a position where it has a proven track record, an increasing demand from the Tasmanian red meat industry and loyal sponsors. Maintaining the momentum for the event will be critical to enabling it to continue in its current form, for which there is strong support amongst both sponsors and MLA levy payers.

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1 Background

1.1 History of Red Meat Updates

The Red Meat Updates concept originated from the Pasture Updates contract between Macquarie Franklin and Meat & Livestock Australia (MLA) and was driven by producers engaged on the project Working Group. In 2012, feedback from the Tasmanian red meat industry indicated there was a strong need for a broader industry event, which provided updates on red meat sector opportunities, challenges and developments, along with providing a forum for industry wide networking.

The name “Red Meat Updates” was approved by MLA on the condition that it incorporated the content requirements of the Pasture Updates contract and that the pasture related sessions in the program retained the “Pasture Updates” wording.

In 2015, MLA approved a further three years of funding for Red Meat Updates, for the contracted period of 2016-2018.

1.2 The objectives of Red Meat Updates

The objectives for Red Meat Updates are as follows;

- Better **connect** individuals and organisations involved in the red meat industry and encourage networking.
- Raise **awareness** of red meat research, development and extension programs and projects.
- Highlight **research outputs** that have relevance to Tasmanian red meat producers.
- Identify useful and relevant **tools and resources** that are available to industry.
- Showcase **what is possible** (stretch targets) in terms of sustainable and profitable production and motivate producers to want to improve.
- Highlight examples of **what producers are doing** to work towards achieving these stretch targets.
- **Signpost** activities, programs and projects producers can get involved in to enable them to build knowledge, skills and make meaningful on-farm practice change.

1.3 The Red Meat Updates working group


The Red Meat Updates working group was formed in December 2012 and is comprised of producers and industry (private and public sector) researchers and advisors, including two representatives from MLA.

The working group has been pivotal in the development of the Red Meat Updates concept and is the driving force for the program content and format of each Red Meat Updates event delivered. The group’s in-depth industry understanding, and technical knowledge is critical to the success of the event, both in terms of engaging red meat producers and attracting event sponsors.

The previous (2016–2018) and current (2018–ongoing) Red Meat Updates working group chairs are both leading Tasmanian red meat producers and are also SAMRC Regional Committee members and representatives.

1.4 Red Meat Updates event format

For the contracted period of 2016-2018, the Red Meat Updates program format has been similar to that outlined below. The event is run for one full day from 9:00am–5:30pm.

 <p>PROGRAM FORMAT</p>	
Keynote address	
Red Meat Champions Session (<i>3 presentations</i>)	
MLA / SAMRC Update	
Morning tea	
Concurrent sessions	
Sheep Updates (<i>3-4 presentations</i>)	Beef Updates (<i>3-4 presentations</i>)
Lunch	
Concurrent sessions	
Irrigated Pasture Updates (<i>3-4 presentations</i>)	Dryland Pasture Updates (<i>3-4 presentations</i>)
Virtual Farm Tour	
Networking drinks	

The programs for the 2016, 2017 and 2018 events are outlined in Appendix A

2 Methodology

The event methodology for this contracted period was based on the structures and processes that have been developed over previous years and included the following components.

2.1 Partnering with MLA

The Red Meat Updates model has relied on MLA being a key partner in delivering the event. This has included MLA representatives being active members on the working group and being in regular contact with the Red Meat Updates coordination team to ensure that opportunities for MLA are optimised.

2.2 Working group

The Red Meat Updates working group has been very effective in both an advisory and practical hands-on capacity. The working group has also recognised the need for a level of rejuvenation over time to ensure new ideas, contacts and energy are flowing into the group. A new chair for 2019 has been elected and during the last three years there have been several new producer and industry members join the working group.

Macquarie Franklin works closely with the working group chair and provides the required support to ensure that the group functions effectively, and that their time can be focused on program development and liaising with sponsors and event speakers.

The working group meet formally three times a year with a teleconference acting as the fourth formal meeting. There have, at times, been sub-committees within the working group to help coordinate separate sections of the event (i.e. the virtual farm tour).

2.3 Event management

The contract and logistics over the 2016-2018 period have been managed by Macquarie Franklin and the key roles in the coordination team have included;

- *Project manager* (overarching project management, ensuring MLA contract requirements are met, sponsor management, stakeholder liaison, work closely with the working group chair, promotions manager etc.).
- *Project officer* (support to the project manager, event logistics, contact point for presenters, collate event proceedings, etc.).
- *Virtual farm tour coordinator* (Organise case study, filming, editing etc.).
- *Administration team* (administration of project finances, sponsorship and participant payments, project support).
- *Technical advisors* (contribute to development of program, monitoring and evaluation advice).
- *Support staff* (as required, particularly on the day of the event).

3 Red Meat Updates success

3.1 Red Meat Updates 2016-2018

Red Meat Updates has continued to be the premier red meat industry event for Tasmania and its success is evident in the impressive number of participants the event attracts each year. Red Meat Updates has consistently attracted 300 plus attendees across the three years of the current contract (2016-2018). Over the last three years the event has been free for red meat producers to attend with no limit to the number of employees each business can bring along. There is a ticket price of \$300 per person for anyone who is not a red meat producer or sponsor. The increased ticket price over the past three years (from \$200 in 2014-2015) has resulted in fewer industry people attending (who were not sponsoring) and has maximised the number of producer tickets available.

For the past three years the average rating for program quality, relevance and format has been 9/10 each year and feedback from both producers and sponsors has been positive. This result highlights the value producers gain from attending the event.

3.1.1 Attendance

Over the past three years there have been a total of 990 attendees to Red Meat Updates. Attendee numbers have grown each year, until 2017-2018 when ticket sales reached the maximum venue capacity of 350. In 2018, there were over 50 producers registered on the ticket waitlist. These attendance numbers for the contracted period are broken down into years and industry roles below.

Table 1 2016-2018 RMU attendee industry roles

	2016	2017	2018
Red meat producer	213	232	221
Agribusiness / product supplier	37	46	40
Private advisor / consultant	20	19	27
Financial institution	10	14	20
Other	5	10	13
Industry association / body	0	9	10
Researcher	3	6	1
Livestock agent	5	3	5
Meat retailer	0	2	1
Public sector extension / policy	7	1	9
Total attendees	300	342	347

3.2 Red Meat Updates 2018

As noted in section 3.1, Red Meat Updates 2018 was the largest event yet and feedback was overwhelmingly positive. The program showcased a diverse range of speakers including local, interstate and international producers. The event was opened with a keynote address delivered by MLA's Managing Director, Richard Norton, followed by an update on SAMRC activities (now SALRC). Other presentations included a snapshot of MLA's recent benchmarking project (Profitable Integration of Cropping and Livestock), concurrent pasture and livestock sessions, a virtual farm tour and the addition of a new session, 'People in the business'.

3.2.1 2018 attendee evaluation

At the 2018 event, 130 attendees provided and feedback using a one-page survey.

- The average score for **quality** and **relevance** of the content, and **format** of the program was **9/10**.
- The average scores for increasing awareness of MLA resources, programs and training were:
 - MLA tools and resources = **8/10**
 - MLA research projects and programs = **8/10**
 - Training opportunities to build knowledge and skills = **8/10**

- Most attendees evaluated intend to make a practice change because of attending Red Meat Updates 2018:
 - 57% intend to follow up an MLA tool or resource
 - 52% intend to participate in a training activity
 - 34% intend to make a practice change to their business.
- 97% of evaluated attendees would recommend Red Meat Updates to other red meat producers, while 1% were unsure and 2% did not register an answer.

The full attendee evaluation summary is provided in Appendix B.

3.2.2 2018 sponsor feedback

Experience as a sponsor

Most sponsors had a positive experience with Red Meat Updates 2018. Sponsors appreciated the opportunity to network at the event and the communication and organisation in the lead up.

Value as a sponsor

All respondents felt the event provided good value to them as a sponsor. 17% rated the event as providing excellent value, 78% good value and 5% average value. The sponsor who believed the event provided average value would have liked more exposure to producers in the lead up and post event, and the ability to promote the event through RMU email lists and social media. However, this level of promotion was outside the scope of the sponsorship package they had agreed to.

Value offered by sponsorship package

In terms of promotion and positioning, 94% rated it as meeting their expectations while 6% believed it did not quite meet expectations.

The respondent who did not have their expectations met was the same sponsor who rated the value to them as a sponsor as average. They selected a sponsorship package significantly lower than that which they had opted for in previous years and as a result may have had unrealistic expectations about the promotional entitlements of their 2018 package.

Promotional opportunities

The promotional opportunities which created the most value for sponsors were networking on the day, promotion at the event and free tickets for staff to attend the event. Promotion on the RMU website and social media accounts were perceived to offer the least amount of value to sponsors.

RMU brand

Respondents resonated with the Red Meat Updates brand and reputation with 100% of respondents saying they were proud to be associated with the event.

Sponsor next year

All respondents said they would be likely to sponsor the event next year, with 78% indicating they would sponsor at a similar value, 17% would select a higher value package and 5% were unsure.

The complete sponsor feedback summary is outlined in Appendix C.

3.3 Achievement of contract objectives for 2016–2018

Table 2 Contract objectives for Red Meat Updates 2016-2018

Contract objective	Objective achieved?	How?		
		2016	2017	2018
Target participation of minimum 200 per event and 600 in total	Yes	300 people attended RMU in 2016, 213 were red meat producers.	344 people attended RMU in 2017, 232 were red meat producers.	347 people attended RMU in 2018, 221 were red meat producers
Achieve the awareness raising requirements for MLA RD&A programs in Tasmania Show the connections between the programs (improve the cohesiveness of the links between MLA investments). Signpost activities and programs producers can get involved in to enable them to build knowledge, skills and make meaningful on-farm practice change. Showcase to producers at least two available MLA tools and resources at each event.	Yes	MLA projects, tools & resources, extension programs featured in RMU program and promoted through the “take the next step” campaign. The event scored an 8/10 for increasing awareness of MLA tools & resources and MLA research projects & programs, and 8/10 for increasing awareness of training opportunities to build knowledge or skills.	MLA projects, tools & resources, extension programs featured in RMU program and promoted through the “take the next step” campaign. The event scored an average of 8/10 for increasing awareness of MLA tools & resources and MLA research projects & programs, and 7.2/10 for increasing awareness of training opportunities to build knowledge or skills.	MLA projects, tools & resources, extension programs featured in RMU program and promoted through the “take the next step” campaign. The event scored an average of 8/10 for increasing awareness of MLA tools & resources and MLA research projects & programs, and 8.1/10 for increasing awareness of training opportunities to build knowledge or skills.
Highlight research outputs that have relevance to Tasmanian red meat producers. Contextualise the importance of research outputs.	Yes	A presentation on what the top 20% of sheep and beef producers do differently by John Francis and Basil Doonan. Update on R&D on tools to estimate yield and eating quality by Richard Sutton. Optimising female management and productivity in beef enterprises by Dr Shane Thompson.	Producer Demonstration Site (Longford Red Meat Group) results, presented by PDS host farmer, Andrew Archer. MLA genetics R&D update: genetics for resilient livestock businesses, by Hamish Chandler, MLA. Legume nodulation presentation by Belinda Hackney, LLS (results from MLA FIP project work).	SAMRC Update by Chair, Angus Hobson. Dark cutting beef presentation by Kate Loudon (highlighting results from recent research). Results from MLA’s Profitable integration of livestock and cropping benchmarking project by Jim Cuming.

		<p>SAMRC Update by Regional Chair, Jenny O’Sullivan. Realtime biomass estimation project by Tony Butler, John Francis and Robbie Tole.</p> <p>Nitrogen fertiliser response of new and old perennial ryegrass cultivars by Martin Harmer.</p>	<p>Water use efficiency and irrigation management of Tasmanian forage options, by James Hills, TIA.</p> <p>Forage for successful winter beef finishing, by Sophie Folder, Pear Consulting</p>	
<p>Provide take home messages and at least three course opportunities for next step</p>	<p>Yes</p>	<p>All presenters were required to list their top three take home messages and top three tools / resources at the end of their presentations.</p> <p>At the end of each session, relevant “take the next step” courses were promoted.</p>	<p>All presenters were required to list their top three take home messages and top three tools / resources at the end of their presentations.</p> <p>At the end of each session, relevant “take the next step” courses were promoted.</p>	<p>All presenters were required to list their top three take home messages and top three tools / resources at the end of their presentations.</p> <p>At the end of each session, relevant “take the next step” courses were promoted.</p>
<p>Showcase what is possible (stretch targets) in terms of sustainable and profitable production and motivate producers to want to improve. Highlight examples of what producers are doing to work towards achieving these stretch targets.</p>	<p>Yes</p>	<p>9 producers featured on the program, highlighting different aspects of sustainable and profitable production.</p> <p>A presentation showcased what the top 20% of sheep and beef producers do differently by John Francis and Basil Doonan.</p>	<p>10 producers featured on the program, highlighting different aspects of sustainable and profitable production.</p>	<p>6 producers featured on the program, highlighting different aspects of sustainable and profitable production.</p> <p>Results from MLA’s Profitable integration of livestock and cropping benchmarking project, delivered by Jim Cuming, showed what the top 20% of producers do differently to improve profit drivers.</p> <p>Virtual farm tour highlighted improvements in stocking rate and profitability as a result of upskilling and setting business targets</p>

<p>Enable MLA to engage directly with levy payers.</p>	<p>Yes</p>	<p>Dinner held evening before event, which provided an opportunity for MLA staff to informally engage with leading producers;</p> <p>Conference format enabled informal networking at points throughout the day;</p> <p>Program included presentations by Richard Norton, Richard Sutton and Jenny O’Sullivan (SAMRC chair);</p> <p>MLA stall at event, with staff engaging directly with producers and collecting feedback.</p>	<p>Dinner held evening before event, which provided an opportunity for MLA staff to informally engage with leading producers;</p> <p>Conference format enabled informal networking at points throughout the day;</p> <p>Program included presentations by Richard Norton, Hamish Chandler and Jenny O’Sullivan (SAMRC chair);</p> <p>MLA stall at event, with staff engaging directly with producers and collecting feedback.</p>	<p>A dinner was held the evening before the event which provided an opportunity for MLA staff to informally engage with leading producers;</p> <p>Conference format enabled informal networking at points throughout the day;</p> <p>Program included presentations by Richard Norton and Angus Hobson (SALRC Chair)</p> <p>MLA stall at event, with MLA staff engaging directly with producers and distributing MLA tools and resources.</p>
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4 Recommendations

The Red Meat Updates working group held a debrief meeting in August to review the 2018 event. Some key recommendations for future events made by the working group are as follows:

- Investigate alternative venue options which are compatible with the Red Meat Updates format to determine whether ticket numbers must remain capped at 350 or whether it is feasible to cater to a larger audience.
- The addition of more mid-range sponsorship packages to the 2019 sponsorship prospectus will open up more sponsorship opportunities. However, these must be designed so that they don't clash with existing sponsor packages.
- An increased focus on human resource topics within the program, following the interest in these presentations at previous Red Meat Updates events.
- An official theme to be chosen for the 2019 program to provide some clarification for presenters.
- If a SALRC representative is included in the 2019 program, the focus should switch from organisational structures and activities to the outcomes of projects that have been approved for funding.

5 Conclusions

Red Meat Updates has proven to be an incredibly successful formula for driving producer interest in, and attendance at, industry events. The producer-driven working group is the key to the success of the event. The group is high functioning, passionate and motivated to ensure the long-term success of Red Meat Updates and the red meat industry more broadly. The members of the working group are leading industry producers themselves and have excellent reach into industry through both their diverse enterprise mixes and their geographical spread across the state. They are effective at engaging both sponsors and producers to support Red Meat Updates.

A second success factor for the event has been the inclusion of a strong line up of producer speakers on the program. Each year producers on the program share a range of stories that resonate with the audience (producer speakers are always amongst the most popular presentations from the day). These stories have included such topics as; journeys of upskilling, the keys to running profitable, productive businesses, matching land capability to management and investment and vertical integration in farm businesses.

Red Meat Updates has been effective at increasing awareness of MLA RD&E throughout the Tasmanian red meat industry and in showcasing what's possible. The event is now in a position where it has a proven track record, an increasing demand from the Tasmanian red meat industry and loyal sponsors. Maintaining the momentum for the event will be critical to enabling it to continue in its current form, for which there is strong support amongst both sponsors and MLA levy payers.

6 Appendices

6.1 Appendix A – Event programs for 2016-2018

8.45am – 5.30pm • 22 July 2016 • The Tramsheds, Launceston

Session 1		<i>Chair: Georgie Burbury, Eastfield Lamb</i>
<p>Welcome <i>Georgie Burbury, Chair, Red Meat Updates Working Group</i></p> <p>Welcome address — MLA towards 2020: enhancing the profitability and sustainability of the red meat industry <i>Richard Norton, Managing Director, MLA</i></p>		
Session 2: Red Meat Champions Session		<i>Chair: Greg Bott, Roberts Ltd</i>
<p>Rabobank industry innovator <i>Video presentation</i></p> <p>Greenham Tasmania gate to plate producer <i>Leon Quilliam, Muirhead Enterprises, Winnaleah TAS</i></p> <p>Angus Australia emerging leader <i>Richard Sutton, Taroona Pastoral, King Island TAS</i></p>		
11.00–11.25am		Morning tea
Session 3: Concurrent Sessions		
<p>Sheep Updates <i>Chair: Georgie Burbury, Eastfield Lamb</i></p> <p>What do the top 20% of sheep producers do differently? <i>John Francis, Holmes Sackett, Wagga Wagga NSW</i></p> <p>Objective measurement — revolutionising carcase assessment <i>Richard Apps, Program Manager: Genetics Implementation and Sheep R&D, MLA</i></p> <p>Capturing branded opportunities in lamb <i>Tom Bull, LAMBPRO Partnership, Holbrook NSW</i></p> <p>Risk factors for sudden death of lambs grazing lucerne <i>George Shea, Lyndall, Hamilton TAS</i></p>	<p>Beef Updates <i>Chair: Ed Archer, Landfall Angus</i></p> <p>What do the top 20% of beef producers do differently? <i>Basil Doonan, Macquarie Franklin, Devonport TAS</i></p> <p>Optimising female management and productivity in beef breeding enterprises <i>Dr Shane Thomson, Holbrook Vet Centre, Holbrook NSW</i></p> <p>Strategy supports sustainable growth <i>Alison Napier, GH Napier and Son, St Marys TAS</i></p>	
1.00-1.45pm		Lunch
Session 4: Red Meat Producer Consultation Update		
<p>Southern Australian Meat Research Council (SAMRC): Producers guiding investment in research, development and adoption <i>Jenny O'Sullivan, SAMRC regional chair, Gippsland VIC</i></p>		
Session 5: Virtual Farm Tour		<i>Chair: Rafe Bell, TP Jones & Co</i>
<p>Virtual farm tour <i>James Walch, Stewarton, Epping Forest TAS, Chris Headlam, Lowes Park, Woodbury TAS and Matthew Lester, Beattie Lester Beef, Lileah TAS</i></p>		
Session 6: Concurrent Sessions		
<p>Irrigated Pasture Updates <i>Chair: James Atkinson, Roberts Ltd</i></p> <p>Realtime biomass estimation project <i>Tony Butler, TIA, Launceston TAS, John Francis, Holmes Sackett, Wagga Wagga NSW and Will Green, The Glen, Cressy TAS</i></p> <p>The cost of irrigating pasture and fodder crops <i>Tom Graesser, Ben Lomond Ag, Evandale TAS</i></p> <p>Nitrogen fertiliser response of new and old perennial ryegrass cultivars <i>Martin Harmer, PGG Wrightson Seeds, Ballarat VIC</i></p> <p>Finding a balance — intensive irrigation and native bush <i>Julian von Bibra, Beaufront, Ross TAS</i></p>	<p>Dryland Pasture Updates <i>Chair: Rob Winter, Heritage Seeds</i></p> <p>Seasonal outlook for spring <i>Dale Grey, Agriculture Victoria, Bendigo VIC</i></p> <p>Pasture renovation — assessment, planning and commitment <i>Rob Winter, Heritage Seeds, Longford TAS</i></p> <p>Development and management of new phalaris cultivars <i>Richard Culvenor, CSIRO, Canberra ACT</i></p> <p>Upskilling in pasture management <i>Jock Hughes, Cluden Newry Angus, Longford TAS</i></p>	
4.40pm Networking drinks		5.30pm Event concludes

Figure 1 Red Meat Updates 2016 program

PROGRAM

9.00am – 5.30pm • 28 July 2017 • The Tramsheds, Launceston

Session 1		<i>Chair: Georgie Burbury, Red Meat Updates Working Group</i>
<p>Welcome <i>Georgie Burbury, Chair, Red Meat Updates Working Group</i> Welcome address: The Australian red meat industry and the path to long term prosperity <i>Richard Norton, Managing Director, MLA, Sydney NSW</i></p>		
Session 2: Red Meat Champions Session		<i>Chair: Iain Bruce, Red Meat Updates Working Group</i>
<p>Rabobank Industry Innovator: Running a flexible, high performing livestock enterprise <i>Mark Bunge, Koorinal Partnership, Coleraine VIC</i> KPMG Gate to Plate: Diversifying and expanding into the retail sector.....the experience from a value adding venture <i>Ellie Wheeler, Landfall Farm Fresh, Launceston TAS</i> Angus Australia Emerging Leader: It's not all blood, sweat and tears <i>Laura Grubb, Teys Australia, Biloela QLD</i></p>		
10.45-11.10am Morning tea		
Session 3: MLA Update		<i>Chair: Georgie Burbury, Red Meat Updates Working Group</i>
<p>MLA genetics R&D update: genetics for resilient livestock businesses <i>Hamish Chandler, MLA, Armidale NSW</i> MLA consultation update: the impact consultation is having on RD&E funding <i>Jenny O'Sullivan, SAMRC regional chair, Walkerville VIC</i></p>		
Session 4: Concurrent Sessions		
<p>Irrigated Pasture Updates <i>Chair: David Squibb, PGG Wrightson Seeds</i> Intensive lamb finishing with irrigation <i>Stephen Creese, Creese North East, Bridport TAS</i> Profitable pasture production under irrigation <i>Basil Doonan, Macquarie Franklin, Devonport TAS</i> Water use efficiency and irrigation management of Tasmanian forage options <i>James Hills, Tasmanian Institute of Agriculture, Burnie TAS</i> Maximising pasture production and utilisation for best practice lamb finishing under irrigation <i>Andrew Archer, Chester, Westwood TAS</i></p>	<p>Dryland Pasture Updates <i>Chair: Rob Winter, Heritage Seeds</i> Legumes: Nodules equals nitrogen – have you checked lately? <i>Belinda Hackney, Central West Local Land Services, Forbes NSW</i> Success with sub clovers <i>Rob Winter, Heritage Seeds, Longford TAS</i> Insect pasture pest management <i>Jason Lynch, Macquarie Franklin, Devonport TAS</i> Matching management and investment to land capability <i>Charles Downie, Glenelg, Gretna TAS</i></p>	
1.30-2.15pm Lunch		
Session 5: Virtual Farm Tour		<i>Chair: James Brown, TP Jones & Co</i>
<p>Virtual farm tour <i>William & Melissa Fergusson, Grindstone Bay, Triabunna TAS</i></p>		
Session 6: Concurrent Sessions		
<p>Sheep Updates <i>Chair: Helen Hume, Roberts Limited</i> Is there a better future than the business as usual commodity cycle? <i>James Lord, Huon Valley Meat Co., Huon Valley TAS</i> How to build resilient businesses that stay in the family <i>Isobel Knight, Proagrive, Loomberah NSW</i> Brassica forage options in Tasmania <i>Kurt de Jonge, Roberts Limited, Smithton TAS</i> The missing pieces of young ewe productivity <i>Tom Bull, Lambpro, Holbrook NSW</i></p>	<p>Beef Updates <i>Chair: Ed Archer, Landfall Angus</i> Building a resilient beef business <i>Chris MacQueen (interviewed by Ed Archer), Flinders Island TAS</i> Forage for successful winter beef finishing <i>Sophie Folder, Pear Consulting, Dunorlan TAS</i> How to build resilient businesses that stay in the family <i>Isobel Knight, Proagrive, Loomberah, NSW</i></p>	
4.45pm Networking drinks	5.30pm Event concludes	

Figure 2 Red Meat Updates 2017 program

PROGRAM 9.00am – 5.30pm | Friday 27 July 2018 | The Tramsheds, Launceston

8.30am Registration desk opens, tea and coffee available

9.00am Proceedings commence

Session 1: Welcome		Chair: Georgie Burbury, Red Meat Updates Working Group
Welcome – <i>Georgie Burbury, Chair, Red Meat Updates Working Group</i>		
Keynote address – <i>Richard Norton, Managing Director, Meat & Livestock Australia, Sydney NSW</i>		

Session 2: Red Meat Champions		Chair: George Shea, Red Meat Updates Working Group
Rabobank Industry Innovator: Innovative sheep genetics – <i>Derek Daniell, Wairere Ltd, Wellington NZ</i>		
KPMG Gate to Plate: Brand awareness through paddock to plate experiences – <i>Julian Waghorn, Australian Wholesale Meats, Mansfield QLD</i>		
Angus Australia Emerging Leader: Supporting the next generation – <i>Aiden Coombe, Greenham Tasmania, Smithton TAS</i>		

Session 3: SAMRC Update		Chair: George Shea, Red Meat Updates Working Group
Southern Australia Meat Research Council (SAMRC) Update - <i>Angus Hobson, SAMRC Chair, Monaro NSW</i>		

11.05am – 11.30am Morning tea

Session 4: Sheep Updates	Beef Updates
Chair: Phil Jarvie, Zoetis	Chair: Frank Archer, Landfall Angus
Results from MLA's integrated livestock and cropping benchmarking project: maximising profitability in mixed farming systems – <i>Jim Cuming, Macquarie Franklin, Launceston TAS</i>	Dark cutting beef: the latest research for pasture fed cattle - <i>Kate Loudon, Murdoch University, Murdoch WA</i>
Micron vs meat: a producer perspective – <i>Chris Headlam, Headlam Brothers Trust, Woodbury TAS</i>	Achieving successful fixed time AI programs in beef herds – <i>Matt Izzo, Smithton Veterinary Services, Smithton TAS</i>
What you need to know about on-farm biosecurity – <i>Dr Bruce Jackson, vet consultant, Moonah TAS</i>	The cost of overfeeding livestock – <i>Jason Lynch, Macquarie Franklin, Devonport TAS</i>
Realising the potential in ewe: – <i>Piers Dumeresq, Mt Ireh Estate, Longford TAS</i>	Keeping a large-scale business simple – <i>Jamie Roebuck (interviewed by Frank Archer), Waverley Station, King Island TAS</i>

Session 5: People in the business		Chair: Dr Georgina Pengilley, Red Meat Updates Working Group
The beauty and the beast: the family business story – <i>Jill Rigney, The Right Mind International, Brisbane QLD</i>		

1.40pm – 2.35pm Lunch

Session 6: Irrigated Pasture Updates	Dryland Pasture Updates
Chair: David Squibb, PGG Wrightson Seeds	Chair: Rob Winter, Heritage Seeds
Irrigated farming systems: nutrition and animal health considerations – <i>Dr Charlotte Westwood, PGG Wrightson Seeds, Canterbury NZ</i>	Dryland farming in New Zealand – <i>Derek Daniell, Wairere Ltd, Wellington NZ</i>
Getting a good deal on energy – <i>Marc White, Tasmanian Energy Brokers, Hobart TAS</i>	The real cost of forage crops – <i>Jason Lynch, Macquarie Franklin, Devonport TAS</i>
Optimising energy use to increase pasture production – <i>Iain Bruce, TP Jones & Co., Stanley TAS</i>	How to optimise the use of cocksfoot in your farm system – <i>Rob Winter, Heritage Seeds, Longford TAS</i>
Integrating irrigation into our dryland grazing operation – <i>Jamie Downie, Dungrove Pastoral & Forestry Co., Bothwell TAS</i>	Matching enterprises to your environment – <i>Ed Archer, Landfall Angus, Tamar Valley TAS</i>

Session 7: Virtual Farm Tour		Chair: James Brown, TP Jones & Co
Virtual farm tour – <i>Scott Colvin, Nosswick, Blackwood Creek TAS</i>		

Session 8: Networking Drinks		Chair: Iain Bruce, Red Meat Updates Working Group
Presentations, red meat raffle, networking drinks		

4.45pm Networking drinks

5.30pm Event concludes

Figure 3 Red Meat Updates 2018 program

6.2 Appendix B – 2018 attendee evaluation

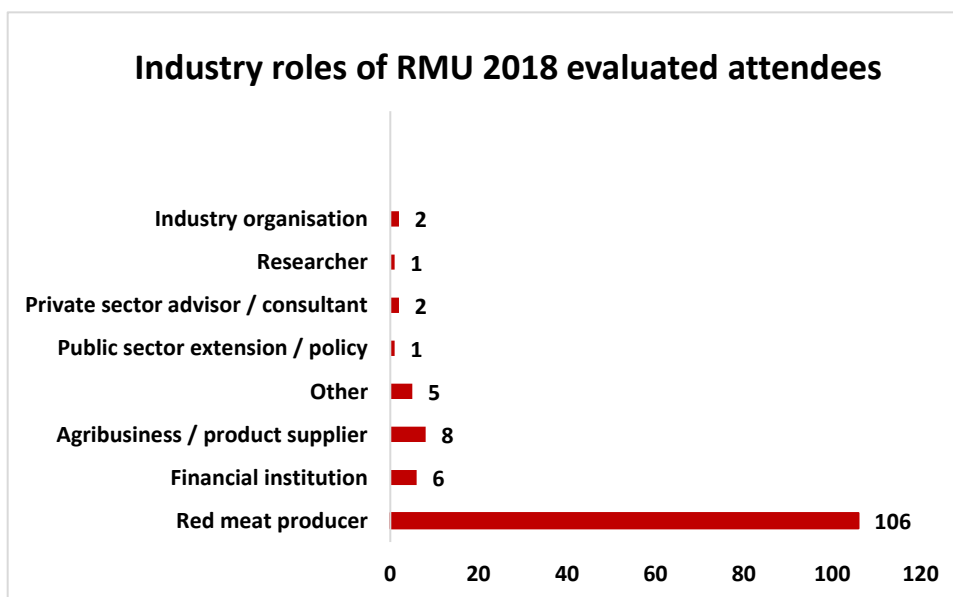
Red Meat Updates 2018

Attendee evaluation summary

- Red Meat Updates 2018 was the biggest so far, with tickets selling out online 2.5 weeks in advance and 348 attendees being accounted for on the day (we suspect more people were in attendance but did not check in when they arrived).
- The 348 attendees accounted for on the day were comprised of:
 - % (206) red meat producers
 - % (92) sponsors
 - % (50) other roles within the red meat sector
- 131 (38%) attendees were evaluated on the day and out of these:
 - 81% (106) identified as red meat producers
 - 6% (8) as agribusinesses/product suppliers
 - 1% (2) as private sector advisors/consultants
 - 1% (2) as industry organisation representatives
 - 1% (1) as public-sector extension/policy representatives
 - 5% (6) as financial institution representatives
 - 1% (1) as researchers
 - 4% (5) identified as 'other' (mostly students)
- The average score for **quality** and **relevance** of the content, and **format** of the program was **9/10**.
- Attendees were asked to rate their top three presentations. The presenters who were voted in the "top three" most frequently were **Jill Rigney** and the **Virtual Farm Tour**. These were followed by **Chris Headlam, Kate Loudon, Jason Lynch, Richard Norton, Piers Dumaresq** and **Jamie Downie**.
- In regard to increasing awareness of MLA resources, programs and training the average scores were:
 - MLA tools and resources = **8/10**
 - MLA research projects and programs = **8/10**
 - Training opportunities to build knowledge and skills = **8/10**
- The majority of attendees evaluated intend to make a practice change as a result of attending Red Meat Updates 2018:
 - 57% (83) intend to follow up an MLA tool or resource
 - 52% (75) intend to participate in a training activity
 - 34% (45) intend to make a practice change to their business.
- 97% (127) of evaluated attendees would recommend Red Meat Updates to other red meat producers, while 1% (2) were unsure and 2% (2) did not register an answer.

Many of the people evaluated provided qualitative feedback on the event. This is listed in the attached data under questions 8 and 9.

Q1. Who completed the event evaluation process?



Q2. The red meat producers who completed the evaluation process manage:

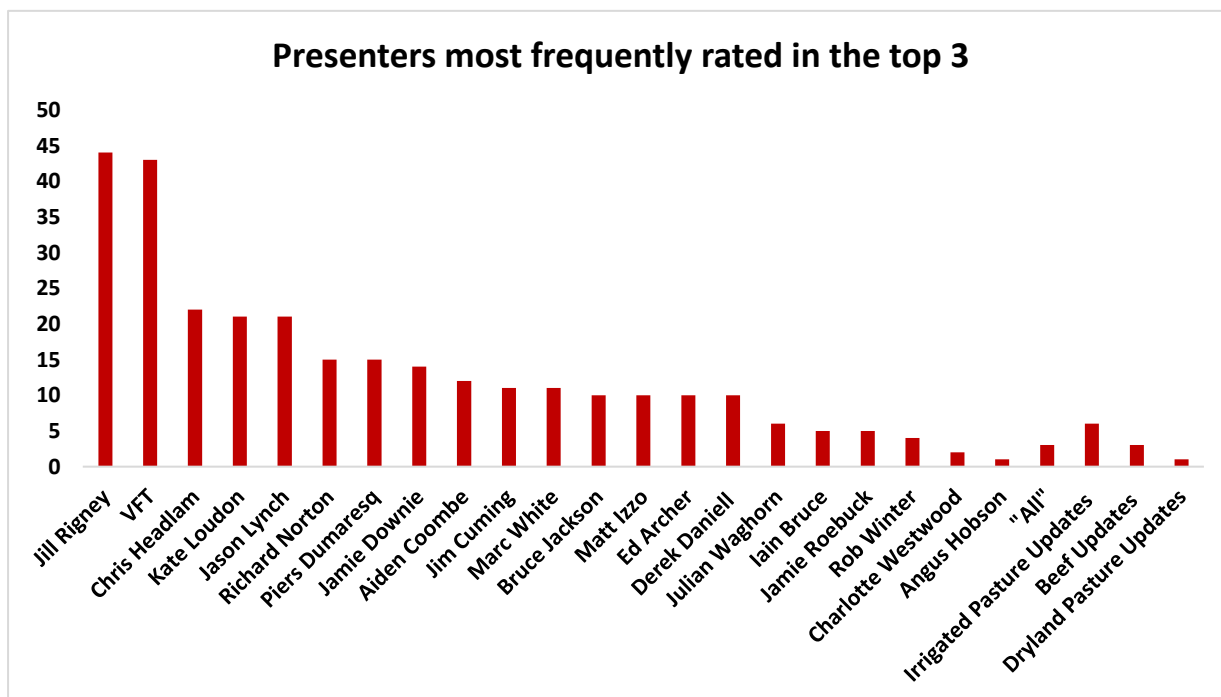
*Based on data provided (not all producers provided this information)

Hectares of land	69,773
Total sheep	391,319
Ewes for prime lamb production	191,880
Total cattle	37,820
Breeding cows	20,282

Q3. On a scale of 1 to 10, the average event ratings on quality, relevance and format:

Quality of the content	9
Relevance of the content	9
Format of the program	9

Q4. Presentations most frequently rated in the top 3:



Q6a. As a result of Red Meat Updates, the % of people evaluated who intend to make a practice change:

	Yes	No	Unsure	No answer
Follow up an MLA tool or resource	57% (83)	14% (20)	19% (28)	10% (14)
Participate in a training activity	52% (75)	14% (20)	25% (36)	9% (13)
Make a practice change to their business	34% (45)			

Q6b. Other practice changes specified:

Frequency

Improve or make changes to pasture management /quality	10
Succession planning /communication/assess family business structure	10
Improve or make changes to beef enterprise	7
Expand or improve business (land/irrigation/changes to business management practices)	6
Improvements to biosecurity protocols	3
Benchmarking	2
Improve or make changes to sheep enterprise	2
Improvements to monitoring and data collection	2
Staff training	1
Improvements to farm infrastructure	1
Invest in livestock handling equipment	1

Q7a. The percentage of attendees who would recommend Red Meat Updates to other red meat producers

Yes	No	Unsure	No answer
97% (127)	0%	1% (2)	2% (2)

Q7b. Reasons for recommending Red Meat Updates to other red meat producers

- High quality content
- Knowledge base
- Best industry event in TAS
- Brilliant all round
- Quality information
- Excellent information
- Great program and info session
- It was a great experience with incredibly useful info and tools
- Very interesting
- Fantastic day
- Very informative
- Best practices
- Very good
- There is always something new you can learn
- Lots of information and knowledge to be gained
- Lots of info about where to go next in training etc.
- It makes people think about farming like a business
- Great informative day
- Very informative
- Informative
- Very informative
- Well organised day; great info
- Good experience, heaps to take in
- Because it's very informative
- Network of young family businesses wanting to grow. Very informative, great topics, enthusiasm of young committee.
- Excellent day
- Worth it
- Fantastic content, networking, great presenters
- Good learning day
- Good day
- Fantastic learning and networking event
- Excellent event
- Diverse format and choice of content
- Great informative day
- Networking, learning, feedback
- Very informative
- Worthwhile
- Best event in Tas (Aus?)
- Exceptional information and access to cutting edge ideas
- Good networking and presentations
- Vital to the success of the industry
- Good chance to get updates and networking opportunities
- Great day out
- Networking
- Strong networking environment
- Great networking and industry updates
- Educational
- Very informative
- Best RMU yet

Q8. Other feedback about Red Meat Updates 2018

- Great format
- Very well-run event
- Would like to see results from MLA/SAMRC innovation and trials
- Loved the producer stories
- Yes, good
- Bigger venue for more people/room to move
- More producers if possible
- Bigger venue, great to talk to company reps
- Keep up the good work
- Loved the virtual farm tour
- Thank you, it was great!
- Keep it up!
- Quality of presentations and content
- Great conference with diverse range of topics
- Well run and organised - continue adding diverse speakers
- Bigger venue
- Should think about getting Derek Moot from NZ to talk about sub-clover farming systems
- Venue getting too small. Especially awkward at lunch, morning tea and drinks. Could split lunch and overlap 2 presentations
- Keep up the good work
- Allow more interested industry people to come along
- Poor first session (great MLA chairperson)
- No, all good
- Was great
- Blockage getting food
- The venue and capped numbers is good
- Speakers more time
- Great event to sponsor - thanks
- Bigger venue
- Excellent, well run event
- Appealing to a younger audience which is good
- Confidence in speakers
- Would be great to have more women presenters
- Need to have participants completing this evaluation form at the end of the event. Otherwise the feedback is biased to the morning sessions.
- Maybe more room?
- Provide the presenters notes - MLA
- Richard Norton was dreadful, Julian Waghorn unprepared
- No split sessions
- Really good
- Keep doing it
- I don't see a problem with producers paying a fee to attend such a great event. [Presenters] all good - you do great variety - especially using producers to present.
- Plenty of information
- Lunch was nice, presentations good
- Bigger venue
- Great interaction with other producers
- No paper cups
- Long sitting down period - could be broken up
- Very good
- Shorten early presentations
- Some sponsors don't get enough - more interaction needed, the day is too full.

9. How evaluated attendees described Red Meat Updates in one sentence

- Good content, good networking, good value
- Great day, excellent chair person
- Very positive use of manager and my time
- Eye opening
- Broad topics of interest
- Really good
- Very informative and relevant to industry
- Very informative, fun, networking day
- Awesome
- Positive and educational
- Best field day of the year
- Excellent day well organised
- Another wonderful informative day
- Excellent, thank you!
- Very interesting
- A fantastic informative day
- Very good, motivating and inspiring
- Good
- Virtual Farm Tour was sensational!
- Very worthwhile day
- Brilliant
- Truly worth taking the time to attend!
- Must attend
- Informative day, well worth attending
- Well run, informative and worthwhile event
- Very interesting
- Interesting but not as good as last year
- Very good presenters, catching up with others
- Very enjoyable and informative
- Excellent day, concise, practiced information
- Very direct and informative day
- Great day
- Great networking opportunity
- Worthwhile
- Very well spent day
- Informative, tasteful
- Excellent
- A great day and networking opportunity
- Well set up event with relevant and helpful information
- Very valuable informative training day
- Informative and inspirational day
- Learnt a lot and seeing different people's opinions was great
- An informative day to learn and network
- Very encouraged by the information presented
- Challenging in how much knowledge there is to know
- Excellent
- Very good
- Great update and overview, perfect for every producer
- Great!
- Informative, great networking and enjoyable
- Good learning day
- All in the industry must try and regularly attend
- Excellent
- Great day
- Most excellent day
- Fabulous networking and learning experience
- Informing on going forward
- Great
- Informative
- Great day - fabulous! Very well organised
- Great networking opportunity
- Proven formula, keep up the good work!
- Excellent
- Refreshing, focussing, good to see so many young farmers
- Excellent
- Professional and informative
- Very well organised
- Great information and interaction
- Very informative and an excellent forum for networking
- Ok
- Informative and interesting
- Efficient, informative and worth the day away
- Insightful
- Good chance to get updates and networking
- Top-notch
- Excellent organisation
- Great day, good networking
- Very informative
- Awesome presentations, relevant and interesting
- Informative
- Very good
- Another well run, informative day
- Informative
- Positive but lacking in practical materials
- Informative and good food
- Brilliant!

9. How evaluated attendees described Red Meat Updates in one sentence

- Fantastic
- Pretty good
- Great to have such a resource available to the sector
- Valuable
- Very informative
- Best Red Meat Updates yet
- Excellent program and good networking
- Very informative, delicious food
- Great, good catch up
- Excellent!!!

6.3 Appendix C – 2018 Sponsor feedback

Red Meat Updates 2018

Sponsorship survey – summary of results

Overall summary

Eighteen respondents from twenty-eight organisations that sponsored the 2018 event responded to the survey.

Experience as a sponsor

Overall, sponsors had a positive experience with Red Meat Updates 2018. Sponsors appreciated the opportunity to network at the event and the communication and organisation in the lead up.

Value as a sponsor

All respondents felt the event provided good value to them as a sponsor. 17% (3 respondents) felt the event provided excellent value, 78% (14 respondents) felt it provided good value and 5% (1 respondent) felt it provided average value. The sponsor who felt the event provided average value would have liked more exposure to producers in the lead up and post event, and the ability to promote the event through RMU email lists and social media, particularly their specific sponsorship package.

Value offered by sponsorship package

In terms of promotion and positioning, 94% (12 respondents) felt it met their expectations and 6% (1 respondent) felt it did not quite meet expectations.

The respondent who did not have their expectations met was also the one which felt it was only average value to them as a sponsor. They selected a \$3,000 sponsorship package (significantly lower than previous years) and may have had unrealistic expectations about how much promotion they would be entitled to at this sponsorship level.

Promotional opportunities

The promotional opportunities which created the most value for sponsors were networking on the day, promotion at the event and free tickets for staff to attend the event. Promotion on the RMU website and social media accounts were perceived to have added the least amount of value to sponsors.

RMU brand

Respondents resonated extremely well with the Red Meat Updates brand/reputation with 100% of respondents saying they were proud to be associated with the event.

Suggestions

Several respondents suggested a bigger venue may be required so the lunch room is less crowded, allowing more space for networking and accessing trade tables. Other points to note include; not allowing non-sponsoring industry representatives to attend under other organisation's sponsor tickets and sharing profiles on speakers in the lead up to the event.

Sponsor next year

All respondents said they would be likely to sponsor the event next year, with 78% (14 respondents) indicating they would sponsor at a similar value, 17% (3 respondents) would select a higher value package and 5% (1 respondent) was unsure as they need to discuss sponsorship with their management board.

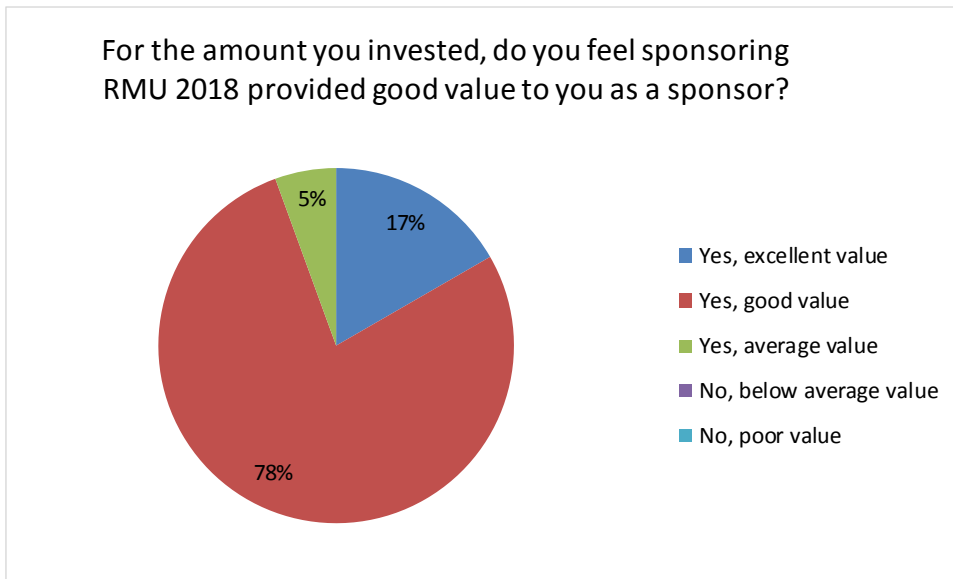
Detailed presentation of results

Q1. Overall, how was your experience as a sponsor of the 2018 Red Meat Updates?

Responses

- Good
- Great! Enjoyed being part of yet another successful Red Meat Updates event. Congratulations to the team!
- Excellent, like previous years
- Very good
- Another wonderful day
- Exceptionally well organised and run event. Great opportunity to network and learn.
- Good
- Yes, very good
- Very good - a good program with a very engaged audience
- Excellent
- Very good.
- Very good.
- Very good. Messaging/updates and timeframes were clear, and exposure was well received. Unfortunately, our key speaker was not able to attend, but there is clear feedback from producers to have her on future agendas.
- Fantastic event that we are proud to be a part of. Really positive event for the industry and great to see the support it receives.
- Really good.
- Very good.
- Very positive. The lead up communication was clear and thorough. The event on the day ran smoothly and we were checked on throughout the day to ensure our set up and lunch were all OK. The lunch was delicious, and we were happy with the way our meat was presented. The meat raffle was also great. Presentations were informative and relevant. It was a great opportunity to catch up with many of our valued suppliers and wonderful to see so many young farmers at the event.

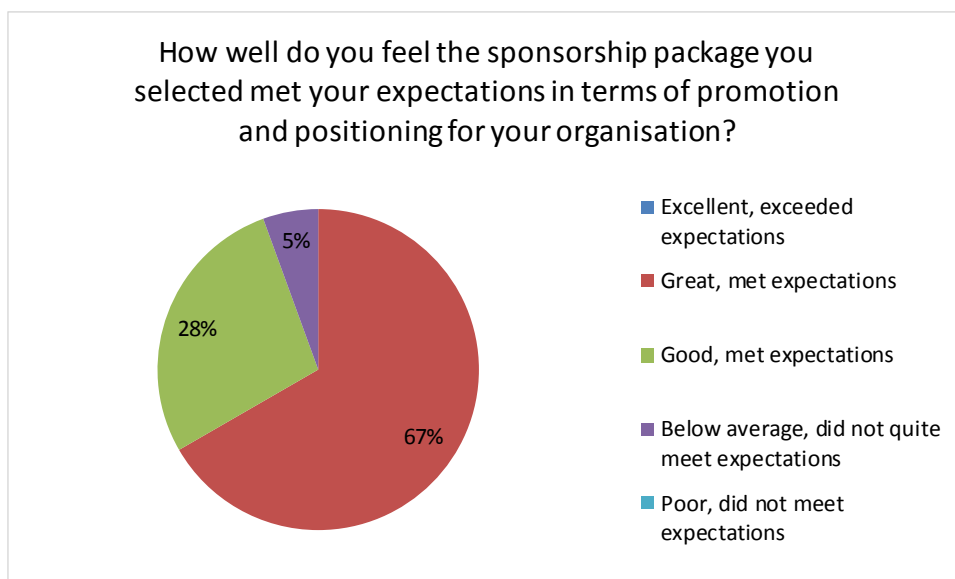
Question 2: For the amount you invested, do you feel sponsoring Red Meat Updates 2018 provided good value to you as a sponsor?



Responses

- It is a significant expense to our business and the single biggest sponsorship we do each year. This year we got excellent exposure which made it worthwhile.
- Able to network with existing clients.
- Attendees recognised our involvement and were keen to engage.
- Ideally, we would like more exposure with producers in the lead up and post conference to be able to promote the event, the great industry opportunity it is and our association as a sponsor (i.e. ability to email or through social media to promote the event and our involvement).

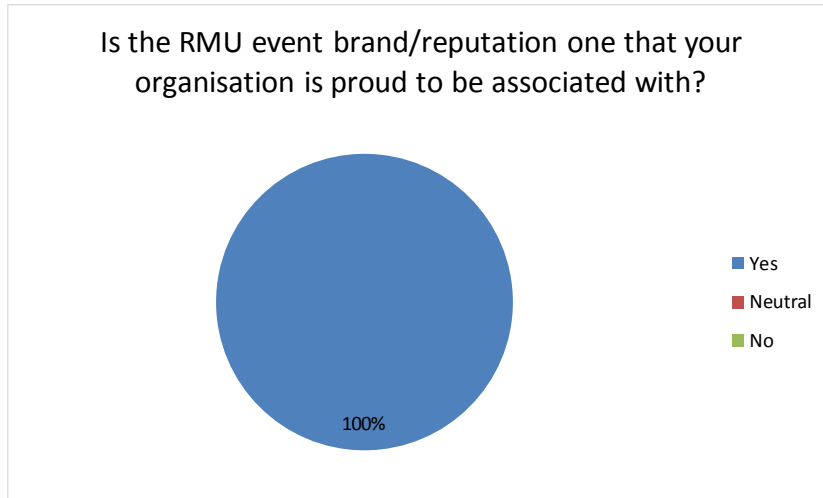
Question 3: How well do you feel the sponsorship package you selected met your expectations in terms of promotion and positioning for your organisation?



Question 4: As a sponsor, how valuable are the following promotional opportunities to your organisation?

Answer options	Poor value	Below average value	Average value	Good value	Excellent value	N/A
Networking at the event	0	0	1	4	13	0
Promotion on Facebook & Twitter (in lead up & on the day)	0	1	6	8	2	1
Promotion on Red Meat Updates website	0	1	5	9	3	0
Promotion at the event	0	0	3	12	3	0
Trade table display	0	1	3	4	2	8
Including product in the conference bag	0	0	3	9	3	3
Chairing/presenting on the program	0	0	1	2	7	7
Free tickets for staff to attend the event	0	0	1	10	7	0

Question 5: Is the Red Meat Updates event brand/reputation one that your organisation is proud to be associated with?



Responses

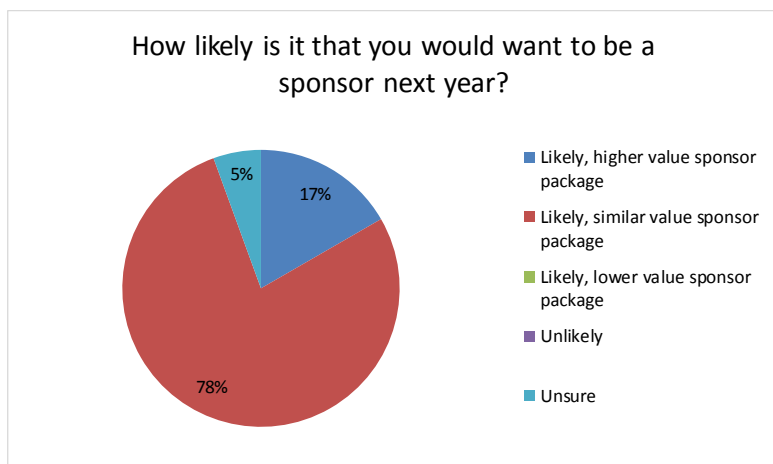
- Well run, good event.
- Absolutely. Aligning with the premier red meat industry event in Tas enables us to demonstrate our support of the industry and help connect primary producers from across Tas and beyond.
- Well thought out, targeted and professionally run event.
- One of the better industry events. Topical, practical and well run.
- Chance to get our brand out amongst attendees and great opportunity to meet industry players.
- Connecting with RMU fits our marketing and branding strategy.
- The event is the largest MLA engagement strategy in Tasmania - and is much more successful in engaging producers than similar events/budgets in other states.
- Your audience represented the more professional businesses within the rural industry which we are closely associated with and who are our target market.
- It's becoming the premier agricultural event in Tas.
- Exposure to this many Tasmanian producers is great and shows the continued support of this fantastic event.
- Great industry event, well done.
- Far and away the best farmer event in Tasmania for this type of information.
- The event attracted producers from every part of Tasmania. This is a clear indication of the value presentations and networking opportunities provide to producers. We are proud to support an event that offers so much to our valued suppliers.
- It offers a great opportunity for Tasmanian red meat producers to hear the latest RD&E activities.

Question 6: Do you have any suggestions for how we can improve the Red Meat Updates experience for sponsors?

Responses

- Trade table good but mostly people attending were busy networking, although we still need a small stall just as a home base. Keep it simple for us.
- Perhaps profiling the speakers in the lead up to the event.
- Better trade display options would be good such as display booths. Also, to ensure that other businesses who do not sponsor the event can't just turn up (or come on another sponsors ticket). There were a few this year that did that which was disappointing.
- I wouldn't mind seeing more than one virtual farm tour.
- More recognition of MLA RDE&A products and outcomes in presentations where appropriate.
- We'd like to see the networking time extended at the end of the day to allow more time to meet and discuss with existing and potential customer.
- Bigger venue to cater for more producers.
- Very organised event. Keep doing a great job!
- Investigate options for a larger space for catering and trade. The space used in the 2018 event was too small to allow networking and for delegates to move to sponsor trade sites. The auditoriums are great - so I appreciate this is a challenge.

Question 7: How likely is it that you would want to be a sponsor next year?



Question 8: Do you have any other feedback you would like to share?

Responses

- Thoroughly enjoyed event! Great presenters!
- Well done to the committee and all involved.
- This event sets a national standard for others to aspire toward - great work! It was awesome to see such a sound organisation committee and event management.
- We felt it was a very well run and organised event. Well done.
- Great event, keep up the good work!!!
- Great to work with your team. I would welcome the opportunity to provide some suggestions on options for catering stations and trade.