

final report

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Prepared by: Mel Rae
Macquarie Franklin

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More Beef from Pastures state coordination – Tasmania

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Abstract

More Beef from Pastures (MBfP) has been MLA's key extension and communication program for the beef industry in Southern Australia. The fundamental focus of the program is the key drivers of beef enterprise profitability, productivity and sustainability.

Since inception of the program in 2004, program delivery of MBfP has highlighted significant opportunities to provide producers with a robust platform based on a framework of proven managerial principles, designed to build improved producer confidence and effective practices on-farm. MBfP II program delivery will appeal to both active and passive learning formats, with budgets and resource deployments being commensurate with the likely proportion of producers seeking to engage in the activities provided.

In Tasmania, the MBfP program was successful with the key performance indicators (KPIs) being exceeded with 2,587 participants with a satisfaction score of 9.0 across all three-activity categories. MBfP Tasmania has supported high quality activities, developing trust that the value proposition will be delivered on with Tasmanian producers, program partners and sponsors.

Executive summary

More Beef from Pastures (MBfP) has been MLA's key extension and communication program for the beef industry in Southern Australia. The aim of this program was to provide producers with a robust platform based on a framework of proven managerial principles, designed to build improved producer confidence and elicit effective practice change. The primary goal of MBfP was to achieve a sustainable (economic and environmental) increase in kilograms of beef produced per hectare through optimal management of the feedbase.

Between January 2014 and December 2016, MBfP State Coordinators were responsible for the development and implementation of a Business Plan for their respective state and to achieve the contracted awareness, engagement and practice change targets.

In Tasmania, the MBfP program was successful in engaging producers in a broad range of topics that strongly align with the MBfP modules and business plan. Key performance indicators (KPIs) were exceeded, partnerships developed, deliverers upskilled and the participant experience was valued. MBfP Tasmania supported high quality activities and developed trust that the value proposition was strong and would be delivered on for Tasmanian producers, program partners and sponsors.

The MBfP program implemented a strategic approach in Tasmania and demonstrated the value of utilising awareness raising and knowledge building activities (feeder activities) to increase participation in activities that result in practice change.

The MBfP program successfully established a user pays culture for high quality red meat industry extension in Tasmania. The program also highlighted the importance of producer champions in recruitment, reinforcing messages and highlighting the value of upskilling.

Monitoring and evaluation (M&E) was a key part of the MBfP program and enabled the impact of the program to be measured and for continued improvement. The M&E data collected during the program could have been better utilised to drive continual improvement in participants and deliverers had the data been collected and managed in a more sophisticated manner. "Big data" provides a significant opportunity to streamline the M&E data collection and reporting processes for extension programs.

In Tasmania, the State Coordinator who had established local networks and contacts provided many benefits to successful engagement and delivery of high quality extension. A local coordinator ensures quality control, support to deliverers, in addition to understanding the important local issues that producers need help with and being able to help deliverers design events to address these issues in a way which will resonate with and attract participants.

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1 Background

Macquarie Franklin was engaged in January 2014, as the State Coordinator for More Beef from Pastures (MBfP) in Tasmania. The contract for this role concluded on 31 December 2016.

More Beef from Pastures (MBfP) has been MLA's key extension and communication program for the beef industry in Southern Australia. The program has provided producers with a robust platform based on a framework of proven managerial principles, designed to build improved producer confidence and elicit effective practice change.

The primary goal of MBfP was to achieve a sustainable (economic and environmental) increase in kilograms of beef produced per hectare through optimal management of the feedbase.

The defining feature of this phase (2014 – 2016) of the MBfP program was the requirement for producers to move beyond awareness of the program and program material, to a point where it could be demonstrated that as a result of participating in a MBfP activity, they had either quantifiably increased their knowledge, skills or confidence and/or implemented a practice change on farm that resulted in an economic benefit.

Each state was allocated clear key performance indicators (KPIs), against which the State Coordinators would be measured, for engaging producers to achieve specific outcomes in three different categories (levels) of activities. The KPIs for the Tasmanian State Coordinator are detailed in Table 2, Table 3 and Table 4.

To ensure the KPIs would be achieved, the following activities were undertaken by the State Coordinator:

1. State Business Plan development: The State Coordinator was responsible for delivery of a State Business Plan outlining a plan for how the KPIs would be achieved.
2. State Business Plan implementation: The State Coordinator was responsible for the implementation of the State Business Plan. This included complying with the "Principles for engaging with private delivery organisations", which provided protocol for engaging with the state delivery network and guided the deployment of resources for program delivery and being the key point of contact and coordination for engaging the state based network.
3. Monitoring and evaluation: Implementation of MLA's MBfP program M&E processes and regular submission of completed data to the National Coordinator.

2 Project objectives

The objective of the MBfP program was to increase the kilograms of beef produced per hectare through optimal management of the feedbase.

To assist in achieving the overarching program objective, KPIs were set for State Coordinators around producer engagement in the program, including the following KPIs:

- Activity category engagement (Table 2);
- Monitoring and evaluation return rate (Table 3); and
- Herd size (Table 4).

Table 1 Activity category producer engagement KPI targets

Activity category	Definition	Target KPI
Category A: Awareness	Maintaining broad industry awareness of the MBfP program, the MBfP manual, and the MBfP producer tools.	444
Category B: KASA change	Category B activities are about building producer knowledge, skills and confidence. KASA change is defined as a measurable increase in Knowledge, a positive change in Attitude, an increase in Skills or a change in producers Aspirations.	223
Category C: Practice change	Category C activities are about supporting adoption and increasing the uptake of practice change among producers to achieve quantifiable increases in on farm productivity.	103

Table 2 Activity category evaluation return rate KPI targets

Activity Category	Target KPI
Category A: Awareness	65%
Category B: KASA change	80%
Category C: Practice change	80%

Table 3 Herd size KPI targets

Herd size	Target KPI
100 -400 head	40%
400 – 1,600 head	40%
> 1,600 head	10%

3 Methodology

3.1 Business plan development

The Tasmanian MBfP Business Plan was developed in the first half of 2014 and approved by MLA in July 2014.

The Business Plan was developed utilising intelligence gathered from a range of sources, including, a literature review of the Tasmanian beef industry, a survey of producers to understand extension demand (location and topics) and consultation with the Macquarie Franklin Tasmanian Market Majority Program coordination team (who discussed industry issues with producer contacts).

The Business Plan was developed using Business Plan template provided by MLA.

3.2 Business plan implementation

3.2.1 Process for deliverers

Guidelines for MBfP Tasmania deliverers were finalised in mid-June 2014, along with a combined MBfP/Making More from Sheep (MMfS) activity application form, so deliverers were able to apply for support from either MBfP and/or MMfS. This was done as activities targeting both sheep and beef producers were expected to be common in Tasmania, as there are many mixed farms, and the programs shared common material in a number of areas, including property planning, pasture production and grazing management.

A letter of offer template was developed for successful MBfP Tasmania deliverers, which clearly stated the funding allocated and associated obligations of both MBfP and the deliverer (including promotional and M&E requirements).

3.2.2 Recruiting deliverers

On 24 June 2014, the opportunity for deliverers to be part of the MBfP and/or MMfS Tasmania programs was promoted widely through direct email to potential deliverers listed in the MBfP and MMfS business plans, advertising using TFGA e-newsletter (Fast News), Sheep Connect e-newsletter and a media release (subsequent article in Tasmanian Country newspaper on 11 July 2014).

In order to manage potential conflict of interest, with Macquarie Franklin being both the State Coordinator and a potential deliverer, a process was put in place with the MBfP and MMfS National Coordinators to assess applications submitted by Macquarie Franklin.

3.2.3 Supporting the delivery network

Supporting materials were supplied to deliverers by the State Coordinator, including flyers and M&E templates. Additionally, the State Coordinator provided one on one assistance, as required to deliverers, to complete activity application forms, develop flyers, implement and learn about M&E processes and tools, and also provided considerable support to deliverers to develop programs that aligned with MBfP modules and in the recruitment of producer participants.

3.2.4 Recruiting producer participants

In collaboration with MMfS, a producer register of interest (RoI) was established in December 2014, to enable Tasmanian sheep and beef producers to register interest in specific activity topics, types of events (category A, B and/or C) and locations.

In addition to this, participants in the MBfP program who indicated in their feedback forms that they were happy to be contacted by MLA were added to an emailing list in MailChimp (which included an unsubscribe option). Emails were sent to this group to promote upcoming activities, relevant MLA tools and resources, producer case studies and technical articles. As of December 2016, the email list included 473 email recipients and opening rates ranged between 36% to 59%.

Other channels used to promote MBfP activities include the Tasmanian Red Meat Updates Facebook page, Twitter account and website, the MLA events page. Occasionally, the State Coordinator organised for a MLA email to be sent out to targeted post codes and local networks.

At all MBfP activities, upcoming events were promoted to attendees. The State Coordinator would ensure the deliverer had PowerPoint slides or handouts to promote the activity.

3.3 Monitoring and evaluation

Templates and resources for M&E were developed and provided to the State Coordinator by MLA.

Effective M&E was an important KPI for program coordinators, with expected return rates of M&E materials specified in contracts between MLA and the State Coordinator (Table 3).

Deliverers were provided with support to ensure they were clear on the M&E requirements and committed to delivering them. They were also provided with further support, as required, to help develop their M&E materials, including M&E templates (e.g. how to write skills audit questions, registration template, category A feedback template).

Turning Point Technology clickers were made available to deliverers who preferred to use this method of collecting M&E data.

4 Results

4.1 Business plan development

The MBfP State Business Plan was updated and submitted to MLA annually.

4.2 Business plan implementation

4.2.1 State Coordinator meetings

The MBfP Tasmania State Coordinator attended four face to face meetings with fellow State Coordinators (February 2014, July 2014, February 2015 and November 2015) and participated in phone hook ups as required.

4.2.2 Processes and guidelines

Guidelines and application form for deliverers were developed and are provided in Appendix 1.

4.2.3 Engagement of deliverers

The inaugural promotion in July 2014 to potential deliverers resulted in only a few enquiries. To ensure program delivery commenced and to generate producer interest and engagement in MBfP, Macquarie Franklin developed a number of activities to fill the delivery gap for category A and B activities. These were designed as “feeder” activities to encourage producers along a learning pathway from category A, through B to C activities. In addition, potential deliverers were directly approached and encouraged to become involved in the program. The State Coordinator initially invested significant time in this process and provided regular support to deliverers in helping them to develop activities and apply for funding.

As the program progressed, the MBfP and MMfS State Coordinators were successful in generating interest from a range of deliverers external to Macquarie Franklin. At the conclusion of the program, MBfP Tasmania had engaged a considerable number of deliverers, including:

- Sophie Folder, Pear Consulting
- Phil Jarvie, Zoetis
- Dr Jess Coad, Livestock Biosecurity Network
- Luke Taylor, Ag Assist
- John Francis, Holmes Sackett
- Natasha Searle, Rural Directions
- Phil Holmes, Holmes & Co
- Peter Ball, Tasmanian Institute of Agriculture
- Graeme Rees, Low Stress Stockhandling
- Murray Grey Network
- Basil Doonan, Macquarie Franklin
- Jason Lynch, Macquarie Franklin

This list does not include presenters who were contributors to events, but not the lead deliverer (who the funding arrangement was with). At many category A and B events there were

additional deliverers (e.g. producer speakers, other expert speakers, or speakers provided by sponsors). As an example, a major category A event (livestock handling field day) that was delivered in partnership with Sheep Connect Tasmania (SCT) and MMfS had a range of outside presenters, including Sandy McEachern (Holmes Sackett), Graeme Rees (Low Stress Stock Handling), Lyndon Iles (DPIPWE), Alison Napier (Harefield) and Mark Inglis (JBS Australia). Another example is the Reproactive series, which was facilitated by Zoetis and engaged local vets to deliver much of the technical content.

4.2.4 Partnerships

As anticipated, MBfP Tasmania delivered a number of events in partnership with MMfS. When this occurred, the combined contribution from both programs equalled the maximum allowed for either alone (i.e. for category B activities, the maximum contribution for MMfS/MBfP was 50%, so when the programs partnered they would each contribute a maximum of 25%).

Other partners and/or sponsors for events included:

- Elders
- PGG Wrightson Seeds
- NRM South
- NRM North
- Roberts Ltd
- JBS
- TP Jones & Co
- Sheep Connect Tasmania

Many of MBfP Tasmania partners or sponsors engaged with the program more than once, supporting multiple activities.

4.2.5 Alignment of activities with MBfP modules

The State Business Plan had a strong emphasis on building skills in pasture and business management. This is reflected in Figure 1, which shows the frequency of activities aligning with MBfP modules, with Setting Directions (business management), Pasture Growth (pasture management) and Pasture Utilisation (pasture management) being the most frequently aligned modules. A summary of event topics is provided in Appendix 2.

Program awareness was also a focus at activities, particularly in the first two years of this phase of the program, to increase brand awareness and its association with high quality, valuable extension activities.

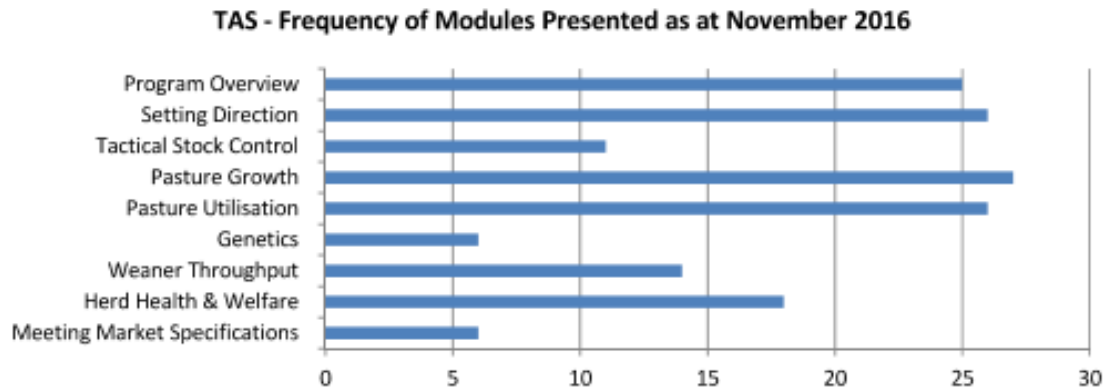


Figure 1 Frequency of MBfP activity alignment with MBfP modules

4.2.6 Recruitment

The producer RoI distributed in December 2014 was completed by over 100 producers and proved to be a useful tool for planning and extending information and notifications about upcoming events.

Recruitment for MBfP Tasmania activities utilised a range of communication channels, as previously discussed.

MBfP Tasmania applied a strategic approach to the development and delivery of events, with a strong emphasis on linkages between activities and providing opportunities for producers to continue on a learning journey. This enabled producers to feed into a number of category C activities where they contributed the majority (80%) of the cost.

MBfP Tasmania engaged a number of producers as direct contributors to activities, selecting producers who could provide practical case studies or examples of putting the key messages from the activity into action. This provided two key benefits:

- inclusion of respected producers on the program attracted producer participants to attend; and
- “made it real” for participants by showing how others put the theory into practice on-farm.

4.2.7 Producer feedback

- The average *satisfaction* score was 9.0 for category A activities and 8.5 for B and C.
- The average *value* score was 8.1 for category A activities and 8.3 for B and C.
- The average pre activity skills audit score was 39%, increasing to 74% post activity (category B and C only).

Anecdotal feedback from producers about either individual events they attended or the program has a whole was very positive.

4.3 Monitoring and evaluation

M&E data submitted by event deliverers was quality checked by the State Coordinator and submitted to the National Coordinator on the nominated submission dates. This data was

analysed and reported in the MBfP Program Evaluation Report (January 2014 to November 2016) (Wagg, 2016).

The M&E data highlights that MBfP Tasmania significantly over-achieved on engagement KPIs. A summary of key KPI data from the MBfP Program Evaluation Report (January 2014 to November 2016) is presented in Table 5, Table 6 and Table 7.

Table 4 Activity category producer engagement KPIs achieved

Activity category	Target KPI	Achieved KPI
Category A: Awareness	444	1318
Category B: KASA change	223	659
Category C: Practice change	103	316

Table 5 Activity category evaluation return rate KPIs achieved

Activity Category	Target KPI	Achieved KPI
Category A: Awareness	65%	54%*
Category B: KASA change	80%	82%
Category C: Practice change	80%	100%

* note, the return rate for category A was skewed by one large event (approx. 350 attendees), which had a format that allowed people to come and go during the day, and resulted in a low overall return rate for feedback forms.

Table 6 Herd size KPIs achieved

Herd size	Target KPI	Achieved KPI
100 -400 head	40%	37%
400 – 1,600 head	40%	24%
> 1,600 head	10%	15%

5 Discussion

5.1 Meeting project objectives

The objective of the MBfP program between 2014 and 2016 was to increase the kilograms of beef produced per hectare through optimal management of the feedbase.

Producer engagement and M&E KPIs for the State Coordinators were established by MLA to assess State Coordinator performance, measure the effectiveness of the program in achieving program objectives and to enable continuous improvement. The process outlined by MLA for State Coordinators to assist in achieving the KPIs, included development of a State Business

Plan, implementation of the State Business Plan and consistent M&E of activities funded throughout the program.

The State Business Plan was produced in 2014 and updated annually, with all iterations being submitted to MLA for approval. The State Business Plan was implemented successfully, and the M&E requirements of the State Coordinator were achieved.

The producer engagement KPIs were exceeded. Program participants represented a broad cross section of beef producers from across Tasmania. Activities were delivered in key beef production areas, with consideration given to geographical distribution to provide opportunities to a large proportion of Tasmanian beef producers.

The M&E data shows that the skills of participants involved in category B and C activities, which aimed to build skills to achieve practice change, increased from an average pre-activity score of 39% to a post-activity score of 74%. Whilst implementation has not been analysed at this point in time, anecdotally, there was a high proportion of participants who expressed an intent to make a practice change as a result of attending a MBfP activity.

5.2 Overview of achievements

MBfP Tasmania exceeded KPIs using a strategic approach to engaging producers and supporting them on a learning pathway through category A, B and C activities. This approach became increasingly successful in the latter stages of the program, as the coordination team refined the approach to delivering successful feeder activities.

Key points addressed when planning a feeder activity included:

- A clear “call to action” with consistent messages from all presenters all pointing to the need for action and the benefits to action.
- A challenge – it must challenge participants to take the next step.
- The use of ‘champion’ producers to tell their story and encourage others to follow.
- An opportunity for people to sign up to the next step in the learning pathway on the day – there must be no ambiguity or guess work about what the next steps are – harness the momentum created at the feeder activity.
- Attracting the right audience to the event through the promotion of the event and the learning pathway to subsequent events.

This strategic approach ensured MBfP Tasmania was able to achieve strong participation in category C activities, with the user pays contribution being 80% of the cost (this was a cost of \$1,820 per business to participants for some activities). Overall, MBfP Tasmania increased the value and acceptance of user pays category C activities and in the process created producer advocates for these kinds of activities.

For category B events, producers were charged between \$50 for an evening information session and \$300 for a two session activity. For some of the category B activities, there was a difference between producer contributions and the MBfP contribution, which was made up by sponsors or partners, an arrangement that worked well for all parties.

Working together, MBfP and MMfS Tasmania have made significant progress in developing and training deliverers. Deliverers less experienced in extension, and particularly fee for service extension, were provided with significant support to develop strong programs and administer them effectively.

MBfP Tasmania engaged with a broad cross section of the Tasmanian beef industry, working with a diversity of partners and deliverers. A particular highlight included the connections made with younger producers and agronomists from companies such as Elders, TP Jones and Roberts Ltd.

The program delivered across a broad range of topics that link to business sustainability and profitability, and had a broad geographic spread across the state.

The feeder activities conducted in 2014 and 2015 created momentum with producers and an increased awareness of the opportunity to improve and learn. July 2015 to December 2016 was a period of peak performance for MBfP Tasmania and the 12 month project extension proved extremely valuable.

5.3 Monitoring and evaluation

Monitoring and evaluation was an important component of MBfP activity delivery, with a particular focus on ensuring that both deliverers and the audience appreciated the importance of M&E in improving delivery and in providing information back to MLA on the results of their levy investment.

Whilst some deliverers engaged in the program had very little previous experience with M&E, they were engaged and upskilled to be able to deliver according to program requirements by the State Coordinator.

Very little negative feedback on M&E was received from either producers or deliverers, with the exceptions being:

- when producers attended more than one session they were still required to complete all of the contact and demographic information, and there was no simple way to pre-fill this, as M&E is tracked by event not participant; and
- some concern about the level of business detail that was required for participants to provide on the M&E form, however, this dissipated over time.

By the end of the program, MBfP Tasmania had producers accepting and valuing M&E, particularly when it was delivered using the “clickers” and producers could get instant feedback and benchmark their knowledge against their peers, in addition to tracking their own progress as the activity was delivered.

Equally importantly, the program was successful in upskilling deliverers to effectively conduct M&E, and valuing the data produced as a result.

5.4 Challenges

Some of the challenges experienced in coordinating MBfP Tasmania include:

- Few templates and inconsistent quality (e.g. no standard progress report template, no standard guidelines or engagement agreement for deliverers, etc).
- The flyer template was not suitable for events with equal partners.
- The links across states weren't as strong as they could have been, particularly in sharing ideas for activities/deliverers which could have been rolled out across jurisdictions.
- Improvement could be made to the process for the MLA communications team to support event promotion (e.g. targeting certain post codes with information about upcoming events and opportunities). This kind of support had to be pursued by coordinators.
- The M&E templates were “clunky” and the fact that they had a slightly different layout for MMfS and MBfP made data entry inefficient for Macquarie Franklin staff who had the contract for both MBfP and MMfS State coordination.
- The M&E data was not reported back in a way which could be shared with deliverers so they could maximise the value from it (e.g. compare themselves to others etc.).
- Separating the delivery bucket and coordination bucket. In Tasmania, the delivery network was underdeveloped at the commencement of this phase of the program. This required significant investment of State Coordinator time to work on developing the network to enable activities to be delivered, with the funds allocated to coordination being insufficient and the delivery bucket in excess of what was required (to achieve the contracted KPIs) once high quality delivery was functioning well. A single bucket of money (i.e. coordination and delivery funds combined) to achieve the KPIs would have made the program roll out more efficient and flexible to local conditions.
- Getting deliverers on board initially was challenging, possibly due to their lack of experience in working in the with MBfP program - or in a stronger user pays environment - and not understanding the opportunities. This challenge was largely overcome during the program.
- User pays – it was a challenge in getting deliverers and producers adjusted to the new operating environment and value proposition. This was further complicated by inconsistencies across the extension situations in other industries, where some extension is still fully funded. Additionally, some areas of the state which had been over serviced previously with free extension were resistant to paying and these areas were especially challenging to get traction in.

6 Conclusions/recommendations

The MBfP program in Tasmania has been very successful in engaging producers on a broad range of topics that strongly align with the MBfP modules and the MBfP Tasmania business plan. KPIs have been exceeded, partnerships have been developed, deliverers upskilled and the participant experience has been valued. MBfP Tasmania has supported high quality activities, developing trust that the value proposition will be delivered on with Tasmanian producers, program partners and sponsors.

MBfP Tasmania has successfully implemented a strategic approach to activities and has demonstrated that there is an important role for feeder activities into higher value category C activities. The program has also highlighted the importance of producer champions in recruitment, reinforcing messages, and highlighting the value of upskilling.

The M&E data generated from the program would be more useful if it could be collected, analysed and reported in a manner that enabled State Coordinators to provide feedback to deliverers to encourage continuous improvement. This would benefit all involved in the program – MLA as an investor of producer levies, State Coordinators as the local program managers, deliverers who need to understand the value and effectiveness of their extension products, producers who are investing time and money in training, and also other industry stakeholders who may invest in or help promote the program to others. “Big data” provides a significant opportunity to streamline the M&E data collection processes (and analysis) for extension programs such as MBfP, addressing many of the challenges observed. Ideally this would remove the need for producers to enter their business and enterprise information every time they attend a MLA activity and allow for producer engagement to be tracked by MLA. This would provide valuable insights to how extension programs work, especially in relation to the effectiveness of feeder activities and the different entry and exit points for producers involved in MLA extension programs.

In future extension and adoption programs, it would be valuable to ensure there are high quality templates and resources for coordinators to use from the start, which have some flexibility for tailoring to meet local needs. This would improve the efficiency of coordination.

Having State Coordinators with good local networks and contacts provides many benefits to successful engagement and delivery of high quality extension programs. State Coordinators can ensure quality control, support and train deliverers, in addition to understanding the important local issues that producers need support with and being able to help deliverers design events to address these issues in a way which will resonate with and attract participants.

7 Key messages

- The MBfP Tasmania program format has been very successful in engaging producers (category A 1318 participants, category B 659 participants, category C 316 participants).
- Between January 2014 and December 2016, the MBfP program has built momentum and developed a strong reputation amongst industry (producers, deliverers and partners/sponsors).
- The MBfP program successfully established a user pays culture for high quality red meat industry extension in Tasmania.
- There is a clear role for feeder activities to encourage producers to participate in higher value category C activities.
- Producer champions play an important role in activity recruitment, reinforcing messages and highlighting the value in upskilling.

8 Bibliography

Wagg, C. 2016. MBfP Program Evaluation Report January 2014 to November 2016. MLA, Sydney, Australia

9 Appendix

Appendix 1: More Beef from Pastures guidelines for deliverers and application form

Appendix 2: Summary of activity topics/locations delivered

9.1 Appendix 1: Deliverer guidelines and application form

Guidelines for MBfP Program Delivery in Tasmania

July 2014 – December 2016

Introduction

The More Beef from Pastures (MBfP) program has received funding from Meat & Livestock Australia (MLA) for the next two years (until December 2015). The earlier phases of the program were delivered by the Tasmanian Institute of Agriculture, while this latest phase is being delivered by Macquarie Franklin. Mel Rae of Macquarie Franklin is the Tasmanian State Coordinator for this new phase of the MBfP program.

The MBfP program aims to build on the activities and awareness created during previous phases of the program and continue to strive towards achieving the primary objective of More Beef from Pastures:

To achieve a sustainable (economic and environmental) increase in kilograms of beef produced per hectare through optimal management of the feedbase.

The defining feature of the new phase of the MBfP program is the requirement for producers to move beyond awareness of the program and program material, to a point where it can be demonstrated that as a result of participating in a MBfP activity they have either:

1. Quantifiably increased their knowledge, skills or confidence; AND/OR
2. Implemented a practice change on farm that has resulted in an economic benefit.

As a result of these requirements, each state has been allocated clear Key Performance Indicators (KPI's), against which the State Coordinators will be measured, for engaging producers to achieve specific outcomes in three different categories (levels) of activities. The three categories of MBfP activities, including the producer engagement required within Tasmania during the next 18 months, are defined in the table below. The total budget for delivery of Tasmanian MBfP activities is \$80,000.

Table 7 Activity category definitions and KPIs for MBfP activities

Activity Category	Definition	KPI (Producer Engagement)
Category A: Awareness	Maintaining broad industry awareness of the MBfP program, the MBfP manual, and the MBfP producer tools.	334 producers
Category B: KASA change Knowledge Attitudes Skills Aspirations	Category B activities are about building producer knowledge, skills and confidence. KASA change is defined as a measurable increase in Knowledge, a positive change in Attitude, an increase in Skills or a change in producers Aspirations.	167 producers
Category C: Practice Change	Category C activities are about supporting adoption and increasing the uptake of practice change among producers to achieve quantifiable increases in on farm productivity.	76 producers

Delivery opportunities for service providers

There are opportunities to deliver extension activities within the MBfP program and we invite expressions of interest from service providers with a capacity to deliver activities to Tasmanian beef producers over the next 18 months.

The MBfP program may fund or co-fund the delivery of activities which meet the program objectives and industry issues outlined in the Tasmanian MBfP business plan. Potential activities will be assessed against the objectives and key issues in the business plan to justify MBfP funding and support.

Note that the delivery budget will be allocated strategically to best achieve the program goals and provide support to activities which are closely linked to modules included in the More Beef from Pastures Manual. As such, funding is not available to subsidise existing activities, but rather to support the delivery of activities which address issues relevant to the Tasmanian More Beef from Pastures program.

The three activity categories form a continuum from activities which create public good (Category A), to activities that have both public and private (industry) good (Category B), to activities which create mostly private producer good (Category C). As a result of this, as we move from Category A type activities (which are generally provided to producers free of charge) towards Category C activities, a user pays model will be adopted. The delivery of Category C activities will be funded predominantly by the producers participating in these activities, however support will be provided by MBfP to promote the activities, assist with establishing the groups, and enable the monitoring and evaluation framework to be implemented. The extension and adoption framework that has been developed by MLA to guide this current phase of the MBfP program is provided in Appendix 1.

Category A delivery opportunities, funding and requirements

Category A activities are targeted at larger audiences (>30 participants) and may involve MBfP providing funding or co-funding to support the delivery of a field day, forum, seminar or farm walk targeted at increasing awareness of specific issues identified in the business plan and the MBfP resources available to assist producers with managing this issue.

The requirements to receive funding or co-funding from MBfP for Category A events include:

1. MBfP templates to be used during the day, incorporating the MBfP logo;
2. The content of the day can be directly linked to a module of the MBfP Producer's Manual. Please refer to Appendix 3, and 4 for more detail on The Producer's Manual;
3. The MBfP monitoring and evaluation framework is implemented by the event deliverers and information is captured in regard to the number of participants, participant contact details, enterprise type and scale, participant satisfaction, and the future training needs of participants. Completed feedback forms must be captured from at least 65% of the attendees;
4. Opportunities for participation in Category B and Category C MBfP activities are identified and promoted; and
5. The MBfP logo and brand is used on all promotion and media.

For more information on the industry issues identified for Category A activities in Tasmania refer to Appendix 2.

Category B delivery opportunities, funding and requirements

Category B activities are targeted at medium sized audiences generally with between 10-20 participants. These may include workshops or training events where in depth information is presented, with the objective of building producer knowledge, skills, and confidence. Category B activities are to involve active group engagement.

Category B activities must involve a significant user pays approach and deliverer's should seek an appropriate contribution from participating producers to assist with the costs associated with running the activity. The MBfP contribution for Category B type activities may fund up to 50% of the cost of delivering the activity, however additional funds will need to be sourced (e.g. sponsorship, collaborative delivery, participant fee).

A defining feature of Category B activities is the requirement to objectively measure the change in producer knowledge and skills as a result of participating in the activity. The additional requirements (over and above the Category A requirements) to receive MBfP funding for Category B activities include the following:

1. Participants undertake a pre and post workshop survey to objectively measure the change in knowledge and skills as a result of attending the activity; and
2. Opportunities for participation in Category C MBfP activities are identified and promoted.

For more information on the industry issues identified for Category B activities in Tasmania refer to Appendix 2.

Category C delivery opportunities, funding and requirements

Category C activities are targeted at small groups of 8-10 producers and typically involve a series of events during which the adoption of practice change is supported. The adoption of practice change requires the hurdles associated with adoption to be overcome and this is best achieved when a deliverer and the producer can work together, over time, to implement beneficial on farm practice change.

Category C activities are for the benefit of the 8-10 producers taking part in the activity, and as a result, are to be predominantly funded by the participating producers.

Well-structured and well executed Category C activities have the potential to both generate income streams for the deliverers involved, while also delivering significant value to participating producers by working closely with them to achieve productive practice change and overcome implementation challenges that they may face.

The additional requirements to receive MBfP funding and support for Category C activities (over and above the requirements detailed for Category A activities) include the following:

1. Participants are required to complete a pre and post activity survey (as per Category B), as well as document and record what practice changes they have implemented as a result of participating in the series of Category C activities; and
2. As part of the evaluation process, MLA may follow up via phone calls to Category C event participants to confirm that the documented practice changes have been implemented and in some situations, MLA may conduct case studies on these producers to quantify the economic benefit generated from the implemented practice change.

For more information on the industry issues identified for Category C activities in Tasmania refer to Appendix 2.

Monitoring and evaluation

Continuous monitoring and evaluation is an integral and valuable aspect of the MBfP program. Monitoring and evaluation will enable the measurement of KASA change and practice change and will enable MBfP activities to be continually improved to meet producer needs and requirements.

Implementation of the MBfP monitoring and evaluation framework by the deliverer is an essential component for any activities to gain MBfP funding. Timely delivery of participation records and feedback data to the State Coordinator is essential. Templates will be provided to capture participant feedback and these forms must be fully completed by a minimum of 65% of participants at category A activities and 80% of participants at category B and C activities funded or co-funded by MBfP.

Expressions of Interest for delivery

We are seeking applications from the delivery network to deliver Tasmanian MBfP activities as per the guidelines established in this document, with a focus on the delivery of activities outlined in Table 2, or other proposed activities which address key industry issues from the MBfP Tasmania Business Plan (summarised in Appendix 2).

Applications for deliverers for MBfP will open on 25 June 2014 and remain open until all funds are committed. However, as there is a relatively short delivery horizon for this phase of the MBfP program (particularly as an emphasis will be given to Category A and B feeder events for Category C activities), deliverers are strongly encouraged to submit Eols as soon as possible. The application form is attached.

It is recommended that potential deliverers contact the State Coordinator prior to submitting an application form, to discuss their proposal.

Funds will be allocated to the delivery of activities which best meet the needs and objectives of the MBfP program in Tasmania. We will endeavour to fund as many activities, of as broad a subject range as possible, however we are limited by the delivery budget and as a result, priority will be given to the events and topics which:

- Best align with the MBfP program goals;
- Address the industry issues identified in the business plan (Table 2 & Appendix 2);
- Are considered to have the greatest potential impact on increasing producer knowledge and skills; and
- Demonstrate cost effectiveness and meeting the requirements for participant contributions.

Table 8 Proposed key extension and communication activities information (from the MBfP Tasmania Business Plan)

Event topic	Activity type	Activity category	Target No. of participants	MBfP module/s	MBfP procedures & tools
Meeting market specifications	Field day, workshop, seminar etc.	A	70	7	Procedures:7.1, 7.2, 7.3, 7.4 Tools: 7.01, 7.02, 7.03, 7.05, 7.06, 7.07
Cattle handling • Cattle handling equipment • Labour efficiency • Safety for staff	Field day, workshop, seminar etc.	A	60	6	Procedures: 6.5 Tools: 6.05, 6.06
Animal health • Worm management • Updates on seasonal issues	Field day, workshop, seminar etc.	A	120	6	Procedures: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6 Tools: 60.1, 6.02, 6.03, 6.04, 6.05, 6.06, 6.07
Boosting beef production & profitability: business management, pasture utilisation, cow fertility etc.	Field day, workshop, seminar etc.	A	90	1, 2, 3	Procedures: 1.1 Tools: 1.03 Procedures:2.1, 2.2, 2.3, 2.4 Tools:2.01, 2.02, 2.07, 2.08, 2.09, 2.11 Procedures:2.1, 2.2, 2.3, 2.4 Tools:3.01, 3.02, 3.03, 3.04, 3.05, 3.06, 3.03.3 MLA stocking rate calculator
Business basics (COP, benchmarking basics, strategic decision making)	Group workshops (15-20 participants)	B	75	1	Procedures: 1.1, 1.2, 1.3, 1.4, 1.5 Tools: 1.01, 1.02, 1.03, 1.04, 1.05, 1.06, 1.07, 1.08, 1.09, 1.10, 1.11, 1.12, 1.13, 1.14
Feed budgeting / managing supply and demand workshop (feed budgeting tools, integrating irrigated, improved dryland & native pastures)	Group workshops (15-20 participants)	B	96	3	Tools:3.01, 3.02, 3.03, 3.04, 3.05, 3.06, 3.03.3 MLA stocking rate calculator
Cow lifecycle type activity (fertility, reproduction, feed demand, etc)	coaching (supported learning) program held on-farm in small groups (approx 10 participants)	C	10	3, 4, 5	Procedures:3.1 Tools: feed demand calculator Procedures: 4.3, 4.5 Tools: 4.02, 4.05 Procedures: 5.1, 5.2, 5.3, 5.4 Tools: 5.04, 5.02, 5.03, 5.04, 5.05, 5.06, 5.07, 5.08
Pasture management coaching program	coaching (supported learning) program held on-farm in small groups (approx 10 participants)	C	30	2, 3	Procedures:2.1, 2.2, 2.3, 2.4 Tools:2.01, 2.02, 2.07, 2.08, 2.09, 2.11 Procedures:2.1, 2.2, 2.3, 2.4 Tools:3.01, 3.02, 3.03, 3.04, 3.05, 3.06, 3.03.3 MLA stocking rate calculator
Strategic business planning course	2-3 day workshop for small groups (approx 10 participants)	C	20	1	Procedures: 1.1, 1.2, 1.3, 1.4, 1.5 Tools: 1.01, 1.02, 1.03, 1.04, 1.05, 1.06, 1.07, 1.08, 1.09, 1.10, 1.11, 1.12, 1.13, 1.14
Risk management workshops (business risk / climate variability / drought management etc.)	2-3 day workshop for small groups (approx 10 participants)	C	20	1, 2, 3, 6	Procedures: 1.1 Tools: 1.07, 1.08 Procedures: 2.1 Tools:2.01, 2.02, 2.07 Procedures: 3.1, 3.2, 3.4, 3.5 Tools:3.02, 3.03, 3.04, 3.05, 3.06, 3.03.3 Procedures: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6 Tools: 60.1, 6.02, 6.03, 6.04, 6.05, 6.06, 6.07

For more information on the MBfP Producers Manual and its modules, refer to Appendix 3. For information about MBfP procedures and tools, refer to Appendix 4.

Further Information

For further information on the MBfP program and the delivery of MBfP activities please contact:

Mel Rae

State Coordinator – Tasmania



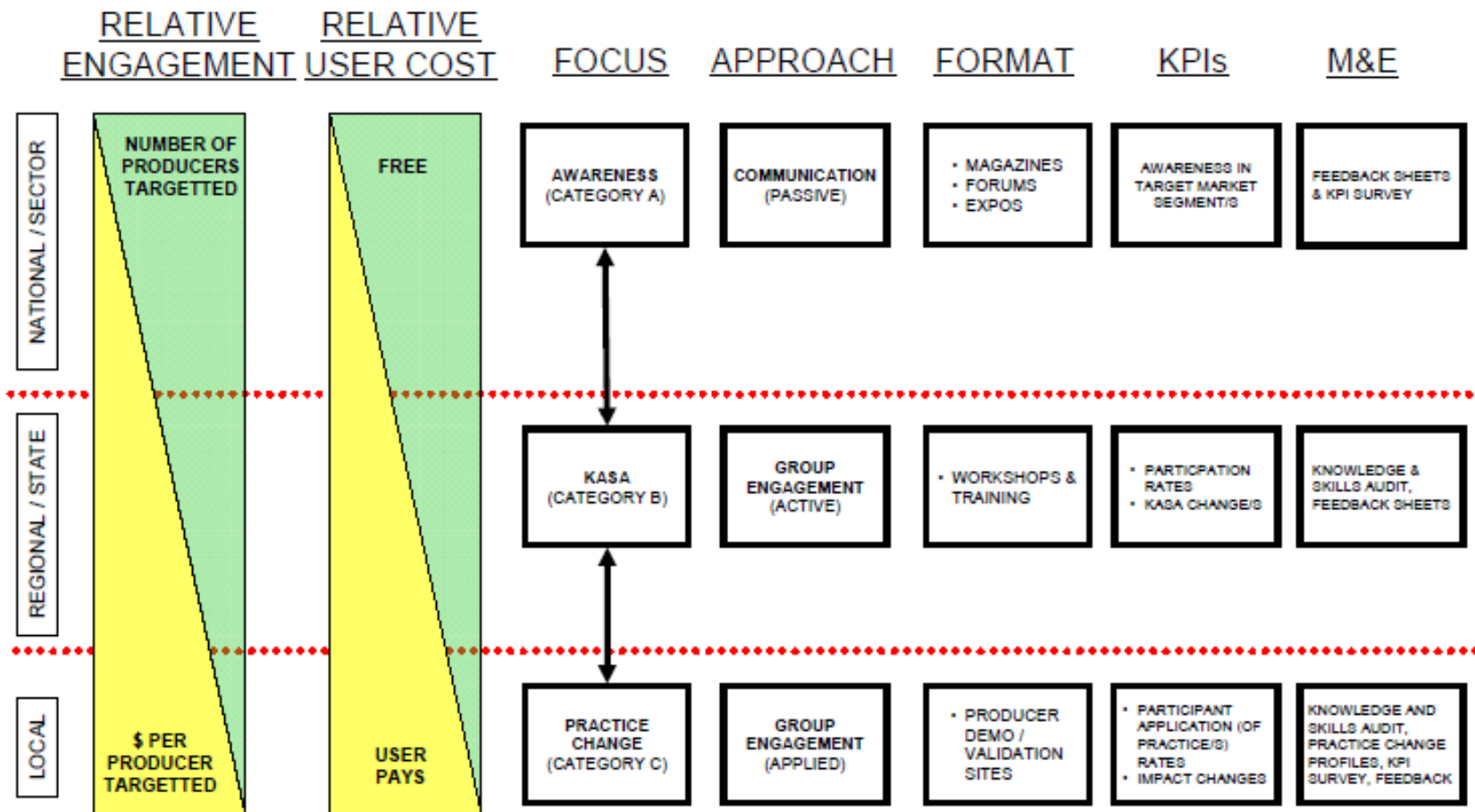
Mob: 0408 137 379 | Email: mbfp.tas@macfrank.com.au

Postal address: c/o Macquarie Franklin | PO Box 149 | GLENORCHY | TAS | 7010

Appendix 1: Extension & Adoption Framework



EXTENSION / ADOPTION FRAMEWORK



Appendix 2: Current high priority issues facing the Tasmanian beef industry (from the MBfP Tasmania Business Plan)

Industry Issue	Priority	Est. industry impact*	Corresponding MBfP module	More MBfP Procedures and Tools
Grazing management <ul style="list-style-type: none"> • Maximising pasture utilisation • Managing feed supply and demand • Irrigation and grazing management of irrigated pastures • Integrating native and improved pasture systems 	High	High	<i>Module 1 - Setting directions</i> <i>Module 2 - Pasture growth</i> <i>Module 3 - Pasture utilisation</i>	<i>Procedures: 1.1</i> <i>Tools: 1.03</i> <i>Procedures:2.1, 2.2, 2.3, 2.4</i> <i>Tools:2.01, 2.02, 2.07, 2.08, 2.09, 2.11</i> <i>Procedures:2.1, 2.2, 2.3, 2.4</i> <i>Tools:3.01, 3.02, 3.03, 3.04, 3.05, 3.06, 3.03.3</i> <i>MLA stocking rate calculator</i>
Business management <ul style="list-style-type: none"> • Basic understanding and skills in good business management practices • Strategic planning and decision making • Understanding benchmarking process as a tool to improve profitability • Calculating cost of production 	High	High	<i>Module 1 - Setting directions</i>	<i>Procedures: 1.1, 1.2, 1.3, 1.4, 1.5</i> <i>Tools: 1.01, 1.02, 1.03, 1.04, 1.05, 1.06, 1.07, 1.08, 1.09, 1.10, 1.11, 1.12, 1.13, 1.14</i>
Processor/producer links and meeting market specifications	High	High	<i>Module 7 - Meeting market specifications</i>	<i>Procedures:7.1, 7.2, 7.3, 7.4</i> <i>Tools: 7.01, 7.02, 7.03, 7.05, 7.06, 7.07</i>
Risk management <ul style="list-style-type: none"> • Assessing business risks • Developing drought management strategies 	High	Medium	<i>Module 1 - Setting directions</i> <i>Module 2 - Pasture growth</i>	<i>Procedures: 1.1</i> <i>Tools: 1.07, 1.08</i> <i>Procedures: 2.1</i> <i>Tools:2.01, 2.02, 2.07</i>

Industry Issue	Priority	Est. industry impact*	Corresponding MBfP module	More MBfP Procedures and Tools
			<p><i>Module 3 - Pasture utilisation</i></p> <p><i>Module 6 - Herd health and welfare</i></p>	<p><i>Procedures: 3.1, 3.2, 3.4, 3.5</i></p> <p><i>Tools: 3.02, 3.03, 3.04, 3.05, 3.06, 3.03.3</i></p> <p><i>Procedures: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6</i></p> <p><i>Tools: 60.1, 6.02, 6.03, 6.04, 6.05, 6.06, 6.07</i></p>
Fertility	High	Medium	<p><i>Module 3 - Pasture utilisation</i></p> <p><i>Module 4 - Cattle genetics</i></p> <p><i>Module 5 - Weaner throughput</i></p>	<p><i>Procedures: 3.1</i></p> <p><i>Tools: feed demand calculator</i></p> <p><i>Procedures: 4.3, 4.5</i></p> <p><i>Tools: 4.02, 4.05</i></p> <p><i>Procedures: 5.1, 5.2, 5.3, 5.4</i></p> <p><i>Tools: 5.04, 5.02, 5.03, 5.04, 5.05, 5.06, 5.07, 5.08</i></p>
Cattle handling <ul style="list-style-type: none"> • Cattle handling equipment • Labour efficiency • Safety for staff 	High	Medium	<i>Module 6 - Herd health and welfare</i>	<p><i>Procedures: 6.5</i></p> <p><i>Tools: 6.05, 6.06</i></p>
Animal health <ul style="list-style-type: none"> • Worm management • Updates on seasonal issues 	High	Medium	<i>Module 6 - Herd health and welfare</i>	<p><i>Procedures: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6</i></p> <p><i>Tools: 60.1, 6.02, 6.03, 6.04, 6.05, 6.06, 6.07</i></p>

Appendix 3: The Producer's Manual

The More Beef from Pastures manual is central to the MBfP program. The interactive, online manual is an information package designed to deliver the essential principles and practices for a successful beef business. The manual draws on the latest R&D as well as the knowledge, skills and experience of producer advocates who helped write the seven modules.

To access the manual, go to: <http://www.mla.com.au/mbfp/Home>

The objectives of the seven modules are outlined below.

Module	Objectives
Module 1 - Setting directions	Helps producers set clear business objectives and the strategic direction of the beef enterprise. http://www.mla.com.au/mbfp/Setting-directions
Module 2 - Pasture growth	Helps producers develop expertise in soil, pasture and grazing management to boost productivity and profitability. http://www.mla.com.au/mbfp/Pasture-growth
Module 3 - Pasture utilisation	Details methods to increase stocking rates and adopt a plant growth-based approach to grazing management. http://www.mla.com.au/mbfp/Pasture-utilisation
Module 4 - Cattle genetics	Provides information to help producers lift productivity and profitability through ongoing genetic improvement. http://www.mla.com.au/mbfp/Cattle-genetics
Module 5 - Weaner throughput	Outlines practices to determine how and when to wean calves early in order to maximise production and profitability. http://www.mla.com.au/mbfp/Weaner-throughput
Module 6 - Herd health and welfare	Outlines procedures required to manage a healthy, productive and profitable cattle herd. http://www.mla.com.au/mbfp/Herd-health-and-welfare
Module 7 - Meeting market specifications	Helps producers to increase financial returns by better meeting target market specifications, exploiting market opportunities and managing the risks. http://www.mla.com.au/mbfp/Meeting-market-specifications

Appendix 4: MBfP procedures & tools

Each of the seven modules in the Producers Manual provide procedures, tools and information to enable southern beef producers to increase productivity and profit, while minimising risk.

To access MBfP procedures and tools, go to: <http://www.mla.com.au/mbfp/Home> and click on the module links. The procedures and tools relevant to that module are listed.

The screenshot shows the MBfP website interface. At the top left is the MLA logo (Meat & Livestock Australia). The main header is 'More Beef from Pastures' with a search bar. A green navigation bar contains seven menu items: 'Setting directions', 'Pasture growth', 'Pasture utilisation', 'Cattle genetics', 'Weaner throughput', 'Herd health and welfare', and 'Meeting market specifications'. Below this, a breadcrumb trail reads 'You Are Here > Cattle genetics'. A large image of a herd of cattle is displayed. On the left, a sidebar lists 'PROCEDURES' (1-Use BreedObject, 2-Select breed, 3-Buy the right bulls, 4-Trait emphasis, 5-Culling policies) and 'TOOLS' (Tool 4.01: BreedObject™ Software, Tool 4.02: Breed trait averages, Tool 4.03: Considering different breeds, Tool 4.04: BREEDPLAN Support, Tool 4.05: Bull earning capacity calculator). The main content area is titled 'Cattle genetics' and includes a 'Key actions' list, a section 'Why is genetic improvement important?', and a sub-section 'Use best cattle genetics to boost profitability' with an accompanying image of a cow and calf.

PROCEDURES

- 1-Use BreedObject
- 2-Select breed
- 3-Buy the right bulls
- 4-Trait emphasis
- 5-Culling policies

TOOLS

- Tool 4.01: BreedObject™ Software
- Tool 4.02: Breed trait averages
- Tool 4.03: Considering different breeds
- Tool 4.04: BREEDPLAN Support
- Tool 4.05: Bull earning capacity calculator

Cattle genetics

Key actions

- Set the breeding objectives for your enterprise.
- Assess the merits of within-breed selection, changing breeds or crossbreeding
- Use BreedObject™ or a similar procedure to develop an index, or refer to breed societies' market-based indexes.
- Select bulls or semen based on an appropriate \$Index.
- Bring genetically unrelated bulls into the herd to avoid inbreeding.
- Review your breeding program and tailor it to your requirements, considering traits that are individually important to your program.
- Ensure your breeding program matches your production system and the market being supplied.

Why is genetic improvement important?

Genetics sets the potential for upper or lower production limits that animals can achieve. This can impact on the goals for your beef enterprise, including your market options. Important beef enterprise profit drivers related to animal performance – including weaning rate, cow survival rate, cow weight, calving ease, sale weight, retail beef yield, P8 fat depth and marbling score – are influenced by the genetic make-up of the herd. Using the best cattle genetics allows you to improve the animals' contribution to enterprise profit.

Use best cattle genetics to boost profitability

Although animal genetics cannot improve non-animal production factors, such as pasture and grazing management, it can complement aspects of enterprise management, for example through greater capacity for more efficient feed utilisation and growth rate. Genetics can also determine whether you can achieve a particular production target, like a higher level of marbling or a particular muscle score.

In other situations, genetics can change the way you manage the herd (eg reduced need for supervision at calving) and reduce operational costs (eg easier management resulting from selection for better temperament).

Appendix 5: Activity application form



Making More From Sheep

A joint initiative of



Australian Wool Innovation Limited



Activity Application Form – TAS

Activity coordinator details:	
Name	
Role / job title	
Organisation	
Mobile number	
Email address	
Proposed activity details:	
Program being applied for (joint program applications will be considered if they meet the requirements of both the programs)	<input type="checkbox"/> More Beef from Pastures (MBfP) <input type="checkbox"/> Making More from Sheep (MMfS)
Activity name	
Activity summary (100-200 words summarising the activity, to be used for event promotion)	
Outline of key topics & presenters	
Activity type (e.g. workshop, field day, demonstration site, webinar, coaching & mentoring, forum)	
Proposed location/s (if planning to deliver this event at more than 1 location, please number each)	
Proposed date/s	
Activity category (A, B or C)	
Expected number of participants	
Target audience (e.g. new participants, existing group, industry in general)	
Partner/sponsor organisations and their role in the activity	
Learning outcomes of the activity (these can be in dot point form and are specific and clear statements of what the participants are expected to learn)	
Industry issue/s (from MBfP / MMfS business plans) addressed by this activity	
Main MBfP / MMfS module/s that this activity aligns with	
MBfP / MMfS procedures to be used	
MBfP / MMfS tools to be used	
If a category A or B activity, what opportunities are there for this event to feed into Category B or C events?	



Making More From Sheep



Activity Application Form – TAS

Proposed activity budget			
INCOME (per event)	Number attending	Contribution (\$/participant)	Total income
Expected <i>paying</i> participants			
Expected <i>non-paying/reduced rate</i> participants			
Total value of partner/sponsor contribution	N/A	N/A	
TOTAL INCOME (per event)			
COST (per event)	Description (items, # units, \$/units etc.)	Total Cost	
Activity promotion/advertising			
Venue hire & catering			
Workbooks/materials			
Travel & accommodation costs			
Organisation & facilitation costs			
Presenter costs			
Other (please state)			
TOTAL COST (per event)			
FUNDING REQUEST	<input type="checkbox"/> MBfP	<input type="checkbox"/> MMfS	
(indicate which program funds are being requested from)			
Funding requested (per event)			
Number of events			
(if planning to deliver this event at more than 1 location)			
TOTAL FUNDING REQUESTED			

Note: electronic copies of this application form are available from the State Coordinator.

Appendix 6: Category A evaluation form

Partner Logo 1
(i.e. I&I NSW or
DPI Victoria)



Feedback questionnaire: (EVENT NAME AND DATE)

Name: _____ Telephone: _____

Email:

Address: _____

Post Code: _____

MLA and PARTNER may contact me to further assess the impact of their programs? Yes No
 MLA and PARTNER may send me newsletters and inform me of future events? Yes No

Business details

Area Managed: _____ (ha or acres) Total number of breeders: _____

Total Number of Beef Cattle: _____ (inc. breeders, calves, steers, heifers, bulls)

If you also run sheep: Total Number of Sheep: _____ Total Number of Ewes: _____

Number of Lambs sold per year: _____ Number of Wool Bales sold per year: _____

Your thoughts on the event (Scale 1 = Poor, 5 = Average, 10 = Excellent)

Overall, how satisfied are you with this event? _____ /10

How valuable was this event in assisting you manage your livestock enterprise? _____ /10

	Yes	No	Not Sure
Would you recommend this event to others?			
Do you plan to make changes to your business as a result of attending?			
If YES, briefly describe the planned changes. If NO or NOT SURE please tick: If NO or NOT SURE, please tick: Already doing <input type="checkbox"/> Not a producer <input type="checkbox"/> Other <input type="checkbox"/> If Other, please provide details: _____			

Follow-up from today

Please indicate your interest in the following activities that may be run as a follow up to today.

	Please tick	Please specify a particular issue
Setting business direction & planning for success		
Meeting market specifications		
Growing more pasture		
Grazing management		
Maximise reproductive performance		

Please note - the content of this table will vary between states and individual activities.

General feedback

Please provide feedback to help us improve future events: _____

Privacy Statement:

The information you are providing may be personal information under the Privacy Act. It is collected for the business purposes only of MLA and PARTNER and will not be disclosed to any third party except in accordance with the privacy policies of these organisations. MLA's privacy policy can be obtained directly from MLA by calling 1800 675 717, or from their website at www.mla.com.au. PARTNER'S privacy policy can be obtained from their web site at www.PARTNER.gov.au. If you do not provide such personal information, MLA may not be able to provide you with products or services or to keep you informed about member benefits, market news, industry information and other communications from MLA. You can request access to and correction of your personal information by calling MLA on 1800 675 717 or PARTNER CONTACT.

9.2 Appendix 2: Summary of activity topics/locations delivered

Event name	Location	Region	Date
CATEGORY A			
Planning for Pasture Revovation Success	Scottsdale	North East	Oct-14
Planning for Pasture Revovation Success	Rocky Cape	North West	Oct-14
Planning for Pasture Revovation Success	Bishopsbourne	North	Oct-14
Planning for Pasture Revovation Success	Oatlands	Central	Nov-14
Maximising Red Meat Returns	Tunbridge	Central	Dec-14
Maximising Red Meat Returns	Richmond	South	Dec-14
Murray Grey Beef Production Day	Cressy	North	Mar-15
Stock handling field day	Midlands region	Central	Apr-15
Angus Breeders Meeting	Youngtown	North	Jul-15
Animal welfare workshop	Gladstone	North East	Aug-15
CATEGORY B			
Sheep & Cattle Health and Biosecurity	Brighton	South	Apr-15
Sheep & Cattle Health and Biosecurity	Campbell Town	Central	Apr-15
Sheep & Cattle Health and Biosecurity	Waterhouse	North East	Apr-15
Sheep & Cattle Health and Biosecurity	Sassafras	North West	Apr-15
Sheep & Cattle Health and Biosecurity	Smithton	North West	Apr-15
Sheep & Cattle Health and Biosecurity	King Island	King Island	Apr-15
Soil Test - deciphering & decision making	Deloraine	North	Apr-15
Soil Test - deciphering & decision making	Rocky Cape	North West	Apr-15
Soil Test - deciphering & decision making	Kempton	South	Apr-15
Soil Test - deciphering & decision making	King Island	King Island	Aug-15
Pre calving information session	Latrobe	North West	Jul-15
Lucerne & Clover Management Workshop	Tunbridge	Central	Jul-15
Soil Test - deciphering & decision making	Scottsdale	North East	Feb-16
Soil Test - deciphering & decision making	Perth	North	Sep-15
Animal nutrition workshop	Deloraine	North	Sep-15
Managing for climate variability	Launceston	North	Sep-15
Managing for climate variability	Oatlands	Central	Sep-15
Fantastic Fodder	Tunbridge	Central	Oct-15
Supplementary Feeding	Longford	North	Dec-15
Supplementary Feeding	Tunbridge	Central	Dec-15
Reproactive workshop	Smithton	North West	Oct-15
Reproactive workshop	Launceston	North	Nov-15
Reproactive workshop	King Island	King Island	Oct-16
Reproactive workshop	Flinders Island	Flinders Island	Apr-16
Reproactive workshop	Scottsdale	North East	Jan-16
Soil nutrient use efficiency workshop	Hamilton	South	Feb-16
Soil nutrient use efficiency workshop	Bruny Island	South	Feb-16
Pasture Management Workshop	Cressy	North	Apr-16
Meeting Market Specs	Deloraine	North	Aug-16
Employers of Choice	Campbell Town	Central	Aug-16
Biosecurity planning workshop	Campbell Town	Central	Sep-16
Biosecurity planning workshop	Winnaleah	North East	Sep-16
Biosecurity planning workshop	Smithton	North West	Sep-16
Biosecurity planning workshop	Flinders Island	Flinders Island	Sep-16
Cost of production workshop	Longford	North	Sep-16
Cost of production workshop	King Island	King Island	Nov-16
Lucerne workshop	Longford	North	Sep-16
CATEGORY C			
Low Stress Stockhandling school	Westwood	North	Jul-15
Pasture Principles coaching program	Longford	North	2015
Farm nutrient budgeting workshop series	Oatlands	Central	2015
Low Stress Stockhandling school	Wynyard	North West	Mar-16
Pasture Principles coaching program	King Island	King Island	2016
Pasture Principles coaching program	Evandale	North	2016
Pasture Principles coaching program	Tamar	North	2016
Pasture Principles coaching program	Richmond	South	2016
Pasture Principles coaching program	Midlands	Central	2016
Business Edge	Launceston	North	Jun-16

Region	Activity category			Total events by region	% of total events by region
	A	B	C		
North West	1	6	1	8	14%
North	3	10	5	18	32%
North East	2	4	0	6	11%
Central	3	7	2	12	21%
South	1	4	1	6	11%
King Island	0	4	1	5	9%
Flinders Island	0	2	0	2	4%
Total events by category	10	37	10		

Note: A higher number of category C events were run in the north, as this was considered the most central location to attract participants from key beef areas within the State for activities that could not be run multiple times at different locations. Centrally located activities were also run to attract a cross section of regions (north, central, east coast and south).