



# Final report

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## Productivity & Profitability Webinar Series for Red Meat Producers

Project code: L.ADP.2101  
Prepared by: Peter Havrlant  
Aggregate Consulting  
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## Abstract

This project follows on from the hugely successful Making More from Sheep Webinar Program (L.MMS.1702) which delivered a national webinar series for sheep producers and led to the first series on Productivity and Profitability Webinars (L.ADP.1901).

This project delivered 42 webinars over 2 years on sheep and beef topics to encourage practice change on-farm, assisting livestock producers to lift productivity and profitability and providing direction to participate in further MLA adoption opportunities. It provided engaging platform to provide producers with a range of information and solutions across a range of topics and production issues.

The MLA productivity and profitability webinar series engaged a variety of industry experts to deliver timely topics pertinent to beef and sheep producers. Results of the program can be summarised as:

- An average attendance for webinars is 120 people per webinar with an average 81% of attendees being primary producers.
- 88% of attendees are saying that they would recommend the webinar series to another producer.
- 33% of attendees said they will make a practice change as a consequence of the webinars with 75% of these producers successfully acting on this intent.

This project benefited the industry by delivering fundamental information to red meat producers to create awareness, support practice change and increase their productivity and profitability. It has also demonstrated that concise and targeted information results in practice change and effective adoption of new information.

## Executive summary

### Background

The productivity and profitability webinar series deliver topics pertinent to beef and sheep producers that were time-relevant and relevant to the current production environment.

The series addressed a wide range of topics related to red meat production. It raised awareness and communicated research advancements, technical information and adoption opportunities for a wide range of production situations and industry challenges.

The target audience was beef and sheep producers situated in a southern Australian or Mediterranean production environment. The webinars were scheduled during the evening on a fortnightly basis from October 2020 to July 2022 to allow for producer engagement outside of normal farm operating hours. This project summary documents the content of these series and provides insights for future programs. Ultimately, this project provides a framework for leading engagement and practices change into the future.

### Objectives

The following objectives were achieved:

1. 40 webinars delivered to Australian red meat producers delivering fundamental information to support practice change and increase productivity with an average satisfaction rating of 7/10 or above.  
This objective was exceeded.
2. Pilot a Q and A panel session to allow webinar participants to direct content.  
This objective was achieved.
3. A phone survey of 100 MLA webinar participants that indicated they would implement a practice change.  
This target was renegotiated back to 50 participants. The revised target was achieved.
4. A survey report compiled that illustrates and interprets outcomes and provides recommendations on future webinar program investment.  
This object was achieved.

### Methodology

- Webinar topics, presenters and dates were determined in consultation with MLA.
- Webinars were delivered by GoTo webinar platform; inclusive of the facilitator introduction, a 25-30 minute presentation and ~ 20 minutes for audience questions.
- Participants are presented with a survey to answer upon exiting the webinar. The survey collates the satisfaction and value ratings and commentary from the audience.
- The webinars are recorded and provided to MLA to be hosted online.

### Results/key findings

- The average attendance for webinars was 120 people per webinar with 81% of the webinar attendees being primary producers.
- The satisfaction and value ratings are averaging 8.4 and 7.8 out of 10 respectively, with 88% of attendees recommending the webinar series to other producers.
- 33% of attendees intended make a practice change as a consequence of attending a webinar. Of these producers, 75% went on to successfully execute a practice change as a direct result of a webinar.
- A key learning for industry is the value in continuing to explore different methods of engagement for different producer audiences. This should include mechanisms to evaluate the success of current RD&E pathways to influence practice change at a production level. This project demonstrates that allowing producers a feedback mechanism to influence future content sustains engagement.

### **Benefits to industry**

The project provides an effective communication and awareness raising program to engage Australian red meat producers and industry stakeholders. The program has demonstrated that an effective webinar program can provide cost-effective engagement with a wide range of producers across different geographic regions. The program has also shown concise and targeted communication can result in practice change and further action being taken to build knowledge and capacity.

### **Future research and recommendations**

Evaluation of the legacy resources for producer engagement over time will further establish any additional benefits associated with this project.

Given the number of producers who have identified they will access these resources in the future and their preference for online sources of information, it would be advisable to monitor MLA website traffic to quantify the legacy value of this program.

How to capture meaningful producer feedback remains a challenge to overcome. It appears producers have been saturated with survey requests and now suffer what is being described as “survey fatigue”.

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## 1. Background

The productivity and profitability webinar series deliver topics pertinent to beef and sheep producers. The webinars were scheduled every fortnight on Wednesdays at 8.00pm, with a break in proceedings for holiday periods.

Its purpose was to enable producers to identify priority needs for their operation and enact practice change to improve productivity and profitability. The program aligns with other MLA awareness programs such as MeatUp. These serve a function for the producer to identify their own information and training needs. As part of closing summation, each webinar then signposted producers to additional MLA resources and training programs relevant to the topic of the evening.

There were 42 webinars delivered in this program. These commenced on 14<sup>th</sup> October 2020 with the final webinar delivered on the 6<sup>th</sup> July 2022.

## 2. Project objectives

At completion with the final webinar delivered on the 6<sup>th</sup> July 2022, the following project objectives were achieved:

1. 40 webinars delivered to Australian red meat producers delivering fundamental information to support practice change and increase productivity with an average satisfaction rating of 7/10 or above.

The 40 required webinars were achieved and then exceeded with an additional 2 webinars delivered due to unspent speaker funds being available. Though the average satisfaction rating across all webinars was 8.4/10 for the 42 webinars, the program failed to meet the average satisfaction rating of 7/10 or above for each individual webinar on 3 occasions. These were:

1. Webinar 22 Pasture Dieback
2. Webinar 26 Carbon Neutral 2030 program
3. Webinar 30 Animal assessment and selection - genetic and visual

2. Pilot a Q and A panel session to allow webinar participants to ask questions to presenters in a standalone webinar.

This objective was met in webinar 13 “Best Practice Lambing – Q&A Panel”. The event was well attended (157 attendees) with a satisfaction rating of 8.6/10 and value rating of 8/10.

3. A phone survey of 100 MLA webinar participants that indicated they would implement a practice change from the 2019/2020 & 2020/2021 webinar series that:
  - a. Determines the level of practice change due to webinar attendance
  - b. Determines type of practice changes that are occurring and relate that to intended practice change
  - c. Finds out why they have not implemented a practice change when they indicated they would.
  - d. Assesses attendance to other MLA activities (LTEM, MeatUp, BFWF, BeefUp, PGS, Business Edge, PDS, MMfS)
  - e. Canvasses what they would like covered in future webinars

This target was renegotiated back to 50 participants. The revised target was achieved with 51 responses captured.

4. Survey report compiled that:
  - a. Illustrates and interprets outcomes
  - b. Provides recommendations on current and future webinar program investment.

This objective has been met through submission of this final report which addresses the criteria above.

### **3. Methodology**

Webinar methodology:

1. Webinar topics, presenters and dates were determined in consultation with MLA at six monthly intervals.
2. Webinars commence on the GoTo webinar platform at 8.00pm AEDT with the facilitators introducing the topic and the presenter for the evening.
3. The presenter gives their 25-30 minute presentation.
4. The facilitator conducts the question time by relaying the audience questions to the presenter to answer.
5. The webinar wraps up with the participants being presented with a survey to answer upon exiting.
6. The survey collates the satisfaction and value ratings and commentary from the audience
7. The webinars are recorded and provided to MLA alongside survey data to be hosted online and evaluated respectively.

### **4. Results**

#### **4.1 Webinar attendance and evaluation**

The webinars delivered and the monitoring and evaluation data are summarised in tables in Appendix 1. The table in Appendix 2 includes some examples of the positive and negative qualitative feedback received on each webinar.

Project results are summarised as follows:

1. Registrations for the series closed at a total of 3,554 with 69% of total registrants identify as primary producers. This final figure represented active registrations at the close and does not account for a deregistered registration. This was up from ~2,500 at the start of the program. This represented a continued, steady growth over the course of the program at approximately 25 new registrations per webinar.
2. The average attendance for webinars to date is 120 people per webinar. On average, 81% of the webinar attendees are primary producers
3. The satisfaction and value ratings are averaging 8.4 and 7.8 out of 10 respectively.

4. 88% of attendees are saying that they would recommend the webinar series to another producer.
5. 33% of attendees said they will make a practice change as a consequence of the webinars

Survey responses have been variable across the program and trended down over time. The peak in the program was in the third quarter of 2021 with an average of 45%. The low was 37% in the first quarter of 2021 with the series averaging of 42% at initiation and 42% on completion

Two of the final three webinars were not originally part of the program. These additional two webinars were a result of surplus funds remaining available for speaker services. As these webinars were reported on in previous milestone reports the following summary of webinars 40 to 42 is provided:

1. The average attendance for webinars was 170 per webinar.
2. The satisfaction and value ratings averaged 8.2 and 7.4 out of 10 respectively.
3. 80% of attendees are said that they would recommend the webinar series to another producer.
4. On average, 85% of the webinar attendees were primary producers.
5. 37% of attendees said they will make a practice change as a consequence of attending these webinars

The last 3 webinars (since milestone eight) averaged 170 attendees. This is up on the previous seven webinars which averaged 111 attendees. This sharp increase can be attributed to the both the topics (cattle disease and carbon) and reputation of the speaker's utilised. Interest from producers on the carbon topic remains strong.

These results only represent an evaluation of the webinar attendees. The recordings and associated resources are legacy information sources. Engagement with these resources from the MLA webinar page has not been analysed by the project facilitators. It would be advisable for MLA to conduct further review on access and utilisation over time.

## **4.2 Pilot a Q and A panel session**

A panel webinar was trialled for webinar 13, presenting on the topic "Best Practice Lambing". This webinar was particularly well received with an attendance of 157 and satisfaction and value rating of 4.3 and 4.0 respectively. The success of the webinar was helped by the range of presenters that were on the panel, each presenter was an expert from different regions/climates in Australia.

## **4.3 Practice change survey**

Securing the initial target of 100 survey responses on practice change proved an unrealistic target, resulting in re-negotiation to conduct 50 surveys. This still proved to be challenging, being achieved only through the utilisation of Aggregate's client base. To implement this, Aggregate clients who indicated an intended practice change following attendance of a webinar were interviewed by phone.

14 webinars were identified as suitable for the survey based on date of delivery and the ability of the producer to act on the webinar content. General market updates, presentation of benchmarking results etc were excluded for this reason.



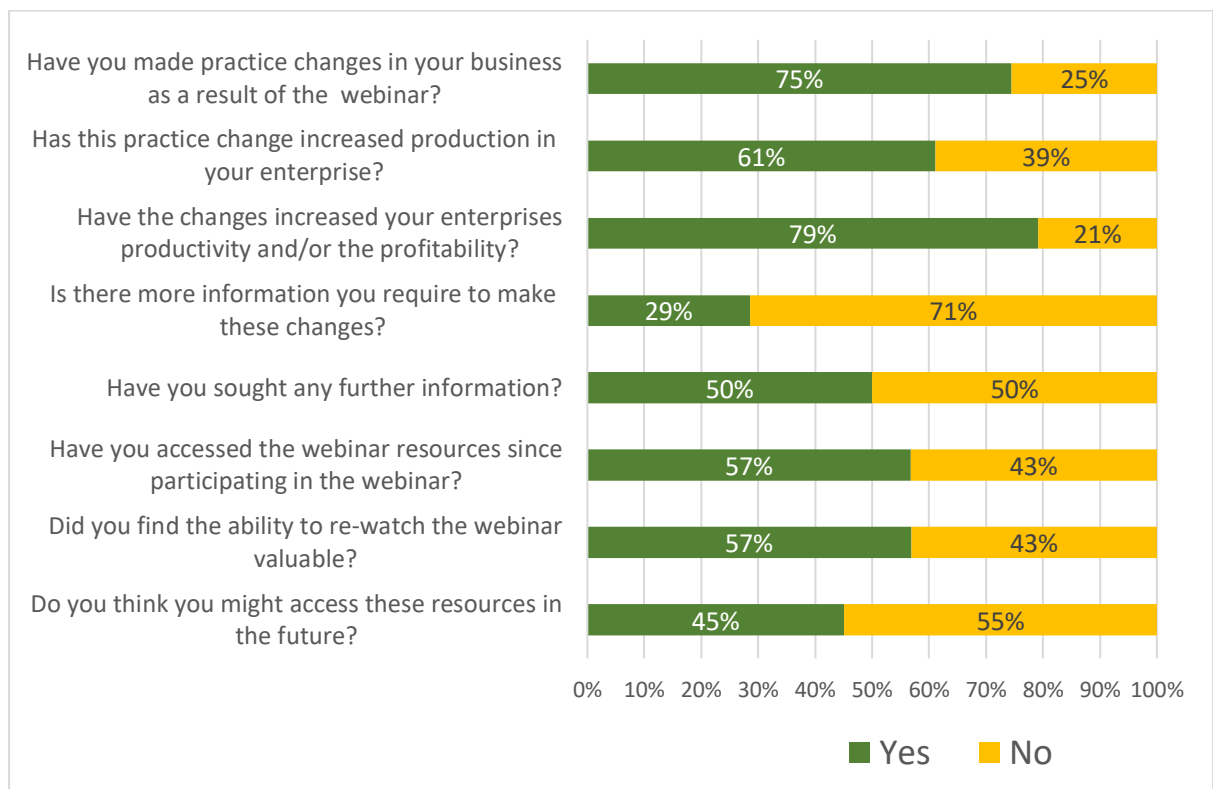
These webinars dated back to 17<sup>th</sup> March 2021 through to 1<sup>st</sup> December 2021. After testing survey responses, it was identified that more than 15-18 months presented challenges in remembering content. More recent webinars did not allow sufficient time for the producers to implement practice changes.

Using the above criteria to target survey respondents, 270 producers were identified as suitable from the total 389 evaluation responses. This variance reflected that some producers attended multiple sessions, so they were requested to respond to a specific webinar for the survey.

#### 4.4 Practice change survey report

A total of 51 valid/complete surveys were obtained. Any incomplete surveys or instances where producers could not recall the webinar were removed from the final analysis. For producers who indicated they intended to implement practice change, responses are summarised in Figure 1 below:

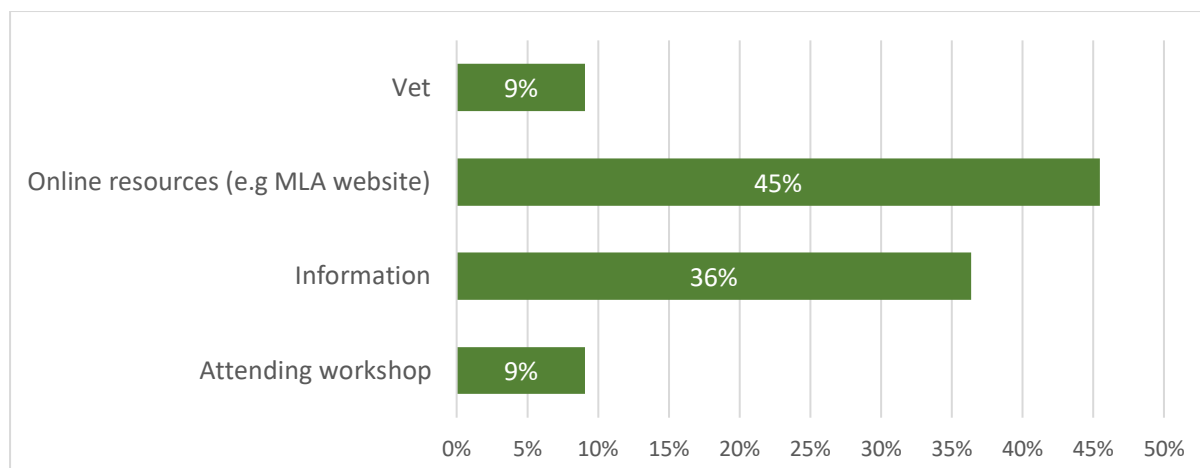
**Figure 1: A summary of producer responses capturing the level of practice; impact; information required and the webinar resources**



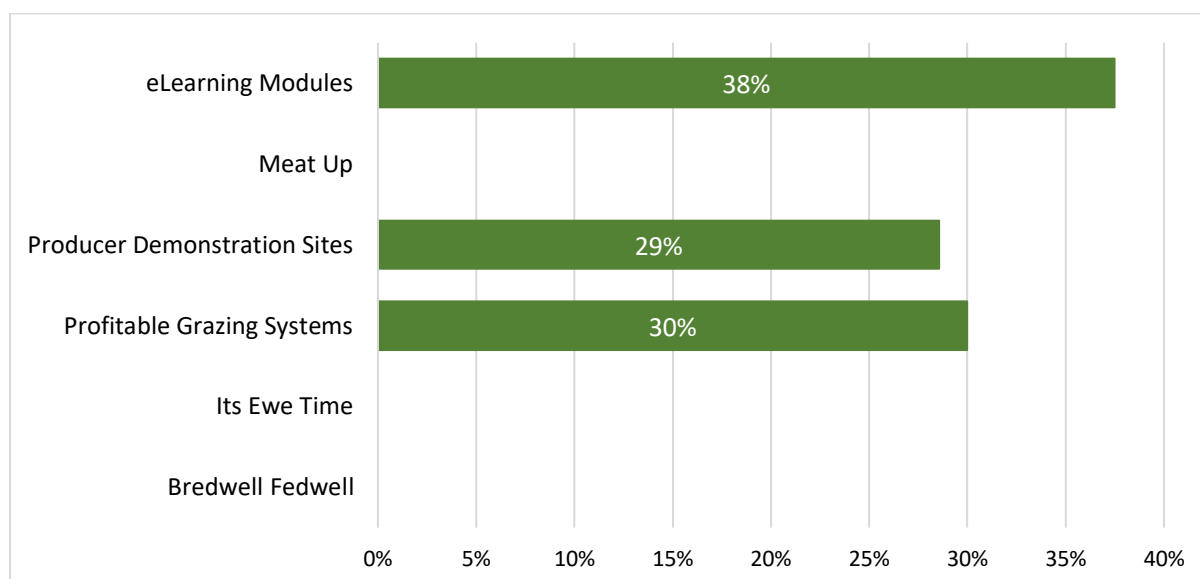
The vast majority of producers (75%) who indicated they would make a practice change were successful in implementing practice change as a result of attending a webinar. This generally resulting in increased production (69%), productivity and profitability (79%).

It is interesting that in most cases (71%) no further information was required to implement the practice change, though half of the producers still sought information. This demonstrates the webinars were effective in communicating the subject matter and benefits of practice change.

For the 50% of producers who sought out further information, online resources (such as the MLA website) were the most preferred option (45%) as summarised in Figure 2.

**Figure 2: The sources of further information producers accessed post webinar required**

In some instances, a webinar also prompted a producer to access further MLA training as summarised in Figure 3. eLearning modules were the most preferred option (38%), followed by the Profitable Grazing Systems and Producer Demonstration sites programs.

**Figure 3: The preferred MLA training options accessed by producers as a result of attending a webinar**

A further summary of results is available in Appendix 3. MLA has also been provided an Excel file with the raw data and analysis.

Insights for future programs can be summarised as the following:

- Producers appreciate the condensed format of a webinar and then signposting to further information and training.
- Content must have clear/concise messaging and cater to a range of different audiences and knowledge base.
- Producers are open to practice change in general; 50% only make a change if the benefit is clear and the remaining are “always looking to change things up”. No producers identified as “I don’t like change”.

- Producers will seek information from a wide range of sources
- Production focused topics (inclusive of pasture & nutrition management, animal health & genetics) remain a core focus.
- Sustainable practices, carbon, animal welfare and technology in context to productive/profitable farm systems are attracting further producer interest.

## 5. Conclusion

The 'Productivity & Profitability Webinar Series for Red Meat Producers' is an example of a successful extension and adoption program. This was achieved through providing a consistent structured event, identifying producer needs and relevant topics and utilising a variety of engaging subject matter experts.

### 5.1 Key findings

- This project was successful engaging in red meat producers in a wide range of topics relevant to improving productivity and profitability
- The program was successful in building a steadily increasing following over time with the vast majority of producers reporting they would recommend this series to another producer.
- 33% of attendees said they will make a practice change as a consequence of the webinars.
  - On further investigation, 75% of these producers successfully acted on this intent and executed a practice change as a direct result of a webinar.
  - 61% of producers that implemented a practice change stated in increased production
  - 57% of producers that implemented a practice change stated in increased productivity and/or profitability
- The project identified that producers who were engaged via this project are very open to practice change. If we are seeing engagement from producers and no practice change we should consider:
  - Is the RD&E relevant to production systems?
  - Is the business-case for change clear?
  - Is the message clear and concise?
  - Are we providing consistent messaging and is the available in number of different platforms and resources to engage with a variety of learning styles and audiences?

### 5.2 Benefits to industry

- The project provides a framework for effective communication and awareness raising with Australian red meat producers and industry stakeholders
- It has demonstrated that an effective webinar program can provide cost-effective engagement with a wide range of producers across different geographic regions
- The impact of this practice change for producers was significant. Increased productivity and or profitability was reported in the majority of respondents. This was not able to be objectively quantified by survey.

- This project provided producers and other industry stakeholders with a trusted and impartial source of information
- Concise and targeted information results in practice change and effective adoption of new information

## **6. Future project recommendations**

- Continued program development that aligns with the methodology and objectives associated with this current program
- Evaluation of the legacy resources for producer engagement over time
- Consider different platforms and variations in on-line delivery to improve and maintain producer interest and engagement

## 7. Appendices

### 7.1 Appendix 1 – Summary of evaluation information from the completed webinars in the series

Webinar #	Webinar Topic	Presenter	Delivery date	Attendees	Surveys	Satisfaction rating (1-10)	Value rating (1-10)	Recommend to others?	Plan for practise change?	Producer %
1	COVID-19 Impacts on the Australian Lamb Market	Matt Dagleish	14/10/20	84	34	8.6	7.9	94%	15%	
2	Fodder conservation in late spring	Michele Jolliffe	21/10/20	117	49	9.1	8.3	98%	37%	
3	Adjusting the percentage of merino ewes mated to terminals	Jess Richards & Geoff Casburn	04/11/20	64	26	7.7	7.1	69%	23%	
4	An update on the Australian Cattle market	Stuart Bull	18/11/20	84	26	7.9	7.3	85%	12%	
5	Ovine Brucellosis - effects, treatment and prevention	Bruce Allworth	02/12/20	44	16	9.3	8.4	94%	31%	
6	Maximising lamb growth - pre and post weaning	Tom Keogh	16/12/20	110	40	8.1	7.4	83%	20%	
7	An update on the 2019/20 Aggregate Consulting beef benchmarks	Sandy McEachern	27/01/21	118	56	8.9	7.9	96%	32%	
8	An update on the 2019/20 Aggregate Consulting prime lamb benchmarks	Hilary Beech	10/02/21	80	27	8.1	7.6	78%	11%	
9	Pink eye management in weaner cattle	Lexie Leonard	24/02/21	143	80	8.7	8.3	91%	46%	
10	Phosphorus application in mixed farming	Dave Crowley	10/03/21	146	63	8.1	7.8	86%	38%	
11	Update on preferential clovers to sow in southern pastures	Tim Prance	17/03/21	106	43	8.3	8.0	91%	56%	
12	Dealing with Dystocia	Caroline Jacobson	07/04/21	146	58	8.0	7.3	79%	29%	
13	Best Practice Lambing - Q&A Panel	Panel	21/04/21	157	66	8.7	8.0	89%	50%	

Webinar #	Webinar Topic	Presenter	Delivery date	Attendees	Surveys	Satisfaction rating (1-10)	Value rating (1-10)	Recommend to others?	Plan for practise change?	Producer %
14	Oestrogenic clovers - identification and remediation	Kevin Foster	05/05/21	80	33	9.1	8.4	97%	33%	
15	Targeting greater than 1 kg/hd/day over winter in weaner cattle – can it be done?	Tom Thorn	19/05/21	172	69	8.1	7.8	84%	54%	
16	Meat Standards Australia Update	Laura Garland	02/06/21	94	37	8.3	7.2	86%	27%	
17	Heifer management	Wayne Pitchford	16/06/21	201	101	8.5	8.1	94%	33%	88%
18	Acidosis on pasture in beef cattle	Owen Rees	30/06/21	113	50	8.1	7.8	88%	46%	74%
19	Red Meat Market Update	Stuart Bull	14/07/21	85	35	8.4	7.9	88%	0%	82%
20	Lifting Lamb Survival	Nathan Scott	28/07/21	211	108	9.0	8.7	96%	69%	82%
21	Foot issues in sheep	Bruce Allworth	11/08/21	187	81	8.9	8.1	91%	34%	80%
22	Pasture Dieback	Caroline Hauxwell	25/08/21	88	34	8.5	6.5	88%	18%	72%
23	Weaner sheep management	Sue Hatcher	09/08/21	156	68	8.5	8.0	94%	51%	84%
24	Improving success rates for a synchronised AI program	Shane Thompson	22/09/21	144	73	8.9	8.3	95%	33%	89%
25	Investigating flock rebuild strategies	Forbes Brien	06/10/21	70	29	7.7	7.1	79%	14%	74%
26	Carbon Neutral 2030 program	Margaret Jewell	20/10/21	131	101	7.3	6.2	68%	25%	77%
27	Stock containment part 1: Where does a stock containment area fit in a farming system	Chris Blore	03/11/21	121	38	7.7	7.2	84%	32%	84%
28	Stock containment part 2: Stock containment area designs	Clem Sturmfels	10/11/21	94	38	8.2	7.5	92%	29%	85%
29	Stock containment part 3: Nutrition, management and risks in stock containment	Nick Linden	17/11/21	77	25	8.6	8.2	96%	44%	88%

Webinar #	Webinar Topic	Presenter	Delivery date	Attendees	Surveys	Satisfaction rating (1-10)	Value rating (1-10)	Recommend to others?	Plan for practise change?	Producer %
30	Animal assessment and selection - genetic and visual	Angus Burnett-Smith & Peta Bradley	01/12/21	110	32	7.6	6.9	72%	31%	85%
31	Beef and Prime Lamb 2021 Benchmarking Review	Sandy McEachern and Pete Havrlant	02/02/21	128	54	8.6	7.9	94%	27%	84%
32	The nutritive value of modern crop stubbles	Dr Dean Thomas	16/02/22	76	28	8.0	7.0	93%	28%	79%
33	Livestock staggers on Phalaris and Ryegrass based pastures	Dr John Webb Ware	02/03/22	119	22	8.6	8.2	86%	38%	81%
34	The importance of trace minerals for ewes at lambing	Dr Colin Trengove	16/03/22	126	53	8.8	8.2	85%	42%	81%
35	Effective communication on farm	Sally Murpet	30/03/22	78	29	8.4	8.0	83%	34%	82%
36	Cattle market analysis - PTIC vs slaughter values	Matt Dalglish	13/04/22	119	30	8.3	7.4	83%	10%	81%
37	The importance of trace minerals for lamb growth	Dr Colin Trengove	27/04/22	124	49	8.8	8.4	90%	53%	71%
38	Resolving Conflict	Neville Brady	11/05/22	37	19	8.8	7.6	84%	42%	77%
39	How can livestock producers become carbon neutral?	Prof Richard Eckard	25/05/22	176	84	8.6	8.0	88%	43%	82%
40	Key cattle diseases and vaccination considerations	Dr Paul Nilon	08/06/22	157	69	8.0	7.8	75%	42%	87%
41	Carbon accounting for Australian pastoralists	Dr Stephen Wiedemann	22/06/22	217	87	8.4	7.2	86%	34%	87%
42	Carbon planning - an approach for now and the future - a producer perspective	Jon Wright	06/07/22	135	54	8.2	7.2	78%	35%	80%
<b>Program Average</b>				<b>120</b>	<b>50</b>	<b>41%</b>	<b>8.4</b>	<b>7.7</b>	<b>87%</b>	<b>33%</b>

## 7.2 Summary of qualitative evaluation information from the completed webinars in the series

Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
1	COVID-19 Impacts on the Australian Lamb Market	Matt Dalglish	14/10/20	This is an excellent presentation from someone who is independent and able to put a strong view forward. Look forward to hearing more from Matt in future.	I lost volume after 5 minutes and had only visual for the remainder of the seminar. The content was good. I could not fully understand it as the slides did not provide definitions of the abbreviations used. For example what is ESTLI? What is FVM? These are terms that the presenter is assuming the audience is familiar with.
2	Fodder conservation in late spring	Michele Jolliffe	21/10/20	Presenter was great, informative, used her time efficiency and didn't draw out presentation. Great to listen to!	
3	Adjusting the percentage of merino ewes mated to terminals	Jess Richards & Geoff Casburn	04/11/20	Good explanation of an available resource, clear advice and well presented	This webinar would have been useful if they had considered differences in productivity between animals of different ages. Just presenting numbers was not very useful
4	An update on the Australian Cattle market	Stuart Bull	18/11/20	Great presentation by stuart, visualising some complex data. Slightly more explanation of the scales or units chosen for some of the graphs would have been ideal though. i..e month on month change, vs cumulative, etc.	Slow down a little



Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
5	Ovine Brucellosis - effects, treatment and prevention	Bruce Allworth	02/12/20	Glad it wasn't drawn out. Short and informative.	
6	Maximising lamb growth - pre and post weaning	Tom Keogh	16/12/20	Very informative. Well presented	Should have included someone with experience with pastures species to grow lambs particularly over summer/autumn
7	An update on the 2019/20 Aggregate Consulting beef benchmarks	Sandy McEachern	27/01/21	This was one of the best webinars I've attended.	Good event but it wasn't obvious how to send questions during question time
8	An update on the 2019/20 Aggregate Consulting prime lamb benchmarks	Hilary Beech	10/02/21	Simple enjoyable instructive	Speaker was clear and easy to understand. Would have liked a bit more detail and perhaps links to references on the MLA Website that we can then explore on our own. Overall, good. Thank you!
9	Pink eye management in weaner cattle	Lexie Leonard	24/02/21	Extremely informative with good slides which formed the basis of the presentation on that subject/area.	It was great. Maybe a photo or two to show when applying cream is suitable/not suitable and maybe a photo or two of what the eye looks like if the animals immune system is handling the infection and another photo for when the producer should step in and with what action.

Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
10	Phosphorus application in mixed farming	Dave Crowley	10/03/21	Great presentation. Short, sharp and to the point.	The presenter was too fast, he needed to slow down
11	Update on preferential clovers to sow in southern pastures	Tim Prance	17/03/21	Great webinar - again! Short and concise, lots of great information by an expert speaker. Suggestions for further information which I will take up. Thank you.	
12	Dealing with Dystocia	Caroline Jacobson	07/04/21	Audio quality is great. Presenter did a great job.	This talk was pitched at a very simplistic level. It would have benefited from a bit more detail evidence and science.
13	Best Practice Lambing - Q&A Panel	Panel	21/04/21	Panel setup is fantastic. Straightforward answers to difficult questions outstanding	at the end during question time, maybe a slide with panel speaker names and "expert topic" or the topic they talked on could be handy
14	Oestrogenic clovers - identification and remediation	Kevin Foster	05/05/21	Kevin foster would be probably the most precise and informative speaker i have heard. well done.	Good to have a follow up session from Kevin foster - he packed a lot in, had clear messages, need to follow up with more examples , many producers be unaware of OC in their older pastures or contaminated pastures
15	Targeting greater than 1 kg/hd/day over winter in weaner cattle – can it be done?	Tom Thorn	19/05/21	This one was excellent- valid topic and excellent knowledge from presenter	a little to scientific and more practical solutions to achieve goal

Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
16	Meat Standards Australia Update	Laura Garland	02/06/21	Informative presentation with clear instructions on how to navigate the different online platforms.	Was good for people who don't know or understand all of that - but it was something I already do with our farm.
17	Heifer management	Wayne Pitchford	16/06/21	generally excellent topics, format and quality of presentation. Tonight's presentation was especially good, excellent knowledge of the subject and well presented and easily assimilated	Was ok. A lot of data to get your head around, but important that people understand mature cow weight of herd relative to joining weights of heifers.
18	Acidosis on pasture in beef cattle	Owen Rees	30/06/21	I really enjoyed this webinar... felt I was learning something new for a change. Was great to get a better understanding of the rumen and how it all works.	More emphasis on how to observe the signs of an issue arising, or was to prevent during differing seasons
19	Red Meat Market Update	Stuart Bull	14/07/21	Was great to see where we come from and how we got here. Hopefully have a greater understanding of market dynamics now.	usually good but i would have preferred more future predictions rather than just interpreting what has already happened. I had seen most of tonights info before in rural press
20	Lifting Lamb Survival	Nathan Scott	28/07/21	this was a very informative webinar and it has helped me to back up some of the changes that we are going to make this lambing season.	great session. there were a few areas that could be extended

21	Foot issues in sheep	Bruce Allworth	11/08/21	Brilliant webinar - Bruce has such a vast experience with foot issues in sheep.	It would be a great help if questions submitted could be written on the screen
Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
22	Pasture Dieback	Caroline Hauxwell	25/08/21	This was a worthwhile webinar. Pasture dieback is not in my area but it was a great opportunity to learn about it and what to lookout for. Caroline was a great presenter - clear and concise.	
23	Weaner sheep management	Sue Hatcher	09/08/21	I like that your webinars are short and succinct, packed with relevant information, but also don't drag on too long	Speaker was interesting but hard to hear
24	Improving success rates for a synchronised AI program	Shane Thompson	22/09/21	I found this session excellent. Well presented, relievant and very interesting.	Include service providers
25	Investigating flock rebuild strategies	Forbes Brien	06/10/21	Well run event. Presenter spoke clear;y and covered the information in an accessible form.	
26	Carbon Neutral 2030 program	Margaret Jewell	20/10/21	Good start to understand the issue	Too rushed, too many unanswered questions .We need to feel we are included in the process.

27	Stock containment part 1: Where does a stock containment area fit in a farming system	Chris Blore	03/11/21	We were pleased with the presentation of tonight's Webinar.	Probably could have had more content to this event. A longer event is better than multiple short events.
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Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
28	Stock containment part 2: Stock containment area designs	Clem Sturfels	10/11/21	I think this series is fantastic. THANKYOU	you did well. if finishing early would have been good to see more photos of different setups.
29	Stock containment part 3: Nutrition, management and risks in stock containment	Nick Linden	17/11/21	Appreciate the range of topics & presenters provided. I find them useful to compare with my thinking & recommendations that I offer clients	look to provide more detail around feed quality proteins and fiber variations with impacts on results
30	Animal assessment and selection - genetic and visual	Angus Burnett-Smith & Peta Bradley	01/12/21	This was pitched really well- i.e speakers spoke about all areas of topics, not location specific e.g victorian standards etc. Both good presentations- well done to presenters. Excited to connect in with both presenters.	when you advertise something as applicable to both sheep and cattle, it should do more than just mention the word cattle a few times, as in the first part of this webinar. Also, I didn't realise the second part would be an advertisement for someone's app.

<b>31</b>	Beef and Prime Lamb 2021 Benchmarking Review	Sandy McEachern and Pete Havrlant	02/02/21	Great webinar Not to long Plenty of information	add some 'dorothy dixers' to hillaries questions so you ensure your key points are understood.
<b>32</b>	The nutritive value of modern crop stubbles	Dr Dean Thomas	16/02/22	These are great events even when topic is not directly relevant. Is there any way access to presentations can be provided when unable to actually log in for the seminar?	Like them to be more interactive

<b>Webinar #</b>	<b>Webinar Topic</b>	<b>Presenter</b>	<b>Delivery date</b>	<b>Positive qualitative feedback</b>	<b>Negative qualitative feedback</b>
<b>33</b>	Livestock staggers on Phalaris and Ryegrass based pastures	Dr John Webb Ware	02/03/22	It was a very good seminar. Going over time for me isn't an issue as it was very relevant to me. It might be worth considering to mention at the start that phalaris issues are different to ryegrass issues especially for ones who only have phalaris issues like me.	Would be good to see questions being asked
<b>34</b>	The importance of trace minerals for ewes at lambing	Dr Colin Trengrove	16/03/22	Dr Trengrove was excellent in all aspects. All presenters need to be as communicable and knowledgeable as him.	Great to have later access to presentations but in complex topics like this would be useful to make some notes available.
<b>35</b>	Effective communication on farm	Sally Murpet	30/03/22	Good time and length of presentation, ag sector needs to focus on staff training to best suit individuals and then maintain retention - finding out how to do that	make historic webinars more accessible/searchable

<b>36</b>	Cattle market analysis - PTIC vs slaughter values	Matt Dalglish	13/04/22	It was very good. very clear.	busy graph slides possibly slow it down a bit
<b>37</b>	The importance of trace minerals for lamb growth	Dr Colin Trengove	27/04/22	Colin was a great Speaker & very informative. Thankyou Colin.	Great info possibly needs to be more pointed, with extended version available as a download .

<b>Webinar #</b>	<b>Webinar Topic</b>	<b>Presenter</b>	<b>Delivery date</b>	<b>Positive qualitative feedback</b>	<b>Negative qualitative feedback</b>
<b>38</b>	Resolving Conflict	Neville Brady	11/05/22	Neville did a great webinar, thoroughly enjoyed it and hopefully my husband understands that listening cures nagging..??!!!	Would have been nice to know before registration that it was an event targeted at men. Seemed to be assumptions that the boss/manager was a bloke and the workers were blokes. Assumed the repeat references to ‘nagging’ was the womens role in the farm business. I would not play this to staff. It may not mean to be misogynistic but that is the way it comes across to women in the audience. It would be an interesting exercise to play this recording to a room of female bosses and female workers!

39	How can livestock producers become carbon neutral?	Prof Richard Eckard	25/05/22	I found this webinar excellent. I have been unable to attend previous webinars and to catch this one was a nice piece of serendipity for me. I hope I can access the links contained in the presentation, I requested, as advised, in questions, Richard has excellent communication skills, well set out presentation, great use of time, info and analysis not overwhelming or agenda based I thought, Q/A well done.	I find it hard to get a hand around the situation could we have a more down to earth explanation for those that are not up with the whole carbon methane situation specially older producers
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Webinar #	Webinar Topic	Presenter	Delivery date	Positive qualitative feedback	Negative qualitative feedback
40	Key cattle diseases and vaccination considerations	Dr Paul Nilon	08/06/22	webinars and quality of speakers are excellent. an idea of the number of participants and their geographical location would be interesting	I found tonight's presentation used a lot of acronyms I wasn't familiar with and also some medical terms I wasn't familiar with so I got a bit lost at times. Ideal for people with an animal health background but a bit confusing at times for a learner farmer like myself. There was a lot of information presented and it was very helpful. I will replay the webinar to take all the information in.



41	Carbon accounting for Australian pastoralists	Dr Stephen Wiedemann	22/06/22	Excellent speaker tonight. I found it at a perfect level of information ie not too technical..	I found the first 30 mins good, but found it hard to concentrate with all the figures etc. in the later part. I'm not an agronomist or scientist. so hard to concentrate through the entire webinar.
42	Carbon planning - an approach for now and the future - a producer perspective	Jon Wright	06/07/22	I feel this series on carbon accounting and carbon planning is very important and comes at a very important time. Farmers need to be thinking about what they can do to reduce our emissions and start implementing change. I think its great to be having these discussions and educating our farmers on. We all need to do our part.	The audio of the host was cutting in and out, not sure if it was internet or another issue, made it difficult to understand everything that was being said

### 7.3 Appendix 3 Further analysis of practice change survey data

Question/Measure	Yes	No	Yes %	No %	Count
Number surveys completed					51
Have you made practice changes in your business as a result of the information presented in this webinar?	38	13	75%	25%	
Has this practice change increased production in your enterprise?	22	14	61%	39%	
As a result of implementing the changes have you increased your enterprises productivity and/or the profitability?	19	5	79%	21%	
Is there more information you require to make these changes?	8	20	29%	71%	
Have you sought any further information?	11	11	50%	50%	
Have you made any other practice changes to your farm over of the past 12 months?	32	19	63%	37%	
Have you accessed the webinar resources since participating in the webinar?	21	16	57%	43%	

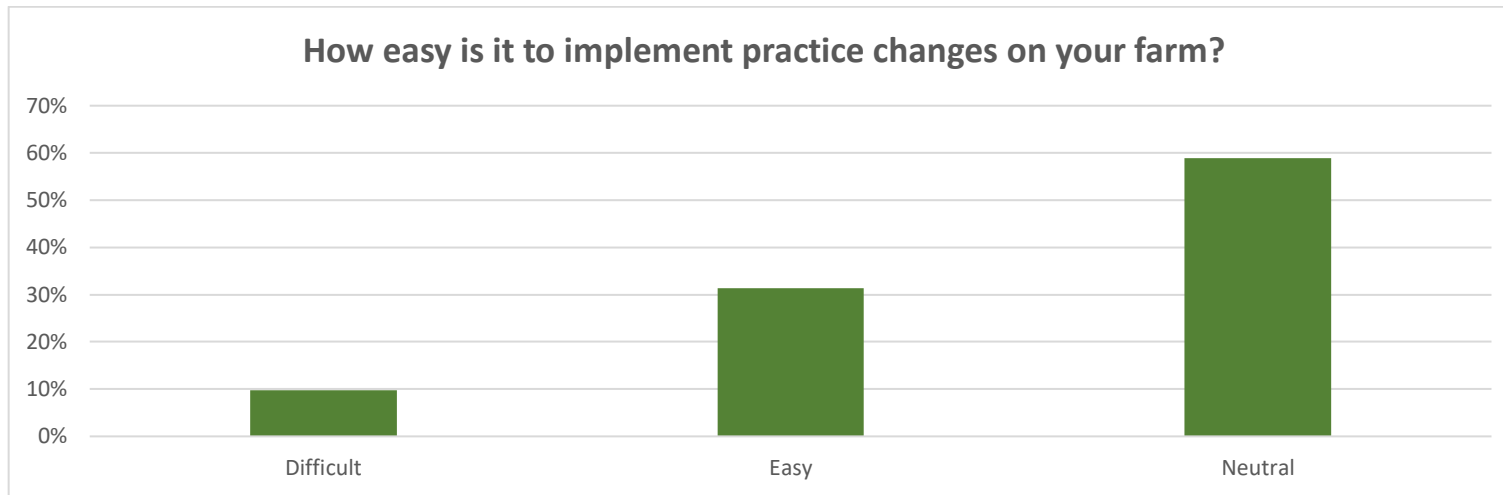
Did you find the ability to re-watch the webinar valuable?	29	22	57%	43%
Do you think you might access these resources in the future?	23	28	45%	55%

**Table 1: Summary of core questions**

Training attended to post webinar attributed to webinar?	Yes	No	Yes %	No %
Bredwell Fedwell	0	1	0%	100%
Its Ewe Time				
Profitable Grazing Systems	3	7	30%	70%
Producer Demonstration Sites	2	5	29%	71%
Meat Up	0	2	0%	100%
eLearning Modules	3	5	38%	63%

**Table 2: Additional training post webinar and influence**

**Figure 4: Producer rating on how ease/difficulty of introducing practice change to their operation (51 responses)**



**Figure 5: Producer rating their openness to changes in their operation. Note: no producer identified as "I don't like change" (51 responses)**

