

BulkUp

PASTURE • PRODUCTION • PROFIT

Service provider roles and responsibilities

This document outlines the roles and responsibilities of all relevant service providers involved in BulkUp program delivery. It should be used as a guide on service provider requirements and MLA expectations in order to inform expressions of interest and role delivery.

Background

BulkUp is a long term (six year), peer supported learning program, utilising group-based coaching and facilitation methods. It targets improving on-farm production efficiency, with particular focus given to feed utilisation.

With a range of adoption products available to participants within the program, it offers a structured learning pathway while maintaining the flexibility to pick and choose particular adoption products of interest.

BulkUp will be available nationally but delivered locally. Coaches will be engaged to facilitate local groups moving through the program, providing a consistent and trusted group resource. Quarterly technical workshops will be delivered by existing accredited deliverers for each product. Additionally, agribusiness analysts will be engaged to deliver annual economic benchmarking and associated workshopping of results. The group coach will manage these engagements.

A program coordinator will manage the administrative delivery of the program on a national basis and will provide support to group coaches where coaching and facilitation skills are required to be further developed.

MLA Project manager

An MLA Project manager will be responsible for the strategic direction, funding and program level administration of BulkUp. This will involve setting the

program curriculum, engaging project partners and contracting of groups and group coaches.

Project performance and direction will ultimately be the responsibility of the MLA Project manager.

Program coordinator

This role will oversee and coordinate program delivery at a national level. Key components of this will include:

1. managing the group coach network to ensure smooth delivery
2. providing technical assistance to group coaches
3. administering program funds to and from groups
4. leveraging networks to engage group coaches and participants.

The program coordinator requires a strong skillset in project management, high attention to detail and proven experience delivering extension and adoption initiatives. It will be paid on a per diem basis.

The coordinator will manage group coaches against the group delivery calendar outlined below.

Group coach

Group coaches are sought to establish, facilitate and coach regional groups of producers participating in the program. Coaches would ideally be based locally to the group/s they manage, however may also have established relationships with groups in other regions, or be appointed to fill a skills gap in a given area. Key responsibilities include:

1. leveraging networks to engage a participant group
2. engaging business analysts and content deliverers to work with the group
3. ensuring curriculum is achieved, working with participants to prioritise and engage with technical upskilling activities
4. facilitating the group to encourage the development of trust, sharing of information and experiences, and peer supported learning
5. managing group level budgets, and reporting on finances and delivery to the coordinator.

Coaches will bring or build a high level of trust with participants in order to create a comfortable learning environment where participants share insights and support each other in implementing practice change. They will require some experience in extension and adoption delivery, particularly areas of group-based facilitation and coaching.

The group delivery calendar outlined below will be the responsibility of group coaches to enact, including associated administration and reporting.

Coaches will be paid on a per diem basis.

Group delivery calendar

Timing	Action	Delivery	Outcome
Year one	Establish management accounts and herd/flock recording practices	Business analyst	Systems implemented and practiced to build dataset to allow for benchmarking and measuring production baseline
	Establish carbon account	Group coach or external deliverer	Carbon baseline established
	Entry monitoring and evaluation (M&E) data captured	Group coach	Entry knowledge, attitude, skills, aspirations (KASA) assessed
	Training equivalent to a minimum of four days per annum chosen from Program summary training list	Commercial deliverers	Upskilling in areas of management accounting, herd/flock production recording, carbon accounting
	Monthly online group session	Group coach	Plan training priorities, share learning, keep accountability on implementation and facilitate peer support
	One-on-one coaching, as needed	Group coach	Support implementation of learnings and practice change.
Year two	Training equivalent to a minimum of four days per annum chosen from Program summary training list	Commercial deliverers	Upskilling to assess production system, target market and breeding objective
	Monthly online group session	Group coach	Plan training priorities, share learning, keep accountability on implementation and facilitate peer support
	One-on-one coaching, as needed	Group coach	Support implementation of learnings and practice change

Business analyst

Business analysts will be engaged at the group level to provide the service of economic and livestock production benchmarking. It is expected that support would be required to guide participants in data input, however group coaches may be available to assist in this area. Additional to completing business benchmarking, analysts will be present for at least one workshop to guide interpretation and actioning of findings.

Analysts will be engaged on a commercial basis with each group.

Content deliverer

Content deliverers will be engaged at a group level, on the existing basis of MLA product delivery.

Accredited deliverers will be engaged with groups to deliver specific MLA adoption products, as relevant to each group. Deliverers will be engaged under existing terms of the relevant programs, such as BredWell Fed Well, Profitable Grazing Systems and EDGE.

	Management accounts and herd/flock recording practices maintained	Group coach	Assess performance, identify priorities for change and measure impact of change
	Economic and production benchmarking complete, including workshop	Business analyst	Assess performance, identify priorities for change, measure impact of change and identify opportunities for improved practice
	Group determines whether to continue in program	Group coach	Group commits to continue in program or exits. Some individuals may need re-allocation to continuing groups
Year three	Training equivalent to a minimum of four days per annum chosen from Program summary training list	Commercial deliverers	Best practice pasture management identified, including grazing management, to optimise stocking rate against carrying capacity
	Monthly online group session	Group coach	Plan training priorities, share learning, keep accountability on implementation and facilitate peer support
	One-on-one coaching, as needed	Group coach	Support implementation of learnings and practice change
	Management accounts and herd/flock recording practices maintained	Group coach	Assess performance, identify priorities for change and measure impact of change
	Economic and production benchmarking complete, including workshop	Business analyst	Assess performance, identify priorities for change, measure impact of change and identify opportunities for improved practice
Year four	Training equivalent to a minimum of four days per annum chosen from Program summary training list	Commercial deliverers	Best practice breeding, feeding and finishing to meet well understood market specifications
	Monthly online group session	Group coach	Plan training priorities, share learning, keep accountability on implementation and facilitate peer support
	One-on-one coaching, as needed	Group coach	Support implementation of learnings and practice change
	Management accounts and herd/flock recording practices maintained	Group coach	Assess performance, identify priorities for change and measure impact of change
	Economic and production benchmarking complete, including workshop	Business analyst	Assess performance, identify priorities for change, measure impact of change and identify opportunity for improved practice
Year five to six	Monthly online group session	Group coach	Share learning, keep accountability on implementation and facilitate peer support
	One-on-one coaching, as needed	Group coach	Support implementation of learnings and practice change
	Management accounts and herd/flock recording practices maintained	Group coach	Assess performance, identify priorities for change and measure impact of change
	Economic and production benchmarking complete, including workshop	Business analyst	Assess performance, identify priorities for change, measure impact of change and identify opportunity for improved practice
	Exit M&E data captured	Group coach	Exit KASA assessed
	Update carbon account	Group coach or external deliverer	Asses carbon change form baseline

