



Final report

Productivity & Profitability Media Series

Project code: P.PSH.1451

Prepared by: Ellie Hays
Agrista Pty Ltd

Date published: 31 March 2025

PUBLISHED BY
Meat & Livestock Australia Limited
PO Box 1961
NORTH SYDNEY NSW 2059

This is an MLA Donor Company funded project.

Meat & Livestock Australia acknowledges the matching funds provided by the Australian Government to support the research and development detailed in this publication.

This publication is published by Meat & Livestock Australia Limited ABN 39 081 678 364 (MLA). Care is taken to ensure the accuracy of the information contained in this publication. However MLA cannot accept responsibility for the accuracy or completeness of the information or opinions contained in the publication. You should make your own enquiries before making decisions concerning your interests. Reproduction in whole or in part of this publication is prohibited without prior written consent of MLA.

Abstract

The Productivity and Profitability Media Series project was an awareness raising activity within the wider MLA Producer Adoption program targeting red meat producers across southern Australia, including Western Australia and pastoral regions. The aim of the project was to deliver content that is technical, relevant, and topical to inform on farm practices and management decisions.

The project consists of the delivery of webinars using the MS Teams webinar platform and podcasts, hosted on Buzz Sprout and all major podcast streaming platforms. A total of twenty webinars and twenty podcasts were delivered. Across the media series there were 5,246 total registrations across a range of demographics. Average attendee satisfaction after attending the webinars was 9/10 and average attendee intent to implement a change to their business after attending the webinars was 56%.

Executive summary

Background

The Productivity and Profitability Series was a two-year initiative delivering 20 webinars and 20 podcasts as part of the MLA Producer Adoption program. The project aimed to raise awareness and provide technical, research-based insights to the red meat producers (beef, sheep and goat) across Southern Australia, including Western Australia and pastoral regions.

Webinars featured presentations with Q&A sessions (max 1 hour) and were made available online post-event. Podcasts (30-45 minutes) were released via a public streaming platform, both structured into seasonal series to align with industry cycles.

Guest speakers were carefully selected based on expertise and industry relevance, with audience feedback guiding future topics. The content covered emerging research and best practices to support on-farm decision making.

Objectives

The webinar and podcast series has exceeded its KPIs, with 7011 attendees or unique listeners. This well exceeds the target of 4000 attendees across both the webinar and podcast series.

Key performance metrics:

- Average attendee satisfaction: 9/10 (target: 7/10)
- Average intent to implement change: 56% (target: 20%)

As of March 31, 2025, the podcast series had accumulated 11,241 downloads.

Methodology

Speakers were selected in advance, with a structured preparation process to align content with audience needs. Monthly live webinars were hosted via MS Teams, followed by podcast releases recorded on Riverside.fm and distributed via Buzzsprout. The series was widely promoted through MLA and Agrista's social media and business networks to expand audience reach, engage emerging industry leaders, and provide timely, research-based insights.

Results/key findings

The participation survey results showed strong positive feedback from attendees, highlighting significant knowledge and skill gains. The average satisfaction rating for the series was measured at 9/10, with 52% of participants intending to make changes in their business because of their attendance. Participants appreciated the practical insights on topics like production strategies, cost of production and energy requirement for livestock. Many reported implementing changes to their management practices, such as adjusting joining strategies, revising feed budgets and improving grazing methods. The series also improved knowledge on productivity and profitability decisions, with many expressing interest in further content and more peer-to-peer learning opportunities.

Benefits to industry

The series delivered practical, relevant insights that producers actively applied across a range of management areas. The multiple platforms (live webinars, recorded sessions, and podcasts) enabled participation from producers who may otherwise be limited by time, location, or seasonal workload. The quality of speakers and accessibility of content were consistently praised, with feedback highlighting the value of real-world examples and the ability to engage with the material at a time and pace that suited individual needs.

Future research and recommendations

To enhance future delivery, we recommend placing greater emphasis on podcast content due to its accessibility and demonstrated reach. A review of the webinar delivery model is also advised, with a focus on improving responsiveness and ensuring a seamless participant experience. Specifically, webinar platform control should sit with the lead delivery partner, or alternatively, a dedicated MLA team member should be present during all live sessions to enable real-time troubleshooting. Additionally, incorporating more farmer-led case studies will support peer-to-peer learning and meet producer demand for practical, relatable examples.

Contents

Executive summary	3
1. Background	6
2. Objectives.....	7
3. Methodology	7
4. Results	10
4.1 20 webinars and 20 podcasts delivered and data reported	10
4.2 Retrospective participant surveys conducted and analysed	13
4.3 Producer case studies developed	13
4.4 Delivery against MER and Communication plans	13
4.4.1 MLA Promotion.....	13
5. Conclusion.....	16
5.1 Key findings	16
5.1.1 Webinar	16
5.1.2 Podcast	17
5.2 Benefits to industry.....	17
5.2.1 Practical Application of Project Insights	17
5.2.2 Benefits to the wider Red Meat Industry	17
6. Future research and recommendations	18
Appendix 1 – Engagement Summary of Productivity and Profitability Series	17
Appendix 2 – Podcast statistics summary	18
Appendix 3 – Participation Survey Results	19

1. Background

The Productivity & Profitability Media Series project (the project) involved the delivery of 20 webinars and 20 podcasts over 2 years. It served as an awareness-raising activity within the wider MLA Producer Adoption program.

The target audience was red meat producers (sheep, beef, and goat) located across southern Australia, including Western Australia and pastoral regions. The content was technical in nature and selected to provide topical information to producers to inform on farm practices and management decisions. It included emerging research findings as well as established industry best practice information and messages. Linkages were made to available resources and adoption products that offer further information and support in the focus topic area.

Webinars followed a format that included both a presentation and a Q&A. Each webinar ran for a maximum of 1 hour, with recordings made available online following live events. Podcasts were 30-45 minutes long and were produced via a publicly available streaming platform. Webinars and podcasts were run in 'seasons' to align with the seasonal conditions at the time.

Extensive thought by the Agrista team went into the selection process for each guest speaker. The selection process began with a comprehensive understanding of what was relevant and timely in the industry. After each webinar, Tanisha Shields or Ellie Hays asked the audience to provide feedback and suggest future topics and speakers they were interested in hearing from.

Guest speakers were selected based on their expertise and strong reputations in the industry. If a speaker had recently conducted research in their area of expertise, this was considered particularly beneficial. All guest speakers were aligned with the goals of the MLA P&P series.

The audience received timely updates on emerging research outputs and topical technical information. Webinars were held monthly on Wednesday evenings and were limited to a maximum duration of 60 minutes.

The podcast episodes were between 30 and 45 minutes long. Episode length was maintained within these limits to ensure consistency with audience expectations. A similar range of speakers was engaged for the podcasts as the webinars, with podcasts being released in seasons.

2. Objectives

Contracted objectives of the P&P series were as follows:

1. Deliver 20 webinars to a live audience, with recordings publicly available online.
2. Deliver 20 podcasts, hosted on a publicly accessible podcast platform.
3. Implement a Monitoring & Evaluation plan that measures project achievements against the following Key Performance Indicators:
 - a) Engage a combined 4,000 attendees across both webinar and podcast channels
 - b) Average attendee satisfaction and value ratings of 7/10 or above
 - c) Average attendee intent to implement a change (including further education and development) of 20% or above.
 - d) Demonstrated attendee engagement across target audience demographics of southern Australia (including WA and pastoral regions) and sheep, cattle and goat businesses.
 - e) Retrospective phone surveys of at least 100 attendees to assess implementation of practice changes indicated as intended.
4. Develop 3 case studies of producer attendees that have implemented a change as a result of engaging in the media series. This may include a direct on-farm practice change in their business, or a pathway of capacity building and development that ultimately resulted in a practice change.

All objectives were successfully delivered. Across the project period, 20 webinars were presented to live audiences and subsequently made available online, ensuring continued accessibility. Similarly, 20 podcast episodes were produced and hosted on a publicly accessible platform. As of 31 March 2025, the podcast series had recorded a total of 11,241 downloads, indicating strong audience interest. Combined, the webinar and podcast series reached 7,011 unique attendees or listeners—well exceeding the project’s KPI of 4,000.

Monitoring and evaluation activities were embedded throughout the project. Attendee feedback was captured via Slido at the conclusion of each webinar, with results showing an average satisfaction rating of 9/10, well above the target of 7/10. The average attendee intent to implement a change (including further education and development) was 56%, also significantly exceeding the project benchmark of 20%. Demographic data confirmed strong participation across southern Australia, including Western Australia and pastoral regions, as well as engagement from producers in the sheep, cattle and goat industries. To assess actual practice change, retrospective phone interviews were conducted with 100 attendees. These provided valuable insights into how participants had applied the knowledge or motivation gained through the series.

To further demonstrate the project’s impact, three producer contacts were provided to MLA to develop case studies exploring how participants implemented changes based on insights gained through the Productivity and Profitability series. These three case studies aim to examine the influence of the series on producer decision making and business practices.

In summary, the project successfully met and exceeded all defined objectives and performance indicators. Strong audience engagement, high satisfaction levels, and a demonstrated commitment to change among participants confirm the value and relevance of the *Productivity and Profitability* series to the Australian livestock sector.

3. Methodology

The Productivity & Profitability Media series involved the delivery of 20 webinars and 20 podcasts. The series was initiated in July 2023, with webinars delivered using the MS Teams webinars feature.

Topics and speakers were selected on a seasonal basis to provide seasonally relevant information to producers. Listener feedback was also incorporated into the speaker and topic selection process for upcoming seasons to ensure the timeliness and relevance of the content. The selection criteria for topics included seasonal relevance, data-driven information based on current research and applicability to producers across Southern Australia. All webinars throughout the series were conducted on Wednesday evening at 7.00pm.

Speakers were engaged at least 2 months in advance and provided with a suggested topic from the project team. They were required to submit a promotional template three weeks prior to going live and a summary of their presentation three weeks prior with the final version one week in advance. This process enabled the facilitator to prepare questions, become familiar with the topic and ensure alignment with the webinar's theme and audience expectations.

Listener engagement was maintained throughout the series by hosting a live webinar monthly, with all registered attendees receiving invitations. Invitations were sent via email on the Sunday prior and one hour before each webinar. Podcasts were released monthly, one week after the webinars.

The series was scheduled to conclude in February 2025. It was extended by one month due the summer school holidays as we felt audiences would be more likely to tune in once the school year had commenced in 2025.

Winter 2023 was the first season to start the Productivity and Profitability series commencing with Webinar 1, delivered on 5th July 2023, featuring Mick Hay from Rimfire Resources presenting "How to attract and keep good staff". Webinar 2 was delivered on 9th August 2023, with Phil Graham from Graham Advisory presenting a "Seasonal Update: What the forecast means and implications for producers".

The theme of the Spring 2023 series was livestock production in spring, with Webinar 3 delivered 13th September 2023, featuring Dr Penny Schultz presenting "How to incorporate genetics into a value chain approach". Webinar 4 was delivered on 11th October 2023, with Basil Doonan presenting about "Spring Pasture Management". The final webinar (5) of the Spring 2023 series took place on 8th November 2023 with Dr Jillian Kelly presenting about "Containment feeding of Livestock".

The Summer 2023/24 series commenced with Webinar 6, delivered 13th December 2023, with John Francis presenting about "Assessing and Managing Business Risk". Webinar 7 was delivered on 10th January 2024, with Sally Murfet presenting an overview on "Human agronomy in agricultural businesses". The Summer 2023/24 series concluded with webinar 8 on 14th February 2024 with Cam Nicholson presenting "The 'so-what' of carbon in agriculture.

The Autumn 2024 series commenced with Webinar 9, delivered 13th March 2024 with Shaen McGrath presenting on "Dual-purpose crops". Webinar 10 was delivered on 10th April 2024, with Jason Condon speaking about "Liming – how much and when?". The final webinar (11) of the Autumn 2024 series was delivered 8th May 2024, with Anne Collins on "Dorper reproduction in challenging environments".

The Winter 2024 series commenced with Webinar 12, delivered 19th June 2024, with Sally Martin presenting about "eID – Does it add value?". Webinar 13 was delivered on 10th July 2024, with Callen Thompson providing an overview of "Growing beef from diary". The final webinar (14) of the Winter 2024 series took place on 14th August 2024, with Elke Hocking presenting about "Hot tips for top heifers".

The Spring 2024 series commenced with Webinar 15, delivered 11th September 2024, featuring Mark Ferguson presenting "Cattle complexity and change". Webinar 16 was delivered on 9th October 2024,

with Deb Scammell presenting “Mineral supplementation in beef and sheep”. The final webinar of the Spring 2024 series took place on 13th November 2024, with Natalee Johnston presenting “Performing under Pressure”.

The Summer 2024/25 series commenced with Webinar 18, delivered on 11th December 2024, featuring Ed Riggall presenting “Integration of livestock mixed farming: Summer Nutrition”. The series continued into 2025, beginning with Webinar 19 on 12th February 2025, where Tim Gole presented “BredWell FedWell: Setting your breeding flock up for success”. The final webinar (20) for the summer series and the entire series was delivered on 12th March 2025, with Dr Gordon Refshauge presenting “An analysis of fertility and fecundity in the Australian sheep flock”.

Podcasts were recorded with each speaker using Riverside.fm and edited by ScrubCast. The podcasts were then uploaded to BuzzSprout for distribution across major podcast streaming platforms, including Apple Podcasts and Spotify.

The series was promoted widely through the MLA and Agrista networks, utilising email and social media.

Our goals were to:

- Reach a large audience
- Engage emerging industry leaders and professionals who had not previously accessed this type of podcast (expand the audience reach).
- Provide thought leadership, updates on emerging research, timely and new technical information

4. Results

4.1 20 webinars and 20 podcasts delivered and data reported

Appendix 1 provides a summary of the key metrics recorded for the entire Productivity and Profitability webinar series.

The webinar and podcast series engaged 7011 attendees or unique listeners. This exceeds the target of 4000 attendees across both the webinar and podcast series.

All webinar recordings are available on the MLA website and a list of each, with associated evaluation data, can be found in Table 1. <https://www.mla.com.au/extension-training-and-tools/productivity-and-profitability-series/>

All podcasts can be found on major podcast streaming platforms including Apple Podcasts and Spotify. A list of the podcast titles with associated engagement metrics can be found in Table 2. All recordings are available online <https://productivityandprofitabilitymediaseries.buzzsprout.com>

Attendees were instructed to complete an evaluation survey via Slido at the end of each webinar session. The average attendee satisfaction following the webinars was 9/10, above the target of 7/10.

Average attendee intent to implement a change, also captured through Slido, was 56%, well above the target of 20%.

Table 2 provides a summary of the key statistics reported for the podcast series. The podcast series has had a total of 11,241 downloads as of the 31/3/2025.

Webinar No.	Registrations	Date	Speaker	Topic	Attendees	Recording views	Survey completion	Average attendee satisfaction	Average attendee value rating	Average attendee intent to implement change	Knowledge increase
1	3466	Wednesday 5 July 2023	Mick Hay	How to attract and keep good staff	22	365	7	8.4	8	57%	
2	3663	Wednesday 9th August 2023	Phil Graham	Seasonal Update, what the forecast means and the implications for producers	76	616	9	9.1	9	67%	
3	3715	Wednesday 13th September 2023	Dr Penny Schultz	How to incorporate genetics into a value chain approach	27	385	2	8.5	8.5	75%	
4	3835	Wednesday 11th October 2023	Basil Doonan	Spring Pasture Management	78	596	6	9.2	7.7	50%	8.8
5	4022	Wednesday 8th November 2023	Dr Jillian Kelly	Containment feeding of livestock	95	424	6	9.5	9.2	50%	8
6	4208	Wednesday 13th December 2023	John Francis	Assessing and managing business risk	69	530	3	9.7	8	67%	7.3
7	4267	Wednesday 10th January 2024	Sally Murfet	Human agronomy in agricultural businesses	50	271	6	9.5	8.8	33%	8
8	4476	Wednesday 14th February 2024	Cam Nicolson	The "so what" of carbon in agriculture	55	601	10	8.3	7.8	30%	7.8
9	4527	Wednesday, 13 March 2024	Shawn McGrath	Dual purpose crops - do they add value?	35	254	3	8.7	8	67%	8
10	4577	Wednesday, 10 April 2024	Jason Condon	Liming - how much and when?	46	640	8	9.1	8.9	50%	7.3
11	4654	Wednesday, 8 May 2024	Anne Collins	Dorper reproduction in challenging environments	34	315	4	9	7.8	50%	7.5
12	4773	Wednesday, 19 June 2024	Sally Martin	EID - does it add value	48	312	5	9.3	9	75%	8.3
13	4811	Wednesday 10th July 2024	Callen Thompson	Growing Beef from Dairy	33	450	4	8.3	8	50%	8.3
14	4887	Wednesday 14th August 2024	Elke Hocking	Hot tips for top heifers	64	315	8	8.8	8.6	50%	7.3
15	4918	Wednesday 11th September 2024	Mark Ferguson	Cattle complexity and change	NA	429	NA	NA	NA	NA	NA
16	5075	Wednesday 9th October 2024	Deb Scammell	Mineral supplementation in beef and sheep	51	263	10	7.8	7.3	40%	7.3
17	5120	Wednesday 13th November 2024	Natalee Johnston	Performing under Pressure	36	54	4	9.8	9	75%	8.8
18	5153	Wednesday 11th December 2024	Ed Riggall	Integration of livestock mixed farming: Summer Nutrition	33	164	6	8.0	6.5	67%	7.2
19	5200	Wednesday 12th February 2025	Tim Gole	Bred/Well Fed/Well	52	89	0	NA	NA	NA	NA
20	5246	Wednesday 12th March 2025	Dr Gordon Refshauge	Analysis of Fertility and Fecundity in the Aust. sheep flock	NA	295	0	NA	NA	NA	NA
Total	5246				904	7368		8.9	8.2	56%	7.9

Table 1. Webinar series and evaluation data

Episode No.	Episode Title	Unique Listeners (Spotify)	Unique Listeners (Apple)	Plays	Average Consumption (Apple)	Downloads
1	Seasonal Update with Phil Graham - What the forecast means and the implications for producers	136	46	224	81%	358
2	Dr Penny Schulz - How to incorporate genetics into a value chain approach	171	69	328	96%	423
3	Basil Doonan - Spring Pasture Management	234	97	636	112%	661
4	Dr Jillian Kelly - Containment feeding livestock	275	106	558	108%	728
5	John Francis - Cost of production and managing business risk	334	143	1193	117%	913
6	Sally Murfet - Human agronomy in agriculture	206	78	360	79%	498
7	Cam Nicolson - The "so-what" of carbon in agriculture	196	88	422	74%	577
8	Shawn McGrath - Do dual-purpose crops add value?	214	90	403	97%	526
9	Dr Jason Condon - How can producers make liming decisions on their properties for maximum returns?	225	120	790	99%	675
10	Anne Collins - Maximising Dorper Reproductive Performance in Challenging Environments	192	87	370	76%	494
11	SPECIAL EDITION - Managing the late break in 2024	219	100	793	89%	671
12	Sally Martin - EID does it add value?	201	106	423	84%	507
13	Callen Thompson - Growing beef from dairy	196	79	387	74%	486
14	Elke Hocking - Hot tips for top heifers	211	97	531	95%	552
15	Mark Ferguson - Cattle complexity and change	231	133	698	87%	631
16	Deb Scammell - Mineral supplementation in beef and sheep	227	119	387	98%	574
17	Natalee Johnston - Performing under Pressure	183	126	596	65%	572
18	Ed Riggall - Integration of livestock mixed farming: Summer Nutrition	207	129	685	101%	612
19	Tim Gole - BredWell FedWell	162	126	592	91%	477
20	Dr Gordon Refshauge - Analysis of Fertility and Fecundity in the Aust. sheep flock	73	75	359	81%	317
		4093	2014	10735		11252

Table 2. Podcast series and engagement metrics

4.2 Retrospective participant surveys conducted and analysed

A participant survey was conducted among 100 registered attendees and analysed. As seen in Appendix 1, most of the audience were primary producers, followed by advisors or consultants. The audience rated their knowledge gain from the webinars and podcasts they attended or listened to 4.1 out of 5. The greatest knowledge increase was observed in beef, cattle, sheep and goat topics, followed by business strategy.

The audience rated an increase of knowledge gained from the webinars and podcasts they attended or listened to as 4.1 out of 5.

80% of respondents stated that listening to content from the series changed their perception of specific topics or practices. While 76% of respondents indicated that they had gained new skills.

70% reported an improvement in their knowledge of productivity and profitability. Further feedback and examples of changes made by participants can be found in Appendix 1.

A significant finding from the retrospective surveys is the frequent and tangible reference to changes made in participants business as a direct result of engaging with a webinar or podcast. This supports the intention to implement change measure of 56% of attendees. Some examples of changes made include implementing feed budgets, using EID to track reproductive performance, improving pasture and grazing management, and regularly reviewing budgets and energy requirements.

4.3 Producer case studies developed

Three producer details were passed onto MLA to be developed into three case studies, exploring where they have implemented changed based on insights gained from the P&P webinar and podcast series. Each of the three producers were initially contacted by Agrista to ensure they agreed to being included in the Case Study. Their details were then passed onto MLA. These case studies will examine how the information influenced their decision making and business practices.

4.4 Delivery against MER and Communication plans

4.4.1 Monitoring, evaluation reporting

Monitoring and evaluation data is captured in the sections above, along with associated appendices. Collection of participants evaluation data from this series was a notable challenge, outside of information collected on registration. This resulted in heavy reliance on the follow up surveys to bolster this information.

4.4.2 Communication

A seasonal marketing strategy was implemented where we released topics for each season at the commencement of the new season.

- A seasonal focus ensured the content of each webinar and podcast is both timely, relevant and valuable to our audience.
- Promoting the guest speakers for each season encouraged participants to register for future webinars.

- Each session was promoted using an MLA promotional tile that included an image of the presenter and their bio. The content of each webinar and podcast was communicated on the Agrista and MLA websites and social media platforms.
- Agrista created and dedicated a page on their website for the series, listing both previous and upcoming speakers.
- The Agrista website was regularly updated to ensure timely and clear access to resources.
- Each guest speaker has a bio, webinar, and podcast recording available on both the MLA and Agrista websites.
- All social media posts direct readers to Agrista's website to ensure easy access to series information.
- All webinars and podcasts are easy to find and access on both the MLA and Agrista websites.

Newsletter – The series was promoted in Agrista's seasonal newsletters, reaching 3,966 subscribers per issue.

The Monaro Post contacted Agrista and included a story in their publication on the MLA the Productivity and Profitability webinar series. May 2024.

The Rural Weekly Times promoted Tim Gole's webinar and podcast session. February 2025

Social media – Each speaker had at least two posts shared on their topic. Promotions were shared via:

1. LinkedIn reached over 1400 followers
2. X (Twitter) with 1,150 followers
3. Facebook reached over 43,000 views
4. Instagram reached over 11,500 views

Social media engagement with males reached 53%, while female engagement was 47%. The most engaged age bracket on Facebook and Instagram was:

1. 25-34
2. 35-44

MLA developed a social media tile for use by MLA and Agrista to promote the Productivity and Profitability series across their respective channels. The aim was to drive engagement, increase awareness of upcoming webinars, and highlight featured speakers.

The Winter 2024 series was featured in the Winter 2024 edition of the MLA Feedback Magazine <https://www.flipsnack.com/mlafeedback/meat-livestock-australia-feedback-magazine-winter-2024/full-view.html>.

In addition, MLA ran a targeted advertising campaign across Beef Central and Sheep Central platforms, including email alters, homepages and news sections, shown below.

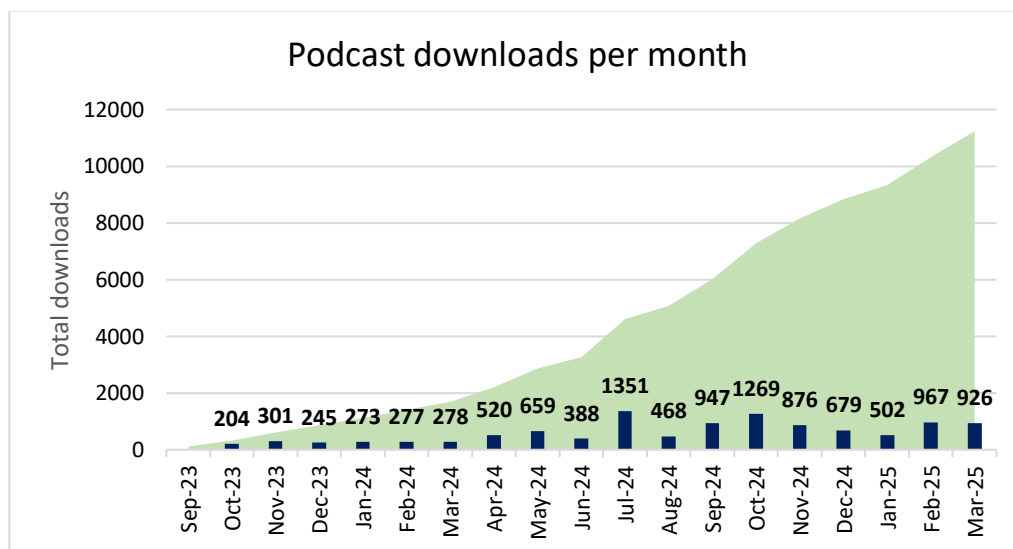
15 April for two weeks	Promo of P&P podcasts	Beef Central email alert MREC (300w x 250h)
22 April for two weeks	Promo of P&P podcasts	Beef Central homepage MREC (300w x 250h)
22 April for two weeks	Promo of P&P podcasts	Sheep Central email alert MREC (300w x 250h)
22 April for two weeks	Promo of P&P podcasts	Sheep Central homepage MREC (300w x 250h)
22 April for two weeks	Promo of P&P podcasts	Sheep Central news section MREC (300w x 250h)

Table 3. Target promotion campaign

As shown in the graph below, there was a notable increase in downloads from March through April and May, which may be attributed to the promotional efforts across Beef Central and Sheep Central platforms.

A second significant spike occurred in July 2024, potentially reflecting the Winter edition of the MLA Feedback Magazine. This increase may also have been influenced by heightened interest in seasonal topics or featured speakers during that period.

Figure 1. Podcast downloads



5. Conclusion

5.1 Key findings

5.1.1 Webinar

Across the 20 webinars delivered, the program achieved a total of 5,246 registrations, growing from an existing 3,391 at project inception. Webinars attracted 904 live attendees and 7,368 recording views, demonstrating strong interest in and ongoing access to the content. Survey feedback indicated high satisfaction, with an average attendee satisfaction rating of 8.9/10 and an average value rating of 8.2/10, confirming the content was relevant, well-delivered and met participant expectations.

The **average attendee-reported knowledge increase** was **7.9/10**, and **56%** of attendees expressed intent to implement a change based on the webinar learnings which highlights the programs practical value and in-farm impact.

The top three webinars with the highest number of live attendees were:

1. Dr Jillian Kelly - Containment feeding of livestock (95)
2. Basil Doonan - Spring pasture management (78)
3. Phil Graham - Seasonal update: Forecast implications for producers (76)

The highest rated webinars for attendee satisfaction were:

1. Natalee Johnston – Performing under pressure (9.8/10)
2. John Francis – Assessing and managing business risk (9.7/10)
3. Dr Jillian Kelly – Containment feeding of livestock (9.5/10)
4. Sally Murfet – Human agronomy in agricultural businesses (9.5/10)

Attendee value rating ranged from 6.5 to 9.2 out of 10, with the top webinars being:

1. Dr Jillian Kelly – Containment feeding of livestock (9.2/10)
2. Natalee Johnston – Performing under pressure (9/10)
3. Sally Martin – eID – Does it add value? (9/10)
4. Phil Graham - Seasonal Update: Forecast implications for producers (9/10)

The top three webinars where attendees expressed the highest intent to implement change were:

1. Natalee Johnston – Performing under pressure (75%)
2. Sally Martin – EID – Does it add value? (75%)
3. Dr Penny Schulz – How to incorporate genetics into a value chain (75%)

A small number of sessions (e.g. **Tim Gole, Gordon Refshauge, Mark Ferguson**) had low or no survey completion, limiting evaluative insights despite strong technical content. These would benefit from targeted follow-up to better understand audience impact.

Overall, the series demonstrated strong reach, high participant satisfaction and measurable outcomes in knowledge and behaviour changes, reinforcing its value to the red meat sector.

5.1.2 Podcast

Analysis of podcast performance across the reporting period highlights strong audience growth and high engagement. Episodes featuring John Francis and Dr Jason Condon emerge as standout speakers, ranking within the top 5 over all key metrics (unique listeners, total plays, and average consumption). Notably, John Francis' reached 477 unique listeners and 1,193 plays by #1 March 2025, with an exceptional Apple average consumption rate of 117%, indicating very high listener engagement and repeat listening.

Other episodes that showed strong audience engagement included:

- Dr Jillian Kelly
- Mark Ferguson
- Deb Scammell
- Ed Riggall
- Basil Doonan

Overall, there was a significant increase in podcast reach over time. Unique listeners grew from 604 on 1 September 2023 to 6,107 by 31 March 2025 while total plays increased from 1,385 to 10,735. This audience growth was accompanied by consistently high engagement, with average consumption rates above 85% across episodes, and an overall series average of 90%. These results highlight that listeners stayed engaged through majority of each episode.

In summary, the podcast series demonstrated strong uptake and engagement throughout the reported period. The data suggests that producers are most responsive to content that is practical and directly applicable to business performance and animal outcomes. Further data and detailed metrics are provided in Appendix 2.

5.2 Benefits to industry

5.2.1 Practical Application of Project Insights

The Productivity & Profitability series delivered practical, relevant insights that red meat producers actively applied across a wide range of management areas. Survey respondents reported making changes such as implementing feed budgets, using EID to track reproductive performance, improving pasture and grazing management, and regularly reviewing budgets and energy requirements. Many also adjusted their strategic decisions in response to seasonal updates and business insights provided throughout the series.

Respondents noted that the accessibility of the content made it very easy to obtain knowledge, with one participant highlighting the value of "being able to watch it live, rewatch the recording and have a supplementary podcast episode that was easy listening when traveling and working". There was consistent praise to the quality of speakers however participants suggested to incorporate more farmer-led examples in future series indicating strong appetite for peer-to-peer learning and real-world application of ideas.

5.2.2 Benefits to the wider Red Meat Industry

The series enhanced business and production literacy across the red meat industry. Producers reported that the content helped them better understand the cost of production, reflect on strategic planning and make better informed decisions in response to seasonal outlooks. Feedback also highlighted the

value of hearing diverse perspectives, with one participant noting, “not all production improvements increase profit”, reinforcing the importance of aligning technical change with financial outcomes.

The breadth of topics and diversity of speakers enhanced the reach and relevance of the content, while the flexible delivery model enabled participation from producers who may otherwise be limited by time, location, or seasonal pressures. By building producers knowledge and confidence, the series supported better on-farm decisions and ultimately contributing to improved productivity and profitability across both individual businesses and the wider red meat sector.

6. Future research and recommendations

The Productivity & Profitability series was successful in achieving broad engagement across southern Australia, with the podcast format demonstrating particularly strong reach and accessibility. Based on project outcomes and delivery experience, we recommend exploring a greater focus on podcast-based content for future series.

We also suggest reviewing the delivery model for webinars to ensure maximum responsiveness, control, and a seamless participant experience. In the current project structure, Agrista led the development, promotion, and facilitation of webinars and podcasts, while MLA retained control of the webinar platform and participation registrations. While this arrangement was effective in many instances, several technical issues highlighted the challenges of separating platform control from delivery responsibility.

Three webinars experienced notable technical issues:

- Mark Ferguson – Email invitations were not distributed which meant it could not be delivered live
- Dr Gordon Refshauge – A platform malfunction prevented the session from proceeding.
- Cam Nicholson – Email access issues affected some participants.

In each case, Agrista was unable to troubleshoot or respond in real time due to not having backend access to the platform. Although MLA provided support post-event, the inability to resolve issues during live delivery impacted the experience for both presenters and attendees.

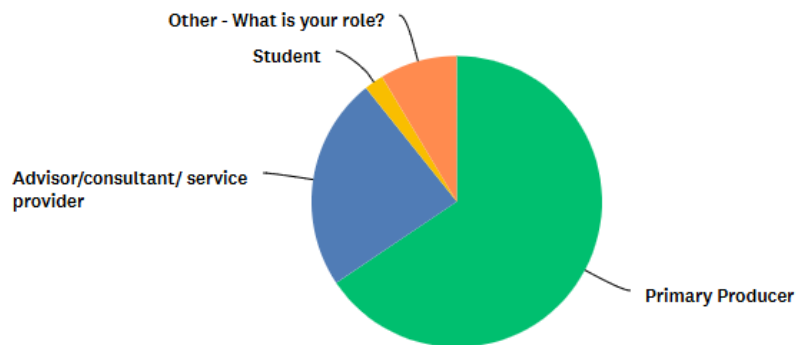
A key learning from the series relates to the importance of clear technical ownership and real time support during live events. The centralisation of platform control and participant communication within MLA, combined with limited availability of support during some sessions, restricted Agrista’s ability to manage issues as they arose.

Despite these challenges, the overall success of the series and the collaborative effort behind it should not be understated. Agrista greatly values the opportunity to work alongside MLA on a project that contributes meaningfully to producer education and industry productivity. We acknowledge MLA’s commitment to following up on technical issues and ensuring affected speakers were supported post event.

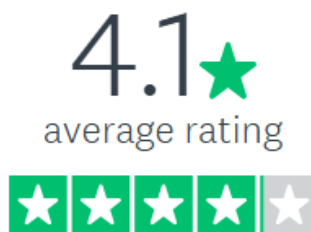
For future projects, we recommend that webinar platform management sit with the lead delivery partner and participation communication either be fully delegated to the lead delivery partner or that a dedicated MLA team member be present during all live sessions. This would enable timely troubleshooting, enhance the delivery experience and streamline project execution. This model has worked effectively in other contexts where the delivery partner-maintained control.

Appendix 1 – Participation Survey Results

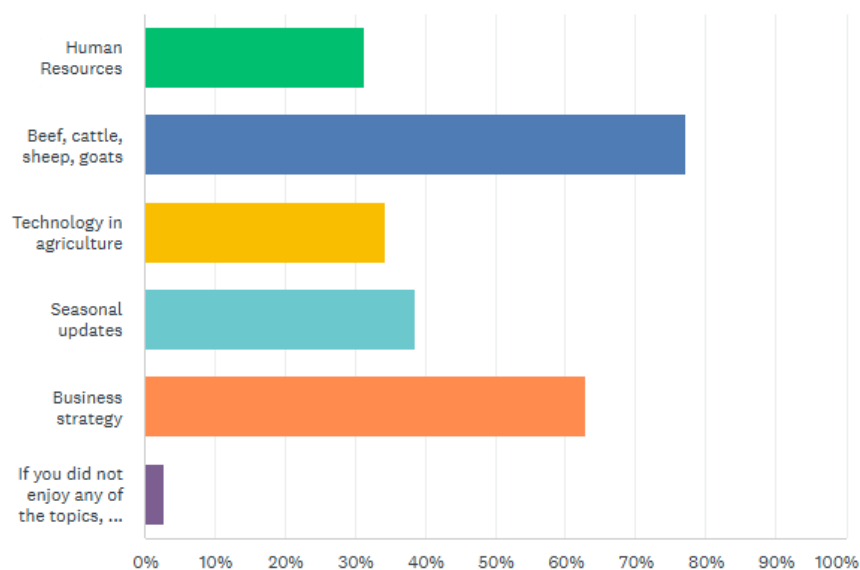
How would you describe your role in the industry?



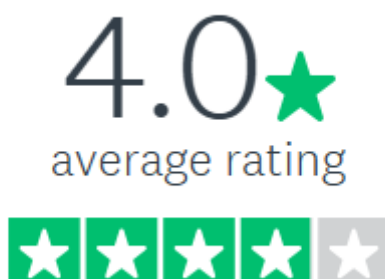
What would you rate your knowledge gain on the webinar/podcasts you attended?
Rate on a scale of 1 - 5.



What were the topic areas where your knowledge increased?



On a scale of 1 - 5, has listening to content from the P&P webinar/podcasts series changed your perception on any given topic or practice? For example, is there anything you previously thought was not worthwhile implementing, that you would now consider incorporating into your business?



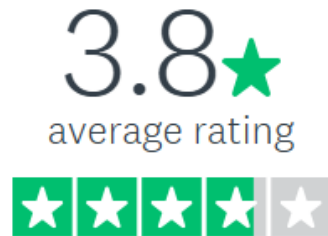
What aspects of the series were most valuable? Following are a selection of responses.

- All the little 1% add up to a lot over time. Really like the series and even when I'm not hearing about things for the first time it's great to be reminded and hear them again.
- Understanding some interesting interactions between production and business strategy, to get profitable and sustainable results.
- Understanding Cost of Production with John Francis
- Excellent topics with relative and practical information
- Managing a late break and the energy requirements needed for cows
- Season updates and business information
- Learning about profitability
- Accessibility made it very easy to obtain knowledge
- The consistency of sessions
- The knowledge of presenters was fantastic, informative sessions and I took something away from each webinar to implement or use in the future.
- Tips on staff recruitment and how to look at the books and the business
- Hearing other people's points of view on topic you work in plus the flexibility of the series reviewing time.
- Understanding some interesting interactions between production and business strategy, to get profitable and sustainable results
- The quality of the speakers and presentations for this series was great. I valued the diversity of topics and presenters, a mixture of seasonally relevant but also future/out-of-the-box/alternative topics e.g., Natalee's presentation and NexGen Agri. I also found the complimentary nature of the webinar (and its recording) and the podcast episodes. It was very valuable to be able to watch it live, rewatch the recording, and have a supplementary podcast episode that was easy listening when traveling or working but was a shift in gears to the original webinar. Maximized the product
- Hearing about topics that I am not as well versed in (i.e. Jill Kelly's session)

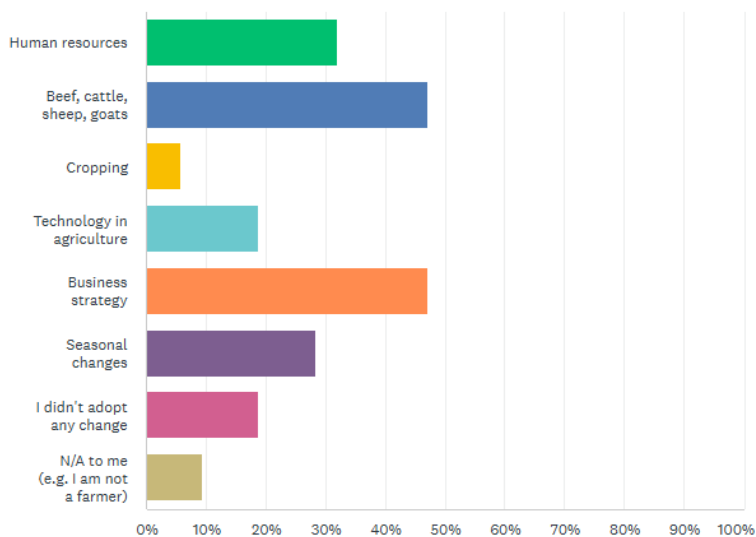
- Great quality presenters with new ideas presented clearly

What would you rate your skill gain on the webinar/podcast session(s) you attended?

Rate 1 - 5.

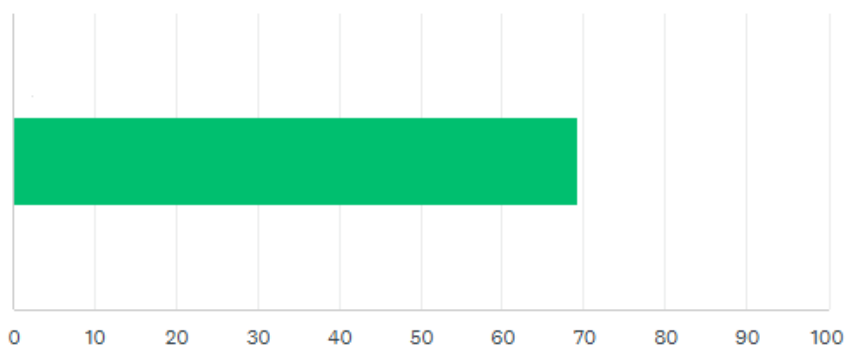


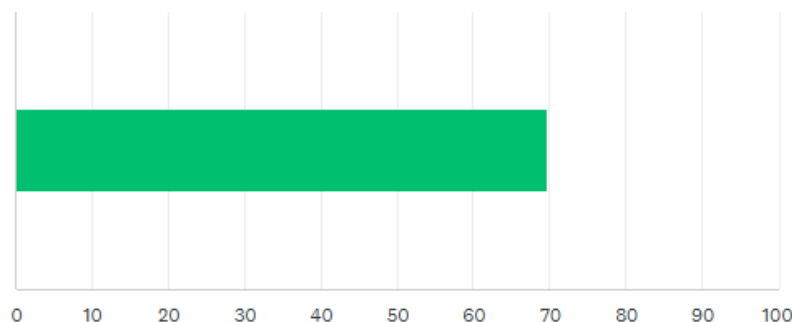
Have you made changes to your management practices as a result of the webinar/podcast session(s) you attended? Please note the areas in which you have adopted change.



Has the series improved your knowledge on Productivity decisions?

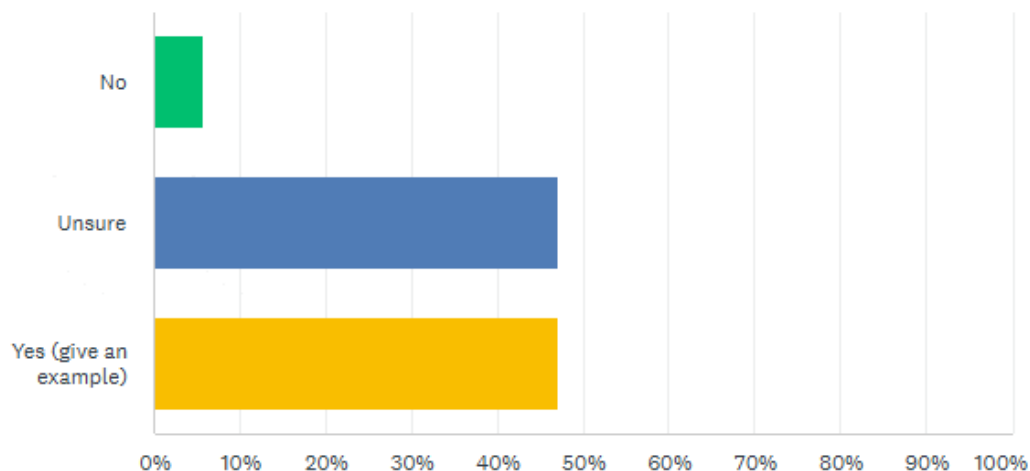
Rate on a scale of 1 - 5.



Has the series improved your knowledge on Profitability decisions?**Rate on a scale of 1 - 5.****Give examples of changes you have made.**

- Be aware that not all production improvements increase profit. Mind the cost and risk, however, don't focus on low cost without being aware of potentially large opportunity costs.
- Sharpening up attention to detail. Getting better organised - feed budgets, ordering supplementary feed and minerals.
- The podcast has allowed me to understand systems and what is happening in the industry to assist my clients with decision-making.
- Ed Riggall's presentation mentioned differences in energy to maintain different breeds. I went back to the literature to understand that issue better.
- Changing joining strategy for sheep.
- We now renew our budgets regularly and review energy requirements of our cattle.
- We also changed the way we graze our pasture.
- Weekly team meetings. Annual reviews and recruitment.
- Used seasonal outlook info to decide to keep or sell livestock.
- Regular liming.
- Genetics
- Now doing a CoP
- EID selection of ewes on reproduction.
- Utilisation of minerals at differing times of the year. Being aware of seasonal challenges and when to make decisions.
- Reflecting on our current systems in our business and how we manage strategic planning, and infrastructure investment. EID was very relevant this season, so it set us up to have a crack at recording eID tag numbers for mobs and storing them digitally. Outside of my experience on-farm. In my professional role, the first episode with Mick, Sally Murfet, and Natalee's presentations was highly related to the Farm Labour Project I have been working on and it was very valuable to get across some of the lingo and current trends in that space.
- Liming decisions and cost of production calculations

Do you have any plans to implement change to your management practices because of taking part in the P&P webinars/podcasts?



Thank you for taking part in our survey. If you have any feedback for the P&P series team, please let us know.

- Keep them coming!
- Love your work. It is extremely valuable for our industry.
- MLA is doing a bloody good job.
- Great.
- Keep it up, more for 2025/6
- Keep up the good work, particularly podcasts. Would like to listen to more southern NZ info which can relate to Tas farming.
- Keep them coming, especially love the technical stuff we can directly implement.
- The team should be congratulated on the delivery of this series. It has been diverse, covering many enterprises and balancing seasonal challenges and more long-term issues within the industry and its sectors. Ellie has done an amazing job continuing the series and its available resources which I know probably takes a lot of time and effort but there needs to be more content out there like this to increase access and usability of best practice.
- One bit of constructive feedback is that it would be great to have more farmers presenting on innovation or management change or optimization they've had on the farm. If they're not exactly good at presenting, there could be opportunities to mentor farmers to improve their skills to communicate in things such as this. Peer-to-peer learning is so valuable and often reality checks all these great things so it would be great to get more farmers involved (although I know that can be challenging).
- Appreciative.
- Keep them going. Well done
- Well done on a great series.