

Expressions of Interest BulkUp – Group Coach

Background

Within the Australian red meat industry there is a significant disparity in profitability between the top 20% of business and the average, with top performing businesses making 80% more profit per hectare. When analysed, the primary driver of this is identified as variation in production efficiency, whereby saleable product is produced from the natural resources managed. This can be expressed as kg liveweight produced, per hectare managed, per 100mm of rainfall received (kg/ha/100mm). While the level of production efficiency achievable across agro-ecological zones varies, it can be used consistently as a benchmark ratio within regions.

Production efficiency is the culmination of technical, production-based factors. However, identifying opportunities for improvement and tracking progress is often limited by financial literacy, sound management accounting and livestock production records. Therefore, this becomes a key component of driving practice change.

The MLA Producer Adoption Program has to date been structured to provide a range of training and supported learning products in discrete technical areas. They are available to producers and advisers to engage with in a self-directed manner. BulkUp aims to package adoption products in a way that better appeals to those seeking a more guided learning pathway.

BulkUp provides a new delivery mechanism for MLA's proven adoption packages. By bringing together technical content streams it creates a whole farm systems approach to adoption, providing a learning pathway for participants to follow from business management, to feedbase, to livestock.

Delivered within a long term, peer-supported learning environment, BulkUp offers a powerful avenue to drive practice change. It targets improving on-farm production efficiency, with particular focus given to feed utilisation. It offers a structured learning pathway while maintaining flexibility to pick and choose particular adoption products of interest.

A two-page program summary is available [here](#).

The role of the group coach

The group coach will be a critical role within the program, in that it works across both the delivery and management areas of the project. On the delivery side, the group coach will be critical in engaging and establishing participants into a group, coordinating program activities, facilitating peer discussion and knowledge sharing, and coaching individuals in their practice change journey. As member of the project management team, group coaches will be responsible for implementing the program plan, but will also play a key role in providing feedback and input into how the program is delivered and any required changes, based on experience.

Key skills and role responsibilities include:

- Leverage networks to engage a participant group
- Engaging business analysts and content deliverers to work with the group
- Ensure curriculum is achieved, working with participants to prioritise and engage with technical upskilling activities
- Facilitate the group to encourage the development of trust, sharing of information and experiences, and peer supported learning
- Manage group level budgets and report on finances and delivery to the coordinator.

Some professional support is available through the programs national coordinator, so all interested parties are encouraged to express interest.

Roles and responsibilities associated with service providers contributing to the BulkUp program are defined [here](#).

Project timeframe

Following the appointment of a national coordinator in mid 2026, group coaches will be engaged and progressed to formal agreements. It is anticipated the first intake of producer groups will begin project activities in late 2026.

Budget and funding

BulkUp is funded through a combination of MLA levies, MLA Donnor Company and private investment. The program is budgeted to cost approximately \$8,000 p.a. per farm business participating.

Participants are required to pay \$500 p.a (per business) for the first 2 years, and \$1,500 p.a. for the remaining 4 years. This represents a significant saving, in the order of a 15% participant contribution.

Group coaches will be engaged and paid by the National Coordinator under standardised terms.

Submissions

To express interest in engaging with BulkUp as a group coach, please provide a two page cover letter, addressing the requirements of the role outlined above, along with your serviceable area. Group coach EOIs will remain open, but get in quick to be part of the program initiation.

To discuss BulkUp further or submit an EOI, please reach out to Mitchell Plumbe mplumbe@mla.com.au 0458 273 715 or Stuart Bull sbull@mla.com.au 0458 614 962