

## Expressions of Interest BulkUp - Participant

### Background

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](#).

### What to expect from us

As a producer participant, you can expect to be networked with a group of like-minded producers from your region. By the nature of the BulkUp program, it is expected to attract individuals that are looking to improve their farm business performance and see value in investing in themselves and accessing professional services to help them get where they want to go.

At a group level, participants will determine what upskilling avenues they will pursue each year, within the available MLA adoption product list. Economic benchmarking will also be conducted annually, providing insights on business performance in order to prioritise focus areas.

A group coach will provide support in administration and facilitation of the group, allowing participants to focus on capacity building priorities and implementation of new practices. Importantly, the group coach will be available to support the group as a whole, and individuals within it, to implement learnings and realise the subsequent benefits.

Roles and responsibilities associated with service providers contributing to the BulkUp program are defined [here](#). This may provide additional insight into what participants can expect.

### What we expect from you

We expect participants will engage in the program with a level of commitment to see it through to its full potential. Practically, this would require 6-8 days/year for specific capacity building and benchmarking workshops to occur, plus 1 hour monthly online sessions with your group.

On entry to the program, we will request a commitment of 2 years in the program. At the 2 year mark, you will have the opportunity to continue on for the remaining 4 years, or exit the program if you do not see value in continuing.

As part of the program, participants will conduct annual economic benchmarking, as well as evaluations associated with individual workshops and the broader program. This information is vital for MLA to assess the impact of the program, make improvements where needed, and demonstrate a return for industry investment. Participant data is treated confidentially, in accordance with MLA's [Privacy Policy](#).

### **Who is eligible?**

BulkUp is available to all Australian sheep, goat and beef producers. There are no exclusions on scale or primary enterprise type. However, program focus will of course be the increase in productivity and profitability of livestock businesses. Where livestock enterprises are run as part of a broader mixed farming business, non-livestock enterprises will not be excluded from discussion or consideration, but they will not receive focus and investment.

We welcome up to 4 members from the one business to attend program activities, while expecting that at least one person is committed to be the primary participant.

If you're looking to improve your farm business performance, build networks with a forward-thinking group of peers, and access professional support and upskilling opportunities, BulkUp is for you!

### **Project Timeframe**

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 85%.

### **Submissions**

To express interest in participating in BulkUp, please provide your [details here](#) and a program staff member will reach out to you.

To discuss BulkUp further, please reach out to Mitchell Plumbe [mplumbe@mla.com.au](mailto:mplumbe@mla.com.au) 0458 273 715 or Stuart Bull [sbull@mla.com.au](mailto:sbull@mla.com.au) 0458 614 962.