Producer Demonstration Site

Full Application Form

Please download a copy of the PDS guidelines (see <https://www.mla.com.au/extension-training-and-tools/producer-demonstration-sites/>) to assist you in completing this application form.

Tenders must comply with all requirements specified within this full application form, all sections of the application form must be completed as per the PDS guidelines.

Full applications which include a completed declaration (see Terms of Reference) and application form are to be submitted electronically via email to: Russell Pattinson PDS Coordinator, Miracle Dog Pty Ltd, email: miracledog@bigpond.com(Ph 0419872684) and applications@mla.com.au

|  |  |
| --- | --- |
| **PRODUCER GROUP NAME:** | |
|  | |
| **PROJECT TITLE** (max 6 words): | |
|  | |
| **PROJECT START DATE:** | **PROJECT COMPLETION DATE:** |

# **PRODUCER GROUP CONTACT (Chair / Leader)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Title** |  | **First Name** |  | | **Surname** | |  |
| **Mailing Address** |  | | | | | | |
| **Phone Number** |  | | | **Mobile Number** | |  | |
| **Email Address** |  | | | | | | |

1. **MLA Region** *(refer to MLA regional map at www.mla.com.au)*

Southern Region (NSW, VIC, TAS, SA & Sthern QLD): <http://www.mla.com.au/About-MLA/RD-Consultation/Southern-Australia-Meat-Research-Council-SAMRC>

Western region (WA): <http://www.mla.com.au/About-MLA/RD-Consultation/West-Australian-Livestock-Research-Council-WALRC>

Northern region (NT, WA, QLD): <http://www.jackiekyte.com.au/nabrc/regional_committees/regional-map>

Note: We encourage applicants to consult with their relevant Regional Research Committee on their project proposal.

1. **CORE & OBSERVER PRODUCERS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Number of Core[[1]](#footnote-1) Producers** |  | **Number of Observer[[2]](#footnote-2) Producers** |  |

**PDS CORE PRODUCER GROUP MEMBERS** *(add rows as required)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Property** | **Location** | **Telephone** | **Email** |
|  |  |  |  |  |
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**TOTAL NUMBER OF SHEEP MANAGED BY THE CORE PDS GROUP:**

**TOTAL NUMBER OF SHEEP MANAGED BY THE ENTIRE GROUP:**

**TOTAL NUMBER OF CATTLE MANAGED BY THE CORE PDS GROUP:**

**TOTAL NUMBER OF CATTLE MANAGED BY THE ENTIRE GROUP:**

**TOTAL AREA (HA) MANAGED BY THE CORE PDS GROUP:**

**TOTAL AREA (HA) MANAGED BY THE ENTIRE GROUP:**

1. **GROUP FACILITATOR**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Title** |  | **First Name** |  | | **Surname** | |  |
| **Mailing Address** |  | | | | | | |
| **Phone Number** |  | | | **Mobile Number** | |  | |
| **Email Address** |  | | | | | | |

1. **CONTRACTING ORGANISATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** |  | | |
| **Trading Name** |  | | |
| **ABN** |  | | |
| **Street Address** |  | | |
| **Postal Address** |  | | |
| **Phone Number** |  | **Mobile Number** |  |
| **Email Address** |  | | |

1. **INSURANCE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Insurance type** | **Policy number** | **Extent of cover: per incident** | **Extent of cover: in aggregate** | **Expiry date** |
| Professional indemnity |  |  |  |  |
| Public liability |  |  |  |  |
| Workers’ compensation |  |  |  |  |

1. **DESCRIPTION AND BACKGROUND TO THE PDS**

Describe the role and purpose of the group and specify as objectively as possible:

* What is the problem
* Quantify its impact
* How many producers does it impact in your region
* How is it being addressed now, if at all
* Provide an estimate of number of producers already adopting the proposed practices.

1. **AIM** *(one short sentence, refer to Guidelines)*

*For example: Can dual-purpose canola increase pre-joining liveweight gains, conditions scores, and reproductive rate (measured by pregnancy scanning) of ewes relative to current forage options and can be harvested in its second year to produce a seed/oil crop*

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1. **OBJECTIVES** (*refer to Guidelines – objectives should be SMART. Include as many objectives as required)*

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| --- |
| **S** (Specific), **M** (Measureable – refer to performance metrics below), **A** (Achievable), **R** (Relevant), **T** (time based)  ***Example objectives*** *(to delete before submission)*  *By December 2017, in the Mallee region of NSW:*   1. *20 producers will demonstrate and assess the potential of two varieties of dual purpose canola to increase:* 2. *pre-joining liveweight gains of merino ewes from Xg/d to Yg/d* 3. *the condition score of ewes at lambing to CS 3 (from CS2)* 4. *the reproductive rate (measured by marking percentage) of ewes relative to current forage options*   *and demonstrate the crop can be harvested in its second year to produce a viable seed / oil crop.*   1. *Conduct a cost benefit analysis to determine the relative economic performance of the canola varieties compared to current forage options.* 2. *Implement a series of skills and training development activities to increase the confidence of 60 core and observer producers to implement ewe management practices.* 3. *Conduct an annual field day and other activities to showcase the demonstration site results and encourage adoption of key practices by 150 attending producers.* |
|  |

1. **METHODOLOGY AND SEQUENCE OF ACTIVITIES**

*Please provide a description of your method*

Sequence of activities (add rows as required)

|  |  |
| --- | --- |
| **Date** | **Detail of activity** |
|  |  |
|  |  |
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1. **BENEFITS TO PRODUCERS AND THEIR BUSINESS**

*What benefits will the project deliver to producers, their business and the industry in the longer term?*

1. **MONITORING, EVALUATION AND REPORTING (MER) ACTIVITIES OF THE PROJECT**

**NOTE: All PDS projects will be required to have and implement a comprehensive MER plan aligned to the MLA framework. Please budget for MER in this proposal. An example PDS MER plan template is provided as a downloadable attachment from** [**https://www.mla.com.au/extension-training-and-tools/producer-demonstration-sites/**](https://www.mla.com.au/extension-training-and-tools/producer-demonstration-sites/)

As a minimum monitoring and evaluation will include:

* Clear identification of practices and metrics being demonstrated and measured
* Collection of data on producer numbers and animals, and area potentially impacted by the project
* Entrance surveys of producers to benchmark current knowledge and skills in relation to the subject
* Benchmark current practices in relation to the subject
* Exit surveys of producers to enable assessment of changes in:
  + Reactions (perceptions, enthusiasm etc.) as a result of the project
  + Knowledge, Attitudes, Skills and Aspirations
  + Practices
* Extent of and impact from communication / extension activities outside of the PDS project participants
  1. **KEY CONTRIBUTING PRACTICES / CAPABILITIES**

Please select which key contributing practices / capabilities will be demonstrated and measured.

***Animal Management Practices***

* Reproductive practices
* Nutrition (northern Aus.)
* Breeding and genetic practices
* Manage for markets
* Other, please list……………………

***Feedbase***

* Grazing and stocking rate management
* Grazing land management (northern Aus)
* Soil and Pasture Health
* Other, please list……………………

***Animal Health & Welfare***

* On farm health management
* On farm welfare management
* On farm biosecurity management
* Other, please list……………………

***Environment***

* Measure and monitor natural resources
* Weed management
* Other, please list……………………

***People & Business***

* Business planning
* Calculate Cost of Production
* Farm benchmarking / comparative analysis
* Labour efficiency
* Use of data for management / genetic decisions
* Other, please list……………………
  1. **ENGAGEMENT & ADOPTION PERFORMANCE METRICS**

Please select which performance metric(s) will be measured with core group members to demonstrate the impact of adoption?

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Performance metrics** | | **Please select (√) applicable metrics** |
| **Engagement** | Pre and post Knowledge, skills and confidence**(mandatory)** | | **√** |
|  | Number producers directly and indirectly engaged (+ demographics) **(mandatory)** | | **√** |
|  | Practice change – intended and actual **(mandatory)** | | **√** |
|  | Other, please list……….. | |  |
|  |  | |  |
| **Productivity (select at least one metric)** | Production efficiency (Kg red meat / area unit) | |  |
|  | Production efficiency (kg red meat /dse) | |  |
|  | Pasture productivity (kg DM/ area unit) | |  |
|  | Stocking rate (DSE/ha or AE/area unit) | |  |
|  | Reproductive efficiency (kid, lamb or calf marking % or weaning %) | |  |
|  | Labour efficiency (DSE / AE per labour unit or ha/AE per labour unit) | |  |
|  | Mortality rate (%) | |  |
|  | Other, please list ………….. | |  |
|  |  | |  |
| **Profitability (select at least one metric)** | Whole farm indicators | Return on assets (%) |  |
|  |  | |  |
|  | Enterprise Indicators | Cost of Production ($/ kg red meat) |  |
|  | Gross Margin / Ha |  |
|  | Gross Margin / dse or AE |  |
|  | Other, please list………….. | |  |
|  |  | |  |
| **Environmental** | Ground cover (%) | |  |
|  | Whole farm biodiversity | |  |
|  | Tonnes / ha reduction in soil loss | |  |
|  | Other, please list …………… | |  |

1. **EXTENSION & COMMUNICATION ACTIVITIES & OUTPUTS TO ENGAGE THE BROADER FARMING COMMUNITY**

*Please note that annual field days and case studies are required. Please specify if activities are for core or observer producers, or both*

|  |  |  |  |
| --- | --- | --- | --- |
| **Engagement / / Adoption Activities** | **Yes / No** | **Details** | **List any collaborating partners?** |
| Annual field day |  |  |  |
| Webinar |  |  |  |
| Workshop |  |  |  |
| Video |  |  |  |
| In depth articles |  |  |  |
| Case studies |  |  |  |
| Producer guides / fact sheets |  |  |  |
| Other (please provide details): |  |  |  |

##### 

1. **MILESTONES** *(please provide summary details related back to your method for each milestone)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone Number** | **Achievement criteria** | **Due date** | **Payment schedule ( of total project cost)** |
| 1 | Project executed | 0 | Nil |
| 2. | Communications & Monitoring and Evaluation plans submitted to MLA. | +1 month | 10 % |
| 3. | Progress report   * MER report | + 6 months |  |
| 4. | Annual report   * MER report | + 6 months | 35% *(indicative)* |
| 5. | Go/ No Go decision | + 1 month |  |
| 6. | Progress report   * MER report | + 5 months |  |
| 7. | Annual Report   * MER report | + 6 months | 30% *(indicative)* |
| 8. | Go / No Go decision | + 1 month |  |
| 9. | Progress report   * MER report | + 5 months |  |
| 10. | Final Report including:   * Project findings & impact (BCA) * Communication & extension outputs & outcomes * Whole of project MER * Financial reconciliation | + 6 months | 25% |

1. **PROJECT BUDGET AND FUNDING** (*refer to Guidelines)*

*Please provide all budgetary figures as GST exclusive.*

* 1. **Operating** (e.g. Field days costs, printing) - Add lines as required.

| **Date** | **Item** | **Comments** | **Total (ex GST)** |
| --- | --- | --- | --- |
|  |  |  | **$** |
|  |  |  | **$** |

**TOTAL OPERATING $**

### Travel - Add lines as required.

| **Names of Persons Travelling** | **Reason** | **Travel** **Details (car travel: distance x ATO rates)** <https://www.ato.gov.au/Individuals/Income-and-deductions/Deductions-you-can-claim/Vehicle-and-travel-expenses/Car-expenses/> | **Total (ex GST)** |
| --- | --- | --- | --- |
|  |  |  | **$** |
|  |  |  | **$** |

**TOTAL TRAVEL $**

* 1. **Professional fees** (*Complete for the PDS facilitation and each external contractor*)

**Name:**

**Occupation: PDS Facilitation**

**Current Employer:**

**Fees: $ /day**

| **Description of Task** | **Time**  **(days)** | **Total (ex GST)** |
| --- | --- | --- |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
| **TOTAL** |  | **$** |

**Name:**

**Occupation:**

**Current Employer:**

**Fees $ /day**

| **Description of Task** | **Time**  **(days)** | **Total (ex GST)** |
| --- | --- | --- |
|  |  | $ |
|  |  | $ |
|  |  | $ |
|  |  | $ |
| **TOTAL** |  | **$** |

* 1. **Summary of budget and funding** (GST exclusive: *refer to Guidelines)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Payment Dependent on Milestone** | **Fees** | **Expenses (travel & operating)** | **TOTAL**  **(ex GST)** |
|  | *Milestone 2 – Comms & MER plan received* |  |  |  |
|  | *Milestone 4 – Annual report yr1* |  |  |  |
|  | *Milestone 7 – Annual report yr 2* |  |  |  |
|  | *Milestone 10 - Final Report* |  |  |  |
|  | **TOTAL** | **$** | **$** | **$** |

1. **OTHER SUPPORT** (other than MLA eg. the Group members, DPI, Sponsors, etc: *refer to Guidelines)*

|  |  |  |
| --- | --- | --- |
| **Party** | **Amount of Contribution** | **Type of Contribution** |
| **Other Contributors** (please list) |  |  |
| **Research & Other Organisations** (in kind) |  |  |
| **Members’ contribution –** estimate in days in-kind |  |  |
| **Total In-kind contributions** | **$** |  |

1. Core PDS producers are those directly involved in the project. [↑](#footnote-ref-1)
2. Observer producers would receive regular updates on progress with the PDS as well as attending workshops and field days [↑](#footnote-ref-2)