

# *Profitable Grazing Systems, your pathway to success*



## **Information for potential service providers**

*Profitable Grazing Systems* (PGS) is a high value delivery program, which drives improved business performance outcomes for participating red meat producers with measurable impacts. It will be a game changer for participating producers, driving transformational change in business productivity and profitability through supported learning.

The program provides an opportunity for service providers who are focussed on making a measurable difference to the business performance of red meat producers through the delivery of high quality, high value extension and adoption programs.

Three good reasons to get involved in PGS:

1. It provides a commercial delivery platform, aligned with MLA, allowing you to build your business and be remunerated recognising the real value of your skills and services
2. It will help you to gather evidence to demonstrate the value of the learning projects you deliver – your proof of profit story to use in engaging producers
3. It will help you keep abreast of new and useful RD&A outputs from MLA and provide a mentoring and peer support network with professional development opportunities

Deliverers can choose to work through learning projects targeting any combination of the following subject areas; business and people management, genetics and reproduction, feedbase and the value chain, relevant to different enterprises (e.g. goats, sheep vs cattle) and regions (e.g. rangelands vs southern).

PGS builds on MLA's best practice packages of information and tools, with a renewed focus on encouraging producers to make changes to their business using specialist coaches who provide longer-term support and guidance.

PGS will provide:

- Opportunities to participate as part of a deliverer peer support network (including opportunities for mentoring from the PGS leadership team)
- Support with recruiting producers
- Ongoing feedback and support from the coordination team on your performance as a PGS deliverer
- Flexible and local delivery to meet the needs of red meat producers
- Assistance in developing your own supported learning project (SLP)
- Access to PGS Monitoring and Evaluation (M&E) templates, and assistance with tailoring M&E materials and processes to your project, and up to 30% MLA investment in the cost of delivery to cover M&E requirements (capped at a maximum of \$600 per business)
- Provide access to monitoring and evaluation (M&E) tools such as Turning Point technology

Service providers who apply to be part of PGS will be performance evaluated, and encouraged and supported to adopt a continuous improvement approach to their delivery.

The preferred model for delivery is a supported learning approach (e.g. a coaching methodology). This means producers must learn and practice new skills before they can be implemented to achieve practice change and an improvement in business performance.

Deliverers will have the option of delivering one of MLA's already developed supported learning projects or developing their own.

It is expected that all deliverers who engage with PGS will have strong technical skills in their field, however support will be available with the delivery approach and M&E processes.

## We've done our homework

The *Profitable Grazing Systems* model and content has been piloted with 130 goat, sheep and cattle producers across Australia managing over 1.5 million hectares. The producers and service providers involved in the PGS pilot have provided input into the program design to ensure its user friendly and effective from both a producer and service delivery perspective.

Pilot results:

- In 8/10 groups, all participants indicated they had either "made changes already" or that they "intend to make changes". Changes ranged from adoption of technologies or infrastructure improvements, to changes in grazing management practices, use of feed budgeting, condition scoring livestock, setting goals and planning, improving financial management and record keeping.
- The top three benefits producers indicated they received from participating were learning new skills and how to apply them to their individual farming systems; seeing and hearing what other producers are doing; and the opportunity to put numbers around decision-making
- The pilot mid-term review found that producer knowledge, attitude, skills and aspiration (KASA) audit scores increased from an average of 46% (pre-pilot), to 76%

To find out more about the pilot click [here](#).

## How to apply

Applications can be made at any time using the PGS application project form which is available from the program coordinator. It is recommended that all interested deliverers contact the interim program coordinator to discuss their project idea and whether it will fit with PGS before they commence an application.

## For more information

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