



finalreport

KPI 2007 Survey – Executive Report

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(Tier 2 2007 Cumulative Sample n=636)

Figures represented in table 20 refer to results obtained from the aggregated sample, ie representing results from course participants from the past 3 survey intervals.

(refer combined data tables 22)

Management Changes as a Result of Course Attendance

The KPI 2007 Survey asked producers if they had changed any of their management practices as a **direct** result of participating in the specific course or program(s) they indicated they had attended. This approach aimed to **link change** directly with specific **course attendance**.

- **EDGENetwork** has the most influence on change with **71%** of EDGE workshop attendees indicating that these programs motivated them to adopt new management practices and/or implement changes to existing practices.
- **MBfP** had increases its influence with **50%** of participants indicating management changed in comparison with 44% in 2006. **COP** also improved its effectiveness with an increase from 30% in 2006 to **46%** in 2007.

Table 21: Management Practice Change by Course/Program and Program Participants

MLA Course/Program classifications:	Course Participants		% of Course Participants who Changed Management Practices	
	2006 (n=349)	2007 (n=636)	2006	2007
More Beef from Pastures	n=85	n=140	44%	50%
Prime Time/Making More from Merinos	n=70	n=81	47%	49%
PIRD's/Producer Research Support	n=32	n=79	72%	56%
EDGE/EDGENetwork workshops	n=205	n=265	69%	71%
Cost of Production	n=11	n=35	30%	46%
Beef Up Forum	-	n=35	-	46%

(Tier 2 Cumulative Sample n=636)

(*Note: The participants represented who did not change management practices as a result of attending the specified program, did not change as a result of attending any other course or program. Some specified course participants changed management practices as a result of also attending other courses, refer to tables for details).

These figures represent only a minor shift in the overall level of management practice change from the 2005 survey, increasing only 2% from 65% in 2005 to 67% in 2006 and a falling slightly to 64% in 2007.

(refer combined data tables 21-22)

- **21%** indicated that **pasture management and improvement** had led to being able to run more stock.

Negatives:

- **7%** felt that '**advice was not drought applicable**'.
- **13%** had made **no changes** to management as a result of attending and this was felt to be a negative.
- **6%** felt that they needed more time or too much time to implement changes.

4.2.8 Areas of most Impact from MLA Courses

The 2007 KPI survey also sought to identify which key areas of farm management the MLA extension programs had the most impact on.

- **54%** of participants clearly identified **profitability** as the area that MLA courses had influenced the most.
- **Cost of Production** was regarded by **53% of participants** as the second most important area that MLA courses impacted on.
- **Prime time** appears to have had the most impact on participants in the area of **cost of production** with **85%** of course participants indicating that was where the course had the greatest impact.

Table 31: Areas MLA Information had greatest impact by Course Attendees

Areas of impact:	PIRD's	EDGE	Prime Time	More Beef from Pastures	COP	Beef Up Forums	Total:
	(n=47)	(n=95)	(n=20)	(n=65)	(n=25)	(n=35)	(n=287)
Profitability	66%	48%	70%	43%	80%	43%	54%
Environment	26%	44%	40%	32%	44%	37%	34%
Cost of Production	53%	56%	85%	50%	84%	40%	53%
Pasture persistence	45%	55%	30%	46%	48%	34%	46%
Lifestyle	17%	29%	20%	15%	20%	23%	17%
Labour Saving	15%	37%	35%	20%	24%	20%	18%

(Tier 2 2007 Sample only, n=287)

(for outcomes refer to MLA_KPI_2007_Tables_07, refer tables 72-79).