

Terms of reference

GIRDAC Investment Call

National Goat Roadshow 2.0

Summary

The Australian goat industry is positioned as a dynamic and maturing industry. Continually developing information on market access, industry best practice and on-farm adoption has created a need for producers to have a forum which will deliver this key information in an accessible and digestible format. As a result, this project will design, develop and deliver a goat industry online education series with topics provided by goat producers, for goat producers.

Purpose and Background

Commencing in 2018 and concluding in 2024, the National Goat Roadshow (B.GOA.0126) comprised 6 producer workshops, 13 webinars and 3 case studies. Overall, the series reached 2,295 goat producers and industry stakeholders, far exceeding the target of 480 producers set at the start of the project. Additionally, the webinar series has been uploaded onto the MLA YouTube channel, garnering 840 views of recordings to date. Following the success of this project, the Goat Industry Research, Development and Adoption Committee (GIRDAC) have identified a second iteration of the webinar series as a priority for levy investment.

Webinars and mixed media modes of online education are a cost-effective adoption and communication tools valued by Australian goat producers as a convenient, long-term reference to information on key topics of interest. Adaptation to virtual forums and familiarity with visual media such as webinars has seen an increase in producer engagement evidenced by subsequent views of the National Goat Roadshow webinars on the MLA YouTube channel.

However, keeping content relevant, with adoption-focused topics and maintaining engagement is an ongoing challenge, which demands an intimate knowledge of the source material to identify presenters that can reach the intended audience.

Expected outcome

Proposed RD&A activities will meet agreed milestones identifying progress in achieving one or more of the objectives and outcomes identified in this TOR which align with identified priorities by GIRDAC.

Scope

MLA is calling for applications for levy-funded projects that will consider the following objectives:

- i) Facilitate the virtual event workflow including but not limited to pre- and post- event surveys (linked to MER), presenter liaison, design and promotion of social media advertising material as required and upload of materials online to the MLA Goats Hub
- ii) Design, deliver and facilitate an adoption-focused quarterly online education series and generate case studies from the series with key topics and speakers identified in collaboration with GIRDAC
- iii) Develop and execute a multimedia engagement strategy to drive increased viewership and engagement of Australian goat producers across written and visual media. This should include a comparison against the previous National Goat Roadshow to reduce duplication.

Prospective service providers should consider the use of a variety of online education and multimedia tools.

Proposed activities

The prospective service provider will be required to design, deliver and facilitate an online education series and generate case studies on topics informed by GIRDAC for Australian goat producers. GIRDAC will also assist the prospective service provider with speaker recommendations. The project is scoped for quarterly media to be delivered over three years (to a maximum of 12). A strategic review will be held after the initial four topics to ensure that the project continues to meet industry engagement targets and/or emerging industry needs. Further, the project should encompass the development and execution of an engagement strategy to enhance producer and broader industry engagement. The prospective service provider will be required to work with MLA to incorporate case studies into the current quarterly Goats on the Move e-newsletter.

Other requirements

All projects will be required to implement a comprehensive monitoring, evaluation and reporting (MER) plan aligned to the MLA framework to demonstrate producer engagement, practice change and the benefit to the production businesses and broader industry. A copy of the MER plan guidelines is available on the MLA website. The MER plan will be a requirement of milestone one if the project is successful. Please budget for MER in this proposal.

Project duration and timing

The project is anticipated to be contracted in **FY26**, with a duration of three (3) years. After every four topics, the project will be assessed for its ongoing value to industry.

Resources Required

The proposal should include all resources, personnel and budget required to complete the project.

Important information and selection criteria

This proposal will encompass research, development and adoption (RD&A) activities in the Goat Productivity sub-program that achieve outcomes in line with the priorities of the Goat Industry Research, Development and Adoption Committee (GIRDAC).

MLA is seeking **full RD&A proposals** to design, develop and deliver an online education series for the Australian goat industry. Proposals will be reviewed by GIRDAC to assess alignment with key RD&A priorities.

Funding mechanisms

The successful project will be funded via the goat levy funding stream. For projects to be funded, they must be recommended for funding by GIRDAC prior to progressing through the MLA governance process. For more information on the goat levy funding system please see [here](#).

Confidentiality and intellectual property

The successful applicant will be required to enter into an Umbrella Research Agreement with MLA.

Applicants must identify any background intellectual property (BIP) brought to the project and bring any background IP required that is not owned by MLA. All data and cited references must be acknowledged in the final report and it is the sole responsibility of the applicant to ensure copyright laws are not breached.

Where further information is available which may assist the successful applicant in meeting the requirements of the project, MLA will provide such information to the successful applicant.

Deadline for submissions

Full proposals must be received by MLA before 11.59pm (AEDT) Friday 28 November 2025. Late proposals will not be accepted.

Use the [full application template](#) to submit proposals electronically to MLA at:
projectcall@mla.com.au

Full proposals will be acknowledged and recorded on the MLA project information system.

Application outcomes will be advised in writing by 19 December 2025.

Further Information

If you have questions about these terms of reference, contact:

Dr Melanie Smith

Program Manager - Sheep and Goat Productivity

msmith@mla.com.au

+61 (0) 499 649 072