**Expression of interest**

**Producer Adoption Reference Group membership - Northern Red Meat Industry representatives**

**Date:** September 2021

**MLA Program:** Producer Adoption

**Program Manager:** Sally Leigo

**Group Chair:** Sarah Strachan

**Purpose**

Meat & Livestock Australia (MLA) operates the “Producer Adoption Reference Group (PARG)”to provide a consultation platform with key stakeholders for progressing issues relating to the increased adoption of Research and Development (R&D) outcomes by Australian red meat (beef, sheep and goat meat) producers.

**MLA is seeking expressions of interest from individuals who meet the requirements as a member of the Group, detailed below and can specifically represent the Northern red meat industry.**

**Terms of reference**

MLA operates several reference groups to oversee and assist the direction of MLA’s strategies and programs. These reference groups are key interfaces between MLA and industry and they ensure that MLA’s programs seek outcomes that are relevant to and valued by industry. The PARG provides advice to MLA on adoption related issues within the confines of budget and governance matters.

The intent of the PARG is to provide a forum for consultative discussion on the implementation of adoption strategies to support industry relevant programs and initiatives. This includes, but is not limited to, animal welfare, animal production, pasture improvement, the environment and other key industry issues. When formulating advice, the Group will seek a consensus position across industry representatives.

**Roles and Responsibilities of the Group**

* Reviewing adoption strategic plans: Provide advice on the strategic direction and prioritisation of MLA adoption activities
* Strategic plan implementation: Provide advice on how to overcome the barriers to commercial adoption, and/or risks to the integrity of R & D outcomes.
* Active feedback loop: Receive, review, discuss and prioritise input from Regional Advisory Councils on adoption opportunities and challenges to inform MLA of potential solutions or strategies to implement to maximise impact from research investments
* Design Led Innovation (DLI): Ensure that the strategies aimed at increasing the adoption rates among producers are developed using DLI principles.
* Evaluation: Monitor key performance indicators and identify and any opportunities for improvement in the adoption program delivery.
* Industry communication: Where appropriate, ensure industry groups including peak industry councils and Research Advisory Councils are informed on the outcomes of adoption related activities across the red meat sector.
* Industry communication: Ensure that adoption related communication is consistent, targeted and effective and the group members are active in disseminating information about local and state based activities.
* Industry insights : Provide MLA with insights of emerging opportunities for adoption activities or for collaborating with existing regional and state activities

**Group structure and membership**

The Group will be chaired by MLA’s Group Manager, Adoption and Commercialisation and its remaining membership includes the following representatives (minimum):

* three beef producers; a minimum of two from the Regional Advisory Councils (RACs)
* two sheepmeat producers; a minimum of one from the RACs
* one wool producer
* one adoption researcher
* two adoption service providers
* two Peak Industry Council Representatives; one from Sheep Producers Australia; one from Cattle Council Australia

**With a current structure already in place, the Group is looking for up to two new members that can meet one or more of the following member types above and represent the Northern red meat industry.**

Where a members association with a RAC or PIC changes during the year, and is the reason for the membership on PARG, they will vacate the role to be made available to others who meet the selection criteria.

If this membership does not provide sufficient cross sector (producer, researcher and extension deliverer) representation, the Group may agree to invite additional representatives to attend particular meetings or become a Group member.

**Meetings**

A minimum of two meetings will be held per annum with expectation that Group members will actively participate in at least 50% of meetings each year. The Group may meet in person or via teleconference.

When formulating advice to MLA, the Group will ensure that the views of all members will be sought and respected on the matters under review; and that where decisions are taken, they will be by consensus.

The process for reporting and managing ‘conflicts of interest’ will be emphasised at meetings. Any declarations should be reported in the meeting minutes.

The Group may invite any other person to attend and participate in Group meetings, if deemed appropriate by the Group.

Group members are entitled to reimbursement of expenses and sittings fees associated with membership of the Group. Any Federal and State government members are responsible for their own expenses, including time, associated with membership of the Group.

**Selection criteria**

Membership applications will be reviewed against the following criteria. Please indicate within the cover letter the ability to meet this criteria.

* Strong knowledge of the northern red meat industry
* a proven track record of delivering and/or executing programs which have resulted in demonstrated adoption of knowledge and/or technology on-farm or businesses
* evidence of productivity, profitability and/or sustainability improvements resulting from these programs mentioned above
* a clear understanding and/or experience with whole farm livestock systems and value chain interactions
* clear understanding of the key issues and barriers to adoption, and demonstrated methodology that has been taken to overcome these
* experience in delivering commercial extension or adoption activities
* experience with leading and/or coordinating groups of livestock industry stakeholders

Applicants with the following knowledge and understanding will be preferred:

* qualifications or equivalent industry experience in livestock production and/or
* adoption
* involvement in strategic thinking and planning
* background in the red meat sector.

**Submissions**

Applicants should submit a CV and a cover letter addressing the membership requirements to Sarah Strachan – sstrachan@mla.com.au by 30th September 2021.