Producer Demonstration Site

Application Form

Please download a copy of the MDC application guidelines (see tender documents) 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.

Full applications, which include a completed declaration and an application form, are to be submitted electronically via email to: Joe Gebbels, Program Manager – Sheep & Goat Productivity Research & Development, email: jgebbels@mla.com.au and Emily Litzow, Project Manager - Sheep & Goat Productivity Research & Development, email: elitzow@mla.com.au

***MDC applications, must also include a completed Source of Funds. Producer members will need to make a financial contribution under this project type, refer to the Terms of Reference document.***

|  |  |
| --- | --- |
| **PRODUCER GROUP NAME:** | |
|  | |
| **PROJECT TITLE** (max 10 words): | |
|  | |
| **PROJECT START DATE:** | **PROJECT COMPLETION DATE:** |

|  |
| --- |
| **PRIORITY/INDUSTRY TARGET:**  *Identify how the project aligns to tender targets and priorities* |

# **PRODUCER GROUP CONTACT (Chair / Lead Producer)**

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

1. **MLA Region** *-*

Please select the MLA consultation region/s **and** climatic zone/s relevant to this application

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***MLA consultation Region*** | | | | | | |  | |  | ***Climatic Zone*** |
| NABRC |  | SALRC |  | WALRC |  |  | |  | |  |
| South East QLD |  | Northern NSW |  | South East | |  | |  | | Cool/Cool Temperate |  |
| South QLD |  | Central & Western NSW |  | South Coast | |  | |  | | Mild/Warm Temperate |  |
| Central QLD |  | Southern NSW |  | Great Southern | |  | |  | | Sub-tropical/sub-humid |  |
| Western QLD |  | Western VIC |  | South West | |  | |  | | Mediterranean |  |
| North QLD |  | Central VIC |  | Upper Great Southern | |  | |  | | Rangelands/Pastoral |  |
| North West QLD |  | South East VIC & TAS |  | Eastern Wheatbelt | |  | |  | | Tropical Moist |  |
| Katherine Region |  | South Australia |  | Goldfields | |  | |  | | Tropical Wet |  |
| Barkly Region |  |  |  | Mid West/Midlands | |  | |  | |  |  |
| Central Australia |  |  |  | Northern Agricultural Region | |  | |  | |  |
| Kimberley |  |  |  | Gascoyne/Murchison | |  | |  | |  |
| Pilbara |  |  |  |  |  |  | |  | |  |

1. **CORE & OBSERVER PRODUCERS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Number of Core[[1]](#footnote-2) Producers** |  | **Number of Observer[[2]](#footnote-3) Producers** |  |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Property** | **Location** | **Telephone** | **Email** |
|  |  |  |  |  |
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| --- | --- | --- |
| **ANIMALS & AREA UNDER MANAGEMENT** | **Core PDS Group** | **Entire Group** |
| **Total Number of Goats** |  |  |
| **Total Area (HA)** |  |  |

1. **GROUP FACILITATOR**

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

**Please Note**: Group facilitator contact details will be published on the MLA website, as the key contact for producers/stakeholders to contact to obtain additional information and/or engage with the project. The contracting organisation must obtain written consent from the group facilitator in relation to their contact details being published as noted above.

1. **CONTRACTING ORGANISATION**

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

**Please note: MLA is unable to contract with entities registered as a sole trader.**

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.*

***(Examples to be deleted before submission)***

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

*For example: To demonstrate that dual-purpose canola can increase pre-joining liveweight gains, condition 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* ***(example aim to be deleted before submission)***

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

**S (Specific), M (Measureable – refer to performance metrics below), A (Achievable), R (Relevant), T (time based)**

***Example objectives (to be deleted 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:*

*(a) pre-joining liveweight gains of merino ewes from Xg/d to Yg/d*

*(b) the condition score of ewes at lambing to CS 3 (from CS2)*

*(c) 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.*

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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/**

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 / TOOLS**

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

***Animal Management Practices***

* Reproductive practices
* Nutrition
* Breeding and genetic practices
* Manage for markets
* Other, please list……………………

***Feedbase***

* Grazing and stocking rate management
* Grazing land management
* 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……………………

Please identify which tools and technologies will be incorporated into the project. These could include benchmarking, forecasting and assessment tools.

|  |
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**ENGAGEMENT & ADOPTION PERFORMANCE METRICS**

Please select which performance metric(s) will be measured with core group members to demonstrate the impact of adoption? Add if yours are not listed

|  |  |  |  |
| --- | --- | --- | --- |
|  | **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 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.* **All PDS projects will be required to develop and implement a detailed communication plan. The information outlined in the below table will be the basis for development the communication plan, as per MLA’s template.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Engagement / Adoption Activities** | **Yes / No** | **Details** | **List any collaborating partners?** |
| Field days (min. annually) |  |  |  |
| Webinar/s |  |  |  |
| Workshop/s |  |  |  |
| Video/s |  |  |  |
| 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 payments may be split based on the methodology of the project, 15 -25% of the total project value must be retained for the final Report payment.

|  |  |  |  |
| --- | --- | --- | --- |
| **Milestone Number** | **Achievement criteria** | **Due date** | **Payment schedule ( of total project cost)** |
| 1 | Project executed | 0 | Nil |
| 2. | * Communication plan * Monitoring and Evaluation plan * Pre–Project Survey template for Core and observer producers   Submitted and approved by MLA. | +1 month | *10 % (indicative)* |
| 3. | Progress report   * MER report * Update against communication and wider engagement plan activities * Core & Observer Pre-Project surveys completed, results analysed, and records submitted to MLA (excel form + scanned copy of completed surveys). | + 5 months |  |
| 4. | Annual report   * MER report * Summary of key activities or data over past 6 months * Update against communication and wider engagement plan activities * Year 1 project results | + 6 months | 35% *(indicative)* |
| 5. | Go/ No Go decision | + 2 Weeks |  |
| 6. | Progress report   * MER report * Summary of key activities or data over past 6 months * Update against communication and wider engagement plan activities | + 5 months |  |
| 7. | Annual Report   * MER report * Summary of key activities or data over past 6 months * Update against communication and wider engagement plan activities * Year 2 project results. | + 6 months | 30% *(indicative)* |
| 8. | Go / No Go decision | + 2 Weeks |  |
| 9. | Progress report   * MER report * Summary of key activities or data over past 6 months * Update against communication and wider engagement plan activities * Post project survey template submitted and approved by MLA | + 5 months |  |
| 10. | Draft Final Report including:   * Project findings & impact (BCA) * Communication & extension outputs & outcomes * Whole of project MER * Financial reconciliation | + 6 months |  |
| 11. | Acceptance of the final report and supporting deliverables by MLA | + 1 month | 25% |

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

*Please provide all budgetary figures as GST exclusive. It is not expected that all projects will utilise the maximum budget available under the PDS Program. At completion of the project, a financial reconciliation will be required.*

* 1. **Operating** (e.g. Field days costs, printing, test costs) - 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)* 
     1. **Budget**

|  |  |  |
| --- | --- | --- |
| **BUDGET ITEM** | | **TOTAL ($)** |
| **Fees** | |  |
| **Operating Items** | |  |
| **SUB TOTAL PROJECT COST** | **A** |  |
| **Plus 8% of SUB TOTAL (MDC Access fee)** | **B** |  |
| **TOTAL CONTRACT VALUE** | **A+B** |  |

* + 1. ***Producer Funding Contribution***

***NB: For Co-contributor projects, the 25% cash contribution must come from producers and is required to be detailed here)***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Funding percentage** | **Cash Contribution to the project (ex GST)** | **Access Fee** | **TOTAL (ex GST)** |
| **Producer** | **50% of A above** |  | **50% of B above** |  |
| **MDC** | **50% of A above** |  | **50% of B above** |  |
| **TOTAL** |  |  |  |  |

* + 1. ***Distribution of Funds***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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** | **$** |  |

**Privacy Note:**

The information you are providing in this form will be collected by Meat & Livestock Australia Limited ABN 39 081 678 364 ("**MLA**"). Some of the information you are providing is personal information under the Privacy Act. The information in this form is collected for the business purposes of MLA, and will not be disclosed by MLA to any third party except as set out in this form and under MLA’s privacy policy. By providing your personal information, you consent to MLA collecting, holding, using and disclosing the personal information you provide as specified in this notice and as otherwise specified in MLA's privacy policy (located at http://www.mla.com.au/General/Privacy).

***If you provide MLA with any personal information about someone else in this form, you must have permission from that person to do so and must notify that person that MLA will handle their personal information as specified in this form and in MLA’s privacy policy.***

If you do not provide your personal information, MLA may not be able to, assess your application or keep you informed about other opportunities that may be of interest to you. You can request access to and correction of your personal information by calling MLA on 1800 675 717.

From time to time MLA may contact you about other opportunities that may be of interest to you. Please let MLA know if you no longer wish to be contacted by them.

1. Core PDS producers are those directly involved in the project. [↑](#footnote-ref-2)
2. Observer producers would receive regular updates on progress with the PDS as well as attending workshops and field days [↑](#footnote-ref-3)