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**Terms of Reference**

**National Goat Roadshow**

**Background**

MLA has produced a range of new resources and tools to assist goat producers in improving their profitability and productivity. There is a need to both raise awareness within the industry of these new resources and to increase usage, and to recruit producers into Category B\* and C\* extension programs for long term business gains.

**Purpose**

The contractor will plan and execute a series of events around major goat production areas in 17/18 and 18/19 targeting both existing and potential commercial goat producers. These events are multipurpose. They will be:

1. Designed as feeder\*\* (recruitment) activities for the MLA EDGE and Profitable Grazing Systems (PGS) programs with clear attendance and enrolment targets for each event
2. Awareness raising for new resources and the goat industry more generally
3. Improved understanding between farmed and rangeland producers as to the needs and operation styles of each

**Additional information**

While the method is not already determined, the roadshow recipe should be flexible and may factor in for example tours between rangeland and farmed producer enterprises to assist in addressing point three listed above. The events must comply with the PGS definition and structure of a feeder activity (see below definition) and therefore sponsorship and producer financial contributions will be expected to factor into the project’s budget. The MLA investment into each feeder activity will be a maximum of 50% as with PGS.

A monitoring and evaluation plan will be expected as a part of this project to assist in calculating the success or not of the project and estimated return on investment to industry. Targets for attendance numbers for commercial producers will need to be agreed upon along with recruitment targets into Category B and C programs.

**Process**

Please complete an *MLA Full Project Application**Form*. The application must be submitted as a Microsoft Word Document. To access the project application template, go to https://www.mla.com.au/research-and-development/funding-opportunities/industry-researchers/

The proposal should:

1. Detail the approach that will be adopted to address the project objectives
2. Detail the specific work activities proposed and timelines for their achievement
3. Include a detailed and fully costed budget that covers all the resources required to undertake the work, including details of basis for charging (daily fees, number of days, expenses, etc.).
4. Propose a payment schedule, taking account of the following:
   * progress payments may be negotiated against project milestones if the size and timescale of the project warrant this. The proposal should propose milestones and payments if required.
   * a minimum of 20% of the project budget must be retained for payment against the final milestone.
   * payment of fees will be upon MLA acceptance of the attainment of the project milestones.

Please note delivery dates included in the application must be realistic as it is MLA’s expectation that these are met.

**Selection criteria**

Applications will be reviewed by GICA and MLA and selection of the successful proposal will be based on assessment against the following criteria:

1. Soundness of the method proposed to achieve the project objective
2. Demonstrated experience in delivering high quality extension activities with high producer engagement
3. Experience in course content and deliverer evaluation
4. The project budget, delivery timeline and assessed value for money.

**Time/budget**

The project will be contracted as soon as possible and run for approximately 24 months.

Stop/go milestones will be included in the project at key evaluation points. A budget for this work has not been set. Applicants may choose to base their budget around the following as a guide:

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| **State** | **Number of meetings per year (maximum)** | **Possible locations** |
| QLD | 2-3 | Rangeland (i.e. Dirranbandi, Charleville) and farmed areas |
| NSW | 2-3 | Rangeland (i.e. Western Division) and farmed areas (i.e. Dubbo) |
| SA | 2 | Rangeland and farmed areas |
| VIC | 1-2 | Farmed areas |
| WA | 1 | Farmed areas |

**Confidentiality and IP**

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.

All data and cited references must be acknowledged appropriately in the final publication and it is the sole responsibility of the applicant to ensure copyright laws are not breached.

The Contractor/s will be required to enter into a standard agreement with MLA.

**Further information**

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**Project proposal submissions:**

Proposals must be lodged electronically as a Word document to: applications@mla.com.au

Proposals must be received by *11 January 2018*. Strict adherence to the time deadline for applications will occur. *A page limit of 6 will be strictly enforced.*

*\** **Activity category definitions for proposed adoption program**

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| **Activity Category** | **Definition** |
| Category A:  Awareness | Category A activities form the initial stage of the learning pathway by seeking to engage producers with MLA’s extension and adoption programs. The key purpose of these events is to enable information sharing (increasing awareness) and networking. These activities *must* play a role as a feeder for either Category B or C activities (highlight opportunities for producers to increase their skills or knowledge). Examples of Category A activities are field days, forums / expos, seminars, and conferences. |
| Category B:  KASA change | Category B activities are about building producer knowledge, skills, confidence, and, as a function of skill development, some practice change (often significant) may occur over time. KASA change is defined as a measurable increase in Knowledge, a positive change in Attitude, an increase in Skills or a change in producers’ Aspirations. An additional role of these events is to feed producers into a Category C activity, where they are able to convert the knowledge and/or skills they have gained into changes in practice which improve business performance. An example of a Category B event is a workshop or comparative analysis session. |
| Category C:  Embedded practice Change | Category C activities are about supporting adoption and increasing the uptake of practice change amongst producers to achieve quantifiable increases in on farm productivity and profitability. The focus is on skill development and supporting implementation of new skills and learnings within the farm business. These activities would typically be delivered using a supported learning approach (e.g. coaching or benchmarking). |

**\*\* Definition of a feeder activity**

Whilst almost any learning activity can play a role as a feeder into another activity there are some key criteria which must be met for this to be effective and for participants at a feeder event to be recruited to the intended activity. The feeder activity must:

* + Present a clear value proposition for PGS (e.g. testimonials, ROI, money back guarantee, etc.)
  + Have a clear “call to action” with consistent messages from all presenters all pointing to the need for action and the benefits to action
  + Challenge – it must challenge participants to be prepared to take the next step
  + Use ‘champion’ producers to tell their story and encourage others to follow
  + Have opportunity for sign up on the day – there must be no ambiguity or guess work about what the next steps are
  + It must have the right audience in attendance – promotion must not only target the initial activity but also the potential feeder option