

## Terms of Reference

### Producer Innovation Fast Track Impact Assessment

#### Background

MLA Donor Company (MDC) accelerates the progress of the red meat industry for today and tomorrow extending MLA's strategic imperatives into future – focused transformation impact areas by accelerating capacity and adoption of innovation. Producer Innovation Fast-Track, an initiative of the MDC, recognises industry prosperity requires new ways of thinking and approaches to challenges. Producer Innovation Fast Track acknowledges the importance of adoption and producer-led innovation to industry by partnering with red meat producers to accelerate innovation capability while addressing issues limiting business growth. The program is designed to enable MDC to:

- refine and provide relevant, fit for purpose support to producers
- deeply understand producer problems and priorities, and
- build industry capability for innovation and adoption

The program has three streams of work:

1. **Entrepreneur** – red meat producers who want to develop new commercial offerings
2. **Diversify** – red meat producers who want to transform or expand their business through new brands, markets of value chain development
3. **Trailblazers** – red meat producers who want to solve on farm challenges with innovative concepts

In the period September 2017 to date, Producer Innovation Fast Track has initiated 80 producer led concepts involving more than 200 producers. The majority of producer led initiatives are in the early stages of development / implementation.

Through this consultancy, MDC is seeking to understand the impact of the program on:

- Innovation and adoption capability of red meat producers
- Extent and evidence of actual and intended adoption
- Productivity and profitability impact at the farm level
- The current and future economic impact of the program on industry

This project will be a key input into the Producer Innovation Fast Track business plan for future MLA / MDC investment.

#### Objectives

By 30 September 2018, this project will:

1. Implement evaluation to assess producer innovation capability development and program benefits.
2. Collate and detail evidence of innovation / practice changes undertaken by red meat producers as a result of the Producer Innovation Fast track Program.
3. Potentially using a selected case study approach, quantify the impact of the changes / innovations identified in terms of outcome for the farm business. Social and environmental outcome should be described and quantified where possible.

4. Conduct a BCA and sensitivity analysis to evaluate the program current and future impact on the red meat industry.
5. Recommend and propose options to improve the program including evaluation and measurement of capability.

### **Deliverables**

1. Report detailing the program benefits (social, economic and environmental) to producers and the impact on their capability and businesses. Quantify outcomes where possible. Report to include a comparison of benefits and impacts across streams (if possible).
2. BCA and sensitivity analysis demonstrating program current and future impact on industry

### **Proposal requirements**

Proposals will need to address the following:

1. A clear understanding of the identified objectives and deliverables
2. Proposed methodology/ies, including:
  - approach to be undertaken, including how capability and economic impact will be measured
  - timetable of activities and achievements, including major stages and milestones
  - reporting procedures
3. Consultant and team capabilities, skills and experience
  - Proven ability of all team members to complete contracts on time and budget and meet client needs.
  - Knowledge and experience of all team members including skills in rural social research methods, capability measurement & assessment and an understanding of approaches to segmentation of target audiences and barriers to adoption research.
  - Preferably, an understanding of the issues facing beef, lamb and sheepmeat businesses.
4. Cost and value for money

MLA seeks a quotation for the project. The quote should identify personnel working on the project, time and daily rate for those people, as well as listing other project expenses. Where consultation with industry is required, applicants should seek to utilise the most cost effective approach to limit the requirement for travel.

5. Conflict of interest

Notify MLA of any potential conflict of interest.

### **Contracting**

Researchers/consultants will be contracted using the standard MLA consultancy agreement.

### **Fees and conditions of payment**

Payments will be in accord with a payment schedule linked to milestone reports. Milestones for reporting and payment of fees may be negotiated at the commencement of the project.

The payment schedule will be:

|  |     |
|--|-----|
| On execution of a contract:                      | 40% |
| On submission of the draft final report:         | 30% |
| On submission and presentation of a final report | 30% |

### Further information

For further information on the project, please contact:

Renelle Jeffrey  
 Manager – Producer Innovation Partnerships  
 P: 0414 255 058  
 E: [rjeffrey@mla.com.au](mailto:rjeffrey@mla.com.au)

**Proposals should be submitted electronically by COB 23 July 2018 to:**

Renelle Jeffrey  
 E: [rjeffrey@mla.com.au](mailto:rjeffrey@mla.com.au)

### Timeline

| Milestone | Activity  | Date due (2018) |
|-----------|---|-----------------|
| 1.        | Project approved/successful applicants notified                 | July 27         |
| 2.        | Project contracted and scoping meeting with MLA staff           | August 3        |
| 3.        | Interim report and discussion of recommendations with MLA staff | September 10    |
| 4.        | Draft Report – review meeting with MLA                          | September 24    |
| 5.        | Final Report  | September 30    |

**END**