

# Final report

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## BredWell FedWell Beef and Sheep Coordination and Review

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## **Abstract**

BredWell FedWell (BFWF) is Meat & Livestock Australia's national workshop program designed to improve livestock enterprise profitability through improved breeding and feeding management. The program provides producers with practical guidance on establishing breeding objectives, using breeding values, and managing nutrition to improve reproductive performance and productivity.

This project coordinated national delivery of BFWF workshops for beef and sheep producers over a five-year period and undertook a comprehensive review and redevelopment of the program. The review examined historical materials, monitoring and evaluation data, and stakeholder perspectives including producers, hosts, deliverers and MLA adoption program managers. Findings from the review informed redevelopment of the workshop structure, content, delivery model and supporting resources.

Following redevelopment, pilot workshops were conducted and the revised program was implemented nationally through a network of trained deliverers. Between August 2023 and February 2026, 35 workshops were delivered to 656 participants managing more than 1.4 million hectares and over 900,000 livestock. Participant evaluation demonstrated high satisfaction and value ratings and strong reported intentions to adopt improved breeding and feeding practices.

The project delivered a revitalised BFWF program with updated content, standardised resources, strengthened monitoring and evaluation processes and an expanded national deliverer network. The results indicate the program remains a highly valued entry-level adoption activity that supports producers to improve knowledge and decision making related to livestock genetics and nutrition.

# Executive summary

## Background

BredWell FedWell (BFWF) is a national extension program delivered by Meat & Livestock Australia to improve livestock productivity and profitability through improved breeding and feeding management. BFWF workshops introduce producers to the practical application of breeding objectives, genetic selection tools and nutrition management across the livestock production cycle.

BFWF was originally introduced for sheep in 2011 and subsequently expanded to southern beef in 2016 and northern beef in 2019. After more than a decade of delivery, MLA commissioned a review of the program to ensure workshop content reflected current research, aligned with other MLA adoption activities and continued to meet producer learning needs.

## Objectives

The objectives of the project were to:

- review and redevelop workshop content and materials;
- recruit and train workshop deliverers;
- coordinate delivery of BFWF workshops for beef and sheep producers;
- promote workshops and support engagement with producers and hosts;
- implement a monitoring, evaluation and reporting (MER) framework; and
- explore longer-term learning opportunities aligned with BFWF.

Overall, the project achieved its objectives. While the aspirational target for workshop numbers was not met due to the redesigned workshop format and external factors influencing participation, the review, redevelopment and national rollout of the revised BFWF program were successfully completed.

## Methodology

The project was implemented in two phases:

1. Review of the existing program, including evaluation of workshop materials, historical MER data and observation of workshops.
2. Program redevelopment and implementation, including development of new materials, piloting of the revised workshop format and national rollout through trained deliverers.

## Results / key findings

The project resulted in a substantial redevelopment of the BFWF program, including:

- a revised workshop structure built around the breeding and feeding production cycle
- updated and standardised workshop content and materials
- development of deliverer manuals and participant resources
- implementation of a revised monitoring and evaluation framework
- establishment of a national network of trained workshop deliverers.

The refreshed BredWell FedWell workshop was launched in 2023 through a network of 34 deliverers.

Under the project, 11 workshops were delivered based on the original workshop style. After the review and redevelopment of the program, three pilots were held and then thirty-five workshops were conducted following the updated style.

Participant feedback demonstrated strong outcomes for the program, including:

- an average satisfaction rating of 9.0 out of 10;
- an average value rating of 8.8 out of 10;
- 99% of participants indicating they would recommend the workshop;
- 88% of participants indicated they would change a practice as a result of the workshop; and
- 77% of participants indicated their knowledge had changed as a result of the workshop.

#### Summary of participant demographics by workshop type

	Workshops	Attendance	Hectares managed	Animals managed	Females managed
Southern Beef	21	405	271,478	189,177	85,319
Northern Beef	4	67	406,401	60,215	30,692
Sheep	10	184	749,975	659,200	357,008
<b>Total</b>	<b>35</b>	<b>656</b>	<b>1,427,855</b>	<b>908,592</b>	<b>474,019</b>

#### Average demographics and evaluation data by workshop type

	Attendance	Hectares managed	Animals managed	Females managed	Satisfaction (1-10)	Value (1-10)	Recom. to others	Practice change	Knowledge change
Southern Beef	19.3	670	467	213	9.0	8.7	99%	89%	79%
Northern Beef	16.8	6,066	899	458	8.8	8.8	98%	84%	74%
Sheep	18.4	4,076	3,583	1,940	9.0	8.9	99%	88%	76%
<b>Average</b>	<b>18.9</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>9.0</b>	<b>8.8</b>	<b>99%</b>	<b>88%</b>	<b>77%</b>

## **Benefits to industry**

The revitalised BFWW program provides producers with practical tools to improve livestock productivity and profitability through better breeding and feeding decisions. Evaluation results indicate that participation increases producer knowledge and encourages adoption of management practices related to genetic selection, breeding objectives and livestock nutrition.

The program also strengthens the national adoption pathway by providing an introductory learning activity that complements more advanced training programs delivered through MLA and industry partners.

## **Future research and recommendations**

The review process identified opportunities to further strengthen producer learning pathways following participation in BFWW. In particular, there is potential to develop extended learning opportunities that support producers to implement breeding and feeding strategies over a longer time period.

Future program development should also continue to ensure alignment with other MLA adoption programs and maintain a clear focus on delivering practical, research-based guidance relevant to commercial livestock enterprises.

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## 1. Background

BredWell FedWell (BFWF) was developed by Meat & Livestock Australia (MLA) as an introductory workshop program designed to improve producer understanding of the relationship between breeding and feeding management and livestock enterprise performance. The workshops introduce key concepts such as defining breeding objectives, interpreting breeding values and managing nutrition to support reproductive and production outcomes.

BFWF was first introduced for sheep enterprises in 2011 and subsequently expanded to southern beef and northern beef systems. After more than a decade of delivery, MLA commissioned a review of the program to ensure that workshop content remained current, aligned with other MLA adoption activities and continued to meet producer learning needs. The review also examined whether the structure, materials and delivery processes of the program remained fit for purpose.

The primary audience for BFWF is commercial sheep and beef producers seeking a practical introduction to livestock breeding and feeding management. The workshops provide an entry point for producers to build knowledge and confidence in key management decisions and can act as a pathway to further learning through other MLA extension programs.

This project therefore aimed to coordinate national delivery of BFWF workshops while undertaking a comprehensive review and redevelopment of the program. The results of the project were intended to deliver a refreshed workshop program with updated content, improved resources and a consistent national delivery model.

## 2. Objectives

For the five-year duration of the project, the contracted objectives were:

Project objective	Progress
1. Coordinate the delivery of 125 BFWW workshops with host sites for beef and sheep producers, engaging 3,300 participants. <i>This is an aspirational target, underperformance of this objective does not indicate project failure, particularly noting the change in delivery style restricted the number of attendees at any one workshop.</i>	Aspirational target partially achieved. 35 new workshops, 11 previous workshops and 3 pilots delivered. Of the new workshops 656 participants attended.
2. Coordinate deliverer training and recruitment.	Achieved.
3. Explore, develop and pilot longer term learning opportunities for BFWW participants, which may include the development of additional PGS packages aligned with wider MLA adoption programs in northern and southern production systems.	Achieved.
4. Develop and conduct a monitoring, evaluation and reporting (MER) plan in line with MLA framework reporting of monitoring and evaluation results to demonstrate shifts in knowledge, skills and confidence and where appropriate, practice change.	Achieved.
5. Develop a communications plan in consultation with MLA communications team to actively promote the program, engaging hosts and participants.	Achieved.
6. Engage 10% of participating producers in further activity (e.g. case study development and or follow up surveys to understand practice change and resulting impacts).	Achieved.
7. Ensure 75% of participation in event survey and provide follow up where required post workshops.	Achieved.

### 3. Methodology

The program was approached in a phased manner, split primarily by the review and then delivery of BFWW workshops.

#### 3.1 Review

The review encompassed a number of stages: evaluate, engage, explore and develop and finalise.

##### 3.1.1 Evaluate

A review of the existing BFWW program started with investigation of all available materials, both hard and digital copies, and observation of six workshops to assess delivery approach and other aspects of the program.

Existing materials available for review included:

- deliverer and workshop materials, and other program guidance
- historical MER data (including some participant demographics).

##### 3.1.2 Engage

###### *Engagement with past participant and hosts*

To gain insight into the BFWW program's existing delivery model, content, delivery methods, resources, and organisation processes, feedback was sought from past participants, hosts, deliverers and MLA adoption program managers. The original scope of the review required engagement with five past participants but this was expanded to include 25 past participants and 8 past hosts to ensure a more comprehensive review.

The process for engaging with participants and hosts was via structured telephone interviews. Past participants and hosts were selected to ensure a variation in perspectives based on species, production region and year of participation rather than to achieve a statistically significant sample.

###### **Sampling**

The MLA database of participants or hosts who attended or hosted a Bred Well Fed Well (BFWW) workshop between 2012 and 2021 was sorted by sheep, southern beef and northern beef.

Participants or hosts who indicated they did not wish to be contacted about BFWW were removed. Within each industry sector, participant or host information was sorted into a descending order based on the date of workshop and then grouped by state/territory.

Between two to five participants were randomly selected from the most recently held workshops (i.e. 2021) as these participants were considered more likely to have a stronger recollection of the workshop. To ensure sufficient geographic spread, a further two to four participants were selected from workshops in other regions held prior to 2021; however, several of the workshops attended by these participants were held between 2017 and 2021.

If a participant was not available to be interviewed, the next participant listed in the sample from the same workshop was contacted. One participant was specifically selected to determine their motivation for attending two workshops within the same industry sector.

Twelve past hosts were shortlisted and eight ultimately selected following a similar sampling approach.

### Interview process

In total, 25 past participants were interviewed between August and November 2021. All had engaged in the BredWell FedWell program between 2015 and 2021, across sheep (10 participants), southern beef (10) and northern beef (five) industry sectors.

Eight past hosts were interviewed during the same period, across workshops related to sheep (three hosts), southern beef (three) and northern beef (two).

On average the interviews took 17 minutes and ranged between seven and 48 minutes. Interviews with hosts were on average longer than those with participants.

All past participants were asked the same set of 26 questions which focused on the broad themes of:

- workshop scope;
- content; and
- delivery.

Some questions were closed, and some were open in order to explore concepts more deeply.

Past hosts were interviewed during the same period and asked the same questions as past participants with the addition of five questions related to hosting the workshop.

Responses to closed questions were classified as 'Yes', 'No' or 'Can't remember'. Responses to open questions were captured verbatim. These responses were grouped into similar themes for presentation in this report.

### *Engagement with workshop deliverers*

Eight existing and past workshop deliverers were interviewed via telephone using a semi-structured survey.

### Sampling

A sample from existing deliverers was established with the guidance that they had delivered the workshop within the last two financial years, represented both species and covered regional differences in production systems. Eight deliverers were contacted for interview, all agreed to contribute to the review. Table 1 provides a breakdown of deliverers specialisation and region.

**Table 1: Breakdown of species experience of deliverers interviewed and their location.**

State	Species delivered in			TOTAL
	Beef	Sheep	Beef and Sheep	
ACT				0
NSW		1	2	3
NT				0
QLD	1			1
SA			1	1
TAS				0

VIC		1	1	2
WA	1			1
<b>TOTAL</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>8</b>

### Interview process

Interviews were conducted via video conference between the deliverer and two project team members. Interviews were conducted following a written interview procedure and ran for 30 to 60 minutes.

### *Engagement with MLA Adoption Program Managers*

The process for engaging with MLA adoption managers was via online meetings.

The objective of the meeting was to discuss the manager's adoption program and explore complementarities between their program and BFWW as well as pathways from BFWW to other programs.

Online meetings were conducted in June to July 2021 with:

- Tamara Biffin - Project Manager - Profitable Grazing Systems
- Alana Boulton - Northern Beef Adoption Project Manager
- Peta Bradley - Project Manager - Genetics
- Hamish Chandler - Program Manager – Genetics
- Hilary Connors - Project Manager - Producer Demonstration Site Program
- Joe Gebbels - Program Manager, Sheep and Goat Productivity
- Keely Kovacevic - National Adoption Manager – Genetics
- Andrew Morelli - Southern Beef and Sheep Adoption Project Manager
- Hayley Robinson - Program Manager - Consultation
- Elizabeth Thelander - Project Manager - Profitable Grazing Systems

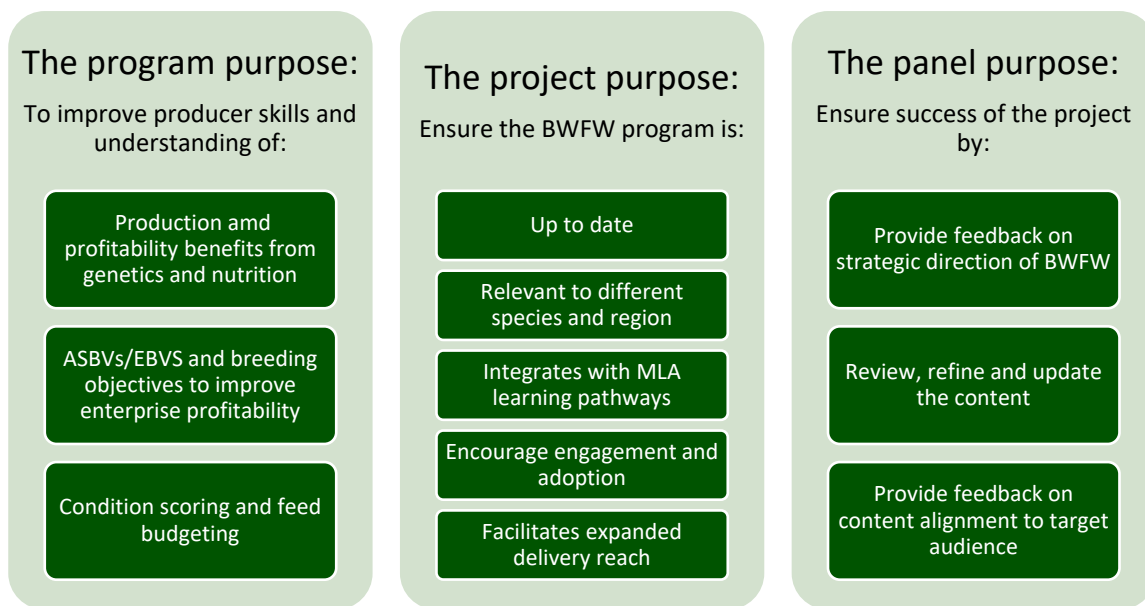
The discussions were semi structured in that an agenda was provided prior to each meeting with key points that would be discussed during the meeting. The agenda for each meeting was similar but allowed for variation depending on the manager's area of responsibility.

### *Engagement of Review Panel*

A panel of subject matter experts was engaged to review, refine and update the content of the BFWW workshops ensure the most current research and relevant content to species and pastoral zones was incorporated.

Figure 1 shows the alignment between the purposes of the BFWW program, the project and the panel.

***Figure 1: The purpose and alignment of BFWW, the project and review panel***



Terms of reference (TOR) were formed for the review panel and expressions of interest were called for from specialists who could meet these and were wanting to contribute to the review project. Specific criteria were included in the TOR to ensure the panel, as a whole, held competencies in:

- Understanding of the range of Australian production systems for beef cattle and sheep.
- Appreciation of adoption approaches to effect on-farm practice change.
- Specialisation in the areas of:
  - genetics;
  - nutrition;
  - grazing management;
  - pastures;
  - production economics; and/or
  - animal husbandry and welfare.
- Adult learning methodologies or instructional design.
- Experience in delivering commercial training programs including integrating monitoring and evaluation practices.

A total of 17 expressions of interest were received. Two did not meet the TOR and were unable to be evaluated. The 15 remaining applications were evaluated independently by four personnel from Schuster Consulting using an impartial evaluation framework based on the competencies required.

Seven applicants were shortlisted for consideration by MLA. Based on this, MLA determined the final six specialists below who were engaged by Schuster Consulting directly:

#### **Specialists (6)**

- Desiree Jackson
- Luke Stephen
- Megan Rogers
- Chris Mirims
- Darryl Savage
- Alastair Rayner

#### **Project team (5)**

- Keely Kovacevic – MLA
- Caris Jones – SCG
- Angela Schuster – SCG
- Peter Schuster – SCG
- Delphine Puxty – SCG

The panel consisted of MLA (one) and SCG team members (four) along with a number of specialists (six).

### 3.1.3 Explore and develop

#### ***Program development and new program design***

After completion of steps outlined previously, the review process identified a number of opportunities for improvement to BFWF as well as challenges that needed to be addressed. An important theme was the need for consistency in messaging, administration and delivery.

The review of the program resulted in a significant redevelopment of the workshop content, structure and materials as well as the introduction of processes and procedures for administration, communication, registration, delivery and reporting.

With the input of the BFWF review panel and MLA, Schuster Consulting developed a new format and supporting resources, tested the new concepts with a focus group and completed a piloting process.

#### ***Focus group***

While not anticipated in the original project scope, a focus group was held in Dubbo on 2 September 2022. The objective of the focus group was to test the significantly redeveloped program, and in particular test the:

- BFWF breeding and feeding production cycle structure to the workshop.
- Key messages and content.
- Activities.

There were 12 participants at the focus group, representing a mix of commercial producers (8), ram breeders (2) and advisors (2). Participants rated the workshop 9 out of 10 in terms of whether they would recommend the workshop to other producers.

#### ***Pilot***

Based on the outcomes of the focus group, three pilot workshops were conducted in late 2022 and early 2023 with a total of 80 participants (Table 2).

**Table 2: Breakdown of participants per pilot workshop**

<b>Workshop</b>	<b>Location</b>	<b>Date</b>	<b>No. participants</b>
Sheep	Bordertown, SA	22 Nov 2022	25 (25 eval forms)
Southern beef	Phillip Island, Vic	09 Feb 2023	25 (18 eval forms)
Northern beef	Alice Springs, NT	13 Feb 2023	30 (28 eval forms)

Arrangements were also made to pilot in Casino prior to the South Australian pilot in 2022 but were put on hold due to severe weather events. Preliminary arrangements were also made to undertake a northern beef pilot in another location but were cancelled due to lack of host participation.

The objective of the pilots was to test the significantly redeveloped program and in particular test the:

- BFWW breeding and feeding production cycle structure to the workshop.
- Key messages and content.
- Activities.

#### ***Pilot participant evaluation***

Pilot participants were required to complete evaluation forms in order to capture satisfaction and value ratings and other MERI metrics.

### **3.1.4 Finalise**

#### ***Workshop deliverer recruitment and engagement***

Terms of reference (TOR) were developed for deliverers interested in becoming approved to deliver BFWW workshops. An invitation to submit an application to be considered as a deliverer was distributed to previous BFWW deliverers as well as MLA and Schuster Consulting networks in November 2022.

Information provided in the TOR included:

- Background to BFWW including new objectives
- Deliverer criteria
- Time commitment including train the trainer
- Training and approval process for deliverers
- Contract and remuneration conditions
- Application process and what to provide
- Workshop structure
- Section sequence and learning outcomes
- Reporting obligations
- Deliverer guidelines

MLA expressed preference for deliverers to be contracted directly to Schuster Consulting. While this was not within the scope of the project, a process was established for Schuster Consulting to contract deliverers directly. This included ensuring contracts were in place with deliverers that reflect contract conditions between MLA and Schuster Consulting and protect MLA's IP and participant privacy.

Two train-the-trainer workshops were held in 2023: 23 potential deliverers attended the workshop held in Sydney in March, and 14 in Melbourne in November. Deliverers were required to attend the train the trainer, sit an exam and achieve a pass mark of 85% to be considered under the program. Deliverers were then awarded either full approval or provisional approval.

Provisional approval required deliverers to co-deliver a number of workshops and be assessed by Schuster Consulting before obtaining full approval.

## **3.2 Delivery**

Following completion of the review and redevelopment phases, the refreshed BFWW program was delivered nationally through a network of trained workshop deliverers.

Workshop delivery was coordinated in collaboration with regional hosts and industry partners. This included identifying suitable host organisations, scheduling workshops, engaging trained deliverers and promoting workshops to potential participants. Deliverers were contracted to facilitate workshops using the revised program materials and workshop structure developed through the review process.

Workshops were delivered across sheep, southern beef and northern beef production systems, with content adapted where required to ensure relevance to local production environments. Standardised participant resources and deliverer guidance materials were used to support consistent delivery of the program.

Monitoring and evaluation processes were implemented for all workshops. Participant feedback was collected through post-workshop surveys to assess satisfaction, perceived value and intended practice change, providing data for program reporting and ongoing improvement.

## 4. Results/key findings

### 4.1 Review

#### 4.1.1 Evaluate

##### *Deliverer and workshop materials, and other program guidance*

The deliverer slide decks were outdated with no accompanying detailed notes or context to assist deliverers. Furthermore, there were several versions of slide decks for each workshop type, each version having been modified to include slightly different content. While this was likely to enable contextualisation for specific audiences (based on region and enterprise types), it was difficult to determine what the foundational content was, and messaging and style was inconsistent as a result.

While it was initially indicated that deliverer guidance would also be provided for review, this was not available.

No written coordination and administrative guidance was available although verbal explanation of some of the processes was provided by past deliverers and MLA program managers.

The lack of available, consistent materials and guidance necessitated that the review and redevelopment process start using a greenfield approach. This had ramifications on both time it took to conduct the review and the days allocated to the review and development component.

##### *Review of historical MER data*

- Benchmark questions showed that there was still a need in extension of the main BredWell and FedWell messages in both sheep and beef workshops.
- The major intended practice change identified by participants after they attended a BFWF sheep, southern beef and northern beef workshop was 'Writing down my breeding objective'. For sheep this shifted over time from 'Improving ewe nutrition'.
- Participant's knowledge, awareness and confidence towards genetics topics improved as a result of attending the workshop. However further reports evaluating practice change or impact because of BFWF do not address the genetics topics.
- Post workshop survey information showed a consistent proportion of participants adopted management practices after attending a BFWF workshop, although feed budgeting and managing ewes to condition score targets in sheep were not as well adopted.
- Although different production systems, results from workshop evaluations showed similar shifts in knowledge, understanding and confidence of BFWF topics between participants of BFWF Southern Beef and BFWF Northern Beef.
- The most recent impact assessment available at the time of the review (L.ADP.1903) estimated annual net benefits due to BFWF as \$2.48 per ewe joined for BFWF Sheep and \$2.098 per cow for BFWF Southern Beef.

##### *Observation of original workshop model, content and delivery*

While the review process was underway and content update commenced, the delivery approach and program content was reviewed and assessed by observing six of eleven workshops delivered during

2021 (table 3). The original workshop model, content and program guidelines were followed where practical and feasible. Four deliverers experienced with the program delivered these workshops.

**Table 3: Location, registration and attendance data for 11 workshops held between February and July 2021 and delivered following the original workshop model**

Location	Species	Date	Online registrants	Online registrants that attended	Walk ups	Total participants
Warialda NSW	Sheep	23 Feb 2021	28	21	2	23
Wee Waa NSW	Sheep	24 Feb 2021	21	12	5	17
Somerton NSW*	Sheep	25 Feb 2021	27	12	10	22
Sanderston SA	Sheep	4 Mar 2021	17	17	3	20
Mallan NSW*	Sheep	4 Mar 2021	28	19	0	19
Wakool NSW*	Sheep	5 Mar 2021	14	7	4	11
Guyra NSW*	S Beef	15 Apr 2021	30	23	3	26
Walcha NSW	S Beef	16 Apr 2021	22	21	5	26
Dubbo NSW*	Sheep	19 May 2021	19	18	2	20
Dubbo NSW*	S Beef	20 May 2021	20	15	6	21
Chinchilla QLD	N Beef	29 Jul 2021	19	19 <sup>#</sup>	1 <sup>#</sup>	20 <sup>#</sup>
<b>Total</b>			<b>245</b>	<b>184</b>	<b>41</b>	<b>225</b>

\*workshops that were observed as part of the review process

<sup>#</sup>attendance numbers not confirmed; these numbers are based on survey responses received during workshop

#### *Key observations*

- Deliverers interacted well with the participants and were responsive to their questions.
- Deliverers were engaging and used a variety of learning tools but relied heavily on the slide deck and didn't refer to the workbook.
- A large proportion of the presentation is 'data and text heavy'; some of this data was out of date or had been added by the deliverer(s).
- Not all of the content was covered, particularly in relation to feed budgeting.
- There was significant variability in the information delivered.
- Participants were satisfied with the workshop and agreed they all learnt something.
- Event set-up and coordination was complicated particularly at remote sites with unknown/unfamiliar facilities.
- There was a lack of clear instructions for hosts, deliverers and the coordinator particularly in relation to communication. Schuster Consulting implemented procedures to improve this and continued to refine these as further workshops were held.

### *Considerations for redevelopment*

- Clear coordination and communication processes to be documented for National Coordinator, deliverers and hosts and local organisations.
- Streamline set-up for registration form, flyer and event listing on MLA website.
- Ensure user interface for registration form is clear and straightforward for participants to find and use.
- The process for disseminating post-workshop surveys, sending reminders and collating responses needs to be efficient and effective.
- Ensure adequate and timely promotion of workshops occurs using a range of suitable platforms.
- The hosts are typically required to promote the workshop; however, this varies in success and is not a sustainable model.
- Consider the importance of covering feed budgeting and helping participants to develop these skills.
- Ensure deliverers use anonymous demographic data gathered from online registrations to customise workshop delivery to best suit the audience. Ideally use local deliverers.
- Consider call to action or sign-posting alternative offerings for producers who have already participated in the BFWF program or are already familiar with the existing content.
- Clarify understanding of the current target audience to ensure content and delivery methods are relevant and appropriate.
- Clarify scope of BFWF; for example ASBVs, EBVs, EPDs, meat eating quality, nutrition etc – consider areas which are being addressed by deliverers but not immediately included in the slide deck and workshop. Consider flexibility of the program to address emerging or immediate issue depending on the delivery region.
- Chairs were a particular issue at the first six events with some hosts and local organisations asking participants to bring their own chair. This is not considered an acceptable solution and consideration may need to be given to budgeting for hosts to hire chairs and tables and possibly mobile toilets.
- Consider standardised processes or capability building options for deliverers as part of the deliverer program, such as aspects related to business operations (invoicing, expense tracking etc.).

#### **4.1.2 Engage**

##### ***Engagement with past participant and hosts***

Overall, past participants and hosts were satisfied with the workshop. The results also identified the need to ensure the workshop delivers content that participants want to learn about and will be important to continue to attract new (and repeat) attendees and to maintain satisfaction.

While participants and hosts considered the content and topics, and time spent on these, to be balanced, most indicated they wanted to learn more about nutrition. This may be due to deliverers

skipping over or rushing a lot of the content and topics relating to nutrition. This was also observed by the review team at the workshops they attended.

Other contributing factors may have been:

- the lack of tangible outputs relating to nutrition, as opposed to the genetic component for which participants take away the breeding objective worksheet;
- weak recognition of the link between nutrition and body condition scoring (currently the key topic within the nutrition component); and
- the current focus of the nutrition component being of a more general nature focused on breeder and female management rather than feeding strategies and feed budgeting.

For example, while the content and activities relating to body condition scoring was aimed at increasing female reproductive capacity, and this is explained thoroughly, participants may not understand how to achieve appropriate body condition scores by improving the management of female nutrition.

Greater regionalisation was identified as important to improve contextualisation although most described the general principles being applicable to most regions. Developing a network of specialist, regional deliverers was flagged as strategy to provide such regionalisation and ensure delivery of targeted and relevant messaging and examples.

The mix of activities was well accepted and supported key adult learning principles, including catering to different learning styles (auditory, visual, practical and written). It was acknowledged that this mix of activities should be maintained in future workshops.

While the workbooks and worksheets were not used by participants post-workshop, it was identified that there was merit in continuing to provide these at future workshops with enhancement to include more information from slides that offer relevant data or examples to support the key messages.

The use of clickers or an alternative form of in-workshop data collection and analysis was considered as useful and it was suggested that these should be retained.

While some thought a longer workshop was required (i.e. over two days) others considered the workshop to be the right length or that any longer would be too much of a barrier to participation. It was acknowledged that there could be an opportunity to streamline some components and activities to ensure all content and topics are adequately covered. This may help participants to not feel that some content and topics were skipped or rushed.

In general, all respondents appreciated events and workshops being held regionally and on-farm and support these whenever possible. Repeat, refresher or extension workshops were suggested as being of potential value in some regions. Hosts felt promotion could be improved to ensure enough people attend to make workshops viable.

### ***Engagement with workshop deliverers***

The deliverers interviewed found BFWF to be a successful and impactful program. All deliverers expressed support for the program and provided suggestions on how the program may be modified to improve ease of delivery, understanding of the content and adoption of the messages.

There were a range in views when it came to the future delivery model, with gaps along the adoption pathway for some participants being the main reason for suggested changes. The approach to the delivery model tended to depend on the deliverer's perception of the objectives of BFWF and what its role was in driving adoption of the BFWF messages.

There was consensus that BFWF requires review of the content and support material. It was clear that deliverers felt that content in the workshop was robust and provided the ability for strong delivery, when understood well by the deliverer. All the content was identified as valuable and required when considering what the participant needed to know. One of the major review challenges was how to balance the amount of content if new content was to be introduced.

Deliverers identified opportunities within the program to reconsider the balance between the BredWell and FedWell sections of the workshop. Whether the current balance was optimal or not depended on the deliverers main area of subject expertise. Addition of new topics such as 'ManageWell', 'ReproduceWell' or 'EatWell' were also suggested. However, how these would fit required a shift in consideration around times or delivery model.

It was generally expressed that the genetic topics were agile enough for the deliverer to shape them to meet the audience on the day and to provide some clear steps of how to utilise the messages on-farm. Deliverers had more concerns about the usefulness, relevance and value provided to participants from the FedWell section, as well as the lower levels of engagement during this session compared to the earlier sessions on the agenda. It was suggested that the effectiveness of the FedWell section could be improved through repackaging the session to include stronger messages and more localised information and incorporating practical exercises better.

A major strength seen by deliverers for the program is that it catered to different learning styles and provided different points of value. Support such as notes within the slide deck, a deliverer network and training to deliver the workshop would help deliverers in their ability to deliver a quality workshop.

Modification of messages towards local production environments was seen as an important step to transitioning participants to adoption, although it was acknowledged that there are significant challenges associated with achieving this.

Workshop resources were generally seen as working well although opportunities to improve these for both the deliverer and participant were identified. In particular, the importance of ensuring the workbook can be better used on the day as well as intuitive enough to be used by the participant alone after the workshop was acknowledged.

The workshops were identified as a "big day" for deliverers when considering the preparation, travel, delivery and engagement required. However, it was also recognised it was a positive day and there was reward for effort. Comments from deliverers highlighted the need to consider some of the timings of topics and overall workshop length, as well as the location of the workshop and the need to minimise conflicting or inconsistent messages from hosts as well as quality of facilities.

Deliverers expressed their eagerness to be involved with ongoing delivery of BFWF and expressed the value it also provided to them. Some suggested a review of the delivery model as well as the workshop content to make it easier to deliver from skills, knowledge and business perspectives.

### ***Engagement with MLA Adoption Program Managers***

Overall, BFWW was considered an introductory workshop designed to provide a base level of understanding of breeding and nutrition and direct participants to further, more advanced learning pathways. The workshop sits between BeefUp/MeatUp forums (category A awareness activities) and the assisted learning programs such as Profitable Grazing Systems.

Concern was expressed in relation to BFWW potentially cannibalising MLA's other adoption programs, particularly NutritionEDGE and BreedingEDGE if it became too detailed or the scope became too broad. The EDGE sessions are 2-3 day workshops that cover similar information to BFWW but at a deeper level.

The premise for BFWW was intended to be baseline genetics and nutrition, and not focusing on either specifically (as EDGE Network products do). However, it was felt that over time the focus of each BFWW workshop had become skewed by deliverers based on their views on what the workshop should contain rather than what MLA required it to contain or was already providing through other programs. There was also a sense that if a deliverer was "not a fan" of some content, it would be omitted. An example of these issues was the inclusion of eating quality, when the scope of BFWW was never intended to include this, and the exclusion of selection indexes.

A better approach to manage new topics was considered to be a focus on genetics and the producers' breeding objective and then allowing them to manage what they want to focus on genetically. For example, if eating quality was important to participants, teaching them to set a breeding objective that considers this and then pointing them to MSA workshops is better than focusing on the larger considerations outside the scope of breeding and nutrition that impact eating quality (e.g. handling) and essentially duplicating content from the MSA workshops. Likewise, if carbon was driving the business, then consideration of that as part of the breeding objective would be important. It was felt this approach could address increasingly important considerations such as "methane breeding values" to combat GHG emissions reduction and sustainability trends etc.

It was considered that the most gain for producers is in getting the basics right and this is a good level for BFWW as it can be simple but highly valuable. It was felt strongly that BFWW needed to appeal to commercial producers and be based on validated R&D based best practice not "unfounded personal opinion". A key message would be "invest in what you want to achieve" with a focus on setting the reproductive strategy and then consider what you need to do to get there.

The overall intent for BFWW was "How do you use genetics and management for profit and profitability". Subsequently it was suggested that the workshop could cover:

- What are your profit drivers?
- In which case, what should be in your breeding objective (and how to set one)?
- Then, how do you use breeding values and indexes (and what they are) to achieve your breeding objective?

It was noted that this would then transition into feed related aspects that relate to profit drivers and achievement of the breeding objective. This would then allow regional variation, for example eating quality may not be as big an issue in the north as it is in the south, so may not be a profit driver and therefore would not shape the breeding objective.

Concern was also raised about the explanation provided during the workshop about how producers can use indexes to improve livestock genetics. It was acknowledged that a challenge for workshop delivery is how to help producers balance multiple traits in their breeding objectives and indexes were recommended as part of the solution to this. A suggested approach to better incorporate indexes into the workshop was provided. This approach was to talk about important traits, what's important to the business, build the breeding objective and then look at the indexes that are aligned:

- What objective do you want to achieve?
- How do you make a simple decision?
- Which Indexes do you use?
- How do you use it?

An issue was raised in relation to the ability to include feed budgeting in BFWW as it is a very detailed process and very specific to a region. It was felt that whatever was included needed to be delivered consistently regardless of who is delivering the session and where it is being run.

The relationship between BFWW and Australian Wool Innovation's (AWIs) Lifetime Ewe Management (LTEM) training program was questioned and concern was raised about the potential for duplication if BFWW went too far into the same topics as LTEM. While not an MLA adoption program, it was felt that BFWW would be a pathway for LTEM.

There were initial enquiries as to the ability to run BredWell FedWell workshops with animals that have no breeding values. It was determined that breeding values are a key requirement of any workshop. It may not be necessary for a host to use breeding values for purchasing or stud decisions; however, they must have access to breeding values for the animals that are provided on the day of the workshop. These animals may not necessarily be the hosts own animals.

Other considerations from the different programs related to:

- Set fixed dates early in the year for the entire year.
- Avoid peak periods in different regions due to on-farm activities, other events or weather (heat/cold).
- Engage producer groups to determine the topics to be covered in category A activities or steering groups to monitor and maintain content.
- If the workshop were to be run over two days, hold the event outside of a classroom and provide creche facilities.
- Increasing need to demonstrate practice change.
- Be clear about IP ownership.
- Accreditation of a number of organisations to deliver programs, with a capability building pathway for trainee deliverers. Logistics related to registrations, payments etc would be handled by the individual accredited organisations.
- Have producer demand drive the scheduling of workshops/events in most cases
- Other programs focus on carbon fundamentals and digital technologies.

### ***Engagement of Review Panel***

The review panel met five times over a period of eight months from November 2021 to June 2022 with further consultation and input provided out of session as workshop content evolved.

Of particular note during the panel sessions was the identification of inconsistencies in the definitions and use of body condition scoring. This required MLA to provide a consensus view and direction on how Schuster Consulting Group should proceed with workshop development. This delayed development of associated content. In June 2022, Schuster Consulting requested genetic correlation information from MLA and received some correlations for beef in a timely manner; however, sheep and some further genetic correlations for beef remained outstanding until November 2022.

#### **4.1.3 Explore and develop**

Based on findings provisional delivery materials were constructed including refreshed look and feel and program logo.

##### ***Focus group***

The feedback from focus group participants on the day was beneficial to the developmental process. Most feedback related to refining messaging or including more examples. The following areas were modified based on feedback from participants or observations on the day:

- Streamlined the approach to setting a breeding objective. This involved restricting the approach to walk participants through the process of setting a breeding objective without labelling it a breeding objective as this was found to cause producers to lose focus.
- Introduced clearer alignment between fit for purpose/farm/market to traits in the breeding objective.
- Condensed the ASBV information so it can be delivered more quickly and focuses on: why use this ASBV in your breeding objective, what to keep an eye out for, what the easy wins are and whether the heritability is low, medium or high.
- Increased focus on the feed supply and demand component to better balance breeding:feeding content ratio.
- Included more information about selection indexes.
- Adjusted the presentation of body condition score targets over the production cycle to reinforce the feeding objective. Participants had an 'aha' moment when they saw this and realised how all of the feeding information came together.
- General improvements to content, messaging and flow based on delivering and observing participant reaction and questions.
- Improvement to slide graphics to focus on key messages.
- Various improvements to the resources to make them intuitive.

##### ***Pilot***

The feedback from participants at each workshop was beneficial to the developmental process. Most feedback received related to refining the structure of the day and activities. Changes were made after each pilot so that improvements could be tested pilot-to-pilot. The result was that the final pilot held achieved the appropriate balance of messaging, activities and participant interaction.

Specific changes made pilot-to-pilot included:

- Identifying and clearly articulating the level of the workshop as introductory to avoid those extremely familiar with breeding values attending and feeling the workshop was ‘too basic’.
- Streamlining messages and highlighting key messages with additional deliverer guidance and notes if required.
- Using the break between sections to check participants recall and understanding as the workshop progresses with short verbal quizzes.
- Moving the feed supply and demand activity so it is undertaken more comprehensively in two places in the workshop rather than section-to-section (which created a sense of disconnect).
- Identifying further learning opportunities at the end of every section.
- General improvement of the content, messaging and flow based on delivering and observing participant reaction and questions.
- Enhancing slide graphics to focus on key messages.
- Improving workshop resources to make them intuitive.

In order to promote the pilots, a new flyer was developed and registrations were captured online using MLA’s CRM system. In addition, a resources page was set up on the MLA website that included links to all resources referred to on the day.

#### ***Pilot participant evaluation***

Increased positive responses made by participants to the evaluation questions demonstrated that the incremental improvements made to workshops between the three pilots were appropriate, that the piloting process delivered a package that achieved the objectives and that was fit for implementation.

Table 4 shows average responses across all pilots.

**Table 4: Average evaluation response across all three pilots**

<b>Measure</b>	<b>Outcome</b>
Satisfaction rating	9
Value rating	9
Would recommend to another	98%

Further evaluation data from the pilot phase was provided in previous Milestone Reports.

#### **4.1.4 Finalise**

##### ***Development and adoption of administrative processes***

During the initial stages of the review, there was significantly greater administration placed on Schuster Consulting than anticipated.

No detailed documentation or processes existed which described workshop logistics and there was little that could be reviewed other than verbal recollections provided by past deliverers and MLA staff. Consequently, Schuster Consulting provided event logistics during the review period to better understand the administrative requirements of running a BFWF workshop. This level of hands-on

involvement was not anticipated by MLA or Schuster Consulting as it was typically fulfilled by the past deliverers to varying degrees.

Schuster Consulting was tasked with testing the then new CRM system which was inefficient and took more time than anticipated. This testing continued through the development process with different approaches to registration and evaluation trialled which required a duplication of effort at times.

The expression of interest process for participants and hosts and the evaluation processes for workshops were implemented by MLA using Customer Voice. Issues were identified with Customer Voice in April 2024 and required Schuster Consulting to establish an EOI process for participants and hosts, and for workshop evaluation using their Survey Monkey account.

Initially the process for ordering workshop materials required Schuster Consulting to log onto a warehousing system, place an order and arrange for materials to be sent to the host site. This process was efficient and effective as Schuster Consulting was able to quickly track delivery status.

Two packages of materials were not fully delivered by MLA's fulfillment house. Schuster Consulting attended one of these workshops for QA purposes and was able to obtain a set of materials in time and take them on the day of the workshop. At the other workshop, the host checked items against the order in time for additional materials to be sent.

MLA changed the arrangements for printing and fulfillment of workshop materials to require Schuster Consulting to email the delivery information to the MLA Program Manager and for the Program Manager to arrange delivery. This places a significant administrative burden on the MLA Program Manager and risks materials not being dispatched in a timely manner if emails with delivery details are missed or if the MLA Program Manager is unavailable.

Materials were initially sent to the host, however this was changed following deliverer feedback and materials are now sent to the deliverer so they can ensure all items have been received. This also allows deliverers to check if they have materials left over from previous workshops that can be reused.

Multiple systems are currently in place for administrative purposes:

- Survey Monkey collating EOIs (hosts, participants and deliverers)
- MLA CRM for online registrations
- MLA website for workshop promotion
- Survey Monkey for workshop evaluations (and longitudinal evaluation)
- MLA SharePoint for common files (deliverer access can be unreliable)
- Email for allocating tasks and workflow

### ***Workshop deliverer recruitment and engagement***

MLA requested that Schuster Consulting sub-contract deliverers rather than MLA contracting them directly. This was not included within the scope of the project and had significant administrative, logistical, financial and legal ramifications for Schuster Consulting.

Two train-the-trainer workshops were held in 2023: 23 potential deliverers attended the workshop held in Sydney in March, and 14 in Melbourne in November. Deliverers were required to attend the

train the trainer, sit an exam and achieve a pass mark of 85% to be considered under the program. Deliverers were then awarded either full approval or provisional approval.

Provisional approval required deliverers to co-deliver a number of workshops and be assessed by Schuster Consulting before obtaining full approval.

There are currently 34 fully trained and approved deliverers able to offer BredWell FedWell workshops throughout Australia as a result of the two train-the-trainer sessions. Of these, 30 are fully approved and five are provisionally approved.

There are currently only seven 'new' expressions of interest in attending future deliverer train-the-trainer sessions, although there are a further eight EOIs that were unable to attend either train-the-trainer workshops held. Of the 30 fully approved deliverers, 14 have delivered workshops, with one provisionally approved deliverer holding their first workshop with a fully approved deliverer in August 2024.

One of the southern beef workshops was delivered by two deliverers, one being a provisional deliverer. One deliverer delivered both southern and northern beef workshops, and one deliverer delivered both southern beef and sheep workshops.

### ***Deliverer refresher webinar***

Whilst originally the project included a refresher webinar, Schuster Consulting engaged with deliverers one-on-one to prepare them for their first workshop, often attending their first workshop and following up with specific areas for improvement. In addition, Schuster Consulting also worked directly with individual deliverers to encourage them to source hosts and participants as well as to discuss logistics for confirmed workshops, as well as pre and post workshop discussions with them. Schuster Consulting also engaged with deliverers collectively where clarification may be required as to workshop logistics, messages etc.

### ***Recruitment of hosts and hosting logistics***

The greatest impediment to scheduling workshops was securing producer interest to host the event. Once suitable producers express interest, this initiates a recruitment process, managed by Schuster Consulting, which generally resulted the hosting of a workshop within the following 12 months.

A host recruitment plan was prepared by Schuster Consulting with the following actions:

- Schuster Consulting contacted individuals that expressed interest in participating to ask if they could host or if they could recommend a host.
- Schuster Consulting encouraged existing approved deliverers to engage with and/or suggest potential hosts.).

MLA committed to undertaking the following activities to assist with host recruitment:

- Feedback magazine
  - Winter 2024 – call to action
  - Spring 2024 – case study of recent host
- The Weekly (newsletter) – call to action
- Social media posts – call to action
- MeatUp/BeefUp forums – update and call to action
- Beef Week – profile and call to action

- FutureBeef – profile and call to action
- SALRC, WALRC and NABRC
- Sheep Genetics, AGBU and breed societies
- Regional producer groups (some examples below)
  - AWI Grower Networks
  - BetterBeef Network (VIC)
  - BestWool/BestLamb (VIC)
  - Gympie District Beef Liaison Group (QLD)
  - Traprock Group (QLD)
  - Grower Group Alliance (WA)
  - NB2 producer groups (Northern Australia)

Ensuring hosts provide the appropriate facilities and animals on the day could also be challenging and occasionally resulted in variability in workshops, despite Schuster Consulting explaining the requirements to hosts, sending the host guidelines and having numerous conversations to check they have the appropriate facilities and animals in the lead up to the workshop.

### ***Workshop promotion and participant registration***

Another significant impediment to running a workshop is gaining sufficient interest from producers to attend. During the project, 17 workshops were cancelled due to insufficient registrations.

Some hosts, deliverers and participants expressed dissatisfaction with a lack of promotion of the workshops through MLA emails and on MLA's social media platform and it was felt by some that this is contributing to suboptimal attendance at some workshops. Contrary to this perception, MLA undertook the following promotion for each workshop:

- An EDM: targeted email to MLA members (database of ~35,000 people) who live within a 400km radius of the event and who opted to receive notification of such events
- A Facebook event: registration responses indicated that a large proportion of producers that registered heard about workshops through Facebook. These were boosted through paid promotions to increase outreach.
- Social media: Regular posting of batches of workshops (e.g. those scheduled for that month).
- MLA News and Events online: Workshops were listed as upcoming events at the bottom of The Weekly, issued every Friday
- Ongoing: Weekly and Feedback magazine articles and signposting to BFWF with every genetics and nutrition related? article.

To augment this, Schuster Consulting implemented a proforma media release that MLA distributed through its media network and engaged with organisations such as Local Land Services, Elders, Nutrien, Delta etc to promote through their local networks where relevant. Schuster Consulting also developed and distributed an EOI social media tile for deliverers to use in their own social media activities to gain interest from hosts or participants.

Despite the provision of promotional materials to hosts and deliverers (flyers, social media tiles, media releases), accessing local networks to ensure minimum participant numbers was problematic for some workshops. Hosts that were studs tended to have better networks and more experience in promoting events and tended to secure more registrations than commercial producers who didn't have the same access to local networks or marketing knowledge. Schuster Consulting spent more

time with these hosts in particular to assist them consider networks they may not have been necessarily aware of.

Some deliverers lacked extensive networks from which to draw participants and hosts. Those with extensive, dedicated networks tend to secure more workshops than those who do not have the same.

Schuster Consulting sent individual invitations via email to participant EOIs when a workshop was scheduled in their area.

MLA and Schuster Consulting discussed sending a specific email to past participants and it was agreed that such an email would be better coming from MLA.

### ***Participant fee***

A new participant pricing model was established which evolved over time in line with MLA's approach to subsidies and cost recovery of adoption products. This model resulted in a significant increase in the workshop cost for participants as MLA moved to a cost-recovery model for BFWW. This had ramifications for participant numbers and KPIs.

The previous workshops were run at a fee of \$75 per person.

Originally the pricing model for the new program communicated from MLA was that the price point would be \$200 for the first 25 workshops with this increasing incrementally until it was \$300.

With the move to fully cost recover extension activities underway within MLA, it was determined that the price of BredWell FedWell workshops confirmed after 1 July 2024 would increase to \$350 per person.

Schuster Consulting received anecdotal feedback from hosts and participants that this fee is too expensive; however, it is noted that the workshop continued to score highly for satisfaction and value for those that do make the investment.

Lower participant numbers reduced the cut-through of BredWell FedWell industry wide as an entry level workshop that would lead to further learning opportunities. This also had ramifications for Schuster Consulting to achieve KPIs. Existing KPIs were based on the workshop fee being significantly lower than that now being charged. MLA agreed these KPIs were not realistic under the new program structure and pricing model.

### ***Engagement with supporting organisations***

The new program introduced 'supporting organisations' who could support BFWW in a number of ways. Standard operating procedures were developed to manage these relationships. Schuster Consulting engaged with a number of organisations to explore the opportunity to establish national sponsorship for the program and a consistent offering for such sponsorship. MLA took lead on further engagement with supporting organisations under a broader sponsorship arrangement within the organisation.

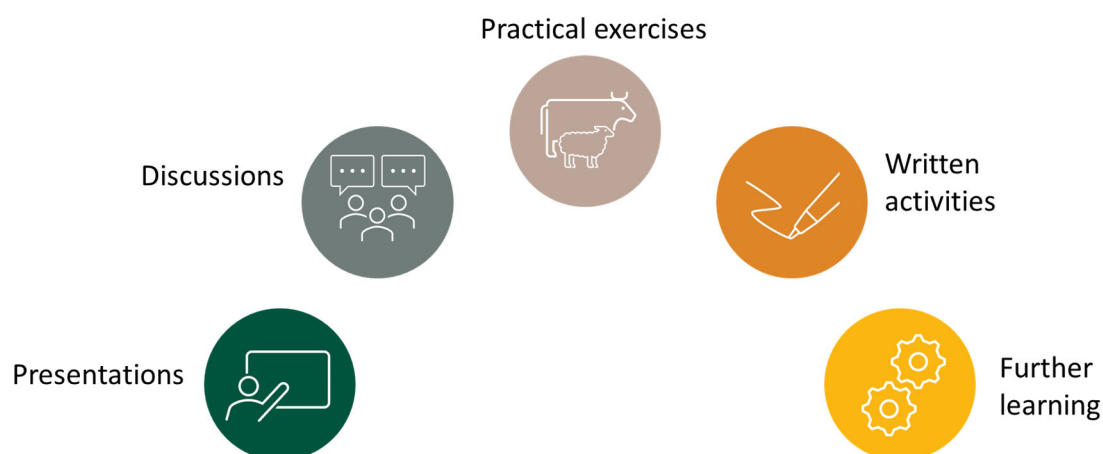
## 4.2 Delivery

### 4.2.1 Revised program model

The following provides a brief overview of the new program. While this describes the final model used, components of this were tested with focus group and during the piloting phase.




*Informative | Interactive | Individualised*

The workshops are hosted on-farm and facilitated by fully trained and local deliverers. Participants experience a one-day workshop that is informative, interactive and individualised, and includes the following activities.



### *Building skills and knowledge*

The workshops provide participants with an opportunity to:

-  Develop a customised breeding plan aligned to your profit drivers
-  Identify sires and select animals using breeding values that help you achieve your objectives
-  Understand the fundamentals of feeding your animals well to maximise genetic investment

### *Linking profitability and profitability with breeding and feeding*

Ultimately, participants uncover how productivity and profitability can be improved with good breeding and feeding throughout their livestock's production cycle with a specific focus on their enterprises profit drivers.



*The BredWell FedWell breeding and feeding production cycle*

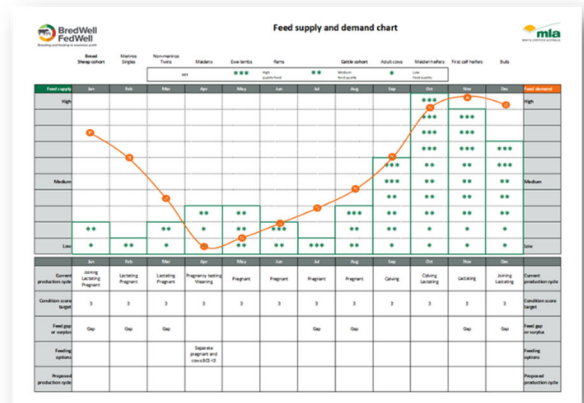
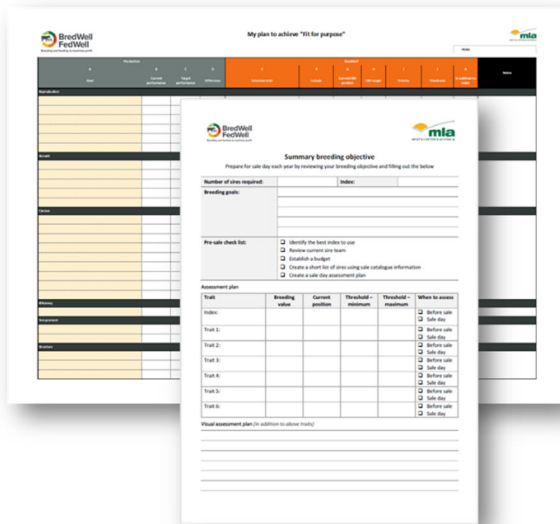
To support the participants’ learning journey, the structure of the workshop utilises the BredWell FedWell breeding and feeding production cycle which covers pre-joining and joining, pregnancy, lambing or calving, weaning and beyond, and selection.

Each ‘wedge’ in the cycle represents a major decision point in a producer’s commercial enterprise where consideration of both breeding and feeding is required.



*Customised resources*

At each stage of the breeding and feeding production cycle, participants have the opportunity to apply what they are learning in their own enterprise using the range of customisable workshop resources they have access to during the day and can take back to the farm to further refine.



### High level agenda outline

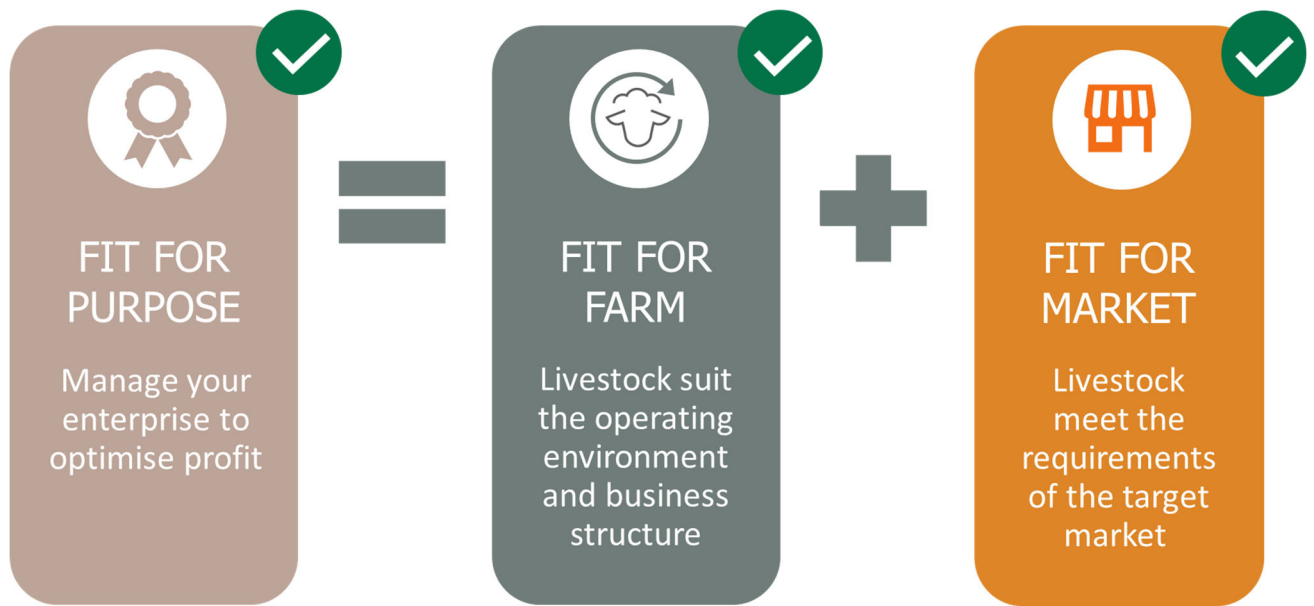
The workshop is broken into nine sections with the breeding and feeding production cycle a core feature. The last section brings everything participants have heard together.

- 01 INTRODUCTION
- 02 DRIVING PROFITABILITY IN YOUR BUSINESS
- 03 BREEDING AND FEEDING
- 04 PRE-JOINING AND JOINING
- 05 PREGNANCY
- 06 CALVING/LAMBING
- 07 WEANING AND BEYOND
- 08 SELECTION
- 09 BRINGING IT ALL TOGETHER



### How genetics and nutrition ensures 'fit for purpose'

Importantly participants find out how to ensure what they are aiming to achieve through genetics and nutrition will result in their livestock being fit for farm, fit for market and therefore fit for purpose.



### *Customisation based on workshop type*

The new program maintains three separate workshop types: southern beef, northern beef and sheep. The structure is identical in all workshops, however there is some customisation to ensure relevant data and recommendations are provided based on livestock species and/or production region (being either a southern or northern beef production region).

For example, the body condition score targets are presented at the same point and fashion in both southern and northern beef workshops, however these targets vary slightly to allow for different tolerances in body condition score due to varying pasture growth patterns. The sheep workshop also presents targets for body condition scores at similar points in the production cycle however these obviously relate to sheep reproduction parameters.

### *Regional and individual customisation*

Development of the feed supply and demand activity allows for regional customisation as participants are asked to consider how pasture supply and demand varies over a 12-month period on their property. This allows for considerable individual customisation, as participants analyse how soil type and rainfall distribution affects pasture availability. This is then overlaid with the nutritional demands of their flock or herd.

### *Out of scope*

The following items were out of scope:

- Anything that did not directly relate to the genetics or nutrition narrative (e.g. biosecurity, animal welfare with no clear profit driver, genetic or nutritional linkage etc.).
- Anything more detailed or complex than what was considered appropriate to be delivered during an introductory, one-day workshop.
- Specific detail on aspects such as eating quality and sustainability outside of being able to consider these as traits which can be included in the breeding objective.
- Specific aspects that relate to nutrition associated with pasture production and management (e.g. planting/growing etc.).

While the focus of the workshop is genetics and nutrition, relevant animal health considerations are addressed where these are clearly linked to profit drivers, genetics and nutrition at certain stages in the workshop.

#### **4.2.2 Program resources**

##### *Participant resources*

The following participant resources were developed:

- Workbooks (one for each workshop type)
- 'Fit for purpose' plan (one for beef and one for sheep)
- Feed supply and demand chart (one for all workshop types)
- Breeding objective summary (one for all workshop types)

##### *Deliverer resources*

The following deliverer resources were developed:

- Deliverer manual (one for all workshop types)
- Slide deck presentations for workshops (one for each workshop type)
- EBV/ASBV workshop template (one for beef and one for sheep)
- Deliverer report template
- Guidance for social media promotion (one for all workshop types)

The deliverer manual provides an overview of the program and comprehensive guidance about:

- Workshop sequence with learning outcomes for each identified
- Delivery schedule with indicative time to be taken for each section
- Deliverer checklists covering deliverer resources, equipment and facilities and participant resources
- Procedures for preparation, set-up, participant check-in, completion and reporting
- Detailed guidance about the workshop activities
- General advice about successful workshop delivery
- Frequently asked questions from participants

The slide deck presentations include speaker notes on each slide and additional specific guidance about delivery of the slide content. Where relevant, references to content sources are provided in this guidance.

#### **4.2.3 Monitoring and evaluation plan**

The monitoring, evaluation and reporting framework established at the beginning of the program was redeveloped to accommodate the new program direction and objectives in line with MLA evaluation frameworks. This included establishing the information that should be collected during registration and what should be collected immediately post-workshop. A long-term evaluation survey was also developed.

Table 5 shows the parameters addressed in each of the surveys provided to participants. Where a parameter was asked in all three surveys, the question posed was as similar as possible in each to enable analysis over time.

For example, participants were asked about the use of breeding values in all three surveys. The question was posed as:

- “Do you use breeding values when selecting bulls/rams?” in pre-workshop registration.
- “As a result of attending the workshop, how likely are you to change or implement the use of breeding values when selecting bulls/rams?” in the post-workshop evaluation.
- “As a result of attending the workshop, have you changed or implemented the use of breeding values when selecting bulls/rams?” in the long-term evaluation survey.

The questions about individual enterprises and on-farm practices asked in the pre-workshop registration survey helped deliverers prepare for workshops (i.e. contextualisation based on enterprise size and type, and current level of practice adoption). Enterprise information was also used to analyse the extent of the program’s reach (hectares, animals and females managed). All data provided to deliverers was not identifiable and was provided in confidence.

**Table 5: Parameters asked in workshop registration and evaluation surveys**

	Pre-workshop registration	Post-workshop evaluation	Long term evaluation
Personal and contact details	✓	✗ (optional)	✗ (optional)
Enterprise information	✓	✗	✗
On-farm practices	✓	✓	✓
Knowledge	✗	✓	✗
Workshop delivery	✗	✓	✗
Satisfaction rating	✗	✓	✗
Value rating	✗	✓	✗
Recommend to other producers	✗	✓	✗
Additional comments	✗	✓	✓
Further learning opportunities	✗	✓	✗
Workshop/program awareness	✓	✗	✗

All surveys were created as online forms. The registration form was managed by MLA through its customer relationship management (CRM) system which Schuster Consulting accessed and extracted data from. All participants were asked to register online before the workshop commenced. If they arrived on the morning of the workshop and were unable to register online (primarily due to poor internet access), a paper version of the registration form was available, and the data manually entered.

The post-workshop evaluation survey was initially managed by MLA’s CRM through the Customer Voice function. Issues with Customer Voice led to Schuster Consulting managing post-workshop evaluations through Survey Monkey. All participants were asked to complete the survey online before the workshop finished. If they were unable to complete it online (primarily due to poor internet access), a paper version of was provided and the data manually entered. If the response

rate to this survey was less than 90%, Schuster Consulting would email participants requesting they complete the survey online.

The long-term evaluation survey was managed by Schuster Consulting through Survey Monkey. The long-term evaluation occurred 12 months after each workshop, allowing sufficient time for participants to adjust and adopt what they learnt. All respondents to the post-workshop evaluation who indicated they were willing to take part in further evaluation of the program and who provided contact details, were asked to complete the online survey via email.

In addition to these surveys, MLA developed a number of case studies of participants and hosts. These include:

- Nicole and Ben Hayes, Alice Springs NT '[BredWell FedWell: Could you be our next host?](#)'
- Helen Woods, Tullamore NSW '[Smarter breeding, lighter workload, better outcomes](#)'
- The Wells Family, Elaine VIC '[What to expect at BredWell FedWell](#)'
- James Knight, The Sisters VIC '[What to expect at BredWell FedWell](#)'
- The White Family, Guyra NSW '[Business gains through BredWell FedWell](#)'
- Joe and Grace Corrigan, Burrumbuttock NSW '[Upskilling the next generation](#)'
- The Russell Family, Manilla NSW '[Improving productivity and profitability through small changes](#)'

#### **4.2.4 Communication plan**

A communications plan was developed in the initial stages and as the project progressed this was refined. In addition, a workshop communications schedule was established to ensure appropriate communication of workshops by MLA, Schuster Consulting, the host and the deliverer.

A promotional video was developed to be utilised to showcase BFWF during MLA events and a general information flyer was also developed. A media release template was also developed that could be sent to media by MLA once a workshop was scheduled.

A bank of social media posts was drafted for use by hosts and deliverers. These can be pre-approved by MLA and Schuster Consulting allowing hosts and deliverers to rapidly promote the events without the approval process causing delays.

As the program progressed, Schuster Consulting identified opportunities to engage with producer organisations, and MLA undertook to increase engagement with groups such as those listed below to increase promotion of workshops and to generate host interest:

- MLA Advisor Network
- SALRC, WALRC and NABRC
- Sheep Genetics, AGBU and breed societies
- Regional producer groups (examples):
  - AWI Grower Networks
  - BetterBeef Network (VIC)
  - BestWool/BestLamb (VIC)
  - Gympie District Beef Liaison Group (QLD)
  - Traprock Group (QLD)
  - Grower Group Alliance (WA)
  - NB2 producer groups (Northern Australia)

It was not considered appropriate for Schuster Consulting to approach these groups directly.

#### **4.2.5 Engagement with supporting organisations and hosts**

##### *Supporting organisations*

Guidelines for supporting organisations were developed and Schuster Consulting secured \$1,500 in sponsorship for a South Australian workshop from the local Nutrien franchisee and from the Barossa Improved Grazing Group (BIGG).

Initial engagement was undertaken with Virbac Australia to establish a more formal, broader approach to sponsorship and a prospectus drafted by Schuster Consulting. Similar, preliminary conversations were had with Nutrien. Local Land Services also indicated interest in broader support of the workshops.

MLA indicated they would manage these engagements moving forward in consideration of a broader sponsorship approach. Such opportunities were handed to MLA to pursue.

It was noted that sponsorship arrangement or supporting organisation needed to be compatible with delivery organisations such as Elders or Angus Australia.

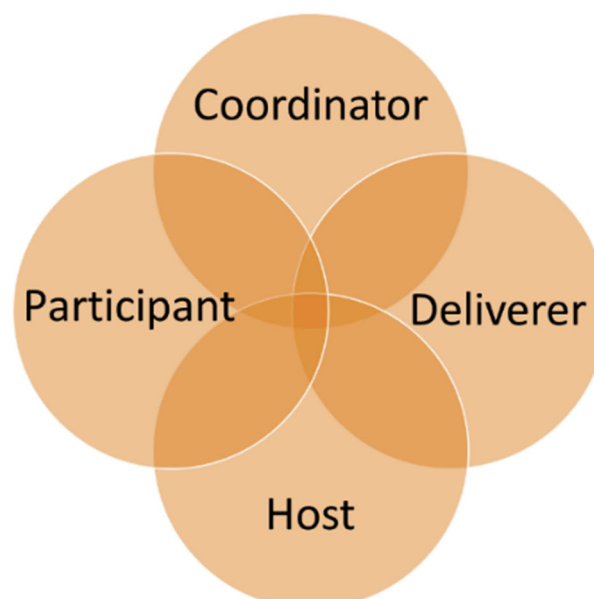
##### *Host resources*

The following host resources were developed:

- Host guidelines (one for all workshop types)
- Workshop flyer template (one for each workshop type)
- Workshop social media tile template (one for each workshop type)
- Guidance for social media promotion (one for all workshop types)

#### **4.2.6 Implementation strategy**

Implementation of BredWell FedWell workshops requires a multifaceted approach between the Program coordinator, approved deliverers, suitable hosts and participants.



Establishment and maintenance of this balanced approach was undertaken by Schuster Consulting on an ongoing basis and included:

- **Engagement with deliverers to:**
  - Encourage promotion of workshops through their networks to generate host and participant interest.
  - Match hosts and deliverers to schedule and confirm workshops.
  - Explain logistics, delivery approaches and evaluation processes.
  - Remind them of their reporting, invoicing and contractual obligations.
  - Manage expectations surrounding their role as approved deliverers and appropriate conduct and messaging.
  - Identify areas that require improvement by deliverers based on host or participant feedback or internal QA processes.
  - Provide feedback on delivery performance.
  
- **Engagement with hosts to:**
  - Respond to expressions of interest or enquiries.
  - Convert expressions of interest into scheduled workshops.
  - Explain logistical requirements and expectations.
  - Remind confirmed hosts of logistical requirements.
  - Promote the workshop to encourage participant registrations.
  - Confirm requirements in the lead up to each workshop on a frequent basis.
  - Process catering invoices.
  
- **Engagement with participants to:**
  - Respond to expressions of interest or enquiries.
  - Manage cancellations or changes to registration, including waitlists.
  - Seek completion of evaluation surveys if not done so by the deliverer.
  - Endeavour to convert past participants to hosts.
  - Respond to direct feedback from participants provided in addition to evaluation survey.

#### **4.2.7 Workshop registration**

Schuster Consulting worked with MLA to integrate workshop registrations with MLA's CRM system and events platform. Schuster Consulting monitored workshop registrations and maintained regular communication with host and deliverer about registrations.

There was a minimum registration number of 15 that needed to be confirmed a week out from the workshop in order for a workshop to proceed, although this is varied in some circumstances and in some cases registration numbers were higher than final attendance numbers. Unlike previous workshops where attendance was limited to 35-65 participants, there is a maximum of 25 participants in the current version. This was due to the highly interactive nature of the workshop and the depth of content required to be covered.

It was noted that in many cases registrations were last minute and in late 2024, MLA agreed to reducing the minimum to 10 registrations to encourage workshops to proceed.

### 4.3 Workshop participation

During the project, 49 workshops were delivered to 961 participants. This comprised:

- 11 workshops delivered to 225 participants in 2021 following the original workshop model.
- 3 workshops delivered to 80 participants during the pilot phase in late 2022/early 2023.
- 35 workshops delivered to 656 participants (Table 6) between 1 August 2023 and 10 February 2026 following the current workshop model.

The target of 125 workshops across the project lifetime was set before the workshop was redeveloped and based on the previous model which supported workshop participation of 35-65 people per workshop and a fee of \$75 per participant (and for a period of two years, this fee was waived). Further to this, these targets were set in a period when there were very limited extension and adoption activities in the area of breeding and nutrition. Over time, there has been an increase in extension and adoption offerings from MLA and other services providers such as state departments also provided these activities, often free of charge.

While these targets remained in the contract, it was acknowledged by MLA that they were aspirational, and from 2024 was acknowledged as unrealistic to achieve.

Table 6 provides a summary of workshops delivered from 1 August 2023 until 31 December 2025 following the current workshop model.

The majority of participants identified their role in industry as 'producer' (86%), 9% advisor, 4% student and 1% did not specify their role. Sixteen percent of all participants were employed by the host businesses (including family members).

**Table 6: Total and average demographic data by workshop type for workshops delivered between 1 August 2023 and 10 February 2026**

Workshop type	Number of workshops delivered	Number of different deliverers used	Attendance		Ha managed		Animals managed		Females managed		Industry role				Host <sup>#</sup>
			Total	Av	Total	Av	Total	Av	Total	Av	Producer <sup>+</sup>	Advisor <sup>*</sup>	Student <sup>*</sup>	Not specified	
Southern Beef	21	10	405	19.3	271,478	670	189,177	467	86,319	213	90%	7%	2%	1%	16%
Northern Beef	4	3	67	16.8	406,401	6,066	60,215	899	30,692	458	75%	13%	10%	1%	16%
Sheep	10	5	184	18.4	749,975	4,076	659,200	3,583	357,008	1,940	82%	14%	4%	1%	14%
<b>Overall</b>	<b>35</b>	<b>16</b>	<b>656</b>	<b>18.7</b>	<b>1,427,855</b>		<b>908,592</b>		<b>474,019</b>		<b>86%</b>	<b>9%</b>	<b>4%</b>	<b>1%</b>	<b>16%</b>

<sup>+</sup> Where multiple producer participants from the same business could be identified, any duplicate data for area, animals and females managed was removed.

<sup>\*</sup> Some advisors provided data for area, animals and females managed relating to the extent of the advice they provide (similarly students relating to the extent to which they study). These data were removed from the calculations of total and average area, livestock and females managed.

<sup>#</sup> Data for area, animals and females managed was not collected from some hosts.

## **4.4 Monitoring and evaluation results**

The response rate to evaluation surveys ranged from 33% to 100% to average 82% (Table 7). This included on-the-day and follow up emails after the workshop. Deliverers were required to have hard copies of the evaluation survey at all workshops and were reminded that it is a condition of their agreement that they achieve and maintain a response rate of 75%. One of the last activities required deliverers to allow time for participants to complete the evaluation form and deliverers were reminded not to skip this step.

### **4.4.1 Satisfaction and value rating, and workshop recommendation**

Key metrics of satisfaction, value and proportion of participants who would recommend the workshop to others were collected (Table 7). The range of satisfaction ratings for the workshops was 8.1 to 9.5 with an average of 9.0 out of 10; for value of 6.8 to 9.8 with an average of 8.8 out of 10; and 99% of participants would recommend the workshop to others.

**Table 7: Summary of participation and MER data from 1 August 2023 to 10 February 2026**

Location	Deliverer	Date	Total participants	Completed evaluations	Response rate*	Satisfaction (1-10)	Value (1-10)	Recommend to others	Ha managed	# livestock
Loomberah NSW	Alastair Rayner	1 Aug 23	24	14	58%	8.8	8.7	100%	18,760	9,200 cattle
Armatree NSW	Tim Gole	11 Aug 23	20	18	90%	9.3	9.4	100%	36,150	41,200 sheep
Mullengandra NSW	Rob Inglis	11 Aug 23	18	6	33%	8.7	8.3	100%	11,217	41,200 sheep
Yeoval NSW	Alastair Rayner	21 Sep 23	10	8	80%	9.5	9.8	100%	17,409	6,960 cattle
Yeoval NSW	Alastair Rayner	22 Sep 23	24	14	58%	9.3	9.1	100%	11,575	7,415 cattle
Charters Towers QLD	Bronwyn Roberts	05 Oct 23	21	21	100%	9.0	8.9	100%	334,708	43,052 cattle
Longford VIC	Rob Inglis	11 Oct 23	30	16	53%	8.8	8.8	100%	9,127	8,895 cattle
Collingullie NSW	Jim Meckiff	13 Oct 23	15	12	80%	9.2	9.3	100%	8,395	26,990 sheep
Diamond Tree WA	Jake Phillips	17 Oct 23	17	10	59%	9.4	9.4	100%	2,870	2,740 cattle
Bool Lagoon SA	Jake Phillips	8 Nov 23	14	14	100%	9.1	8.9	100%	14,800	13,100 cattle
Tungkillio SA	Jake Phillips	17 Nov 23	18	18	100%	9.2	8.8	100%	4,735	3,385 cattle
Jandowae QLD	Bronwyn Roberts	6 Dec 23	22	21	95%	8.2	8.2	95%	51,150	9,510 cattle
Mt Compass SA	Nancy Crawshaw	23 Jan 24	26	25	96%	9.2	9.3	100%	6,524	5,445 cattle
Moppy NSW	Jake Phillips	27 Feb 24	19	17	89%	9.3	9.1	100%	21,780	11,595 cattle
Murrindindi VIC	Alison Gunn	8 Mar 24	26	15	58%	9.1	8.7	100%	12,042	9,335 cattle
Guyra NSW	Nancy Crawshaw	22 Mar 24	25	24	96%^	9.1	9.2	100%	31,457	18,720 cattle
Piallaway NSW	Nancy Crawshaw	17 Apr 24	24	21	88%	9.3	9.3	100%	15,766	10,670 cattle
Dalby QLD	Nancy Crawshaw	11 Jun 24	24	22	92%	9.2	9.3	100%	20,543	7,653 cattle
Gobarralong NSW	David Brown	24 Jun 24	9	8	89%	9.1	9.1	100%	6,150	3,480 cattle
Cootamundra NSW	Sally Martin	5 Jul 24	17	16	94%	8.6	8.8	100%	21,820	68,900 sheep
Caramut VIC	Meg Bell	5 Jul 24	15	13	87%	8.8	8.2	85%	13,410	19,930 cattle
Marthaguy NSW	Tim Gole	26 Jul 24	19	19	100%	9.3	9.1	100%	131,479	109,950 sheep
The Sisters VIC	Jake Phillips	30 Jul 24	18	15	83%	9.5	9.3	100%	13,940	11,270 cattle

Forbes NSW	Jim Meckiff	31 Jul 24	21	18	86%	8.6	8.7	100%	23,188	59,001 sheep
Cobar NSW	Tim Gole	1 Aug 24	23	18	78%	8.8	9.1	100%	308,584	74,650 sheep
Kidman Springs NT	Todd Donaldson	19 Aug 24	Data never received							
Waterhouse TAS	Basil Doonan/Lauren Rowlands	21 Aug 24	11	11	100%	8.7	8.9	100%	11,050	6,603 cattle
Boree Creek NSW	David Brown	23 Aug 24	20	19	95%	9.3	8.7	100%	22,990	49,000 sheep
Kangaroo Island SA	Dec Scammell	29 Aug 24	20	18	90%	8.8	8.2	100%	8,480	42,209 sheep
Hexham VIC	Meg Bell	7 Feb 25	17	11	65%	8.5	8.5	100%	9,221	11,484 cattle
Wallarobba NSW <sup>§</sup>	Naomi Hobson	2 Apr 25	25	19	76%	8.5	6.8	100%	5,433	2,970 cattle
Singleton NSW <sup>§</sup>	Naomi Hobson	3 Apr 25	23	18	78%	9.1	9.1	100%	21,434	10,480 cattle
Dubbo NSW	Tim Gole	1 Jul 25	11	11	100%	9.1	9.1	91% <sup>#</sup>	173,912	129,100 sheep
Coolac NSW	David Brown	22 Aug 25	17	14	82%	8.1	8.4	100%	22,744	13,780 cattle
Lang Lang VIC	Alison Gunn/Chelsea Hair	10 Feb 26	13	13	100%	8.9	9.1	100%	1,251	1,720 cattle
		<b>TOTAL/ AVERAGE</b>	<b>643</b>	<b>527</b>	<b>82%</b>	<b>9.0</b>	<b>8.8</b>	<b>99%</b>	<b>1,427,855</b>	<b>249,392 cattle 659,200 sheep</b>

\* Responses may vary report to report due to delay in participants responding if completing the survey after the event.

<sup>^</sup> One response unable to be extracted from Customer Voice.

<sup>§</sup> These workshops were supported by Hunter LLS which allowed the ticket price to be reduced from \$350 to \$105 per person.

<sup>#</sup> One respondent did not answer this question at this workshop.

#### 4.4.2 Intended practice change

Across all workshops held, 88% of participants intended to implement practice changes as a result of attending the workshop. The practice that most participants intended to change was pregnancy scanning for multiple lambs (100%)\* followed by using EBVs or ASBVs (94% of participants), body condition scoring of animals (93%), using the outcomes of body condition scoring to allocate feed (89%) and documenting a breeding plan (89%) (Table 8). This was followed by pregnancy scanning (83%) and using pregnancy scanning results to allocate feed resources (79%). Response rates varied between workshops and this analysis is provided as an Appendix.

**Table 8: Intended practice change as a result of attending the workshop**

	Use EBVs/ ASBVs	Document a breeding plan	Body condition score	Use BCS to allocate feed	Pregnancy scan	Pregnancy scan for multiple lambs*	Use pregnancy scanning to allocate feed
Yes	62%	76%	62%	65%	40%	36%	55%
Already doing it	34%	14%	33%	27%	51%	64%	32%
No	0%	1%	0%	1%	2%	0%	4%
NA/Unsure	3%	7%	3%	5%	5%	0%	9%
No response	1%	1%	1%	1%	1%	0%	2%
Intent to change	94%	89%	93%	89%	83%	100%	79%

\* This question was added to the evaluation survey in mid-2025. This data is from one workshop only.

#### 4.4.3 Knowledge change

Across all workshops held, 77% of participants considered their level of knowledge had increased as a result of attending the workshop. The area of knowledge that participants considered had improved the most as a result of attending the workshop was in developing a breeding plan (88% of participants), followed by using ASBVs/EBVs (81%) and understanding the nutritional requirements of animals (80% of participants) (Table 9). The level of knowledge about using selection indexes increased for 78% of participants, about matching feed supply with demand (77%) and the benefits of pregnancy scanning (61%). Response rates varied between workshops and this analysis is provided as an Appendix.

**Table 9: Knowledge change as a result of attending the workshop**

Response	Developing a breeding plan	Using EBVs/ASBVs	Using selection indexes	Benefits of pregnancy scanning	Nutritional requirements of animals	Matching feed supply with demand
Increased	88%	81%	78%	61%	80%	77%
Stayed the same	10%	16%	17%	35%	18%	21%
Decreased	0%	0%	0%	0%	0%	0%
NA/Unsure	1%	1%	3%	1%	1%	1%
No response	1%	1%	1%	2%	2%	2%

#### 4.4.4 Overall workshop

Collective evaluation of all workshops for structure and delivery provides an insight into the participants perception of the workshop (Table 10). Excellent was the most common rating for all categories.

Response rates varied between workshops and this analysis is provided as an Appendix.

**Table 10: Rating of workshop structure and delivery**

Response	Content delivered	Workshop structure	Opportunity for questions to be answered	Location and facilities	Mix of activities	Length of workshop	Workshop resources	Deliverer preparedness	Deliverer knowledge	Deliverer conduct
Excellent	60%	51%	70%	72%	53%	41%	60%	69%	72%	76%
Very good	31%	35%	24%	22%	30%	34%	29%	21%	21%	19%
Good	7%	12%	4%	4%	13%	19%	9%	7%	6%	4%
Fair	1%	1%	1%	0%	1%	4%	1%	0%	0%	0%
Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No response	1%	1%	1%	2%	1%	2%	2%	2%	2%	2%

#### 4.4.5 Long term practice change

To date, 251 of 550 participants who attended the first 29 workshops have been asked to complete the long-term evaluation survey. The remaining participants from the five workshops held in 2025 are to be contacted during 2026.

The response rate to the long-term evaluation survey to date was 13.5% of those that were contacted or 6.2% of all participants.

Of participants that responded to the long term survey, 68% indicated they have implemented practice changes in at least one area as a result of attending the workshop. Body condition scoring of livestock and its use to allocate feed resources were identified by the greatest proportion of respondents as tools they had either adopted or changed as a result of attending a beef workshop (Table 11). This may be because it is a tool that can be quickly adopted or changed in comparison to the other practices.

For respondents who had attended a sheep workshop (Table 12), the use of selection indexes when selecting rams and the maintenance of a written breeding objective were identified as practices they had adopted or changed.

**Table 11: Long term practice change as a result of attending a beef workshop**

	Use EBVs when selecting bulls	Use selection indexes when selecting bulls	Maintain a written breeding objective	Buy bulls according to a written breeding objective	Body condition score	Use BCS to allocate feed resources	Pregnancy scan	Use pregnancy scanning to allocate feed resources
I have changed what I was already doing	38%	20%	32%	16%	40%	31%	31%	27%
I am now doing this	31%	44%	28%	36%	36%	42%	23%	31%
I have not implemented or changed this	27%	32%	36%	44%	24%	27%	42%	35%
NA/Unsure	4%	4%	4%	4%	0%	0%	4%	8%
Changes made	69%	64%	60%	52%	76%	73%	54%	58%

*\*26 responses received to date.*

**Table 12: Long term practice change as a result of attending a sheep workshop**

	Use ASBVs when selecting rams	Use selection indexes when selecting rams	Maintain a written breeding objective	Buy rams according to a written breeding objective	Body condition score	Use BCS to allocate feed resources	Pregnancy scan	Pregnancy scan for multiple lambs	Use pregnancy scanning to allocate feed resources
I have changed what I was already doing	38%	50%	38%	25%	38%	38%	25%	25%	13%
I am now doing this	38%	50%	63%	63%	50%	50%	38%	38%	50%
I have not implemented or changed this	0%	0%	0%	13%	13%	13%	38%	38%	38%
NA/Unsure	25%	0%	0%	0%	0%	0%	0%	0%	0%
Changes made	76%	100%	100%	88%	88%	88%	63%	63%	63%

*\* 4 responses received to date.*

## **4.5 Workshop observations (quality control)**

Schuster Consulting personnel attended five workshops: Loomberah, Armatree and Diamond Tree in 2023, and Wallarobba and Singleton in 2025.

The workshops that were observed were well presented and to the standard expected, especially considering these were the first BFWW workshops undertaken by the deliverers. Key messages were delivered clearly and succinctly.

## **4.6 Long-term learning program**

The outline for a long-term learning program was developed and provided to MLA for progression in Milestone 17. The proposed BredWell FedWell extended learning package was designed to help deliverers engage with producers to develop a more detailed understanding of the principles discussed in BredWell FedWell so they can:

- refine and implement a customised breeding program including joining systems, underpinned by a breeding plan, aligned to appropriate profit drivers;
- confidently identify sires and select animals to achieve stated objectives; and
- understand and implement the fundamentals of feeding animals well to achieve objectives and maximise your genetic investment.

## 4.7 Additional items

The following workshops have been confirmed (Table 13).

**Table 13: Locations of confirmed workshops**

Location	Species	Deliverer	Date	Status
Sandigo NSW	Southern Beef	Jake Phillips	18 Mar 26	Confirmed

Schuster Consulting is currently in discussions with hosts and deliverers for the locations provided in Table 14. The locations in Table 14 are based on expressions of interest from hosts, participants or deliverers so far in 2025. **These are not confirmed.**

**Table 14: Locations of workshops currently being considered**

Workshop type	Location	State
Sheep	Jerilderie	NSW
Sheep	Lockhart	NSW
Southern Beef	Nowendoc	NSW
Southern Beef	Bobin	NSW
Southern Beef	Ouse	TAS
Sheep	Tenterden	NSW
Southern Beef	Cooma	NSW
Sheep	Cooma	NSW

## 5. Conclusion

This project coordinated national delivery of the BredWell FedWell (BFWF) workshop program while undertaking a comprehensive review and redevelopment of the program to ensure it remained relevant and effective for Australian sheep and beef producers.

The review process identified opportunities to improve workshop materials, strengthen consistency in delivery and better align the program with current research and MLA's broader adoption activities. These insights informed redevelopment of the workshop structure, content and supporting resources. Pilot workshops were conducted to test the revised program and refine the materials prior to national rollout.

Following redevelopment, the refreshed BFWF program was successfully implemented nationally through a network of trained deliverers. Workshops delivered during the project reached producers managing significant livestock numbers and land area, and evaluation results demonstrated strong participant satisfaction and perceived value.

Overall, the project delivered a revitalised BFWF program with updated content, standardised resources and a strengthened delivery model. The program continues to provide an accessible entry point for producers seeking to improve breeding and feeding management and supports ongoing capability development within the livestock industry.

### 5.1 Key findings

Several key findings emerged from the review, redevelopment and delivery of the BredWell FedWell program.

#### 1. BFWF remains a valued entry-level extension activity

Stakeholder consultation and participant feedback confirmed that BFWF fills an important role as an introductory workshop that builds foundational understanding of breeding and feeding management. Producers value the program as a practical starting point before engaging with more advanced learning opportunities.

#### 2. Consistency of program materials and delivery is critical

The review identified that multiple versions of workshop materials and limited deliverer guidance had resulted in inconsistencies in delivery. Redevelopment of the program demonstrated the importance of standardised workshop resources, deliverer manuals and clearly defined learning activities to ensure consistent messaging across regions and production systems.

#### 3. Integration of breeding and feeding concepts improves producer understanding

Participants responded positively to the workshop structure that links genetics and nutrition decisions within the production cycle. Presenting these topics together helped producers better understand how breeding and feeding management interact to influence livestock productivity and enterprise performance.

#### 4. Workshops are most effective when supported by a clear learning pathway

BWFW functions most effectively as an introductory program within a broader learning pathway. Stakeholder feedback indicated that producers benefit when the workshop clearly links to further learning opportunities that allow them to apply concepts in greater depth over time.

## **5. Monitoring and evaluation data demonstrate strong participant outcomes**

Evaluation results indicate high levels of participant satisfaction and perceived value, as well as evidence of increased knowledge (77% of participants) and intention to adopt improved management practices (88% of participants). When assessing longitudinal evaluations, it is apparent that this intention transferred into 68% reported actual change. These results reinforce the continued relevance of BWFW as an adoption activity supporting producer capability.

## **5.2 Benefits to industry**

The revitalised BredWell FedWell program provides producers with practical tools to improve livestock productivity and profitability through better breeding and feeding decisions. A total engagement over this project period of 643 participants, at a rate of 68% practice change, indicates 437 participants managing 970,941 hectares and 671,842 head of livestock (169,586 cattle, 448,256 sheep) have implemented a change in their business as a result of attending BredWell FedWell.

Evaluation results demonstrate strong participant engagement and satisfaction with the program, with average satisfaction ratings of 9.0 out of 10 and 99% of participants indicating they would recommend the workshop.

The workshops support producers to build knowledge and confidence in key management practices such as setting breeding objectives, using breeding values and managing livestock nutrition across the production cycle.

As an introductory adoption activity, BWFW also plays an important role in directing producers toward further learning opportunities within MLA's broader extension and adoption framework.

## **6. Future research and recommendations**

The review and redevelopment of the BredWell FedWell program generated several insights relevant to future extension program design.

First, the redevelopment process demonstrated the value of establishing clear and consistent program materials and delivery guidance. Standardised resources support consistent messaging across regions and reduce variability in workshop delivery.

Second, the use of a multidisciplinary review panel was valuable in ensuring that workshop content reflected current research and industry priorities. However, reaching consensus across multiple subject matter experts requires time and careful coordination.

Third, the review process identified opportunities to strengthen learning pathways following participation in BWFW. While BWFW provides a strong introductory workshop, there is potential to develop extended learning opportunities that allow producers to implement breeding and feeding strategies over a longer period.

It is recommended that MLA:

- continue national delivery of the refreshed BredWell FedWell program
- consider development of extended learning opportunities that build on BFWF principles
- maintain alignment between BFWF and other MLA adoption programs to ensure clear learning pathways for producers.

## 7. Appendices

### 7.1 BredWell FedWell extended learning concept - DRAFT

<b>Program Names:</b>	TBD
<b>Description</b>	<ul style="list-style-type: none"> <li>One-on-one coaching and support in a small group environment to develop, implement, monitor and improve breeding and feeding systems over a 12-18 month period based on principles discussed in the BredWell FedWell workshops.</li> </ul>
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>To equip approved advisors with resources and information so they can provide ongoing support and technical advice to northern and southern beef producers and sheep producers to extend the learning opportunities and develop and implement the strategies and tactics discussed in BredWell FedWell, particularly in areas related to breeding programs and joining systems where gaps in learning opportunities have been identified.</li> </ul>
<b>Target audience</b>	<ul style="list-style-type: none"> <li>Northern beef producers</li> <li>Southern beef producers</li> <li>Sheep producers</li> </ul>
<b>Key messages</b>	<ul style="list-style-type: none"> <li>Work with your peers in a supportive coaching environment to follow the BredWell FedWell breeding and feeding production cycle over the course of a year or more to implement the principles discussed in the BredWell FedWell workshop.</li> <li>Apply the theory learnt during the BredWell FedWell workshop on your own farm, using real data with the support of an accredited deliverer and other like-minded producers.</li> </ul>
<b>Outcome</b>	<p>The BredWell FedWell extended learning package is designed to help deliverers engage with producers to develop a more detailed understanding of the principles discussed in BredWell FedWell so they can:</p> <ul style="list-style-type: none"> <li>refine and implement a customised breeding program including joining systems, underpinned by a breeding plan, aligned to appropriate profit drivers;</li> <li>confidently identify sires and select animals to achieve stated objectives; and</li> <li>understand and implement the fundamentals of feeding animals well to achieve objectives and maximise your genetic investment.</li> </ul>
<b>Summary of main structure</b>	<ol style="list-style-type: none"> <li>Revisit profit drivers. What really makes you money. (Spend time as a group breaking this down for each farm and market. What really is Fit for purpose?)</li> <li>Do your <u>goals</u> from the workshop hold or have you had time to reconsider these? Perhaps you want to change these as you've decided your livestock/farm/market are not really a great FIT. In considering this fit, do the feed demand requirements of your livestock meet feed supply at a stocking rate which generates enough return in a normal year? What is the optimal <u>joining system</u> to help you achieve this? Does this fit your farm (feed supply, management, labour, infrastructure)? Are you supplying or aspiring to supply a market that is a good fit for where you are? Do you need to change your enterprise (go back to the drawing board)? You may need to modify your management to address a short fall in nutrition, optimise reproduction or improve market compliance.</li> <li>Refine your breeding objective. Let's break down the SMART approach as much as we can. Review your workbook from the workshop. Explore all aspects of SMART: SPECIFIC: what are the traits, attributes that are important to your</li> </ol>

	<p>profit drivers (<u>deep dive into traits</u>). MEASURABLE: what can and will you measure? What is your current position – do you have ASBVs/EBVs, can you average, will you adopt breed average? ACHIEVABLE: How can you achieve what you want to achieve, will your current gene source (or farm/management) allow you to achieve this? RELEVANT Ensure a clear line of sight with your business objective. TIMEBOUND Over what timeframe will you seek to achieve this?</p> <p>4. Define and IMPLEMENT your Breeding Program (fills gap)</p> <ul style="list-style-type: none"> <li>○ implementing and monitoring a breeding objective over time</li> <li>○ ram/bull buying plan</li> <li>○ breeding program design and planning</li> <li>○ joining preparation</li> <li>○ joining systems (eg, elite mating, controlled joining, restricted joining, segregated joining, continuous joining)</li> <li>○ cross breeding etc.</li> </ul> <p>5. What is your annual feeding program to achieve this. Go back to 2 and flesh out in more detail. What are the BCSs you need to hit, how will your feed supply curve help and hinder you in this. What will you need to do around this? What are the areas of shortfall for protein, energy, roughage and minerals?</p>
<b>Participant commitment</b>	Multiple sessions over a 12-18mth period.
<b>No. of participants</b>	5-10 per group
<b>Prerequisites</b>	<ul style="list-style-type: none"> <li>• There are <b>no</b> prerequisites; however, it is beneficial if participants have participated in the BredWell FedWell workshop and completed the workbook, feed supply/demand chart and breeding objective exercises. These should be brought to and will be used during the extended learning opportunity.</li> </ul>
<b>Deliverer commitment</b>	Five contact days (5 x 8hrs) approximately
<b>Non-contact hours</b>	MERI, training (one day)
<b>Learning styles</b>	Small groups, supported learning or coaching
<b>MERI</b>	<p>To be developed but should consider:</p> <ul style="list-style-type: none"> <li>• Standard KASA as per BredWell FedWell</li> <li>• Detailed baseline assessment of select sample prior to participation. Follow up interviews to assess impact and practice change</li> </ul>
<b>Delivery method</b>	Face to face. Possibly farm rotation among participants. Possibly limited trainer/participant intersession consultation. TBD.
<b>Deliverer competencies</b>	<ul style="list-style-type: none"> <li>• Minimum five years hands on experience in setting breeding objectives and using objective and subjective assessment and selection tools to achieve breeding objectives (e.g., visually classing sheep, objective assessment including using breeding values).</li> <li>• Understanding of current genetic evaluation benchmarking tools, how they work, how to identify, obtain and use good quality data, current and expected rates of genetic gain.</li> <li>• Experience in whole-of-farm and business planning within a wool production enterprise.</li> <li>• Experience facilitating adult learning and coaching with agricultural producers.</li> <li>• Strong organisational, administrative and time management skills.</li> <li>• Understanding of BFWF content and objectives.</li> <li>• Experience delivering BFWF.</li> </ul>

	<ul style="list-style-type: none"> <li>• Appreciation of different learning styles and ability to adapt delivery to suit the audience.</li> <li>• Ability to acknowledge all issues raised, address where appropriate and remain focused on progressing through the session plan.</li> <li>• Deliver the content as agreed, be aware of and avoid personal and commercial bias and convey and promote the key messages of the workshop and MLA.</li> <li>• Ability to manage audience expectations.</li> <li>• Excellent computer skills, in particular PowerPoint.</li> </ul>
<b>Deliverer requirements</b>	<ul style="list-style-type: none"> <li>• Attendance at the BredWell FedWell extension Train-the-Trainer workshop to understand the basis for BredWell FedWell, the BFWW messaging and resources and the MERI requirements.</li> <li>• Sit and pass the BredWell FedWell Extension Deliverer Accreditation exam.</li> <li>• Approval by MLA as an approved deliverer.</li> <li>• Sign an MLA Licence &amp; Workshop Delivery Agreement.</li> </ul>
<b>Approximate duration</b>	<ul style="list-style-type: none"> <li>• Approximately five days over 12-18mths.</li> <li>• Fluid format with program for each day TBD.</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>• Timed to coincide with key activities within the breeding and feeding cycle and key events such as ram/bull buying.</li> </ul>
<b>Location</b>	<ul style="list-style-type: none"> <li>• Face-to-face. On farm as agreed by deliverer and group. Some classroom time requirement TBD.</li> </ul>
<b>Equipment</b>	<ol style="list-style-type: none"> <li>1. Projector</li> <li>2. Screen</li> <li>3. Laptop</li> <li>4. Power boards and extension cords</li> <li>5. Table for laptop</li> <li>6. Whiteboard, markers and erasers</li> <li>7. Workshop resources (refer set-up and registration procedures)</li> </ol>

## 7.2 Practice change intent by workshop

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
Loomberah NSW (Southern Beef)	Yes	43%	64%	57%	64%	43%	50%
	Already doing it	50%	29%	29%	21%	43%	36%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	7%	7%	14%	14%	14%	14%
	Intent to change	86%	90%	80%	82%	75%	78%
Armatree NSW (Sheep)*	Yes	78%	78%	67%	72%	39%	56%
	Already doing it	17%	6%	28%	22%	56%	33%
	No	0%	11%	0%	0%	0%	0%
	NA/Unsure	6%	6%	6%	6%	6%	6%
	Intent to change	93%	82%	92%	93%	88%	83%
Mullengandra NSW^ (Sheep)	Yes	83%	67%	100%	83%	50%	33%
	Already doing it	17%	0%	0%	0%	33%	33%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	33%	0%	17%	17%	33%
	Intent to change	100%	67%	100%	75%	50%	50%
Yeoval NSW - 21 Sep (Southern Beef)*	Yes	50%	86%	71%	100%	71%	83%
	Already doing it	38%	14%	29%	0%	29%	17%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	80%	86%	83%	88%	83%	83%
Yeoval NSW - 22 Sep (Southern Beef)	Yes	43%	86%	71%	71%	36%	79%
	Already doing it	50%	14%	29%	21%	64%	14%
	No	0%	0%	0%	0%	0%	7%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
	NA/Unsure	7%	0%	0%	0%	0%	0%
	Intent to change	86%	100%	100%	91%	100%	92%
Charters Towers QLD (Northern Beef)	Yes	57%	62%	62%	71%	33%	48%
	Already doing it	24%	0%	24%	19%	38%	29%
	No	5%	10%	0%	0%	10%	10%
	NA/Unsure	14%	29%	14%	10%	19%	14%
	Intent to change	75%	62%	81%	88%	54%	67%
Longford VIC (Southern Beef)	Yes	50%	75%	88%	75%	44%	56%
	Already doing it	38%	0%	6%	13%	44%	19%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	13%	25%	6%	13%	13%	25%
	Intent to change	80%	75%	80%	86%	78%	78%
Collingullie NSW (Sheep)*	Yes	67%	83%	67%	58%	50%	58%
	Already doing it	33%	17%	33%	42%	50%	33%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	100%	100%	100%	100%	88%	88%
Diamond Tree WA (Southern Beef)*	Yes	40%	80%	50%	70%	40%	70%
	Already doing it	60%	20%	40%	20%	50%	20%
	No	0%	0%	0%	0%	10%	10%
	NA/Unsure	0%	0%	0%*	10%	0%	0%
	Intent to change	100%	100%	83%	88%	80%	88%
Bool Lagoon SA (Southern Beef)	Yes	71%	71%	79%	71%	50%	57%
	Already doing it	29%	29%	21%	29%	50%	36%
	No	0%	0%	0%	0%	0%	7%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	100%	100%	100%	100%	100%	89%
Tungkillo SA (Southern Beef)	Yes	72%	78%	56%	67%	50%	61%
	Already doing it	22%	17%	33%	11%	28%	17%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	6%	11%	22%	22%	22%
	Intent to change	93%	93%	83%	75%	69%	73%
Jandowae QLD (Northern Beef)	Yes	71%	52%	71%	71%	38%	48%
	Already doing it	29%	29%	29%	19%	52%	29%
	No	0%	5%	0%	5%	5%	5%
	NA/Unsure	0%	14%	0%	5%	5%	19%
	Intent to change	100%	73%	100%	88%	80%	67%
Mt Compass SA (Southern Beef)	Yes	88%	88%	76%	76%	44%	56%
	Already doing it	12%	8%	24%	24%	48%	32%
	No	0%	0%	0%	0%	8%	8%
	NA/Unsure	0%	4%	0%	0%	0%	4%
	Intent to change	100%	96%	100%	100%	85%	82%
Moppy NSW (Southern Beef)	Yes	65%	88%	71%	59%	53%	59%
	Already doing it	29%	6%	24%	29%	47%	18%
	No	0%	0%	6%	6%	0%	6%
	NA/Unsure	6%	6%	0%	6%	0%	18%
	Intent to change	92%	94%	92%	83%	100%	71%
Murrindindi VIC (Southern Beef)*	Yes	60%	60%	67%	53%	27%	47%
	Already doing it	40%	33%	33%	33%	67%	40%
	No	0%	0%	0%	7%	0%	0%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
	NA/Unsure	0%	7%	0%	0%	0%	0%
	Intent to change	100%	90%	100%	80%	80%	78%
Guyra NSW (Southern Beef)*	Yes	58%	88%	50%	63%	42%	58%
	Already doing it	42%	13%	46%	29%	58%	42%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	4%	0%	0%	0%
	Intent to change	100%	100%	92%	88%	100%	100%
Piallaway NSW (Southern Beef)*	Yes	76%	86%	52%	62%	62%	76%
	Already doing it	19%	5%	43%	33%	29%	19%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	5%	10%	5%	5%	10%	5%
	Intent to change	94%	90%	92%	93%	87%	94%
Dalby QLD (Northern Beef)*	Yes	55%	82%	59%	68%	41%	73%
	Already doing it	45%	18%	41%	27%	59%	23%
	No	0%	0%	0%	5%	0%	3%
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	100%	100%	100%	94%	100%	94%
Gobarralong NSW (Southern Beef)*	Yes	50%	88%	63%	63%	25%	38%
	Already doing it	50%	13%	38%	38%	75%	63%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	100%	100%	100%	100%	100%	100%
Cootamundra NSW (Sheep)	Yes	44%	69%	50%	56%	0%	25%
	Already doing it	50%	31%	31%	25%	94%	69%
	No	0%	0%	0%	0%	0%	0%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
	NA/Unsure	0%	0%	19%	19%	6%	6%
	Intent to change	88%	100%	73%	75%	0%	80%
Caramut VIC (Southern Beef)*	Yes	38%	85%	31%	46%	15%	31%
	Already doing it	62%	15%	69%	46%	77%	38%
	No	0%	0%	0%	8%	8%	15%
	NA/Unsure	0%	0%	0%	0%	0%	8%
	Intent to change	100%	100%	100%	86%	67%	50%
Marthaguy NSW (Sheep)	Yes	74%	74%	68%	68%	37%	58%
	Already doing it	26%	11%	32%	26%	58%	37%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	16%	0%	5%	5%	5%
	Intent to change	100%	82%	100%	93%	88%	92%
The Sisters VIC (Southern Beef)	Yes	73%	73%	80%	80%	40%	67%
	Already doing it	27%	13%	20%	20%	40%	13%
	No	0%	0%	0%	0%	7%	0%
	NA/Unsure	0%	13%	0%	0%	13%	20%
	Intent to change	100%	85%	100%	100%	67%	77%
Forbes NSW (Sheep)*	Yes	78%	83%	61%	67%	39%	39%
	Already doing it	22%	11%	33%	33%	50%	50%
	No	0%	0%	0%	0%	6%	6%
	NA/Unsure	0%	6%	0%	0%	0%	0%
	Intent to change	100%	94%	92%	100%	78%	78%
Cobar NSW (Sheep)*	Yes	56%	61%	72%	61%	44%	56%
	Already doing it	33%	22%	22%	22%	56%	33%
	No	0%	0%	0%	6%	0%	0%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
	NA/Unsure	6%	0%	6%	6%	0%	6%
	Intent to change	83%	79%	93%	79%	100%	83%
Kidman Springs NT (Northern Beef)	Yes						
	Already doing it						
	No						
	NA/Unsure						
	Intent to change						
Waterhouse TAS (Southern Beef)	Yes	73%	91%	64%	64%	55%	64%
	Already doing it	18%	9%	36%	27%	45%	18%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	9%	0%	0%	9%	0%	18%
	Intent to change	89%	100%	100%	88%	100%	78%
Boree Creek NSW (Sheep)*	Yes	58%	58%	53%	58%	32%	37%
	Already doing it	37%	21%	37%	37%	42%	37%
	No	0%	5%	0%	0%	11%	16%
	NA/Unsure	5%	16%	0%	0%	11%	5%
	Intent to change	92%	73%	83%	92%	55%	58%
Kangaroo Island SA (Sheep)	Yes	56%	72%	61%	56%	56%	56%
	Already doing it	44%	17%	39%	39%	44%	39%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	11%	0%	6%	0%	6%
	Intent to change	100%	87%	100%	91%	100%	91%
Hexham VIC (Southern Beef)	Yes	64%	64%	55%	64%	55%	73%
	Already doing it	36%	36%	45%	36%	45%	18%
	No	0%	0%	0%	0%	0%	9%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	100%	100%	100%	100%	100%	89%
Wallarobba NSW (Southern Beef)	Yes	68%	79%	58%	47%	32%	47%
	Already doing it	32%	5%	37%	42%	58%	32%
	No	0%	0%	0%	5%	5%	6%
	NA/Unsure	0%	16%	5%	5%	5%	28%
	Intent to change	100%	83%	92%	82%	75%	69%
Singleton NSW (Southern Beef)	Yes	72%	78%	61%	72%	44%	44%
	Already doing it	17%	6%	28%	22%	33%	22%
	No	0%	6%	6%	6%	6%	6%
	NA/Unsure	11%	11%	6%	0%	17%	28%
	Intent to change	87%	87%	85%	93%	67%	57%
Dubbo NSW (Sheep)	Yes	36%	73%	45%	64%	27%	64%
	Already doing it	55%	27%	55%	27%	73%	36%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	9%	0%	0%	9%	0%	0%
	Intent to change	80%	100%	100%	88%	100%	100%
Coolac NSW (Southern Beef)	Yes	50%	93%	43%	43%	36%	57%
	Already doing it	50%	7%	57%	57%	64%	43%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
	Intent to change	100%	100%	100%	100%	100%	100%

Location		Use EBVs/ASBVs	Document a breeding plan	Body condition score	Use BSC to allocate feed	Pregnancy scan	Use pregnancy scan to allocate feed
Lang Lang VIC* (Southern Beef)	Yes	54%	77%	77%	69%	46%	69%
	Already doing it	31%	8%	15%	15%	38%	8%
	No	0%	0%	0%	0%	0%	0%
	NA/Unsure	8%	8%	0%	8%	8%	23%
	Intent to change	78%	83%	91%	82%	75%	75%

\*some participants did not respond to all questions at this workshop ^very small sample size (n=6) # very small sample size (n=8)

### 7.3 Knowledge change by workshop

Location	Response	Developing a breeding plan	Using EBVs/ASBVs	Using selection indexes	Benefits of pregnancy scanning	Nutritional requirements of animals	Matching feed supply with demand
Loomberah NSW (Southern Beef)*	Increased	79%	79%	86%	71%	93%	86%
	Stayed the same	14%	21%	7%	29%	7%	14%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	7%	0%	0%	0%
Armatree NSW Sheep)*	Increased	100%	100%	89%	56%	83%	83%
	Stayed the same	0%	0%	6%	44%	11%	17%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	6%	0%	0%	0%
Mullengandra NSW^ (Sheep)	Increased	50%	67%	67%	67%	50%	67%
	Stayed the same	33%	33%	17%	33%	50%	33%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	17%	0%	17%	0%	0%	0%
Yeoval NSW - 21 Sep* (Southern Beef)	Increased	88%	88%	75%	75%	88%	75%
	Stayed the same	0%	0%	13%	13%	0%	13%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Yeoval NSW - 22 Sep (Southern Beef)	Increased	93%	64%	64%	57%	100%	100%
	Stayed the same	7%	36%	36%	43%	0%	0%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Charters Towers QLD (Northern Beef)	Increased	100%	86%	81%	43%	57%	57%
	Stayed the same	0%	10%	14%	52%	38%	38%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	5%	5%	5%	5%	5%
Longford VIC (Southern Beef)	Increased	100%	81%	88%	75%	100%	94%
	Stayed the same	0%	19%	6%	25%	0%	6%

	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	6%	0%	0%	0%
Collingullie NSW (Sheep)	Increased	100%	100%	67%	75%	100%	100%
	Stayed the same	0%	0%	33%	25%	0%	0%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Diamond Tree WA* (Southern Beef)	Increased	80%	50%	30%	70%	70%	70%
	Stayed the same	0%	20%	40%	0%	0%	0%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Bool Lagoon SA (Southern Beef)	Increased	71%	64%	79%	71%	93%	93%
	Stayed the same	29%	36%	21%	29%	7%	7%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Tungkillo SA (Southern Beef)	Increased	72%	67%	72%	44%	72%	56%
	Stayed the same	22%	28%	22%	50%	22%	39%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	6%	6%	6%	6%	6%	6%
Jandowae QLD (Northern Beef)	Increased	76%	76%	76%	48%	71%	71%
	Stayed the same	19%	24%	14%	52%	29%	21%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	5%	0%	10%	0%	0%	0%
Mt Compass SA (Southern Beef)*	Increased	96%	96%	88%	56%	83%	80%
	Stayed the same	0%	0%	8%	40%	17%	16%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Moppy NSW (Southern Beef)	Increased	76%	71%	76%	65%	88%	71%
	Stayed the same	24%	24%	18%	35%	12%	29%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	6%	6%	0%	0%	0%

Murrindindi VIC (Southern Beef)*	Increased	93%	87%	73%	53%	69%	47%
	Stayed the same	7%	7%	13%	33%	31%	40%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Guyra NSW (Southern Beef)	Increased	96%	96%	79%	67%	83%	83%
	Stayed the same	4%	4%	21%	33%	17%	17%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Piallaway NSW (Southern Beef)	Increased	95%	90%	81%	95%	76%	71%
	Stayed the same	5%	10%	19%	5%	24%	29%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Dalby QLD (Northern Beef)	Increased	100%	86%	77%	59%	82%	77%
	Stayed the same	0%	14%	23%	41%	18%	23%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Gobarralong NSW (Southern Beef)*	Increased	100%	88%	88%	63%	100%	88%
	Stayed the same	0%	13%	13%	38%	0%	13%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Cootamundra NSW (Sheep)	Increased	81%	75%	75%	25%	69%	50%
	Stayed the same	19%	25%	25%	75%	31%	50%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Caramut VIC (Southern Beef)*	Increased	77%	69%	69%	54%	77%	69%
	Stayed the same	23%	31%	8%	46%	23%	31%
	Decreased	0%	0%	8%	0%	0%	0%
	NA/Unsure	0%	0%	15%	0%	0%	0%
Marthaguy NSW (Sheep)	Increased	95%	84%	84%	68%	79%	79%
	Stayed the same	0%	11%	11%	26%	16%	16%

	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	5%	5%	5%	5%	5%	5%
The Sisters VIC (Southern Beef)	Increased	80%	87%	73%	67%	93%	100%
	Stayed the same	13%	13%	20%	33%	7%	0%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	7%	0%	0%	0%
Forbes NSW (Sheep)*	Increased	89%	94%	89%	56%	67%	67%
	Stayed the same	6%	6%	11%	44%	33%	33%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Cobar NSW (Sheep)*	Increased	100%	78%	78%	72%	83%	83%
	Stayed the same	0%	22%	17%	22%	17%	17%
	Decreased	0%	0%	6%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Kidman Springs NT (NB)	Increased						
	Stayed the same						
	Decreased						
	NA/Unsure						
Waterhouse TAS (SB)	Increased	82%	82%	100%	82%	82%	82%
	Stayed the same	18%	18%	0%	9%	18%	18%
	Decreased	0%	0%	0%	9%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Boree Creek NSW (Sheep)*	Increased	74%	74%	63%	42%	84%	84%
	Stayed the same	16%	21%	32%	47%	16%	11%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	11%	5%	5%	5%	0%	0%
Kangaroo Island SA (Sheep)*	Increased	89%	89%	83%	61%	67%	61%
	Stayed the same	11%	11%	17%	39%	28%	33%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%

Hexham VIC (Southern Beef)	Increased	82%	73%	73%	55%	82%	73%
	Stayed the same	18%	27%	27%	36%	9%	18%
	Decreased	0%	0%	0%	9%	9%	9%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Wallarobba NSW (Southern Beef)	Increased	84%	84%	89%	74%	79%	84%
	Stayed the same	16%	16%	11%	26%	21%	16%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Singleton NSW (Southern Beef)	Increased	72%	78%	71%	67%	72%	78%
	Stayed the same	22%	17%	24%	22%	22%	17%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Dubbo NSW (Sheep)	Increased	100%	55%	73%	73%	73%	82%
	Stayed the same	0%	45%	27%	27%	27%	18%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Coolac NSW (Southern Beef)	Increased	93%	86%	93%	50%	79%	71%
	Stayed the same	7%	14%	7%	50%	21%	29%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	0%	0%	0%	0%
Lang Lang VIC (Southern Beef)	Increased	92%	85%	77%	62%	92%	100%
	Stayed the same	8%	15%	15%	38%	8%	0%
	Decreased	0%	0%	0%	0%	0%	0%
	NA/Unsure	0%	0%	8%	0%	0%	0%

\*some participants did not respond to all questions at this workshop

^very small sample size (n=6)

# very small sample size (n=8)

## 7.4 Delivery and structure ratings by workshop

Location	Response	Content delivered	Workshop structure	Opportunity for questions to be answered	Location and facilities	Mix of activities	Length of workshop	Workshop resources	Deliverer preparedness	Deliverer knowledge	Deliverer conduct
Loomberah NSW (Southern Beef - Alastair Rayner)*	Excellent	64%	57%	43%	57%	36%	36%	57%	43%	43%	57%
	Very good	36%	29%	43%	36%	43%	29%	36%	50%	36%	36%
	Good	0%	14%	7%	7%	21%	29%	0%	0%	14%	0%
	Fair	0%	0%	7%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Armatree NSW Sheep - Tim Gole)	Excellent	89%	83%	94%	83%	78%	50%	94%	94%	94%	94%
	Very good	11%	17%	6%	17%	17%	44%	6%	6%	6%	6%
	Good	0%	0%	0%	0%	6%	6%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mullengandra NSW^ (Sheep – Rob Inglis)	Excellent	50%	50%	67%	83%	33%	33%	83%	50%	83%	83%
	Very good	33%	33%	33%	0%	50%	50%	17%	50%	17%	17%
	Good	17%	17%	0%	17%	17%	0%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	17%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yeoval NSW - 21 Sep (Southern Beef – Alastair Rayner)*	Excellent	50%	50%	88%	88%	88%	63%	75%	75%	75%	75%
	Very good	50%	50%	13%	13%	0%	13%	0%	0%	13%	13%
	Good	0%	0%	0%	0%	0%	13%	13%	13%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Yeoval NSW - 22 Sep (Southern Beef – Alastair Rayner)	Excellent	86%	64%	93%	100%	57%	57%	79%	86%	86%	100%
	Very good	14%	21%	7%	0%	29%	29%	21%	14%	14%	0%
	Good	0%	7%	0%	0%	14%	7%	0%	0%	0%	0%
	Fair	0%	7%	0%	0%	0%	7%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Location	Response	Content delivered	Workshop structure	Opportunity for questions to be answered	Location and facilities	Mix of activities	Length of workshop	Workshop resources	Deliverer preparedness	Deliverer knowledge	Deliverer conduct
Charters Towers QLD (Northern Beef – Bronwyn Roberts)	Excellent	52%	41%	68%	91%	64%	32%	59%	64%	55%	68%
	Very good	38%	36%	18%	5%	23%	45%	27%	23%	27%	27%
	Good	5%	23%	14%	5%	14%	23%	14%	14%	18%	5%
	Fair	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Longford VIC (Southern Beef – Rob Inglis)	Excellent	56%	50%	81%	88%	50%	50%	50%	88%	75%	81%
	Very good	44%	50%	19%	13%	44%	38%	50%	13%	25%	19%
	Good	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
Collingullie NSW (Sheep – Jim Meckiff)	Excellent	92%	42%	83%	100%	67%	50%	83%	92%	100%	100%
	Very good	8%	42%	8%	0%	25%	33%	8%	8%	0%	0%
	Good	0%	17%	0%	0%	8%	8%	8%	0%	0%	0%
	Fair	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%
Diamond Tree WA (Southern Beef – Jake Phillips)	Excellent	80%	80%	100%	90%	90%	90%	90%	90%	90%	90%
	Very good	20%	20%	0%	10%	10%	10%	10%	10%	10%	10%
	Good	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bool Lagoon SA (Southern Beef – Jake Phillips)	Excellent	43%	36%	64%	79%	57%	36%	43%	79%	86%	86%
	Very good	57%	57%	36%	21%	36%	43%	57%	21%	14%	14%
	Good	0%	7%	0%	0%	7%	21%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tungkillo SA (Southern Beef – Jake Phillips)	Excellent	67%	61%	72%	61%	33%	39%	67%	83%	83%	83%
	Very good	33%	39%	28%	33%	50%	50%	33%	17%	17%	17%
	Good	0%	0%	0%	6%	17%	11%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Jandowae QLD (Northern Beef – Bronwyn Roberts)	Excellent	19%	19%	43%	67%	24%	5%	19%	33%	48%	62%
	Very good	67%	43%	48%	19%	52%	52%	48%	52%	33%	33%
	Good	14%	38%	10%	10%	19%	33%	29%	14%	19%	5%
	Fair	0%	0%	0%	5%	5%	10%	5%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mt Compass SA (Southern Beef – Nancy Crawshaw)*	Excellent	75%	56%	76%	68%	68%	40%	48%	72%	72%	84%
	Very good	21%	28%	20%	28%	20%	24%	32%	16%	20%	8%
	Good	4%	12%	0%	0%	8%	16%	16%	4%	4%	4%
	Fair	0%	0%	0%	0%	0%	16%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Moppy NSW (Southern Beef – Jake Phillips)	Excellent	76%	65%	76%	76%	59%	65%	76%	82%	82%	76%
	Very good	18%	24%	12%	12%	18%	18%	12%	12%	6%	12%
	Good	6%	12%	6%	12%	24%	18%	12%	6%	12%	12%
	Fair	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Murrindindi VIC (Southern Beef – Alison Gunn)	Excellent	73%	60%	47%	67%	33%	40%	67%	67%	80%	67%
	Very good	20%	40%	47%	33%	60%	40%	33%	33%	20%	33%
	Good	7%	0%	7%	0%	7%	20%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Guyra NSW (Southern Beef – Nancy Crawshaw)	Excellent	67%	54%	79%	75%	63%	42%	63%	75%	79%	79%
	Very good	29%	38%	17%	21%	17%	46%	25%	17%	17%	17%
	Good	4%	8%	4%	4%	21%	13%	13%	8%	4%	4%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Piallaway NSW (Southern Beef – Nancy Crawshaw)*	Excellent	75%	71%	71%	71%	57%	76%	71%	76%	81%	81%
	Very good	25%	19%	24%	24%	33%	10%	24%	19%	14%	14%
	Good	0%	5%	0%	0%	5%	10%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dalby QLD (Northern Beef – Nancy Crawshaw)	Excellent	68%	59%	77%	77%	64%	55%	68%	82%	82%	86%
	Very good	23%	27%	18%	23%	23%	23%	23%	18%	18%	14%
	Good	9%	14%	5%	0%	9%	23%	9%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gobarralong NSW (Southern Beef – David Brown)*	Excellent	50%	50%	63%	88%	38%	13%	63%	25%	38%	75%
	Very good	38%	38%	38%	13%	50%	88%	38%	50%	50%	25%
	Good	13%	13%	0%	0%	13%	0%	0%	13%	13%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cootamundra NSW (Sheep – Sally Martin)	Excellent	50%	44%	69%	63%	56%	44%	50%	56%	69%	75%
	Very good	38%	38%	31%	31%	6%	13%	38%	13%	25%	19%
	Good	13%	19%	0%	6%	38%	38%	13%	31%	6%	6%
	Fair	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Excellent	23%	23%	46%	62%	31%	8%	31%	38%	62%	62%

Caramut VIC (Southern Beef – Meg Bell)*	Very good	38%	38%	23%	23%	31%	31%	31%	38%	23%	23%
	Good	23%	15%	15%	0%	23%	31%	23%	8%	0%	0%
	Fair	0%	8%	0%	0%	0%	15%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Marthaguy NSW (Sheep – Tim Gole)	Excellent	74%	84%	95%	89%	89%	74%	84%	95%	95%	95%
	Very good	26%	16%	5%	11%	5%	21%	16%	5%	5%	5%
	Good	0%	0%	0%	0%	5%	5%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
The Sisters VIC (Southern Beef – Jake Phillips)	Excellent	100%	80%	93%	93%	87%	73%	80%	87%	87%	87%
	Very good	0%	20%	7%	7%	13%	13%	20%	13%	13%	13%
	Good	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Forbes NSW (Sheep – Jim Meckiff)*	Excellent	78%	61%	83%	89%	61%	39%	61%	61%	89%	89%
	Very good	11%	28%	6%	6%	17%	33%	22%	28%	6%	0%
	Good	6%	6%	6%	0%	17%	17%	11%	6%	0%	6%
	Fair	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cobar NSW (Sheep – Tim Gole)	Excellent	28%	22%	56%	44%	28%	17%	28%	61%	67%	67%
	Very good	61%	61%	44%	50%	61%	39%	67%	33%	33%	33%
	Good	6%	17%	0%	6%	6%	28%	6%	6%	0%	0%
	Fair	6%	0%	0%	0%	6%	17%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kidman Springs NT (Northern	Excellent										
	Very good										

Beef – Todd Donaldson)	Good										
	Fair										
	Poor										
Waterhouse (Southern Beef – Basil Doonan and Lauren Rowlands)	Excellent	91%	82%	91%	64%	82%	73%	73%	91%	91%	91%
	Very good	0%	18%	0%	18%	0%	9%	18%	0%	9%	0%
	Good	9%	0%	0%	18%	9%	9%	9%	9%	0%	9%
	Fair	0%	0%	9%	0%	9%	9%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Boree Creek NSW (Sheep – David Brown)	Excellent	47%	42%	79%	84%	53%	26%	58%	58%	47%	74%
	Very good	42%	32%	16%	11%	37%	47%	32%	32%	42%	21%
	Good	11%	26%	5%	5%	11%	21%	11%	11%	11%	5%
	Fair	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Kangaroo Island SA (Sheep – Deb Scammell)	Excellent	44%	39%	56%	39%	17%	11%	44%	78%	83%	67%
	Very good	50%	56%	39%	44%	39%	44%	39%	17%	17%	33%
	Good	6%	6%	6%	11%	44%	44%	17%	6%	0%	0%
	Fair	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hexham VIC (Southern Beef – Meg Bell)*	Excellent	45%	45%	55%	64%	45%	27%	64%	64%	55%	64%
	Very good	27%	18%	27%	27%	36%	36%	9%	18%	18%	9%
	Good	27%	36%	18%	0%	18%	27%	18%	18%	27%	27%
	Fair	0%	0%	0%	0%	0%	9%	9%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallarobba NSW (Southern)	Excellent	32%	26%	37%	68%	26%	26%	53%	53%	42%	42%
	Very good	47%	53%	42%	16%	42%	47%	26%	26%	47%	47%
	Good	11%	21%	16%	11%	26%	21%	21%	11%	5%	27%

Beef – Naomi Hobson)	Fair	11%	0%	5%	0%	5%	5%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Singleton NSW (Southern Beef – Naomi Hobson)	Excellent	61%	50%	56%	50%	39%	33%	61%	78%	72%	78%
	Very good	33%	39%	39%	44%	44%	50%	28%	17%	22%	17%
	Good	0%	0%	0%	0%	6%	6%	6%	0%	0%	0%
	Fair	0%	6%	0%	0%	6%	6%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dubbo NSW (Sheep – Tim Gole)*	Excellent	55%	27%	82%	45%	64%	36%	55%	91%	91%	82%
	Very good	36%	55%	9%	45%	18%	27%	45%	9%	9%	18%
	Good	9%	18%	9%	9%	18%	36%	0%	0%	0%	0%
	Fair	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Coolac NSW (Southern Beef – David Brown)	Excellent	21%	14%	50%	43%	36%	21%	36%	14%	14%	21%
	Very good	43%	50%	50%	57%	57%	29%	29%	43%	50%	57%
	Good	36%	36%	0%	0%	7%	50%	36%	36%	36%	21%
	Fair	0%	0%	0%	0%	0%	0%	9%	7%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Lang Lang VIC* (Southern Beef – Alison Gunn/Chelsea Hair)	Excellent	54%	38%	54%	85%	54%	38%	62%	62%	85%	77%
	Very good	31%	38%	23%	8%	31%	23%	15%	8%	0%	8%
	Good	8%	15%	15%	0%	8%	31%	15%	23%	8%	8%
	Fair	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Poor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

\*some participants did not respond to all questions at this workshop

^very small sample size (n=6)

# very small sample size (n=8)