



Trial 4: The Knowledge trial

Industry lead: Carole Hollier (Agriculture Victoria/ DEDTJR)

Industry partners: Andrea Evers (Sugar Research Australia); Geoff Casburn (NSW Department of Primary Industries); Bianca Cairns (Horticulture Innovation Australia)

Trial partners: BestWool BestLamb (Lyndon Kubeil); Project Catalyst (Craig Davenport, Andrew Campbell)

Project officer: Jim Shovelton (Meridian Agriculture)

Research lead: Jana-Axinja Paschen (The University of Melbourne)



The Knowledge Trial

- A collaborative model for:
 - Improving knowledge flows
 - Access to or relevance of research
 - Translating research into extension packages
 - Setting research priorities
- Explore the “value proposition” for collaboration
- Development of networks for improving information flow



Trial Participants: Pasture case study

Bestwool/Bestlamb Facilitator Network

- Network of approximately 60 farmer groups in Victoria.
- Agriculture Victoria initiative with funding from AWI and funding for specific events from MLA.
- Groups facilitated by Agriculture Victoria and private providers (engaged private consultants, SAMRC, agribusiness and retail agronomists).

Chosen because it is an established knowledge transfer network.



Trial Participants: Sugar Industry case study

Project Catalyst

- 70+ sugar cane growers, private consultants, NRM groups, WWF and corporate sponsors.
- Improvement of water quality from Great Barrier Reef agricultural catchments.
- Grower-led trials for a more sustainable and productive farming future.

Chosen because of identified isolation and lack of information flow in industry; component of grower-based innovation.



The process – how we did it

Four workshops: Two in each case study area

Workshop 1 (Ballarat and Mackay, April 2017):

- Find shared definition of issues and opportunities;
- Identify shared objectives and action towards achieving these

Analysis of workshop findings

Development of a model for improved knowledge flow and collaboration

Workshop 2 (Attwood and Mackay, December 2017):

- Testing and refining the model together with trial participants

Reflective interviews: looking back and possible next steps

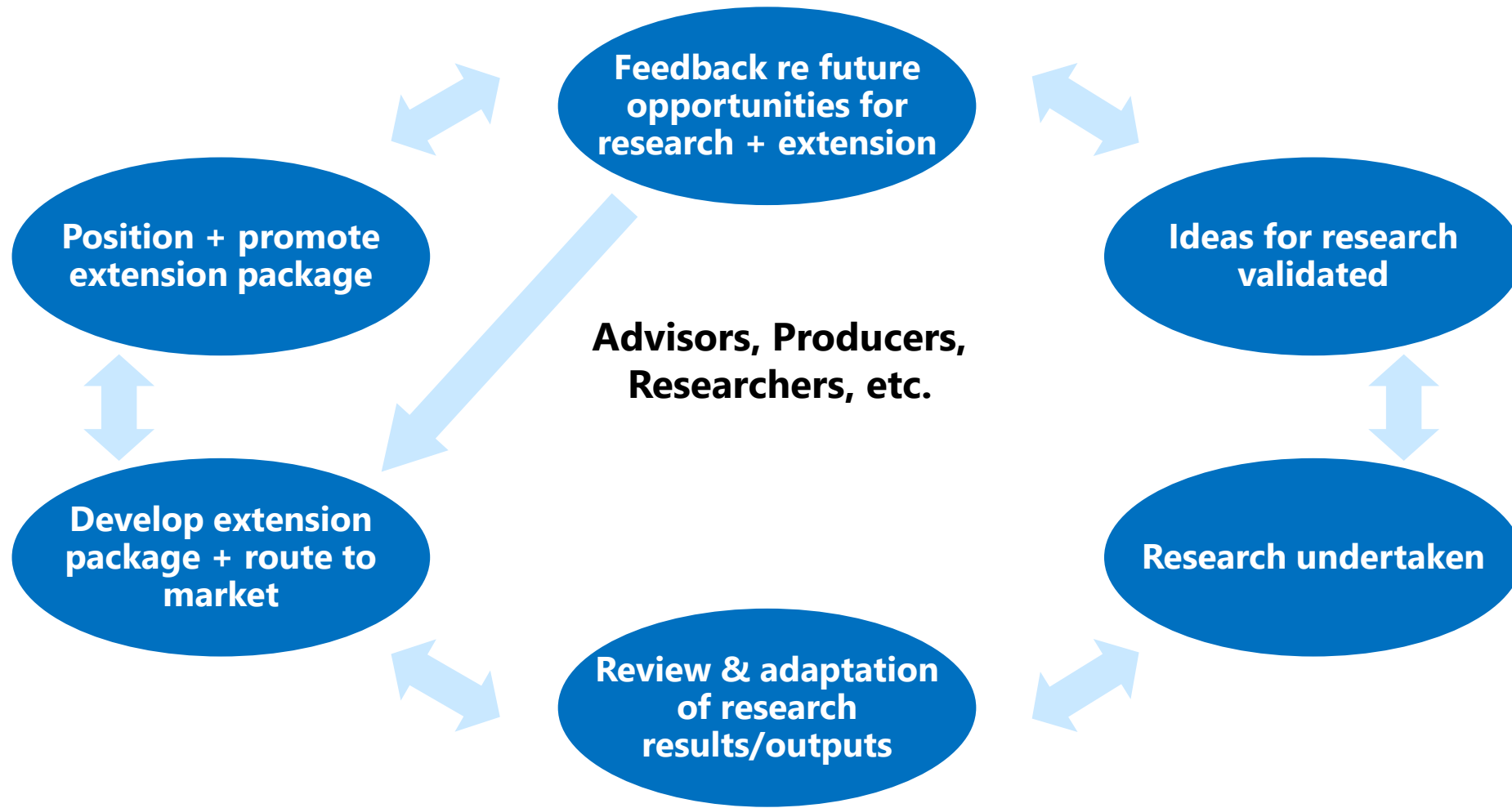


The Knowledge Trial: Key findings across both cases

- Disconnect of E with R&D process:
 - Informing research priorities
 - Developing the research process
 - Building in a link to E
- Stronger recognition of 'practice knowledge' (farmers and advisers)
- Extension methods
- Sustaining industry knowledge and maintaining relationships
- Industry funding structures and IP issues /competitive advantage



Improving information development and flow



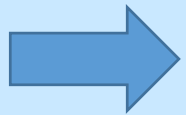


The Knowledge Trial: recommendations for action

- Support collaborations and strengthen advisory networks (regional and inter-regional)
- 'Harvest' farmer and adviser knowledge to broaden the innovation agenda
- Improve communication around sharing, translating, contextualising research results
- Build trust and understanding between different groups



The Knowledge Trial: recommendations for action



Need for a supporting, coordinating intermediary to drive and maintain networks



Reflections on our process

- Understanding diversity
- Increased understanding of barriers faced by private sector
- Building trust and
- A shared vision

Benefits of process

Identified gaps to inform new approaches

- Collaboration driven by mutual interest
- Clearer value proposition for collaboration
- Motivation for partnership approaches
- New networks

Outcomes



Collaboration: An agenda for change

- Creates the spark to transform
- Collaboration is adaptable in conditions of complexity and uncertainty
- Diversity of people and talents to test approaches
- Draws on a foundation of mutual interest and benefit
- Develops basis for building trust

Collaboration

- Improve understanding of user needs
- Strengthen the value proposition for collaboration
- Support roles of intermediaries in the knowledge supply chain
- Replicate, scale up successful models

Knowledge system
design



THANK YOU!