



# Stimulating private sector extension in Australian agriculture to increase returns from R&D

## Trial symposium, Sydney

21st March 2018

  
 Australian Government  
 Department of Agriculture and Water Resources  
*This project is supported by funding from the Australian Government Department of Agriculture and Water Resources as part of its Rural R&D for Profit program.*



Department of Industry



Economic Development, Jobs, Transport and Resources



# WELCOME



**Australian Government**  
Department of Agriculture  
and Water Resources

*This project is supported  
by funding from the  
Australian Government  
Department of Agriculture  
and Water Resources as  
part of its Rural R&D for  
Profit program.*



Department  
of Industry



Economic Development,  
Jobs, Transport  
and Resources



## Project origin

- Trend towards increased private sector involvement in RD&E in agriculture
- Changes in and consolidation of government roles in RD&E
- RDCs looking to share private sector developments/experiences
- Private sector understanding and research required – Australian, international
- 2015 Agriculture White Paper initiatives
- DAWR Rural R&D for Profit program – RD&E projects to support continued innovation in Australia's primary industries

### **This project Rural R&D for Profit priority:**

- Identify practical proposals to stimulate private sector extension services, particularly to fill current gaps



# Project partners



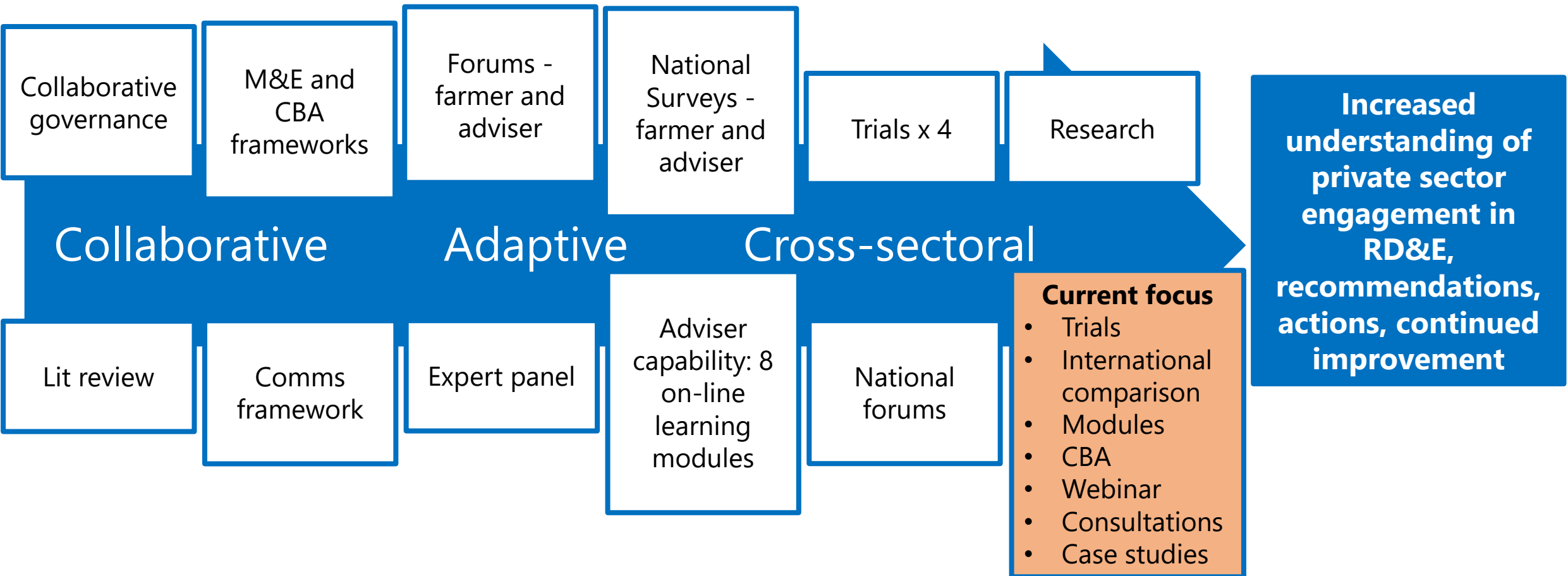
**Australian Government**  
Department of Agriculture  
and Water Resources

*This project is supported  
by funding from the  
Australian Government  
Department of Agriculture  
and Water Resources as  
part of its Rural R&D for  
Profit program.*





# Project overview – to this point





## Professional development modules piloted

1. Social media in agricultural innovation
2. Targeting farmers? Segmentation and adjusting advisory approaches
3. Facilitating farm practice change (1) – why do people change?
4. Working your network: brokering adviser networks in agricultural innovation
5. Facilitating farm practice change (2) – delivery approaches to enhance adoption and change
6. Knowledge management: linking research and advisory services
7. Evaluating impact in agricultural innovation and adoption
8. Analysing the whole farm system



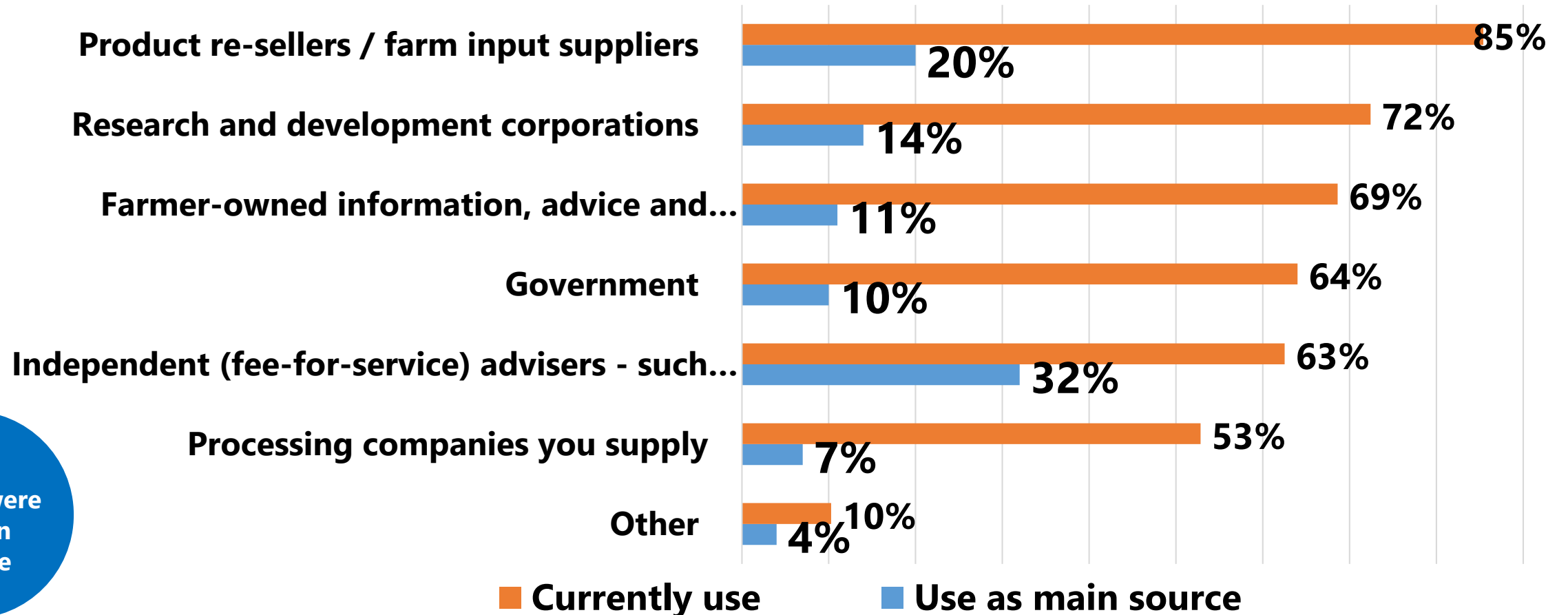
# The context for the trials

*(from national farmer and adviser surveys and forums)*



# Farmers used 4 sources of information, advice and support (on average)

Sources where farmers obtained information, advice or support (all n=1003; main source n=978)



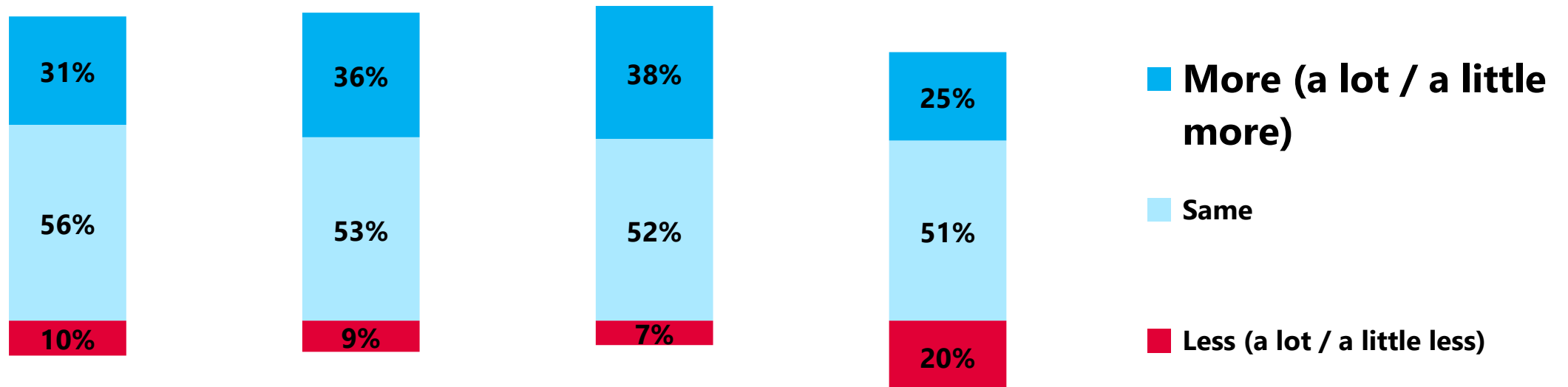
4 sources were used on average





... and this is expected to increase (five years)

### Expected use of services overall and by main service used



Q.16. Still thinking about your experiences with [INSERT SOURCE FROM Q11], in the next five years or so, do you expect your use of information, support, or advice to be...

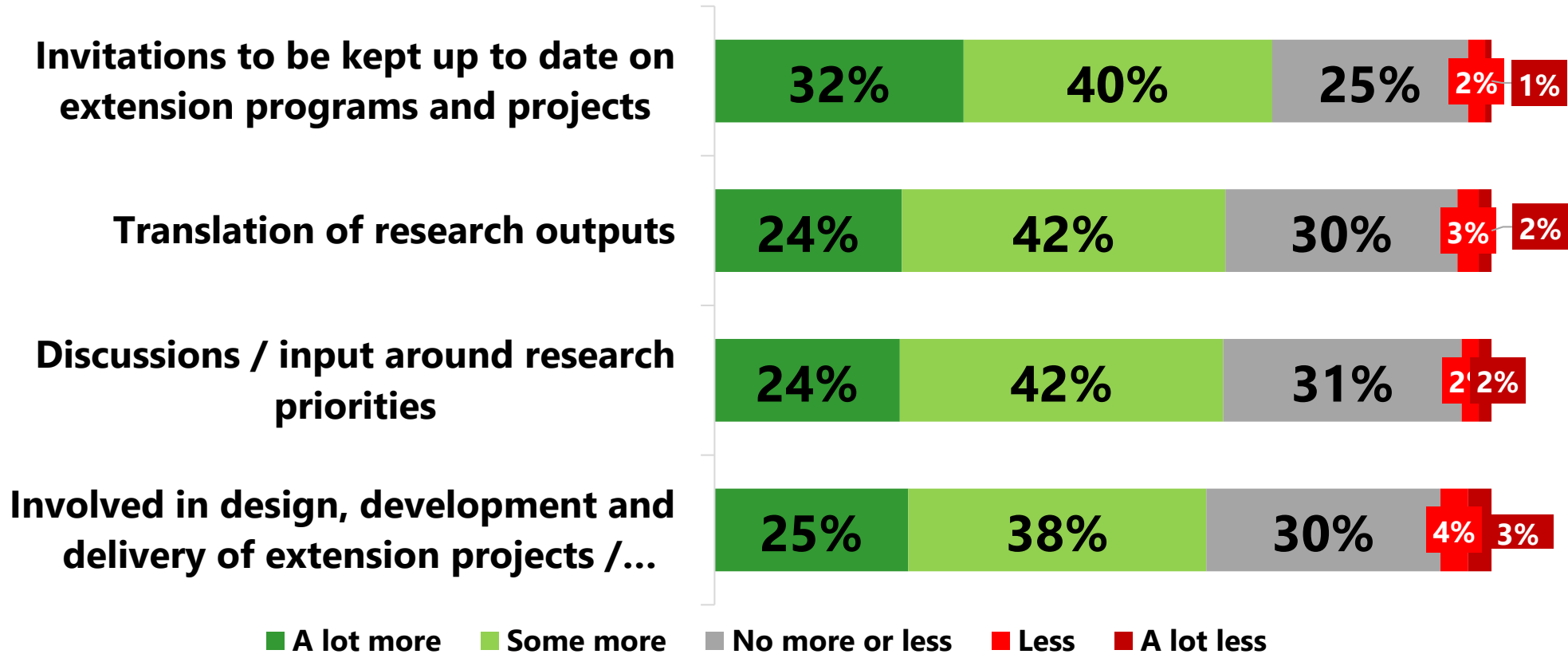
Base: All respondents with a main source

↑
↓
 = statistically significant difference \* = low base size



...however, advisers desire more involvement with agricultural research, development and extension

Desire to be involved in various activities:



Q40 - And to what degree would you like to be involved in each of the following activities  
 Base: All Employee and Sole Operators (n=365)



# The trials: taking action (collaborative models to engage the private sector)

## 1. Supply-chains through processors (dairy, meat) (VIC)



- Lead RDC: Dairy Australia  
(partners: MLA and APL)
- 25 advisers (reach to  
5475 producers)

## 3. Advisory pathways: new entrants and professional development (AUS)



- Lead RDC: MLA
- 11 advisers/firms (associated  
with dairy, sheep, beef, hort)  
(reach to 550 producers)

## 2. Precision agriculture (cotton, sugar) (QLD)



- Lead RDC: Cotton RDC  
(partners: SRA , Sugar & Cotton  
consultants; Digital Ag Suppliers)
- 12 advisers (reach of  
250-400 producers)

## 4. Knowledge (research) connections (VIC, QLD)



- Lead: Victorian government  
(AgVic) (partners: NSW DPI, SRA,  
HIA,MLA)
- 10-15 advisers (reach of  
450-600+ producers)



## Methodology: Collaborative Action Research

