



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



Australian Government
Department of Agriculture
and Water Resources

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Department
of Industry



Economic Development,
Jobs, Transport
and Resources



Current situation

- RDC leadership and responsibility
- Increased regional presence and funding
- Participation up by 130% in 4 years (to 2015/16)
- Alignment with industry targets and outcomes
- Building delivery capability – RDPs, private advisers and service providers
- Better integrating extension and education
- Drawing on success of the past (e.g. Discussion Groups) with eye on
- the future



Opportunities & barriers

- Monitoring and evaluation of performance and impact
- Improved segmentation and customization
- Right mix of group versus individualized approaches
- Marketing and communications thinking
- New partnerships to support extension delivery
- Incorporating farm business management focus
- Funding and resourcing pressures...