




The Engagement Trials

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Economic Development,
Jobs, Transport
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What are the trials?

- The trials are collaborative action research projects based on four case study topics
- Each research step collaboratively identifies and addresses the type of desired change, how to achieve that change and emerging system impacts of private sector extension to
 - answer overall research questions
 - and deliver on the project aims
- The trials deliver both the data (on what is needed for change) and practical steps towards that change
- The trials work together with private sector and industry partners with the aim to collaboratively establish better understanding of private advisory sector engagement, and
- to co-develop better processes/ models for stimulating engagement and the sector to benefit end-users and the Agricultural Knowledge and Innovation System (long-term perspective)



The 4 trials for private sector engagement

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



Lead RDC: Dairy Australia
(partners: MLA and APL)

3. Advisory pathways: new entrants and professional development



Lead RDC: MLA

2. Precision agriculture (cotton, sugar)



Lead RDC: Cotton RDC
(partners: SRA)

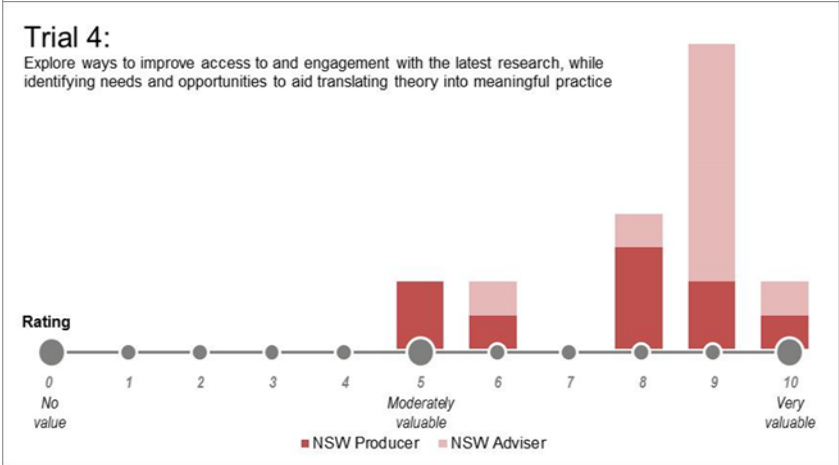
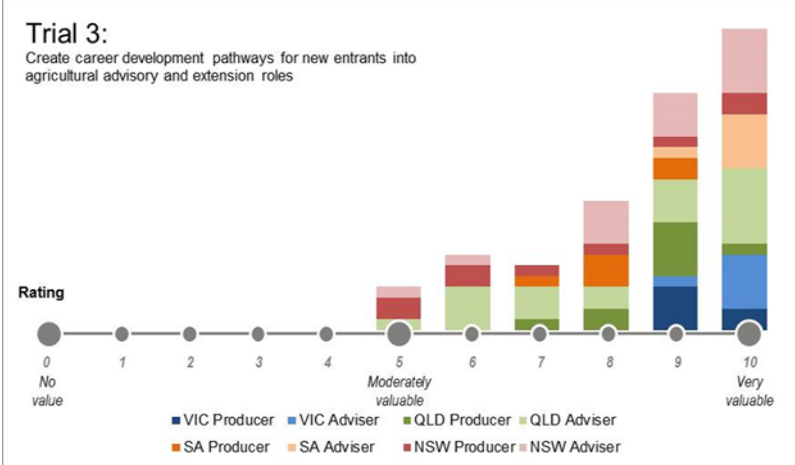
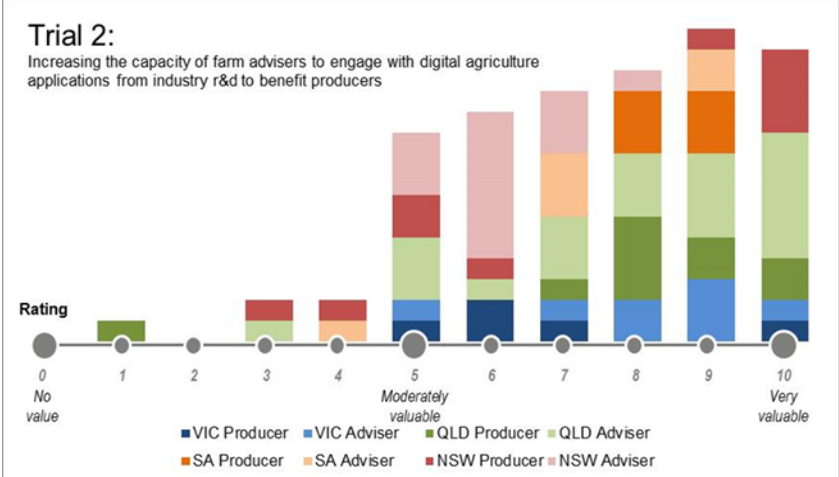
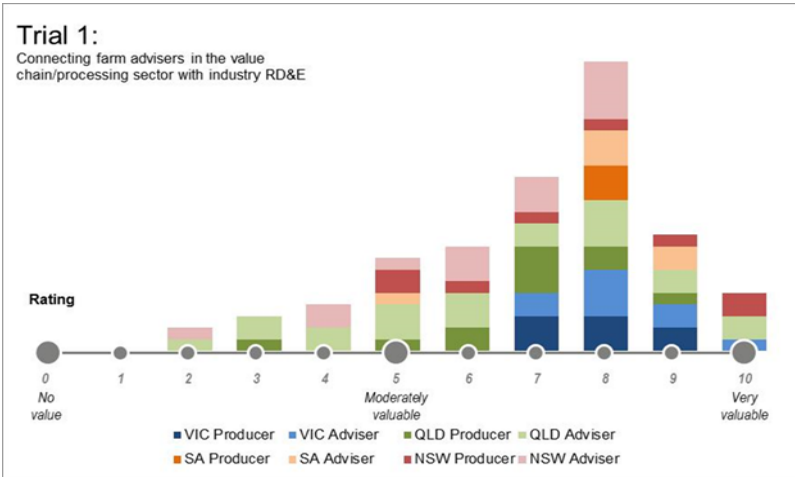
4. Knowledge (research) connections



Lead: Victorian state government (AgVic)
(partners: NSW DPI, SRA, HIA, MLA)



Individual trial rating from forums with farmers and advisers





How the trials fit in with the overall project

The aim of the overall project is to improve profit on farm through:

- the building and strengthening of engagement and connections between all stakeholders – RDCs, advisers, producers –
- a more integrated and co-operative extension system that will allow for greater research accessibility for farmers
- growing a capable private sector, through training and retention of professionals
- identifying barriers to private sector involvement in R&D delivery to farmers



Criteria for trials and evaluation

Trial criteria:

1. Have cross-sectoral significance (i.e. make progress on areas that 1 industry cannot achieve or address on their own)
2. Seek to be of public, industry and private interest/good
3. Include a professional development/training component not used/available currently
4. Be able to demonstrate a link between RD&E investments reaching more farms/improving on-farm productivity

Evaluation criteria:

1. the progress they make in stimulating private sector engagement with the RD&E system
2. the extent to which they address current issues and gaps in private sector engagement
3. the extent to which they represent effective models of engagement
4. the extent to which greater impact at the farm level can be realised



Trial methodology

A – ESTABLISHMENT – identifying and engaging with trial partners and collectively defining the opportunities for collaboration through the trial

- RDC leads and participating RDCs – identify partners; nominate project officer
- Engage with trial partners
- Identify shared problems and interests and core participants

Needs assessment for training – Rural Consulting Group touchpoint

B – INTERVENTION ACTION – developing a co-design process for intervention in the identified area..

- Refine shared problems and interests
- Identify and implement engagement, development and learning activities (plan, do, review cycle)
- Needs assessment for training – Rural Consulting Group touchpoint

C – EVALUATION – evaluate the activities with regards to what they reveal about the three core levels of research inquiry (Connections between R&D, advisers and farmers; Advisory business models; The agricultural knowledge and information system)