



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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Economic Development,
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Sole extension provider
(Livestock industries, SA)



SALC is a group of 13 independent consultants (2 government, 11 private) providing services across SA and interstate including:

- Fee for service 'one-on-one' consulting.
- Group based industry funded R, D and E programs.
- Business owned education programs, including seminars and workshops.

• SALC service differentiation:

- Independent advice (No commissions from product sales).
- Diverse membership located across pastoral, cropping and high rainfall districts.
- Members regularly undertake professional development, networking and education through SA Livestock Consultants Group forums, as well as other avenues.





What are the **barriers to improved involvement** in how extension operates and functions in the **R D & E system?**

- **Fear of sharing information freely** (across private, government, research and industry).
 - Development of programs (cost, acknowledgements, IP).
 - **Competition vs collaboration.**
- **Private Provider vs Industry and Government Funded/Subsidised Programs.**
 - Market confusion of the value and type of training (**Awareness vs Skill Competence**).
 - Willingness of clients to pay for services (**Value proposition**).
- **Access and cost of relevant training and continuing education for consultants.**
 - **Early access and where to find R & D ready for extension.**
 - Skill development in extending R & D more effectively for better adoption.
- **Tendering process to provide extension for R & D programs difficult for sole providers.**
 - Hard to compete with larger organisations / value of services.



What are the critical issues that need to be addressed to improve how extension operates and functions in the R D & E system?

- **Connectivity between R, D and E and benefits of freely sharing information / collaboration.**
 - Extension and communication built into R & D programs. Involve consultants from day 1.
 - Collaboration between Researchers / University / Industry / Consultants.
 - Appropriate recognition of skills and roles within project.
- **Demonstration of value proposition (Inbuilt monitoring and evaluation = benchmarking).**

Targeted \$ R,D&E = better service provision = INCREASED ADOPTION & willingness to pay
- **Provision by RDC's of technical updates to consultants.**
 - Collaboration between AWI, MLA, CRC's to provide 'one-stop shop.'
 - Consultants pay to attend fewer, more valuable training days (training + networking).
- **Consultants part of a network / register of skills and competencies.**
 - Accreditation (CPAg), Mentoring new graduates, SALC / SA Sheep industry blueprint.