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

THE UNIVERSITY OF MELBOURNE — FACULTY OF VETERINARY & AGRICULTURAL SCIENCES

mla — MEAT & LIVESTOCK AUSTRALIA

Dairy Australia — Your Levy at Work

Australian Government — Cotton Research and Development Corporation

AUSTRALIAN Pork

sra — Sugar Research Australia

Horticulture Innovation Australia

NSW GOVERNMENT | Department of Industry

VICTORIA State Government | Economic Development, Jobs, Transport and Resources

The Evaluation Framework – Its Future

What could it be used for?

- Industry tool available for private services providers to use as an App

- Industry tool to provide feedback from farm to researchers

- Tool used by commercial organisations to facilitate clients in the digital technology decision making process – i.e. Bentleys Accounting Services

Key Findings

Advisors' capacity to engage with digital agriculture was enhanced through:

- Addressing advisors' expectations, visions and business goals
- The co-creation of a Digital Value Assessment tool to assess challenges and opportunities of digital technologies
- Developing cross-agricultural industry networks for learning and collective action

*It [the Tool] **has allowed me to work right through from the business case, present it to the Board** [of my organisation] **and look at the pros and cons** [of the soil mapping technology]. **So, it** [the Framework] **actually gave me a process to work through, to think and then walk my Board through it.***

(RT member 3, 18/1/18)

Recommendations for Action

- Engagement models for the advisory sector in digital agriculture need to have direct business relevance

- Decision support tools (DSTs) have the potential to increase use of those technologies through reducing risk and exploring opportunities

- Cross-agricultural industry collaboration should be supported and incentives provided for engagement to support learning

There is value in being connected – for example, there is great work in sugar that cotton hasn't done and vice versa.

(RT member, 21/02/18)

If we sat down individually and tried to build the Tool, we would not have developed it so well.

(RT member, 21/02/18)