



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



RMCG

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1. Make up your mind!

- **Is it a private, industry and/or public good?**
- **Is there market failure?**
- **Who should fund it?**



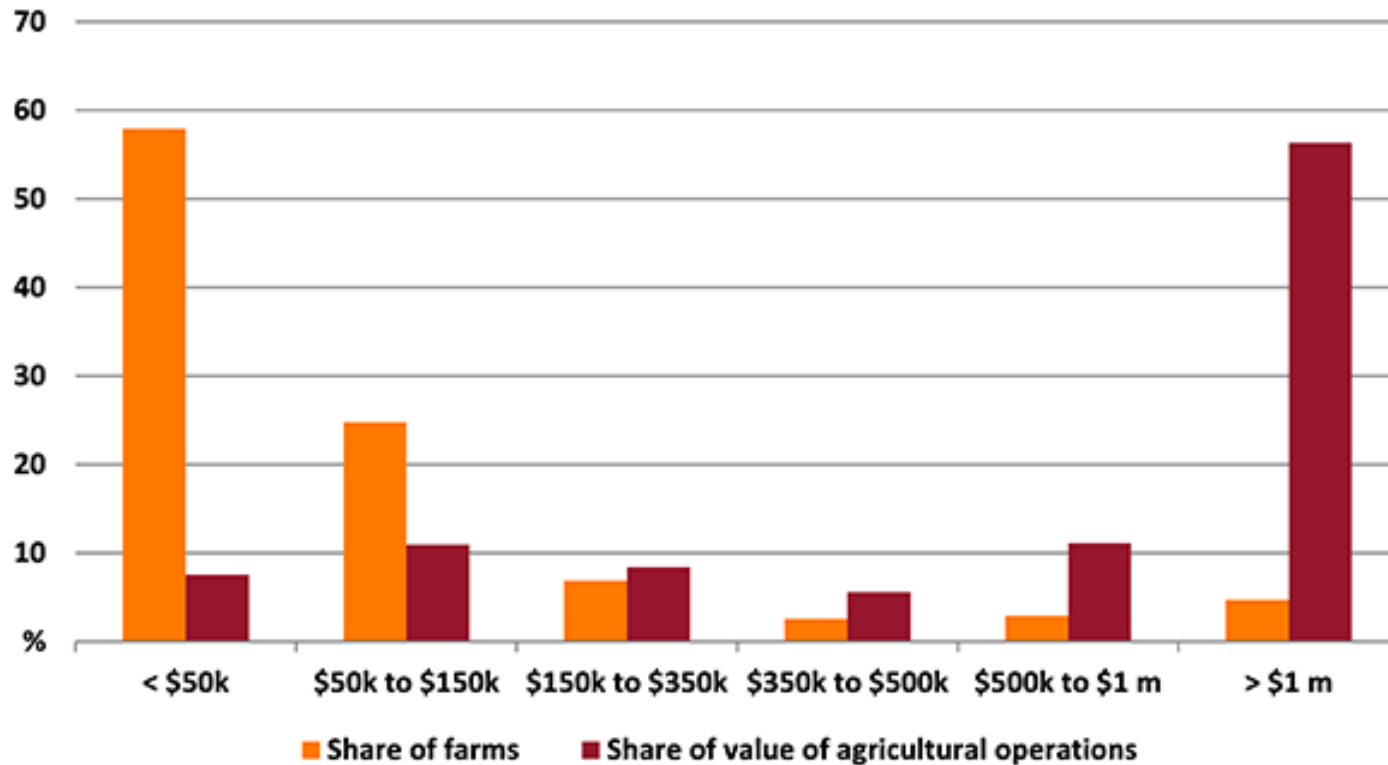
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2. Decide who your target audience is?





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3. Increase your focus on people and business management

- **Focus on skills, e.g. DA People in Dairy**
- **Test the commercial benefits of R&D, e.g. MLA's research evaluation model.**