



final report

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Delivery of FutureBeef website and webinars

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Executive summary

This report summarises activities and achievements of the *E.INV.1412 Delivery of FutureBeef website and webinars* project from 30 April 2014 to 30 June 2017.

The project, funded under the FutureBeef Program for Northern Australia, delivers up-to-date, relevant, timely and accessible information for the northern Australia beef industry through a dedicated website, webinar series, eBulletins, social media activities and YouTube channel. All FutureBeef project partners can use these tools to complement their existing extension programs.

The FutureBeef website has become the one-stop shop for northern beef information and complements traditional face-to-face extension programs. The site has almost 500 pages of quality content, including 187 videos (116 public and 71 private). In 2016–17, there were over 300,000 pageviews from over 120,000 unique users. Since its launch the website has received over 1 million pageviews from over 350,000 unique users. The online events calendar promoted over 1,200 events allowing producers to find and register for events, including workshops and webinars.

On Facebook, over 4,500 people 'like' FutureBeef, and over 4,000 follow FutureBeef updates on Twitter. On YouTube, almost 250 people have subscribed to the FutureBeef channel which has received over 50,000 views. The monthly *FutureBeef Update* eBulletin has over 3,200 subscribers.

An external evaluation in 2016 showed that users have a strong awareness of the FutureBeef program; there is a high level of satisfaction with usefulness, delivery and extension of FutureBeef information; and there are indications that FutureBeef information is positively impacting knowledge and understanding, as well as on-farm productivity and improving the advice given to producers (Coutts J&R 2016).

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1 Background

The collaborative FutureBeef Program for Northern Australia (FutureBeef Program) is an initiative instigated by the partners as a result of the National Beef Production Research Development and Extension Strategy and the need to achieve greater alignment, co-ordination and co-operation in the strategic delivery of northern beef extension activities. The partners are the Department of Agriculture and Fisheries Queensland (DAF), the Department of Primary Industry and Resources Northern Territory (DPIR NT), the Department of Agriculture and Food Western Australia (DAFWA), and Meat & Livestock Australia (MLA).

The FutureBeef Program was implemented on agreed terms based on the existing DAF FutureBeef extension program. The aim of the FutureBeef Program is to improve business productivity, sustainability and profitability of the beef industry, through development and extension activities to accelerate adoption of best practice management and new technologies (Memorandum of Understanding 2012).

The beef properties in northern Australia are dispersed across 4.3 million square kilometres (**Fig. 1**), an area just less than half the size of the United States (NationMaster 2017). Providing services to the approximately 18,000 cattle businesses in this region (ABS 2012) is a formidable challenge (**Table 1**). FutureBeef uses a multi-channel approach to provide information, including face-to-face activities, printed materials, a website, eBulletins, Facebook, Twitter and YouTube. This mixed approach enables a more effective communication strategy than any one single approach (Kolic 2014). While face-to-face activities are usually better for building trust and rapport (Goldstein & Glueck 2016; Holmes & Kozlowski 2015), online technologies can complement them (Cipolletta, Frassoni & Faccio 2017; Min 2007) and provide an innovative means to connect in real-time without anyone needing to travel (James 2010).

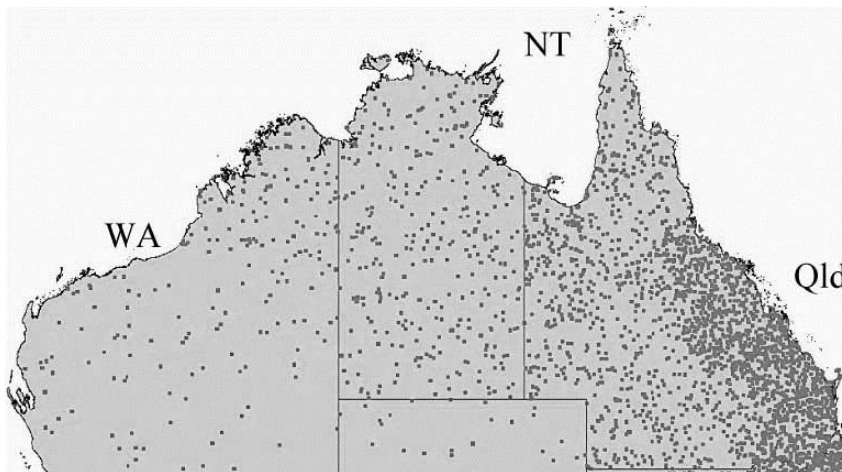


Fig. 1. Distribution of beef cattle across northern Australia

Source: Primary Industries Standing Committee – R&D Sub-Committee (2010) p. 15

Table 1. Estimated hectares of land mainly used for grazing and number of agricultural businesses

Location	Hectares	Number of agricultural businesses
Queensland	118,716,693	18,079
Northern Territory	45,475,364	231
Western Australia Rangelands	61,271,142	268

Source: 46270DO001_201415 Land management and farming in Australia 2014–15, ABS

It is difficult and inefficient for each of the FutureBeef Program partner organisations to create and maintain beef-related information on their own websites, let alone manage online engagement with industry members. This project was designed to provide a coordinated approach to the delivery of online information and industry engagement. This will save the four organisations from having to re-invent the wheel themselves and inadvertently providing a confusing array of overlapping information.

Webinars are used extensively to engage with FutureBeef Program partners' geographically dispersed clients across northern Australia. The BeefConnect webinar series is a partnership between FutureBeef and Beef Central, where FutureBeef contributes high quality content while Beef Central help coordinate speakers and promote the events through their daily eBulletins.

This project aims to provide online engagement mechanisms that support the profitability and sustainability of the beef industry in northern Australia, and build FutureBeef staff capacity to deliver effective and efficient online extension services.

1.1 FutureBeef website and staff intranet

The FutureBeef website and staff intranet were developed to meet the needs of the FutureBeef Program. The benefits of an external, collaborative website as endorsed by the FutureBeef Program Management Committee were envisaged as:

- 'Beef producers in Northern Australia can access information from a single online repository
- Staff from all four collaborating organisations can easily upload and maintain relevant information in one place
- A number of online services can be automated and integrated, such as eBulletins, blogs, wikis, event registration, and post-event evaluations
- A centralised Customer Relationship Management system will enable detailed reporting on activities during a specified time period. It will minimise disruption due to staff turnover, as the new staff member will be able to read summaries of previous client interactions'.

The desired outcome being 'an external website that enables quick and efficient two-way communication between members of the collaborative FutureBeef team and their stakeholders and customers'. That would 'enhance understanding and enable increased practice change in the beef industry' (James 2011). Social media channels were incorporated into the FutureBeef website to enable greater promotion and re-use of the website content.

1.2 Webinar series

FutureBeef webinars have been delivered since November 2011 and transformed into *BeefConnect* webinars when a partnership was struck with Beef Central in June 2013. MLA joined the partnership through this project from April 2014.

There are three distinct FutureBeef webinar series:

1. *BeefConnect*
2. *Enabling change and innovation*
3. *FutureBeef fusion*.

BeefConnect webinars are a collaboration between FutureBeef and Beef Central (www.beefcentral.com). In March 2013, DAF partnered with Beef Central, an online news and market intelligence service dedicated to the Australian beef industry. FutureBeef focuses on

contributing high quality content around key industry themes while Beef Central focuses on promoting news and events to their 75,000 followers, of which 55% are from the top half of Australia. The aim of these webinars, delivered every six to eight weeks, is to connect people working along the beef supply chain—including researchers, advisers, consultants, suppliers, producers, processors and consumers. Through strengthening these connections and sharing the latest research and development results and other topical information, the aim is to help stimulate innovation and make the Australian beef industry more profitable and sustainable (DAF 2016).

The **Enabling change and innovation (EC&I) webinars** were for change professionals to improve their own practice through sharing ideas, learnings and resources related to enabling change and innovation. DAF initiated and funded the EC&I webinar series separately in 2012 to promote sound extension principles and practices and to raise the capacity of extension professionals to apply these. This activity, while officially outside of this project, was developed to meet a FutureBeef Program objective around building extension capacity in public and private providers. It has been included as it was promoted under the FutureBeef Program.

The EC&I webinar series was replaced by a new internal DAF series, *FutureBeef fusion* in 2016. The aim of the **FutureBeef fusion webinars** is to share the outcomes, achievements and learnings of a range of beef and sheep projects that DAF delivers or has recently completed. EC&I webinar recordings can continue to be viewed at www.youtube.com/user/EnablingChange.

2 Project objectives

The objectives of this project were to:

1. Further develop, populate, maintain and evaluate a public website (www.futurebeef.com.au) for the collaborative FutureBeef Program to provide timely, relevant and accurate information to the northern Australia beef industry.
2. Further develop, populate, maintain and evaluate a private staff intranet for the collaborative FutureBeef Program, to allow staff to find and share relevant information. This includes a news section, a repository of technical information, a source of current promotional items, the latest versions of relevant document templates, and information on the different tools available to staff. There will also be a Forum where staff can discuss relevant topics, and a Wiki to store and collaboratively work on various documents.
3. Further develop, deliver and evaluate a webinar series for the FutureBeef Program to enable improved staff engagement with stakeholders and the delivery of Research, Development and Extension information in a cost-effective manner for both presenters and attendees (e.g. reduced travel requirements). Explore further partnerships to broaden the potential audience.

The outcomes from this project will include:

- Improved delivery of information through a website and webinar series that provide timely, relevant and accurate information to the northern Australia beef industry.
- Improved service delivery and cost-effectiveness for the FutureBeef Program.

3 Methodology

3.1 FutureBeef website and staff intranet

3.1.1 Development and maintenance

In 2011, Kingfisher Creative, Toowoomba, were selected via a competitive procurement process, to create the website using WordPress for the Content Management System (with 47 active plugins) and develop the FutureBeef brand.

The site development timeline was:

- Domain registration
- Logo development
- Site content and functionality signed off by all stakeholders
- Site framework approved
- Basic framework built in WordPress
- Content supplied
- Template designs finalised
- Brand and style site framework finalised
- Segments populated
- Site search and analytics operational
- Content Management System finalised
- Admin/users set up
- Secure and public zones operational
- E-news built and customised
- Event modules built and customised
- Construct e-commerce functions and user permissions
- Google maps, Blog, Wiki, voting, polls and surveys operational
- Write documentation, i.e. user manual, style and logo guides
- Quality assurance: revise and complete site, cross browser testing conducted
- Purchase hosting and go live
- Conduct training
- Finalise any areas and graphics not required for launch
- Follow up Search Engine Optimisation.

The FutureBeef website was officially launched at BEEF 2012 on 9 May. This followed two 'live tests' to ensure the site structure and content were appropriate and fully functional. The first live test of the site with DAF staff occurred on 9 February 2012. This was followed by a test with northern beef producers beginning 3 March 2012. Feedback from each test and the 'Spot a mistake' function were analysed and actioned.

Kingfisher maintained the site until 2016, when they advised us that a rebuild would be better achieved with another provider given changes in their business direction away from website development and maintenance.

3.1.2 Independent evaluation of FutureBeef communication mediums

DAF engaged Coutts J&R to independently evaluate the level of user satisfaction; what impact/s they have had, if any, on users' businesses, specifically has it contributed to improving on-farm profitability and sustainability.

The focus of the evaluation questions were on the FutureBeef:

1. Website and intranet
2. *BeefConnect* and *Enabling innovation and change* webinar series
3. *FutureBeef Update* eBulletin and social media (Facebook and Twitter channels).

3.1.2.1 Evaluation method

The approach taken was a combination of secondary data and communication platform analysis combined with engagement via discussion and a randomised survey of 150 existing FutureBeef producer members, industry representatives and government extension providers.

Given the random selection process and the total frame of the producer population (those on the eBulletin subscriber list), there is a 95% certainty that the true mean responses to questions in the survey lie between plus or minus 8%. The results relate directly to those on the eBulletin list and must be viewed within this context (Coutts J&R 2016).

3.1.3 Redesign and rebuild

The FutureBeef website and staff intranet were established in 2011 and required a rebuild to improve user experience, site architecture, speed and stability. Following the successful extension of this project to July 2017 and receipt of additional funds to redesign the website, a thorough procurement process was undertaken with the assistance of the Queensland Government's Information and Technology Partners unit. Breadcrumb Digital, a local Brisbane company, was appointed in November 2016 to begin the rebuild. The objectives of the rebuild were to improve user experience, site architecture, speed and stability.

The specific requirements of the rebuild and processes to achieve these were:

1. Review, develop and refine the FutureBeef website strategy, involving:
 - Initial assessment workshop
 - User journey workshop
 - Website strategy document compilation.
2. Review, develop and refine the website content strategy, involving:
 - Content audit
 - Cross functional core model workshop
 - Content assessment
 - Online card sort and tree test for the *Knowledge centre*
 - High level content migration mapping
 - User story creation
 - Identify opportunities for personalisation
 - Editorial calendar creation
 - Workflow mapping
 - Content strategy document compilation.
3. Site rebuild incorporating the website and content strategies and the new (refreshed) design, and involving:
 - Base build
 - Custom enhancements
 - Testing, staging and launching.

3.2 Webinar series

FutureBeef uses GoToWebinar, ‘a webinar broadcasting tool that allows users to share presentations with up to 2000 attendees that include HD webcams and integrated audio’ (GoToWebinar 2017).

Each webinar delivered requires approximately 16 to 20 hours of work, including:

- sourcing suitable topics and presenters
- developing the promotional material (eBulletin text and webinar registration page)
- distributing the promotional message via MailChimp
- training the presenter to use the GoToWebinar functionality
- delivering and recording the webinar
- editing the recording and uploading to YouTube
- creating a post-event questionnaire in SurveyMonkey
- creating and distributing a follow-up email message to everyone who registered (which includes links to the webinar recording, the survey and materials mentioned in the webinar)
- analysing the data collected from the post-event survey and sending to the presenter and project partners.

That is, approximately 544 hours, or 76 days, for the 34 *BeefConnect* webinars delivered live to 2991 people since November 2011.

The key steps involved in producing webinars are summarised in the *Checklist for FutureBeef webinar presenters* listed below and available on the FutureBeef intranet.

Webinar planning

- Lock in times and dates for staff and producer sessions, plus a practice session a week before the staff one.
- Provide title (outcome focused) and outline of presentation to webinar organiser six weeks beforehand. Plus short bio, and head and shoulder photo (as an attached jpg or png file).
- Create PowerPoint presentation using the following guidelines:
 - i. Use FutureBeef PowerPoint template.
 - ii. Place your head and shoulder photo on the title slide, as it helps the audience connect with you.
 - iii. Break your presentation into three 10 minute sections, with a “Questions/ comments?” slide at the end of each.
 - iv. Keep slide transitions simple (no fades, fly-aways etc.).
 - v. Use lots of large photos and graphics, and hardly any text – that way people will actually listen to you! The rule of thumb is: show a new slide at least every one or two minutes, with no more than six bullet points, and no more than six words per bullet point.
 - vi. Avoid using the bottom 10 mm of slides, as this isn’t displayed on screen for viewers.
 - vii. Avoid acronyms (spell out for first time use).
 - viii. Compress images in your PowerPoint presentation to reduce file size (double click on any image and select ‘Compress’, then ‘All pictures in document’).
- Create poll questions to engage the participants (short questions with up to five short responses).
- Please send some general questions that the webinar host can ask you while the audience is still thinking. Indicate any topics you would prefer to avoid.
- Send draft PowerPoint presentation to webinar organiser two weeks before event.
- Write out your introduction, so it is interesting and to the point. You should be able to talk more naturally to your actual slides (you won’t be able to see the notes section during the webinar, so don’t bother using it).
- Practice your presentation (yes, out loud) at least three times.

- Full dress rehearsal of webinar one week before event with webinar organiser.

Webinar delivery

- Join the webinar 20 minutes early for sound check etc.
- Close Outlook and any other non-essential programs.
- Open your presentation and any other programs or websites you will use during the webinar.
- Have a glass of room temperature water nearby (chilled water can make you cough).
- Use desk telephone for audio (not computer headset or mobile phone) and talk directly into receiver, not hands-free (unless using headset).
- Talk confidently and excitedly about your topic – just like a radio interview. You know they are listening even though you can't see them.
- It is natural to be nervous on the day. Slow your speech and use long pauses after important points.
- You can be assured all is going well unless the webinar organiser interrupts you. They will be your online buddy and will prompt you if the slide you are talking about isn't being displayed, or if you are talking too quietly.
- Engage with the audience by asking them to raise their hands or by using a prepared poll.
- The webinar organiser will sort and read the questions asked by the audience out aloud to you.
- The webinar organiser will phone you straight after the webinar for a quick debrief.

Post-webinar activities

- Email to attendees with link to recording and presentation, and evaluation survey.
- Collate and analyse evaluation survey responses.
- Send copy of survey summary to presenter/s.

3.3 Best management practice videos

After completing a thorough procurement process, Redsuit Advertising in Brisbane was engaged to undertake the bulk of the video production work. The following timeline summarises the process:

11 May 2016	Approval sought from MLA to proceed with procuring video production services
16 May 2016	Approval received from MLA to proceed
16 May 2016	SOA briefing form sent to panel members who were given the standard two weeks to respond
23 May 2016	Q&A teleconference session with each potential applicant, or applicant teams
30 May 2016	Responses to SOA received
31 May–2 June 2016	Responses evaluated
3 June 2016	Successful candidate notified
7 June 2016	Briefing meeting held with successful candidate Redsuit
8–14 June 2016	Project briefings continued
15 June–22 July 2016	Pre-production period
25–29 July 2016	Shoot (seven different locations in Central Queensland)
1 August–16 September 2016	Post-production period
19 September 2016	Videos distributed for approval and final feedback
19 October 2016	Final videos and associated materials completed
17 November 2016	Videos uploaded to the FutureBeef YouTube channel
28 November 2016	Videos launched by the Queensland Agriculture Minister

The details of each video and the talent used is shown in **Table 2**. The videos have been promoted through the FutureBeef communication channels, as well as Beef Central, the *Queensland Country Life* and *North Queensland Register*. We have also used paid advertising on Facebook to gain greater reach for the videos.

Table 2. Best practice management video details

Title	Talent	FutureBeef page	URL	Time
1. Growing grass for good ground cover	Richard and Amy Holcombe	futurebeef.com.au/growing-grass-good-ground-cover	youtu.be/Em9eOp5TmCE	3:43
2. New cattle welfare standards	Rob and Melinee Leather	futurebeef.com.au/new-cattle-welfare-standards	youtu.be/iGBtRVwCOD8	2:42
3. Locating watering points for efficient grazing	Rob and Melinee Leather	futurebeef.com.au/locating-watering-points-efficient-grazing	youtu.be/g1CUgTe8_SE	3:19
4. Minimising soil erosion for better grass cover	Dan and Emma Jane Burnham	futurebeef.com.au/minimising-soil-erosion-better-grass-cover	youtu.be/jSyLpblyVGs	2:47
5. Implementing a farm safety system	Brigid Price	futurebeef.com.au/implementing-farm-safety-system	youtu.be/jojdsYgll8	2:38
6. Protecting your business with a biosecurity plan	Ann Coward	futurebeef.com.au/protecting-business-biosecurity-plan	youtu.be/RnpVKhq0vuA	3:54
7. Bull buying: getting more bang for your buck	Steve Farmer	futurebeef.com.au/bull-buying-getting-bang-buck	youtu.be/CMknA6J19yg	3:32
8. Body condition scoring: the key to breeding!	Eric Simon	futurebeef.com.au/body-condition-scoring-key-breeding	youtu.be/dLfrW09HjTY	3:09
9. Good records: giving you data that delivers	Eric Simon	futurebeef.com.au/good-records-giving-data-delivers	youtu.be/P-oSARZdMKQ	3:07
10. Why you need ground cover	Bob Shepherd	futurebeef.com.au/need-ground-cover	youtu.be/GPfsE3_wXD4	1:13

Source: YouTube Video Manager

4 Results

4.1 FutureBeef website and staff intranet

4.1.1 FutureBeef website

The FutureBeef website was launched on 9 May 2012 after 12 months of design and development. An external evaluation was conducted in early 2016, and when the respondents were asked if they had accessed the FutureBeef website, 89 of the 150 survey respondents (59%) indicated they had done so and they rated it as being quite useful (average rating 6.2/10), as shown in Fig. 3. Respondents commented on the type of information available on the website and those areas they found most useful. Extension providers mentioned the availability of technical resources and information, access to past reports, information regarding animal nutrition, grazing land management as well the availability of webinar recordings and staff contact details.

Industry representatives/advisors/suppliers commented on the event updates, while producers commented on the training resources and programs available. Comments regarding the website included an extension provider saying 'You can access it when you want and there is a fair bit of detail on that website.' One producer commented 'The Internet is the way to go and if farmers are not using it they are falling behind in all the new innovations' while another said 'The website has been very helpful with quick information through the dry season.'

Overall respondents found the information available on the FutureBeef website to be useful (44 mentions) and discussed the website as being a valuable resource, providing a business advantage. One producer commented that 'FutureBeef is an ever-evolving website and always keeps me updated and I am happy with that; think it could be hard to improve.' Some respondents also commented on the ease-of-use and navigation through the site (10 mentions). Many producers noted that although they have seen or accessed the website in the past, their use of the website is only occasional (24 mentions). Some noted they felt the website and information available was more relevant to larger producers. Others explained the difficulties they experienced due to limited broadband and Internet services and the impact this had in terms of accessing online services, with one producer saying 'The main reason I haven't used some of these things [is because] we have such slow Internet; where we are we can't download anything really, as we would use up so much of our allocated amount for the month.'

Some suggestions for improvement (13 mentions) included the need for more or improved industry news, more information specific to the Northern Territory and a format more specific to scientists researching scientific papers.

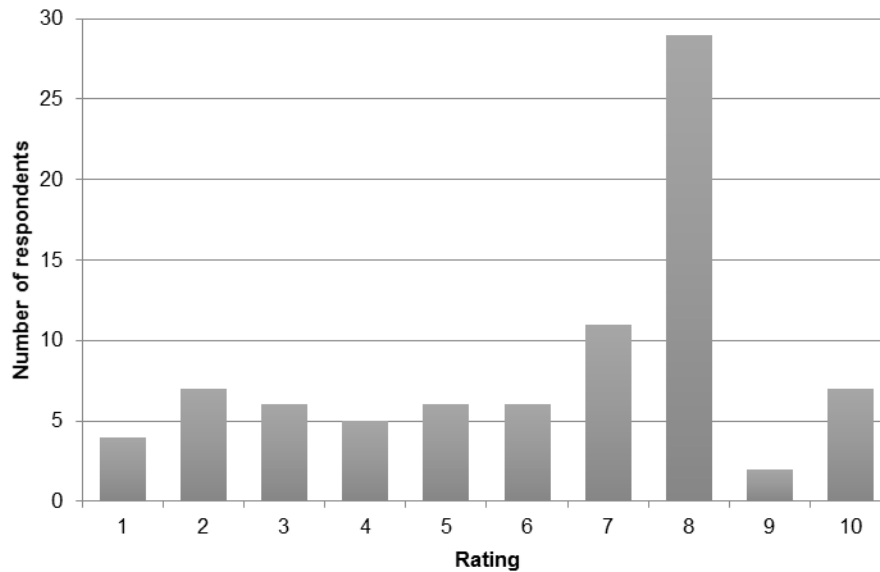


Fig. 2. Usefulness of FutureBeef website

There are currently 479 pages on the site. Of these pages, approximately 70% are related to industry information and resources (such as contacts, tools, services and publications) and project-related pages account for roughly 20%.

In 2016–17 the site received 181,682 visits (a 78% increase from 2015–16) from 129,742 unique visitors (a 78% increase) who viewed 305,806 pages (a 54% increase from 2015–16), see **Table 3**.

The majority of site visits by lifetime were from within Australia 65%, followed by the United States (10%) and Kenya, the United Kingdom and India (3% and 2% respectively), Table 4. The Australia-based site visits were primarily from Queensland (48%), New South Wales (25%) and Victoria (13%), see Table 5 for more details. These figures are largely unchanged from 2014–15.

Table 3. FutureBeef website metrics by financial year and lifetime

Metric	Lifetime*	2016–17	2015–16	2014–15	2013–14	2012–13
Pageviews	1,035,304	305,806	198,393	197,416	180,602	134,550
% change from previous period	—	+54%	0%	+9%	+34%	—
Sessions (Visits)	536,025	181,682	102,089	103,875	87,109	55,673
% change from previous period	—	+78%	-2%	+19%	+56%	—
Users (Unique visitors)	370,678	129,742	72,962	75,139	61,134	37,513
% change from previous period	—	+78%	-3%	+23%	+63%	—
Pages per session	1.93	1.68	1.94	1.90	2.07	2.42
% change from previous period	—	-13%	+2%	-8%	-14%	—
Avg. session duration (minutes)	2.03	1.42	2.06	1.58	2.17	2.41
% change from previous period	—	-31%	+30%	-27%	-10%	—
% new sessions	69.10	70.34	69.04	69.82	67.93	66.51
% change from previous period	—	+2%	-1%	+3%	+2%	—

*9 May 2012–30 June 2017. Source: Google Analytics.

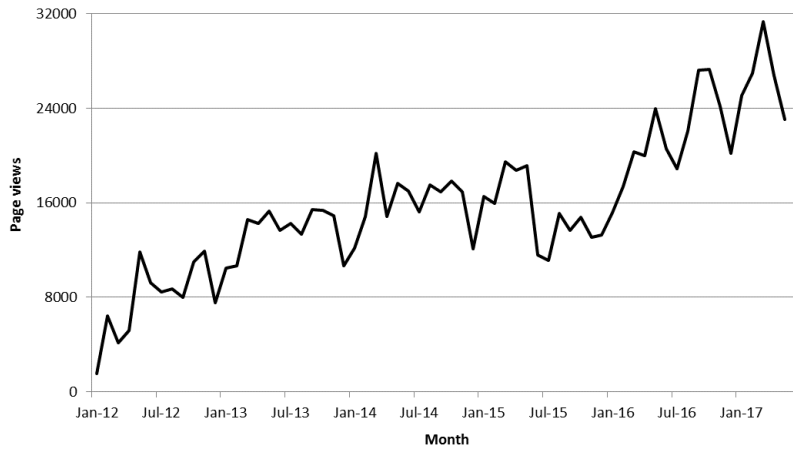


Fig. 3. Number of pageviews (Google Analytics)

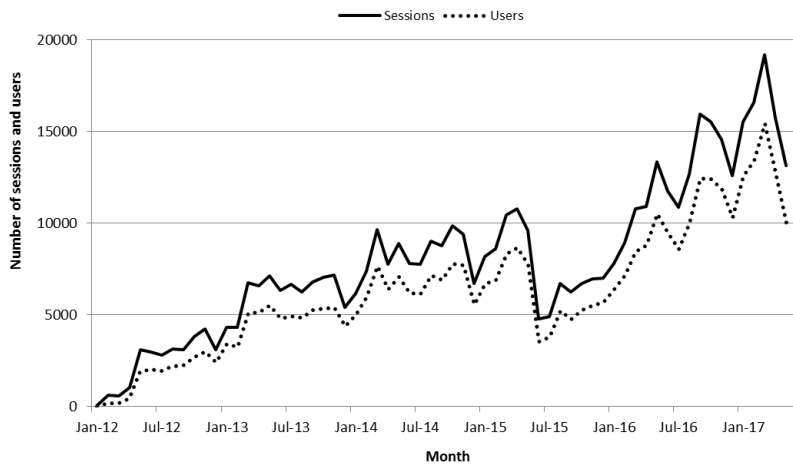


Fig. 4. Number of sessions and users (Google Analytics)

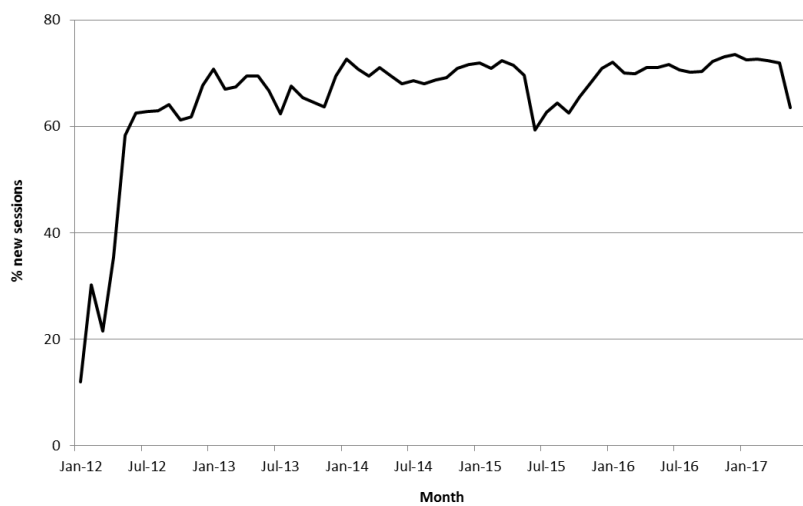


Fig. 5. Percentage of new sessions by month (Google Analytics)

Table 4. Lifetime* locations by top 10 countries

Country	Sessions	Pages / Session	Avg. session duration
1. Australia	338,505 (65.34%)	2.21	2:30
2. United States	54,150 (10.45%)	1.22	0:40
3. United Kingdom	15,648 (3.02%)	1.24	0:49
4. India	10,625 (2.05%)	1.38	1:10
5. South Africa	9,025 (1.74%)	1.47	1:39
6. Kenya	8,125 (1.57%)	1.30	1:22
7. Canada	7,567 (1.46%)	1.25	0:46
8. New Zealand	6,373 (1.23%)	1.35	0:55
9. Ireland	5,110 (1.99%)	1.24	0:58
10. Philippines	4,599 (0.89%)	1.40	1:29

*1 July 2012–8 June 2017. **Up to, and including, 8 June 2017. Source: Google Analytics.

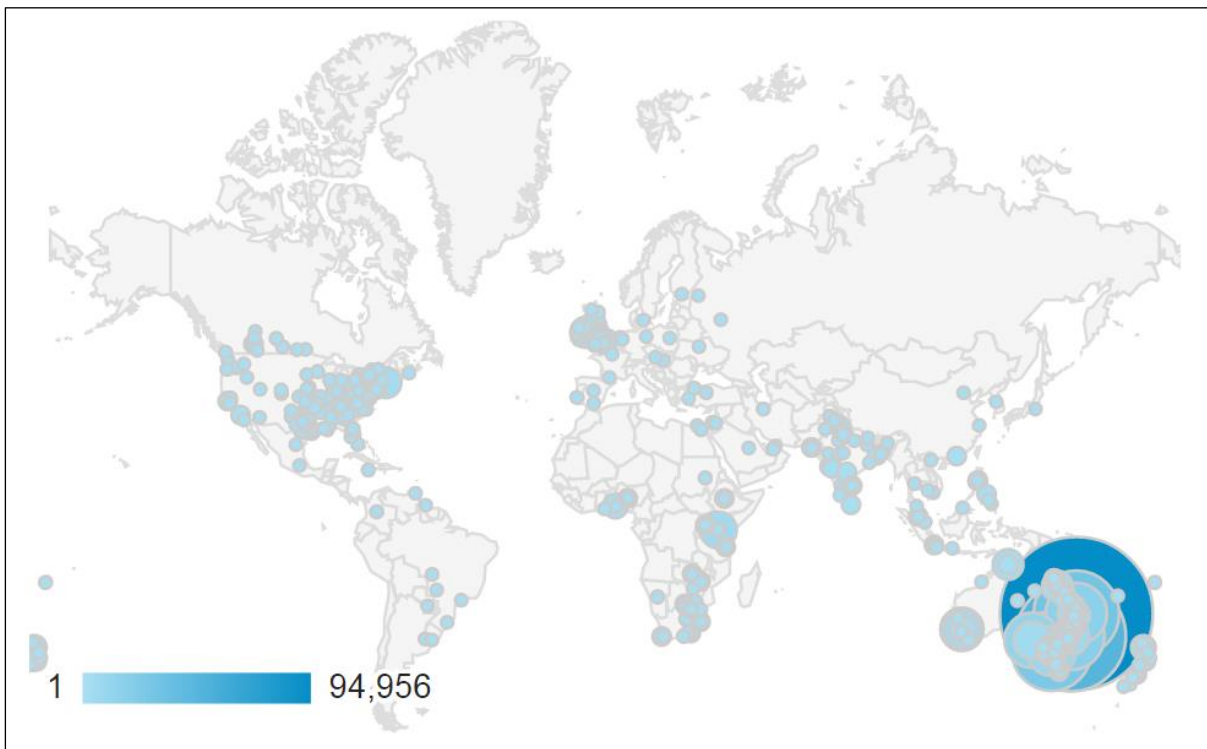


Fig. 6. Lifetime sessions by city – 1 January 2012 to 8 June 2017 (Google Analytics)

Table 5. Lifetime* locations by region

Region	Sessions	Pages / Session	Avg. session duration
1. Queensland	161,169	2.71	3:21
2. New South Wales	84,870	1.73	1:43
3. Victoria	43,694	1.63	1:29
4. Western Australia	20,093	1.83	1:55
5. South Australia	17,236	1.70	1:38
6. Northern Territory	4,525	2.99	4:08
7. Australian Capital Territory	4,030	2.39	2:05
8. Tasmania	2,526	1.41	1:11

*1 July 2012–8 June 2017. **Up to, and including, 8 June 2017. Source: Google Analytics.

The proportion of new and returning visitors to the site remains steady at 31% and 69% respectively of all visits (compared to 70% and 30% in 2014–15). This is a significant improvement in the percentage of repeat customers, which we will aim to keep improving.

The top 10 pages by number of views for all time are listed in **Table 6**. Calf rearing remains in the top three and as a result we produced a calf rearing video as part of the suite of short FutureBeef videos with producers and DAF staff to complement existing site information. The continuing popularity of the molasses supplementation page reflects the ongoing drought conditions across the majority of Queensland.

Table 6. Top 10 pages – lifetime

Page title	Pageviews
Calf rearing, feeding, diet, about rearing calves & more	53,168
FutureBeef	46,131
Beef cattle Australia - FutureBeef	27,688
FutureBeef » Calf rearing	17,943
Event Archive - FutureBeef	17,239
Molasses supplement cattle	16,303
FutureBeef » Crossbreeding systems for beef cattle	11,521
FutureBeef » Event	11,436
FutureBeef » Molasses supplementation	11,128
Feed consumption and liveweight gain - FutureBeef	9,948

Source: Google Analytics.

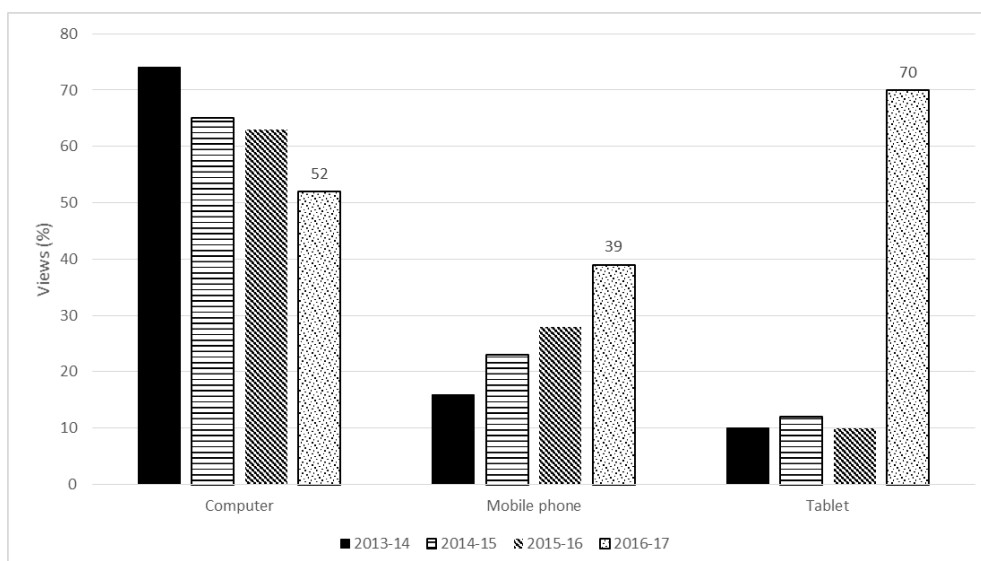


Fig. 7. The devices most commonly used by people to access futurebeef.com.au by percentage of views (Google Analytics)

4.1.2 FutureBeef staff intranet

The FutureBeef staff intranet includes corporate plans, strategy documents and reports, branding and promotional material, and resources relevant to staff (including information on extension tools, archived publications, and additional topic information). This allows staff to easily find the latest version of documents and templates.

Before the rebuild and incorporation into the internet, there were 83 published pages, 18 news items or posts and 607 attached media files (including pdfs, images, templates etc.) on the site.

There were 85 registered users from the four partner agencies: DAF (62), NT DPIR (9), DAFWA (8) and MLA (1).

Survey respondents commented that they tended to access the FutureBeef staff intranet for contacts and when looking for specific templates. Some said they rarely accessed the site as they were too busy or were put off by its slowness. While generally found to be easy to use and access, there were a couple of comments about the navigation not always being intuitive meaning information could be hard to find (Coutts J&R 2016).

The rebuild and migrating of the FutureBeef website and staff intranet from VentralP to Pantheon has helped to improve the speed of the site overall.

4.1.3 FutureBeef Update eBulletin

The *FutureBeef Update* eBulletin is a free monthly publication, containing information about project updates, upcoming events, the availability of new publications and useful tools. At the time of the evaluation, 44 editions had been distributed to the 2,947 subscribers since its inception in April 2012. The number of registrations to the site increased until March 2013 when we moved from WordPress to MailChimp and subscribers had to re-register on the new system. EBulletin subscriptions continued increasing after this transition.

Data collected for each issue included the number of subscribers, articles, total clicks and unique clicks. The MailChimp system used to create and distribute the eBulletin showed that subscribers at that time included 23% industry members, 6% private sector service providers, 8% public sector service providers, 6% 'other' and 58% who did not nominate a category.

Most respondents (83%) to the external evaluation recalled receiving the eBulletin. This included 92% of extension providers, 90% of industry representatives, 79% of producers and 75% of corporate/farm managers contacted. Overall it was rated as being quite useful (average rating 6.6/10), as shown in 8. It was valued as a beneficial resource (72 mentions) and many commented that email was their preferred and main method of receiving information and updates on events and activities. This was because it allowed readers to 'skim through information' and 'click through and share links' that were relevant and useful. Some comments included 'Can look at them when you can and access the links if you need to', 'Quick and easy way to have a look at some highlights it comes in email and you can scan it pretty quickly' and 'Email is probably is the best source; I can save it and read it at my leisure and don't have to carry around the paper and it is topical and immediate'.

Others noted that although they receive the eBulletin they do not regularly read through the emails (36 mentions). For extension providers and producers alike, lack of time was noted as an impediment. Several commented that unless there is reference to a topic area of interest in the first line, they would delete or disregard the email. Others noted that emails tend to get lost in amongst other correspondence. Many producers also commented on the fact that they may not check their emails often and that Internet speeds are too slow to download emails. Several respondents suggested that the eBulletin seemed to be Queensland oriented or just not relevant. One commented that the information does not link in to some of the broader issues for industry.

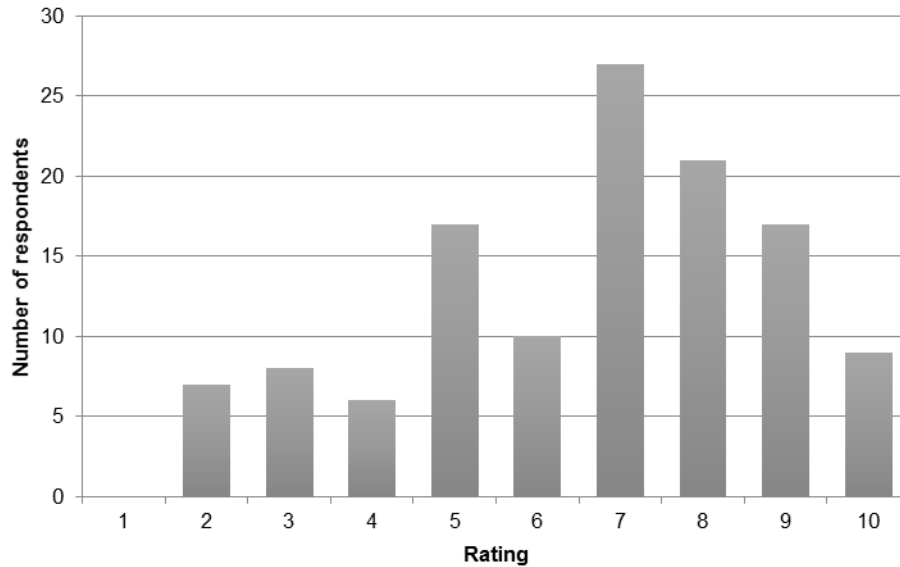


Fig. 8. Usefulness of FutureBeef eBulletin

Fifty-eight *FutureBeef Update* eBulletins have been delivered to date. It is published monthly (initially every six weeks) and contains information about project updates, upcoming events and the availability of new publications and tools. There are currently 3,216 subscribers. The number of subscribers, number of articles, total opens, clicks and unique clicks are summarised in **Table 8**.

A summary of how eBulletin subscribers describe themselves (using the four categories available at sign up) and how the population has changed over time is provided in Table 7.

Table 7. How FutureBeef Update eBulletin subscribers describe themselves

Category	2015–16	2014–15	2013–14	2012–13
Industry members	29%	23%	20%	42%
Private sector service providers	8%	6%	4%	0%
Public sector service providers	7%	8%	6%	20%
Other	7%	6%	4%	10%
No category nominated	48%	58%	66%	28%

Source: MailChimp.

Table 8. FutureBeef Update eBulletin lifetime metrics

Issue	Date published	Subscribers	No. articles	Total opens*	Clicks	Unique clicks
1	19 April 2012	26	4	NA	44	42
2	29 May 2012	145	6	NA	113	83
3	23 July 2012	166	5	NA	158	147
4	30 August 2012	205	5	NA	85	79
5	22 October 2012	277	6	NA	272	237
6	20 November 2012	304	5	NA	181	160
7	17 December 2012	340	5	NA	134	120
8	1 March 2013	480	7	NA	313	287
9	11 April 2013	176	8	118	100	93
10	7 May 2013	240	6	129	93	81
11	4 June 2013	343	8	193	128	101
12	8 July 2013	506	5	269	207	148

Issue	Date published	Subscribers	No. articles	Total opens*	Clicks	Unique clicks
13	6 August 2013	1,081	7	554	276	238
14	3 September 2013	1,103	6	558	454	383
15	1 October 2013	1,741	8	697	343	269
16	5 November 2013	3,036	5	1,119	598	485
17	3 December 2013	2,902	5	1,013	513	407
18	4 February 2014	2,885	5	1,298	428	352
19	4 March 2014	2,867	6	1,086	667	558
20	1 April 2014	2,874	5	1,160	574	479
21	6 May 2014	2,875	5	1,091	430	356
22	4 June 2014	2,879	5	1,051	442	389
23	1 July 2014	2,877	5	1,012	613	455
24	5 August 2014	2,887	5	1,026	402	339
25	2 September 2014	2,892	5	916	331	303
26	9 October 2014	2,884	11	935	384	338
27	4 November 2014	2,892	11	976	434	364
28	2 December 2014	2,885	7	952	379	324
29	6 January 2015	2,885	Events only	1,005	423	344
30	5 February 2015	2,895	8	1,001	432	383
31	3 March 2015	2,901	5	1,028	423	345
32	7 April 2015	2,890	5	1,056	617	476
33	5 May 2015	2,882	9	958	328	282
34	2 June 2015	2,875	8	956	459	399
35	7 July 2015	2,874	9	969	397	333
36	4 August 2015	2,869	9	903	345	293
37	8 September 2015	2,878	10	1,010	639	457
38	8 October 2015	2,881	7	1,013	531	459
39	3 November 2015	2,903	7	993	600	399
40	10 December 2015	2,888	6	939	442	377
41	5 January 2016	2,903	6	1,042	495	439
42	8 February 2016	2,913	11	965	447	383
43	1 March 2016	2,931	7	1,001	505	452
44	5 April 2016	2,944	6	950	373	304
45	10 May 2016	2,964	8	486	486	365
46	7 June 2016	2,971	8	568	568	214
47	12 July 2016	2,984	6	962	475	380
48	3 August 2016	2,990	8	960	518	406
49	6 September 2016	3,006	8	995	512	467
50	4 October 2016	3,025	7	926	395	260
51	1 November 2016	3,055	7	966	289	267
52	6 December 2016	3,079	8	1,005	379	321
53	5 January 2017	3,131	13	1,155	669	555
54	10 February 2017	3,137	8	1,101	802	692
55	6 March 2017	3,154	10	1,128	606	502
56	4 April 2017	3,188	9	1,049	359	307
57	9 May 2017	3,212	11	1,109	596	494
58	6 June 2017	3,216	8	NA	NA	NA

*Total opens for the campaign, i.e. the individual eBulletin. Source: WordPress and MailChimp analytics.

4.1.4 FutureBeef event calendar

The FutureBeef event calendar has promoted 1,206 industry events since 2012, as illustrated in **Table 9** and **Fig. 9**. Approximately 59% of these events were ‘internal’ (organised or presented by FutureBeef partner organisations).

Events submitted to the calendar are cross-promoted in the *FutureBeef Update* eBulletin, FutureBeef *Queensland Country Life* and *North Queensland Register* features, and through the FutureBeef Facebook and Twitter accounts.

Table 9. Number of events promoted through the FutureBeef calendar

Year	Number of events listed	Number of internal	Number of external
2011–12	30	14 (47%)	16 (53%)
2012–13	117	69 (59%)	48 (41%)
2013–14	297	164 (55%)	133 (45%)
2014–15	245	139 (57%)	106 (43%)
2015–16	293	179 (61%)	114 (39%)
2016–17	256	162 (63%)	94 (38%)
Total to date*	1,238	727 (59%)	511 (41%)

*Up to and including June 2017. Source: WordPress

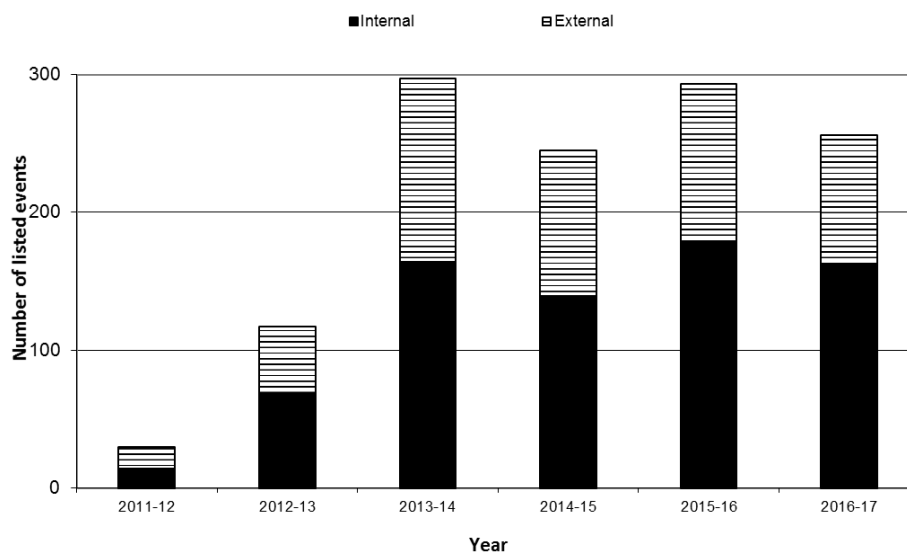


Fig. 9. Number of events listed on the FutureBeef calendar

4.1.5 FutureBeef social media

FutureBeef social media (Facebook and Twitter) continues to grow strongly. In the 2016–17 year to date (8 June 2017) there were 9,409 referrals from Facebook (**Table 10**) and 1,476 referrals from Twitter (**Table 13**) to the FutureBeef website. This is a 295% increase in Facebook referrals and a 91% increase in Twitter referrals compared to the same time last year. The FutureBeef social media activities are managed through a program partners working committee, via regular planning webinars.

FutureBeef joined Facebook 19 January 2012, and as at 8 June 2017, a total of 4,643 people have ‘liked’ FutureBeef on Facebook (up from 2,916 at 19 May 2016, i.e. a 59% increase). Thirty-four

respondents (23%) to the external evaluation indicated that they had accessed FutureBeef on Facebook. This included 46% of extension providers, 20% of industry representatives and 19% of producers. Respondents rated FutureBeef on Facebook as being quite useful (average rating 6.7/10), as shown in **Fig. 10**, and indicated that it is a useful tool for providing updates on events, sharing information and communicating with the younger generations.

Some producers noted they use Facebook to gain access to topics of interest, to keep up-to-date, to see other farmers’ experiences and to share photos and experiences. One extension provider commented that Facebook offers a great opportunity to interact with people using photo visuals instead of email. ‘It has a huge potential; more opportunity for others to tap into’. One respondent commented ‘It could be better if we could find out on Facebook about local areas instead of everything in general and update the Facebook page more frequently’. An extension provider stated that social media ‘is a good platform to extend messages to clients that we don't get to see and they still know they have a contact’. **Fig. 11** shows the demographics of the FutureBeef Facebook users and highlights the effectiveness of reaching young males aged 25 to 34.

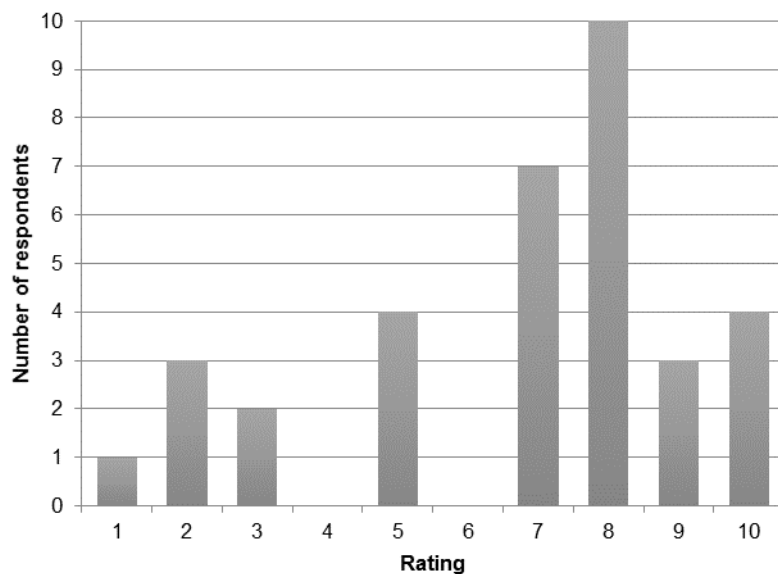


Fig. 10. Usefulness of FutureBeef on Facebook

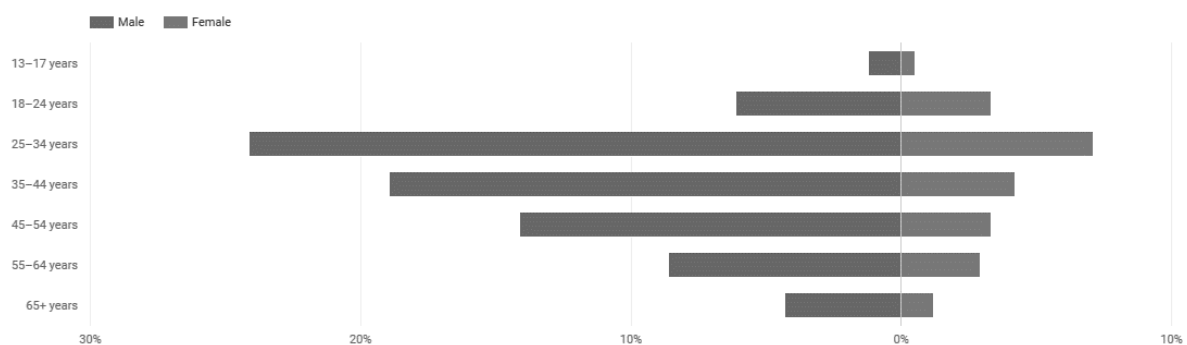


Fig. 11. Demographics of FutureBeef Facebook users

Annual and lifetime data for FutureBeef Facebook posts resulting in referrals to pages on the FutureBeef website are summarised in **Table 10**. The monthly number of new likes, page engagement and weekly total reach of FutureBeef posts are summarised in **Table 11**. More detailed

information about the level of reach and engagement per post is given in **Table 12**, using the month of February 2017 as an example.

Table 10. Facebook referrals to the FutureBeef website

Metric	Lifetime*	2016–17*	2015–16	2014–15	2013–14	2012–13
Pageviews	26,484	13,427	3,506	4,261	2,909	2,381
% change from previous period	–	+283%	-18%	+46%	+22%	–
Sessions	15,244	9,409	2,383	1,640	1,131	681
% change from previous period	–	+295%	+45%	+45%	+66%	–
Avg. session duration (minutes)	1.35	1.01	0.57	2.47	3.04	6.08
% change from previous period	–	+77%	-77%	-19%	-50%	–
Pages per session	1.74	1.43	1.47	2.60	2.57	3.50
% change from previous period	–	-3%	-43%	+1%	-27%	–

*Up to and including 8 June 2017. Source: Google Analytics.

Table 11. Monthly FutureBeef Facebook Insights

Month	Total likes	New likes	Page engagement	Weekly total reach
June 2016	3,097	150	1464	18,366
July 2016	3,159	69	374	5,959
August 2016	3,249	94	296	5,859
September 2016	3,331	82	136	3,329
October 2016	3,407	90	117	1,182
November 2016	3,471	69	140	2,294
December 2016	3,910	447	478	13,442
January 2017	4,019	123	679	12,978
February 2017	4,167	154	696	14,709
March 2017	4,422	266	350	8,430
April 2017	4,518	114	412	6,148
May 2017	4,619	115	130	1,993

Source: HootSuite Analytics

Table 12. FutureBeef Insights per-post metrics Top 10 for February 2017

Date	Post	Reach	Engaged users	Talking about this
Feb 22, 2017	Protecting your property from disease and weed risks is essential. Watch as Ann Coward, a grazier from Calliope in Qld, describes the four key elements of a biosecurity plan.	14,059	585	153
Feb 15, 2017	Sadly, farm fatalities are all too common. Watch as Brigid Price from the Arcadia Valley (north of Injune in Qld) discusses the importance of implementing farm safety.	14,668	1,021	132
Feb 9, 2017	Have you seen this? It's terrific and only 7 pages long! "Could your herd be more productive?" http://ow.ly/dKaU308Ruee	2,851	119	28
Feb 10, 2017	The Lego Farmer, wearing a wide-brimmed hat and green overalls, does his bit to raise awareness of agriculture.	2,427	72	28
Feb 16, 2017	People often ask us what would it take to get run down land back to full capacity - this model explains it all: http://ow.ly/beE43090KsR	2,152	89	20
Feb 17, 2017	The density of perennial, palatable and productive grasses is 1 indicator of land condition. Here's a short article: http://ow.ly/oMQF3090KNZ	1,370	55	20
Feb 1, 2017	Are you aware of the new quad bike laws that come into effect in QLD today? The new laws ban passengers under the age of eight and make wearing helmets compulsory on roads and stock routes. Find out more: http://ow.ly/ZioF308yGTF	2,127	100	17
Feb 22, 2017	Wondering how to up weight gain? Maybe this: Legumes for long-term pastures on high fertility soils in Queensland http://ow.ly/pVrw3090NVk	1,791	69	17
Feb 28, 2017	Sick of your flood fences getting washed away? Come along to the Flood Fencing Field Day, 7 March, Cunnamulla http://ow.ly/Cspx309nx9B	1,643	62	17
Feb 23, 2017	Spear grass pastures? Keep them productive with this comprehensive guide: http://ow.ly/7aQM3090Oim	1,322	55	11

Source: HootSuite Analytics

FutureBeef joined Twitter on 2 May 2012 and as of 8 June 2017, a total of 4,131 people were following FutureBeef for updates on Twitter (up from 3,214 at 19 May 2016, i.e. a 29% increase).

Thirteen respondents (9%) to the external evaluation indicated they had used Twitter, which included 21% of extension providers, 30% of industry representatives and 2% of producers contacted. Respondents rated the FutureBeef Twitter account as being quite useful (average rating 6.3/10), as shown in **Fig. 12**. One extension provider noted that they rely on Twitter feeds as a primary source of information regarding FutureBeef and others found it a useful source of information related to suggestions and market farm prices and news. Some expressed the views that ‘from a Twitter point of view there is only so much you can get across in a short message’ and that ‘obviously it is very topic dependent and personally I get a lot out of it’. An extension provider commented ‘Social media components are where I am getting my main source of information from if I am searching for something’.

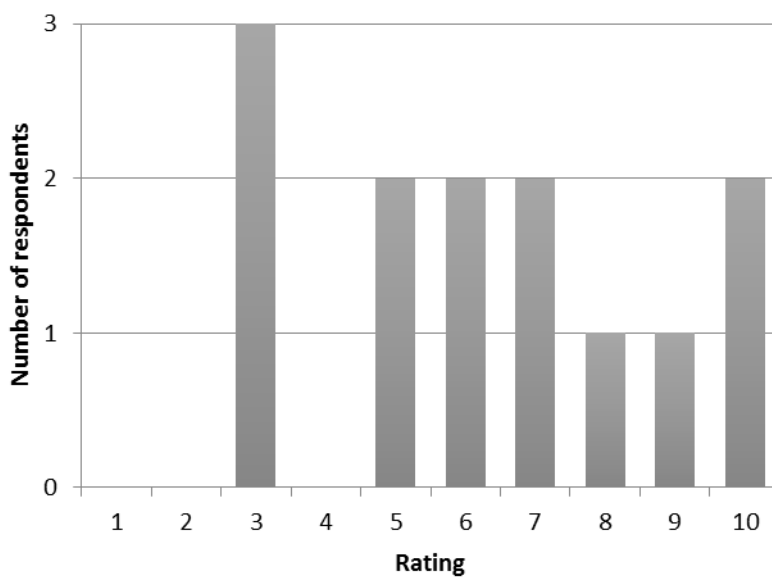


Fig. 12. Usefulness of FutureBeef on Twitter

The tone of tweets and general message exchange is positive. Annual and lifetime data for FutureBeef tweets resulting in referrals to pages on the FutureBeef website are summarised in **Table 13**. The monthly number of mentions and retweets resulting from FutureBeef tweets are summarised in **Table 14**.

Table 13. Twitter referrals to the FutureBeef website

Metric	Lifetime*	2016–17*	2015–16	2014–15	2013–14	2012–13
Pageviews	6,081	1,935	1,473	840	971	862
% change from previous period	–	+31%	+75	-13%	+13%	–
Sessions	3,627	1,476	772	490	435	454
% change from previous period	–	+91%	+58%	+13%	-4%	–
Avg. session duration (minutes)	1.26	0.45	1.50	1.23	2.14	2.17
% change from previous period	–	-70%	+22%	-43%	-1%	–
Pages per session	1.68	1.31	1.91	1.71	2.23	1.90
% change from previous period	–	-31%	-27%	-23%	+17%	–

*Up to and including 8 June 2017. Source: Google Analytics.

Table 14. Monthly FutureBeef Twitter mentions and retweets

Month	New followers	Mentions	Retweets
June 2016	NA	15	32
July 2016	78	10	20
August 2016	67	22	28
September 2016	0	16	28
October 2016	58	17	36
November 2016	60	8	21
December 2016	45	14	20
January 2017	83	16	56
February 2017	81	54	36
March 2017	73	13	48
April 2017	35	8	62
May 2017	67	30	24

Source: HootSuite Analytics

4.1.6 FutureBeef YouTube channel

The FutureBeef YouTube channel was created on 23 November 2011. Thirty-five respondents (23%) to the external evaluation indicated that they had accessed FutureBeef on YouTube. This included 54% extension providers, 15% industry representatives and 19% producers. Respondents rated it as overall being quite useful (average rating 6.4/10), as shown in **Fig. 13**.

Specific mention by extension providers included viewing webinars and accessing training clips which were sometimes used to present information during workshops or in discussions with clients. One extension provider commented they had referred their own clients to it as it had ‘bite-sized bits of information that they can refer back to’. Respondents commented on the worthwhile information available, including videos on land condition monitoring and holistic management. YouTube allowed respondents to access videos which interested them ‘at any hour of the day’. One extension provider commented ‘I really like webinars on YouTube; we can use them for our BMP [Grazing Best Management Practices] program’ and ‘I think they are a very good resource to show people’, while another stated ‘I think the short, quick YouTube videos are quite useful’.

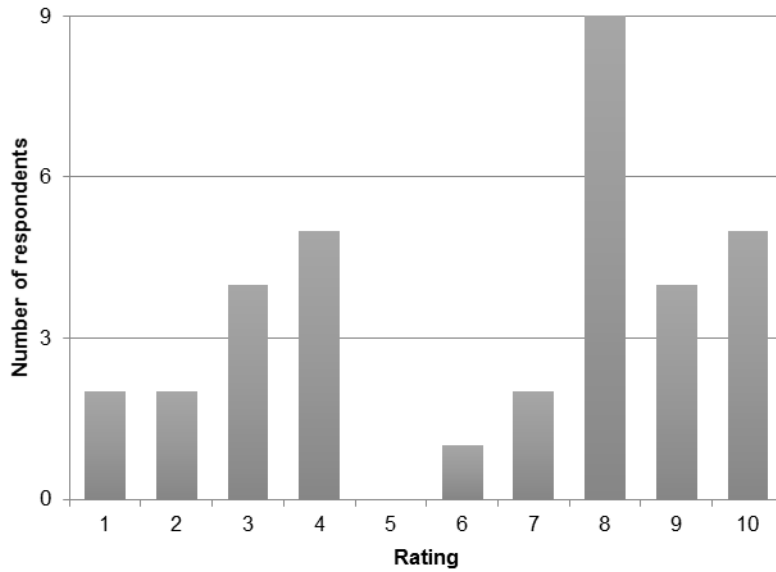


Fig. 13. Usefulness of FutureBeef on YouTube

The annual and lifetime metrics are summarised in **Table 15**. For 2016–17 there have been 17,942 views and an estimated 1,405 hours watched across 187 available videos. This compares to 10,093 views (a 78% increase), and 995 hours watched (a 41% increase) of the 144 available videos in 2015–16. The top 10 videos and their metrics to date are shown in **Table 16**.

The videos showcase key management practices and FutureBeef initiatives and approximately 50% of videos were developed in partnership with industry, e.g. Northern Territory Cattleman’s Association, DesertChannels, EcoRich Grazing, MLA, NT DPIR, and Queensland Alliance for Agriculture and Food Innovation (QAAFI).

During 2016–17 the breakdown of people accessing the FutureBeef YouTube channel on different devices was: computer (62% of views), mobile phone (25% of views), tablet (11% of views) and TV (2.5% of views). While the overall trend of computers being the primary device has remained similar since 2013–14, it is interesting to note that this has been decreasing as mobile phone use to access FutureBeef YouTube channel has been increasing and tablet use has remained the same (**Fig. 14**).

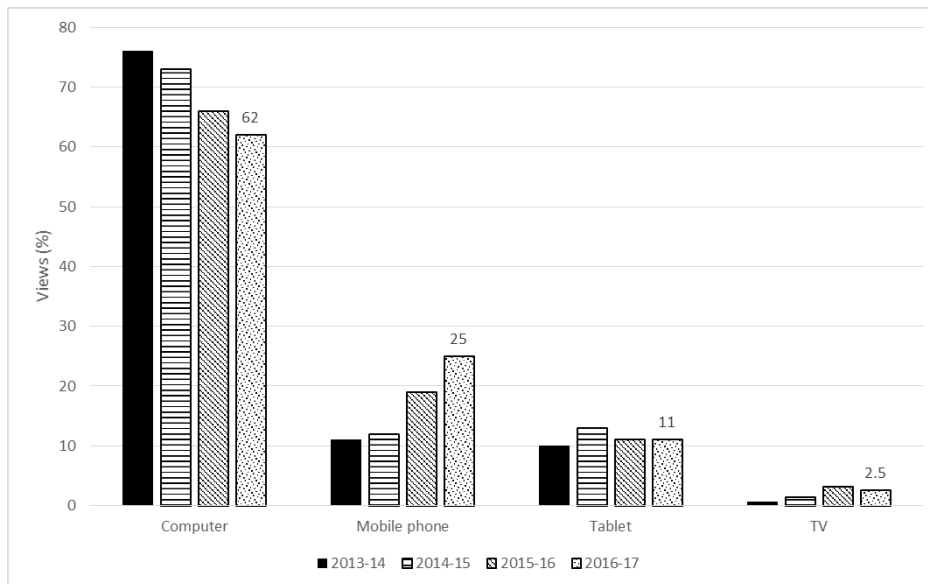


Fig. 14. The devices most commonly used by people to access FutureBeef YouTube channel by percentage of views (YouTube Analytics)

The average minutes watched of recordings for the top 10 videos ranges between 5 and 15 minutes (**Table 16**). However as the average length of recordings is 45 minutes, presumably the average viewer is not engaged sufficiently by the content to watch it in its entirety. This indicates that shorter, more targeted videos are preferable and why the project team coordinated the production of 10 new, 3–5 minutes best practice focused videos (**Table 2**).

Table 15. FutureBeef YouTube channel metrics

Year	Views	Watch time (minutes)	Avg. view duration
2011–2012	1,009	0	0
2012–2013	3,968	16,739	4:57
2013–2014	8,458	58,925	6:58
2014–2015	9,208	56,801	6:10
2015–2016	10,093	59,705	5:54
2016–2017*	17,059	79,722	4:40
Lifetime**	51,559	284,155	5:41

*Up to and including 8 June 2017. **22 November 2011–8 June 2017. Source: YouTube Analytics.

Table 16. Top 10 FutureBeef YouTube channel videos by lifetime* views

Video	Duration	Views	Watch time	Avg. view duration
1. Feedlot industry investment	35:41	12,858	81,846	6:28
2. Grazing systems: fact and fiction	54:18	2,525	14,194	6:23
3. The sky's the limit... using drones in the grazing industry	56:15	1,451	10,995	7:34
4. Pasturefed Cattle Assurance System: What's involved?	51:43	674	10,139	15:02
5. Establishing small seeded legumes in existing grass pastures	1:05:17	995	10,087	10:08
6. Crossbreeding for more profit with tropically adapted <i>Bos taurus</i> cattle	49:36	1,418	7,823	5:31
7. Maximising beef production and profits with high quality forages	53:18	979	7,192	7:20
8. Strategies to increase the profitability of extensive beef businesses	51:20	553	5,455	9:51
9. Building multi-generational businesses	52:21	643	4,642	7:13
10. Improving the effectiveness of wild dog control	1:01:51	532	4,352	8:10

*22 November 2011–8 June 2017. Source: YouTube Analytics.

Table 17. Lifetime* locations of FutureBeef YouTube channel audience

Location	Watch time (minutes)**	Views	Avg. view duration**	Avg. percentage viewed**
1. Australia	174,139 (61%)	27,495 (53%)	6:36	22%
2. United States	33,794 (12%)	7,292 (14%)	4:43	14%
3. South Africa	5,965 (2.1%)	1,013 (2.0%)	5:58	17%
4. Canada	5,268 (1.9%)	1,107 (2.1%)	4:52	14%
5. United Kingdom	4,904 (1.7%)	1,018 (2.0%)	4:53	14%
6. Mexico	3,732 (1.3%)	672 (1.3%)	5:45	17%
7. Ireland	3,306 (1.2%)	409 (0.8%)	8:10	24%
8. Indonesia	3,272 (1.2%)	819 (1.6%)	4:04	12%
9. Philippines	2,477 (0.9%)	468 (0.9%)	5:23	18%
10. Brazil	2,210 (0.8%)	532 (1.0%)	4:16	12%

*22 November 2011–8 June 2017. **Data not available before 1 September 2012.

Source: YouTube Analytics.

Table 18. Lifetime* demographics of FutureBeef YouTube channel audience

Country	Watch time (minutes) by viewer age (years)						
	13–17	18–24	25–34	35–44	45–54	55–64	65+
1. Australia	1.8%	8.6%	26%	22%	19%	15%	7.7%
2. United States	2.9%	11%	29%	24%	15%	12%	6.3%
3. South Africa	0.1%	15%	49%	16%	16%	3.4%	0.2%
4. Canada	6.2%	25%	26%	27%	12%	3.7%	1.1%
5. United Kingdom	3.6%	6.9%	27%	21%	27%	9.6%	5.4%
6. Mexico	–	1.8%	74%	8.8%	14%	0.5%	0.8%
7. Ireland	0.1%	4.3%	17%	19%	59%	0.6%	0.2%
8. Indonesia	0.0%	23%	33%	28%	15%	1.4%	0.5%
9. Philippines	0.3%	8.8%	36%	5.3%	20%	30%	0.4%
10. Brazil	–	3.0%	37%	35%	14%	12%	–

*22 November 2011–17 May 2017. **Data not available before 1 September 2012.

Source: YouTube Analytics.

4.1.6.1 YouTube channel evaluation report findings

Thirty-five [survey] respondents (23%) indicated that they have accessed and/or viewed FutureBeef on YouTube. This included 54% extension providers, 15% industry representatives and 19% producers contacted. Overall respondents rated FutureBeef on YouTube as being quite useful (average rating 6.4/10).

Specific mention by extension providers included viewing webinars and accessing training clips via YouTube, which are sometimes used to present information during workshops or in discussions with clients. One extension provider commented they had referred their own clients to the FutureBeef YouTube as it has bite-sized bits of information that they can refer back to.

Respondents commented on the worthwhile information available via YouTube including videos on land condition monitoring and holistic management. YouTube allowed respondents to access direct link[s] and topics which they are directly interested in, at any hour of the day. Other comments relating to YouTube included:

I really like webinars on YouTube, we can use it for our BMP program. I wrote a script for one of the videos as well. I think they are very good resource to show people – Extension Provider

I think the short quick YouTube videos are quite useful and continuation facts sheet available on the net are important. There are quite a few app based things on gestation for cattle – Extension Provider (Coutts J&R 2016).

4.1.7 FutureBeef website and staff intranet rebuild

The new FutureBeef website and staff intranet went live on Wednesday 3 May 2017. The look, structure, speed and stability of the new site is significantly improved over the original. It is a lot simpler from both a user and administrator perspective and has a much clearer, crisper look (Fig. 15, Fig. 16 and Fig. 17).

We are now in the user testing phase of the website rebuild. There are, as expected for a site of this size, some behind-the-scenes technical issues Breadcrumb Digital is addressing while the eExtension team focus on user feedback. There has been very little user feedback to date – all of which has been positive.

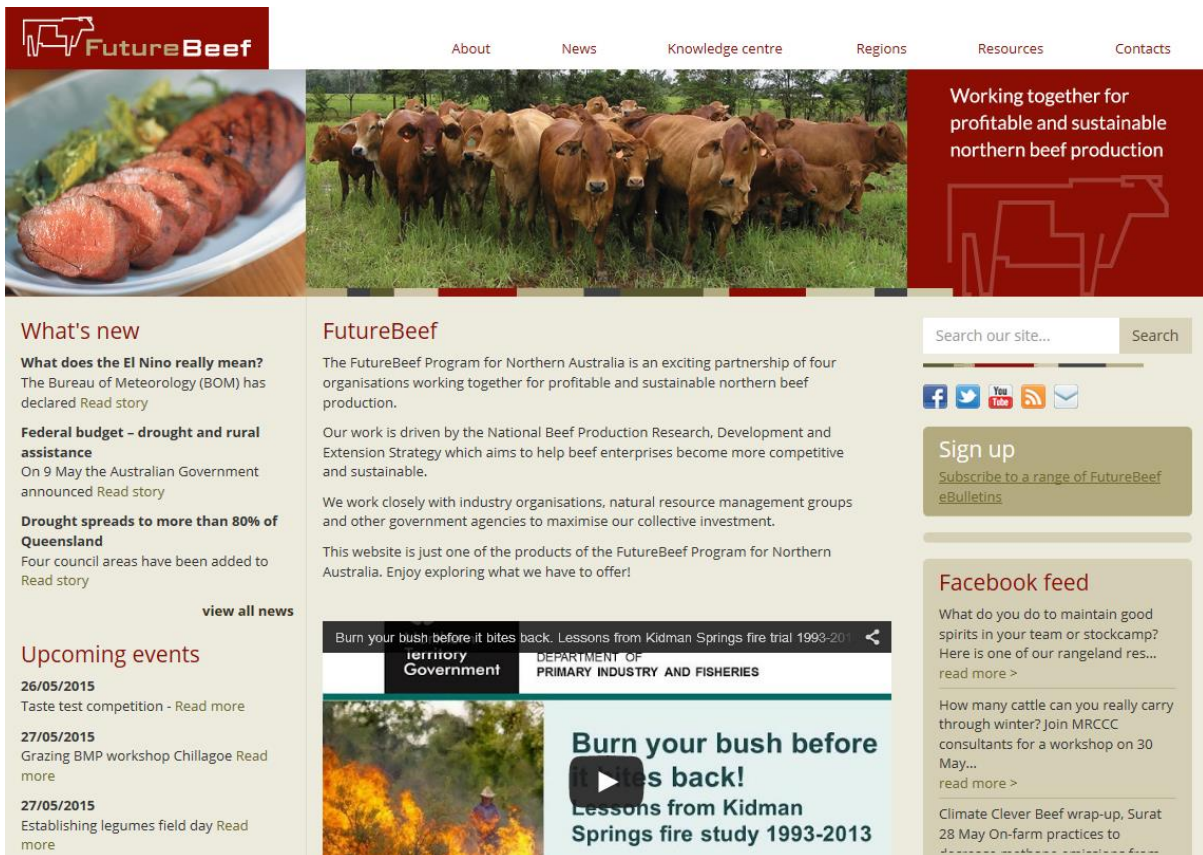


Fig. 15. Original FutureBeef website design and layout

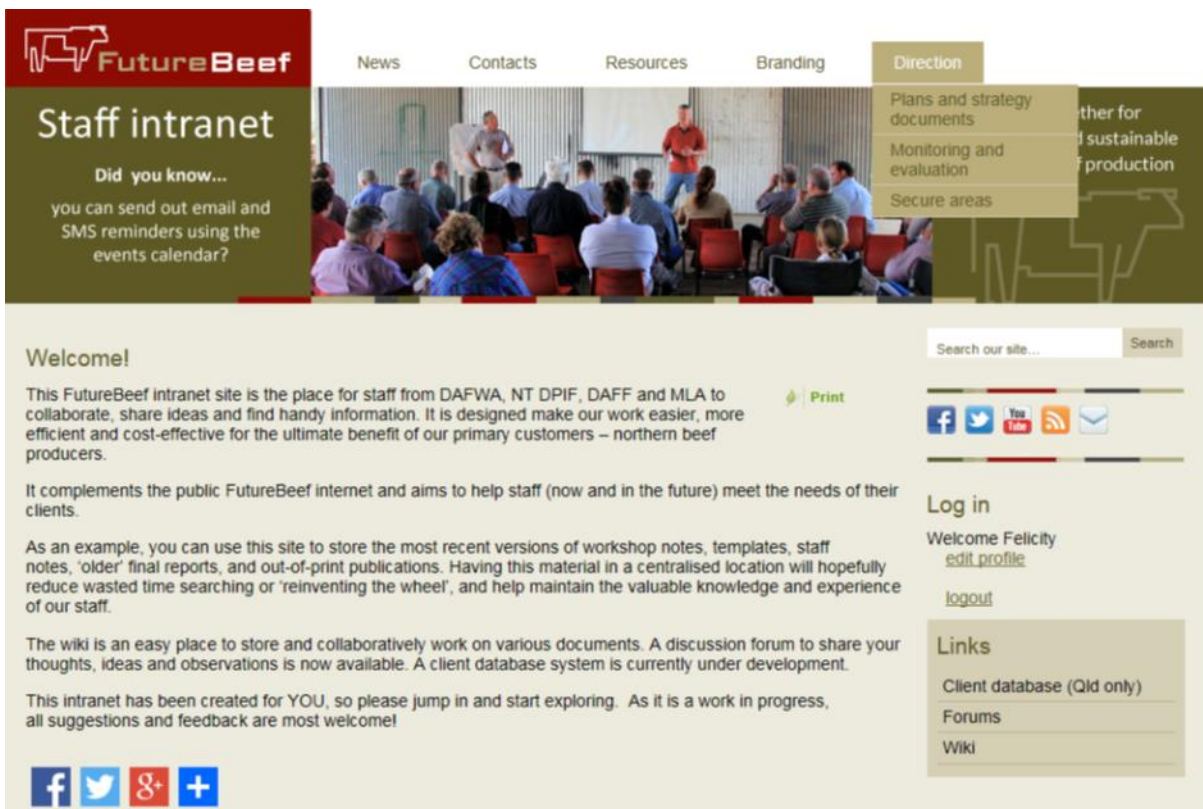


Fig. 16. Original FutureBeef staff intranet design and layout

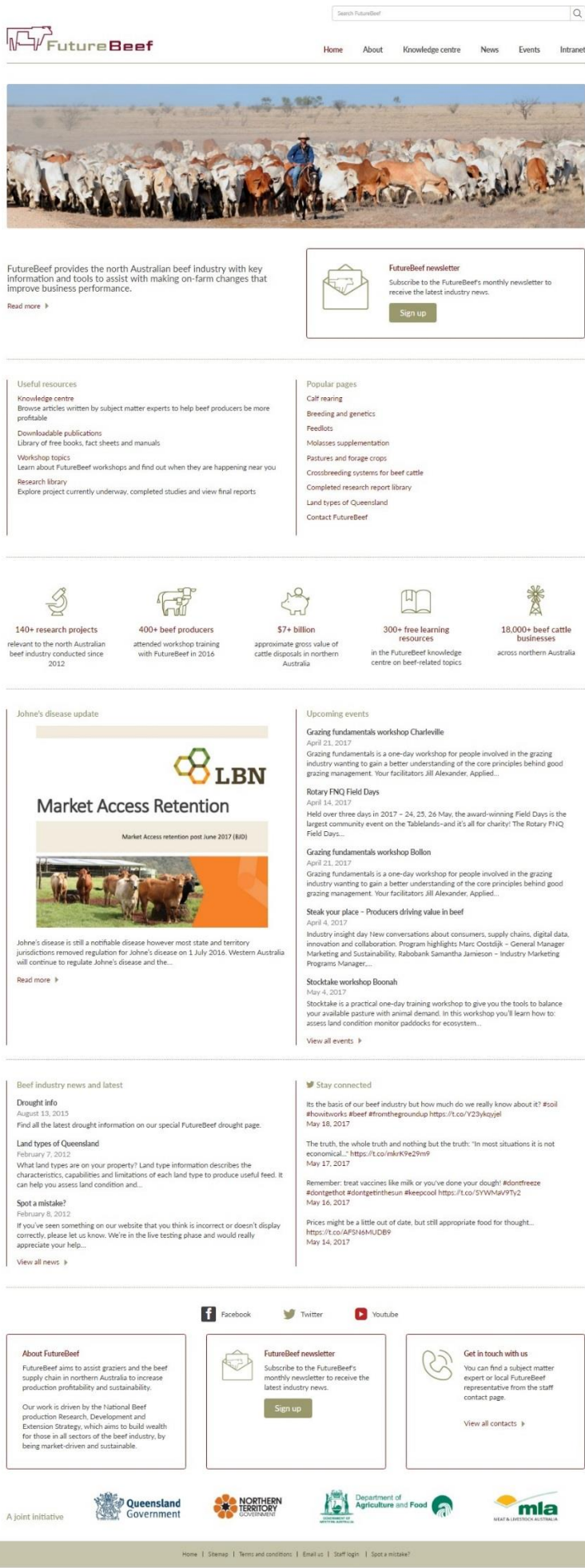


Fig. 17. FutureBeef website and intranet design and layout after rebuild

4.2 Webinar series

Webinars continue to be a popular form of communication. A total of 46 webinars were conducted, using either GoToWebinar or GoToMeeting from 2011 to 2017. These were attended by approximately 6,180 participants. Of these approximately 11% were staff and 89% external clients. A breakdown by webinar series follows.

4.2.1 *BeefConnect* webinars

Thirty-four *BeefConnect* webinars have been delivered since the inaugural webinar in 2011 (**Table 19**). To date 7,144 people have registered for *BeefConnect* webinars and 2,991 people have attended live (i.e. an average of 42% live attendance). Approximately 89% of participants were non-staff (i.e. from the public) and 16,351 views of some or all of the webinar recordings. The *BeefConnect* webinar lifetime data is available in Appendix 8.1.

Just over half of the respondents (52%, n=78) to the external evaluation indicated they had attended and/or viewed the FutureBeef webinars. This included 92% of extension providers, 90% of industry representatives, 46% of producers and 25% of corporate/farm managers interviewed. Respondents rated the webinars as overall being quite useful (average rating 6.7/10, as shown in **Fig. 18**, and described them as ‘brilliant’, ‘well-presented’ and ‘professional’. Several discussed the webinars as providing valuable content for those who are too busy, isolated or unable to travel long distances, and commented they are a good way of engaging people and another said that they ‘save on travelling time and cost; very efficient’. One producer commented ‘It is a benefit not having to drive several hours and where you can sit back at home and you can watch it and follow up on it at your leisure’. Another producer stated ‘Webinars are easy and cost effective to attend. It is a means of gathering more information. There are a lot of workshops available but it is a challenge to get there’.

Several respondents appreciated the opportunity to go back and replay or watch missed webinars. Another respondent commented on the opportunities to provide feedback resulting in more in-depth learning. Several commented that webinars are the closest to face-to-face communication, noting that ‘interaction is best [and] results in higher level of outcomes’. Another producer commented ‘You get a high level of information from the webinar – more than you get out of a written article and you can ask questions at the end’. Respondents acknowledged the value of the webinars as being dependent on the topic area being covered, and that not all topics will be relevant to all people (15 mentions). One producer commented that the ‘webinars are very good, [I] just have to wait for a topic that is of interest’.

Several respondents noted that although the way of the future, the lack of suitable Internet access limits their access. One producer commented: ‘Digital is better; it is more accessible – like webinars – but it is the data use, you have to ration it’. Another said ‘webinars will be the way to go in the future and very cost effective, but first the problem has to be solved with farmers not being able to access Internet service; they miss out on so much, just reading papers is not enough to keep a farm working efficiently’.

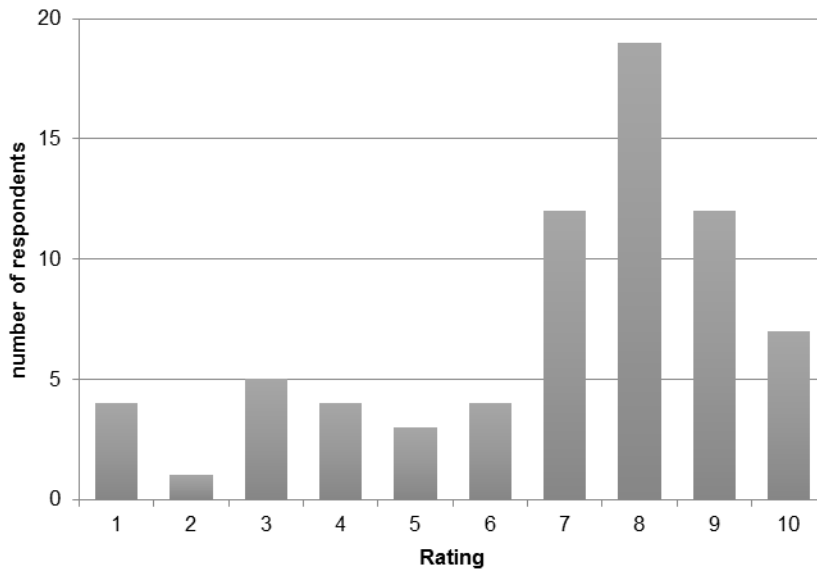


Fig. 18. Usefulness of FutureBeef webinars

Those who responded to the individual post-webinar surveys indicated that it was very easy to join the webinars, use the audio and interact. Respondents also indicated positive changes in their knowledge and confidence as a result of attending these webinars. Webinar content, delivery and effectiveness were also rated highly.

On average *BeefConnect* 837 survey respondents (i.e. a 34% response rate) rate the webinar/s they've attended:

- 9.5/ 10 for ease of registering
- 9.0/ 10 for ease of joining
- 8.6/ 10 for ease of interacting
- 8.1/ 10 for content usefulness
- 7.7/ 10 for improved knowledge
- 8.3/ 10 for satisfaction with the event overall.

Table 19. BeefConnect webinar series metrics

Metric	Lifetime*	2016–17*	2015–16	2014–15	2013–14	2012–13	2011–12
Number of webinars	34	6	4	9	9	4	2
% change from previous period	–	+150%	-225%	0%	+225%	+200%	–
Per cent live	42%	42%	34%	40%	43%	51%	61%
% change from previous period	–	+24%	-15%	-7%	-16%	-16%	–
Total registrations	7,144	1,235	686	1,910	2,537	602	174
% change from previous period	–	+80%	-64%	-25%	+321%	+246%	–
Total attendance	2,991	518	232	770	1,058	306	107
% change from previous period	–	+123%	-70%	-27%	+246%	+186%	–

Source: GoToWebinar. *Up to and including 12 May 2017.

4.2.2 Enabling change and innovation webinars

A total of 22 EC&I webinars were delivered since May 2012, with metrics detailed in Table 21. A total of 6,739 people registered and 3,155 people attended these webinars live (i.e. an average of 47% live attendance). The EC&I webinar lifetime data is available in Appendix 8.3.

Table 20. EC&I webinar series metrics

Metric	Lifetime	2015–16	2014–15	2013–14	2012–13	2011–12
Number of webinars	22	4	3	8	6	1
% change from previous period	–	+33%	-63%	33%	500%	–
Per cent live	47%	37%	44%	48%	53%	65%
% change from previous period	–	-16%	-8%	-9%	-18%	–
Total registrations	6,739	1,569	1,056	2,090	1,824	200
% change from previous period	–	+49%	-49%	+15%	+12%	–
Total attendance	3,155	576	469	1,004	973	130
% change from previous period	–	+23%	-53%	+3%	+648%	–

Source: GoToWebinar.

On average EC&I survey respondents (i.e. 40% of attendees) rated the webinar/s they have attended as:

- 9.4/ 10 for ease of joining
- 9.4/ 10 for ease of using audio
- 9.1/ 10 for ease of interacting
- 4.7/ 10 for their knowledge before the webinar
- 7.2/ 10 for their knowledge after the webinar (i.e. a positive change of ~25%)
- 4.6/ 10 for their confidence before the webinar
- 6.8/ 10 for their confidence after the webinar (i.e. a positive change of ~22%)
- 8.0/ 10 for overall content
- 8.4/ 10 for overall delivery
- 8.1/ 10 for overall effectiveness.

4.2.3 FutureBeef fusion webinars

The inaugural *FutureBeef fusion* webinar by Jim Fletcher, Exploring ways to control Giant Rat’s Tail grass, was delivered on 23 March 2016. Twenty-two DAF staff registered and 11 attended live (i.e. 50% live attendance). *FutureBeef fusion* webinar recordings can be viewed on the FutureBeef staff intranet. These will be delivered on an as-needs basis.

Table 21. FutureBeef fusion webinar series metrics

Webinar title	Date	Duration	Presenter	Registrations	Attendees	% live	Watch time minutes	Recording views*	Avg. view duration*
1. Exploring ways to control Giant rat’s tail grass	23 March 2016	58:17	Jim Fletcher	21	11	52%	64	1	1:03:47
2. The Reef Plan extension and education strategy	26 April 2016	50:20	Carla Wegscheidl	14	9	64%	14	2	6:58
3. Leading Sheep: tips, tools and learnings	24 May 2016	32:21	Nicole Sallur	12	2	17%	0	0	0
4. Climate Clever Beef: integrating environment, productivity and profitability	9 June 2016	39:56	Steven Bray	22	15	68%	1	1	1:06
Total to date		3:00:23		69	37	54%	79	4	~19:75

*Up to and including 24 May 2017. Source: GoToWebinar and YouTube Analytics.

4.2.4 Estimated financial savings of webinars versus face-to-face meetings

There were significant cost savings in terms of travel time, salaries and airfares, and CO₂ emissions, from using webinars, where appropriate, instead of face-to-face meetings. In a two year trial, the department saved an estimated \$2.1 million through the use of web conferencing (\$600,000 saving in airfares plus \$1,500,000 in associated salaries). The use of this online collaboration tool also saved 763 tonnes of CO₂.

Of course this assumed all those webinars replaced traditional face-to-face meetings. The calculations were based on the assumption that one hour of web conferencing (with 10 participants from regional centres around Qld) saved:

- 60 hours of travel time (6 hours per person)
- \$6,000 in associated salaries (\$600 per person)
- \$2,500 of airfares (\$250 per person)
- 3 metric tonnes of CO₂ (0.3 tonnes per person).

4.3 Best management practice videos

DAF engaged an independent, professional company through a competitive process to produce 10 separate education videos, each three to five minutes in duration, to promote industry best management practices for beef producers. The videos feature beef producers talking about best management practices applied on-property enabling more profitable and sustainable beef businesses. The topics focus on best management practices around grazing land management, animal production and performance, and whole-of-business management.

Table 22. Best practice management video YouTube analytics

Title	Date published	Duration	Views*	Watch time**	Avg. view duration**
Growing grass for good ground cover	17 November 2016	3:43	1,076	2,646	2:27
New cattle welfare standards	17 November 2016	2:42	486	1,028	2:06
Why you need ground cover	28 November 2016	1:13	319	311	0:58
Body condition scoring: the key to breeding!	17 November 2016	3:09	387	854	2:12
Implementing a farm safety system	17 November 2016	2:38	138	229	1:39
Protecting your business with a biosecurity plan	17 November 2016	3:54	365	954	2:37
Bull buying: getting more bang for your buck	17 November 2016	3:32	795	1,874	2:21
Minimising soil erosion for better grass cover	17 November 2016	2:47	275	564	2:03
Locating watering points for efficient grazing	17 November 2016	3:19	398	843	2:07
Good records: giving you data that delivers	17 November 2016	3:07	595	1,284	2:09

*As at 8 June 2017. **From 17 November 2016 up to, and including, 8 June 2017.

These short videos have been promoted through paid advertising on Facebook, with results shown in **Table 23**, using a budget of just \$750. As a demonstration of the impact that we gained from this advertising, the first video was posted normally on Facebook with no advertising (as we were waiting for the required Director-General's approval). That video, *Growing grass for good ground cover*, reached 1,013 people and received 1,076 views on YouTube. The next video, *New cattle welfare standards*, with \$100 advertising reached 35,184 people and received 23,711 views through Facebook and 486 through YouTube. The most important Facebook metric is the reaction by readers, and this post received 631 reactions (432 likes, 5 loves, 1 wow, 40 comments, 153 shares) on Facebook, as shown in **Fig 19**. Additionally, the number of page likes for the FutureBeef Facebook

page increased from 3,400 to 4,000 during that time. The dramatic increase in the sharing of the FutureBeef YouTube videos is shown in Table 24. We will continue to promote these videos as time and money allow.

Table 23. Facebook advertising results (Source: YouTube Ads Manager)

Video title	Time	Reach ¹	Clicks/ Actions	Facebook impressions ²	Facebook reactions
Growing grass for good ground cover	3:43	1,013	50	n/a	19 (15 likes, 1 comment, 3 shares)
New cattle welfare standards	2:42	35,184	2,467	23,711	631 (432 likes, 5 loves, 1 wow, 40 comments, 153 shares)
Why you need ground cover	1:13	16,919	781	21,898	227 (159 likes, 1 love, 10 comments, 57 shares)
Body condition scoring - the key to breeding!	3:09	21,507	1,054	25,972	274 (197 likes, 1 love, 28 comments, 48 shares)
Implementing a farm safety system	2:38	14,691	775	17,781	161 (120 likes, 2 loves, 12 comments, 27 shares)
Protecting your business with a biosecurity plan	3:54	14,059	507	16,038	187 (130 like, 2 loves, 2 wow, 12 comments, 41 shares)
Bull buying - getting more bang for your buck	3:32	26,970	1,765	16,312	461 (305 likes, 2 loves, 80 comments, 74 shares)
Minimising soil erosion for better grass cover	2:47	10,350	308	14,126	100 (78 likes, 2 comments, 20 shares)
Locating watering points for efficient grazing	3:19	16,247	573	12,207	122 (95 likes, 1 love, 1 wow, 7 comments, 18 shares)
Good records - giving you data that delivers	3:07	8,800	333	10,950	113 (89 likes, 1 love, 4 comments, 19 shares)

¹Reach

The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people. Reach gives you a measure of how many people were exposed to your message during an ad campaign. People may not always click on your ads, but they may be more likely to engage with your business when they see your message. Your reach can be affected by your bid, budget and audience targeting.

²Impressions

The number of times your ads were viewed. Impressions is a common metric used by the online marketing industry. Impressions measure how widely and often your ads were seen among your target audience. An impression is counted as the number of times an instance of an ad entered the viewable area of people's screens for the first time. For example, if people see an ad 2 different times in a day, that counts as 2 impressions. If someone sees an ad, scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. Exceptions are made in a few cases when it can't be determined whether ads are viewable, such as on feature mobile phones, where impressions are counted when ads are delivered to devices.

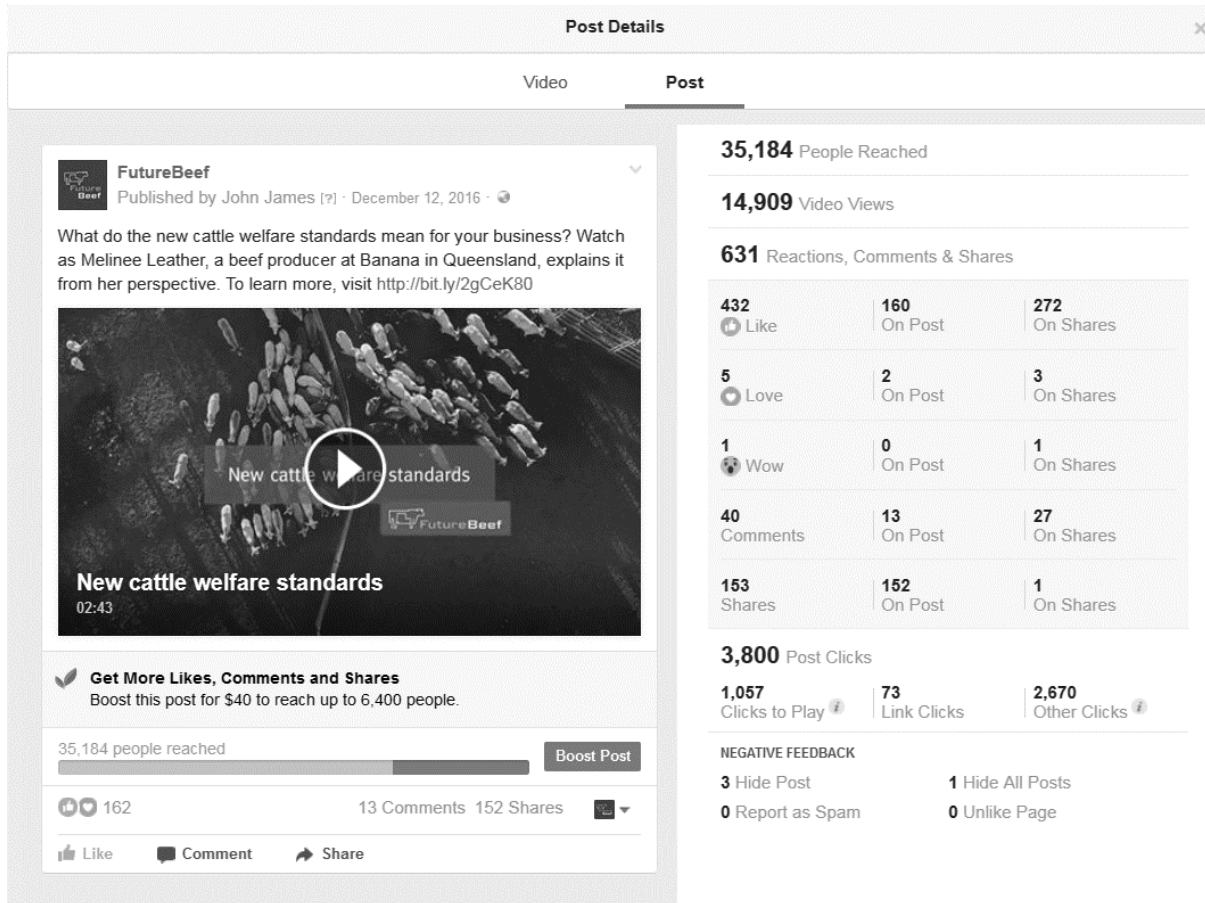


Fig 19. Facebook analytics for the new cattle welfare standards post

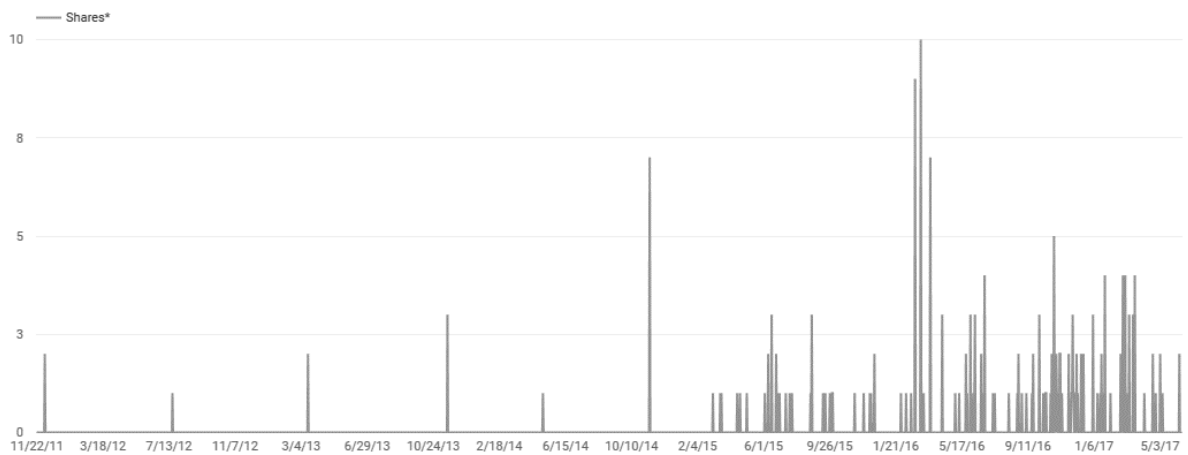


Fig. 20. FutureBeef YouTube video shares over time (Source: YouTube)

5 Discussion and recommendations

The project has met, and in most cases exceeded, its objectives to:

1. Further develop, populate, maintain and evaluate a public website (www.futurebeef.com.au) for the collaborative FutureBeef Program to provide timely, relevant and accurate information to the northern Australia beef industry.
2. Further develop, populate, maintain and evaluate a private staff intranet for the collaborative FutureBeef Program, to allow staff to find and share relevant information. This includes a news section, a repository of technical information, a source of current promotional items, the latest versions of relevant document templates, and information on the different tools available to staff. There will also be a Forum where staff can discuss relevant topics, and a Wiki to store and collaboratively work on various documents.
3. Further develop, deliver and evaluate a webinar series for the FutureBeef Program to enable improved staff engagement with stakeholders and the delivery of RD&E information in a cost-effective manner for both presenters and attendees (e.g. reduced travel requirements). Explore further partnerships to broaden the potential audience.

And the additional outcomes from the project of:

- Improved delivery of information through a website and webinar series that provide timely, relevant and accurate information to the northern Australia beef industry.
- Improved service delivery and cost-effectiveness for the FutureBeef Program.

5.1 Recommendations from the independent evaluation of FutureBeef communication channels

The recommendations for the **FutureBeef website and intranet** were:

1. While the website is an important source of information, internet accessibility issues in rural Australia limits the interaction of some producers with the online resources. Maintaining relevant hardcopy resources (or easily printable for next users to distribute) should be an ongoing endeavour for the FutureBeef team. Opt in text messaging could be considered as an information channel for events and news flashes.
2. There is an opportunity for extension providers to provide further training on accessing and using online resources for those producers who are unsure about how to best do this. Flash drives could also be considered as a means for distributing updated information (potentially seasonally) for producers to access resources unavailable due to download limits and issues (e.g. webinars, printable fact sheets etc.).
3. The FutureBeef website team should be acknowledged for their efforts in keeping the FutureBeef website up to date with relevant information. Keeping on top of Google Analytics as one of the means to developing new content will continue to be important as is listening and acting on feedback about topics from surveys. Additionally, regular audits of links and historical information as well as considering improvements to site layout and readability will help keep information current and easily accessible.
4. There is an opportunity to increase use of the intranet. While it is being used by some and found to be useful particularly for templates and contact details, survey feedback shows that attention should be paid to site navigation and speed issues. A short online staff survey/workshop could help identify more specific areas to focus on for intranet improvement and useability. Regular updates from the intranet could be included in staff newsletters, highlighting available

resources/new information.

5. Google Analytics are being well used to keep up with site traffic and visitor behaviour. It would be useful to develop a dashboard of metrics tied in with overall FutureBeef objectives to use for ongoing monitoring and reporting. Objective dependent, these could focus around time spent on promoted content on site, drivers of site traffic (e.g. percentage split between eBulletin, social media, direct site visits), and mapping site visits against events/newspaper stories particularly if the website is promoted heavily.

The recommendations for the **FutureBeef webinars** were:

The FutureBeef webinar team should be commended for their consistently well received and increasingly popular webinar content and its positive impact on attendee knowledge, understanding and intention to make on-farm changes.

1. The level of staff input required for each webinar has proven to be important and should be maintained to ensure ongoing quality and timeliness of content and follow-up activities.
2. Webinar attendees value the interactive nature of the webinar forum and its closeness to face-to-face communication. Discussion opportunities should continue to be facilitated as much as practical and possible during the webinars.
3. There could be opportunities for extension providers and industry representatives to explore hosting events when webinars are scheduled for producers with internet accessibility issues. Another opportunity could be the regular distribution of flash drives (seasonally) with a series of webinar recordings to provide easy access to producers with download limits and internet speed issues.
4. The current level of evaluation and follow-up around the webinar series is good and should continue at this level. Future program evaluation activities (e.g. program-wide surveys) should continue to follow up on the impact of the webinar series and include qualitative questions around the aims of the webinar series. For example, *Enabling Change and Innovation* webinar participants should be asked if and how the webinars have impacted on their awareness and understanding of processes used to enable change.

The recommendations for the **FutureBeef Update eBulletin and social media** were:

Social media use amongst next users (industry representatives and extension officers) should be encouraged and promoted as they tend to act as conduits for FutureBeef information shared through these channels (e.g. YouTube via workshops). This could help mitigate some of the limitations faced by producers with internet access issues and encourage further use of these resources as legitimate and timely when internet access is available.

1. While online resources are valued and accessed by a large percentage of stakeholders, it is important to continue to produce printed material, particularly as poor internet accessibility was noted by a number of producers. There were several comments about a preference for printed communications with the option to file away for future reference. FutureBeef should continue to produce newspaper features in addition to reviewing current and planned printed resources, their distribution and availability to producers.
2. While social media use has grown over the last three to four years and is particularly utilised by extension providers it is important to develop a dashboard of meaningful qualitative metrics and objectives tied in with the overall aims of the FutureBeef program. Growth in Twitter followers

and Facebook likes does not necessarily translate to reaching relevant stakeholders and influencing change.

Moving beyond number of likes/ followers could include analysis of Facebook/Twitter interactions including topics discussed, conversation drivers, images shared/ posted and sentiment. It could also be useful to identify involved social media influencers (those with relevant audiences interested in FutureBeef information) and track their interactions with FutureBeef content online. One of the social media goals might be to further engage with online influencers and tracking the results.

Dependent on objectives, the level of traffic to the website driven by social media could be good to track including downloads of reports/ fact sheets and time spent on particular pages (noted to be tracked already). Future program level evaluation should also include social media related questions covering how it is used, referenced and its level of influence on changes made.

3. The *FutureBeef Update eBulletin* graphic content should be kept to a minimum (or not at all) to allow for easy download for producers with limited internet access.
4. There is a call for more regionally specific information available online (website and social media) including YouTube clips and case studies.

A summary of the findings and recommendations, and how they have already been addressed or are in progress, is detailed in **Table 24**.

Table 24. Coutts J&R review 2016 key messages, recommendations and strategies

eExtension component	Coutts J&R key messages	Coutts J&R recommendations	Strategies to address these, where appropriate
Overall	<ul style="list-style-type: none"> Stakeholders had a reasonably strong awareness of the FutureBeef program. There is relatively high level of satisfaction with the usefulness, delivery and extension of FutureBeef information. Internet issues have a significant impact on communication channels accessed by stakeholders. There are indications that FutureBeef information is positively impacting knowledge and understanding as well as productivity and improving advice being given. 		Keep up the good work!
eBulletin	<ul style="list-style-type: none"> The majority of stakeholders prefer email as the main method of receiving information and updates although newspaper features were also useful information sources for many. The eBulletin and newspaper features were cited as sources informing and prompting change. 	<ul style="list-style-type: none"> While online resources are valued and accessed by a large percentage of stakeholders, it is important to continue to produce printed material, particularly as poor internet accessibility was noted by a number of producers. There were several comments about a preference for printed communications with the option to file away for future reference. FutureBeef should continue to produce newspaper features in addition to reviewing current and planned printed resources, their distribution and availability to producers. 	<ul style="list-style-type: none"> Fairfax Media-Department of Agriculture and Fisheries fully executed agreement to mid-2019 to continue producing beef and sheep features three times a year (April, August and November).
		<ul style="list-style-type: none"> The FutureBeef Update eBulletin graphic content should be kept to a minimum (or not at all) to allow for easy download for producers with limited internet access. 	<ul style="list-style-type: none"> Continue to keep <i>FutureBeef Update eBulletin</i> graphic content to a minimum to allow for easy download for producers with limited internet access.
Social media	<ul style="list-style-type: none"> Social media use is growing with extension providers currently appearing to actively use these channels more than producers and 	<ul style="list-style-type: none"> Social media use amongst 'next users' (i.e. industry representatives and extension officers) should be encouraged and 	<ul style="list-style-type: none"> Continue to encourage and promote social media use amongst next users. Also continue to support next users and maintain and grow

eExtension component	Coutts J&R key messages	Coutts J&R recommendations	Strategies to address these, where appropriate
	industry.	<p>promoted as they tend to act as conduits for FutureBeef information shared through these channels (e.g. YouTube via workshops). This could help mitigate some of the limitations faced by producers with internet access issues and encourage further use of these resources as legitimate and timely when internet access is available.</p>	<p>these networks and relationships wherever possible and appropriate. [Could refer to number of ‘next users’ that replied to the survey and identified in the MailChimp subscriptions to highlight the mix of clients from across/within the industry.]</p> <ul style="list-style-type: none"> • Continue promoting social media at face-to-face events. Investigate creating a short promotional video that can be used for this purpose.
		<ul style="list-style-type: none"> • While social media use has grown over the last three to four years and is particularly utilised by extension providers it is important to develop a dashboard of meaningful qualitative metrics and objectives tied in with the overall aims of the FutureBeef program. Growth in Twitter followers and Facebook likes does not necessarily translate to reaching relevant stakeholders and influencing change. <p>Moving beyond number of likes/ followers could include analysis of Facebook/Twitter interactions including topics discussed, conversation drivers, images shared/ posted and sentiment. It could also be useful to identify involved social media influencers (those with relevant audiences interested in FutureBeef information) and track their interactions with FutureBeef content online. One of the social media goals might be to further engage with online influencers and tracking the results.</p>	<ul style="list-style-type: none"> • Analyse social media interactions in future M&E, including: <ul style="list-style-type: none"> - topics discussed - conversation drivers - images shared or posted - sentiment • Consider incorporating a new goal for FutureBeef social media of further engaging with online influences and track the results. • Continue to track: <ul style="list-style-type: none"> - the level of traffic to the website driven by social media - downloads of reports and fact sheets - time spent on particular pages • Incorporate questions about how social media is used and its level of influence on any changes made in future M&E.

eExtension component	Coutts J&R key messages	Coutts J&R recommendations	Strategies to address these, where appropriate
		<p>Dependent on objectives, the level of traffic to the website driven by social media could be good to track including downloads of reports/ fact sheets and time spent on particular pages (noted to be tracked already). Future Program level evaluation should also include social media related questions covering how it is used, referenced and its level of influence on changes made.</p>	
		<ul style="list-style-type: none"> • There is a call for more regionally specific information available online (website and social media) including YouTube clips and case studies. 	<ul style="list-style-type: none"> • Incorporate as a specific goal or key performance measure in future M&E, website content strategies, etc., e.g. first step is to identify which topics require more regionally specific resources and which resources exactly.
Webinars	<ul style="list-style-type: none"> • FutureBeef webinars were seen as useful and a forum where attendees felt they could improve their knowledge and plan to make changes based on the information gained. • Webinars allow the same access to information for all producers (internet connectivity dependent), cover a range of relevant topics and provide the opportunity for user participation. 	<ul style="list-style-type: none"> • The FutureBeef webinar team should be commended for their consistently well received and increasingly popular webinar content and its positive impact on attendee knowledge, understanding and intention to make on farm changes. 	
		<ul style="list-style-type: none"> • The level of staff input required for each webinar has proven to be important and should be maintained to ensure ongoing quality and timeliness of content and follow-up activities. 	<ul style="list-style-type: none"> • Endeavour to maintain this input and associated outputs and outcomes with webinars.
		<ul style="list-style-type: none"> • Webinar attendees value the interactive nature of the webinar forum and its closeness to face-to-face communication. Discussion opportunities should continue to be facilitated as much as practical and 	<ul style="list-style-type: none"> • Continue to encourage and facilitate discussion and interaction as much as practical and possible during webinars.

eExtension component	Coutts J&R key messages	Coutts J&R recommendations	Strategies to address these, where appropriate
		<p>possible during the webinars.</p> <ul style="list-style-type: none"> There could be opportunities for extension providers and industry representatives to explore hosting events when webinars are scheduled for producers with internet accessibility issues. Another opportunity could be the regular distribution of flash drives (seasonally) with a series of webinar recordings to provide easy access to producers with download limits and internet speed issues. 	<ul style="list-style-type: none"> Consider incorporating opportunities for extension providers and industry representatives (or promoting these opportunities) as a new goal for webinars. Consider the regular (e.g. seasonal) distribution of flash drives with a series of webinar recordings, or other suitable information, in context of the purpose, potential numbers required and associated costs. The effectiveness of this must be evaluated, i.e. did people use them, was the information useful, etc.
		<ul style="list-style-type: none"> The current level of evaluation and follow-up around the webinar series is good and should continue at this level. Future program evaluation activities (e.g. program-wide surveys) should continue to follow up on the impact of the webinar series and include qualitative questions around the aims of the webinar series. For example, <i>Enabling Change and Innovation</i> webinar participants should be asked if and how the webinars have impacted on their awareness and understanding of processes used to enable change. 	<ul style="list-style-type: none"> Continue with the biannual independent evaluation.
Website and staff intranet	<ul style="list-style-type: none"> The FutureBeef website is viewed as a useful and evolving resource keeping visitors updated. The intranet is thought to be quite useful and a good source of information although a bit slow. The FutureBeef website was cited as a specific resource prompting or informing change. 	<ul style="list-style-type: none"> While the website is an important source of information, internet accessibility issues in rural Australia limits the interaction of some producers with the online resources. Maintaining relevant hardcopy resources (or easily printable for next users to distribute) should be an ongoing endeavour for the 	<ul style="list-style-type: none"> Continue to house pdfs in easily accessible, optimised format that can be printed.

eExtension component	Coutts J&R key messages	Coutts J&R recommendations	Strategies to address these, where appropriate
		<p>FutureBeef team. Opt in text messaging could be considered as an information channel for events and news flashes.</p>	
		<ul style="list-style-type: none"> • There is an opportunity for extension providers to provide further training on accessing and using online resources for those producers who are unsure about how to best do this. Flash drives could also be considered as a means for distributing updated information (potentially seasonally) for producers to access resources unavailable due to download limits and issues (e.g. webinars, printable fact sheets etc.). 	<ul style="list-style-type: none"> • Consider the regular (e.g. seasonal) distribution of flash drives with a series of webinar recordings, or other suitable information, in context of the purpose, potential numbers required and associated costs. The effectiveness of this must be evaluated, i.e. did people use them, was the information useful, etc.
		<ul style="list-style-type: none"> • The FutureBeef website team should be acknowledged for their efforts in keeping the FutureBeef website up to date with relevant information. Keeping on top of Google Analytics as one of the means to developing new content will continue to be important as is listening and acting on feedback about topics from surveys. Additionally, regular audits of links and historical information as well as considering improvements to site layout and readability will help keep information current and easily accessible. 	<ul style="list-style-type: none"> • Continue to monitor Google Analytics to identify emerging trends and changes in search terms, etc. • The website layout has been improved and we are continuing to try and improve readability, consistent with the website and content strategies developed as part of the rebuild. • Content auditing will be made easier with the OASIS workflow plug-in, purchased and installed as part of the rebuild.
		<ul style="list-style-type: none"> • There is an opportunity to increase use of the intranet. While it is being used by some and found to be useful particularly for templates and contact details, survey feedback shows that attention should be paid to site navigation and speed issues. A short online staff survey/workshop could help identify more specific areas to focus on for intranet 	<ul style="list-style-type: none"> • Investigate judicious use of a FutureBeef staff update email for this purpose. • Within DAF there is also the opportunity to plug-in to monthly Animal Science staff updates and Regional Coordinator meetings.

eExtension component	Coutts J&R key messages	Coutts J&R recommendations	Strategies to address these, where appropriate
		improvement and useability. Regular updates from the intranet could be included in staff newsletters, highlighting available resources/new information.	
		<ul style="list-style-type: none"> It is apparent that Google Analytics are being well used to keep up with site traffic and visitor behaviour. It would be useful to develop a dashboard of metrics tied in with overall FutureBeef objectives to use for ongoing monitoring and reporting. Objective dependent, these could focus around time spent on promoted content on site, drivers of site traffic (e.g. percentage split between eBulletin, social media, direct site visits), and mapping site visits against events/newspaper stories particularly if the website is promoted heavily. 	<ul style="list-style-type: none"> Continue to monitor Google Analytics to identify emerging trends and changes in search terms, etc.
		<ul style="list-style-type: none"> There is a call for more regionally specific information available online (website and social media) including YouTube clips and case studies. 	<ul style="list-style-type: none"> Incorporate as a specific goal or key performance measure in future M&E, website content strategies, etc., e.g. first step is to identify which topics require more regionally specific resources and which resources exactly.

Source: FutureBeef evaluation reports: (i) website and intranet, (ii) webinar series, and (iii) *FutureBeef Update* eBulletin and social media (Coutts J&R 2016)

5.2 Recommendations from the website strategy workshops

Website strategy workshop sessions were held with FutureBeef staff on 22 November 2016 and 5 December 2016. Website purpose, goals, user groups and user tasks were developed from insights gained from these workshops. Recommendations and future opportunities have been identified and recorded in detail in the *FutureBeef website strategy* (Breadcrumb Digital 2016). A summary of these recommendations include:

1. Develop a new website including a new site structure to improve navigation, and new page design and layouts.
2. Ensure new page designs are responsive and optimise page loading times for mobile devices and low-bandwidth users.
3. Improve internal site search with new search plugins.
4. Implement changes to website content as per recommendations in the content strategy document.
5. Develop detailed profiles for FutureBeef staff and include staff details throughout the site to help foster personal connections.
6. Address high bounce rates by encouraging users to explore the website through the use of supplementary content.
7. Implement qualitative feedback mechanisms, such as on-page surveys, to determine if users can find appropriate content.
8. Develop a Search Engine Optimisation (SEO) strategy to build on the high number of users who are arriving on the site by conducting searches for topic-specific content through Google.
9. Plan and implement regular reviews of Google Analytics to ensure it is accurately recording data and provides insights that can contribute to ongoing improvement of the site.
10. Engage consumers with targeted content to demonstrate the importance of the Northern Australia beef industry.
11. Promote topical content from the home page to ensure users can easily find and access said information.
12. Develop case studies to demonstrate how research can be implemented by the beef industry and what benefits are achieved to encourage practise change.
13. Research options for a picture library to collate resources that will create a valuable information resource.

A summary of the findings and recommendations, and how they have already been addressed or are in progress is detailed in **Table 25**.

Table 25. FutureBeef website and content analysis, recommendations and targets

Findings and recommendation	Consideration	Targets and progress to date
(i) Current website analysis		
<p>The average number of pages viewed per session is very low at 1.87. Users frequently navigated away from the site after viewing just one page. This practise is more prevalent amongst new visitors.</p> <p>The bounce rate for the site is very high at 80% (compared with industry averages of about 40–60%).</p>	<p>Low page views and high bounce rate are caused by most visitors accessing only single pages within the Knowledge centre.</p> <p>Quantitative analysis does not tell us if this content is addressing users' information needs so further ongoing qualitative surveying should be undertaken.</p> <p>Content on the new site should be presented in a form that is easily digestible to prevent users from becoming overwhelmed, and leaving the site.</p> <p>The new site must also consider how to encourage further engagement through the use of supplementary content.</p>	<p>Increase the average number of pages viewed per session.</p> <p>Decrease the bounce rate to between 40 and 60%.</p> <p>Improve content digestibility.</p> <p>Encourage further engagement by using supplementary content.</p>
<p>Bounce rates amongst those visiting the site on a mobile device is particularly high at 84.56%.</p> <p>Mobile traffic accounts for 21% of the total, which is significantly lower than the industry average of 50%.</p>	<p>The mobile experience must be carefully considered to ensure a responsive design and optimised page loading times for mobile devices with slow internet connections.</p>	<p>Increase the percentage of mobile traffic to 50%.</p>
<p>Visitors were most likely to access the site through organic search, but about three out of every four left after accessing a single page.</p>	<p>Determine why three out of every four users leave after accessing a single page. This could be done using an online survey asking whether the user found the information they were looking for.</p>	<p>Develop an online user survey to determine if they found the information on the pages they visited useful.</p>
<p>The home page is not the most popular page on the site. Six of the 10 most popular pages were from the <i>Knowledge centre</i>.</p>	<p>Users predominantly visit topic specific pages, suggesting there is significant opportunity to increase usage of the site by implementing a SEO strategy.</p>	<p>Use the Yoast SEO plug-in more effectively.</p> <p>Commission and implement an SEO strategy to increase site usage.</p>
<p>Google Analytics shows the percentage of site traffic generated from emails is very low (0.05%), however, MailChimp reports show the real figure is much higher.</p>	<p>Google Analytics will be reinstalled on the new website. Google Analytics must be regularly reviewed to ensure data is accurately recorded.</p> <p>Reliable analytics are vital for early identification of important trends.</p>	<p>Google Analytics has been reinstalled.</p> <p>We review and analyse Google Analytics and MailChimp reports monthly.</p> <p>Consider contracting experts in managing Google Analytics if these issues persist.</p>
<p>Develop and document a brand strategy.</p>		<p>The existing FutureBeef brand and style guide will be used to develop a new brand strategy.</p>
<p>Keep the FutureBeef logo.</p>		<p>The FutureBeef logo and design elements have been</p>

Findings and recommendation	Consideration	Targets and progress to date
		retained in the new site and associated communication channels.
Update and refine the website M&E strategy.		In progress.
Describe key website user groups in more detail, with definitions and examples wherever possible.		User personas and user stories were developed and documented as part of the website strategy workshops.
(ii) Opportunities		
Improved search: Beef producers currently use the FutureBeef website search function to find specific information rather than browsing a topic in the information architecture. The search function is poor at returning relevant results, and users have more success by searching from Google.	Replace WordPress search feature with an alternative, dedicated plug-in. Effectively tag content to maximise the effectiveness of searches.	We're using Search WP and begun tagging content using the new functionality developed by Breadcrumb Digital. The effectiveness of these tools and how we use them to improve site searches for users will be monitored over the next 6–12 months.
Staff profiles: Building personal connections to those in the beef industry is an important part of practise change, with a lot of interaction carried out on a one-on-one basis. Many users are also looking to contact staff to answer queries related to content.	Develop staff profiles, including pictures, to complement FutureBeef's approach to building personal connections. Profiles should include an individual's experience and discuss their connection to the beef industry at a professional and personal level. Disclaimers to show that content is impartial and the author is not profiting from the advice could also be considered. Develop a process to replace ex-staff contact details with generic details once they leave the organisation to ensure user queries can be answered.	In progress. The contact pages have been updated to increase useability and incorporate more detailed staff biographies as per the recommendations. All staff have been invited to submit new photos (not always necessary) and biographies.
Engaging consumers: The website presents an opportunity to connect with beef consumers. The website strategy workshops (November and December 2016) identified animal welfare and environmental impacts of farming (particularly impacts on the Great Barrier Reef) as topics of significance.	While it is beneficial to demonstrate how the beef industry is economically important to Australia, it is unlikely that users will go to the website to seek out this information. Incorporating key statistics on the home page is a persuasive way to influence all site visitors. This concept could also be extended to include statistics that demonstrate the contribution of FutureBeef to the beef industry.	In progress.
Feedback mechanisms: Beef producers will typically want to find information on a specific topic that is impacting them, rather than general browsing. This is reflected in the site analytics with the high bounce rate combined with a significant time spent on a page. However, it is not possible to determine through analytics whether users can find relevant information.	Content pages should include a feedback mechanism. This may ask the reader to rate the content, or simply ask if they found the information they wanted. This type of feedback can be used to target content creation or content updates based on user needs.	Under consideration post-refresh.

Findings and recommendation	Consideration	Targets and progress to date
<p>Topical content promotion: The information needs of users can be highly influenced by planned and unplanned events, such as calving or flooding.</p>	<p>FutureBeef should be responsive to these needs and promote relevant content on the home page.</p>	<p>In progress – have begun by increasing the visibility of ‘Beef industry news’ on the home page.</p>
<p>Case studies: Case studies can be a powerful tool for an information-based site like FutureBeef. They provide the connection between theory and practical results. FutureBeef should be able to develop several case studies from the research driven work they undertake. Including these case studies as supplementary content in the <i>Knowledge centre</i> will also demonstrate the important role of FutureBeef in the industry.</p>	<p>Include case studies as supplementary content in the Knowledge centre.</p> <p>Carefully considering which case studies to include may also address the perception amongst small producers that content is not relevant to them.</p> <p>A template and best-practise example should be developed by FutureBeef to set a standard for new case studies. This will ensure new case studies will be effective in transferring key messages.</p>	<p>In progress.</p>
<p>Low bandwidth users: There are several ways to create a site which is accessible for low bandwidth users, ensuring the site is an immediately accessible resource for northern beef producers.</p>	<p>Implement the following:</p> <ul style="list-style-type: none"> • provide an option to subscribe to a text alternative of the eBulletin during the sign-up process • use a consistent image across multiple pages to avoid users downloading new images for each page • create a publishing policy to ensure all images are provided with alt text to provide meaningful browsing to users with images switched off • provide text transcripts for videos and webinars. This is also important for the Web Content Accessibility Consortium Guidelines 2.0 (WCAG 2.0) 	<p>The new website design overall and for individual pages, plus the underlying framework have been updated to improve accessibility for low bandwidth users. The most visible of these changes are evident in Fig. 15 and Fig. 16.</p> <p>In progress – updating all images and alt text; providing text transcripts for videos and webinars. The latter will be phased in as resources and funds become available.</p>
<p>Digestible content: Users can be very time-poor and are looking for specific, actionable information so the site’s content must be written to reflect these needs. This includes summarising the most important information from research and using appropriate sub-headings to allow users to quickly scan pages.</p>	<p>Providing content authors with the option to participate in writing for the web workshops to help improve their ability to write for an online audience.</p> <p>Develop employee-generated videos, recorded on smartphones, as a way of producing more content. Guidance should be developed for staff with tips and tricks on how to produce quality videos, including recording, editing and publishing.</p> <p>All videos must provide text equivalent information to meet accessibility standards for people with a disability (WCAG). See the <i>FutureBeef content strategy</i> for details.</p>	<p>In progress: numerous DAF staff, including eExtension team members, have participated in writing for the web workshops. We are investigating contracting web authors to assist in this process given the amount of material.</p> <p>In progress: a guide to smartphone video production was developed as part of the Content strategy by Breadcrumb Digital.</p> <p>In progress: all videos having text equivalent information, as discussed above.</p>

Findings and recommendation	Consideration	Targets and progress to date
<p>Picture library: There is a wealth of information within the organisation in the form of photos, however the lack of a consolidated, accessible and searchable database limits the effectiveness of this resource.</p>	<p>WordPress is not designed to be a digital asset management software and may not be the best platform for an image library. Different technical options should be reviewed before selecting the preferred solution.</p>	<p>In progress: there are dedicated image folders on the DAF Toowoomba server for FutureBeef staff to access or request images from. We are also exploring using SharePoint to house images for easier access.</p>
<p>Search engine optimisation (SEO): Search engine optimisation (SEO) is a methodology of strategies, techniques and tactics used to increase the number of visitors to a website by obtaining a high ranking placement in the search results page of a search engine.</p>	<p>Build links to and from trusted websites. Use FutureBeef’s relationship with other government bodies to secure inbound links from government sites, such as the New South Wales Department of Primary Industries. Content produced for these purposes should aim to maximise relevant search terms to drive visitors to the site from organic search.</p>	<p>In progress.</p>
<p>Communications channel integration: The three main steps to successful integrated online marketing are: connecting, strengthening and reinforcing.</p>	<p>Connecting: All forms of media should link to each other.</p> <p>Strengthening: considers how you want users to move from channel to channel and what they should see on the way.</p> <p>Reinforcing: It is important to review how effective each channel is at connecting with users, and whether there is a general preference for one channel. See pages 23 and 24 of the <i>FutureBeef website strategy</i> for details.</p>	<p>In progress.</p>

Source: *FutureBeef website strategy* and *FutureBeef content strategy* (Breadcrumb Digital 2016).

5.3 FutureBeef website and staff intranet

Many respondents to the external evaluation commented on the impact of Internet connections and poor mobile coverage in rural regions. Similarly, while many praised the efforts of FutureBeef in providing a range of communication resources, others were frustrated and disappointed in not being able to access the full range of articles, information and knowledge offered to them via FutureBeef. One producer summed it up by saying ‘Lots of farmers can't get Internet in their area so through no fault of their own they miss out considerably’.

Where mobile coverage and Internet service is available, producers acknowledged FutureBeef emails and updates as being very valuable, with comments including ‘emails are good as they seem to prompt me in looking sites up’. However, many noted that if there are too many downloads or images, their data would be quickly depleted resulting in them not being able to access the information at all. One producer suggested ‘maybe some form of simplification of web-based information so it is more downloadable; if I get an email that I can't download pictures I don't bother’.

Several producers took the opportunity to comment on the overall impact of Internet issues in rural regions, suggesting that unless Internet issues were dramatically improved younger generation farmers may be lost to other industries. Comments included: ‘I know lots of farmers that can't get service for the Internet and it's hard enough for them but our children need those sort of things to get an education, as they have fresh ideas and the energy to make them work. We have to look after the next generation and if the facilities aren't there, it might be put into the too hard basket and they might pursue other careers, so where will that leave the farming industry years from now’.

There is no definitive report available on slow internet speeds, but the National Broadband Network Sky Muster satellite launched in October 2015 (and turned on in April 2016) was supposed to fix this. However, the Facebook group ‘Better Internet for Rural, Regional and Remote Australia (BIRRR)’ suggests it was massively over-subscribed. The next satellite launched in October 2016 came online in May 2017, allowing more than 70,000 households to access fast broadband (www.nbnco.com.au/corporate-information/media-centre/media-releases/NEW-Article-Template12.html).

The aim of FutureBeef’s involvement in social media is to ‘attract and influence northern beef producers, stakeholders and the general community to positively engage in conversation with, and about, the FutureBeef Program and its activities’ (FutureBeef social media strategy and guidelines 2012).

The goal of the FutureBeef social media strategy is to:

1. **Educate** northern beef producers, stakeholders and the general community about FutureBeef and the benefits it offers by:
 - Increasing dialogue with northern beef producers, stakeholders and the general community about FutureBeef and the range of resources, tools and services available to them to support their goals.
 - Showcasing research projects, findings, tools and events that build knowledge, skills and confidence among northern beef producers and encourage adoption and practice change.

2. Build support for the Program by:

- Increasing interaction between the northern beef community and FutureBeef activities such as events, tools, resources and stories to build a positive and supportive online community around the FutureBeef brand.
- Provide opportunities for feedback from followers through informal and formal questions as well as other incentives such as surveys.

FutureBeef's social media efforts are having a positive effect as described in Section 4.1.5 FutureBeef social media.

Comparative data for similar websites, eBulletins, videos, etc. would be useful to evaluate further. However, this information is not easily obtained. MailChimp tells us that a recent FutureBeef eBulletin was opened by 32% of the recipients, whereas the industry average for agriculture and food services is only 20%. The click rate was 8.1% whereas the industry average is only 3%. On these figures the *FutureBeef Update* is performing very well.

Breadcrumb Digital identified numerous opportunities and recommendations for improvement of the website and content reviews they conducted as part of the refresh. These included strategies, website changes and targets – summarised in **Table 25**, including what has already been done to address or begin addressing issues and taking advantage of new opportunities.

WordPress has worked well as the content management system. It is relatively easy-to-use and allows us to quickly and easily update the content. The current version and its configuration for us by Breadcrumb Digital is a vast improvement for users and administrators. Given the ever increasing speed of advances within IT, and changes in our client's needs, it's highly likely that another refresh/rebuild will be required in the next three to five years. This needs to be factored into budgets for future projects.

Other more specific recommendations include:

- Google Analytics have been very useful for monitoring, evaluating and reporting on website performance. There is opportunity to get even more value for money out of Google Analytic data in future.
- HootSuite has worked well for managing FutureBeef Facebook and Twitter posts and tweets. It has allowed our team of social media contributors to easily submit material for review and subsequent posting.
- MailChimp was an improvement on the original WordPress plug-in and continues to be an excellent eBulletin platform.
- Plug-ins are not always as fit for purpose as they may first appear, even if WordPress compatible. They need to be trialled on your site, so do not assume they will perform to the level required.

5.4 Webinar series

'Face-to-face engagement is the best way to build trust and communicate complex messages, but when that is not feasible, electronic engagement can be a useful substitute. Webinars enable graziers to engage with specialists anywhere in the world and gain the latest information. Graziers with suitable Internet connections found it easy to participate with the webinars and valued the information provided. However, limitations of the Internet access and data limits impede the wider adoption and use of this modern communication medium' (James *et al.* 2016).

Another key benefit of the FutureBeef webinars have been the ability to quickly respond to emerging industry issues. The bovine Johnne's disease webinar was able to be organised and delivered within 10 days of the enquiry by the Livestock Biosecurity Network. Eighty-six people joined the live webinar on 19 April 2017 and the webinar recording has been viewed 307 times since it was published.

It is likely that people rate the webinars higher than the website, social media and eBulletins because they appreciate being able to hear the latest high quality information and ask questions of the presenter without leaving their property. They are also highly engaging whereas many of the other information sources are passive.

There is a discrepancy between the average satisfaction ratings provided by the attendees at each webinar in the post-event surveys (8.3/10) and those provided by the respondents to the external survey (6.7/10). There were 793 post-event survey responses, which represented 35% of the overall webinar attendees. We don't follow-up with non-respondents, so this might be a biased sample. The lower rating of 6.7/10 was from the random sample of 150 eBulletin subscribers, of which only 78 respondents had attended a webinar. The discrepancy might arise from these just being two different samples, or that the first one was done while the benefits of the webinar was still fresh in their minds. As there are over 10 times more post-event responses, it is more likely that the higher result is a better representation of reality.

There is a general misperception that webinars consume huge amounts of data. When we tested this in 2016, the one-hour long webinar only used 25 MB of data, which equated to 26 cents. We have promoted this fact to our eBulletin readers, and have a page dedicated to webinar FAQs on the FutureBeef website.

There is opportunity for webinars to be used more for follow-up after other face-to-face activities (internet speeds, hardware and software allowing), as well as providing information, e.g. follow-up with groups of clients after a face-to-face meeting, workshop or field day to work through any arising questions or issues about a process, technology or results introduced at the face-to-face event. They can also be used to catch-up one-on-one with graziers – the ability to screen share may help work through spreadsheets or property plans together, without having to be in the same room. This may help to keep momentum going, increase understanding of and confidence in experimenting on-property, as well as helping to maintain and grow personal contacts. While decreasing stress around finding suitable times and locations to reconvene, including travel and accommodation costs.

6 Conclusions

The time, effort and funding invested in the FutureBeef website and intranet, webinar series and best practice management videos has been worthwhile. The platforms and skills developed will provide ongoing benefits to both FutureBeef Program partners' staff and their clients.

6.1 FutureBeef website and intranet

One of the important lessons for FutureBeef is that wherever possible to use off-the-shelf solutions and avoid highly customised applications as they can be problematic to maintain. In 2011, a multi-site was the best option at the time to allow staff access to a secured area but it was difficult to back-up and migrate. With developments in IT and software available now, we recommend using a single site using externally hosted, off-the-shelf software as much as possible. This will also make transitioning between website development companies much easier in the future.

6.2 Webinar series

Webinars are an effective means to connect with a geographically dispersed audience and complement other engagement mechanisms. The successful partnership with Beef Central to identify, promote and deliver webinars specifically for the north Australian beef industry should continue.

6.3 Best management practice videos

We will continue to identify opportunities and funding to produce videos to help meet the needs of beef producers and other key industry stakeholders in northern Australia. It is important to continue taking the time and effort to create detailed storyboards for each new video, as these help ensure the correct message is being communicated.

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8 Appendix

8.1 Top 100 pages – lifetime

Page title	Pageviews
1. Calf rearing, feeding, diet, about rearing calves & more	53,168
2. FutureBeef	46,131
3. Beef cattle Australia - FutureBeef	27,688
4. FutureBeef » Calf rearing	17,943
5. Event Archive - FutureBeef	17,239
6. Molasses supplement cattle	16,303
7. FutureBeef » Crossbreeding systems for beef cattle	11,521
8. FutureBeef » Event	11,436
9. FutureBeef » Molasses supplementation	11,128
10. Feed consumption and liveweight gain - FutureBeef	9,948
11. Pastures and forage crops	9,103
12. Page not found - FutureBeef	8,835
13. Cross breeding systems for beef cattle	8,767
14. Feedlot	8,268
15. Land types of Queensland - FutureBeef	7,311
16. Breeding and genetics - FutureBeef	7,085
17. FutureBeef » Land types of Queensland	6,761
18. Nutrient requirements of beef cattle - FutureBeef	6,411
19. Aging cattle by their teeth - FutureBeef	6,403
20. FutureBeef » Water requirements for cattle	6,114
21. Vaccinations for beef cattle	5,693
22. FutureBeef » Aging cattle by their teeth	5,395
23. FutureBeef Queensland contacts - FutureBeef	5,082
24. FutureBeef » Grazing land management	4,886
25. Diet formulations - FutureBeef	4,784
26. FutureBeef » About FutureBeef	4,688
27. FutureBeef » Feed consumption and liveweight gain	4,650
28. Dehorning cattle - FutureBeef	4,600
29. Risk and returns of selling trees for carbon credits - FutureBeef	4,521
30. News - FutureBeef	4,313
31. Managing an AI program - FutureBeef	4,272
32. About FutureBeef - FutureBeef	4,230
33. Event FutureBeef	4,206
34. FutureBeef » Feedlots	4,205
35. Protein and urea supplementation - FutureBeef	4,161
36. Publications for northern Australian beef producers	4,020
37. FutureBeef » Multimedia	3,965
38. Grazing land management system	3,920
39. FutureBeef » Pastures and forage crops	3,874
40. Weaner supplements - FutureBeef	3,833
41. FutureBeef » Publications	3,814
42. FutureBeef » Regions	3,766
43. Knowledge centre - FutureBeef	3,741
44. Land types of Queensland FutureBeef	3,683

45. FutureBeef » News	3,624
46. Markets and marketing - profitable beef business	3,557
47. FutureBeef » Vaccinations for beef cattle	3,385
48. Selling options for beef cattle - FutureBeef	3,380
49. Beef cattle husbandry practices including vaccination and weaning	3,296
50. Cross breeding systems for beef cattle, cows	3,280
51. FutureBeef » Selling options for beef cattle	3,247
52. Beef Regions : Queensland, Northern Territory, Western Australia	3,219
53. FutureBeef » Dehorning	3,216
54. FutureBeef » Managing an AI program	3,191
55. Grazing land management	3,179
56. FutureBeef » Protein and urea supplementation	3,129
57. FutureBeef » Breeding and genetics	3,120
58. FutureBeef - FutureBeef	3,044
59. FutureBeef » FutureBeef Queensland contacts	2,961
60. Multimedia - FutureBeef	2,930
61. Beef Regions: Queensland, Northern Territory, Western Australia	2,920
62. Drought - FutureBeef	2,863
63. Water requirements beef cattle	2,860
64. FutureBeef » Nutrition	2,781
65. Calf rearing FutureBeef	2,766
66. Beef Business management and marketing	2,724
67. Grazing land management FutureBeef	2,703
68. FutureBeef » Topics	2,673
69. FutureBeef » Projects	2,637
70. FutureBeef Queensland staff profiles FutureBeef	2,635
71. Castration - FutureBeef	2,587
72. FutureBeef » Drought	2,554
73. About FutureBeef FutureBeef	2,501
74. Beef cattle health: diseases, parasites and treatment	2,474
75. Minerals and vitamins - FutureBeef	2,472
76. FutureBeef » Legumes for fodder crops and short-term pastures on clay soils in Queensland	2,403
77. FutureBeef » Nutrient requirements of beef cattle	2,388
78. FutureBeef » Fitzroy Region GLM Land types	2,387
79. Planning and managing a supplementary feeding program - FutureBeef	2,310
80. Cattle husbandry practices- Animal health and welfare standards	2,305
81. Calf rearing - FutureBeef	2,299
82. FutureBeef » Hay and silage analyses – what do they mean?	2,274
83. FutureBeef » Risk and returns of selling trees for carbon credits	2,240
84. FutureBeef » FutureBeef Queensland staff profiles	2,189
85. FutureBeef » Castration	2,122
86. FutureBeef » Markets and marketing	2,101
87. Stringhalt in cattle - FutureBeef	2,077
88. FutureBeef » Tools and services	2,062
89. Projects - FutureBeef	1,995
90. Home - FutureBeef	1,993
91. FutureBeef » Beef industry newsletters and magazines	1,990
92. FutureBeef » Beef supply chain costs	1,976
93. FutureBeef » Pasture photo-standards	1,956

94. Legumes for fodder crops and short-term pastures on clay soils in Queensland - FutureBeef	1,942
95. FutureBeef » Diet formulations	1,928
96. FutureBeef » Resources	1,911
97. FutureBeef » Compensatory growth	1,902
98. Resources - FutureBeef	1,902
99. Legumes for long-term pastures on high fertility soils in Queensland - FutureBeef	1,881
100. FutureBeef » Business management	1,846

Source: Google Analytics.

8.2 BeefConnect webinar series lifetime data

Webinar title	Date	Duration	Presenter/s	Registrations	Attendees	% live	Watch time minutes	Recording views*	Avg. view duration*
1. Grazing systems – fact and fiction	16, 18 November 2011	54:18	Trevor Hall (DAF)	98	59	60%	14,054	2508	6:22
2. Weaner management in northern beef herds	16, 20 April 2012	45:02	Russ Tyler (DAF)	76	48	63%	1369	296	5:33
3. Hormone growth promotants (HGP) in the NT	5, 8 November 2012	51:59	Trisha Cowley (NTDPIF)	62	33	53%	2241	618	3:37
4. Phosphorus management of beef cattle in northern Australia	15, 20, 21 November 2012	59:09	Désirée Jackson (DAF)	154	79	51%	4049	750	5:23
5. Wet season spelling: a grease and oil change for your grass	13 December 2012	44:35	Dionne Walsh (NTDPIF)	64	31	48%	2060	296	6:57
6. Beef up your Twitter effectiveness	28 March 2013	57:11	Matt Dwyer (MLA), Vince Minervini and Sam Livingstone	322	163	51%	1987	250	7:56
7. Pasturefed Cattle Assurance System: What's involved?	4 July 2013	51:43	Angela Schuster (PCAS) and Geoff Teys (Teys Australia)	602	282	47%	10,139	674	15:02
8. Long-distance MSA transport	30 July 2013	50:01	Rod Polkinghorne	189	73	39%	1077	139	7:44
9. Will it rain this year?	17 September 2013	56:40	Dave McRae (DSITIA)	293	103	35%	4165	318	13:05
10. Seasonal Climate Outlook for Summer	24 October 2013	41:13	Vikash Prasad (BOM) and Dave McRae (DSITIA)	353	150	42%	1519	210	7:13
11. Improving the effectiveness of wild dog control	15 November 2013	1:01:51	Brett Carlsson (AgForce)	219	81	37%	4352	532	8:10
12. Nitrate supplements, methane and remote technologies	28 November 2013	1:18:34	Joe Miller (UNE)	175	72	41%	2272	229	9:55
13. Grazing BMP: Our industry - Our standards	5 December 2013	54:05	Mick Taylor (AgForce), Peter Long (FBA) and Jo Gangemi (DAF)	208	81	39%	484	63	7:40
14. Decisions for drought affected producers	28 February 2014	50:56	Roger Sneath (DAF)	266	103	39%	3518	302	11:38
15. A new approach to adult equivalent methodology	19 June 2014	50:31	Shane Blakeley and Ian McLean (Bush Agribusiness)	232	113	49%	1574	165	9:32
16. Pasturefed Cattle Assurance System Update	3 July 2014	58:53	Lisa Cotter (CCA) and Geoff Teys (Teys Australia)	354	168	47%	4170	385	10:49
17. Opportunities for irrigated agriculture and the northern Australian beef industry	30 July 2014	54:07	Andrew Ash (CSIRO)	178	61	34%	1411	231	6:06
18. Learning from Cash Cow – the Northern Australian beef fertility project	3 September 2014	1:09:37	Michael McGowan (QAAFI)	340	141	41%	2612	304	8:35
19. Demystifying pestivirus a guide to enterprise level management and control	10 October 2014	16:03	Enoch Bergman (Swans Veterinarian Services)	269	109	41%	1696	391	4:20
20. Lessons from Kidman Springs Fire Experiment 1993-2013	15 October 2014	16:49	Robyn Cowley (NTDPIF)	29	13	45%	193	41	4:42
21. Sown pasture rundown: the productivity decline of improved grass pastures	5 November 2014	53:54	Brian Johnson and Stuart Buck (DAF)	153	72	47%	2262	187	12:05
22. Maximising production and profit with high quality forages	22 May 2015	53:18	Maree Bowen (DAF)	200	72	36%	7139	972	7:20
23. Crossbreeding for more profit with tropically adapted <i>Bos taurus</i> cattle	12 June 2015	49:36	Tim Schatz (NTDPIF)	151	51	34%	7659	1393	5:29
24. Strategies to increase the profitability of extensive beef businesses	24 June 2015	51:20	Ian McLean (Bush Agribusiness)	236	83	35%	5450	549	9:55
25. Northern cattle producers: can money be made from the Emissions Reduction Fund?	23 July 2015	51:02	Tom Davison (MLA)	181	69	38%	3259	431	7:33
26. Establishing small seeded pasture legumes	11 December 2015	1:05:17	Gavin Peck (DAF)	236	81	34%	9957	981	10:08
27. Building multi-generational businesses	25 February 2016	52:21	Barbara Bishop (Barbara Bishop & Associates)	151	29	19%	4641	642	7:13
28. BJD and the new Biosecurity Act	26 May 2016	49:44	Lawrence Gavey (DAF)	118	53	45%	1034	117	8:50
29. It doesn't rain money: opportunities for restocking and recovery in Queensland	8 September 2016	30:55	Craig Turner (QRAA)	64	20	31%	862	171	5:02
30. Managing the pestivirus threat during post-drought restocking	29 September 2016	57:45	Enoch Bergman (Swans Veterinarian Services)	72	30	42%	1548	157	9:51
31. The sky's the limit... using drones in the grazing industry	20 October 2016	56:15	Josh Keegan (World Drone Challenge)	342	143	42%	10,982	1449	7:34
32. Spelling strategies for recovery of pasture condition	27 February 2017	48:41	Paul Jones (DAF)	73	39	53%	892	98	9:06
33. Understanding price grids and carcase feedback	10 March 2017	1:02:09	Ben Robinson (AUS-MEAT) and Jarrod Lees (MLA)	492	200	41%	3496	277	12:42

Webinar title	Date	Duration	Presenter/s	Registrations	Attendees	% live	Watch time minutes	Recording views*	Avg. view duration*
34. Johne's disease and market access post June 2017	20 April 2017	34:34	Rachael O'Brien (LBN) and Lawrence Gavey (DAF)	192	86	45%	2344	225	10:25
Total		28:89:47		7,144	2,991	42%	126,467	16,351	~7:73

*Lifetime recording views 22 November 2011 to 24 May 2017. **NA – not available. Source: GoToWebinar and YouTube Analytics.

8.3 Enabling change and innovation webinar series lifetime data

Webinar title	Date	Presenter/s	Registered DAF	Registered public	Registered total	Attended DAF	Attended public	Attended total	Watched recording
1. Predicting and improving adoption of agricultural innovations	16 May 2012	Rick Llewellyn	40	160	200	4	126	130	746
2. The science of innovation: evidence based methods to drive creative thinking	4 July 2012	Amantha Imber	33	297	330	13	159	172	1182
3. Designing effective surveys in three easy steps	14 August 2012	Jeff Coutts	60	203	263	26	102	128	1420
4. Using online tools to engage the public	18 September 2012	Matt Leighninger	42	227	269	21	133	154	101
5. Who gives a twit about Twitter?	30 October 2012	Cynthia Mahoney	35	214	249	25	121	146	203
6. The seven secrets of good monitoring and evaluation	19 March 2013	Jess Dart	35	376	411	19	202	221	50654
7. Facilitation tips and tricks for newbies	21 May 2013	Viv McWaters	27	275	302	17	135	152	1688
8. Designing projects for practice change and measuring impact	9 July 2013	Kate Sargeant	28	263	291	15	135	150	160
9. Using an innovation systems approach to achieve remarkable change	19 September 2013	Laurens Klerkx	18	184	202	12	80	92	1515
10. Using LinkedIn to your advantage	23 October 2013	Ian Kininmonth, Gerard Byrne, Lisa Morell	22	266	288	14	140	154	193
11. Using community-based social marketing to enable behaviour change	29 October 2013	Doug McKenzie-Mohr	17	211	228	11	117	128	1471
12. Using webinars to enable change	6 November 2013	John James	12	200	212	10	99	109	159
13. AACREA: a highly effective Argentine approach to enabling change	28 November 2013	Richard Wakelin Ian Plowman	22	224	246	13	104	117	259
14. Navigating the app development minefield	19 March 2014	Tom McCue	35	283	318	18	114	132	142
15. Using Google's free products to enable change	4 June 2014	Pru Cook	29	276	305	13	109	122	366
16. Managing an effective change project	6 August 2014	Peter Hanrahan	31	317	348	20	139	159	117
17. The psychology of denial and our responses to climate change	6 November 2014	Zoe Leviston	20	259	279	7	117	124	520
18. Seven secrets for successfully marketing your next event	25 February 2015	Andrew Huffer	65	405	429	10	176	186	999
19. The neuroscience of change	29 July 2015	Fiona Kerr	75	376	397	10	180	190	1111
20. Using the diffusion of innovations theory to improve change	18 August 2015	Les Robinson	31	274	288	6	128	134	964
21. Confessions of a MOOC developer	13 October 2015	David Pannell	26	429	441	8	68	76	51
22. Using mind maps to reduce stress and unleash creativity	19 November 2015	Jennifer Goddard	84	416	443	16	160	176	196
Total			787	6,135	6,739	308	2,844	3,152	64,217

Source: GoToWebinar and YouTube Analytics.