DAF FutureBeef

Webinar Series

EVALUATION REPORT

April 2016

Coutts J&R

ACKNOWLEDGEMENTS

EXECUTIVE SUMMARY

Purpose

This report focuses on providing an evaluation of the **FutureBeef webinar series**, to determine the level of user satisfaction; what impact/s these communication mediums have had, if any, on users' businesses; and specifically to determine whether use of these communication mediums has contributed to improved profitability and sustainability. It is one of a series of reports looking at the different communication platforms of the FutureBeef program.

Methods

The approach taken in this review was a combination of secondary data and communication platform analysis combined with engagement via discussion and a randomised survey with 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.

FutureBeef webinar key messages

A. **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.**

   As well as providing valuable, *well presented* and *interesting* content, the FutureBeef webinars were seen to be a positive initiative for engaging producers who are isolated, have to travel long distances or cannot attend workshops for other reasons.

   Feedback from individual BeefConnect webinars indicated that in addition to improving knowledge and understanding, some attendees planned to make changes from the new information gained. Those mentioned included business management changes, herd management strategies, as well as technical and environmental improvements. Attendees at the Enabling Change and Innovation series indicated impacts on their knowledge when providing feedback. It was noted by survey respondents (March 2016) that that webinars provided good support for technical changes.

B. **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**.

   With the chance to provide feedback, there was a feeling that webinars resulted in a more *in-depth* learning experience and were closest to face-to-face communication. Stakeholders appreciated that not all topic areas would be relevant and valued the online accessibility of historical webinars. Webinar access however was noted to be limited by internet issues, provider service, connections and download speeds.

Overall key messages

The following key messages are common across all the linked FutureBeef communication evaluation reports and focus on the overall program.

C. Stakeholders had a reasonably strong awareness of the FutureBeef program.

Most stakeholders had a reasonable level of awareness of the program and its varied communication channels, although a more varied awareness of the program structure and partner organisations. While some did have a good understanding of the program and all its partners, others related more to the departments or organisation they connected with regularly, including MLA and DAF. Very few were aware of NTDPIF and DAFWA's involvement in the program.

D. There is relatively high level of satisfaction with the usefulness, delivery and extension of FutureBeef information.

More than half of 2016 survey respondents agreed that FutureBeef's current delivery and extension of information offers users the opportunity to *choose* their preferred communication channels. The mix of FutureBeef information resources was described as *providing variety; fantastic overall; accessible;* and offering *something for everyone.* The content and information being provided across different communication channels (both print and online) was noted to be valuable, containing *practical advice* with most *relevant topics* covered. There was some suggestion that more regionally relevant content would be well received including case studies.

E. Internet issues have a significant impact on communication channels accessed by stakeholders.

While many stakeholders appreciate and prefer email updates and other online resources, internet and mobile coverage along with download limits impacted on access. Stakeholders were *frustrated* by these limitations, preventing many from consistent access to online resources.

F. There are indications that FutureBeef information is positively impacting knowledge and understanding as well as productivity and improving advice being given.

The majority (68%) of survey respondents (March 2016) indicated that FutureBeef information had (37%) or might have (31%) stimulated or supported decisions and changes made to their enterprises (producers) or their advisory and extension services. As a result of better informed business decisions, producers said that they have achieved *clearer* and more *efficient farming* practices leading to improved production (breeding healthier stock), environmental (e.g. improved land management) and technical improvements and increased profitability (e.g. achieving increased prices for healthier cows). Those who had made no specific changes (12%) suggested that they were able to remain informed and up to date with what is happening in the industry.

Advisors and extension officers (extension providers and industry representatives/suppliers) said that their business was *more sustainable* and with their own improved knowledge and skills were able to provide better technical advice.

Recommendations

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

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PURPOSE

The purpose of this report is to provide an evaluation of the **FutureBeef webinar series**. The aims of this review are:

1. To determine the level of subscriber satisfaction with each of these communication mediums and what impact/s these communication mediums have had, if any, on users' businesses; and whether use of these communications mediums has contributed to improved profitability and sustainability; and

2. To recommend improvements to the webinar series (if needed) to maximise their effectiveness based on user perceptions.

It is one of a series of reports looking at the different communication platforms of the FutureBeef program.

INTRODUCTION

Background

The FutureBeef Program

The **FutureBeef Program for Northern Australia** is a collaborative extension program involving the following partners:

- Department of Agriculture and Fisheries (DAF)
- Northern Territory Department of Primary Industry and Fisheries (DPIF)
- Department of Agriculture and Food Western Australia (DAFWA)
- Meat & Livestock Australia (MLA)

The aim of the FutureBeef Program is to provide the northern beef industry with a 24/7 one-stop-shop for beef information. The program aims to reduce any associated difficulties and inefficiencies that would present if each organisation were to create and maintain beef related information on their own websites, as well as the management of online engagement with industry members. In addition, the program will save the four partner organisations from having to re-invent the wheel themselves and inadvertently providing a confusing array of overlapping information.

The agreed priorities of the FutureBeef Program for Northern Australia are:

1. Weaner management
2. Improving breeder performance
3. Business management
4. Grazing land management
5. Breeder management

This project aims to ensure each of these priorities are delivered effectively to a wider audience, using online technologies[1].

FutureBeef market segments

The FutureBeef Program target population is northern Australia beef producers and beef extension staff in Queensland, the Northern Territory and the Kimberley-Pilbara regions of Western Australia. The other key stakeholder is the FutureBeef Program Committee and the organisations it represents (i.e. MLA, DAFWA, DPIF and DAF). The following tables provide indicative estimates of key FutureBeef Program target market segments[2].

FutureBeef Update eBulletin subscribers

Description of eBulletin subscribers (2014-2015 MailChimp system):
- 23% industry members
- 6% private sector service providers
- 8% public sector service providers
- 6% 'other'
- 58% did not nominate a category.

Non-corporate specialist beef producers

Non-corporate specialist beef producers are those producers with more than 200 head of cattle who derive the majority of their income from beef production (Northern beef report 2013).

Region	Population	Average herd size (AE)	Average ha managed
1. Qld Southern coastal	1,422	1,132	4,445
2. Qld Northern coastal	295	1,741	10,702
3. Qld Eastern downs	416	716	3,717
4. Qld Southern inland and central	1,954	1,535	8,531
5. Qld Cape and Carpentaria	67	6,183	121,159
6. Qld West and south-west	175	4,460	105,911
7. Qld Central north	514	3,863	38,591
8. Qld Central west	462	2,188	21,852
9. NT Alice Springs	49	6,062	376,307
10. NT Barkly Tablelands	13	12,682	417,691
11. NT VRD and Katherine	44	10,331	161,829
12. NT Darwin and Top-End	25	4,482	67,866
13. WA Kimberley	30	9,108	236,167
14. WA Pilbara	25	8,214	239,842
Total	5,493		

Corporate beef businesses (Northern beef report 2013)

Corporate beef businesses are those not owned, operated or managed by related individuals (Northern beef report 2013).

Region	Population	Average herd size (AE)	Average ha managed
Northern Australia	183	17,542	349,600

The total number of MLA members with grass-fed cattle (pers comm. Fox 2014)

Region	Population
1. Queensland	10,441
2. Northern Territory	143
3. Western Australia: Kimberley/Pilbara and Broome	57
Total	10,641

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[1] Request for Quotation PID1620 (c). Department of Agriculture and Fisheries.
[2] Request for Quotation PID1620 (c). Department of Agriculture and Fisheries.

Beef extension staff (FutureBeef strategic plan 2014-16)

Region	Population
1. Queensland: Far North and North West	4
2. Queensland: North	8
3. Queensland: Central	10
4. Queensland: West	2
5. Queensland: Southern and South East	6
6. Northern Territory: Alice Springs, Barkly, Katherine and Darwin	3
7. Western Australia: Kimberley/Pilbara and Broome	2
Total	35

FutureBeef and FutureBeef eExtension

The eExtension team, within FutureBeef, is responsible for developing and managing the FutureBeef website, FutureBeef staff intranet, webinars, eBulletins and newsletters, social media (working closely with NTDPIF colleagues) and multimedia. The primary aim of all these activities is to support and enhance FutureBeef and other industry on-ground activities delivered by staff and industry partners[3].

FutureBeef webinar series

The FutureBeef program makes extensive use of webinars *to engage with its geographically dispersed clients across northern Australia*. DAF ran its first webinar for the beef industry in November 2011 *and received many positive comments*. In March 2013, DAF partnered with Beef Central (www.beefcentral.com), an online news and market intelligence service dedicated to the Australian beef industry[4].

BeefConnect webinar series

The **BeefConnect webinar series** is a partnership between FutureBeef and Beef Central. The webinars target those working along the beef supply chain – including researchers, advisers, consultants, suppliers, producers, processors, transporters and consumers. FutureBeef focuses on contributing high quality content around key industry themes while Beef Central focuses on promoting news and events to their 9,000+ email alert subscribers, of which 35% are Queensland-based. Beef Central's daily email alerts draw readers to their website which attracts around 47,000 unique visitors per month. The webinars attract audiences both nationally and internationally[5].

DAF aims to deliver these webinars every six to eight weeks, as a means 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 R&D results and other topical information, the program aims *to help stimulate innovation and make the Australian beef industry more profitable and sustainable.* The webinars are promoted beforehand through Beef Central, FutureBeef eBulletins, and on the FutureBeef website.

DAF and Beef Central coordinate the presenters, with DAF hosting and moderating the one hour events, hosting the recordings on the FutureBeef website and conducting the post-webinar evaluations. DAF contributes the finances for the Citrix GoToWebinar licences and staff time. It has been estimated that each webinar costs DAF approximately $1200. Meat & Livestock Australia contribute some funding for these events to DAF through the FutureBeef website and webinar delivery project. Beef Central does not make a financial contribution to for the series, however it does

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[3] eExtension Annual Report 2014-2015 (Attachment 4). FutureBeef.
[4] Request for Quotation PID1620 (b). Department of Agriculture and Fisheries.
[5] Request for Quotation PID1620 (b). Department of Agriculture and Fisheries.

provide a high level of promotion of the BeefConnect events through its extensive communication channels.

Across the 26 BeefConnect webinars presented to date there have been a total 5,400 registrations of which 2,360 attended live and as of 22 January 2016 the webinar recordings were viewed 8,444 times[6].

Enabling Change and Innovation webinar series

The aims of the **Enabling change and innovation (EC&I) webinar series** are to: *create greater awareness and better understanding of processes used to enable change and innovation, and; build the capacity of new and existing extension professionals*[7].

These free one hour webinars (including 20 minutes Q&A) are delivered approximately every six weeks at lunchtime (AEST). It is noted that this *provides maximum flexibility with time zones as 12 noon (AEST) in Brisbane correlates to 10:00 am Perth, 11:30 am Darwin, 1:00 pm Sydney, 3:00 pm Auckland, and 8:00 pm Edmonton.* A blog is used to share more information on each topic and encourage discussion and further engagement on the topic. Each webinar is recorded and placed on the blog and uses a YouTube channel for public access.

Webinar topics are determined based around feedback from the www.uservoice.com voting system. The topic of the subsequent webinar is usually announced at the end of the previous webinar. This maintains a level of anticipation and allows flexibility. Participants are invited to register online for each webinar (utilising the DAF license for the Citrix system). SurveyMonkey is used to evaluate each webinar and the feedback used to tweak and re-design future webinars as required. Across the 22 EC&I webinars presented to date there have been a total 6,739 registrations of which 3,155 attended live and as of 22 January 2016 the webinar recordings have been viewed 31,483 times[8].

Methodology

Secondary data sources

FutureBeef provided the following existing monitoring and evaluation material to inform the evaluation:

1. Subscriber evaluation of the FutureBeef website March 2013
2. Staff evaluation of the FutureBeef website March 2013
3. 2014-2015 annual report
4. Internal evaluations of the BeefConnect and Enabling change and innovation webinars

Sampling and confidence

A randomised telephone survey was undertaken as part of this evaluation. The survey frame used for sampling was the list of subscribers to the FutureBeef eBulletin (2,900). In the first instance, a subsample was randomly generated. This list consisted of 400 producers and 45 advisors/industry/staff.

This list was then further refined based on the availability of phone numbers, comprising of the following categories:

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[6] Request for Quotation PID1620 (b). Department of Agriculture and Fisheries.
[7] Request for Quotation PID1620 (b). Department of Agriculture and Fisheries.
[8] Request for Quotation PID1620 (b). Department of Agriculture and Fisheries.

- Producers - 133
- Industry members - 22
- No category - 8
- Other - 4
- DAF, NTDPIF and DAFWA FutureBeef staff - 45

Those selected were contacted and advised of the survey and its purpose. This provided the opportunity for people to remove themselves from the contact list. Three producers and three service providers/staff were subsequently removed in addition to five further contacts due to email bounces.

A further randomly selected 132 subscribers (with contact details) were added bringing the potential contact list to 265. Attempts were made to contact all those listed with 150 successfully contacted and completing the survey.

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.

Survey respondents

During February and March 2016, responses were collected from 102 producers, 24 extension providers, 20 industry representatives/advisors/suppliers and 4 corporate/farm managers. Of the 98 producers who responded, 89% noted they were MLA members (87), the remaining 11% were non-members. Of the 102 producers, 88 provided details about **herd size** with responses ranging from 3 to 5000 (average herd size: 895).

Figure 1: Respondent roles (n=150)
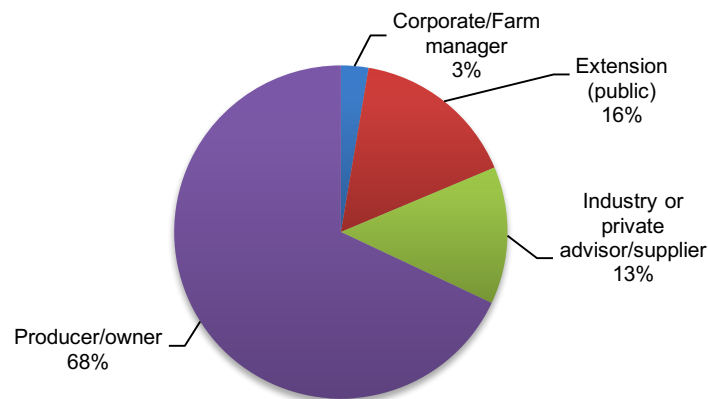
Understanding of FutureBeef Program

Respondents were asked to indicate their awareness of FutureBeef as the name of the program. With an average rating of 6.7/10, most had quite a good awareness. Respondents also commented on their awareness of the involvement of FutureBeef partners in the program. This awareness was varied, however there was overall a very limited awareness of NTDPIF and DAFWA involvement across all respondent groups (average rating 2.6 and 1.8 respectively).

The following table shows a breakdown of these findings.

	Not at all aware									Very aware			
	0	1	2	3	4	5	6	7	8	9	10	TOTAL	Average
MLA	13	0	2	5	3	8	6	24	39	13	37	150	**7.2**
DAF	19	2	8	4	1	3	6	18	25	13	49	148	**6.9**
NTDPIF	100	0	3	1	3	4	1	2	3	2	27	146	**2.6**
DAFWA	108	1	4	1	1	5	2	2	4	2	15	145	**1.8**

Some **extension providers** were part of the FutureBeef program or part of the network and had a better understanding of all partner organisations. Others were based in the Northern Territory and Western Australia, part of NTDPIF or DAFWA. Comments were that they *thought it was a Queensland program; don't see much from DAFWA* and were *not sure of DAFWA involvements.* There were some who noted they were aware MLA was funding FutureBeef but *unaware of [its] input into the development* and *hadn't seen any evidence that MLA was involved.*

This perspective was similar amongst **industry representatives/advisors/suppliers** with some commenting that *DAFWA was a bit more off the radar.* Some had worked in partnership with DAF and MLA and were well aware of their involvement. One was based in NT and aware of NTDPIF involvement. Another commented that they were aware of the partners but not of *the structure.*

Some **producers** had a very good understanding of the partners involved in FutureBeef. One explained that they *export cattle overseas and have dealings with Thailand so we are aware of all aspects,* while another worked for DAF in NT and WA and someone else said that *it is part of my job to know this.* Many noted their connections to either MLA (via Feedback, magazines, booklets and emails) and DAF (working on farm projects, participation in courses and workshops, facilities available, extension support, field days and other resources) as contributing to their knowledge of these organisations' involvement. Many producers indicated that they were not aware of NTDPIF and DAFWA involvement.

SPECIFIC FINDINGS

Communication channels

FutureBeef webinars were mentioned by just over half (52%) of those surveyed March 2106. This included almost all extension providers (92%), almost two thirds of industry/private advisor/suppliers (65%) and 41% of producers.

Newspaper features (85%) and the *FutureBeef Update* eBulletin (83%) were the most commonly mentioned communication channels by respondents (March 2016). While more than half mentioned accessing the FutureBeef website (59%), social media channels (YouTube 23%; Facebook 23%; Twitter 9%) were less prevalent. Seventeen extension providers commented on their use of the FutureBeef intranet. The below table provides an overall breakdown of respondent use of FutureBeef communication channels:

	Extension (public) (n=24)	Industry/private advisor/supplier (n=20)	Producer/ owner (n=102)	Corporate/Farm manager (n=4)	**TOTAL**
FutureBeef newspaper features	20	12	92	4	**128**
FutureBeef Update eBulletin	22	18	81	3	**124**
FutureBeef Website	24	18	47		**89**
FutureBeef Webinars	**22**	**13**	**42**	**1**	**78**
FutureBeef on YouTube	13	3	19		**35**
FutureBeef on Facebook	11	4	19		**34**
FutureBeef Intranet	17				**17**
FutureBeef on Twitter	5	6	2		**13**

FutureBeef webinars

According to the eExtension Annual Report (2014-2015), the popularity and uptake of webinars by staff and external clients continued to increase with FutureBeef offering two webinar series: *BeefConnect* and *Enabling change and innovation*. A total of 12 webinars were conducted during 2014-15 and were attended by 1,237 participants (compared to the 17 webinars which attracted 2,056 attendees in 2013-14). At the time of reporting, the webinar recordings had been viewed 1,702 times. Approximately 96% of webinar participants were non-staff and on average 103 participants attended each 2014-15 webinar, compared to 121 for each 2013-14 webinar and 46 for each 2012–13 webinar.

The Annual Report (2014-2015) outlined the level of input required to deliver the FutureBeef webinars. It was estimated that each webinar delivered requires 16 to 20 hours of work, which included:
- Sourcing suitable topics and presenters;
- developing promotional material (eBulletin text and webinar registration page);
- distributing promotional messages via MailChimp;
- training presenters to use the GoToWebinar functionality;
- delivering and recording the webinar;
- editing the recording and uploading to YouTube;
- creating a post-event questionnaire in Survey Monkey;

- creating and distributing a follow-up email message to all those who registered (which includes links to the webinar recording, the survey and materials mentioned in the webinar; and
- analysing data collected from the post-event survey and sending to the presenter and project partners[9].

Webinar details

Webinar statistics

During 2014-2015, FutureBeef delivered nine *Beef Connect* and three *Enabling Change and Innovation* webinars. These recordings and other materials created through other FutureBeef projects were made available on the FutureBeef YouTube channel. The 121 videos have been viewed 9,207 times (a 12% increase from 2013-14)[10].

BeefConnect and Enabling Change and Innovation webinar metrics

Metric	Lifetime	2014–15	2013–14	2012–13	2011–12
Number of webinars	42	11	17	10	3
% change from previous period	—	-35%	+70%	233%	—
Per cent live	46%	42%	46%	53%	63%
% change from previous period	—	-9%	-13%	-16%	—
Total registrations	10,391	2964	4627	2426	374
% change from previous period	—	-36%	+91%	+549%	—
Total attendance	4815	1237	2062	1279	237
% change from previous period	—	-40%	+61%	+440%	—
Recording views	30,798	—	—	—	—

BeefConnect webinar series

According to the eExtension Annual Report (2014-2015), *due to the number of geographically dispersed clients across the north of Australia, FutureBeef makes extensive use of webinars to engage with its clients*. In November 2011, DAF ran its first webinar for the beef industry and received many positive comments including:

- *I really enjoyed the webinar today and found it very user friendly, will definitely join in again.*
- *The webinar went very smoothly and the facilitator ensured pace was fine and technical issues and alternatives were addressed quickly.*
- *I really enjoyed the experience and think it is a great way of transmitting information and having discussions.*

In March 2013, DAF partnered with Beef Central (www.beefcentral.com), an online news and market intelligence service dedicated to the Australian beef industry. As a result of the improved communication channels, registrations for the next webinar doubled (322) that of the previous best (154)[11].

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[9] eExtension Annual Report 2014-2015 (Attachment 4). FutureBeef.
[10] eExtension Annual Report 2014-2015 (Attachment 4). FutureBeef.
[11] eExtension Annual Report 2014-2015 (Attachment 4). FutureBeef.

Engagement

Since November 2011, 24 industry webinars have been delivered under the *BeefConnect* series, with over 5,000 registrations of which 43% attended the live event. At the time of reporting, the current and general webinar attendance trend (across industries) was around 30%, indicating that the topics were well-targeted and useful[12].

It was noted in the eExtension Annual Report (2014-2015) that each webinar is recorded to allow 24/7 access and is available from the FutureBeef website. To date webinar recordings have been viewed over 6,700 times. A DAF email distribution list of around 3,000 subscribers is used to promote upcoming events and post-event, promoting the availability of the recording, as well as post-event surveys. Beef Central and DAF's FutureBeef subscriber lists have memberships including beef business managers and owners, government and industry organisations, funding bodies and universities, processors, corporate cattle businesses and end-product buyers, from on-ground to executive management[13].

2015 participant feedback

The eExtension Annual Report (2014-2015) provided an example of participant feedback from the *Maximising beef production and profits with high quality forages* webinar presented 22 May 2015. From the 200 people registered, 72 attended the live event. At the time of reporting, 173 people had watched the recording. A detailed evaluation indicated that *overall people found it relatively easy to register (9.8/10), join (9.7/10) and interact (8.9/10). They found the information useful (9.0/10), improved their knowledge (9.0/10) and were overall satisfied with the event (9.2/10). Some of the standout comments included:*

- *Webinar was very easy to view without any technical problems and well presented. Thank you.*
- *Excellent, so wonderful that I could be involved in this from home.*
- *Your post webinar information is also very good. Well done once again.*

The respondents indicated that they lived in: Queensland, Northern Territory, Western Australia (85%), New South Wales, Australian Capital Territory (10%) and South Australia, Victoria, Tasmania (five%). Respondent primary occupations included: beef - amalgamated (60%); consultant (15%); government officer (20%); and natural resource management (5%)[14].

The attendance and viewing figures of this webinar can be compared with others in the table below. Overall, it has been reported that the *BeefConnect* webinars were a tremendous success and the challenge is to continue delivering relevant and engaging topics in a timely manner[15]. See Appendix 1 for lifetime metrics of the BeefConnect webinars.

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[12] eExtension Annual Report 2014-2015. FutureBeef.
[13] eExtension Annual Report 2014-2015. FutureBeef.
[14] eExtension Annual Report 2014-2015. FutureBeef.
[15] eExtension Annual Report 2014-2015. FutureBeef.

BeefConnect webinars and data for 2014-15

Webinar title	Presenter/s	Date	Per cent live	Total registration	Total attendance	Recording views
1. Pasturefed Cattle Assurance System Update	Lisa Cotter and Geoff Teys	03 Jul 14	47%	354	168	345
2. Opportunities for irrigated agriculture and the northern Australian beef industry	Andrew Ash	30 Jul 14	34%	178	61	119
3. Learning from Cash Cow – the northern Australian beef fertility project	Michael McGowan	03 Sep 14	41%	340	141	181
4. De-mystifying pestivirus: a guide to enterprise level management and control	Enoch Bergman	10 Oct 14	41%	269	109	160
5. Lessons from Kidman Springs fire experiment 1993-2013	Robyn Cowley	15 Oct 14	45%	29	13	245
6. Sown pasture rundown: the productivity decline of improved grass pastures	Brian Johnson and Stuart Buck	05 Nov 14	47%	153	72	87
7. Maximising production and profit with high quality forages	Maree Bowen	22 May 15	36%	200	72	106
8. Crossbreeding for more profit with tropically adapted *Bos taurus* cattle	Tim Schatz	12 Jun 15	33%	150	50	58
9. Strategies to increase the profitability of extensive beef businesses	Ian McLean	24 Jun 15	35%	235	82	59
			Average 40%	Total 1,908	Total 768	Total 1,360

For more details on participant feedback regarding BeefConnect Webinars, collected after each webinar, see Appendix 2.

Overall, webinars rated the most useful were:

- **Webinar 3.** Hormone growth promotants (HGPs) in the NT (average rating 9)
- **Webinar 22.** Maximising beef production and profit with high quality forages (average rating 9)
- **Webinar 19.** De-mystifying pestivirus a guide to enterprise level management and control (average rating 9.3)

The webinars rated least useful were:

- **Webinar 13.** Grazing BMP: Our industry - Our standards (average rating 6.7)
- **Webinar 20.** Lessons from Kidman Springs Fire Experiment 1993-2013 (average rating 6.7)

Feedback collected at the completion of each asked respondents to provide details about planned changes resulting from new information gained. Changes included business management changes, herd management strategies, technical and environmental improvements as well as general updates made to understanding and knowledge.

Enabling Change and Innovation webinar series

The aims of the *Enabling Change and Innovation* webinar series are to*: create greater awareness and better understanding of processes used to enable change and innovation, and; build the capacity of new and existing extension professionals.*

There were 1,056 registrations of which 469 attended the three webinars held in 2014-15 and as at 30 June 2015 the webinar recordings had been viewed 333 times. Across the 18 *Enabling change and innovation* webinars presented to date there have been a total 5,170 registrations of which 2,576 attended live and as of 30 June 2015 the webinar recordings had been viewed 23,478 times[16]. See Appendix 1 for lifetime metrics of the Enabling Change and Innovation webinars.

Enabling Change and Innovation webinars and data for 2014-15

Webinar title	Presenter/s	Date	Per cent live	Total registration	Total attendance	Recording views
1. Managing an effective change project	Peter Hanrahan	06 Aug 14	46%	348	159	80
2. The psychology of denial and our responses to climate change	Zoe Leviston	06 Nov 14	44%	279	124	123
3. Seven secrets for successfully marketing your next event	Andrew Huffer	25 Feb 15	43%	429	186	130
			Average 44%	**Total 1056**	**Total 469**	**Total 333**

For more details on participant feedback regarding the EC&I webinars, collected after each webinar, see Appendix 2.

Webinars achieving the highest percentage change in knowledge were:

- **Webinar 13.** AACREA.... a highly effective Argentine approach to enabling change (40% change in knowledge)

- **Webinar 5.** Who gives a twit about Twitter? (35% change in knowledge)

- **Webinar 21.** Confessions of a MOOC developer and presenter (34% change in knowledge)

- **Webinar 22.** Using mind maps to reduce stress and unleash creativity (33% change in knowledge)

Those resulting in the lowest percentage change in knowledge were:

- **Webinar 6.** The seven secrets of good monitoring and evaluation (16% change in knowledge)

- **Webinar 7.** Facilitation tips and tricks for newbies (17% change in knowledge)

- **Webinar 16.** Managing an effective change project (9% change in knowledge)

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[16] eExtension Annual Report 2014-2015. FutureBeef.

2016 evaluation

Seventy-eight respondents indicated they have accessed and/or viewed the FutureBeef webinars – 52% of total respondents surveyed during March 2016. This included 92% of extension providers, 90% of industry representatives, 46% of producers and 25% of corporate/farm managers contacted. Overall respondents rated the webinars as being *quite* useful (average rating 6.7/10).

The FutureBeef webinars were described by respondents as being *wonderful; brilliant; great; interesting; great initiative; 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, commenting, they are *a good way of engaging people* and another that they are *brilliant and it saves on travelling time and cost, very efficient.* Other comments included:

> *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* – **Producer**

> *More workshops online by webinar they 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 the challenge to get there* - **Producer**

Several respondents appreciated the opportunity to go back and replay or watch missed webinars. One 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.* Comments included:

> *One-on-one ability to communication with the person at the time for webinars* – **Extension Provider**

> *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* - **Producer**

Respondents acknowledge the value of the webinars as being dependent on the topic areas being covered, and that not all topics will be relevant to all (15 mentions). One producer commented that the *webinars are very good, just have to wait for a topic that is of interest to the farmer*.

> *…I choose those that I am interested in and they are very useful* - **Industry representatives/advisors/suppliers**

Consistent with respondents' use of the FutureBeef website and access to the *FutureBeef Update* eBulletin, several noted that although *the way of the future*, and the fact they would like to access more webinars, many are unable due to internet access issues, service, connections and download speeds. Respondents commented:

> *Digital is better, it is more accessible - like webinars but it is the data use, you have to ration it* – **Producer**

> *Think webinars will be the way to go in a 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* – **Producer**

Overall program: satisfaction with FutureBeef communication

Information channels

Respondents were generally *quite* satisfied with the mix of information sources that FutureBeef is using to provide information to the industry (average rating 7.4/10). More than half of the respondents agreed that FutureBeef's current delivery and extension of information offers users the opportunity to *choose* their preferred communication channels (80 mentions). Its mix of information resources were described as providing *variety; fantastic overall; accessible;* and offering *something for everyone.* FutureBeef was commended for delivering information across a range of geographic areas, covering a range of information and for being *adaptable and not stuck on one thing.* Respondents commented that *you will be sure to get the information you are looking for;* and *if people want the information, there is plenty if they go looking.* One noted that *given today's technology…they are going the right way.* One producer expressed the view that current information available is *better than it ever has been in my life!*

Producers discussed their use of FutureBeef's **online resources** including the availability of webinars, emails and newsletter updates. Several extension providers commented on the need for more links to *scientific information*, other websites and the possibility of a virtual library. Another respondent commented on the availability of old fact sheets relating to management options, which are no longer available online, suggesting an issue with website storage capabilities.

FutureBeef's **social media strategies** were discussed by an extension provider as providing a *good platform to extend messages to clients that we don't get to see* and another suggested the potential to use resources to link to other news topics and information rather than housing it all in the eBulletin. From a producer perspective, Facebook was noted as *leading the way*, particularly when producers cannot make it to workshops and forums. Facebook allows access to local events and other farmer experiences.

Some respondents commented on the need for more **workshops, field days and general face-to-face** interactions (10 mentions). It was explained they missed the opportunity to talk with extension providers (particular mention of DAF) and the fact that *most farmers actually like speaking to someone.* The need for regular interaction, field days, demonstration sites and scope for more extension was highlighted, with one respondent commenting that *information sinks in better than emails* when producers attend seminars and workshops.

Several commented on the availability of FutureBeef **printed materials**. Extension providers suggested the potential for more mail outs and flyers. Several producers commented on their preference for printed communications, the option to *file it away and read it again* at a later date, with several making specific mention of MLA publications, which were noted as being more relevant to larger properties.

Overall respondents were satisfied that FutureBeef is providing access to a range of information, while several extension providers noted that there is always the potential to do more to get information out to producers, but *it comes down to money and people to do it.* One extension provider commented that they are *still running into beef producers who have never heard of FutureBeef.*

FutureBeef content

Respondents were satisfied with the content of information and resources being provided by FutureBeef (average rating 7.5/10). Overall it was thought that FutureBeef was providing useful content in a range of formats (print and online) and covering a variety of topics (48 mentions). FutureBeef was noted to be providing *practical advice* on general farm management and that *over a period of time, most relevant topics are being covered.*

In terms of preferred communications, many commented on FutureBeefs' online content and resources (27 mentions). In particular, respondents mentioned the FutureBeef webinars, emails and newsletters, as well as the value of the FutureBeef website in providing information on upcoming events, workshops, contact details and other notifications.

Respondents appreciated any content specific to **cattle and sheep management** including best practice herd management, stock control, breeding, fertility, mother and calf welfare, health and genetics (17 mentions). Respondents also discussed the value of information regarding **animal nutrition**: grazing, dry season feeding and supplementary feeding (10 mentions); as well as information **about land management** practices: land types, pasture management and legumes (9 mentions).

Market updates, reports and projections as well as **general business management** topics and research including productivity, profitability, environment, government and economics were mentioned as being useful FutureBeef content (14 and 12 mentions).

Some respondents commented on their preference to receive **published information** and reports including: reports of an academic nature; documented examples with facts and figures; new innovations and research; fact sheets; and MLA publications (11 mentions).

Others discussed their preference for FutureBeef's training and extension activities including workshops, field days, presentations and seminars (8 mentions).

Some producers expressed the view that FutureBeef information is not useful and that there is sometimes too much information (7 mentions).

Suggestions for additional content

Many respondents could not suggest any areas where FutureBeef could improve their communications or topics areas they felt were lacking (66 mentions). Others suggested specific areas where they felt additional information could be provided. These included:

- **Regionally specific information** including the unique requirements of central Australia, Central Queensland, Western Australia and the Northern Territory, climate and weather impacts, drought management and biosecurity issues.

- **Pasture management** information including soils, legumes, forage crops, cropping conditions, feed lotting, organic farming.

- **Land management** information including fencing and forestry.

- **Herd management** topics including more information relating to genetics, supplements and nutrition.

- **General farm and business management** issues including market information, business improvement and innovation, management and leadership, economics, marketing and branding, different entitlements and schemes available to farmers, exporting information, succession planning.

Respondents suggested some improvement to FutureBeef online resources including the need for more YouTube clips with regional relevance, lists of publications and additional website links, and an events and workshop calendar. One extension provider suggested the possibility of using text messages to update members and several producers took the opportunity to suggest the need for improved internet coverage to allow producers to access more of FutureBeef's online resources. Some respondents commented on the ease of use of the website with particular mention of the search function and the option to refine results.

Case studies were suggested by some extension providers and producers as being a worthwhile means of sharing information with producers (8 mentions), which are regionally relevant and presented by other producers *because producers relate better to other producers*.

Several respondents commented on the need to ensure enough information is targeted towards smaller producers, with some expressing the view that a large portion of existing information is *aimed at the bigger producer.*

Other comments made regarding the extension of FutureBeef information included:

> *It is important that they get all of the research that is going on in the industry. It is a lacking there –* ***Extension Provider***

> *More educational topics on business improvement and innovation and we will share it amongst our clients –* ***Industry representatives/advisors/ suppliers***

> *We need more information on how to access and use webinars and hopefully spread them out to more areas. Also I don't have a clue what all the abbreviations e.g. BMP stands for, I am sure I am not the only farmer and it's frustrating -* ***Producer***

> *I deal with rural people all over the country but FutureBeef comes through with things that are handy to know and would like to see a lot more farmers utilise –* ***Industry representatives/advisors/suppliers***

Impact of FutureBeef communication

Use of FutureBeef information and resources

Fifty-one respondents indicated that they had used information and resources provided via FutureBeef communication channels to stimulate or support decisions and changes made to their enterprises (in the case of producers) or their advisory and extension services. A further 17 suggested that although they had not made any specific changes as a result of information gained, they were able to remain informed and up to date with what is happening in the industry. Others noted they had *maybe* used information to stimulate and/or support change, but were not in a position to provide specific details (43 respondents).

	Extension (public)	Industry representatives/advisors/suppliers	Corporate/Farm manager	Producer/owner	TOTAL
Yes	9	3	0	39	**51**
No specific changes	0	3	1	13	**17**
Maybe	3	7	1	32	**43**
No	8	5	1	13	**27**
No answer	4	2	1	5	**12**
				TOTAL	**150**

The table below shows the types of changes that were motivated or informed by FutureBeef. Seventyeight (78) of the 94 respondents who indicated *Yes they had made a change* as a result of FutureBeef information and resources or *Maybe (but cannot think of a specific example),* provided details regarding the type of changes they had made.

	Yes	No specific changes but keeps me informed of what is available/happening in the industry	Maybe (but can't think of specific example)	No	TOTAL
Business improvement	8	1	3	0	**12**
Environmental improvement	9	1	1	0	**11**
Improvement to advice being given	20	3	12	0	**35**
Technical improvement	9	0	2	0	**11**
Other	4	3	10	4	**21**

Details of changes made

Business improvements and changes

Industry representatives/advisors/suppliers discussed the use of FutureBeef information in terms of assisting their clients, making their businesses *more sustainable* and *imparting knowledge* to be used in their business case studies.

Business improvements made by producers included making more informed decisions based on the market and beef prices. Some producers decided to hold onto more females based on demand, to buy hay rather than sell and to keep more calves on the ground. The release of research by FutureBeef and related information was noted as having some influence over decisions.

Specific resources mentioned by respondents as assisting in supporting and informing these changes included:

- A **workshop** at Gin Gin - *changed our enterprise to not selling weaners as we used to as we were not getting enough money for them. Now we sell the yearlings at 3 to 4 to the meat works yet we still have the same amount of cattle on the property but not so many breeders*.
- **Newspaper features:** MLA magazine, MLA EDGE newsletter, DPI Beeftalk, publications on livestock handling weeds and managing southern speargrass managing native pasture.
- **FutureBeef website**: updates about events in area

Environmental improvements and changes

One extension provider commented on the use of land type information sheets and forage reports to assist in *determining land conditions.* Producers used information to support decisions regarding land and soil management mentioning improvements and changes made to *phosphorous efficiency;* identifying and controlling weeds and pastures*;* and improvements to pastures and different mixes of legumes and grass seeds. In terms of herd management, producers noted improvements made to *general herd management; conditioning scoring; and cattle worming and spraying.* Producers have also used FutureBeef information and resources in planning for and assisting with drought; climate range forecasting and climate change.

Specific resources mentioned by respondents as assisting in supporting and informing these changes:

- **Newspaper features:** magazine articles
- **FutureBeef website**: including MLA and FarmSafe

Technical improvements and changes

Technical improvements were mostly mentioned by extension providers, who noted using technical information including nutrition advice, feeding schedules and pasture management, to help provide informed advice to graziers. One respondent commented that they have been able to use webinars for extension purposes, *sending clips [and links] out to clients* and using the technical notes for their own purposes.

Specific resources mentioned by respondents as assisting in supporting and informing these changes included:

- **eNews:** and supporting website information
- **FutureBeef website**: *able to pass on information to a client to make a decision to sell or feed cattle*
- **Newspaper features:** information sheets and newspapers
- **Radio:** such as Country hour
- **Webinars:** most detailed information is on the webinar

Improvements to advice given and received

Several extension providers noted their use of the FutureBeef website, to *hone* their own skills, to access information (*land type sheets; HOF webinars;* and grazing management*) as well as referring producers to the website.

Producers discussed the improved access to knowledge within the industry. Specific areas where producers benefited from access to improved advice and information include breeding management, fertility and animal husbandry. Other areas included nutrition and supplementary feeding (particularly drought feeding); herd management (specific mention of how to manage pestivirus, buffalo fly control, tick and worm control as well as cattle weighing and ear tagging); grazing management (rotation strategies, improving pastures and grazing systems); as well as improvements to general knowledge, *reinforcing* current strategies as well as general business management. Specific resources mentioned by respondents as assisting in supporting and informing these changes:

- **FutureBeef website:** grazing nutrition management, *looked up how to feed in the drought,* MLA Feedback information, YouTube and Webinars
- **Newspaper features:** Beef Central, Beeftalk, a course with DAF, MLA publications, FutureBeef. improvement in pastures
- **Field days and workshops:** MLA beef forums, field days, speaker from a workshop, DAF seminar
- **Face-to-face:** DAF, other cattle producers

Sources of information informing changes

Seventy-eEight (78) of the 94 respondents who indicated *Yes* they had made a change as a result of FutureBeef information and resources or *Maybe* (but cannot think of a specific example), identified the source of information that had assisting in supporting and informing changes. These are shown in the chart below and include a mix of resources (20), newspaper features (13) other sources (12) and the FutureBeef website (11).

Figure 2: Sources of information informing change (n= 78)
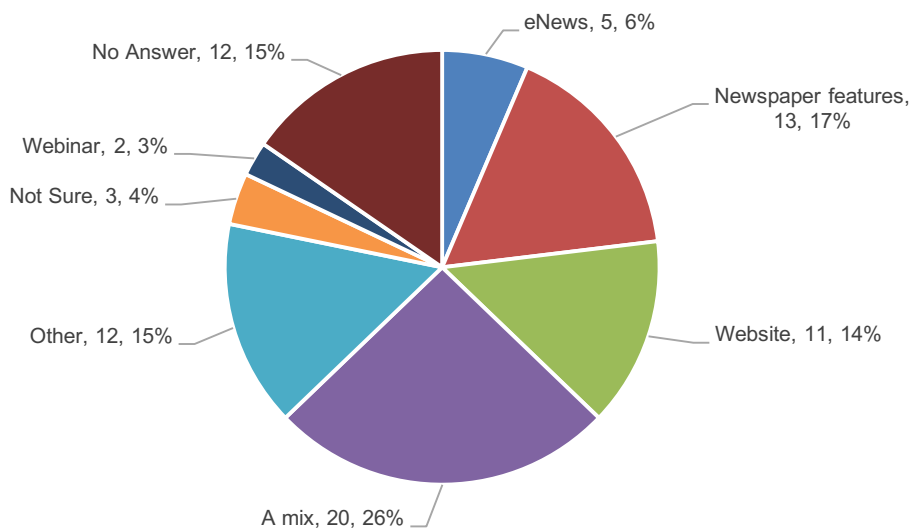
	Business improvement	Environmental improvement	Improvement to advice being given	Technical improvement	Other	TOTAL
eNews	2		1	2		**5**
Newspaper features	3	2	6	2		**13**
Website	1	2	4	3	1	**11**
A mix	2	3	10	3	2	**20**
Other	2	2	7		1	**12**
Not sure	1		1		1	**3**
Webinar			1	1		**2**
No answer		1	2		9	**12**
TOTAL	**11**	**10**	**32**	**11**	**14**	**78**

Benefits of changes made

One of the main benefits resulting from change or which producers hope to achieve as a result of changes and improvements was noted to be productivity improvements (20 mentions), particularly in terms of producing more and better breeding stock, healthier cattle and an overall improved understanding of stock control. Closely aligned, producers hoped to improve their farm profitability, achieving increased prices for healthier cows (18 mentions). Producers hoped that by having *clearer plans* they can improve income, make cost savings and improve their bottom line. One respondent commented, as a result of improved understanding, *we control when we sell and how much we get for them at the meat works.*

Producers discussed the overall benefits to general farm and business management strategies (16 mentions) noting they: have *clearer plans; an outlook on what can be done; are hoping to* achieving more *efficient farming; are* improving *staff procedures*; and making *savings of time and thinking outside of the square.* One respondent summed up that they now have *less stress running [the] business and a bit of direction.* Producers also commented on the improvements made and hoped to

be achieved in terms of land management, including improved pastures, ground cover, weed control and fencing.

Extension providers and industry representatives/advisors/suppliers discussed benefits associated with gaining access to information via FutureBeef. Several commented on having improved their own knowledge and skills, impacting on the services and technical knowledge being passed on to clients. In addition, extension providers commented that they are able to refer producers to FutureBeef resources. One respondent commented that this is *part of the process of giving information to people and enabling them to make decisions on what they are going to change or not.*

Webinars: Specific benefits mentioned by those indicating webinars as the resource that had assisting in supporting and informing changes included gaining an *outlook on what can be done.* Another discussed the benefits of being able to pass on webinar information and refer producers to the website.

Summary comments

Overall, respondents commended FutureBeef for *working extremely well* and *doing a great job!* Most were satisfied with the variety of resources available with several commenting on its role as a *space* for users to find *good information in the grazing industry* and for those looking for *information as a starting point.* One industry representatives/advisors/supplier commented that FutureBeef information is useful to their members and they have *a lot of opportunity to share the events.*

Extension of FutureBeef resources

In terms of sharing and extension of FutureBeef resources, one extension provider expressed the view that there is potential for more promotion of FutureBeef services: *it has reached a level as a good supporting tool but the industry has to bring itself up to speed to where the tools are.* Another mentioned FutureBeef should be *careful to target all producers,* suggesting the importance of finding a way to reach those producers *who don't engage with the internet or have bad internet connections.* One extension provider advised FutureBeef noting, they *would be hesitant [to] step too far away from printed media in general,* suggesting the importance of ensuring all communications interact and support producer needs effectively…*internet connection aside some people like technology and some don't if you can take a printed copy it is more effective.* It was also suggested that some producers are unsure on how to access online resources and there is the opportunity to help and show producers how to access the internet and webinar courses.

Internet in rural Australia

Although not the realm of FutureBeef's responsibility, many respondents commented on the impact of internet connections and poor mobile coverage in rural regions. Many praised the efforts of FutureBeef in providing a range of communication resources, however were frustrated and disappointed in not being able to access the full range of articles, information and knowledge offered to them via FutureBeef. This sentiment was summed up by one producer: *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 - **Producer***

> *If communication doesn't improve our next generation will lean more towards different trades and where will Australia will be without farmers? - **Producer***

Some producers expressed a view that government should be more accountable for helping farmers, commenting that *without proper communication and knowledge we lose out, having the Internet would make it so much easier on cattle prices* and another that *government doesn't subsidise us what so ever, more is done overseas and that's very disappointing.*

Appendix 1: Lifetime metrics

BeefConnect webinar lifetime metrics

Table 1: BeefConnect webinars lifetime metrics

Webinar title	Date	Presenter/s	Registrations	Attendees	Per cent live	Recording views
1. Grazing systems – fact and fiction	16, 18 Nov 11	Trevor Hall (DAF)	98	59	60%	1746
2. Weaner management in northern beef herds	16, 20 Apr 12	Russ Tyler (DAF)	76	48	63%	192
3. Hormone growth promotants (HGPs) in the NT	05, 08 Nov 12	Trisha Cowley (NTDPIF)	62	33	53%	461
4. Phosphorus management of beef cattle in northern Australia	15, 20, 21 Nov 12	Desiree Jackson (DAF)	154	79	51%	453
5. Wet season spelling	13 Dec 12	Dionne Walsh (NTDPIF)	64	31	48%	231
6. Beef up your Twitter effectiveness	28 Mar 13	Matt Dwyer (MLA), Vince Minervini, Sam Livingstone	322	163	51%	226
7. Pasturefed Cattle Assurance System: What's involved?	04 Jul 13	Angela Schuster, Geoff Teys	602	282	47%	619
8. Long-distance MSA transport	30 Jul 13	Rod Polkinghorne	189	73	39%	109
9. Will it rain this year?	17 Sep 13	Dave McRae (DSITIA)	293	103	35%	311
10. Seasonal Climate Outlook for Summer	24 Oct 13	Vikash Prasad (BOM), Dave McRae (DSITIA)	353	150	42%	208
11. Improving the effectiveness of wild dog control	15 Nov 13	Brett Carlsson (AgForce)	219	81	37%	411
12. Nitrate supplements, methane and remote technologies	28 Nov 13	Joe Miller (UNE)	175	72	41%	135
13. Grazing BMP: Our industry - Our standards	05 Dec 13	Mick Taylor (AgForce), Peter Long (FBA), Jo Gangemi (DAF)	208	81	39%	104
14. Decisions for drought affected producers	28 Feb 14	Roger Sneath (DAF)	266	103	39%	288
15. A new approach to Adult Equivalent methodology	19 Jun 14	Shane Blakeley, Ian McLean	232	113	49%	127
16. Pasturefed Cattle Assurance System Update	03 Jul 14	Lisa Cotter, Geoff Teys	354	168	47%	357
17. Opportunities for irrigated agriculture and the northern Australian beef industry	30 Jul 14	Andrew Ash (CSIRO)	178	61	34%	135

Webinar title	Date	Presenter/s							Recording views
18. Learning from Cash Cow – the Northern Australian beef fertility project	03 Sep 14	Michael McGowan (QAFFI)	340		141	41%			196
19. De-mystifying pestivirus a guide to enterprise level management and control	10 Oct 14	Dr Enoch Bergman	269		109	41%			180
20. Lessons from Kidman Springs Fire Experiment 1993-2013	15 Oct 14	Robyn Cowley (NTDPIF)	29		13	45%			271
21. Sown pasture rundown: The productivity decline of improved grass pastures	05 Nov 14	Brian Johnson, Stuart Buck (DAF)	153		72	47%			88
22. Maximising production and profit with high quality forages	22 May 15	Maree Bowen (DAF)	200		72	36%			184
23. Crossbreeding for more profit with tropically adapted *Bos taurus* cattle	12 Jun 15	Tim Schatz (NTDPIF)	150		50	33%			130
24. Strategies to increase the profitability of extensive beef businesses	24 Jun 15	Ian McLean	235		82	35%			158
Total to date			**5221**		**2239**	**43%**			**7320**

Enabling Change and Innovation webinar lifetime metrics

Table 2: Enabling change and innovation webinars lifetime metrics

Webinar title	Date	Presenter/s	Registered DAF	Registered Public	Registered Total	Attended DAF	Attended Public	Attended Total	Recording views
1. Predicting and improving adoption of agricultural innovations	16 May 12	Rick Llewellyn	40	160	200	4	126	130	563
2. The science of innovation: evidence based methods to drive creative thinking	04 Jul 12	Amantha Imber	33	297	330	13	159	172	752
3. Designing effective surveys in three easy steps	14 Aug 12	Jeff Coutts	60	203	263	26	102	128	985
4. Using online tools to engage the public	18 Sep 12	Matt Leighninger	42	227	269	21	133	154	91
5. Who gives a twit about Twitter?	30 Oct 12	Cynthia Mahoney	35	214	249	25	121	146	196
6. The seven secrets of good monitoring and evaluation	19 Mar 13	Jess Dart	35	376	411	19	202	221	17,099
7. Facilitation tips and tricks for newbies	21 May 13	Viv McWaters	27	275	302	17	135	152	776
8. Designing projects for practice change and measuring impact	09 Jul 13	Kate Sargeant	28	263	291	15	135	150	148
9. Using an innovation systems approach to achieve remarkable change	19 Sep 13	Laurens Klerkx	18	184	202	12	80	92	588

10. Using LinkedIn to your advantage	23 Oct 13	Ian Kininmonth, Gerard Byrne, Lisa Morell	22	266	288	14	140	154	169
11. Using community-based social marketing to enable behaviour change	29 Oct 13	Doug McKenzie-Mohr	17	211	228	11	117	128	801
12. Using webinars to enable change	06 Nov 13	John James	12	200	212	10	99	109	110
13. AACREA: a highly effective Argentine approach to enabling change	28 Nov 13	Richard Wakelin	22	224	246	13	104	117	224
14. Navigating the app development minefield	19 Mar 14	Tom McCue	35	283	318	18	114	132	135
15. Using Google's free products to enable change	04 Jun 14	Pru Cook	29	276	305	13	109	122	286
16. Managing an effective change project	06 Aug 14	Peter Hanrahan	31	317	348	20	139	159	102
17. The psychology of denial and our responses to climate change	06 Nov 14	Zoe Leviston	20	259	279	7	117	124	250
18. Seven secrets for successfully marketing your next event	25 Feb 15	Andrew Huffer	24	405	429	10	176	186	203
Total to date			**530**	**4640**	**5170**	**268**	**2308**	**2576**	**23,478**

Appendix 2: Webinar survey feedback

Raw data provided by FutureBeef.

BeefConnect webinars

Participants: Watched Webinar	Participants: Completed Evaluation	Usefulness of Webinar content (1-not at all and 10-very)	Planned changes resulting from webinar
1. Grazing systems – fact and fiction			
59	32 people or 54.2% of attendees.	Usefulness of information: Average rating = 8.03 (n=30) Value in assisting livestock enterprise management: Average rating 4.5 (n=4) Satisfied with event overall: average rating 8.1	((Where 1 = very low likelihood and 10 = very high likelihood) Average rating 1.5 (n=4) **Business** · Use satellite feed budgeting **Herd management** · Set stock to available dry matter yield **Knowledge** · Confirmed don't have to go cell grazing
2. Weaner management in northern beef herds			
48 25 people responded that 56 people attended i.e. up to seven people in the one room listening.	26 people or 54.2% of attendees	Usefulness of information: Average rating = 8.12 (n=25) Satisfied with event overall: average rating 8.8	**Technical** · Use NIRS - change management of weaners **Herd management** · Determine weight gain to refine our weaner feeding program · Try a further supplement · Do more weighing in tough years and segregate where practical · Get the weaners out of the yards within 3 days **Environmental** · Wet season spell - spelled paddock can be used as a fresh weaner paddock **Knowledge** · Help clients make more informed choices in regards to their weaning practices · Recommend the weaner book to producers
3. Hormone growth promotants (HGPs) in the NT			
33	9, 27% of attendees	Usefulness of information: Average rating = 9 (n=9) Improved knowledge on the topic: Average rating = 8.89 (n=9) Satisfied with event overall: average rating 8.8 (n=9)	**Herd management** · Improve hygiene strategies to reduce losses · Disinfect applicator guns between animals · Better timing of HGP implant treatment **Knowledge** · Run a trial · None - believe our current strategy is along the correct lines · Ongoing promotion of HGP in Northern Australia
4. Phosphorus management of beef cattle in northern Australia			

79	41, 52% of attendees	Usefulness of information: Average rating = 8.3 (n=41) Improved knowledge on the topic: Average rating = 8.1 (n=41) Satisfied with event overall: average rating 8.8 (n=40)	**Herd management** · Do more research on supplementation · Looking at supplementation during the dry of phosphorus · Look at a phosphorous lick through the wet season · Manage cattle to pastures better · Perform mid-wet season faecal phosphorus analysis **Environmental** · Level of P requirements of cattle and likelihood of P supplement happening in area · Look at testing flouride levels in bore and adjust P accordingly **Knowledge** · Stress importance of watching intakes, not just feeding out willy nilly · Direct producers to the revised publication for info/iImprove dissemination of P research and new book to graziers · Follow up on outcomes Brunchilly and Gatton trials · More informed to speak with landholders
5. Wet season spelling			
31	12, 39% of attendees	Usefulness of information: Average rating = 8.1 Improved knowledge on the topic: Average rating = 7.1 Satisfied with event overall: average rating 8.1	**Environmental** · Will change to a set program of wet season spelling **Knowledge** · None - keep telling producers the same messages, was a good knowledge re-enforcer · Relate better to the on ground parts of my project · Strongly recommend wet season spelling to clients (and students) · Consider how to incorporate into property management
6. Beef up your Twitter effectiveness			
163	60, 37% of attendees	Usefulness of information: Average rating = 7.5 Improved knowledge on the topic: Average rating = 7.3	**Knowledge** · Be an active participant and to get more advice on how to use effectively · Better strategy with regards to social media/ using more of the 'best practice' tips provided to boost the account · Bookmark several more Twitter sites · Consider setting up a Twitter account for the business · Use Twitter as a marketing tool · Update bio on Twitter · Manage my lists better · Make use of other organisational contacts to feed Twitter. e.g. MLA · Make more use of market reports · More of a positive attitude to joining twitter
7. Pasturefed Cattle Assurance System: What's involved?			
282	93, 33% of attendees	Usefulness of information: Average rating = 8.5	**Business** · Better record keeping/ Re-arrange my LPA record-keeping

		Improved knowledge on the topic: Average rating = 8.8 Satisfied with event overall: average rating 7.8	· Check out our situation with regards to Pasture Fed Cattle Assurance · Consider applying and becoming involved in the system/ Consider participation in PCAS · Investigate accreditation and improve records to be fully traceable · Have a new market with desirable premium **Knowledge** · Arrange a further information session · Look further into becoming accredited · Be better able to discuss PCAS with graziers in extension work · Confidence to inform clients and help with making the business decision **None** · Already follow procedures · Already a pasture feed property · Keep breeding Angus and supply pasture finished, hormone free, MSA brands
8. Long-distance MSA transport			
73	17, 23% of attendees	Usefulness of information: Average rating = 8.1 Improved knowledge on the topic: Average rating = 8.4 Satisfied with event overall: average rating 8.7	**Herd management** · Take more care with cattle management before trucking **Knowledge** · Mindful of changes to MSA requirements · Further cements my belief - producers are not in the 21st Century - will keep working towards that end · Research findings will feed into a cattle freight research project
9. Will it rain this year?			
103	40, 39% of attendees	Usefulness of information: Average rating = 7.8 Improved knowledge on the topic: Average rating = 7.7 Satisfied with event overall: average rating 8.1	**Business** · Check the different websites before deciding stocking rates · Potentially move beef purchases forward to cover the possibility of rain shortening supplies and raising prices **Herd management** · Be more mindful of low rainfal on future years when planning stocking rates · Closely monitor our stock numbers into the wet season **Environmental** · Push towards more irrigation, to secure productivity **Knowledge** · Follow the BOM site more closely · Pass the knowledge on to anyone interested in accessing Rainman · Take more notice of the weather models available and not just the SOI
10. Seasonal Climate Outlook for Summer			
150	39, 269% of attendees	Usefulness of information: Average rating = 8.1 Improved knowledge on the topic: Average rating = 8.1	**Business** · Combine all facets to assist planning · Increase regularity of checking climate 'drivers' · Select feed products and storage conditions when feed is cheaper

			Herd management
			· Continue to watch predictions. If MJO goes through with no rain then further herd reduction
			· Move heifers now and not wait for rain/ start selling cattle earlier
			Environmental
			· Affects how we would manage water licences and allocations
			· Ramp up drought management strategies for grazing property
			· Revise stocking rates for pasture management given the prolonged drought conditions
			Knowledge
			· Promote info to our Leading Sheep producers organising a climate webinar
			· Look at more meteorological websites
			· Use this network and forum to better manage (drought related) wild dog predation events
11. Improving the effectiveness of wild dog control			
81	39, 48% of attendees	Usefulness of information: Average rating = 7.3 Improved knowledge on the topic: Average rating = 6.9 Satisfied with event overall: average rating 8.4	**Business** · Do I employ professionals or keep doing it ourselves? **Technical** · Follow the use and results of the various devices used to eradicate wild dogs (Injecting Unit) **Knowledge** · National Wild Dog Action Plan Project Steering Committee - information will feed into assessment of final draft · Pass on information to pastoralists · Incorporate management plan information into our current local area planning groups · Look at companion animals, do more baiting · Update training package
12. Nitrate supplements, methane and remote technologies			
72	15, 21% of attendees	Usefulness of information: Average rating = 7.4 Improved knowledge on the topic: Average rating = 7.6 Satisfied with event overall: average rating 7.8	**Technical** · Thinking about remote technology - understand the concept of methane better · Investigate remote systems **Herd management** · Try free choice supplements **Knowledge** · Continue to use technology available to improve production
13. Grazing BMP: Our industry - Our standards			
81	8, 10% of attendees	Usefulness of information: Average rating = 6.7 Improved knowledge on the topic: Average rating = 4.1 Satisfied with event overall: average rating 6.5	*Seems BMP is trying to integrate farm extension with credible livestock and environmental accountability - don't think the two should be rolled into one. It needs a stronger outcome on farm component where businesses show trends in key production areas in*

			conjunction with positive environmental outcomes.

14. Decisions for drought affected producers			
103	34, 33% of attendees	Usefulness of information: Average rating = 8.4 Improved knowledge on the topic: Average rating = 7.9	**Technical** · Tell sheep producers about these spreadsheets **Herd management** · Balance pasture with the correct supplement · Investigate using a dry feed supplement during Winter (possibly instead of Prolix Wet Supplement) · Look into feedlot style feeding · Not to hold onto stock · Early weaning and supplement feed **Knowledge** · Be more sensitive when dealing with producers in drought situations · Improved understanding of pre-drought management to help advise producers · Consideration of decision making tools for drought management when developing animal welfare policy for drought related issues

15. A new approach to Adult Equivalent methodology			
113	30, 27% of attendees	Usefulness of information: Average rating = 8 Improved knowledge on the topic: Average rating = 8.3 Satisfied with event overall: average rating 8.5	**Herd management** · Investigate use of the AE instead of DSE and 3% of liveweight when calculating · Already reduced the amount of food we feed our dry cows · Use the program developed to assess AE capacity in the future to gain a better understanding of carrying capacity · Place more rigour around assessments of carry capacity **Knowledge** · Look at certification · Use it for making AE adjustments for weight gain when working with clients

16. Pasturefed Cattle Assurance System Update			
168	26, 15% of attendees	Usefulness of information: Average rating = 8 Improved knowledge on the topic: Average rating = 7.9 Satisfied with event overall: average rating 8.7	**Herd management** · Going HGP free with our next round of steers · Start keeping account of antibiotics on all cattle rather than MSA cattle · Try not to use cereal hay again **Knowledge** · Present benefits of PCAS to others · Seek certification **None** · None - using a proprietary beef pellet to wean my calves onto and this system currently eliminates the cattle from PCAS

17. Opportunities for irrigated agriculture and the northern Australian beef industry			
61	31, 51% of attendees	Usefulness of information: Average rating = 8 Improved knowledge on the topic: Average rating = 7.9	**Environmental** · Re-examine information from earlier work to investigate economics of irrigated beef production

		Satisfied with event overall: average rating 8.	· Assess options before $'s are spent by potential irrigators · Look into complementary irrigated fodder systems

18. Learning from CashCow – the Northern Australian beef fertility project

141	50, 35% of attendees	Usefulness of information: Average rating = 8.5 Improved knowledge on the topic: Average rating = 8.2 Satisfied with event overall: average rating 8.5	**Business** · Better recording of meaningful data **Technical** · Use CashCow benchmarks in business benchmarking and options analysis work with producers · When in majority "breeding cattle" production mode to use the above key production indicators · Try P4M measurement on herds **Herd management** · Look after heifers in regards to supplements · Determine our cost of production and annual liveweight production · Segregate heifers · Test for infectious diseases · Focus on timing of joining manage herd to minimise calf/foetal loss · Consider earlier weaning, · Providing more consistent wet season access to phosphorous

19. De-mystifying pestivirus a guide to enterprise level management and control

109	15, 14% of attendees	Usefulness of information: Average rating = 9.3 Improved knowledge on the topic: Average rating = 8.6 Satisfied with event overall: average rating 9.3	**Business** · Work out the most efficient way to implement an eradication plan around our current management practices **Herd management** · Initially test the whole herd and cull carriers and then test replacement heifers annually · Vaccinate new cattle for pestivirus

20. Lessons from Kidman Springs Fire Experiment 1993-2013

13	7, 54% of attendees	Usefulness of information: Average rating = 6.7 Improved knowledge on the topic: Average rating = 6.4 Satisfied with event overall: average rating 6.5	**Knowledge** · Encourage graziers to consider the long-term implications (declining carrying capacity and decreasing economic performance) of not using fire as a grazing land management tool

21. Sown pasture rundown

72	17, 24% of attendees	Usefulness of information: Average rating = 8.7 Improved knowledge on the topic: Average rating = 8.4 Satisfied with event overall: average rating 9	**Environmental** · Look closer at re-establishing long gone pasture with grass and legumes · Consider the inclusion of leuceana in new pasture development · Re balance soil supplements · Growing legumes not just scatter seed **Knowledge** · Incorporate more legumes, investigate most suitable for locality · Inform modelling of rundown pastures

22. Maximising beef production and profit with high quality forages

72	20, 28 % of attendees	Usefulness of information: Average rating = 9 Improved knowledge on the topic: Average rating = 9 Satisfied with event overall: average rating 9.2	**Environmental** · Make sure animals have access to both metaboliseable energy, suitable protein source and secondary compounds · Look into establishing leucaena/grass forage system **Knowledge** · Better understanding of the role of high quality home-grown forages in cattle back-grounding and finishing · Using/promoting the tools and knowledge generated from this project to producers and other researchers
23. Crossbreeding for more profit with tropically adapted *Bos taurus* cattle			
50	16, 32% of attendees	Usefulness of information: Average rating = 8.6 Improved knowledge on the topic: Average rating = 7.9 (Satisfied with event overall: average rating 9	**Technical** · Live export will request BrahmanX animals as the new Asian live export clients records average daily gain data **Herd management** · Breed more highly fertile bulls with excellent carcase traits
24. Strategies to increase the profitability of extensive beef businesses			
82	21, 26% of attendees	Usefulness of information: Average rating = 8.8 Improved knowledge on the topic: Average rating = 8.1 Satisfied with event overall: average rating 9.1	**Business** · Better business focus on the key profitability drivers · Closer examination of cost/AE with regard to land and other costs · Focus spending on those activities or investments that will increase productivity (kg beef/AE) and labour efficiency · Look at gross margins and adjust to include kg beef per AE · More attention to rigorously assessing overheads and also operating expenses · Record input costs specifically and kilos sold per head **Knowledge** · Advocate for economics and cost of production to be considered in all industry projects, including best practices for reef regions · Make sure consultants are promoted across industry and it is not just extension staff that can assist
25. Northern cattle producers can money be made from the Emissions Reduction Fund			
68	16, 32% of attendees	Usefulness of information: Average rating = 7.4 Improved knowledge on the topic: Average rating = 8.1 Satisfied with event overall: average rating 7.8	**Technical** · Find a small scale model which justifies the process and scale it up. **Knowledge** · Strengthens arguments that northern Australian producers should be very wary · Keep clients/students informed of latest developments
26. Establishing small seeded pasture legumes			
80	26, 33% of attendees	Usefulness of information: Average rating = ?	**Environmental** · Be more proactive in removing grass competition and a longer lead in time to planting the legume

| | | Improved knowledge on the topic: Average rating = ?

 Satisfied with event overall: average rating = ? | · Lock out cattle and begin the spray programme kill the grass
 · Look further at strip fallow planting of legumes
 · Start ground preparation much earlier/ plan it well ahead and prepare seed bed strips
 · Not use one pass cultivation before planting. Kill grass and weeds before and after planting a legume
 · Better establishment with less soil disturbance |

Enabling Change and Innovation webinars

Participants: Watched Webinar	Participants: Completed Evaluation	Percentage change in knowledge (of webinar content)	Percentage change in confidence (regarding use of webinar content)	Overall effectiveness of webinar
1. Predicting and improving adoption of agricultural innovations				
Attended Live: 130 Watched Recording: 603	63, 48% of attendees	33%	29%	Overall effectiveness of webinar: Average rating = 7.9
2. The science of innovation: evidence based methods to drive creative thinking				
Attended Live: 172 Watched Recording: 820	66, 38% of attendees	23%	19%	Overall effectiveness of webinar: Average rating = 8.3
3. Designing effective surveys in three easy steps				
Attended Live: 128 Watched Recording: 1150	71, 55% of attendees	21%	20%	Overall effectiveness of webinar: Average rating = 8.5
4. Using online tools to engage the public				
Attended Live: 154 Watched Recording: 94	85, 55% of attendees	19%	16%	Overall effectiveness of webinar: Average rating = 7.9
5. Who gives a twit about Twitter?				
Attended Live: 146 Watched Recording: 197	85, 58% of attendees	35%	31%	Overall effectiveness of webinar: Average rating = 8
6. The seven secrets of good monitoring and evaluation				
Attended Live: 221 Watched Recording: 23360	113, 51% of attendees	16%	16%	Overall effectiveness of webinar: Average rating = 8.2
7. Facilitation tips and tricks for newbies				
Attended Live: 152 Watched Recording: 925	65, 43% of attendees	17%	16%	Overall effectiveness of webinar: Average rating = 8
8. Designing projects for practice change and measuring impact				
Attended Live:151 Watched Recording: 155	44, 29% of attendees	18%	13%	Overall effectiveness of webinar: Average rating = 7.3
9. Using an innovation systems approach to achieve remarkable change				
Attended Live: 92 Watched Recording: 801	33, 36% of attendees	19%	11%	Overall effectiveness of webinar: Average rating = 7.9

10. Using LinkedIn to your advantage				
Attended Live: 154 Watched Recording: 174	65, 44% of attendees	25%	22%	Overall effectiveness of webinar: Average rating = 8
11. Using community-based social marketing to enable behaviour change				
Attended Live: 128 Watched Recording: 959	47, 37% of attendees	27%	19%	Overall effectiveness of webinar: Average rating = 8.1
12. Using webinars to enable change				
Attended Live: 109 Watched Recording: 125	45, 41% of attendees	32%	27%	Overall effectiveness of webinar: Average rating = 8.6
13. AACREA.... a highly effective Argentine approach to enabling change				
Attended Live: 117 Watched Recording: 241	51, 44% of attendees	40%	28%	Overall effectiveness of webinar: Average rating = 7.7
14. Navigating the app development minefield				
Attended Live: 132 Watched Recording: 139	52, 39% of attendees	18%	18%	Overall effectiveness of webinar: Average rating = 7.6
15. Using Google's free products to enable change				
Attended Live: 122 Watched Recording: 324	41, 34% of attendees	29%	29%	Overall effectiveness of webinar: Average rating = 8.4
16. Managing an effective change project				
Attended Live: 161 Watched Recording: 108	54, 34% of attendees	9%	10%	Overall effectiveness of webinar: Average rating = 6.6
17. The psychology of denial and our responses to climate change				
Attended Live: 124 Watched Recording: 338	44, 35% of attendees	27%	23%	Overall effectiveness of webinar: Average rating = 8.3
18. Seven secrets for successfully marketing your next event				
Attended Live: 186 Watched Recording: 393	50, 27% of attendees	20%	18%	Overall effectiveness of webinar: Average rating = 8.4
19. The neuroscience of change				
Attended Live: 190 Watched Recording: 307	50, 26% of attendees	28%	28%	Overall effectiveness of webinar: Average rating = 8.5
20. Using the Diffusion of innovations theory to improve change				
Attended Live: 134 Watched Recording: 126	55, 41% of attendees	26%	23%	Overall effectiveness of webinar: Average rating = 8.5
21. Confessions of a MOOC developer and presenter				
Attended Live: 76 Watched Recording: 40	27, 36% of attendees	34%	31%	Overall effectiveness of webinar: Average rating = 8.7
22. Using mind maps to reduce stress and unleash creativity				
Attended Live: 176 Watched Recording: 104	46, 26% of attendees	33%	31%	Overall effectiveness of webinar: Average rating = 8.3