

awi

Australian Wool
Innovation Limited

LIFETIME EWE MANAGEMENT – CHANGING PRACTICE

EMILY KING

PROGRAM MANAGER, RESEARCH & EXTENSION

GETTING ADOPTION – DO WE HAVE A PROBLEM?

- Differences between different topics
- Widespread opinion that extension could be more effective
- Shift in traditional extension pathway
- Move to more private providers
- More demanding clients
- Time poor

EXPERIMENT TIME...

WHY WON'T THEY JUST DO WHAT THE SCIENCE SAYS?

IF YOU'RE UNDER 60 YEARS OF AGE AND HAVE EVER SMOKED A CIGARETTE



WHY WON'T THEY JUST DO WHAT THE SCIENCE SAYS?

IF YOU'RE A WOMAN WHO DRINKS MORE THAN 7 STANDARD DRINKS A WEEK OR A MAN WHO DRINKS MORE THAN 14 STANDARD DRINKS A WEEK



WHY WON'T THEY JUST DO WHAT THE SCIENCE SAYS?

IF YOU ADD SUGAR TO YOUR TEA OR COFFEE



WHY DOES ADOPTION SEEM SO ELUSIVE?

- Complex to achieve
- Important to remember farmers are people
- Inherently, you're asking for change
- Trust
- Confidence in being able to implement the change
- Cost
- Cost vs. Benefit (real or perceived)
- Personal preference
- Is it right for me? Do I want to?
- Prior experience
- Values and beliefs
- Goals and ambitions
- Stage of business or career

A FLEXIBLE APPROACH

- Climate
- Production zone
- Enterprise mix

- Learning style
- Behavioural style
- Personality type

- Delivery method
- Deliverer choice

EXTENSION = AGRICULTURAL INFORMATION MARKETING

- Defined product or service
- Clear target market
- Know your competition
- Develop awareness
- Build credibility
- Consistency
- Trust



THE CLEARER AND SIMPLER YOU MAKE IT, THE EASIER IT IS TO REMEMBER AND UTILISE

KNOW YOUR AUDIENCE

In general terms:

- Introverted
- Seeing is believing
- Hands-on learners
- Low levels of formal tertiary study
- Intuitive management
- Small, family business
- Work 'in' the business rather than 'on' the business
- Jack of all trades

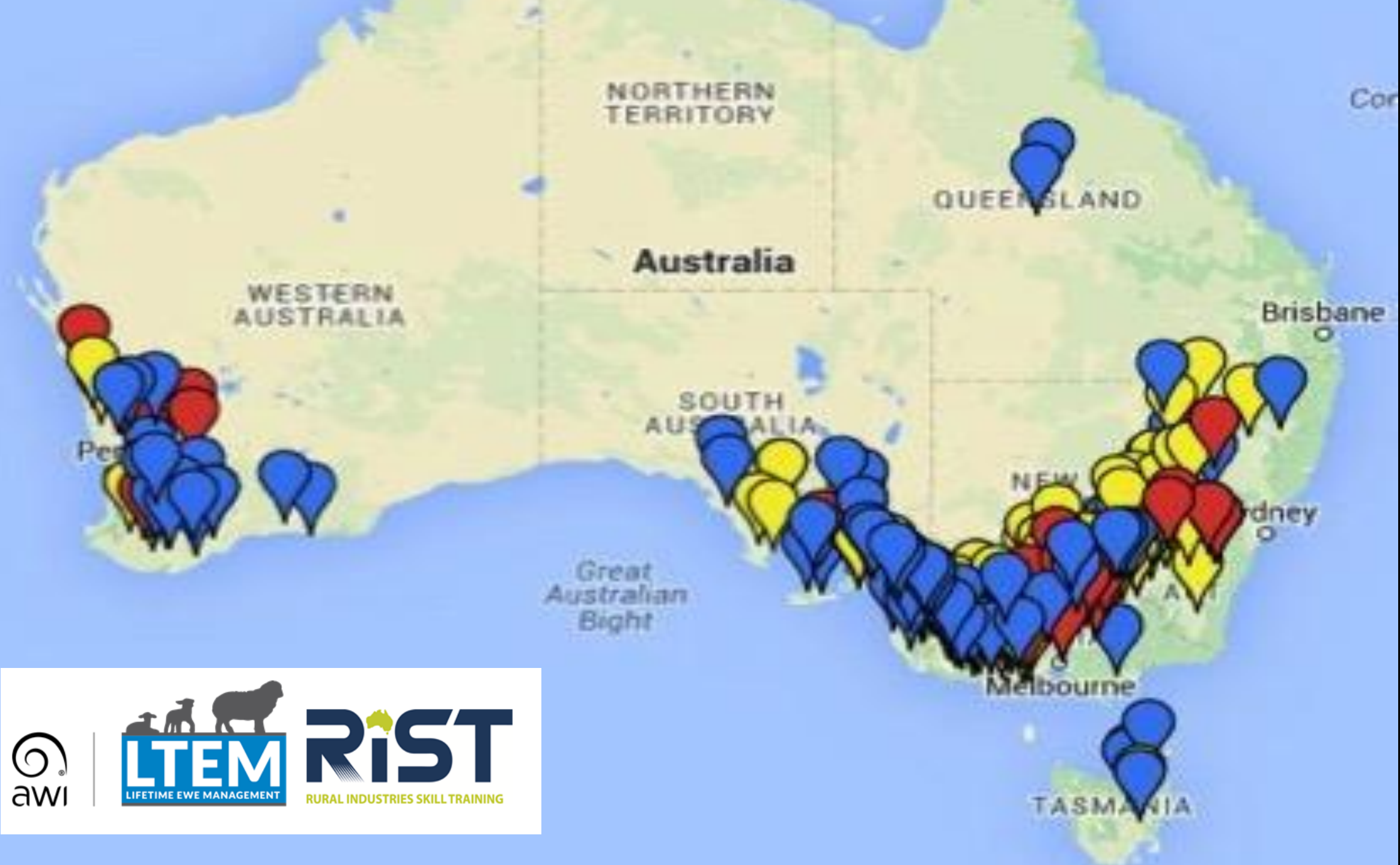


LIFETIME WOOL

- ‘More lambs, better wool, healthy ewes’
- Ewes are the engine room of the business
- Regional guidelines and recommendations
- 2001 – 2008
- ~\$10m investment (AWI \$6.7m)
- AWI, DPIRD, Ag Vic, NSW DPI, DPIPWE, SARDI, CSIRO and woolgrowers
- Many tools and products from the research

LIFETIME EWE MANAGEMENT (LTEM)

- 2006 by RIST and some of Lifetime Wool team
- 221 growers by 2010
- AWI investment from 2012 → 3,900 growers by June 2019
- 30% of Australian ewe flock under LTEM
- 6 sessions at key points in reproduction cycle: weaning, pre-joining, early-mid pregnancy, late pregnancy, lambing, weaning
- On-farm, facilitated, small group model (5 – 7 growers)
- Condition scoring, pasture assessment, feed budgeting
- Hands-on, cheap, repeatable



 |  **RiST**
LIFETIME EWE MANAGEMENT | RURAL INDUSTRIES SKILL TRAINING

BENEFITS OF MANAGING EWE NUTRITION

- Ewes in optimal condition score:
 - Conceive more lambs
 - Have heavier lambs
 - Produce more milk during lactation
 - Produce stronger wool (Nkt)
 - Produce more wool
 - Produce lambs with finer and more wool
- Participants report:
 - Increased stocking rate
 - Increased lamb marking percentage
 - Increased weaning percentage
 - Reduced ewe mortality

LTEM – SUCCESSES...

- Small group model
- Repetition – implementation with support
- See-do-see-do-see-do
- Cheap, easy to do on-farm
- Seasonal and relevant
- Simplified messaging
- LTEM app
- Dovetails with many other industry programs
- Trainers
- Mentoring program
- Peer recommendation
- Monitoring and evaluation
- Strong research basis, thousands of on-farm examples, further research

LTEM – SUCCESSES... AND CHALLENGES

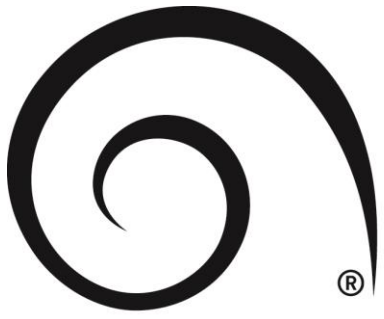
- Cost of program to deliver
- Cost of program for growers
- What do I do now?
- Trainer standard
- Trainer numbers and location
- Pastoral zone
- Monitoring and evaluation
- Success has a thousand fathers

ADOPTION – A FEW TIPS AND TRICKS

- Timeliness and relevance
- Keep it simple – messaging, implementation, outcomes
- The more direct the outcome the easier the message is to show, e.g. ewe nutrition and lamb survival vs. sub-clinical effects of internal parasite burden
- Put the key messages up front – it shouldn't be hard work
- Mixed medium
- Industry consensus
- Use grower advocates and peer recommendation – farmers love hearing from farmers
- Target market is key – communicate as they want it, not as you'd prefer it
- Know the audience – a heap of technical phrases waste brain space, use appropriate language

ADOPTION – A FEW TIPS AND TRICKS

- Information is a two-way street – let them ask questions, encourage audience participation
- Design flexible and dynamic learning pathways that encourage people to jump on and off where it suits them
- Confidence is the key to implementation – show someone and then allow them to have a crack
- Don't assume background knowledge
- Pitch the depth of information to the length of the space you have available
- Be aware of their whole business and the implications of what you're asking them
- Sometimes no change is the best change



awi

Australian Wool
Innovation Limited

THANK YOU

EMILY.KING@WOOL.COM

0437 523 036

To the extent permitted by law, Australian Wool Innovation Ltd excludes all liability for loss or damage arising from the use of, or reliance on, the information contained in this presentation. The Woolmark symbol is a registered trademark of The Woolmark Company Pty Ltd.

©2019 Australian Wool Innovation Ltd. All rights reserved.



AWI R&D CONTACTS

NAME	ROLE	MOBILE	EMAIL
Jane Littlejohn	General Manager, Research	0438 134 000	jane.littlejohn@wool.com
Bridget Peachey	Program Manager, Sheep Health & Welfare	0429 006 527	bridget.peachey@wool.com
Ian Evans	Program Manager, Vertebrate Pests	0427 773 005	ian.evans@wool.com
Emily King	Program Manager, Research & Extension	0437 523 036	emily.king@wool.com
Geoff Lindon	Program Manager, Genetics & Animal Welfare Advocacy	0427 572 228	geoff.lindon@wool.com
Carolina Diaz	Program Manager, Farm Automation	0429 351 545	carolina.diaz@wool.com
Stephen Feighan	General Manager, Woolgrower Services	0418 218 913	stephen.feighan@wool.com