



eXtension for the Australian Grains Industry - eXtensionAUS

GRDC

**Grains
Research &
Development
Corporation**

Trial of the USA model



The national internet-based educational
network in the United States

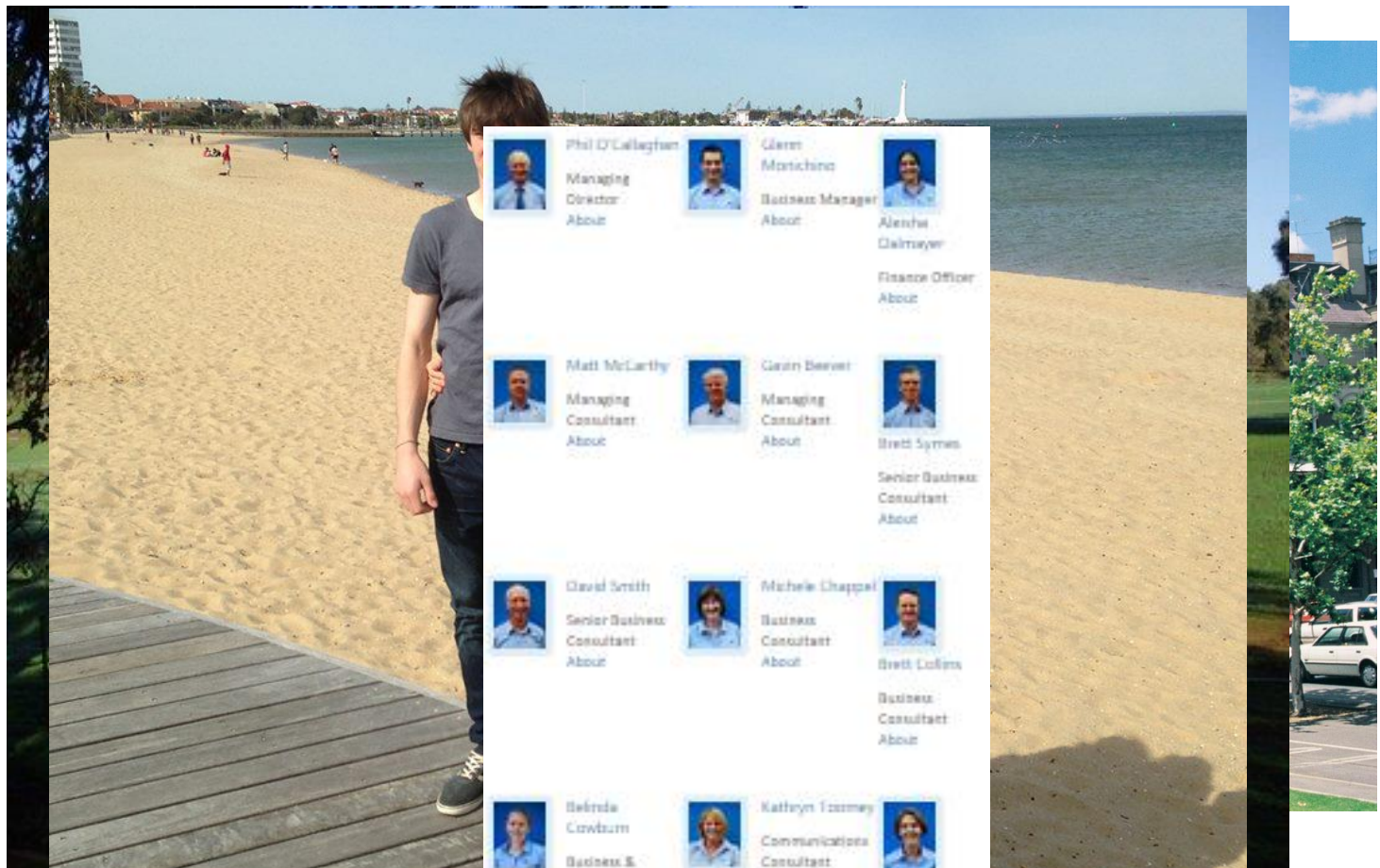
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eXtension

1. The basis for eXtension
2. What has been trialled
3. How it works
4. Reflect on yourselves and eXtension opportunities

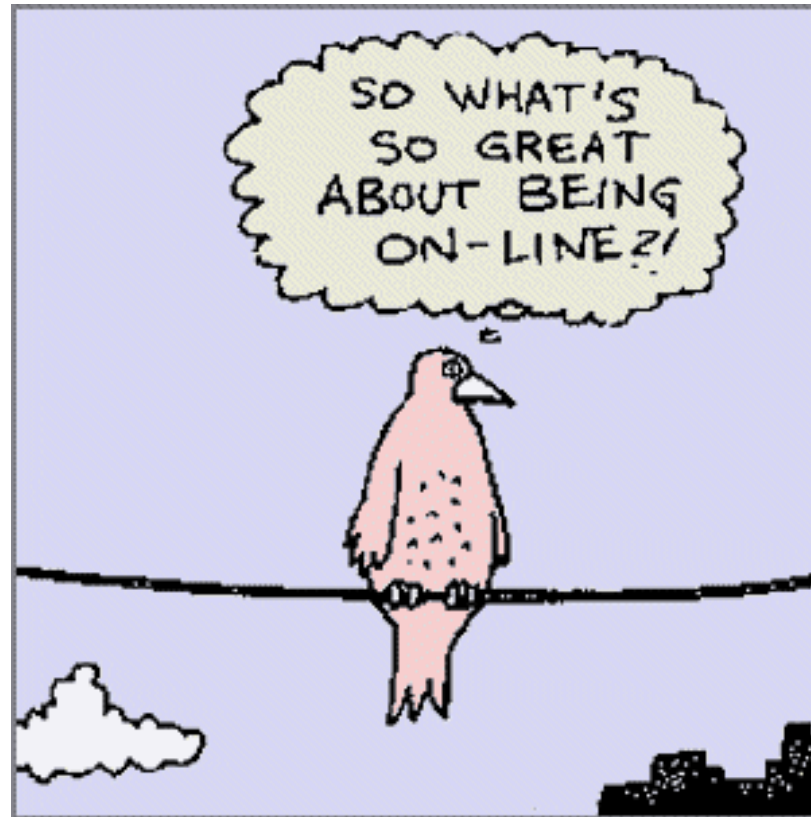
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	Phil O'Callaghan Managing Director About		Glenn Monticino Business Manager About		Alexia Gaimwyer Finance Officer About
	Matt McCarthy Managing Consultant About		Gavin Beevor Managing Consultant About		Brett Symes Senior Business Consultant About
	David Smith Senior Business Consultant About		Michele Chappell Business Consultant About		Brett Collins Business Consultant About
	Belinda Cowburn Business & Communications Consultant About		Kathryn Torrey Communications Consultant About		Jane Llewellyn Communications Consultant About
	Catherine Jaman Communications Consultant About		Rebecca Seddon Administration & Office Manager About		



Context - We are somewhere between...



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For the next generation it is part of their life



**"Dear Andy: How have you been?
Your mother and I are fine. We miss you.
Please sign off your computer and come
downstairs for something to eat. Love, Dad."**

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By 2017 we each will have 5 internet devices



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24/7/365 day access to information via any internet device



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By 2015 internet access is starting to come everywhere with us...



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Exercise...

Your networks?



Who are the people you most frequently discuss matters important to you?

Who are your key mentors?

Who are the people with whom you have most communication in order to get your work done?

Consider a new project you are promoting. Whom are the people you need to get approval from to get it off the ground?

Who are the main people you socialise with informally?

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eXtensionAUS - Test the USA Approach...



Providing web based platforms and systems for
knowledge/information providers to network and
provide information and advice to knowledge users

24/7/365

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Grains Pilot Communities of Practice

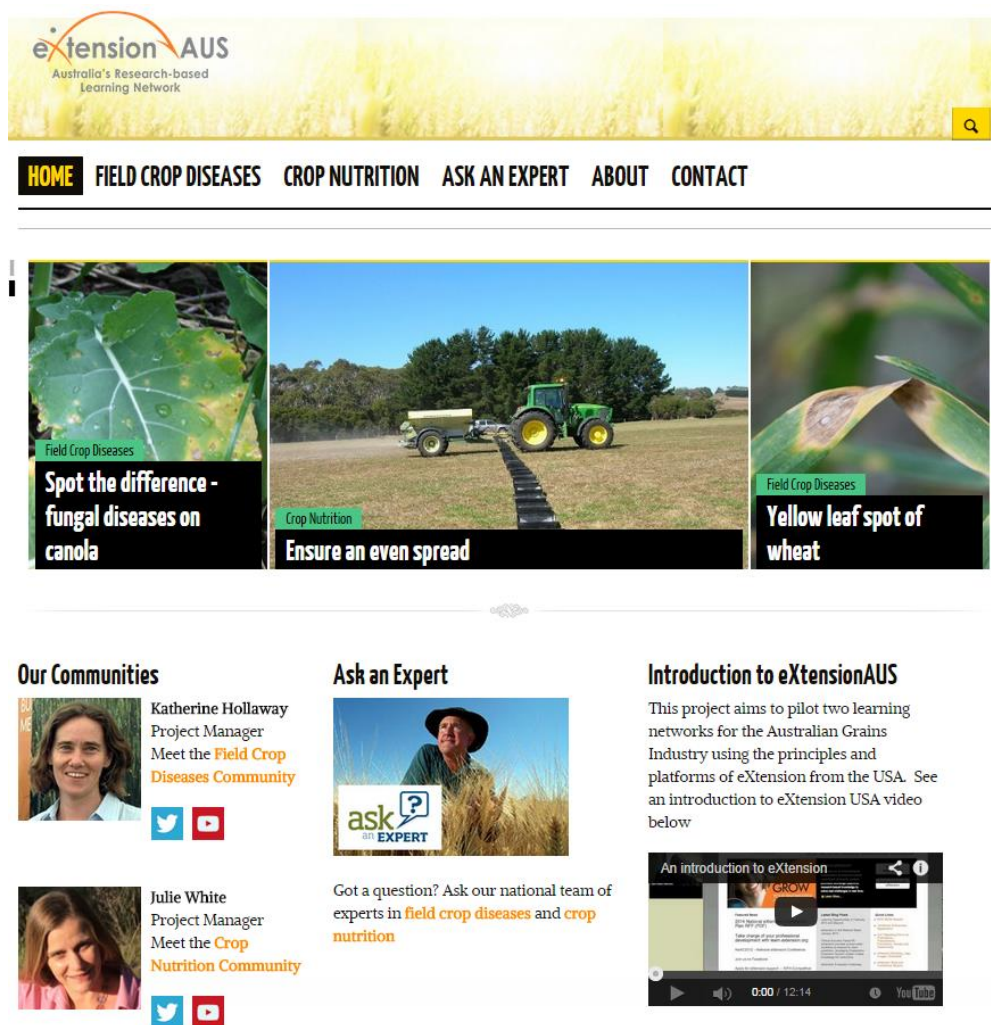
Field Crop Diseases and Field Crop Nutrition

“A broad range of content providers/experts (from a range of agencies), who are willing to **network** together and use the eXtension platforms to share knowledge/information with each other and outside users”



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Tools: Website - plus systems and agreements



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Twitter

Field Crop Diseases – 641 followers, 569 tweets

Crop Nutrition – 678 followers, 701 tweets

Field Crop Disease
@AusCropDiseases
Bringing the experts on Australian field crop diseases to you
Australia
extensionaus.com.au

136 Followers you know

18 Photos and videos

16 Tweets

Tweets Tweets & replies

Field Crop Disease @AusCropDiseases · 4h
Why pathology screening is important: RT @DrHikov: This is what stripe #rust can do on a susceptible #wheat cultivar bit.ly/1BExO7L

Field Crop Disease @AusCropDiseases · 6h
MT @SuperHyola: Virus always been there...just right conditions for #BWYV to spread/show symptoms in more crops than usual @abclandline

Field Crop Disease @AusCropDiseases · 6h
Missed it? The #canola virus no-one saw coming @abclandline on #BWYV. View here ab.co/1D8BC2D or ABC 1pm via @laurenwaldhuter

Who to follow · Refresh · View all

Alejandro Shammah @ales...
Follow

Cameron Taylor @ctaylor...
Follow

Ganaderia Mexico @Ganad...
Follow

Popular accounts · Find friends

Trends · Change

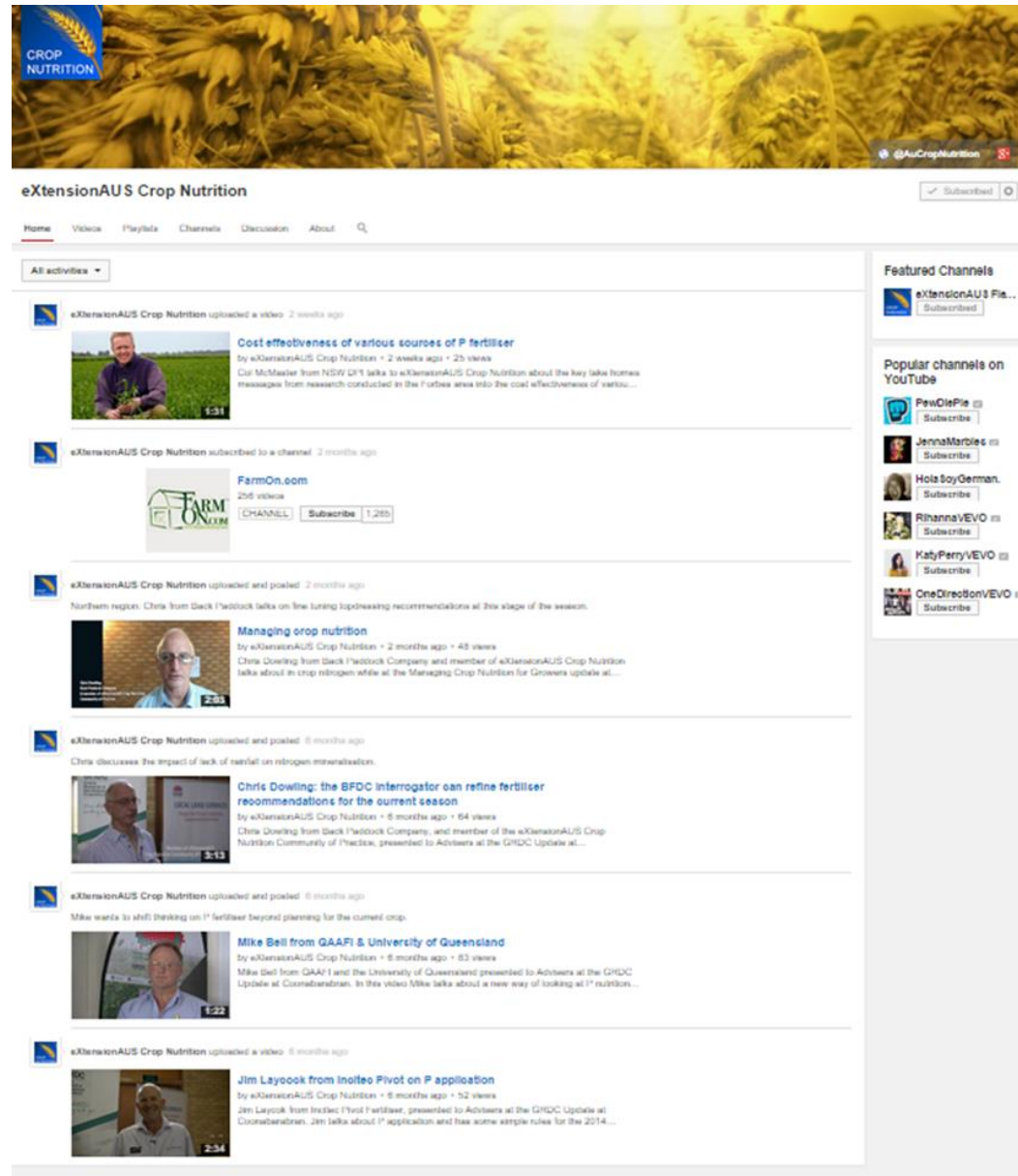
Miss America
#Bears
Harvey
#AskConnor
Ennis
Melbourne
#Odie
#49ers
#replacelovewithllamas
Willie Young

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YouTube

28 Videos



The screenshot shows the YouTube channel page for eXtensionAUS Crop Nutrition. The channel banner features a close-up of yellow corn leaves with the text "CROP NUTRITION" in a blue box on the left. The channel name "eXtensionAUS Crop Nutrition" is displayed below the banner, along with a "Subscribed" button. The navigation bar includes links for Home, Videos, Playlists, Channels, Discussion, and About. A dropdown menu for "All activities" is visible. The main content area lists several video uploads:

- Cost effectiveness of various sources of P fertiliser**
by eXtensionAUS Crop Nutrition • 2 weeks ago • 25 views
Curt McMaster from NSW DPI talks to eXtensionAUS Crop Nutrition about the key take home messages from research conducted in the Furlong area into the cost effectiveness of various...
- FarmOn.com**
205 videos
CHANNEL | Subscribe | 1,265
- Managing crop nutrition**
by eXtensionAUS Crop Nutrition • 2 months ago • 45 views
Chris Downing from Back Haddock Company and member of eXtensionAUS Crop Nutrition talks about in crop nitrogen while at the Managing Crop Nutrition for Growers update at...
- Chris Dowling: the BFDC interrogator can refine fertiliser recommendations for the current season**
by eXtensionAUS Crop Nutrition • 6 months ago • 64 views
Chris Downing from Back Haddock Company, and member of the eXtensionAUS Crop Nutrition Community of Practice, presented to Advisors at the GRDC Update at...
- Mike Bell from GAAFI & University of Queensland**
by eXtensionAUS Crop Nutrition • 6 months ago • 83 views
Mike Bell from GAAFI and the University of Queensland presented to Advisors at the GRDC Update at Coonabarabran. In this video Mike talks about a new way of looking at Iⁿ nutrition...
- Jtm Laycock from Infolco Pivot on P application**
by eXtensionAUS Crop Nutrition • 6 months ago • 52 views
Jtm Laycock from Infolco Pivot Fertiliser, presented to Advisors at the GRDC Update at Coonabarabran. Jtm talks about Iⁿ application and has some simple rules for the 2014...

On the right side, there are sections for "Featured Channels" (listing extensionAUS) and "Popular channels on YouTube" (listing PewDiePie, JennaMarbles, Hola SoyGerman, RihannaVEVO, KatyPerryVEVO, and OneDirectionVEVO).

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How important to you and your role is learning to work in new online environments?

Not at all ▼	Somewhat valuable ▼	Valuable ▼	Very valuable ▼	Extremely valuable (It is critical now or will be in the future) ▼	Total ▼
0.00% 0	18.42% 7	21.05% 8	28.95% 11	31.58% 12	38

Use of Tools

Twitter

YouTube

Industry
Websites

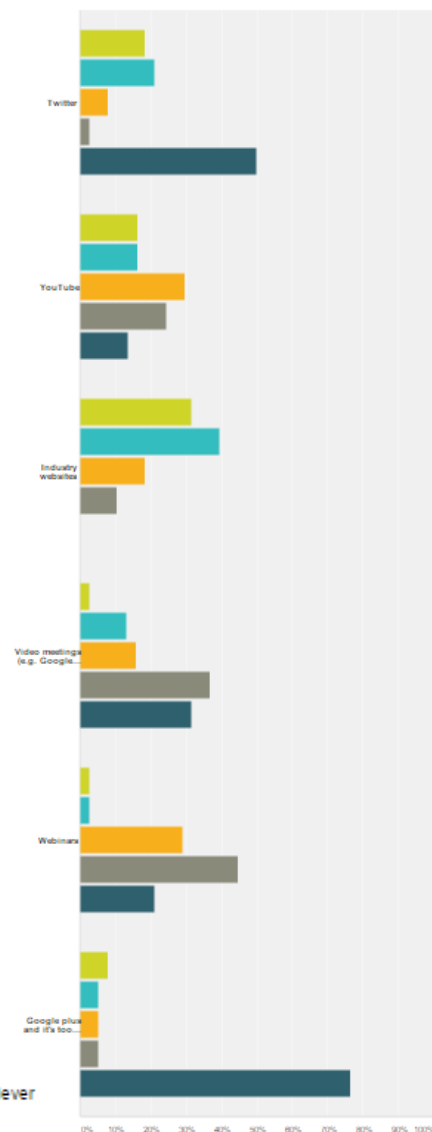
Video
Meetings

Webinars

Google+

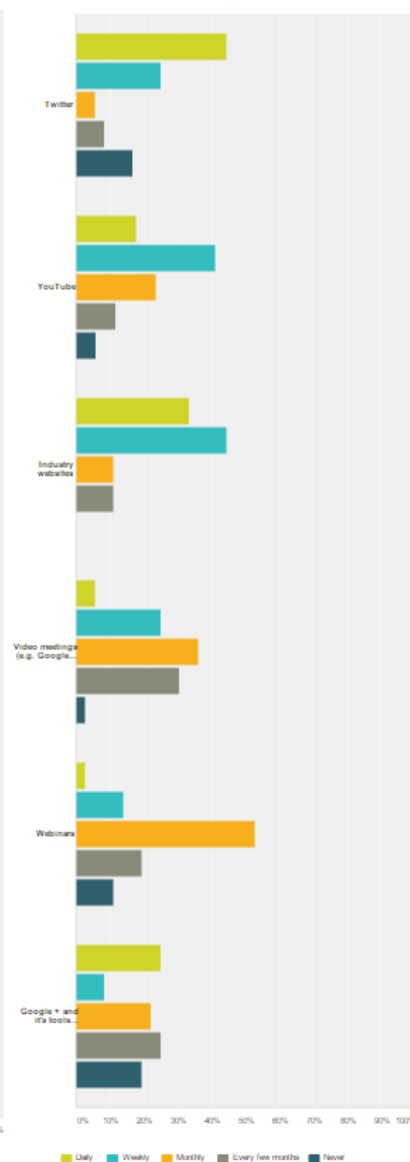
PRIOR to being involved with
eXtensionAUS how often did you use the
following tools in your work?

Answered: 38 Skipped: 0



SINCE being involved with eXtensionAUS
how often did you use the following tools
in your work?

Answered: 38 Skipped: 2



How relevant is the information provided by your Community of Practice to it's members and Community of interest?

Not all all ▾	Somewhat relevant ▾	Relevant ▾	Very relevant ▾	Extremely relevant ▾	Total ▾
0.00% 0	10.81% 4	45.95% 17	32.43% 12	10.81% 4	37

How timely?

Not all all ▾	Somewhat timely ▾	Timely ▾	Very timely ▾	Extremely timely ▾	Total ▾
0.00% 0	22.86% 8	48.57% 17	17.14% 6	11.43% 4	35

Has the interest in eXtensionAUS of your organisation as a whole changed during the life of the project?

I am not a member of an organisation ▼	Decreased ▼	Unchanged ▼	Increased ▼	Total ▼
2.63% 1	0.00% 0	44.74% 17	52.63% 20	38

LEARNING = INFORMATION + QUESTIONING



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Adult decision making/learning...



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Paradigm Effect

Oxford Dictionary - A typical example or pattern of something; a pattern or model

The way we are becoming skilled and work is changing



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IT TAKES EXPERIENCE.....

300 REPS 3,000 HRS 5,000 HRS 10,000 HRS



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FOCUS
MOTIVATION
PASSION

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USA COMMUNITIES OF PRACTICE

Resource Areas

COMMUNITY

Agricultural and Food Law
Community Planning and Zoning
Community, Local and Regional Food Systems
Cooperatives
Creating Healthy Communities
Diversity, Equity and Inclusion
Enhancing Rural Community Capacity
Entrepreneurs & Their Communities
Geospatial Technology
Network Literacy
Program Evaluation
Volunteer Administration

DISASTER ISSUES

Agricultural Disaster Preparedness and Recovery
Drought Resources
Floods
Wildfire

ENERGY

Farm Energy
Home Energy
Wood Energy

ENVIRONMENT

Prescribed Fire
Trees for Energy Conservation

FAMILY

Child and Family Learning Network
Child Care
Companion Animals
Drinking Water and Human Health
Family Caregiving
Food Safety
Military Families
Parenting
Personal Finance
Teen Leadership

FARM

Ag Safety and Health
Animal Manure Management
Animal Welfare
Apples
Bee Health
Beef Cattle
Blueberries
Climate, Forests and Woodlands
Corn and Soybean Production
Cotton
Dairy
Forest Farming
Freshwater Aquaculture
Goats
Grapes
Hogs, Pigs, and Pork
Horses
Marine Aquaculture
Organic Agriculture
Plant Breeding and Genomics
Rangelands
Sheep
Small and Backyard Flocks
Small Meat Processors
Sustainable Marine Fisheries
Wood Products

HEALTH AND NUTRITION

Community Nutrition Education
Families, Food and Fitness
Healthy Food Choices in Schools
Omega-3s

LAWN AND GARDEN

Extension Master Gardener
Gardens & Landscapes
Water Conservation for Lawn and Landscape

PEST MANAGEMENT

Feral Hogs
Imported Fire Ants
Invasive Species
Pest Management In and Around Structures
Pesticide Environmental Stewardship
Wildlife Damage Management

YOUTH

Ag Zone
Science for Youth

www.extension.org

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Key learnings from the USA...



At some stage in your work you
will require “social competence” to be successful



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Some others...



The most commonly quoted benefits by American users are:

1. National networking.
2. Learning how to use new online tools in their work

Other key learnings:

- They have some smart people and smart projects and huge investments

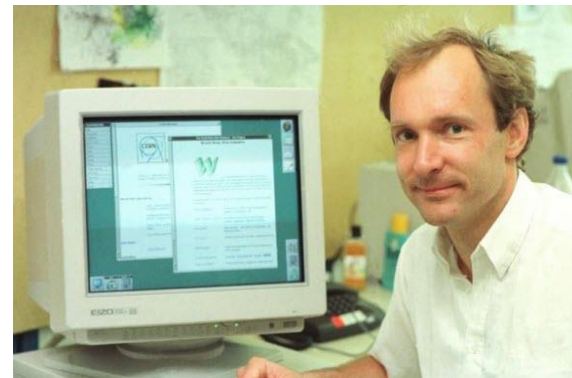
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Grains Pilot Communities of Interest

People with common interests and issues that use the Communities of Practice as a resource

Grains Pilot Learning Networks

Where Communities of Practice and Communities of Interest engage, share information and provide expertise for the benefit of both parties



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THE OPPORTUNITY

To address the need – “A better way for knowledge providers to network/coordinate and get their information and assistance out to those people that have the questions, need to make decisions and use resources”



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Thought...

“If I had asked people what they wanted, they would have said faster horses” – Henry Ford



“What they really wanted was a faster way to get from one place to another” – a need met

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For more information

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