

Delivering multiple benefit messages – A partnership between the grains industry and NRM



Objectives

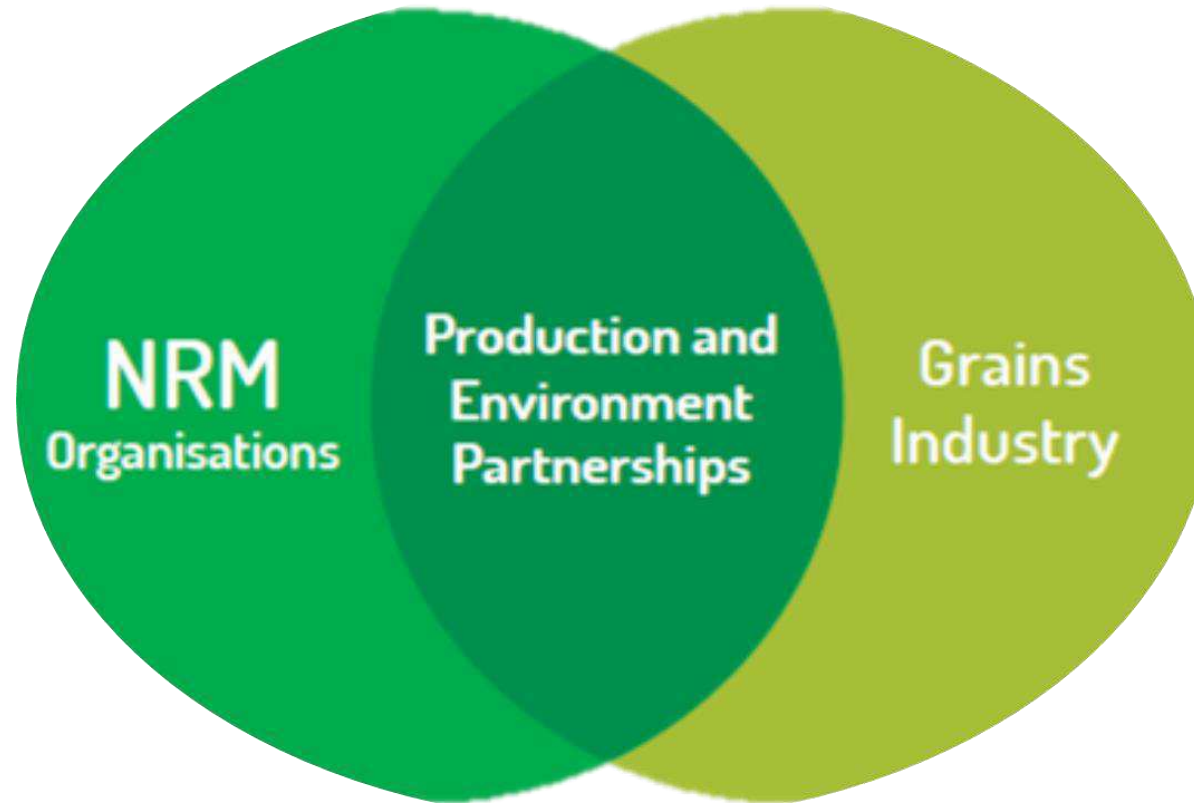
- identify and prioritise issues that are common to both the grains industry and regional NRM organisations
- develop partnerships between grains industry R,D & E providers with NRM regional organisations to leverage investment and enable collaborative delivery
- deliver planned communication and extension programs to achieve on-farm practice change that will provide production gains and NRM/environmental outcomes

Partnerships for Collaboration

State government agencies –
DEWNR, DEPI &
DPI NSW

NRM, CMA and
LLS Boards and
organisations

Department of
Agriculture



grain growers

farming systems
groups

GRDC

research,
development
and extension
providers

Outcomes

- establish linkages between the grains R, D & E providers and NRM organisations and staff
- expand the networks and pathways for the delivery of co-ordinated communication and extension activities
- build the skills, knowledge and capacity of regional staff and providers to influence and support growers to adopt farm practices to achieve grain production and NRM targets

Process

1. identify common issues that affect grain production and the sustainability of natural resources within the region



2. rank in order of importance for the region



3. identify the desired outcomes that will provide production and environmental benefits



Process

4. Required practice change – What will farmers need to be doing differently to achieve outcomes?



5. Program logic – MAKAT

(motivations, attitudes, knowledge, abilities and technologies/tools)



6. Key messages for communication



Process

7. Communication and extension plan –
target audiences, tools (products and activities) and pathways



8. Delivery of communication and extension activities
and products



9. Monitor and evaluate success of project

Communication and Extension Activities and Products

- You Tube videos
- farmer case studies
- split paddocks and demonstrations
- challenge paddocks
- cost benefit analysis
- crop walks and field days
- training workshops
- technologies and tools – demonstrations and support