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GRDC Project “Delivering multiple benefit messages – A partnership with NRM”

prepared by Ag Excellence Alliance, September 2014

Communication and Extension (C&E) Plan

This C&E Plan includes two components that is a plan for the overall or complete project and for each of the four individual regional pilot projects. A common framework has been used in developing this C&E Plan, however, each of the regional pilot projects will be unique in the way that these plans will be implemented.

Objectives –

* To increase the sphere of influence of R,D&E outcomes to achieve improved farming practices that will provide NRM and grain production outcomes by -
	+ identifying the common priority issues that affect grain production and the natural resources;
	+ facilitating stronger linkages, partnerships and conduits to promote NRM and production outcomes;
	+ promote and value add to GRDC, NRM and government investments and outcomes through an expanded range of networks using a diversity of communication and extension tools;
	+ identify and address the gaps and barriers that limit growers adopting required practice change to achieve the identified outcomes

COMPLETE/OVERALL PROJECT

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| TARGET AUDIENCE - **R, D & E specialist providers , including SARDI, universities, state government agencies**  |
| PURPOSE/OUTCOMES | COMMUNICATION METHODS AND EXTENSION METHODS, ACTIVITIES AND TOOLS | RESPONSIBILITY | DELIVERY DATE |
| * project information – objectives, activities, progress and outcomes
* promote issues in connection with other current programs
* find existing R,D&E information
* facilitate linkages between researchers, NRM organisations, advisors and farming systems groups
* involvement in activities;
* collaborate to deliver activities in regional pilot projects
* project will provide a mechanism to extend messages;
* opportunities and outcomes to other R, D&E providers;
* issue identification and program logic process will identify R,D&E gaps;
* make better use of existing GRDC and other tools and resources;
 | * identify current and past projects which are relevant to the identified issues;
* identify key expert R,D&E providers )use R,D&E expertise with local and regional relevance)
* identify how this project can lead to be incorporated into other projects or a bigger project
* identify existing GRDC and other relevant communication and extension products
* identify opportunities to better utilise existing information including alternative tools
* specialists invited to present at extension events including crop walks, field days and workshops
 | JL, LM, MM, MSFJL, LM, MM, MSFJL, LM, MM, MSFJLJL, LM, MM, MSFLM, MM, MSF | 12.201412.201412.201412.201412.2014on-going |

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| TARGET AUDIENCE - **farm advisors – retail, private consultants and government advisors (production)** |
| PURPOSE/OUTCOMES | COMMUNICATION METHODS AND EXTENSION METHODS, ACTIVITIES AND TOOLS | RESPONSIBILITY | DELIVERY DATE |
| * purpose of project, specifically regional pilot projects – issues, key messages and activities;
* collaborative and more effective delivery and leverage investment
* this sector directly influences the farm practices of growers so critical to have commitment;
* individuals involved in the regional pilot projects issue identification and project planning workshops;
* promote activities and products that will be made available;
* opportunity for activities and products to be promoted via their networks including links to AEA website;
 | * events of agribusiness groups
* meeting of Independent Consultants Group
* GRDC Advisor Updates
* AgEx Forum – regional pilot projects and extension activities and resources
* training workshops that relate to identified issues
* local and specific project updates for stakeholders including agronomists and NRM staff
* representatives of chemical, fertiliser and machinery companies (where applicable)
* AgEx tools – website, e-newsletter, social media and Google +
 | JLMSAllMPAllLM, MM, MSFLM, MM, MSFLM, MM, MSF, MP | 6.20156.20152.2015, 2.0163.2014, 3.2015, 3.2016on-goingbi-annual3.2016on-going |

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| TARGET AUDIENCE **- government agencies, NRM staff and organisations – boards, management and regional staff** |
| PURPOSE/OUTCOMES | COMMUNICATION METHODS AND EXTENSION METHODS, ACTIVITIES AND TOOLS | RESPONSIBILITY | DELIVERY DATE |
| * information about project objectives and methodology;
* work with this sector to design and deliver project;
* project information – objectives, activities, progress and outcomes
* access or mechanism to provide information and linkages for circulation through NRM networks
* identify required resources to communicate key messages
* encourage cross promotion and involvement in grains industry related events
* provide regional pilot project updates at the respective NRM/CMA/LLS team meetings
 | * e-mail and phone calls
* specifically contact –
	+ Tim Herrman (DEWNR)
	+ Simon Goodhand (Aust. Government)
* utilise existing NRM pathways and tools – web sites, newsletters and social media
* encourage participation in farming systems groups and GRDC events
* NRM organisation - specifically target –
	+ Regional and Project Managers
	+ Communications and Engagement Co-ordinators
	+ Regional Landcare Facilitators (RLF’s)
 | JLJLAllAllJL, LM, MM, MSF | 09.201409.2014on-going09.2014, 09.2015, 09.201606.2015 |

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| TARGET AUDIENCE - **stakeholder hierarchy including GRDC and other RDC’s, GRDC Southern Panel, Federal Government, DEWNR/PIRSA/DEPI/NSW DPI and LLS, NRM Council, SAGIT, PPSA, VFF, NSWFF, MLA, AWI, LAL Inc., Federal Landcare Council** |
| PURPOSE/OUTCOMES | COMMUNICATION METHODS AND EXTENSION METHODS, ACTIVITIES AND TOOLS | RESPONSIBILITY | DELIVERY DATE |
| * project brief
* regular (quarterly) updates
* identify funding opportunities for collaborative projects
* emphasise strategic accomplishments
 | * twitter to GRDC
* participate in national and state Landcare Events (including National Landcare Conference)
* Ag Excellence Alliance Forum
* GRDC Research Updates – state and regional events for advisors and growers
 | JL, MPJLJL, MPMS, JL, LP, MM, MSF | on-going09.201403.2014,’15,’1602.2014,’15,‘16 |

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| TARGET AUDIENCE - **farmer groups including farming systems groups, Ag Bureaux, Landcare groups, community groups** |
| PURPOSE/OUTCOMES | COMMUNICATION METHODS AND EXTENSION METHODS, ACTIVITIES AND TOOLS | RESPONSIBILITY | DELIVERY DATE |
| * project brief including partners
* how they can be involved
* promote project concepts and processes for collaboration to applied beyond and including pilot project regions
* check for commonality and alignment
* opportunity to these groups to make linkages, strengthen relationships and extend their information
* key messages and motivating practice change to include production and environmental outcomes
* joint and collaborative delivery of locally relevant information to promote mutually (agreed) benefits for grain production and NRM
* address gaps in extension – issues, locations and relevance
* identify key contacts, champions, co-operators and local experience and trusted networks
* work with groups to deliver on-ground activities that will address knowledge gaps
* key learnings from project – projects successes and short-comings
* mentoring and building relationships so projects has a legacy and “go to people”
 | Workshops with strategically important stakeholder groups in each of Pilot Project Regions that identify the following –* common issues
* desired outcomes;
* required practice change;
* program logic (MAKAT);
* key messages
* activities and products
* existing projects, key persons

Opportunities to promote required practice change, key messages and R,D&E outcomes through a range of events and products - * crop walks, sticky beak days and field days
* workshops
* demonstrations, including – paired paddocks, Challenge Paddocks – “Red Hot Go”
* alerts - SMS and MMS
* case studies including cost benefit analysis
* social media
* study tours (beyond region)
 | JL, LM, MM, MSFJL, LM, MM, MSF,JLo, LM | 06.201406.2014 |

REGIONAL PILOT PROJECTS

Northern and Yorke Region of South Australia

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| **Priority Issue** | **"Holistic approach to weed management - all weeds in all years"** |
| **Outcomes** | * Awareness of herbicide resistance levels in the region and across SA
* Improved knowledge of the ecology of target weed species and how this influences effective management strategies
* Reduced reliance on agrochemicals as the only option
* Greater understanding of the level of weed control needed to reduce / deplete weed seed banks
* Earlier identification and control of emerging weeds before they become widespread
* Improved understanding of farm production issues by NRM personnel
* Increased involvement of NRM personnel in Grower Group activities and addressing whole of farm issues
 |
| **Required Practice Change(s)** | * Knowledge of herbicide resistance levels amongst weed species
* Knowledge of weed ecology and seedling identification of targeted weed species
* A holistic approach to weed management - all years in all years
* Increased use of strategic and site specific weed control treatments, rather than blanket or whole of paddock treatments
* More time and resources spent on effective weed management
 |
| **Key Messages** | * Understanding weed ecology leads to more successful control strategies
* More successful weed control strategies leads to both increased profitability and better NRM and environmental outcomes
* To achieve this, a proactive and holistic approach to weed management is required.
 |
| **Target audiences** | * Growers and grower groups. Including but not limited to Upper North Farming Systems, Nelshaby Ag Bureau, Laura Ag Bureau and Northern Sustainable Soils.
* local NRM staff and agronomists
 |
| **Activities** | * Workshops on effective and practical weed management (chemical and non-chemical) utilising specialist expertise to build local knowledge
* Weed seedling identification awareness
* Developing strong linkages with local and state-wide NRM staff
* Formation of N&Y project team
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| **Products/Tools** | * Suitable material (e.g. photos, messages on weed control) for social media e.g. Facebook
* Text messaging for weed alerts e.g. after summer rainfall events
* Factsheets on problems weeds e.g. onion weed, flax fleabane
* pdf of workshop presentations
 |
| **Timing (delivery dates)** | * Planning workshop and project design on 26/6/2014
* Workshops on effective and practical weed management delivered by Andy Bates to Laura Ag Bureau (10/9/2014), Nelshaby Ag Bureau and Upper North Farming Systems (Feb/Mar 2015)
* Interaction with local NRM staff, ongoing 2014-2016
* Meetings and presentations to state-wide NRM Teams/Groups by 30/9/2015
* Utilization of NRM and industry knowledge, experience and expertise to develop factsheets on onion weed, flax fleabane, effective pre-emergent herbicide use completed by December 2015
* Project evaluation completed by 30/6/2016
 |
| **Responsibility (who)** | * Matt McCallum is responsible for all the on-ground activities including co-ordination and delivery of workshops, factsheets, and media products.
* Matt will regularly consult with and seek advice from Project Leader Jen Lillecrapp and local RLF Michael Richards on activities.
 |
| **Evaluation (activities and products)** | * Document activities and interactions with NRM staff
* Survey growers after weed control workshops
* Survey and feedback from NRM staff and grower groups leaders on the impact of the project
 |
| **Reporting** | * Regular updates on activities and milestones communicated by Matt McCallum to Jen Lillecrapp, and other projects participants.
* Regular contact with Michael Richards (local RLF) on planned activities
* Two meetings per year with N&Y project team
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| **Budget** |

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| **Item** | **2014** | **2015** | **2016** | **Total** |
| Salary | 22,500 | 22,500 | 22,500 | 67,500 |
| Travel | 2,500 | 2,500 | 2,500 | 7,500 |
| Operating | 6,000 | 6,500 | 12,000 | 24,500 |
| TOTAL | $31,000 | $31,500 | $37,000 | $99,500 |

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Central and Upper Eyre Peninsula of SA

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| **Priority Issue** | **“Improving production and management on the dune swale systems”** |
| **Outcomes,**  | * improve the capability to manage two separate components (land systems);
* reduce the differences between the two land systems (for example soil amelioration using clay in non-wetting soils)
* change (generational) attitudes to managing two systems – new approach to management but also utilising the wisdom of our older generation. Meet with young farmers.
* ability to respond to seasonal conditions/outlook; growers have confidence in management options improved profit (in longer term),
* maintaining of groundcover; stabilise erosive soils; improve management of livestock on vulnerable soils; improved soil health;
 |
| **Required Practice Change(s)** | * Growers’ management practices, including inputs are made according to soil type
* Growers adopt sustainable grazing management regimes on dune swale land systems
 |
| **Key Messages** | * It is more profitable to manage according to soil types
* The technology exists to make soil types easier in management
* Recognise the carrying capacity and limitations of the different soil types to determine land use (native vegetation, permanent pastures and ley systems) and the use of the most appropriate grazing management systems;
* Adoption of good grazing management strategies to ensure adequate groundcover
 |
| **Target audiences** | * growers and grower groups – EPARF
* NRM staff, including Regional Landcare Facilitators
 |
| **Activities** | * Formation of a young farmers group in the Wudinna, Yaninee and Mt Damper area.
* Input into farming systems groups to provide linkages to project outcomes.
* EP field day used to promote better linkages with soils, ecosystems, soil health and sustainability,
* Promote local farmer case studies that will improve production and management on the dune swale systems
* Encourage two sites to use split or paired paddock to compare practice change and current practice;
* Mentoring NRM Officers in sustainable agriculture production;
 |
| **Products/Tools** | * Identify and facilitate local farmer champions to demonstrate key messages, e.g. variable rate technology, management of sustainable grazing regimes that improve ground cover in erosive soils.
* Attend and provide information at sticky beak days that can Improve production and management on the dune swale systems
* Support machinery and technology demonstrations that aid in easier management of soil type
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| **Timing (delivery dates)** | * Project design and planning workshop conducted 30.06.2014;
* Extension plan developed with list of existing communication extension products, activities, identifying gaps and opportunities 01.09.2014
* Communications plan developed 01.12.2014. Communication plan lodged with EPARF when completed.
* Communication and extension materials delivered to at least 50 grain growers. 01.06.2015 on EP where appropriate.
* Communication and extension materials delivered to at least 50 grain growers 01.06.16 on EP where appropriate
* Effectiveness of the Extension and Communications evaluated 30.06.2016
 |
| **Responsibility (who)** | * Linden Masters Consulting to communicate with existing project managers on EP for opportunities to help bridge gaps between sustainable agriculture and natural resource management issues.
* Where possible Linden Masters Consulting will work with DNWR regional staff to help increase capacity and effectiveness in linking NRM and sustainable agriculture.
* The use of NRM networks as conduits to increase sphere of influence and distribution of key messages to grain growers.
* Delivery of extension material to land holders on the Eyre Peninsula where appropriate.
* This project has close synergies with the Regional Landcare Facilitator project which is also being delivered under contract with Linden Masters Consulting, and will be delivered in conjunction with the RLF project.
* Over-arching responsibility is Ag Ex Alliance to deliver to GRDC with Jennifer Lillecrapp project leader.
 |
| **Evaluation (activities and products)?** | * Supporting a new young farmers group in the Wudinna area, (document process, how contacted, record of attendances number of meetings, groups direction and functioning.
* Document linkages with other projects on EP and participation of grain growers on priority issue.
* Evidence of identifying farmer champions and involvement in this project and number of grain growers visiting.
* Survey and feedback from NRM staff and grain grower group leaders of impact of project.
 |
| **Reporting** | * Achievement of milestones direct to Ag Ex project leader Jen Lillecrapp
* Inform EPARF on progress of delivering project when required.
 |
| **Budget** | Consultancy fee - $20, 000/year + $5,000 EP NRM contribution

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| 2014 | 2015 | 2016 | Total |
| $25,000 | $25,000 | $25,000 | $75,000 |

Additional funding available for communication and extension products and activities and travel. |

South West - SA and southern Victorian Mallee – PART I

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| **Priority Issue** | **“Maximising the productivity of Sandy Soils” (crop sequences)** |
| **Outcomes** | * improved soil health;
* increased confidence of farmers and their ability to better manage sandy soils;
* increased net worth of farm (land price based upon increased productivity);
* improved farm profit and exposure to risk through better management of sands;
* improved productivity and whole farm profitability ;
* maintain groundcover to protect soil from erosion;
* manage sandy soil to potential while minimising erosion risks;
 |
| **Required Practice Change(s)** | *Farmers will implement profitable crop sequences that will enhance the productivity of Mallee sandy soils that will result in improved NRM and profit outcomes* |
| **Key Messages** | 1. Break crops provide benefits to sandy soils that will realise an increase in yield and Including break crops in your rotation can be profitable
2. NRM issue – grazing of break crop residues to avoid wind erosion
3. An important benefit of break crops is the ability to address herbicide tolerance
 |
| **Target audiences** | Growers in the SA and southern Victorian Mallee, specifically, farmers engaged in the following projects-* Karoonda component of project within the GRDC Stubble Initiative;
* MSF and NVT variety trials;
* Brome Grass herbicide resistance survey;
* GRDC/CSIRO Crop Sequencing Project;
* PIRSA New Horizons project;
* Mallee Challenge Project
* GRDC Soil Biology Initiative
* Rhizoctonia project
* Facilitated groups (funded by NRSAMDB)

Other groups include:* Ag Bureaus and farming systems groups
* Advisors, Agronomists and Consultants
* Researchers including universities
* SARDI, PIRSA, DEWNR including NRM staff and Board members
* Community Groups egg. LAP
* GRDC Southern Panel
* Regional Landcare Facilitators
 |

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| **Activities** | 1.a)Testimonials and case studies of growers that are doing it (break crops) well and include:* agronomy
* types of crops;
* where they were;
* where they are now;

(Important to focus messages and activities on the better sands and not the small areas of poor sands)b) Case studies of growers that have adopted changed establishment practices of break crops (Understand and address the barriers to adoption and implementation)c) Further extend material from crop sequencing project (GRDC Southern Region “GroundCover” publication) - articlesd) Knowing the potential of the soils to set the new benchmark of productivity of break crops (Shared learning between farmers (farmers learn from other farmers) must be a key extension tool)2.Field walks and presentations at sites1. Workshops - herbicide tolerance of break crops

Note: That the communication channels of all partners will be utilised to extend the material.Overarching – quarterly verbal communications (via teleconference or face to face meetings) to ensure that there are sufficient opportunities to share project outcomes and future opportunities. |
| **Products/Tools** | As outlined above within “Activities” |
| **Timing (delivery dates) and Who** | 1. Conduct workshop with industry representatives (12th March 2014)
2. Draft Communications Plan with consultants/NRM representatives (20th August 2014) (MSF EM and L Pearce)
3. Submit Communications Plan to Ag Ex Project Advisory Group (MSF EM and L Pearce)
4. Implement the Communications Plan
	1. Message 1 - Case studies and testimonials developed by March 2015 (MSF EM and L Pearce)
	2. Message 1 – Articles for Ground Cover (MSF EM and L Pearce)
	3. Message 2 – Include messages in Autumn and Spring field days (2015) (MSF EM and L Pearce)
	4. Message 3 – Workshops – delivered in Autumn and Spring (2015) (MSF EM and L Pearce)
 |
| **Who will be involved?** | Encourage regular input from Sustainable Ag and NRM |
| **Budget** | Consultancy fees for MSF Inc. for SW Mallee Pilot Project

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| 2014 | 2015 | 2016 | Total |
| $25,000 | $25,000 | $25,000 | $75,000 |

Additional funding available for communication and extension products and activities |
| **Reporting** | Reporting to Jen Lillecrapp as required and the Ag Ex Project Advisory Group. |

South West - SA and southern Victorian Mallee – Part II

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| **Priority Issue** | **“Maximising the productivity of Sandy Soils” – Understanding Sandy Soils** |
| **Outcomes** | * consistent crops from flats to hills (i.e. not yellow sands);
* improved soil health;
* increased confidence of farmers and their ability to better manage sandy soils;
* increased net worth of farm (land price based upon increased productivity);
* improved farm profit and exposure to risk through better management of sands;
* improved productivity and whole farm profitability;
* change in perception that sandy soils are bad or unproductive to sandy soils being considered good and productive;
* fix the holes in the bucket i.e. address the most limiting factors first;
* maintain groundcover to protect soil from erosion;
* manage sandy soil to potential while minimising erosion risks;
* farmers identify the productive potential of the sandy soil on their farms
 |
| **Required Practice Change(s)** | *Farmers understanding sandy soils better – e.g. plant available water (PAW), nutrition etc. and therefore use this information for better management.* |
| **Key Messages** | 1. There is the potential for increased productivity on sandy soils
2. You need to better understand your sandy soils
3. There are tools available to assist in better decision-making
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| **Target audiences** | Growers in the Southern SA and Vic Mallee, specifically, farmers engaged in the following projects:* Mallee Challenge Project
* G&G II – You Tube soil testing and characterisation
* GRDC Micro Nutrient Management Project (Nigel Wilhelm)
* Facilitated groups (funded by NRSAMDB)
* Sustainable Farming (managed by NRSAMDB)

Other groups include:* Ag Bureaus and farming systems groups
* Advisors
* Researchers, including universities
* SARDI, PIRSA, DEWNR including Regional Landcare Facilitators
* Community Groups egg. LAP
* GRDC Southern Panel
* NRM staff and Board members
 |
| **Activities** | Communication and Extension Activities (for all 3 messages)* field days and crop walks of farmer demonstrations
* farmer case studies – present options for different management
* promote and demonstrate use and application of tools and applying this information – e.g. dig stick, soil moisture probes, Yield Prophet, Predicta B – root diseases and presence of root
* workshops
* websites
* fact sheets

Note: That the communication channels of all partners will be utilised to extend the material.NB: Some of the current activities which may be included are: * *Soil probe conducted in conjunction with NRSAMDB with the Mallee Challenge project farmers. Benefits – feel, see, do.*
* *Link agronomic and NRM – higher productivity on sand therefore greater soil cover through Summer*
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| **Products/Tools** | Communication and extension products* farmers case studies (including objective data);
* videos e.g. series of You Tube video sequences e.g. Mallee Challenge paddocks and Yield Prophet
* newsletters/e-newsletters e.g. NRM and RLF e-newsletters
 |
| **Timing (delivery dates) and who** | Communication and Extension Activities (for all 3 messages)* 2 farmer case studies (March 2015) – MSF EM and L Pearce
* promote and demonstrate use and application of tools and applying this information – e.g. dig stick, soil moisture probes, Yield Prophet, Predicta B – root diseases and presence of root – Lowaldie Field day 2016
* 3 workshops (Tri-state Forum 2015 and 2016, 3 x Lowaldie Field day 2014, 2015, 2016) – MSF EM and L Pearce
* websites (print material uploaded regularly on MSF and partners’ websites) – MSF EM and L Pearce
* 2 fact sheets (2016) – MSF EM and L Pearce
* 1 video e.g. a series of You Tube video sequences e.g. Mallee Challenge paddocks and Yield Prophet (2016) – L Pearce
* newsletters/e-newsletters e.g. NRM and RLF e-newsletters (material contributed quarterly to MSF and partners’ newsletters) – MSF EM and L Pearce
 |
| **Responsibility (who)** | As aboveKey contacts (see also projects above) – encourage regular and input from Sustainable Ag and NRMChris McDonough (Rural Solutions SA)Rebecca Tonkin (Rural Solutions SA)Rachel May (NR SAMDB)Nigel Wilhelm (SARDI)Neal Dalgleish (CSIRO) |
| **Evaluation (activities and products)** | Surveys conducted post events |
| **Reporting** | Reporting to Jen Lillecrapp as required and the Ag Ex Project Advisory Group. |
| **Budget** | Budget available per annum –Consultancy fees paid to MSF Inc. to deliver SW Mallee Pilot Project = $25,000 per year (2014, 2015 and 2016)Additional funding available for communication and extension products and activities – * 2014 – $3687, 2015 – $4000 and 2016 - $6750
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North East – NSW and northern Victorian Mallee

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| **Priority Issue** | **Growers’ are applying Integrated Weed Management (IWM) strategies to manage Brome Grass** |
| **Outcomes** | * change in attitudes and management strategies to an integrated weed management approach;
* effective control of Brome Grass;
* farmers spray top pastures to decrease Brome Grass seed set;
* farming and management practices must be based on land capability;
* maintain groundcover while managing Brome Grass to reduce the risk of erosion;
* cost-benefit information available that compares a range of control options and rotations;
* profitable non-cereal crops and pastures which can be used in crop rotations to manage weeds;
* strong linkages between researchers and those people who influence farmers’ decision-making;
* “do nothing” scenario is quantified and used to motivate practice change;
* more profitable farming enterprises;
* education and awareness building before a weed become problematic i.e. a proactive approach;
* farmers manage cropping and pasture systems so that there are not resistant weeds in the future;
* enabling farmers through on-going education and information sharing;
* robust networks so that farmers are not reliant on any single entity for accessing information
 |
| **Required Practice Change(s)** | Growers’ are applying Integrated Weed Management (IWM) strategies to manage Brome Grass |
| **Key Messages** | 1. Growers need to adopt IWM strategies for Brome Grass to ensure long term viability
2. It is important to understand why BG has become such a problems and why current management practices are not effective e.g. biology, shift in dormancy, evolution of herbicide resistance and the effect of farming systems
 |
| **Target audiences** | Message 1 * Growers and agronomists/advisers including extended group of Independent Consultants Group and resellers
* Farming systems groups –MSF Inc., BCG, SPAA, VNTFA
* LLS Officers in NSW and DEPI Land Extension Officers and Regional Landcare Facilitators in Victoria

Message 2* Growers and agronomists/advisers including extended group of Independent Consultants Group and resellers
* Farming systems groups – BCG and MSF Inc., SPAA, VNTFA
* LLS Officers in NSW and DEPI Land Extension Officers and Regional Landcare Facilitators in Victoria
* Regulators and those influencing policy
* Informal or social networks especially important group in NSW
* Rate payers as a network of NRM organisations
 |
| **Activities** | Message 1* Demonstrate the application and use of tools and technology through 2 events (2015 and 2016)

Message 2* One applied biology lesson that is specific to Brome Grass and how this influences the effectiveness of a range of practices (2015)
* Two farmer case studies that include motivations for change and experiences (good and bad)
 |
| **Products/Tools** | Refer to above “Activities” |
| **Timing (delivery dates) and Who** | * Conduct workshop with industry representatives (10th April 2014)
* Draft Communications Plan (September 2014)
* Submit Communications Plan to Ag Ex Project Advisory Group (September 2014)
* Implement the Communications Plan
* Message 1 – Demonstrate the use of brome grass management tools at 2 events in Autumn 2015 and Spring 2016 (MSF EM and consultant
* Message 2– Engage a consultant to deliver an applied biology lesson at one event (2015) (MSF EM)
* Message 2 – set up time lapse cameras at one site in 2015 (Moodie Agronomy)
* Message 3 – write two farmer case studies by December 2015
 |
| **Evaluation** | Evaluation will be conducted on the following items -* Message 1 – Demonstrate the use of brome grass management tools at 2 events in Autumn 2015 and Spring 2016 (MSF EM and consultant
* Message 2 – Engage a consultant to deliver an applied biology lesson at one event (2015) (MSF EM)
 |
| **Budget** | Budgeted items include:* Conduct workshop with industry representatives (10th April 2014)
* Draft Communication and Extension Plan (September 2014)
* Submit Communications Plan to Ag Ex Project Advisory Group (September 2014)
* Implement the Communications Plan
	+ Message 1 – Demonstrate the use of brome grass management tools at 2 events in Autumn 2015 and Spring 2016 (MSF EM and consultant
	+ Message 2 – Engage a consultant to deliver applied biology lesson at one event (2015) (MSF EM)
	+ Message 2 – set up time lapse cameras at one site in 2015 (Moodie Agronomy)
	+ Message 3 – write two farmer case studies by December 2015
 |
| **Who will be involved?** | Encourage regular and input from Sustainable Ag and NRM |
| **Budget** | Consultancy fees paid to MSF Inc. to deliver NE Mallee Pilot Project = $25,000 per year (2014, 2015 and 2016)Additional funding available for communication and extension products and activities – • 2014 – $3687, 2015 – $4000 and 2016 - $675 |
| **Reporting** | Reporting to Jen Lillecrapp as required and the Ag Ex Project Advisory Group |