



Delivering multiple benefit messages – a partnership between the grains industry & NRM.

Ag Excellence Alliance is leading an innovative project to bring together grains industry and natural resources management (NRM) people to **work together in extending sustainable farm practices** on key production issues that have **clear environmental outcomes**. The project is working with seven NRM/CMA/LLS regions and five farming systems groups across South Australia, Victoria and NSW to **identify their production issues**, and then to **develop and deliver an extension and communications program to address the issues**.

Regional Pilot Projects – issues and contacts

The project has developed four regional pilot projects using the issue development process.

Northern and Yorke Regional Pilot Project –

Holistic approach and program to weed management, all weeds in all years.

Contact Matt McCallum | 0438 895 167 | matthewmcag@bigpond.com

Upper and Central Eyre Peninsula Regional Pilot Project –

Improving production and management on the dune swale systems

Contact Linden Masters | 0401 122 172 | lindenmasters5@gmail.com

Mallee – South Australian and southern Victorian Mallee Regional Pilot Project

Maximising the productivity of sandy soils

Contact Leighton Pearce | 0427 688 028 | leighton.pearce@gmail.com

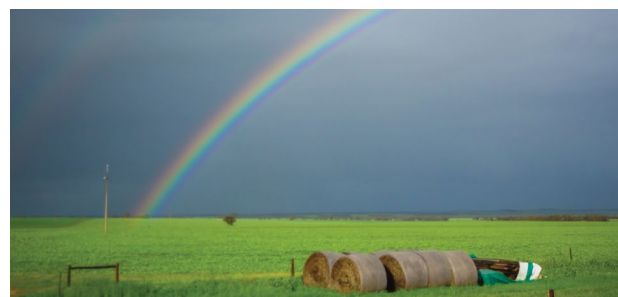
Mallee – northern Victorian and New South Wales Mallee Regional Pilot Project

Integrated Weed Management (IWM) strategies that embrace robust rotations (including break crops, pastures and fallow) to manage Brome Grass.

Contact Michael Moodie | 0448 612 892 | michael.moodie@westnet.com.au

To find out more about the project or to get involved contact one of the project team –

Name	Role	Phone	Email Address
Mark Stanley	Project Supervisor	0427 831 151	mark@regionalconnections.com.au
Jen Lillecrapp	Project Co-ordinator	0427 647 461	hrznetwork@bigpond.com
Jeanette Long	Project Facilitator	0438 373 993	jeanette@agconsulting.com.au



FUNDED BY

GRDC Grains Research & Development Corporation
Your GRDC working with you

FIND US AT

www.agex.org.au



FOLLOW US

[f agexcellence](https://www.facebook.com/agexcellence) [@Ag_Excellence](https://twitter.com/Ag_Excellence) www.agex.org.au

Project Objectives

The project has three clear objectives -

1

To identify and prioritise issues that are common to both the grains industry and the regional NRM organisations with key stakeholders, including grain growers and their advisers, people from NRM organisations and research, development and extension providers

2

To develop partnerships between the grains industry and the regional NRM organisations to examine opportunities to leverage investment and enable the collaborative delivery of communication and extension activities and products

3

To deliver well planned communication and extension programs to achieve on-farm practice change that will provide production/economic gains and NRM/environment outcomes

State government agencies,
DEWNR, DEPI and DPI NSW

NRM, CMA and LLS Boards
and organisations

Department of Agriculture



GRDC

Grain growers

Farming systems groups

Research, Development
and Extension providers

How the project will work?

Grains and NRM people will identify common issues that affect grain production and the sustainability of natural resources within the region



The issues will be ranked in order of importance in the region



Outcomes that will give both production and environmental benefits will be developed



What will farmers need to be doing differently to achieve outcomes will be determined



The motivators and barriers to these practice changes will be mapped



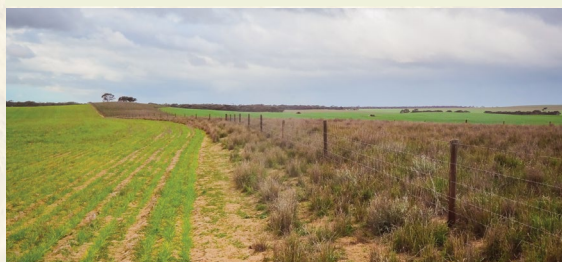
A range of communication and extension products and activities developed



Extension and communications program delivered through NRM and grains industry channels



The success of the extension and communications program is evaluated



Project Outcomes

Through this process the project intends to achieve the following -

Establish linkages between grains research, development and extension providers and Regional Landcare Facilitators 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



What else is going to happen?

Regional issues identification workshops -

Five facilitated workshops will be held in five of Catchment Management Authorities (CMA) and Local Land Services (LLS) regions across Victoria and southern New South Wales involving a range of stakeholders from the grains industry and these NRM organisations. The expected outcomes of these workshops will include -

- issues that affect both grain production and the sustainability of the natural resources within the region are identified
- issues prioritised
- action plans developed to address the high priority issues
- potential partnerships to progress required actions are identified
- other funding sources and opportunities to leverage the project investment found