



COLLABORATION & EXTENSION OPPORTUNITIES

**EMILY KING
NATIONAL EXTENSION MANAGER**

TODAY'S CHAT

- Who is AWI?
- What do we do?
- Collaboration
 - Why?
 - What and how
 - Where does it go wrong?
 - What makes it work well?
- AWI extension
- Sheep Connect SA
- Questions



AUSTRALIAN WOOL INNOVATION LIMITED

- Rural Research & Development Corporation (RDC)
- AWI purpose:
 - Enhance the profitability, international competitiveness and sustainability of the Australian wool industry.
 - Increase value, demand and market access for Australian wool.
 - Through collaboration and consultation with stakeholders, invest in research, development, extension and marketing initiatives whilst collaborating and consulting with stakeholders.
- 1.5% levy on greasy wool price
- Sale of Woolmark licences
- Federal government contribution on eligible R&D
- >75,000 wool levy payers



A young boy with light hair, wearing a green and blue striped sweater, is shown in profile on the left side of the frame. He is looking out over a vast, sunlit landscape. In the background, a large flock of sheep is grazing in a field under a bright, hazy sky. The sun is low on the horizon, creating a warm, golden glow across the entire scene.

Strategic Plan

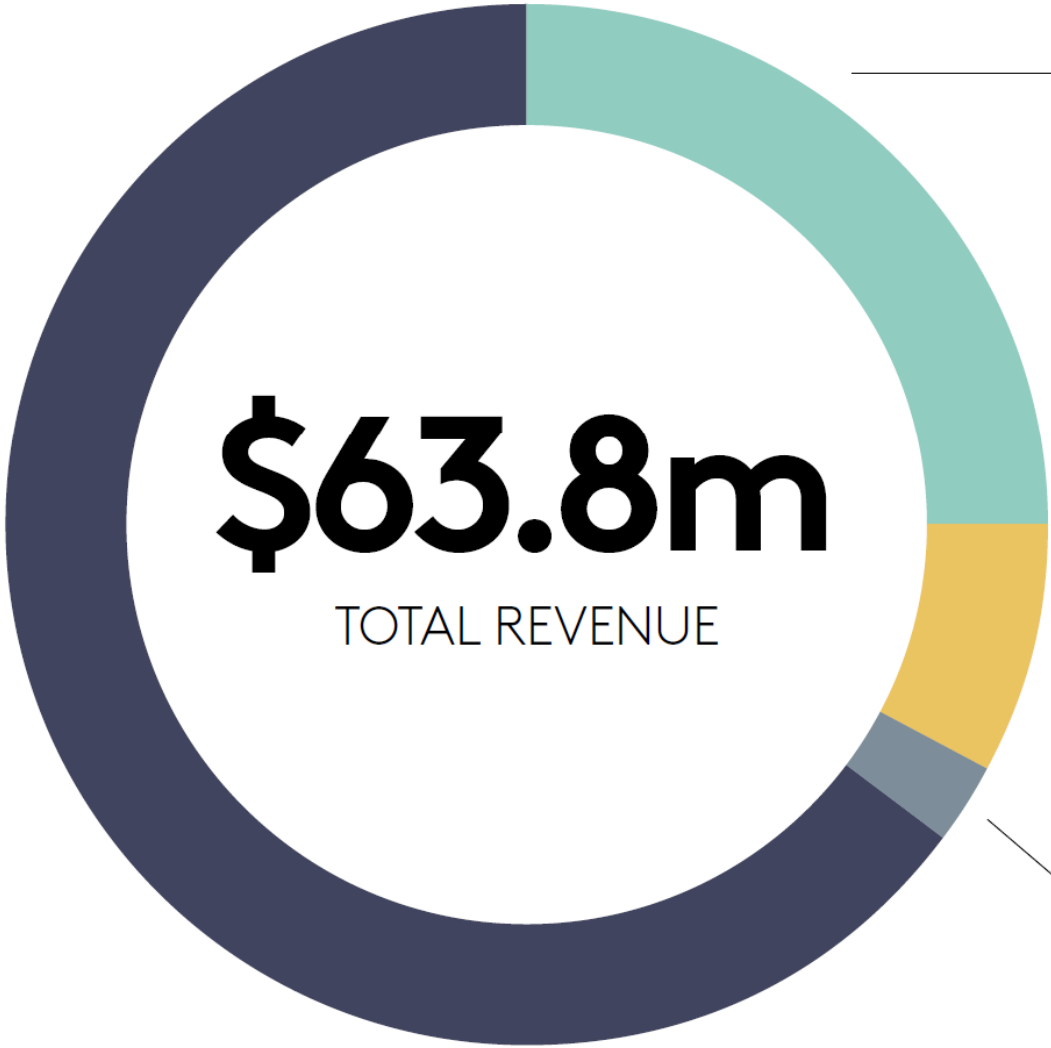
2022-2025

**AWI's mission is to enhance the profitability,
international competitiveness and sustainability
of the Australian wool industry**



Income

Levy
\$41.3 million

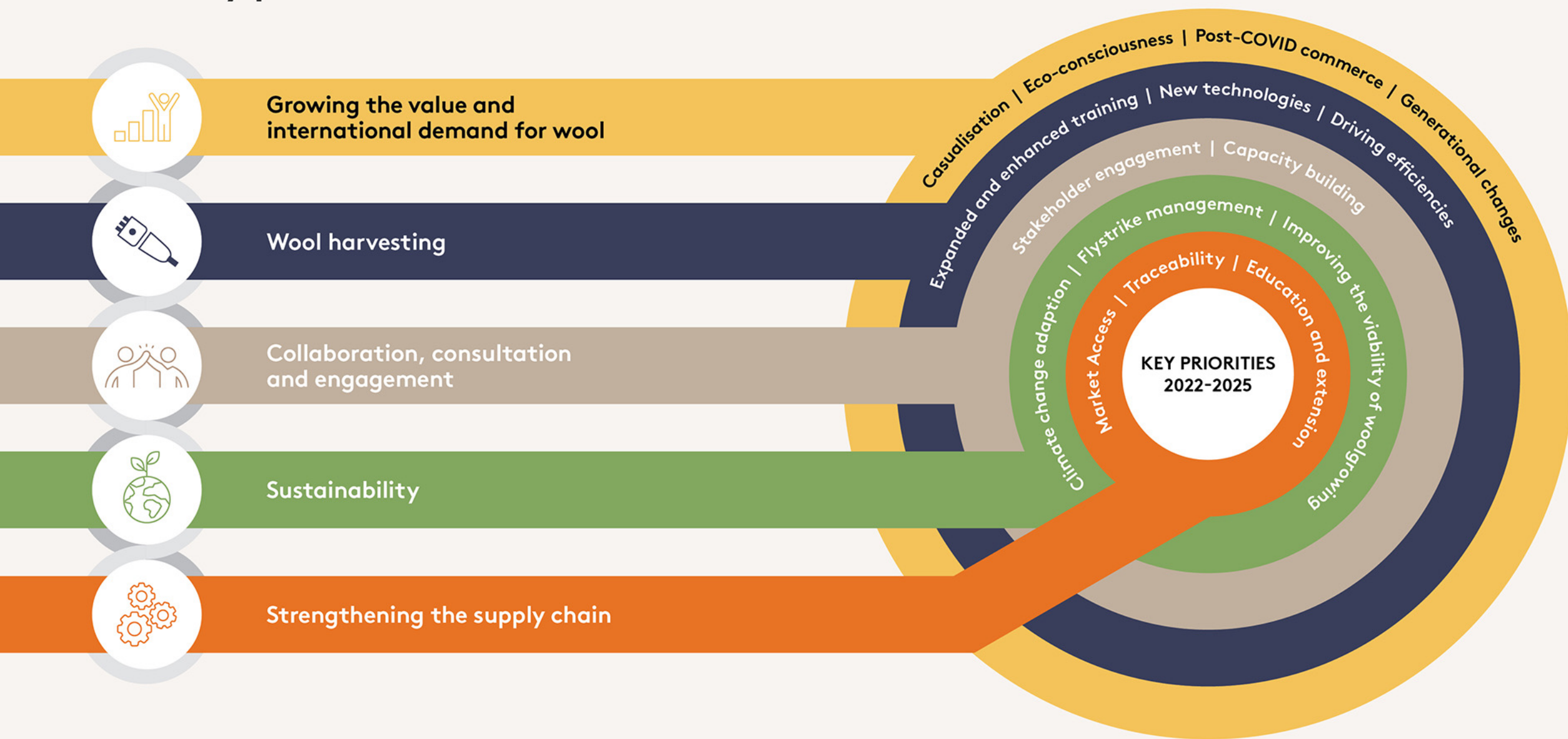


Government contribution
\$15.9 million

Woolmark
\$5.0 million

Other
\$1.6 million

Key priorities 2022-2025



AWI is building on its strong commitment to target improvement in wool-growing across a number of areas:



That means doing more listening, more collaborating and more sharing of information, for the benefit of woolgrowers.

WHY IS COLLABORATION A GOOD IDEA?

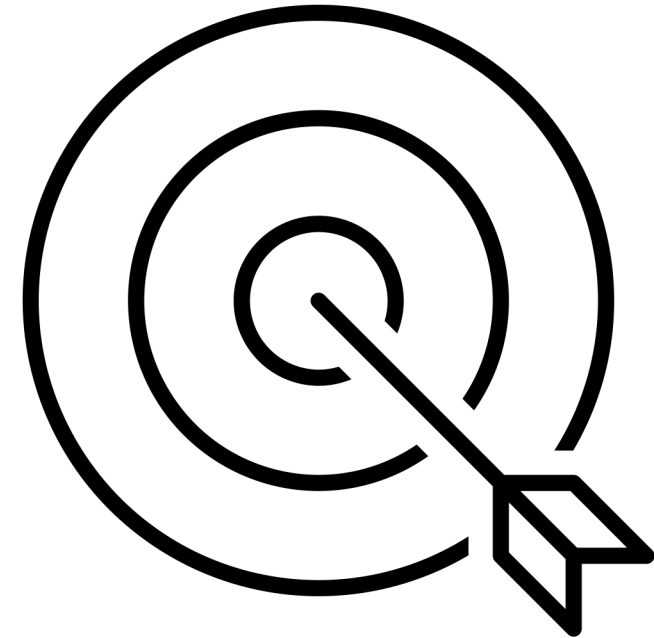
- Why?!?!?
- Two (or three or four...) heads are better than one
 - Ideas & creativity
 - Someone to bounce ideas around with
 - Complementary skills and resources
 - Contacts and networks
- Often targeting the same audience
- Clear and consistent messaging and information
- Cheaper?

WHERE CAN COLLABORATION GO WRONG?

- Strategy
- Culture
- Expectations
- Disparity in contribution
 - Financial
 - Time
 - Expertise
 - Enthusiasm
 - Real or perceived...
- The 'poor cousin'
- Personalities
- Communication
- Project scope
 - Scope creep
 - Budget
 - Nice to have vs. need to have
 - Timelines
 - M&E
 - Success
- Results and their communication
- Attribution
- Feedback – the industry is very small...

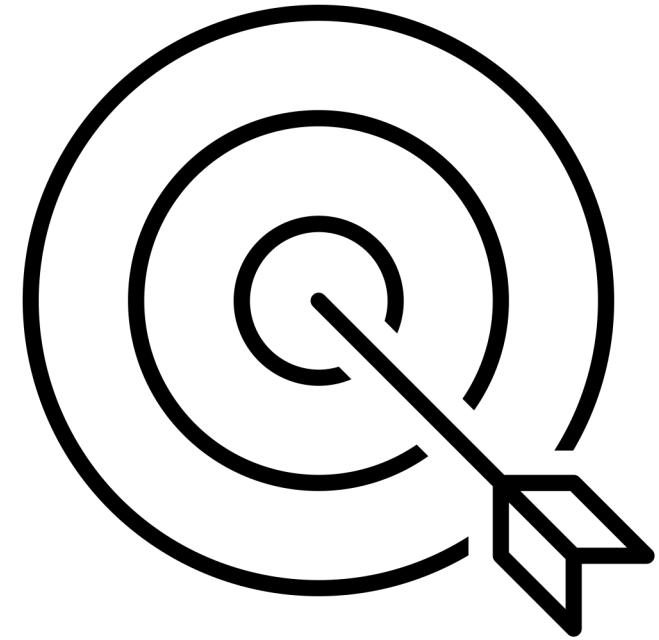
WHAT MAKES IT WORK?

- Clear outcomes and expectations
- Clearly identified priorities
- Clearly articulated scope
- Clearly articulated plan
- Clearly articulated responsibilities
- Understanding partner's skills
 - Don't ask a fish to climb a tree!
- Trust
- Commitment
- Responsibility and timeliness
- Positive outcomes – everyone loves a win



WHAT MAKES IT WORK?

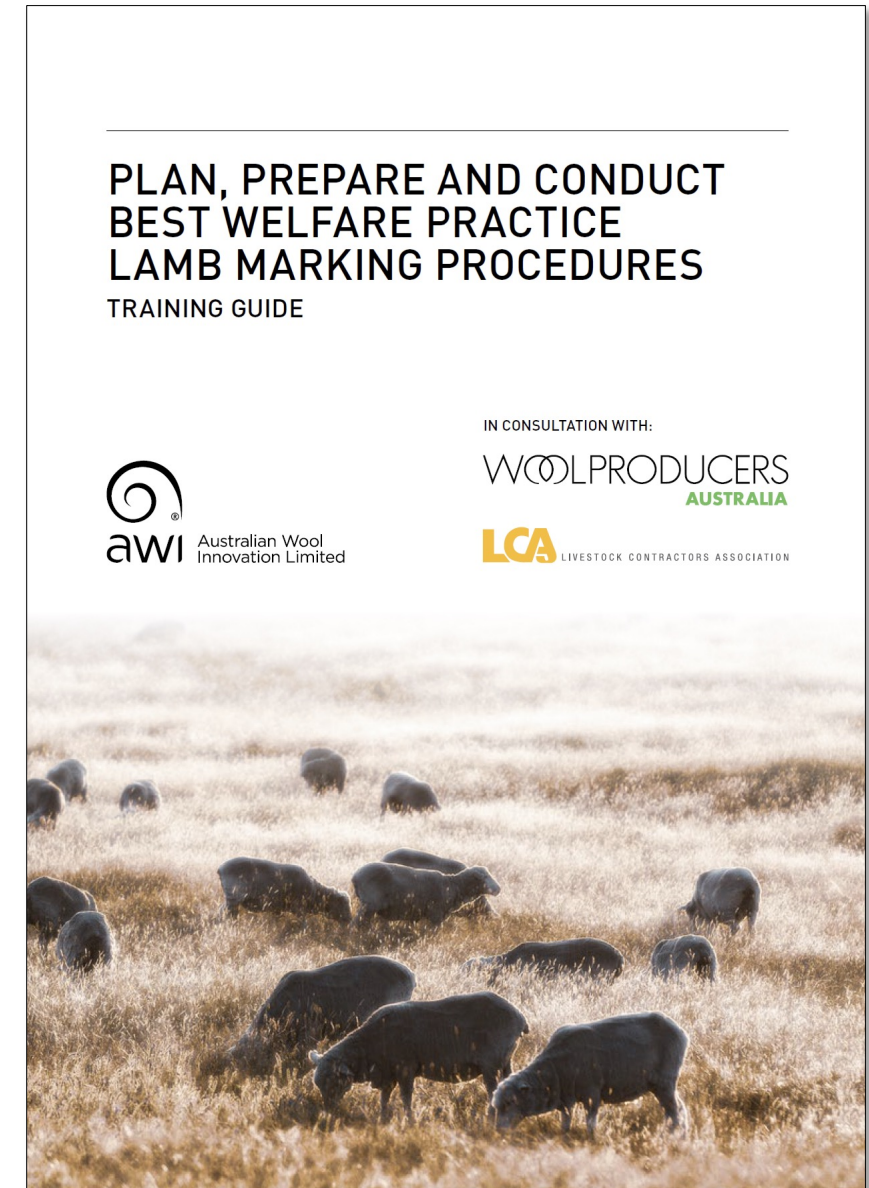
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COMMUNICATION, COMMUNICATION, COMMUNICATION

FLYSTRIKE EXTENSION

- eLearning – ‘Plan, prepare & conduct best welfare practice lamb marking procedures’
- ParaBoss – FlyBoss (plus WormBoss, LiceBoss, TickBoss)
- It’s Fly Time!
- DemystiFly
- SimpliFly
- ClassiFly
- StrateFly
- AmpliFly





paraboss

Australia's resource for control of worms, lice, flies and ticks



Ag Excellence Forum 2022

A joint initiative of



Australian Wool
Innovation Limited



MEAT & LIVESTOCK AUSTRALIA



University of
New England



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- Monthly webinars – all species
- Webinars on ParaBoss YouTube
- Decision guides – all parasites, all species
- Website refurbishment – launch later this year
- WormBoss one day workshop – under development
- ParaBoss e-newsletter – monthly
- Collaborate on events – online and in person
- Attend major producer events

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AWI FLYSTRIKE EXTENSION PROGRAM

Supporting woolgrowers to improve the lifetime welfare of their sheep, reduce their reliance on mulesing, optimise chemical use and increase whole farm profitability, through the provision of practical information and tools and access to accredited advisor support on flystrike management.

TOOLS AND RESOURCES

It's Fly Time!™

Practical, just-in-time information in the lead up to, and during, high-risk flystrike periods

DemystiFly™

Practical information about managing chemical resistance in blowflies



Information and tools on flystrike management

Breeding and selection

Information and tools to help you breed better sheep

WORKSHOPS AND ADVISOR COACHING AND SUPPORT

SimpliFly™

A one-day workshop to develop a property-specific, strategic flystrike management plan

ClassiFly™

A one-day workshop to increase understanding and skills in breeding for flystrike resistance

StrateFly™

A one-day workshop to develop a property-specific, whole-of-farm strategy for moving to a non-mulesed enterprise

AmpliFly™

One-on-one coaching and support from a trained and accredited advisor to assist you over time to implement your whole-of-farm strategy for moving to a non-mulesed enterprise



It's Fly Time!™



DemystiFly™



SimpliFly™



ClassiFly™



It's Fly Time!™



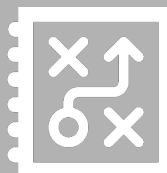
DemystiFly™



SimpliFly™



ClassiFly™



StrateFly™



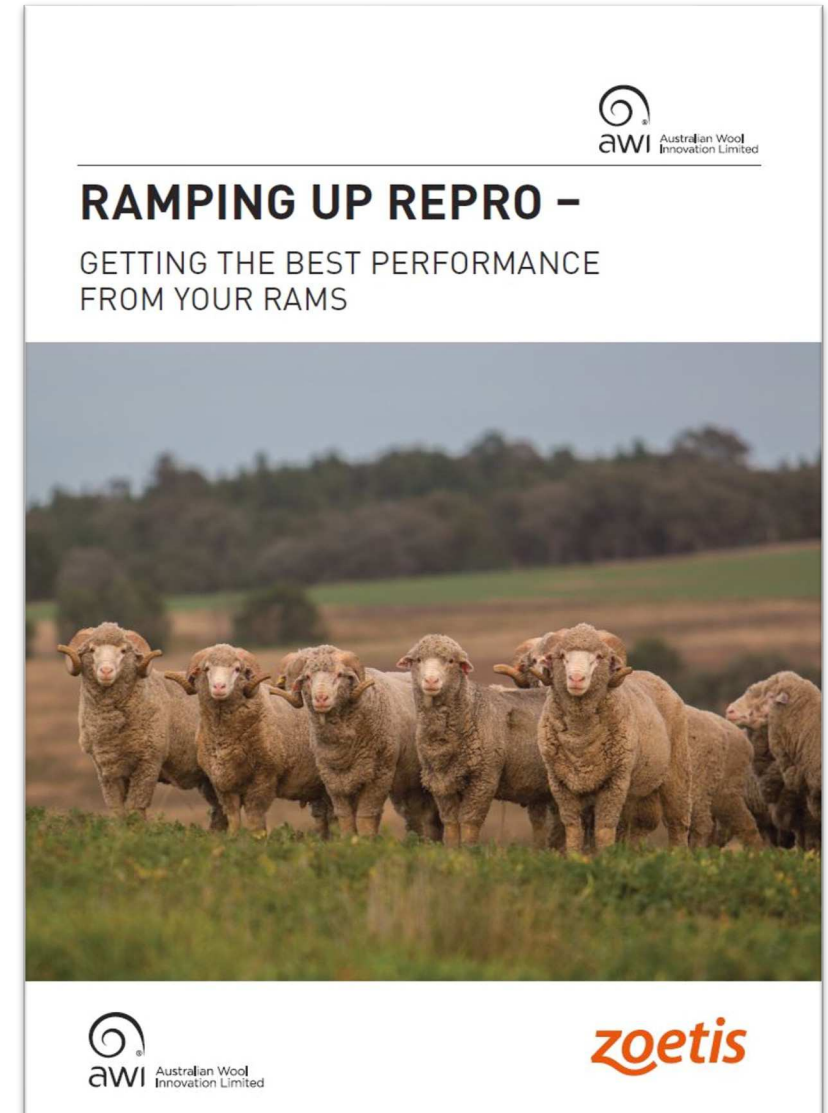
AmpliFly™

AWI ONE DAY WORKSHOPS

- On-ground feedback from around Australia
- Enhancing current products – ‘feeder’ projects to other investments
- 100% standalone, 100% complementary
- One-day workshops
- Train-the-Trainer (TtT) workshops
- Deliverer accreditation and guidelines
- Consistent, national approach
- Branding, language, terminology, look and feel, assets
- Signposting and take home materials
- Regional and relevant – local deliverers are key

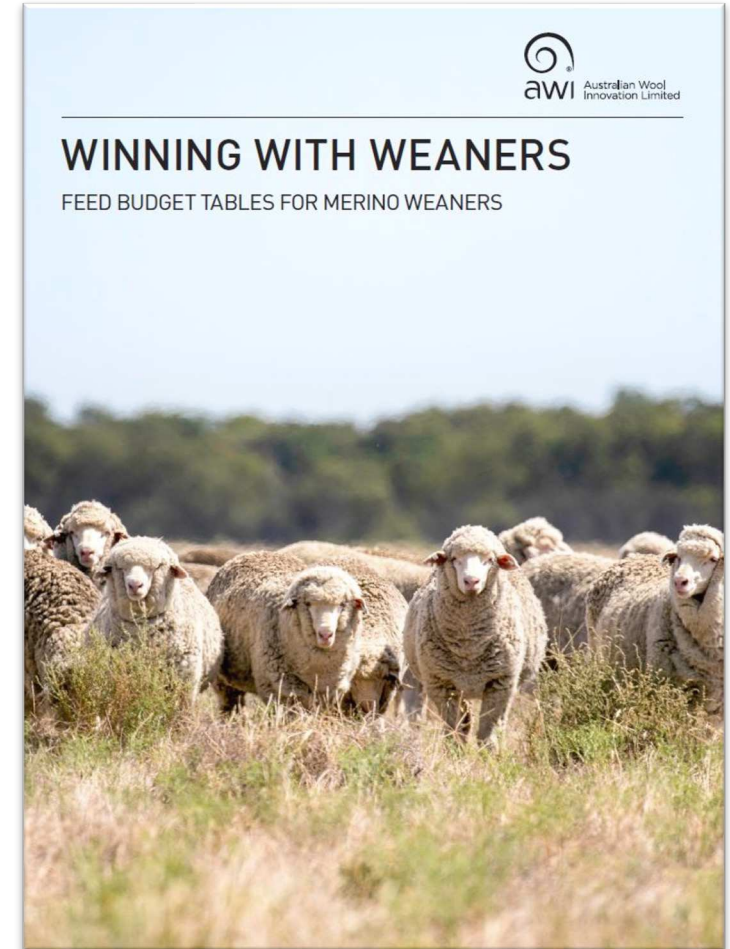
RAMping Up ReproTM

- Ram health and pre-joining prep
- Collaboration between AWI and Zoetis
- Accredited deliverers list – new ones coming through all the time
- Follow up planned to refresh expectations – likely webinar
- Presentations being updated and refreshed
- \$75 per person
- Network pays deliverer fee and travel costs
- Zoetis covers catering cost and assists with organisation



Winning With WeanersTM

- Weaning target weights and survival
- Accredited deliverers list – more coming through
- Provisional deliverers – mixed results
- State-specific presentations
- \$75 per person
- Network pays deliverer fee and travel costs



Picking Performer Ewes™

- Ewe repro performance
- Workshop materials being completed
- LTEM refresher or promo
- LTEM trainers and similar skill sets
- Accredited deliverers list
- Workbook and management calendar, plus other take home materials
- State-specific evaluation forms and presentations
- \$75 per person
- Network pays deliverer fee and travel costs

LIFETIME EWE MANAGEMENT (LTEM)

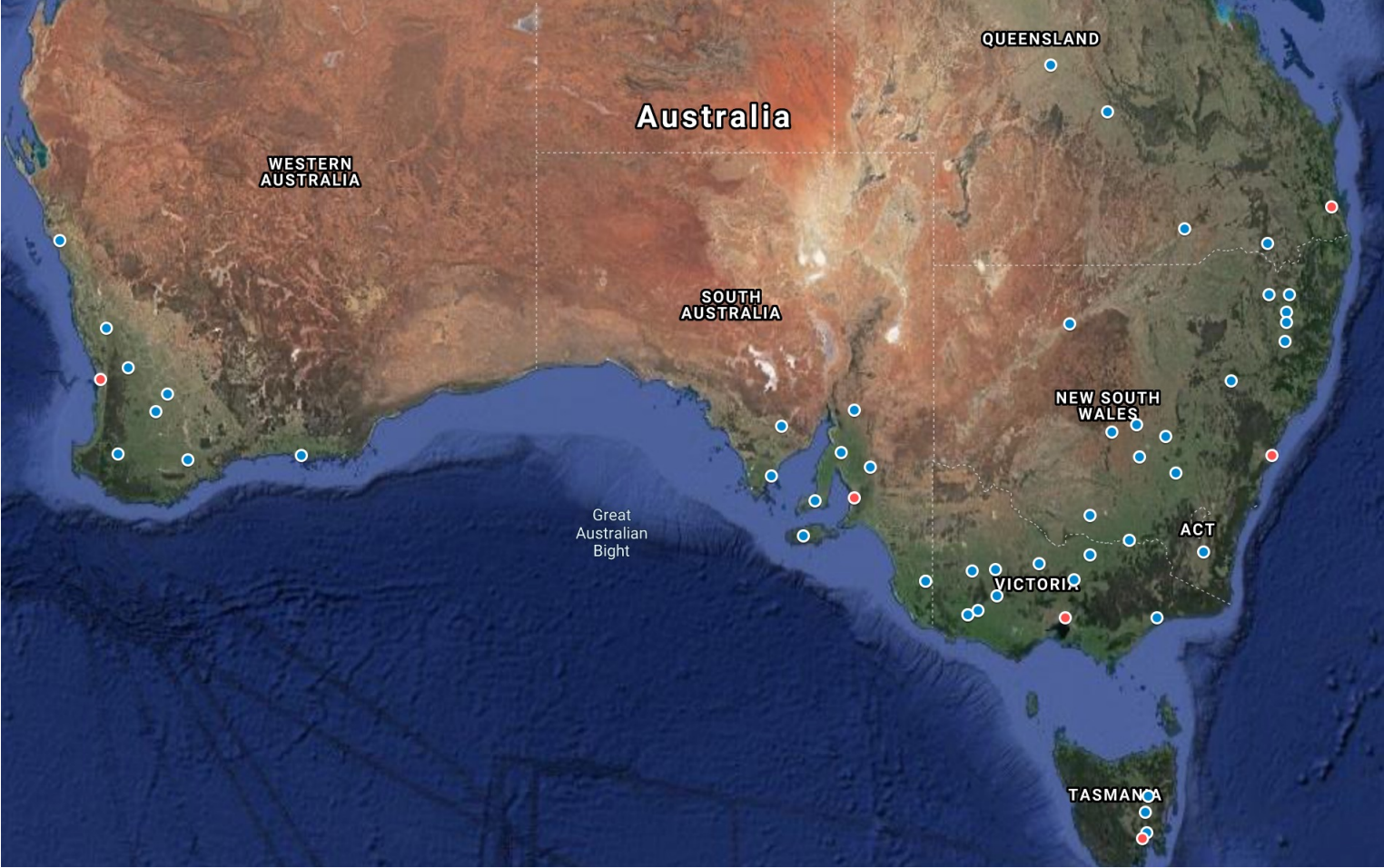
- >30% of Australian ewe flock under LTEM (12 million + ewes)
- 6 sessions at key points in reproduction cycle: weaning, pre-joining, early-mid pregnancy, late pregnancy, lambing, weaning
- On-farm, facilitated, small group model (5 – 7 growers)
- Condition scoring, pasture assessment, feed budgeting

LTEM Enrolments				
	FY19	FY20	FY21	FY22
Participants	358	232	323	373
Groups	60	40	52	60

FUTURE WOOL



	Events	Attendees	Average	Percentage Attendees
QLD	4	80	20	5%
NSW	15	307	20	21%
VIC	10	378	38	26%
TAS	4	76	19	5%
SA	9	180	20	12%
WA	8	340	43	23%
Webinar	6	108	18	7%
Total	56	1,469	26	100%



SHEEP CONNECT SA

- Producer Advisory Panel
- SA Sheep Industry Fund
- Partner with events
- Promote sheep industry events

Jodie Reseigh

SCSA Project Manager

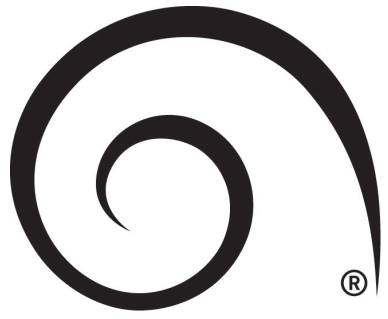
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THANK YOU

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