

Be a BredWell Fedwell host

Host the revamped BredWell FedWell workshop on your property for your clients and local producers.

You, your peers and clients will hear the latest research and know-how on breeding and feeding your livestock, to optimise production and productivity for your enterprise.

BredWell FedWell is a practical, one day introductory workshop looking at how productivity and profitability can be improved with good breeding and feeding throughout the livestock production cycle with a specific focus on profit drivers.

Workshops are hosted on-farm and aim to improve the knowledge and skills of producers so they can:

- Develop a breeding plan for their livestock enterprise aligned to their profit drivers
- Identify sires and select animals that help them achieve their objectives
- Feed animals well to achieve their objectives and maximise their genetic investment

The workshops are facilitated by professional deliverers and include presentations along with practical sessions focused on sire selection. Producers can use the outcomes of the workshop to plan a genetics and nutrition regime suited to their environment and markets to boost profitability.



Informative

Presentations and discussions with deliverers and peers



Interactive

Practical and written activities hosted on-farm



Individualised

Learning outcomes you can apply in your own enterprise

Find out more visit:
mla.com.au/bredwellfedwell



Workshops available for all sheep types, southern cattle and northern cattle production systems. Register your interest to host a workshop

mla.com.au/bredwellfedwell



Workshop key message

Productivity and profitability can be improved with good breeding and feeding throughout your livestock production cycle with a specific focus on your profit drivers.

Workshop structure

The workshop is a full day that includes a mix of presentations from a professional deliverer, in-class activities using workbooks and other resources and in-yard activities where participants visually and objectively assess livestock.

The workshop is designed to be interactive and engaging and educational.

Workshop level

This is an introductory workshop about genetics and nutrition. Participants will learn about ASBVs/BREEDPLAN EBVs and feed supply and demand during the livestock production cycle.

Workshop aims

The workshop aims to improve the knowledge and skills of producers to:

- develop a breeding plan for their livestock enterprise aligned to their profit drivers;
- identify sires and select animals that help them achieve their objectives; and
- feed animals well to achieve their objectives and maximise their genetic investment.

Activities for the host

The workshops involve the presentation of BredWell FedWell principles by professional deliverers along with visual and practical animal assessment, including the use of breeding values.

Hosts are asked to undertake the following:

- Prior to the workshop, read these host guidelines and communicate with Schuster Consulting (the program coordinator) if they have any questions about the facilities, equipment and catering required.
- Prior to the workshop, communicate with the deliverer about the animals required for practical activities, identification of sires and ASBV/BREEDPLAN EBV data for these sires.
- Ensure animals are penned appropriately on the day based on deliverer requirements.
- Ensure workshop location is set up appropriately and all necessary equipment is ready.
- Ensure participants check-in on the day and ensure each registered participant gets one set of workshop materials.

Hosts are invited to welcome participants and provide an overview of their property and business should they wish to do so. They may also be engaged in conversation by the deliverer during the workshop to illustrate key points.

Hosts may be required to move and handle animals in yards, pens and races before the event and during the practical activities.

Hosts are asked not to promote their stud, sale animals or other enterprises when addressing participants or responding to questions and to not include any sales catalogues in any material available on the day.

Schuster Consulting Group will collect registrations and confirm numbers of participants seven days before workshop.

NOTE

No restrictions can be placed on who can attend the workshop and all livestock levy payers are invited to attend.

BredWell FedWell must not be used to promote one bloodline or breed over another. While studs are invited to host BredWell FedWell activities, they are asked to refrain from all forms of promotion (including any temporary signage other than that designed to provide direction or instruction to participants).

Proposed timing

Workshops are to be run as stand alone events with no other event held on the same day.

Workshops typically run 9.00am to 4.30pm including morning tea, lunch and afternoon tea. Registration usually opens at 8:30am.

Number of participants

Minimum 15 registered participants, maximum 25.

Depending on the region, minimum numbers may be reduced to 10. Minimum numbers must be registered online 7 days before the event in order for it to proceed.

Registrations must be made online via MLA's online event system prior to commencement of the workshop.

NOTE

- No restrictions can be placed on who can attend the workshop and all livestock levy payers are invited to attend.
- Hosts do not need to register or pay for their own attendance and are welcome to invite other members of their team to attend. Only a limited number of materials can be made available for the host team and there needs to be sufficient room for participants and the host team in the workshop.



Cancellation of workshop

A decision to go ahead with the workshop will be made seven working days before the workshop and is subject to the event achieving a minimum of 15 online registrations by that time.

Schuster Consulting will communicate with the host regarding any cancellation. Should the host require the workshop to be cancelled for any reason, please provide as much notice to Schuster Consulting as possible.

Check-in

Participants are required to register online before the event.

This will help ensure the minimum number of participants are engaged for the workshop to go ahead. On the day, the host is responsible for overseeing the check-in process:

- All participants must check-in on the day.
- Schuster Consulting will provide a check-in sheet with the names of those that have registered online.
- Each participant should be provided with a set of workshop materials as they check-in.
- Participants that have not registered should complete an online or hard copy registration form. Hard copy forms should be provided to the deliverer.

Participant details

Due to privacy laws, participant contact details or information cannot be shared with hosts. A registration list of participant and business names will be provided to hosts seven days in advance of the workshop.

Hosts are welcome to provide their contact details to participants so that participants can initiate contact. Workshop evaluation data cannot be shared unless feedback is directly related to the host.

Animals required

The following animals will be required for practical sessions:

- 6-8 rams or 4-6 bulls of similar age and under similar management with recorded ASBVs/BREEDPLAN EBVs that vary. Animals used should be variable in conformation and not a consistent line.

A method for identifying animals so they can be aligned to their ASBVs/BREEDPLAN EBVs will be required. This may include pen signage, ear tags, branding or paint/chalk marks etc.

Hosts will need to provide the deliverer and Schuster Consulting with ASBV/BREEDPLAN EBV data for the rams/bulls to be used for the workshop seven days prior to the workshop.

Only the host or the host's representative should handle the animals during the workshop.

NOTE

- All animals should be penned the night before the workshop to allow time for the deliverer to check these before commencement.
- Workshops must not be used for the promotion of sales, the sire provider or animals for sale.

Facilities

The following facilities are required:

- Yards/pens to allow participants to visually assess rams/bulls.
- Enclosed area for presentation (please be aware that direct sunlight can make digital presentations difficult to see).
- Toilets and handwashing facilities.
- Check-in area where people can check-in on arrival.

Please advise Schuster Consulting if a good internet connection (wi-fi or mobile reception) is available from the workshop site).

Equipment

Hosts are asked to provide:

- Sufficient power points, power boards and extension cords.
- White board (or stick up butchers paper) with marker pens and eraser.
- Tables **and** chairs for the number of participants registered.
- Tables for deliverer's projector and laptop, check in and catering.
- Catering equipment (in conjunction with the caterer).

Please advise the deliverer if you are able to provide a project and screen as it will save them bringing their own.

NOTE

- Deliverers will bring their own screen and projectors – if hosts have this equipment or are able to easily access the equipment instead it is appreciated, just communicate this with the deliverer.
- It is not acceptable for participants to be asked to bring their own chairs or equipment.
- Tables and chairs are essential to enable all participants to work through activities.



Materials

Materials for participants will be sent to the deliverers unless otherwise arranged. Hosts are asked to assist the deliverer to ensure one set of workshop materials is provided to each registered participant.

Catering

Schuster Consulting will cover the cost of catering for all participants. Hosts are asked to:

- Provide access for participants to fresh water ad lib.
- Arrange a caterer to provide morning tea, lunch and afternoon tea, allow up to \$30 per person (excluding GST) for catering for all participants.
- Request the caterer issue the invoice to:

Schuster Consulting Group Pty Ltd
(ABN: 38 614 751 067)
PO Box 75
Dubbo NSW 2830
e: accounts@schusterconsulting.com.au
Include "BFWF" as reference, location, number of participants, date provided and treatment of GST.

Biosecurity and safety plans

Any biosecurity measures the host requires (such as foot baths or sign in etc.) should be provided to Schuster Consulting 30 days prior to the event so it can be included in registration information.

Participants will be asked to ensure their boots are appropriate and clean and to observe all required biosecurity measures.

If the region experiences any severe events (e.g. fires, floods etc.) that would prohibit the workshop from proceeding safety please advise Schuster Consulting as soon as possible.

Promotion

Hosts are encouraged to promote the event locally to their networks. Schuster Consulting will provide hosts with promotional materials such as links for online registration forms, flyers and media releases as well as images and content for social media posts.

Hosts are asked to:

- Distribute flyers and media releases locally to their network.
- Utilise the social media posts provided by Schuster Consulting adhering to the guidance provided.
- Identify any opportunities for promotion locally and work with Schuster Consulting to promote.

NOTE

- If hosts choose to make their own social media posts rather than use the posts and guidance provided, they must submit the posts for approval to Schuster Consulting five days before they intend to post.
- The BredWell FedWell workshop must be held as a standalone event and not held within four weeks of a sale or open day.
- No other event can be held on the same day.

Supporting organisations

Supporting organisations may choose to support BredWell FedWell workshops. This support may be in the way of:

- Assistance securing hosts and participants.
- Promotion of the workshop through their network.
- Provision of equipment such as tables, chairs, screens, projectors and whiteboards.
- Provision of catering.
- Assisting hosts with logistics.
- Financial sponsorship of the workshop.

Schuster Consulting will coordinate supporting organisations and the support provided. Hosts may need to liaise with supporting organisations.

Supporting organisations will be given an opportunity to include their logo on flyers and on the introductory slide. Depending on the level of support, they may address the group at the beginning of the workshop.

Due to privacy constraints limited data can be shared with supporting organisations about participants and only metrics related to the number of participants per workshop or the number of workshops supported will be able to be reported by supporting organisations.

Supporting organisations are able to provide their contact details to participants so that participants can initiate contact.





HOST CHECKLIST

One month before the workshop

- Attend a virtual meeting with the program coordinator to understand host responsibilities and ask questions.
- Confirm ability to provide the required equipment, facilities and animals with breeding values.
- Engage with the program coordinator and deliverer to discuss on-the-day requirements.
- Send the promotional flyer to networks and local media, and continue to promote the workshop to networks including by email, social media and word of mouth.

Seven days before the workshop

- Provide the breeding values for the animals to be used to the program coordinator. The deliverer will contact you to discuss animal selection for the workshop.
- Continue to promote the workshop to networks including by email, social media and word of mouth if necessary.
- Confirm catering. The program coordinator will advise of numbers for catering and any dietary requirements.

One day prior to the workshop

- If necessary, ensure workshop location is easily identifiable (i.e. with signage).
- Ensure the following facilities and equipment is ready and in working order:
 - Yard/pen to visually assess rams/bulls.
 - Enclosed area for presentation (check lighting, ventilation).
 - Toilets and handwashing facilities.
 - Table for check-in.
 - Tables and chairs for all participants.
 - Table and chair for the deliverer.
 - Table(s) for catering.
 - Sufficient power points, power boards and extension cords.
 - Whiteboard, stand and markers (or butchers' paper and stand).
- Catering equipment (i.e. urn).
- If providing: projector and screen.
- Reconfirm catering arrangements.

On the day

- Prior to attendees arriving
- Ensure appropriate facilities and animals are available and ready.
- Show the deliverer the facilities and animals and discuss any logistics or specifics about the animals or your operation.

As attendees arrive

- Use the check-in sheet provided by the program coordinator and assist participants to check-in. All participants must check-in on the day.
- If participants are not registered, assist them in completing the registration form (either online or in hard copy). If in hard copy, provide this to the deliverer.
- Provide each registered participant with a set of workshop materials.

During the workshop

- When invited by the deliverer, welcome participants and provide an overview of your property and business. You may also be engaged in conversation by the deliverer during the workshop to illustrate key points.
- Move and handle animals in yards, pens and races during the practical activities.
- At the end of the presentation, thank participants for coming and remain available to answer any questions.
Collect unused materials and provide them to the deliverer.

After the event

- Provide an invoice for the catering to: accounts@schusterconsulting.com.au
- Direct any participants with feedback or questions to the program coordinator.

Program coordinator contact:

Schuster Consulting Group
Delphine Puxty
e: delphinep@schusterconsulting.com.au
m: 0428 101 303

