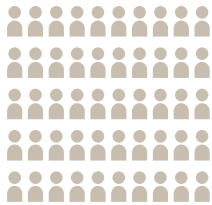
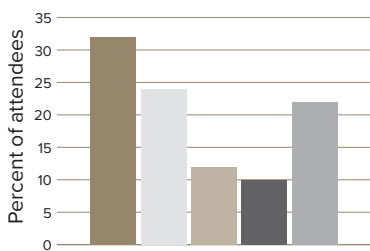


## Who attended LAU 2019?



**50**  
attendees



- Public sector extension: 32%
- Private sector advisors: 24%
- Red meat producers: 12%
- Agribusiness/product supplier: 10%
- Others included researchers, vets, industry organisations

**48%** of attendees had <10 years industry experience

**42%** of attendees provide advice on grazing management systems

**37%** of attendees provide advice on animal nutrition

**27%** of attendees provide advice on reproduction & feed/pasture nutrition

## What did attendees think?

*"The format worked really well. Interest and attention maintained at all times"*

*"Good networking opportunity to make contacts and learn about current research findings"*

*"Thanks very much for all your efforts. A great way to kick off the week of NBRUC"*



8/10 average score for the value of the event

**95%** of attendees learnt something new in their area of expertise

**84%** would attend another update in future

**91%** would recommend the update to others

The top 3 presentations were:

- P supplementation (Rob Dixon and Tim Schatz)
- Decision dates (Jill Alexander)
- Adult equivalent system (Stuart McLennan)

## Follow up activities



77% wanted more information on Profitable Grazing Systems



63% wanted more information on carbon trading



69% wanted more information on adult equivalents system



67% wanted more information on P supplementation



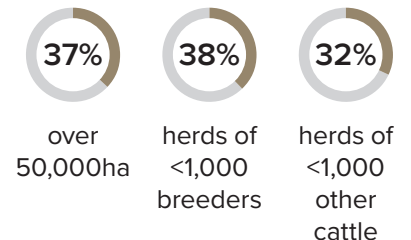
The most popular way to receive follow up information was through webinar or on-line training

## Industry impact



The average number of producer clients each attendee worked with was 84.

The following proportion of attendees indicated that on average their clients managed



## Online impact

(16 June to 25 September 2019)

**1,134** visits to [mла.com.au/advisor-updates](http://mla.com.au/advisor-updates)

**560** visits to [mла.com.au/advisor-updates-bne](http://mла.com.au/advisor-updates-bne)

@livestockadvise

- 20,000 impressions
- 762 post engagements
- 84 followers
- 384 profile visits