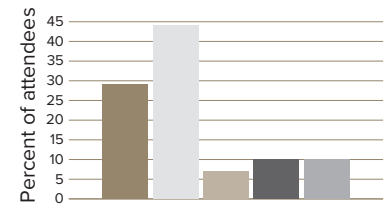


Who attended LAU 2019?



- Public sector extension: 29%
- Private sector advisors: 44%
- Industry organisation: 7%
- Agribusiness/product supplier: 10%
- Others included researchers, vets, livestock agents

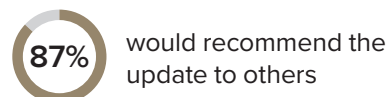
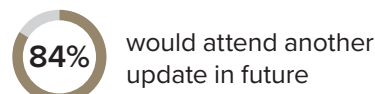
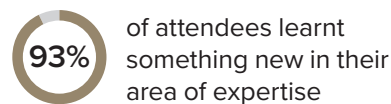
- 49% of attendees had <10 years industry experience
- 58% of attendees provide advice on grazing management systems
- 45% of attendees provide advice on animal nutrition
- 40% of attendees provide advice on feed/pasture nutrition
- 35% of attendees provide advice on reproduction
- 28% of attendees provide business management advice

What did attendees think?

- "I found this to be extremely valuable."
- "I look forward to the next one - a really good networking opportunity"
- "very well run event, very good topics and challenging"



7.6/10 average score for the value of the event



The top 3 presentations were:

- 1 Managing climate variability (John Francis and Basil Doonan)
- 2 Forecasting secrets (Alister Hawkesford)
- 3 Genetic profiling (Caris Jones and Tom Granlees)
- 3 Condition score recommendations for maternal flocks (John Young)

Follow up activities



88% wanted more information on Profitable Grazing Systems



80% wanted more information on seasonal forecasting



78% wanted more information on strategies for managing climate variability



76% wanted more information on genetic profiling

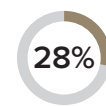


The most popular way to receive follow up information was through webinar or on-line training

Industry impact



The average number of producer clients each attendee worked with was 172.



28% of attendees indicated that their average client managed 1500 to 2500 hectares



The average cattle herd size of attendee client base was <500 breeders (67%)



The average flock size of attendee client base was 2000 to 5000 ewes (41%)



7 attendees worked with clients who ran goats

Online impact

(16 June to 25 September 2019)

1,134 visits to mla.com.au/advisor-updates

740 visits to mla.com.au/advisor-updates-syd

 @livestockadvise

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