



Final report

BeefUp Forums 2021 - 2023

Project code: B.FUP 2021

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Abstract

BeefUp Forums provide an opportunity for producers, advisors, researchers and other experts to come together to share information and ideas to support the continued growth of beef businesses throughout Queensland, northern Western Australia and the Northern Territory. BeefUp Forums are a Meat & Livestock Australia (MLA) initiative, delivered by Associated Advertising & Promotions with the support of Regional Beef Research Committees (RBRC) and diverse industry partners.

This report covers the delivery of 17 BeefUp Forums from July 2021 to July 2023 across northern Australia.

Over the duration of the 2021-2023 BeefUp Forum contract, all 11 northern Regional Beef Research Committees (RBRCs) held an event in their region with 1,004 attendees participating in the forums, including 1,004 producers representing 6 million ha under management and 6 million head of livestock including cattle, goats and sheep.

The BeefUp Forums fostered collaboration, innovation and knowledge exchange, equipping producers to navigate challenges and capitalise on emerging opportunities, supporting the Australian beef industry towards a successful and sustainable future.

Key outcomes include:

- Increased awareness of MLA adoption programs, tools, and resources. 81% of attendees stated that they learnt something new by attending a forum.
- Connectivity between research and practice, providing practical tools to producers.
- 65% of attendees expressed intention to implement on-farm changes after the Forums.
- \$2.4m in annual benefits* delivered to producers via Beefup in 2022-23¹ and \$1.8m in annual benefits in 2021-22².
- Equipped producers to navigate challenges and to capitalise on emerging opportunities.
- Forums provided the knowledge and tools to a strengthen and grow a sustainable Australian beef industry.
- Created a strong engagement opportunity for MLA to connect with northern Beef producers.

The insights gained from the forums will also inform future RD&A priorities and foster greater collaboration among industry stakeholders to address regional challenges and achieve common objectives.

¹ [Meat & Livestock Australia: Adoption Outcomes Report: 2022-23](#)

² [Meat & Livestock Australia :: Adoption Outcomes Report :: 2021-22 \(mla.com.au\)](#)

Executive Summary

Background

BeefUp Forums provide an opportunity for producers, advisors, researchers and other experts to come together to share information and ideas to support the continued growth of beef businesses throughout Queensland, northern Western Australia and the Northern Territory.

BeefUp Forums are dedicated to addressing practical issues for beef producers and fostering growth in the Australian beef industry.

Between July 2021 and July 2023, 17 forums were delivered, with all 11 Regional Beef Research Committees (RBRCs) holding an event in their region. This included 1,004 attendees participating in the forums, including 1004 producers representing 6,175,114 ha under management and 328,600 head of livestock including cattle, goat and sheep.

The forums delivered a valuable opportunity for northern Australian beef producers to expand their knowledge, learn about the latest research and technologies, and network with fellow producers and industry. As an Awareness Raising initiative within MLA's Producer Adoption framework, the forums encouraged producers to get involved in further development programs such as EDGEnetwork, Producer Demonstration Sites, Northern Breeding Business (NB2) and Profitable Grazing Systems.

The BeefUp Forums also played a pivotal role in seeking producer input for regional RD&A priority setting, ensuring that MLA-funded research and development efforts align with industry needs and regional priorities. Additionally, the forums aimed to raise awareness of MLA and other industry products and services, and the role and responsibilities of the local RBRCs.

Objectives

The overall aim of the BeefUp Forums is to provide a platform for producers to access practical information, tools, and resources that enhance productivity and profitability. The forums also seek to increase awareness of MLA's activities and the relevant programs available to producers to support the adoption of on-farm best practice. Specifically, some of the objectives of this project included:

- Participation at the 17 BeefUp Forums total target > 1500 producers.
- Overall participant satisfaction, value levels and intent to change match or exceed 2018 and 2019 evaluation outcomes. As of December 2018, average satisfaction was measured at 8.7 out of 10 and perceived value was recorded as 8.3 out of 10.
- Increased producer awareness of what MLA does and the relevant RD&A it funds (reinforced by all presentations having a linkage to MLA).
- Producers agree they were exposed to practical information and tools they could use on farm immediately to assist them improve the productivity and profitability of their business.

Methodology

BeefUp Forums are an MLA initiative delivered by Associated Advertising & Promotions (AA&P) with the support of Regional Beef Research Committees and industry partners who provide regional insights for each program. Each BeefUp Forum includes a comprehensive, regionally relevant program.

Benefits to industry

The BeefUp Forums played a crucial role in:

- Developing strong relationships between MLA, RBRCs, producers and industry stakeholders.
- Growing awareness of MLA's and other industry adoption programs, tools and resources, enabling producers to consider on-farm changes to increase productivity and profitability.
- Providing an important opportunity for producers in northern Australia to come together.

This collaboration and knowledge exchange supported the Forums' goals of contributing to enhanced productivity, sustainability, and profitability for producers and the Australian beef industry.

Future research and recommendations

Based on the successful outcomes, positive feedback and requests from RBRCs to have BeefUp Forums delivered in the future, it is recommended that the forums continue to be delivered in northern Australia.

The contribution of BeefUp Forums to fostering ongoing collaboration between MLA and industry stakeholders is crucial for the ongoing success, growth and best practice of the industry. These events serve as vital platform for producers to access practical information, tools, and resources that enhance their productivity and profitability. By regularly delivering such events, MLA ensures that producers see the benefit of research and development effectively driving progress in the northern Australian beef industry.

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1. Event Details

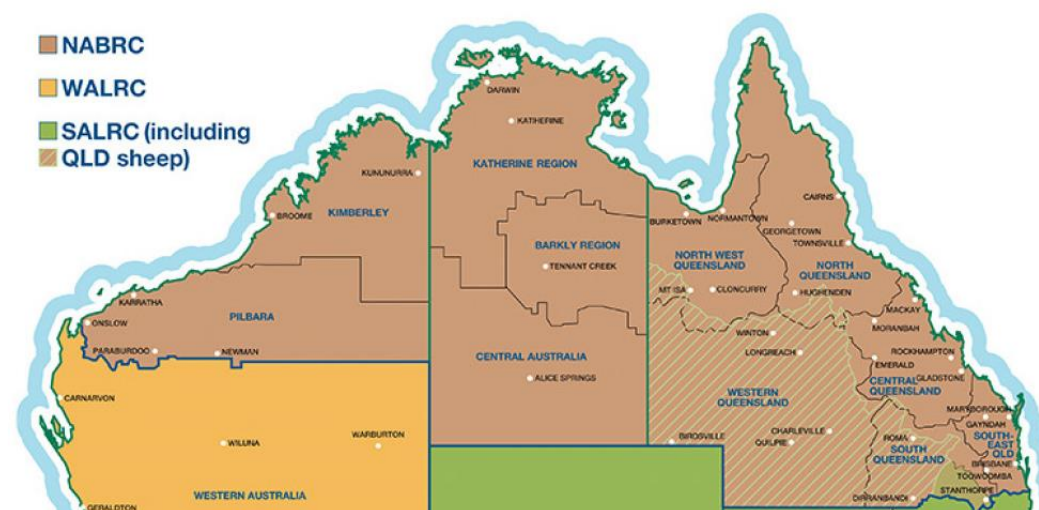
Between July 2021 – July 2023, 17 BeefUp Forums were delivered across the 11 identified northern beef regions across WA, NT and QLD. A breakdown of event locations and regions is provided below.

Event #	Year	Month	RBRC	Location	Attendees	Number of Producers	Total Number of Cattle	Total Area Managed (Hectares)	Overall Satisfaction	Intent to change	% Learnt something new or Rating of increased understanding
1	2021	Sept	NWQ	Cloncurry	91	45	161,250	3,339,454	8.8	76%	100%
2	2021	Nov	Pilbara	Newman	24	11	41,150	3,196,714	7.7	26%	95%
3	2021	Nov	Kimberley	Broome	58	26	274,550	6,203,506	8	52%	100%
4	2021	Nov	Central Aus	Alice Springs	42	23	96,450	4,006,287	8.2	76%	93%
5	2022	May	SQ	Goondiwindi	80	26	5220	135,911	8.3	59%	81%
6	2022	June	NQ	Georgetown	66	25	214,710	6,621,122	8.2	94%	84%
7	2022	Sept	WQ	Winton	50	19	644, 151	7,125,868	8.5	100%	84%
8	2022	Sept	WQ	Blackall	77	30	124,606	2,609,621	8.8	56%	85%

9	2022	Nov	Pilbara	Tom Price	38	11	2,069,000	2,847,179	9.1	82%	82%
10	2022	Oct	CQ	Clermont	74	26	185,547	2,742,436	8.7	38%	79%
11	2022	August	Katherine	Kidman Springs	71	18	5,436,500	39,102,304	8.9	46%	92%
12	2023	March	Kimberley (east)	Broome	46	27	470,500	7,229,598	8.7	57%	82%
13	2023	March	Kimberley (west)	Kununurra	30	16	1,310,101	13,266,897	9.2	48%	85%
14	2023	April	SEQ	Taroom	119	59	25,400	1,160,381.	8.9	59%	82%
15	2023	June	North Queensland	Hughenden	77	29	104,375	698,172.47	8.7	82%	82%
16	2023	July	Central Aus	Alice Springs	39	27	368,501	234,067,286.78	9.5	44%	87%
17	2023	July	Barkly	Tennant Creek	22	7	265,000	4,797,150	10	77%	95%

Events by State / Territory

NT	2021	2022	2023	TOTAL
Barkly			1	
Katherine		1		
Central	1		1	
TOTAL	1	1	2	4
WA	2021	2022	2023	TOTAL
Kimberley	1		2	
Pilbara	1	1		
TOTAL	2	1	2	5
QLD	2021	2022	2023	TOTAL
West Qld		2		
South Qld		1		
North Qld		1	1	
Northwest Qld	1			
Southeast Qld			1	
Central Qld		1		
TOTAL	1	5	2	8



2. Program Objectives

Achieved	Partly Achieved	Not Achieved
Performance Measure	Outcome	Explanatory notes
Participation at the 17 BeefUp Forums total target > 1500 producers	<p style="background-color: #92d050;">17 BeefUp Forums were successfully delivered as part of the 2021 – 2023 contract.</p> <p style="background-color: #ffc107;">1004 recorded attendees participated in the BeefUp Forums. The average number of attendees across the 17 BeefUp Forums was 59 per event.</p>	<p>Several challenges impacted attendance in some locations, including:</p> <ul style="list-style-type: none"> ● COVID-19's impact on travel and uncertainty, and having to change the dates of several events due to COVID lockdowns. ● Data collection limitations, including under reporting of walk-in attendees (which was only amended late in the project) ● Implementation of speaker registration and its effect on local panellists. ● Shifting priorities for cattle producers, diverting attention from attending the Forums. ● Extreme weather events prohibited some producers from attending events ● Limited accommodation options in remote event locations.
Overall participant satisfaction, value levels and intent to change match or exceed 2018 and 2019 evaluation outcomes. As of December 2018, average satisfaction was measured at 8.7 out of 10 and perceived value was recorded as 8.3 out of 10.	The average satisfaction score over the 17 events was 8.7, with the lowest score at 7.7 out of 10.	These scores indicate consistent success and quality of content, speaker selection and available information. This rating also suggests that attendees believed the Forums provided valuable insights, experiences, and connections and was 'worth' travelling off farm to attend.

<p>% of attendees who plan on implementing on-farm changes after attending a BeefUp Forum.</p>	<p>63% of the 1004 attendees expressed their intention to implement changes following the BeefUp Forums.</p>	<p>This demonstrates the forums' impact and value in motivating participants to take actionable steps for improvement, as well as empowering them with the tools, resources and networks to be able to successfully implement change.</p>
<p>Producers agree they were exposed to practical information and tools they could use on farm immediately to assist them improve the productivity and profitability of their business.</p>	<p>63% of producers planned to make changes. 88% of producers said their knowledge and skills increased.</p>	<p>These figures were taken from MLA adoption outcomes 2022-2023 reporting, demonstrating the positive impact and value of BeefUp Forums.</p>

3. Methodology

BeefUp Forums are a Meat & Livestock Australia (MLA) initiative delivered by Associated Advertising & Promotions (AA&P) with the support of Regional Beef Research Committees and industry partners who provide regional insights and guidance into the program.

The MLA BeefUp Project team includes the Event Coordinator (AA&P) working in collaboration with the Northern Beef Adoption Manager (MLA) and the RBRCs. As the event coordinators, AA&P are responsible for all areas of planning and delivery. The RBRCs nominate members to a working group for each event that meets regularly with AA&P and MLA, and provides insight into regional priorities and interests to guide the development of the program. The program also seeks to align with MLA's objectives and activities.

AA&P efficiently manages event logistics, encompassing venue, catering, audio-visual, attendee management, and stakeholder engagement, as well as pre-event marketing. A strong focus on the planning is to ensure that the event supports the region in which it takes place, through the use of local suppliers such as caterers, printers, speaker gifts and event expenses. The monitoring, evaluation, and reporting framework assesses performance metrics and producer adoption outputs.

Additionally, AA&P and MLA project team regularly met throughout the project to discuss process improvements and how these could be implemented to improve planning and delivery of the events.

Detailed milestone reports offer valuable insights, program feedback, attendee statistics, and recommendations for future BeefUp Forums.

The project methodology is captured below:

Project coordination is the responsibility of AA&P, strongly supported by MLA's Project Manager for Northern Beef Adoption. AA&P and MLA meet regularly as part of the event planning process but also meet at regular intervals to discuss improvements and efficiencies, project planning for the year ahead, discuss any potential risks and sensitivities and ensure strong communication at all times.

Speaker program is developed in partnership with the RBRC and the working group, with support and guidance from MLA. Program topics and speakers align with MLA's objectives around producer profitability, sustainability and global competitiveness. Speakers are required to provide an overview and key learnings for the Program Handbook, which is designed to be a useful reference tool for producers to refer to.

Event coordination and delivery is managed by AA&P including but not limited to; venue booking, set up and ongoing liaison, catering, audio visual, speaker requirements, accommodation and travel, trade displays, attendee management and communications, local stakeholder engagement and all event operational requirements.

Event marketing and promotion considers event activities delivered in three stages; before, during and after the BeefUp events. Event marketing has a strong local focus to reach producers in the region where the event is taking place. Communication efforts are generally on raising awareness and encouraging registration, promoting MLA adoption programs, MLA membership and providing mechanisms for ongoing engagement post event.

The Monitoring, Evaluation and Reporting framework captures event performance and engagement metrics for each event. An evaluation form and post event follow-up process are used to help identify producer adoption outputs. A detailed event summary based on producer feedback captured in the MER, and the summary outcomes from the event including overall satisfaction, highest rated speaker, and producer engagement session feedback (where conducted) are provided to the RBRC post event.

Financial planning and budget management is the responsibility of AA&P and includes all expenditure commitments related to each individual Forum, monitoring and controlling project costs within the approved budget.

Milestone reports provides a comprehensive summary of events delivered within the nominated reporting period. The report provides a detailed overview of events delivered, event statistics and engagement, speaker satisfaction and a constructive review of all systems and processes to identify what worked and what could be improved for future events.

4. Promotion and marketing

Objectives

MLA and AA&P work together on the marketing and communications plan in an effort to promote the event broadly throughout the region, as well as through MLA and state based industry networks. Marketing is heavily focussed towards producers with the goal of attracting over 50% producer attendance. Marketing efforts focus on awareness and registration (pre-event), as well as post event engagement.

In addition, the BeefUp Forum's marketing and PR objectives include increasing MLA's brand visibility in the region and amongst producers, generating positive media coverage for the event, developing strategic partnerships, building social media engagement as well as establishing long-term relationships, and promoting industry opportunities and advancements.

Target audience

The main target audience includes beef producers, service providers, researchers, and industry professionals across northern Australia. Beef producers, as primary stakeholders, are essential decision-makers responsible for on-farm practices, adoption and change, maintaining industry standard and productivity enhancement. Service providers contribute expertise and support whilst researchers contribute knowledge and advancements, together driving innovation and sustainable practices within the sector.

Stakeholder engagement

Acknowledging the diverse range of stakeholders within the cattle industry, and throughout the regions, AA&P worked actively with RBRCs to understand and engage with key stakeholders in each region. These were diverse and ranged from government and industry associations, through to NRMs, universities, private enterprise and supply chain, as well as not for profit providers such as the Royal Flying Doctor and mental health initiatives.

The team also worked closely with local and regional councils, saleyards, service providers, media outlets, and more. This inclusive approach ensured that the forums served as a valuable platform for all stakeholders and provided an opportunity for engagement and connection.

Communications

Communication is divided into three phases: pre-event, event, and post-event. A comprehensive communication strategy was implemented to reach and attract producers and industry to the events.

Pre-event communication aimed to create awareness and encourage registrations:

- Direct emails with a "Save the Date" notice were sent out via the MLA database and through industry and association databases.
- BeefUp Forum flyer with event details and registration information were shared with key networks and promoted widely through social media (twitter, LinkedIn, Facebook).
- Event posters with program themes were distributed by email and also printed and displayed at local councils, butchers, shops, feed sheds.
- Pre-event interviews with regional media outlets were conducted.
- MLA website and social media were used for marketing and advertising.

During the event:

- Attendees received a branded tote bag with event materials.
- MLA information table offered resources and factsheets.
- MLA presentations as part of the program.
- Networking opportunities.
- Media engagement and general event photos were posted on social media.

Post-event communication involved

- Sending the 'BeefUp RoundUp' e-newsletter with presentation links.
- Sharing compiled data and statistics with project leads.
- Providing thank-you emails to speakers, presenters, and suppliers.
- Making session recordings available to registered attendees.

The most effective marketing channels were social media and direct marketing emails, along with leveraging local networks for promotion.



Images: Marketing efforts were varied and diverse, from community noticeboards (left) to Beef Central Event Calendars and MRECs (right).

Post event media coverage was also positive and well supported by Beef Central and Farm Weekly, as evidence by media clippings below.

170 Beef Central News He... ^ v

head this week due to the Easter-disrupted shorter week. Light steers fell in value, while heavier steers and all heifer categories lost ground.

[Click here for full story](#)



What's on? Upcoming beef and cattle industry events

- MLA BeefUp Forum, Taroom – 19 April
- Australian Wagyu Association, WagyuEdge Annual Conference, Sydney – 19-24 April
- Primary Industries Education Foundation Conference, Canberra – 1-2 May
- Angus Australia Beyond The Beef Conference, Tamworth – 18-19 May
- Northern Australia Food Futures, Darwin – 22-25 May

MLA BeefUp forums for Kimberley and Broome producers

Beef Central, 25/10/2021



Western Australia will be hosting two upcoming Beef Up forums during November in the Pilbara region on the 2 November in Newman, and for Kimberley Beef producers on 5 and 6 November in Broome.

Hosted by Meat and Livestock Australia (MLA) northern Western Australian producers and other key stakeholders will have the opportunity to take part in a tailored program of presentations and panel discussions as well as network with fellow producers.



Tim Schatz, principal pastoral production research officer, NT Dept of Industry, Tourism and Trade, discussing phosphorus adoption and economics at the MLA BeefUp forum in Cloncurry last week.

The Broome Forum will be held over two days at the Oaks Broome Hotel and feature over 11 speakers from industry and research.

The one-day Newman Forum will be hosted at the Newman House and will feature over 12 speakers.

Both BeefUps are set to be a thought-provoking and feature education programs relevant to the issues and needs of industry and producers in the Pilbara and Kimberley regions, including key themes of succession planning animal welfare and pain relief and Northern Cattle Geonomics.

The region-specific programs have a list of compelling speakers such as Professor Phil Vercoe and Jardine Macdonald from Rangelands NRM who will be discussing topics respectively such as Rio Tinto's virtual fencing trial and the Northern Australia Climate Program. Alongside the formal discussions, attendees will have the opportunity to network with other producers.

Newman BeefUp Forum

Tuesday 2nd November 2021

☰ 🔍 BEEF



BeefUp provides a glimpse into the future

By Brooke Littlewood
November 12 2021 - 7:30pm



There was a "full house" attending the Meat & Livestock Australia BeefUp forum in Broome last week.

IMAGINE running a cattle station without fencing or having the ability to remotely monitor calving on the vast and isolated stretches of northern Australia

5. Program and Speakers

The program development for BeefUp Forums is a joint effort between the local RBRC (Regional Beef Research Committee), local working committee, MLA and AA&P. The working committee is generally comprised of members of the RBRC however can also sometimes include other local beef industry stakeholders.

These working groups have a strong understanding of the northern Australian beef industry and the key issues and challenges faced by producers in that region. This localised approach ensures that the topics and sessions delivered at the forums are highly relevant and tailored to address the specific needs of the region. By involving stakeholders who have a deep connection to the local industry, the program is thoughtfully curated to tackle important concerns, explore emerging opportunities, and provide practical solutions.

BeefUp Forums also feature MLA-funded projects, including initiatives like The Australian Feedbase Monitor and eNVD. These projects are actively showcased to the attendees during the forums with the aim of raising awareness of emerging research, development and adoption (RD&A) for industry.

Guidelines and templates are provided to speakers pre-event to ensure consistent presentations and social media templates are shared so that speakers can also promote the event through their networks. AA&P also works with speakers to facilitate interviews with local media.



Image: Speaker panel at Hughenden BeefUp

6. Trade Stands

A relatively new addition to the BeefUp Forums is the presence of trade stands for local businesses/services, government agencies and service providers, as well as relevant not-for-profit organisations. The selection process for these trade stands is managed through an Expression of Interest process and submitted for approval by MLA to ensure that they align with the program's

objectives and values, and are relevant to the audience. This approval process ensures that the trade stands present relevant and valuable information to attendees. Through this process MLA also maintains the integrity and cohesiveness of the BeefUp Forums, ultimately contributing to the success and relevance of these events within the red meat industry.

7. Venue and Logistics

AA&P works closely with the regional RBRC to establish a comprehensive list of preferred accommodation options that cater to the diverse needs of our attendees and speakers. We rely on the RBRC's local knowledge and expertise to prioritise venues that are well suited to BeefUp events. We are committed to supporting the local community by engaging local suppliers for all aspects of the BeefUp Forums, such as catering, speaker gifts and printing.

8. Producer Engagement

Each BeefUp Forum generally includes a producer engagement session. The sessions are well supported by the RBRC as these provide an opportunity to gather input to address region-specific challenge and offer feedback on the Regional Beef Research Committee (RBRC) priorities. The information gathered from these workshops can play a role in helping inform industry on key areas of interest for producers in the region, identify gaps, understand barriers to adoption and ultimately, develop a more responsive approach to addressing challenges and needs.



Image: Producer engagement session in Broome, March 2023.

Over the last three years, the MLA priority setting process has undergone multiple changes. With the annual call for priorities being moved to biennial, the focus for this 'priority setting' session needed

to be shifted. The session was renamed ‘producer engagement’. The workshop format has evolved to the current structure detailed below:

- An introduction of the RBRC Chair, providing information about who they are, what the RBRC does, and their role within NABRC
- Attendees are asked to comment on challenges, concerns and priorities that impact their business and the industry within the region. This sometimes includes the ranking of current priorities.
- Workshop questions are designed to address the following key areas;
 - Assess the adoption of the latest industry practices and innovations in cattle production.
 - Identify necessary improvements or changes related to accessing resources, including research findings, technical support or funding opportunities.
 - Highlight specific challenges or issues facing cattle producers in the local region.
 - Explore ways for the industry to enhance support for producers in adopting sustainable and profitable practices.

These sessions encourage participants to share experiences and concerns, and actively contribute to helping to build a snapshot of the region, from the producer’s perspective. Producers have expressed their appreciation for the opportunity to have their voices heard and contribute to regional and industry priorities. RBRCs also value the insights gained through producer engagement as they help inform their strategic decisions. A summary of producer engagement outcomes are provided to the RBRC post-event. These summaries also serve as valuable documentation for future event planning as producers are generally asked to identify what topics are important or of interest to them.

A mix of engagement tools are used to deliver the workshops. Some RBRCs are happy to use digital platforms such as SLIDO to facilitate real-time interaction and feedback, while others prefer more traditional methods such as butcher's paper and pens. The selection of engagement tools depends on factors such as the availability of reliable internet access and the choice of venue, and the preference of the RBRC.

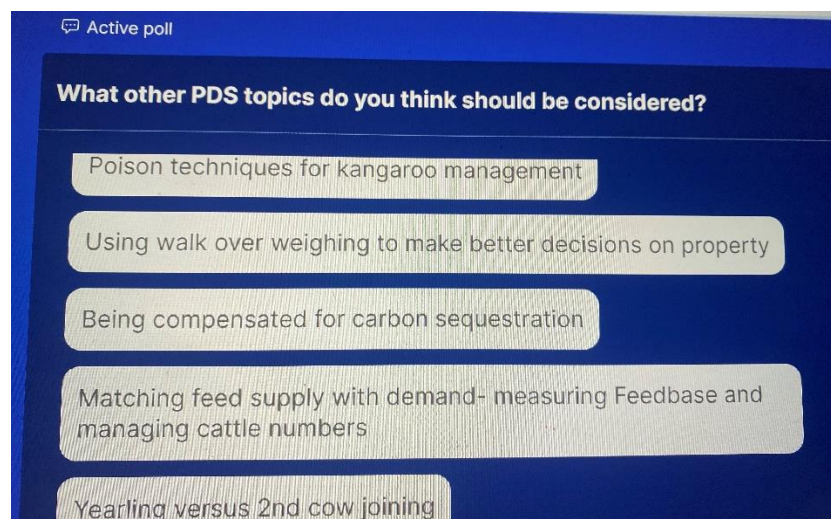


Image: An example Slido Poll from BeefUp in Blackall, QLD

The rural and remote locations of the BeefUp Forums may pose challenges in terms of both physical infrastructure and digital connectivity. Therefore, the choice of venue and technology must be carefully considered to ensure that all producers have equal opportunities to participate.

9. Conclusion

9.1 Key Findings

Producer participation

- Total number of attendees 2021 - 2023 = 1004
- Average number of attendees based on 17 BeefUp Forums = 59

The target KPI was 1500 producers across 17 events, and although feedback from most RBRCs was that event attendance was stronger than it had been in previous years, there were several challenges that impacted producer attendance numbers.

- **Impact of COVID-19:** In 2021 the ongoing pandemic significantly affected travel and attendance at events. Given that events had just resumed in 2021, there was a significant level of uncertainty surrounding travel and group gatherings, especially for a remote audience like cattle producers. Many potential attendees had to reconsider their plans due to health and safety concerns, leading to a decrease in confirmed registrations.
- **Data collection limitations:** Our attendance data, sourced from the Events Hub CRM system, may not fully capture all walk-ins. The process for walk-in registration was only implemented in 2022, potentially resulting in under reporting of attendees who chose this on-site registration option.
- **Speaker registrations:** The process for including speaker field as an option in the registration form was only implemented mid-way of 2022. Noting many panel session speakers tended to be cattle producers from the local area.
- **Shifting priorities for cattle producers:** Cattle producers, our primary audience, faced shifting priorities during the period of our events. Drought and floods, on-farm duties, and other industry-related factors demanded their attention and resources, diverting them from event participation.
- **Remote locations and limited accommodation:** Some of our events, like those held in Kidman Springs and Barkly, are situated in remote regions with limited accommodation options and attendance would require 2-3 days off property, which was not feasible for all producers.

Overall participation satisfaction and perceived value

Over 17 events the average satisfaction score was 8.7 out of 10 with the lowest single satisfaction score was 7.7. The satisfaction scores recorded from the 2021-2023 period were consistent with the 2018 rating. Participants rated the value of attending a BeefUp Forum at an average of 8.65 out of 10, which was a slight increase from 8.3 out of 10 which was recorded in 2018.

These satisfaction scores, averaging at 8.7, not only indicate the overall success of each individual BeefUp Forum but also demonstrate that the events are consistently being delivered, in terms of value and quality. This rating also suggests that attendees believed the Forums provided valuable insights, experiences, and connections and were 'worth' travelling off farm to attend.

Intent to change

A total of 63% of the 1,004 attendees indicated their intention to implement changes following their participation in a BeefUp Forum.

This percentage underscores the tangible impact and value that the BeefUp Forum delivers to its participants, as it motivates them to take actionable steps towards improvement for their business, as well as providing them with the tools, resources and networks to be able to successfully pursue changes.

Producer attendance

The Forums drew a diverse and engaged crowd of producers, industry attendees and stakeholders. The Forums attracted a mix of men and women spanning various ages and career stages, which demonstrates the effectiveness of our targeted regional marketing campaigns.

A strong rating 8.82 out of 10 was the rating provided by participants who reported **gaining new knowledge, skills, or insights as a result of attending the BeefUp Forums**. This reflects the robustness of the collaborative process in program planning with MLA, AA&P and the working group, and the effectiveness of the event in providing valuable information and education to the attendees.

In 2022 and 2023 attendees were not asked whether **they learnt something new**, but whether **their understanding had increased as a result of attending a Forum**. This question required a response rating out of ten. To compare easily, all responses are presented as a percentage scale.

The demand for future events is evident, from both attendees and stakeholders, with many of the RBRCs having expressed their enthusiasm and interest to hold another BeefUp in their region. This also shows a high level of interest among participants in attending similar events or programs in the future. This further demonstrates the success of current BeefUps and their ability to meet the participants' expectations, resulting in an increased demand for future events to continue learning and networking.

9.2 Benefits to Industry

The BeefUp Forums delivered between 2021 – 2023 have delivered both measurable and passive benefits to the industry, and to beef producers across the north. This is evidenced through the key findings, taken from attendee feedback from the forums.

Additionally, the forums have proven to be valuable in:

- Promoting and adopting a collaborative approach to event delivery, with a focus on regionally relevant content.
- Providing producers with awareness of and access to MLA's programs, tools and resources.
- Providing a platform for producers to share, discuss and address challenges and issues in their area and understand what tools and resources are available to address these.

- Motivating producers to make informed decisions and implement on-farm changes and improvements. This synergy has yielded significant benefits for the Australian beef industry, and supports long-term profitability, productivity and sustainability.
- Promoting the role of the RBRC and its influence in setting and developing national research priorities.
- Supporting the region in which the event takes place through the use of local suppliers.
- The Forums contribute to the sustainable growth of industry, facilitate industry-wide collaboration, and foster a culture of continuous improvement
- Providing connectivity between MLA and producers in the north.

These events promote and facilitate the adoption of cutting-edge technologies, sustainable practices, and market-driven strategies, and ultimately contribute to the long-term success and sustainability of the Australian beef industry.



Image: A full house in Taroom for the BeefUp Forum.

10. Future research and recommendations

The demand for BeefUp Forums to continue in their current (or similar) format is strong, with producers, government, service providers and other stakeholders noting the value of face-to-face events held in their local area. The BeefUp Forums provide a valuable opportunity for producers to come together and share experiences, exchange knowledge, and stay abreast of the local and international market landscape.

Throughout the delivery of the 17 BeefUp Forums between July 2021 – July 2023, a number of improvements to planning and delivery were made to enhance the experience for all stakeholders. This included post event debriefs with the working groups, regular reviews with MLA, adopting feedback from the evaluations and general improvements around efficiencies and delivery. Recommendations for changes and improvements were also captured in the milestone reports throughout the program.

Below is a summary of recommendations for future BeefUp Forums, based on key logistical and planning areas.

Item	Suggested Improvements
Project planning (RBRC and MLA)	Set date and time of regular meetings and ensure attendance of at least one AA&P or MLA staff at all times. Establish guidelines for communication and agenda discussion points to ensure efficiency of meetings, emails and phone calls. Align BeefUps with other key MLA funded programs such as Bred Well Fed Well.
Registration	Consider different ticket options to attract a broader audience such as 'Early careers discount', group tickets etc.
Marketing and communications	Utilise social media channels and industry publications to promote event highlights and engage a broader audience. Launch an online discussion forum/Facebook group or community platform where participants can continue discussing event topics and share resources.
Speakers and program	Prioritise including MLA-focused sessions and speakers. Create a structured program template that provides RBRCs with a proposed structure and guidance around the program and time allowed for regional specific sessions. Engage MLA area experts to review the program and ensure it aligns with MLA messaging. Seek opportunities to promote relevant programs and producer demonstration sites. Consider ways of improving facilitation on the day, such as: <ul style="list-style-type: none"> - Create a brief of expectations/requirements - Allocate audio visual staff - Allocate time-keeping role - Use signage (5 min - 1 min to go)
Event collateral	Consider reducing paper based resources and using an app

	<p>which includes speakers, program, live polling, Q&A, attendee contact exchange and more.</p> <p>Ensure resources provided are relevant to the topics discussed.</p> <p>Follow up producers post event with additional information and support on adoption pathways for their area of interest.</p>
Producer engagement workshop	<p>Review how these sessions can be used to better inform MLA decision making and industry activities. Close the loop of this process by feeding this back to producers so they can see how this information is used.</p>
Venue, logistics and audio visual	<p>Consider investing in audio visual equipment to minimise technical disruptions and ensure we have high quality equipment in remote locations and venues.</p>
Post-event follow up	<p>Review post-event communications and provide detailed summary that includes:</p> <ul style="list-style-type: none"> - Key highlights - Speaker contacts - Follow up resources - Improve analysis of evaluation surveys and follow up participants with further information or opportunities. - Establish a system for speakers to receive copies of attendee questions and comments/ feedback related to their presentations.

MLA could explore various strategies to cost recover on events, such as seeking sponsorship opportunities and implementing trade stand fees to participate. These approaches can help generate additional revenue streams and support the financial sustainability of the events. By actively seeking sponsorships from industry partners and other relevant organisations, events can secure financial backing and potentially offer more comprehensive experiences for attendees. Charging for trade stands can also provide a source of income while encouraging businesses and service providers to participate, with a value attached to the offering. However, it is crucial to strike a balance between generating revenue and maintaining the accessibility and value of the events for all stakeholders. Careful consideration and planning are necessary to ensure that these revenue raising efforts continue to align with MLA's objectives and enhance the overall experience for participants.

The BeefUp Forums play a crucial role in fostering collaboration between MLA and industry stakeholders. They provide producers with vital access to practical information, tools, and resources that enhance productivity and profitability. Delivering these events on an annual or biannual basis ensures that future research and development efforts align with regional priorities, reflecting the needs of producers and driving progress in the northern Australian beef industry. The ongoing success and sustainability of the industry rely on these collaborative efforts and the continued support of all stakeholders.