

final report

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Rolling data - January 2014 through to November 2016

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Executive summary

All More Beef from Pastures (MBfP) activities are designed to influence producers to adopt new management practices in their enterprises. However, within this, events are typically categorised as either Category A-style, with a simple feedback evaluation sheet, or Category B&C style, with more detailed evaluation.

The Monitoring & Evaluation (M&E) results in this MBfP report summarise the period between January 2014 and November 2016.

A total of 382 MBfP activities have been delivered to 12,348 participants to date. In all 133 Category A activities were held with 6,696 in attendance, 200 Category B events with 4,922 attending and 49 Category C events with 730 in attendance.

The most frequently delivered MBfP modules were *Pasture Utilisation* (167 modules delivered), *Pasture Growth* (160 modules delivered) and *Setting Direction* (143 modules delivered). The modules with the highest numbers of participants were, *Pasture Utilisation* (4,887 people) *Pasture Growth* (4,598 people) and *Meeting Market Specification* (4,500 people). *Setting Direction* was delivered to 4,205 people.

The median property size across all program participants is 550 hectares. The median number of total cattle is 300 with 39% of participants running between 100 and 400 head and 32% running between 401 and 1,600 head.

A national average satisfaction score of 8.4 out of 10 was achieved across all events. Producers also rated the events as having been of value to their business, with a national average value score of 8.0 out of 10. This was further endorsed by over 68% of participants saying they would recommend the event to others.

One aspect of the more detailed evaluation involved in the Category B&C style events involves pre and post activity knowledge and skills questions to participants. Pre and post audits have been completed by 4,169 participants. The national average pre-workshop score is 41% correct answers, with a post-workshop score is 78% indicating a change in knowledge and skills.

Participants were also asked to self-assess how confident they feel about their ability to implement the particular topic of the workshop. Pre and post confidence scores have been collected from 3,627 participants. The average confidence score pre-workshop is 5.3 out of 10 and the average post-workshop is 7.4 out of 10.

A total of 4,401 participants have indicated intent to change their management practices as a result of attending MBfP activity. Of these, 3,811 (86%) indicated what that practice change would be. Nationally, 1,304 (28%) participants have described changes already implemented. In some cases more than one change was indicated equalling 1,374 of these 765 (56%) aligned with MBfP modules. The modules, *Pasture Utilisation* (170) and *Pasture Growth* (139) were most influential.

Summary activity	Jan 2014 through to November 2016
Number of MBfP activities	382
Number of MBfP participants	12,348
Average attendance Category A event	50
Average attendance Category B event	25
Average attendance Category C event	15
Most commonly delivered MBfP modules	<i>Pasture Utilisation (167)</i> <i>Pasture Growth (160)</i>
National event average satisfaction score	8.4
National event average value score	8.0
National recommend event to others	68%
Number of Category B&C pre & post skills questionnaires conducted	4,169 (86%)
Category B&C national average pre workshop score correct	41%
Category B&C national average post workshop score correct	78%
National average confidence score pre workshop	5.3
National average confidence score post workshop	7.4
Intent to change management practices as a result of attending MBfP activity	4,401 (41%)
o Indications what that practice change would be	3,811 (87%)
Most 'influential' modules delivered with regard to practice changes	<i>Pasture Utilisation & Pasture Growth</i>

Summary of KPI targets

Number of participants				
Attendance KPIs are based on the following parameters:				
<ul style="list-style-type: none"> Counting Category A- All participants in all categories recorded in Event Log. Counting Category B - All participants in Category B events recorded in Event Log. Counting Category C - All participants from category B&C who completed Pre and Post Skills Audit as well as completing the section that indicates "intention to change practice" Y with details or "Already Practice Change" including 'Y', details and module. Note Category C is counted twice where a 2nd module has been entered. 				
These parameters make up the Standard Operating Procedure (SOP) for participation.				
NSW				
% of three year target achieved for 'Number of Participants' in Category A, B and C activities				
		Participation-KPI	Participation	% Achieved
	Category A KPI	2,690	4249	158%
	Category B KPI	403	1456	361%
	Category C KPI	333	635	191%
VIC				
% of three year target achieved for 'Number of Participants' in Category A, B and C activities				
		Participation-KPI	Participation	% Achieved
	Category A KPI	2,216	4113	186%
	Category B KPI	391	1012	259%
	Category C KPI	323	555	172%
TAS				
% of three year target achieved for 'Number of Participants' in Category A, B and C activities				
		Participation-KPI	Participation	% Achieved
	Category A KPI	444	1318	297%
	Category B KPI	223	659	296%
	Category C KPI	103	316	307%

Number of participants cont.				
SA				
% of three year target achieved for 'Number of Participants' in Category A, B and C activities				
		Participation-KPI	Participation	% Achieved
	Category A KPI	892	1089	122%
	Category B KPI	447	1089	244%
	Category C KPI	203	409	201%
WA				
% of three year target achieved for 'Number of Participants' in Category A, B and C activities				
		Participation-KPI	Participation	% Achieved
	Category A KPI	892	1579	177%
	Category B KPI	447	706	158%
	Category C KPI	203	247	122%

Evaluation return rate				
<p>Evaluation return rate KPIs are based on the following parameters:</p> <ul style="list-style-type: none"> Counting Category A - Category A event participants who entered in either Satisfaction, Value, Learning or Plan to Change information - Divided by Category A only Attendees from Event Log Counting Category B - Category B event participants who entered in both Pre and Post K&S scores on the evaluation sheet - Divided by Category B only Attendees from Event Log. Counting Category C - Category C event participants who completed Pre and Post Skills Audit as well as completing the section that indicates "Intent to Change Practice" with a reason or Already Practice Change with reason and module - divided by Category C only Attendees from Event Log. Note only 1 evaluation per participant per event, modules are not counted twice. <p>These parameters make up the Standard Operating Procedure (SOP) for calculating the evaluation return rate.</p>				
NSW				
% of target achieved for 'Evaluation Return Rate' in Category A, B and C activities				
		Return rate -KPI	Actual returns that meet SOP	Return rate
	Category A KPI	65%	2109	76%
	Category B KPI	80%	1311	90%
	Category C KPI	80%	26	118%
VIC				
% of target achieved for 'Evaluation Return Rate' in Category A, B and C activities				
		Return rate -KPI	Actual returns that meet SOP	Return rate
	Category A KPI	65%	1531	59%
	Category B KPI	80%	695	69%
	Category C KPI	80%	231	44%
TAS				
% of target achieved for 'Evaluation Return Rate' in Category A, B and C activities				
		Return rate- KPI	Actual returns that meet SOP	Return rate
	Category A KPI	65%	275	54%
	Category B KPI	80%	541	82%
	Category C KPI	80%	151	100%

Evaluation return rate cont.				
SA				
% of target achieved for 'Evaluation Return Rate' in Category A, B and C activities				
		Return rate -KPI	Actual returns that meet SOP	Return rate
	Category A KPI	65%	N/A	N/A
	Category B KPI	80%	666	61%
	Category C KPI*	80%	N/A	N/A
<i>*Cat C participation KPIs met by some of the participants at Cat B events</i>				
WA				
% of target achieved for 'Evaluation Return Rate' in Category A, B and C activities				
		Return rate- KPI	Actual returns that meet SOP	Return rate
	Category A KPI	65%	485	58%
	Category B KPI	80%	492	70%
	Category C KPI	80%	26	74%

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1. Introduction

This report summarises the MBfP Monitoring and Evaluation (M&E) results provided by five states (New South Wales, Victoria, Tasmania, South Australia and Western Australia) for events run between February 2014 and November 2016.

The results are presented in a series of graphs and tables.

2. Background

The current contracts for of More Beef from Pastures (MBfP) co-ordination commenced in February 2014 and will run until December 2016.

MBfP delivery is coordinated in each of the states by a contracted state partner; the state coordinators are:

- New South Wales: John Francis – Holmes Sackett
- Victoria: Darren Hickey – Vic DEPI
- Tasmania: Mel Rae – Macquarie Franklin
- South Australia: Penelope Keynes & Dee Heinjus– Rural Directions
- Western Australia: Glen Brayshaw – Planfarm Pty Ltd

The state coordinators are overseen by the national coordinator, Peter Schuster of Schuster Consulting.

3. Monitoring and evaluation introduction

All MBfP activities are designed to influence producers to adopt new management practices in their enterprises. However, within this, Category A-style events typically cater to a larger audience and evaluation is based on a simple feedback sheet.

Category B events involve a knowledge and skills audit of participants prior to the commencement of the course, followed by a similar audit at the end, in order to assess the shift in knowledge and skills over the duration. In addition, a question is asked of the participants to assess their confidence level on the particular topic of the event.

Category C style events are those specifically designed to facilitate practice change, such as a producer's involvement in a Producer Demonstration Site activity. However, despite there being a Category C style event, in reality, Category C is measured by a producer actually

implementing a practice change learned in an MBfP activity, which can result from any of these events.

4. Events

4.i. Number of events

As at November 2016, a total of **382** MBfP activities have been organised by state coordinators.

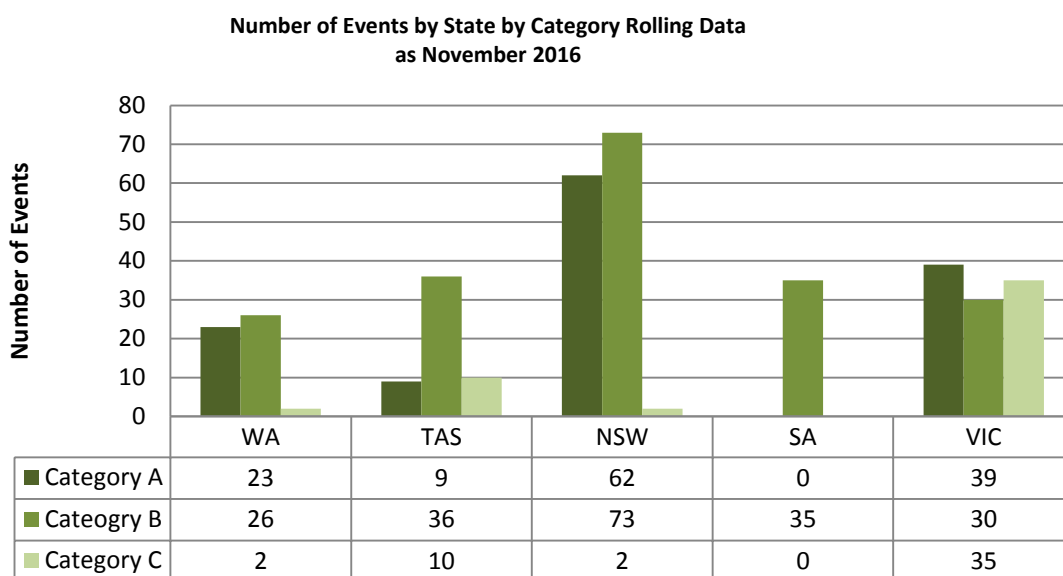


Figure 1: Number of MBfP activities by state by category

4.ii. Number of attendees per activity

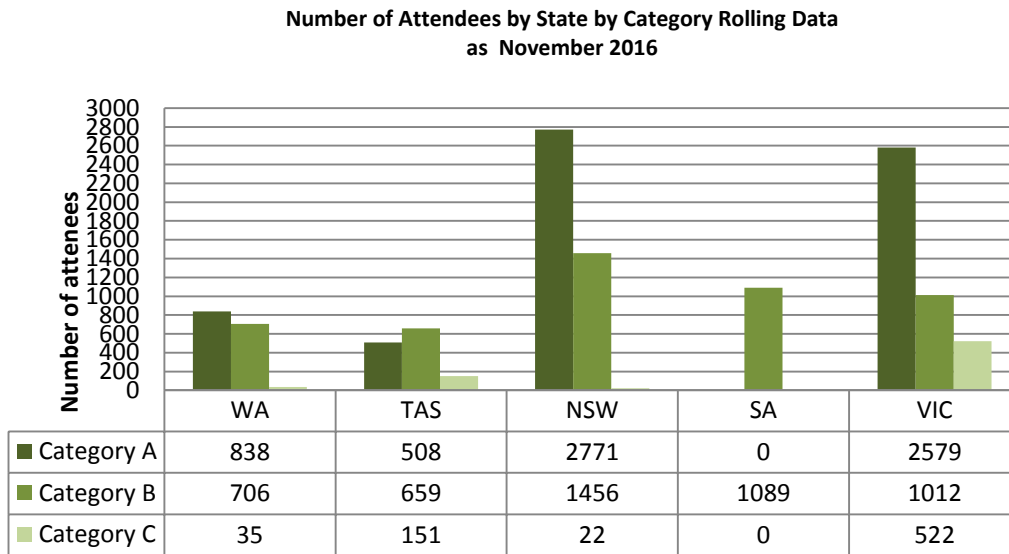


Figure 2: Number of MBfP attendees per activity by state from Event Log

4.iii. Type of event

Events are run as either forums, workshops, seminars, training courses, conferences, field days/farm walks, phone seminars, producer demonstration sites or producer groups.

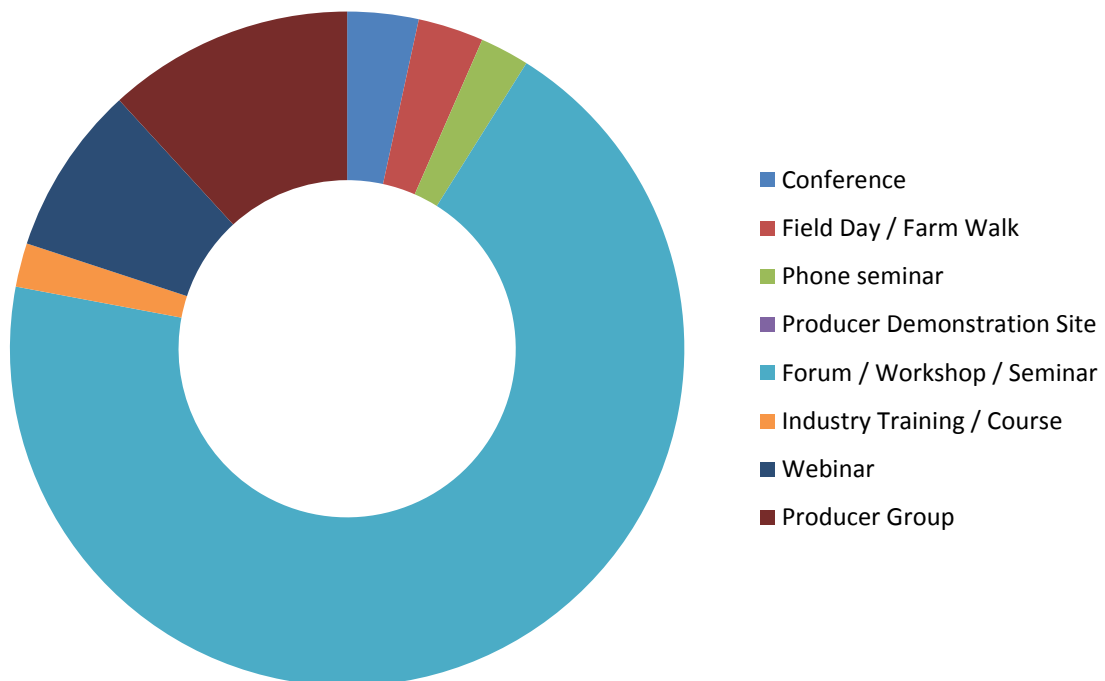


Figure 3: Types of events run nationally

4.iv. MBfP modules delivered

MBfP modules¹ have been collectively delivered 1,036 times across events. The most popular modules by frequency of delivery are *Pasture Utilisation* (167) *Pasture Growth* (160), *Setting Direction* (143) and *Herd Health and Welfare* (138). Modules delivered to the most people are *Pasture Utilisation* (4,887) *Pasture Growth* (4,598), *Meeting Market Specification* (4,500) and *Herd Health and Welfare* (4,233). *Setting Direction* was delivered to 4,205 people.

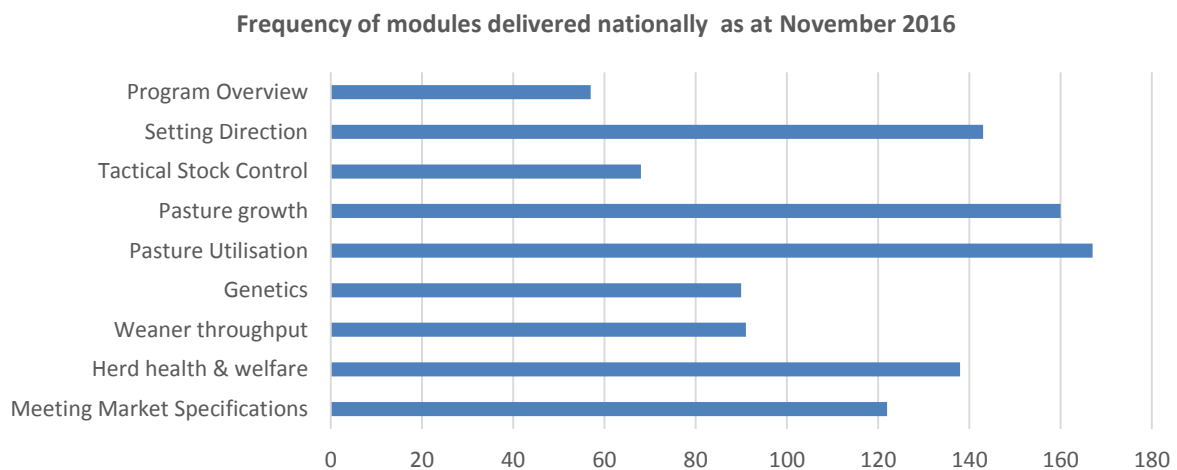


Figure 4: Frequency of MBfP modules delivered nationally

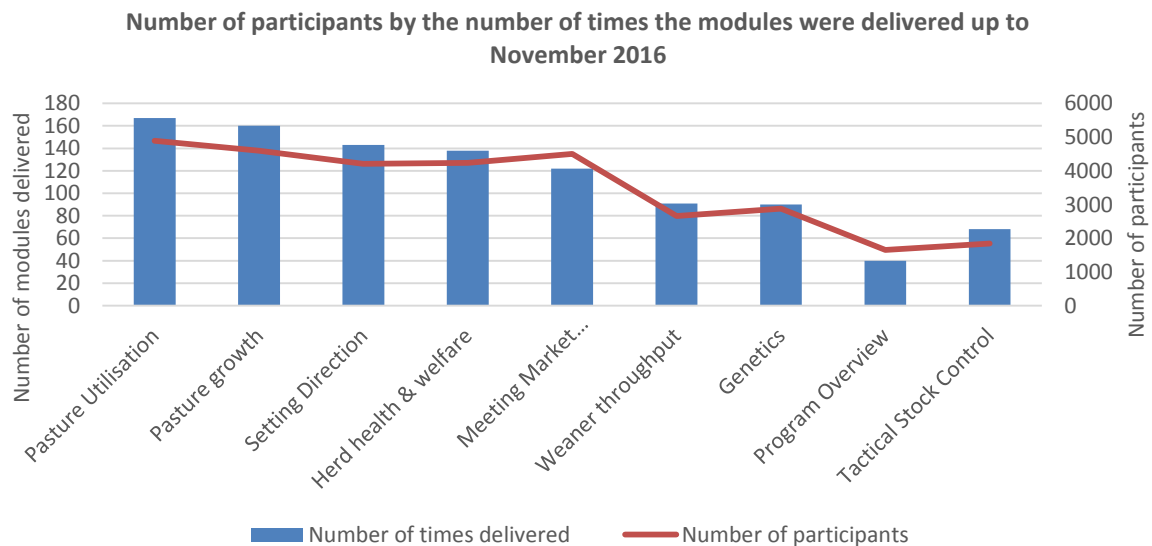


Figure 5: Module delivery shown by the number of participants

¹ MBfP continues to evolve. In 2014, *Tactical Stock Control* was absorbed into *Pasture Growth* and *Pasture Utilisation*. The numbers shown here are for *Tactical Stock Control* are pre 2014.

4.v. Tools

Tools have been collectively demonstrated 533 times across events.

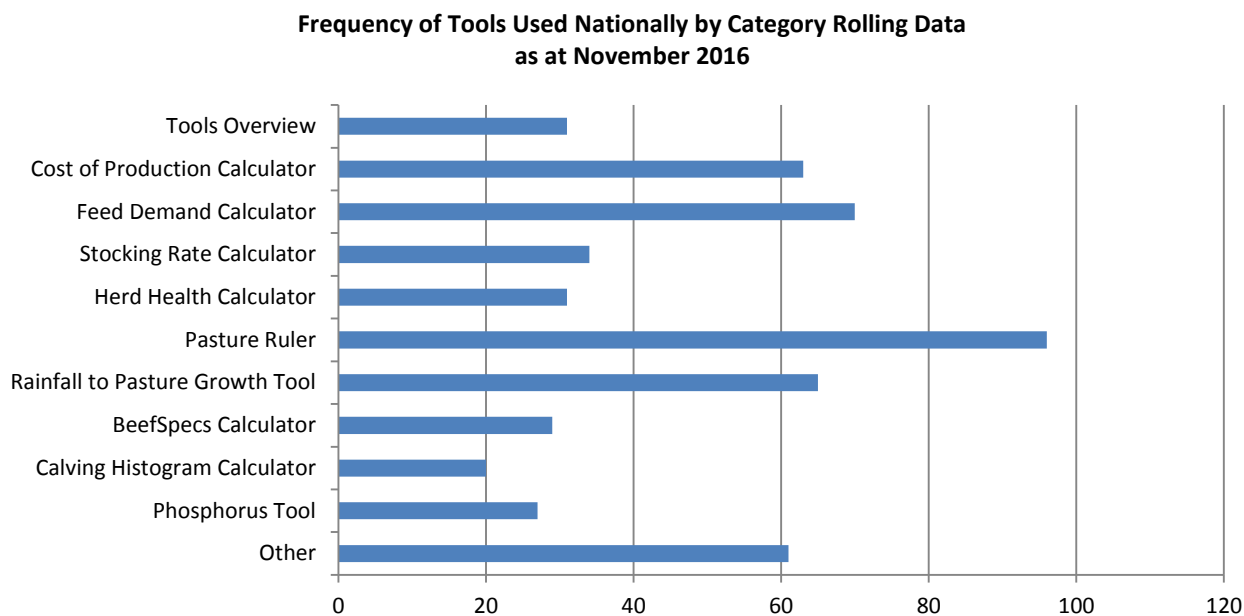


Figure 6: Frequency of tools used nationally

5. Enterprise demographics

5.i. Property size

Participants were asked to indicate the number of hectares they owned or managed. The median property size was 550ha.

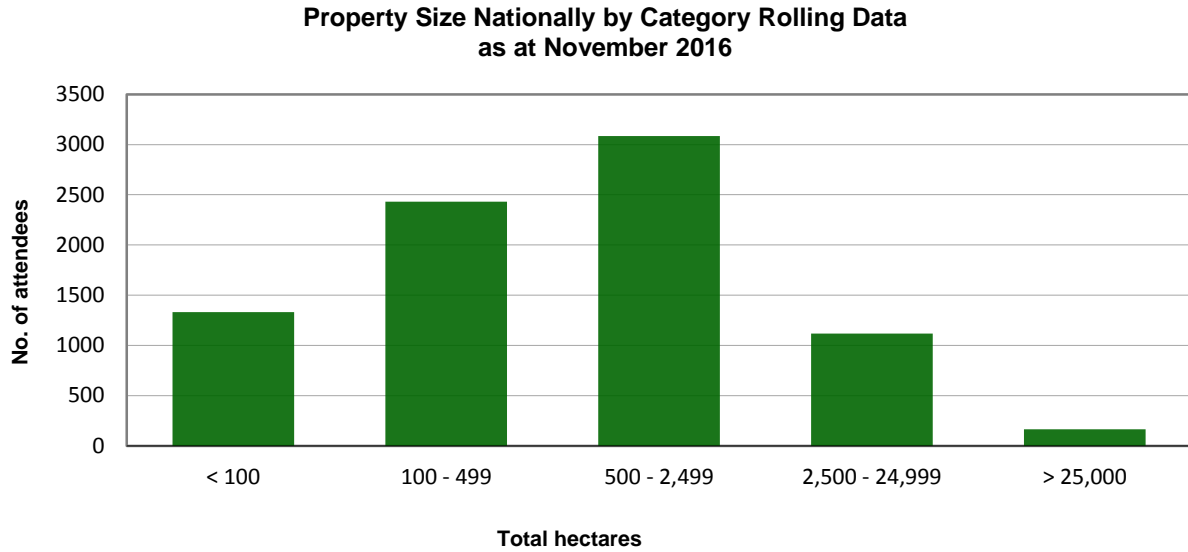


Figure 7: Property size nationally

5.ii. Herd size

The median herd size of MBfP participants is 300 head.

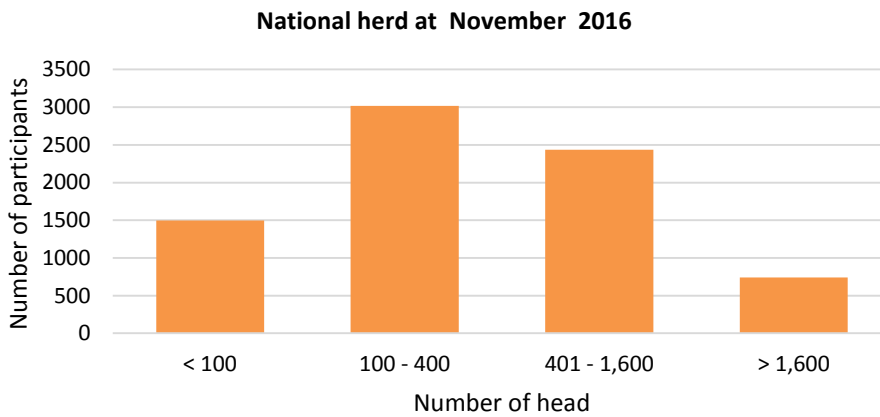


Figure 8: Distribution of participants' herd size

6. Event evaluation

6.i. Satisfaction

Participants were asked: *“Overall, how satisfied are you with this event?”* The national average satisfaction rating was 8.5 out of 10: Category A = 8.4, Category B&C = 8.5.

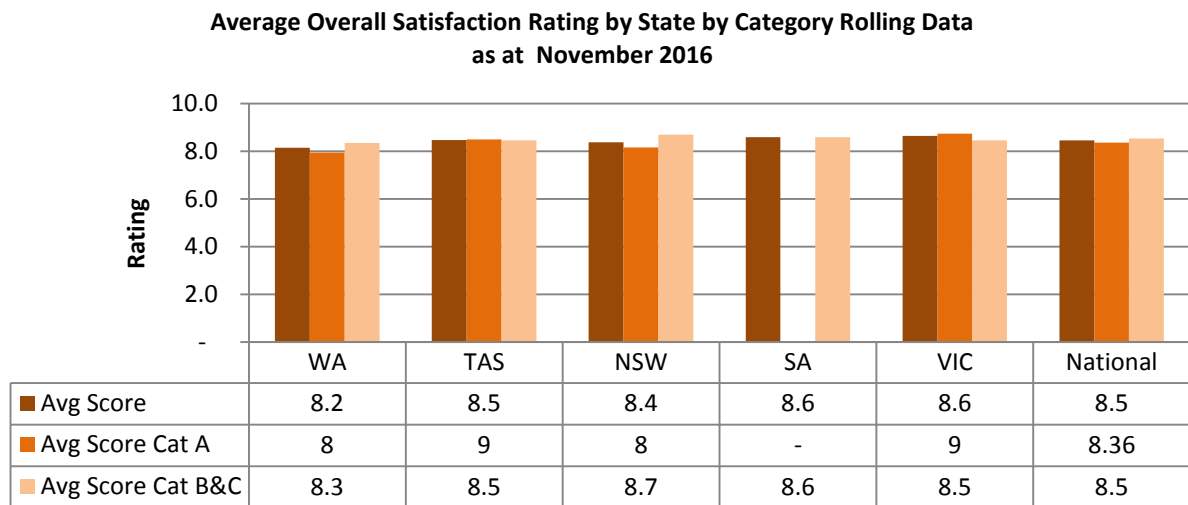


Figure 9: Average overall satisfaction rating by state

6.ii. Value

Participants were asked: *“How valuable was this event in assisting you to manage your livestock enterprise?”* The national average value rating was 8.1: Category A = 7.9, Category B&C= 8.3.

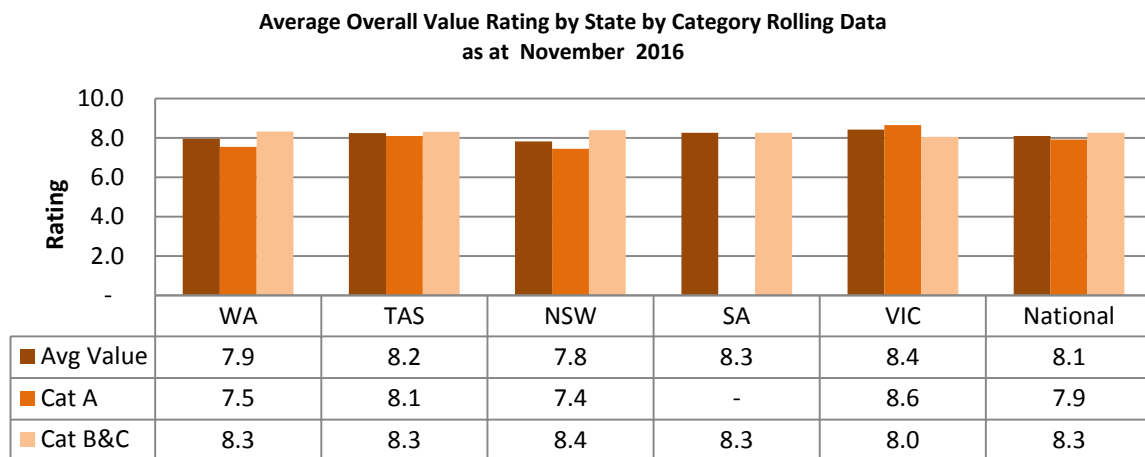


Figure 10: Average overall value rating by state

6.iii. Recommended

Participants were asked whether they would recommend the event to others. Of the 10,769 evaluations received 68% of participants (7,337) responded YES, they would recommend the event and 1% (69) responded NO.

The remaining 3,363 participants (31%) did not respond or said they were unsure.

6.iv. Follow up

Participants were asked whether they would like to subscribe to the MBfP e-newsletter. This has resulted in 8,097 (75%) participants indicating that they would like to receive the e-newsletter.

In addition 7,328 participants (68%) indicated they would be willing for MLA to contact them to conduct follow up evaluation on the impact of the program on their enterprise.

7. Knowledge and skills audits

Pre and post skills audits were completed by 4,169 (86%) participants. The national average pre workshop correct score was 41% and the post workshop score of was 78%.

7.i. Pre and post knowledge and skills audit

State: Knowledge & Skills - Pre and Post Average % Scores
as at November 2016

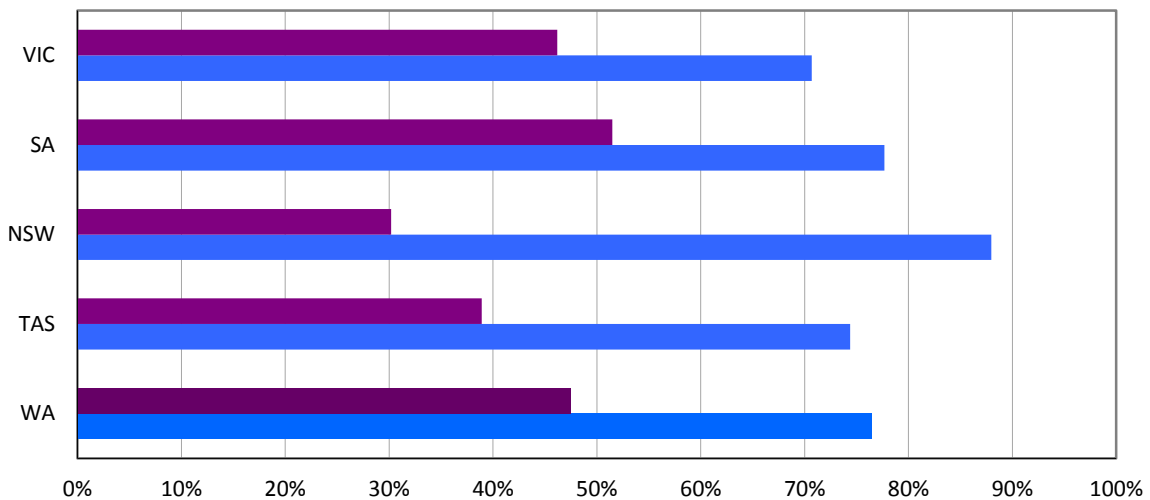


Figure 11: Percentage of correct scores for pre and post workshop knowledge and skills audits

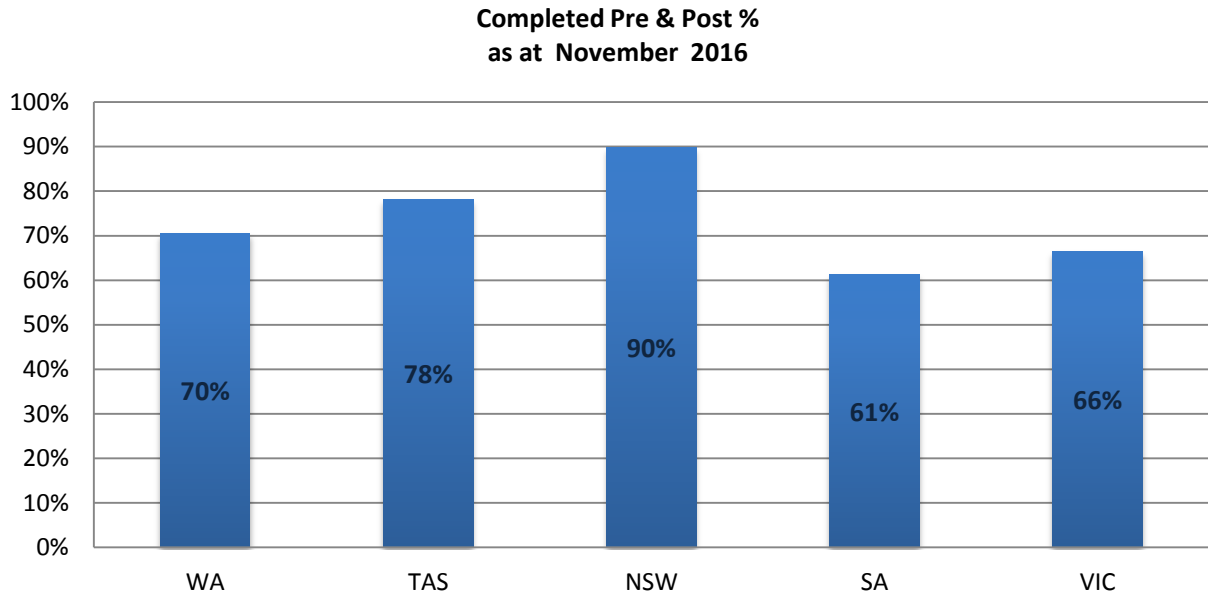


Figure 12: Completion rate for pre and post workshop knowledge and skills audits

7.ii. Confidence

Participants are asked to self-assess with a score out of 10 how confident they feel about their ability to implement the particular topic of the event. This question is asked before and after the workshop. The national average pre workshop score was 5.3 and the post workshop score 7.4.

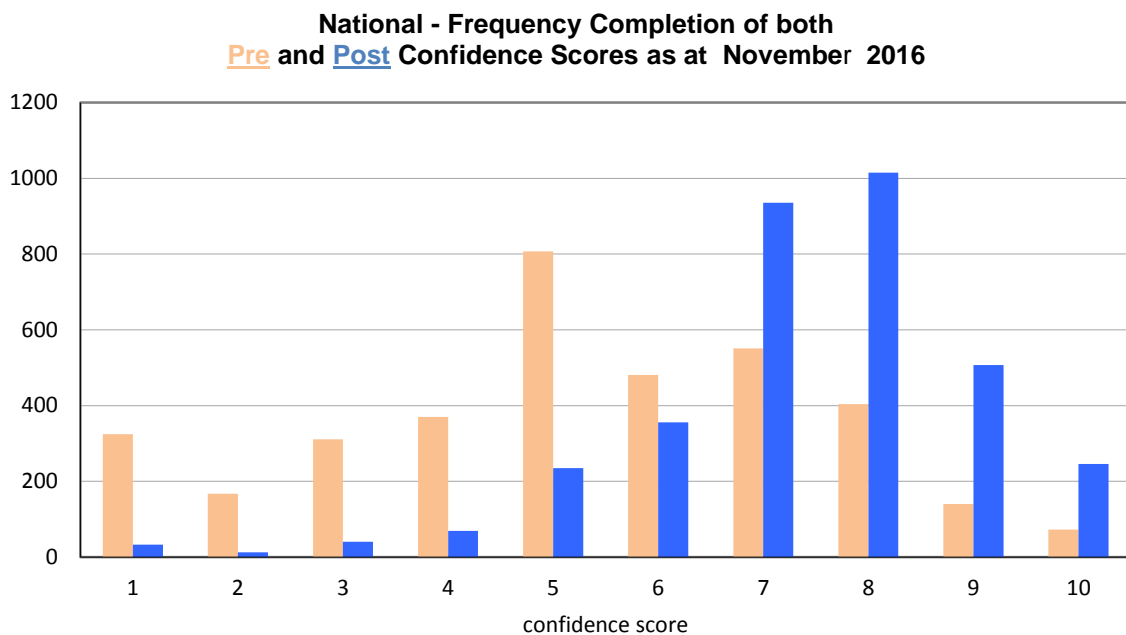


Figure 13: Pre and post confidence scores of participants (rating out of 10)

8. Practice change

8.i. Intent to change practice

A total of 4,401 (41%) participants indicated intent to change their management practices as a result of attending a MBfP activity. Of these 3,811 (86%) indicated what that practice change would be.

8.ii. Actual practice change

In Category B&C style events, participants are asked if they have already implemented a management practice change as a result of attending an earlier session of the activity.

Nationally, of the Cat B&C evaluations returned², 28% (1,304 participants) responded ‘Yes’ that they had implemented a change. In some cases more than one change had been implemented giving a total of 1,374 changes.

In all 56% of the changes were aligned to modules³. This shows that *Pasture Utilisation and Pasture Growth* (the most frequently delivered modules) were also most frequently aligned to the practice changes described by participants.

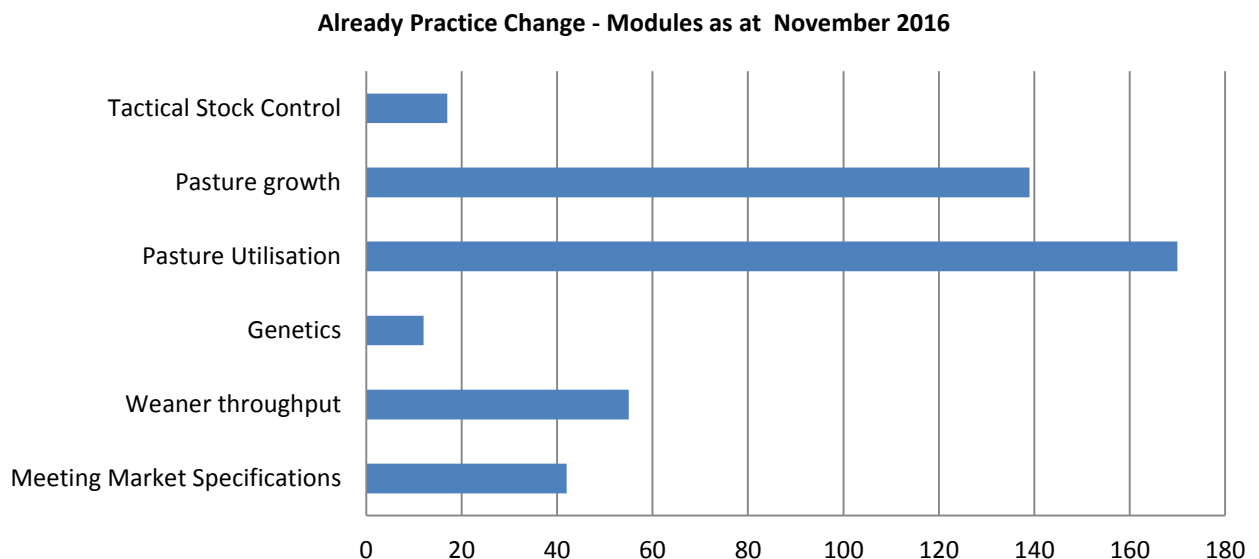


Figure 14: Number of practice changes aligned with MBfP modules

² Nationally 4,725 evaluations were completed for Cat B & C events representing an 84% return rate.

³ Calculated by mapping the actual changes people said they have made against MBfP modules.

8.iii. No practice change

Of the 5,802 Cat B&C participants returning completed surveys, 1,584 (33%) indicated that they had no intention to change. Of this number 76% (1,201 participants) gave a reason. The most frequent reasons offered were:

- *First time attending (631)*
- *Already doing (269)*
- *Not a producer (155)*

9. Individual state activity to May 2016

9.i. New South Wales

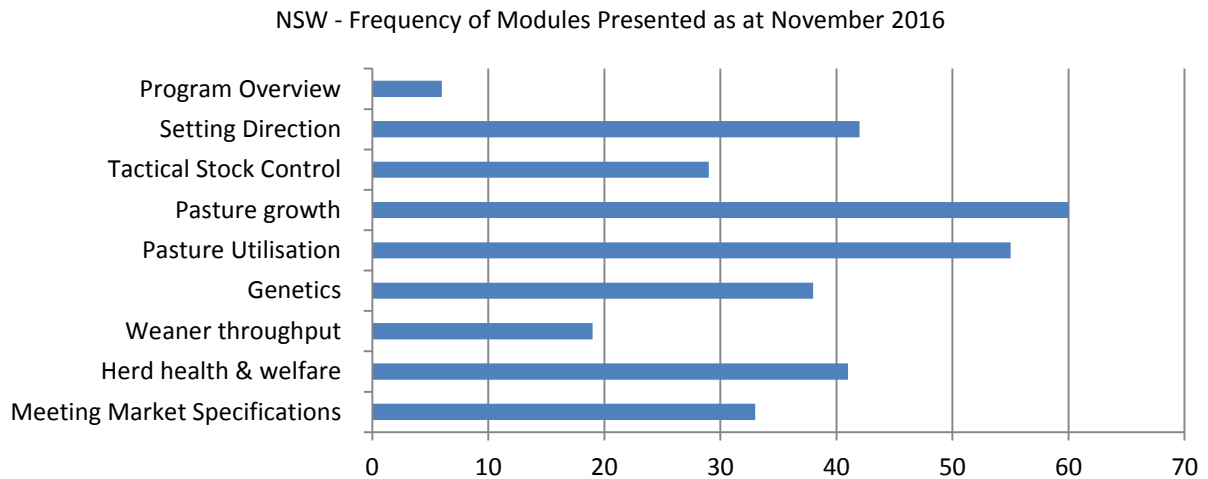


Figure 15: NSW MBfP modules delivered = 323

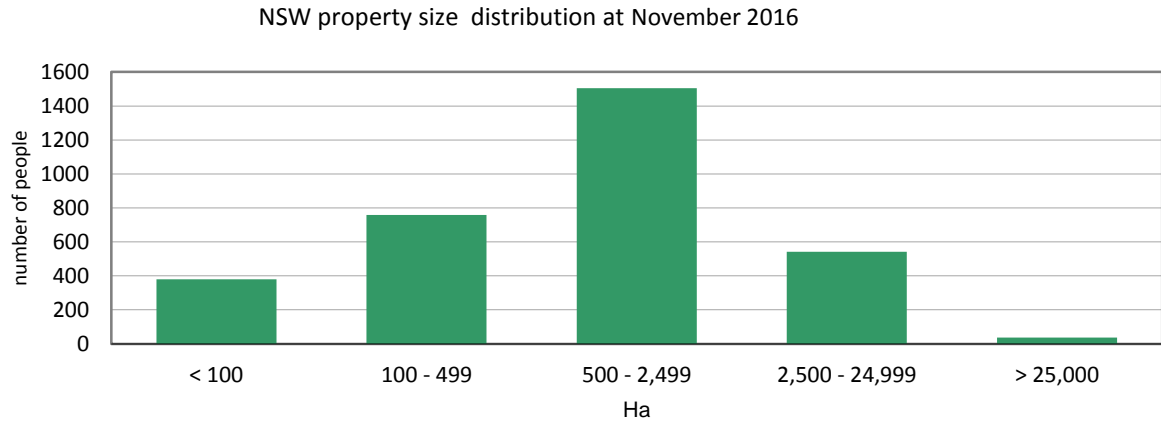


Figure 16: Median property size of NSW MBfP participants = 809ha

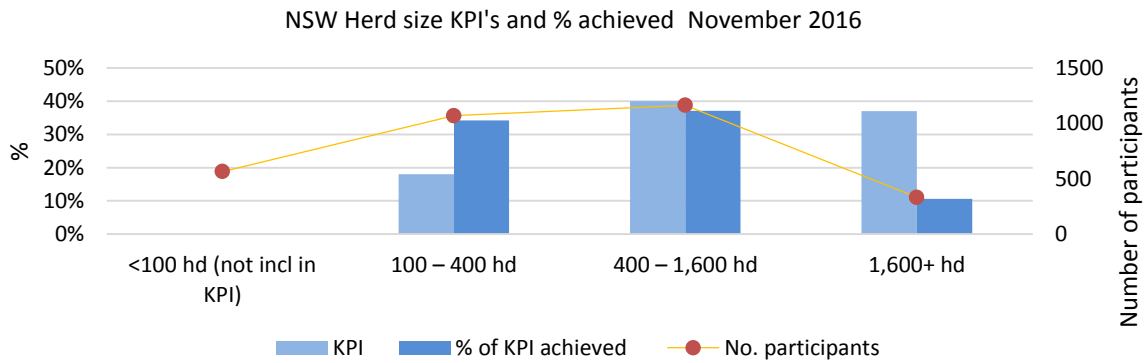


Figure 17: Median number of cattle of NSW MBfP participants = 400 head

Table 1 NSW number of cattle of MBfP participants

	November 2016			
	<100 hd (not included in KPI)	100 – 400 hd	401 – 1,600 hd	>1,600+ hd
KPI as %		18%	40%	37%
No. Participants	565	1,070	1,163	332
% of KPI achieved		34%	37%	11%

Table 2 NSW KPIs, number of participants, running tally

Category	3-year target	November 2016	
		Total to date	% achieved to date
A	2,690	4249	158%
B	403	1456	361%
C	333	635	191%

Table 3 NSW KPIs, completion rate of evaluation sheets

Category	3-year target	November 2016
		% Achieved to date
A	65%	76%
B	80%	90%
C	80%	118%

9.ii. Victoria

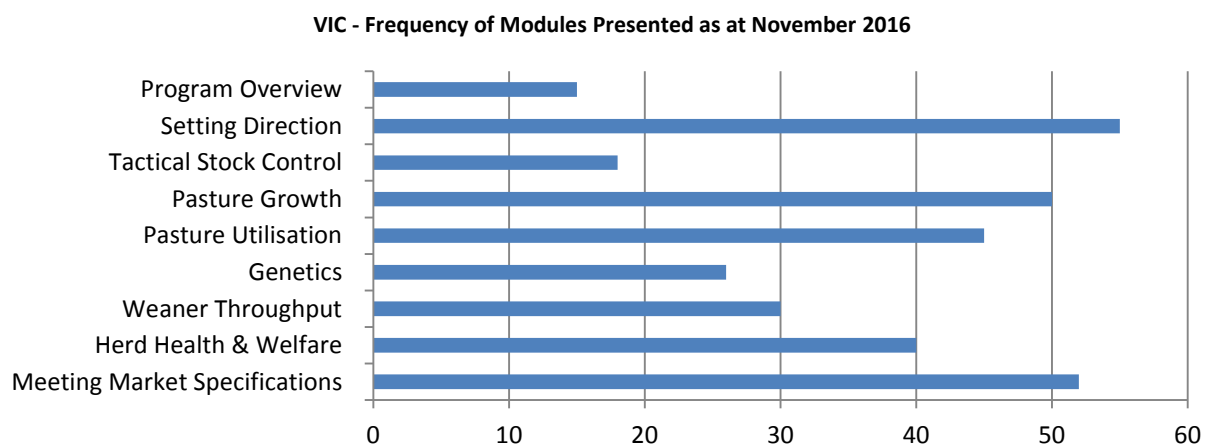


Figure 18: VIC MBfP modules delivered =331

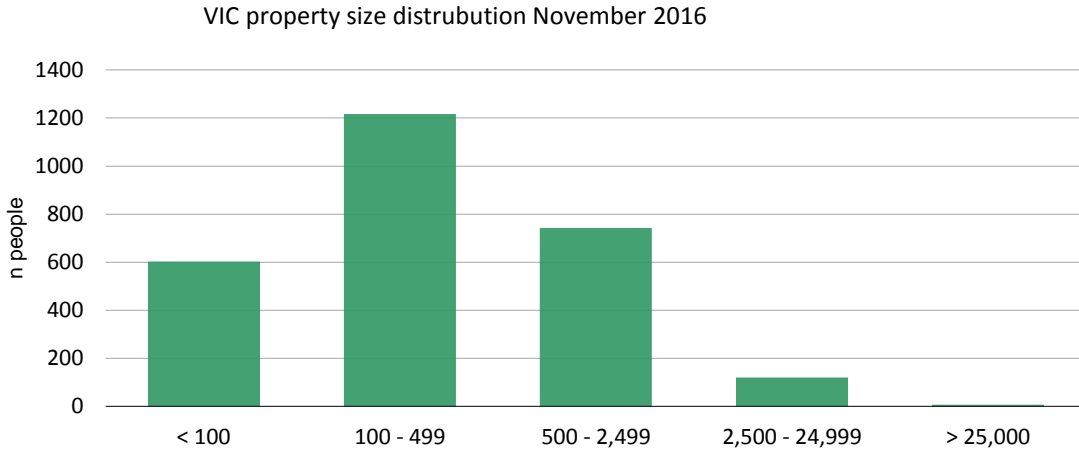


Figure 19: Median property size of VIC MBfP participants = 284ha

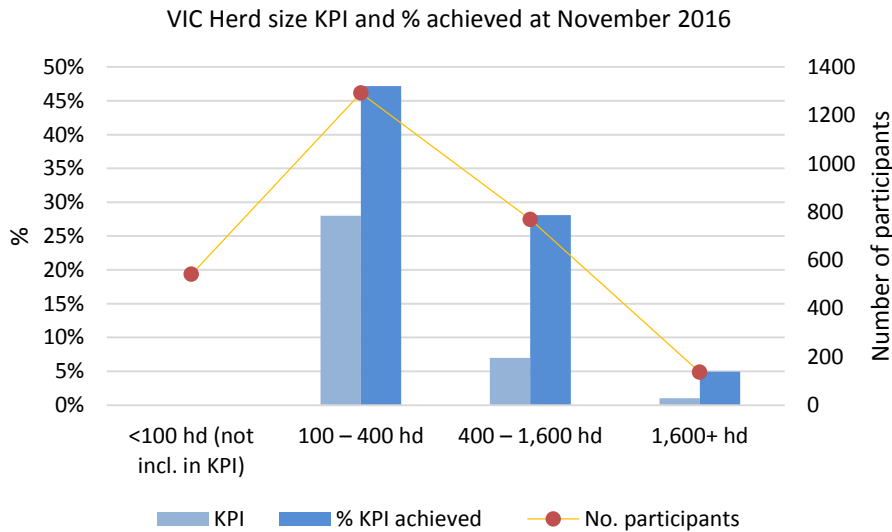


Figure 20: Median number cattle of VIC MBfP participants = 250head

Table 4 VIC number of cattle of MBfP participants

	November 2016			
	<100 hd (not included in KPI)	100 - 400 hd	401 - 1,600 hd	>1,600+ hd
KPI as %		28%	7%	1%
No. participants	542	1,292	769	136
% KPI achieved		47%	28%	5%

Table 5 VIC KPIs, number of participants, running tally

Category	3-year target	November 2016	
		Total to date	% achieved to date
A	2,216	4113	186%
B	391	1012	259%
C	323	555	172%

Table 6 VIC KPIs, completion rate of evaluation sheets

Category	3-year target	November 2016
		% Achieved to date
A	65%	59%
B	80%	69%
C	80%	44%

9.iii. South Australia

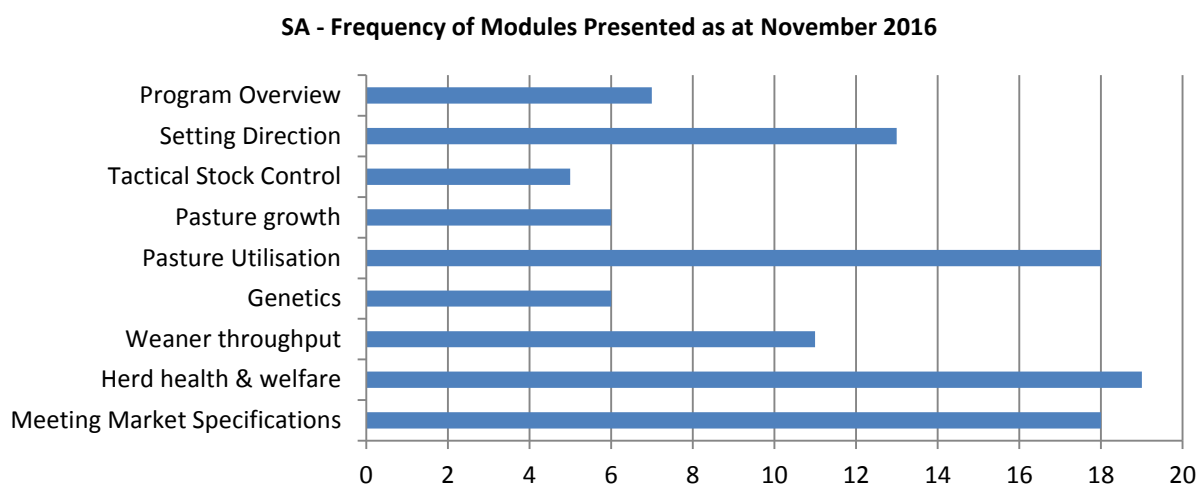


Figure 21: SA MBfP modules delivered = 103

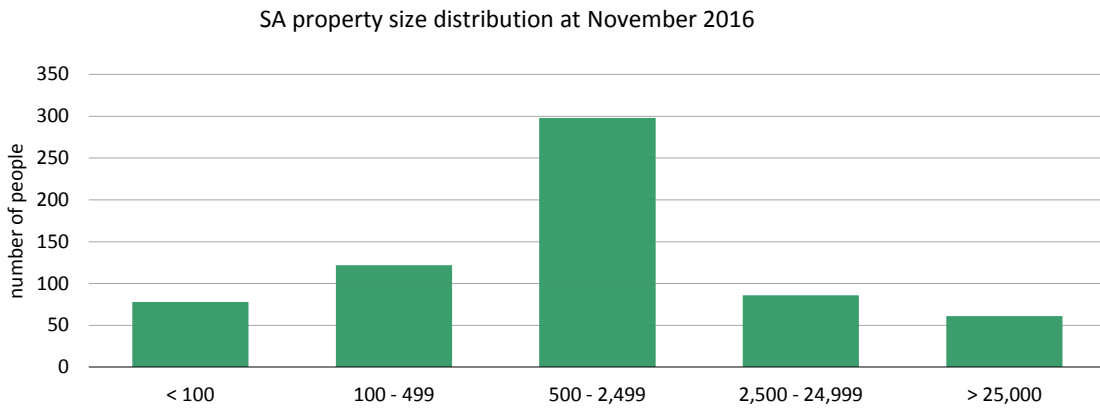


Figure 22: Median property size of SA MBfP participants = 1,000ha

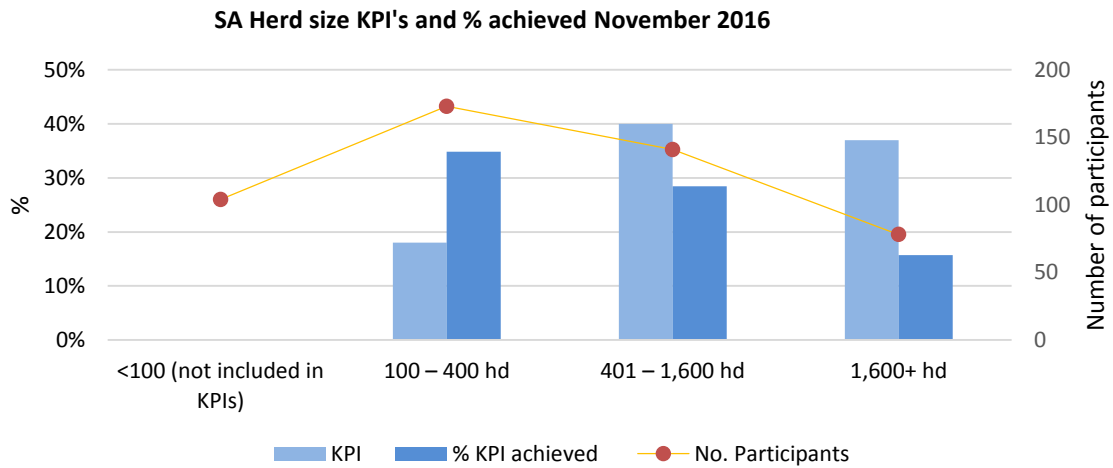


Figure 23: Median number cattle of SA MBfP participants = 350 head

Table 7 SA number of cattle of MBfP participants

	November 2016			
	<100 (not included in KPIs)	100 - 400 hd	401 - 1,600 hd	>1,600 hd
KPI as %		18%	40%	37%
No. Participants	104	173	141	78
% KPI achieved		35%	28%	16%

Table 8 SA KPIs, number of participants, running tally

Category	3-year target	November 2016	
		Total to date	% achieved to date
A	892	1089	122%
B	447	1089	244%
C	203	409	201%

Table 9 SA KPIs, completion rate of evaluation sheets

Category	3-year target	November 2016
		% Achieved to date
A	65%	N/A
B	80%	61%
C*	80%	N/A

*Some participants at Cat B events met KPI criteria for Cat C participation

9.iv. Western Australia

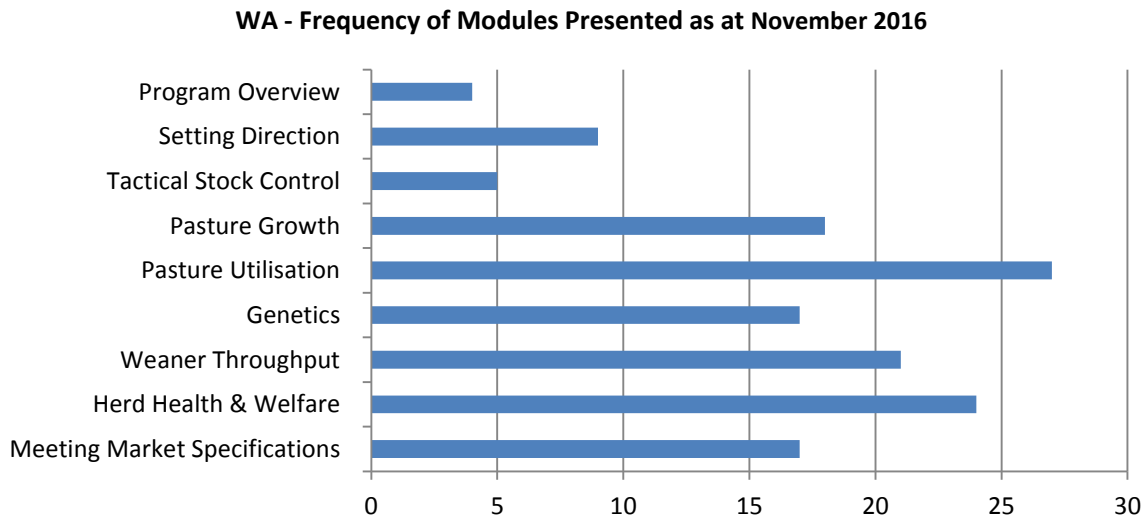


Figure 24: WA MBfP modules delivered =142

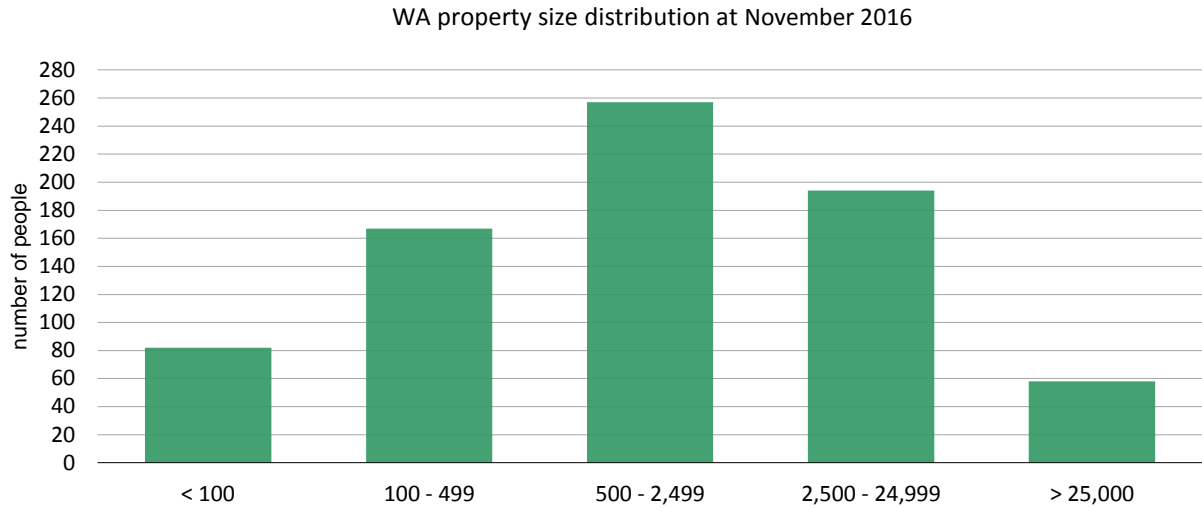


Figure 25: Median property size of WA MBfP participants = 1,215 ha

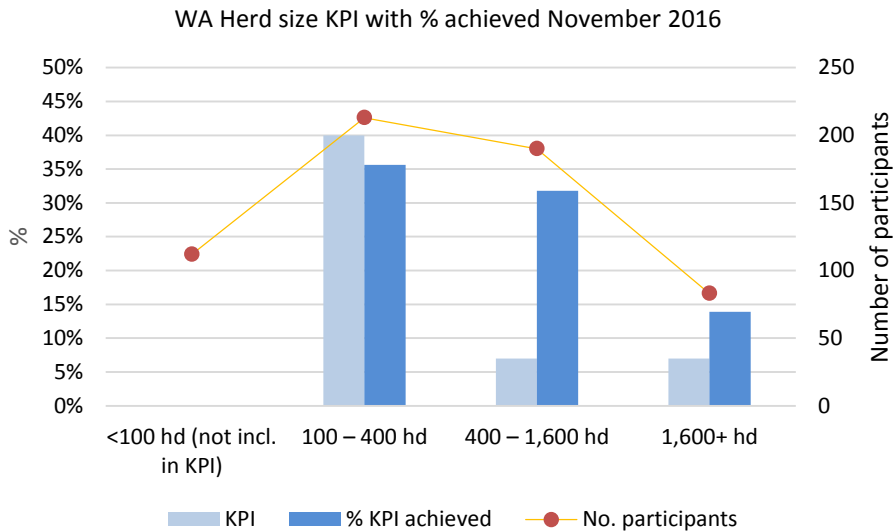


Figure 26: Median number cattle of WA MBfP participants = 330 head

Table 10 WA number of cattle of MBfP participants

	November 2016			
	<100 hd (not incl. in KPI)	100 – 400 hd	401 – 1,600 hd	>1,600 hd
KPI as %		40%	7%	7%
No. participants	112	213	190	83
% KPI achieved		36%	32%	14%

Table 11 WA KPIs, number of participants, running tally

Category	3-year target	November 2016	
		Total to date	% achieved to date
A	892	1579	177%
B	447	706	158%
C	203	247	122%

Table 12 WA KPIs, completion rate of evaluation sheets

Category	3-year target	November 2016
		% Achieved to date
A	65%	58%
B	80%	70%
C	80%	74%

9.v. Tasmania

TAS - Frequency of Modules Presented as at November 2016

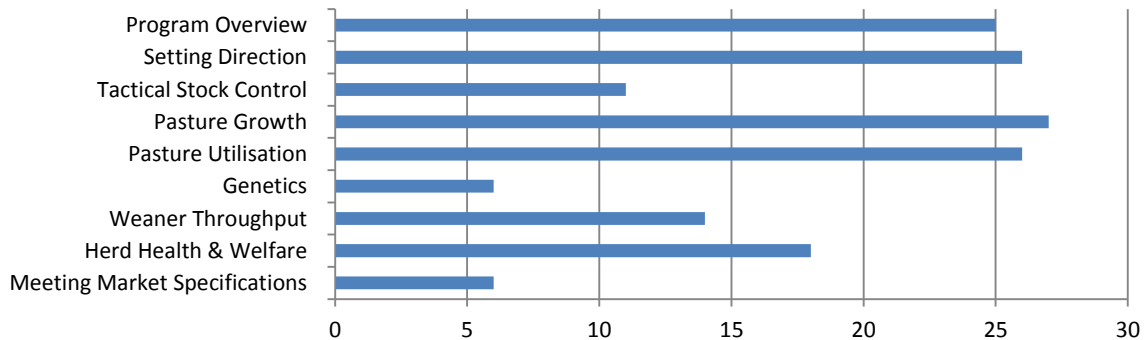


Figure 27: TAS MBfP modules delivered = 159

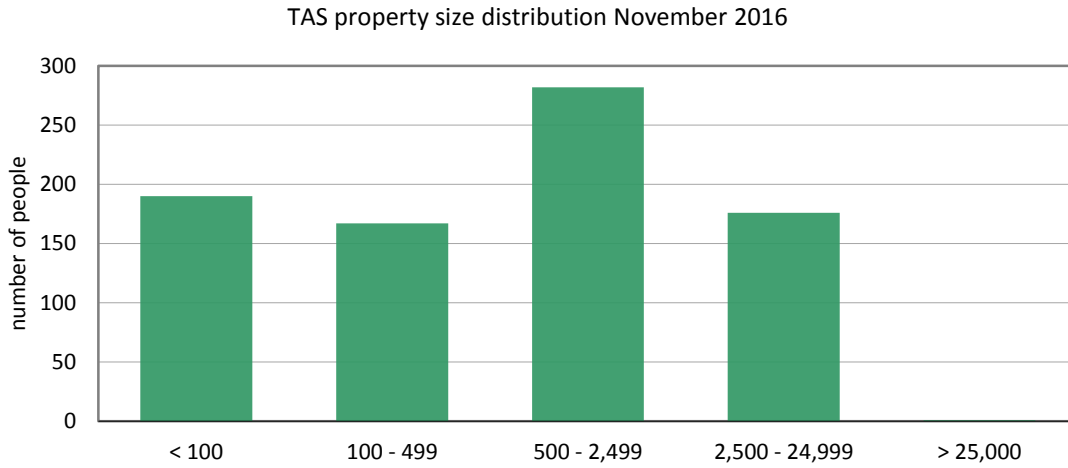


Figure 28: Median property size of TAS MBfP participants = 763

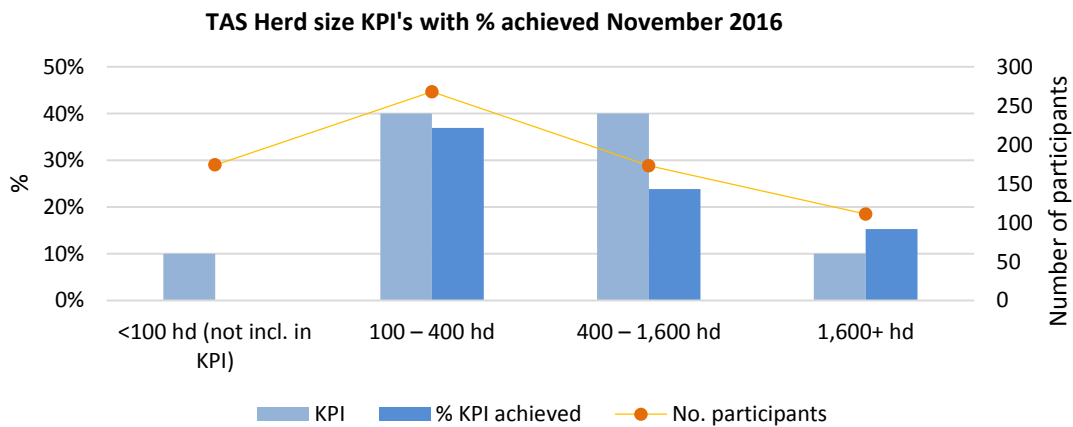


Figure 29: Median number cattle of TAS MBfP participants = 300

Table 13 TAS number of cattle of MBfP participants

	November 2016			
	<100 hd (not incl. in KPI)	100 – 400 hd	401 – 1,600 hd	>1,600 hd
KPI as %		40%	40%	10%
No. participants	174	268	173	111
% KPI achieved		37%	24%	15%

Table 14 TAS KPIs, number of participants, running tally

Category	3-year target	November 2016	
		Total to date	% achieved to date
A	444	1318	297%
B	223	659	296%
C	103	316	307%

Table 15 TAS KPIs, completion rate of evaluation sheets

Category	3-year target	November 2016
		% Achieved to date
A	65%	54%
B	80%	82%
C	80%	100%