



# Leading Sheep Final Report

**Project ON-00326**

**Milestone Code 4002560-0250**

**15 June 2018**

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## Introduction from Project Advisory Panel Chair

It is with great pleasure I introduce the Final Report for the 2015-2018 Leading Sheep project. During this term we aimed to concentrate on bringing beneficial and under-utilised technologies to Queensland Sheep producers and to encourage the involvement of our younger generation as well as keeping our eye on the basics of a good sheep operation, animal health, nutrition, predators and the business side of the operation.



We have been fortunate to be able to build on the excellent work done by the previous Leading Sheep Committees. With very few Sheep and Wool Extension Officers left in Queensland Government Leading Sheep has become the place Queensland producers can turn to if they need advice and help. As I write, large areas of Queensland are still in a grip of drought, many going into their sixth year of little meaningful rainfall, not to mention being impacted by wild dogs, however I am constantly amazed at the positive attitudes people exude for the future outlook for sheep and wool especially those who have made the large financial commitment to exclusion fence their properties. “Resilience, commitment and courage” are alive and well in Queensland. We have the potential to double our sheep numbers in the next 10 years and I would encourage AWI to recognise this and give their unconditional support.

Highlights of the period include numerous field days where we demonstrated new technologies from sheep handling equipment, electronic identification systems to drones. These days were well attended and appreciated.

We ran a Sheep and Wool Challenge competition, one section being for school age entrants. We also sponsored eight people to attend a Mentoring program in Brisbane over three 2-day workshops. Participants reported this to be of great benefit.

As a pioneer of webinars our research showed that although many people logged on to our recorded webinars few watched more than a few minutes. Our great technical people have reduced many of these webinars to much condensed versions which have proved popular. We ran webinars on topical subjects such as the outbreak of ‘Humpy Back’ in western Queensland and New South Wales. A cause and solution to this debilitating condition needs more research, as hundreds of full wool sheep have been lost in the past few months, and at \$150-200/head this starts to add up.

We have produced numerous short YouTube videos and case studies in each region. Our Facebook page has become a reality and I am sure will go from strength to strength.

As we look to the future for Leading Sheep I am encouraged by the evolvement of the advisory panel. We have had two senior members retire and replaced by younger members with fresh ideas and enthusiasm, the balance is healthy. I thank all members of the advisory panel for their valuable contribution throughout the life of the project, it is much appreciated.

Lastly, Leading Sheep Queensland would not exist without the dedicated work by the DAF staff and Regional Coordinators, especially Nicole Sallur and Alex Stirton. Alex has now moved on and I wish him all the best for his future.

Don Perkins

Chair, Leading Sheep Project Advisory Panel

5 May 2018.

## Summary

Leading Sheep is a producer-driven network designed to assist Queensland's sheep and wool producers improve their productivity and profitability through the delivery of timely and relevant information and events. It is an important partnership between Australian Wool Innovation (AWI) and the Department of Agriculture and Fisheries (DAF) and is supported by AgForce. This fourth phase of Leading Sheep (2015-2018) has focused on pest animal management, health/nutrition, business performance, beneficial technologies and opportunities for young industry members.

Leading Sheep has 1962 people on its database and reaches approximately three quarters of Queensland's sheep businesses, managing 1.8 million sheep (85% sheep in Queensland, ABS 2016-17). Leading Sheep has delivered 48 events to 2012 participants, 33 of these events were face-to-face (1579 participants) and 15 webinars (433 participants). The success of Leading Sheep and value provided to industry is clearly demonstrated by:

- an increase in membership of 457 people
- the diverse audience, 36% of members are female and 20% under the age of 40 years
- participants rating events highly for satisfaction (8.5/10) and value to their business (8.1/10)
- 96% of event participants learnt something new and 63% intend on making a change to their business
- a follow-up phone survey showing that 64% of participants have made a practice change and Leading Sheep was rated as around 'half' (5.2/10) of the influence on these changes.

A number of new initiatives were trialled, including a sheep and wool challenge and a mentoring program. Despite there being definite benefits for the few participants, these initiatives detracted time, effort and resources away from Leading Sheep's strength of delivering timely and relevant events. Emphasis was also placed on promoting opportunities and resources to school children through the Leading Sheep network, but it is questionable whether this is the right network to reach the intended target audience.

Communication and promotion continues to be vital for Leading Sheep and a variety of methods were used including: media releases, *'FlockTalk'*, the Leading Sheep website, emails to the network, *'Around the Camp'*, short YouTube videos and Leading Sheep Facebook page. There are 1603 subscribers to Leading Sheep emails with an average read rate of 34% and a rating of 7.3/10. While the Leading Sheep Facebook page has 819 likes.

The following key recommendations are suggested as a result of this phase of Leading Sheep:

- continue to plan and deliver events, both face-to-face and webinars, that promote relevant information and encourage practice change. Consider recording key presentations from face-to-face events. Plan and record webinars as short segments (less than 5 minutes 30 seconds) to improve access and viewing time
- for any new initiatives, consider the impact on staff time, resources and other key Leading Sheep activities
- keep using a variety of communication methods throughout Leading Sheep. A specific focus should be on increasing awareness of and usage of the Leading Sheep website and Facebook page. Ease of compilation and readability of *'Around the Camp'* needs to be improved. More short YouTube videos (less than 4-5 minutes) should also be considered.

# How **Leading Sheep** is delivering on its vision

A **proactive network** of progressive producers and sheep and wool businesses **leading the way**



## OBJECTIVES

**TO DELIVER**  
timely, relevant  
information in the  
priority areas of pest  
animal management,  
health/nutrition and  
business performance

**RESULTS** 🎯

**48** events involving  
**2012** people

**TARGET** 🎯

**7/10** producer  
satisfaction rating

**RESULTS** 🎯  
**8.5/10**

**TARGET** 🎯 Deliver events with a producer value of **\$700/yr**

**RESULTS** 🎯

Value placed on events by  
producers **\$4211/yr**  
Equates to **\$8.4m**  
industry benefit annually

**94%** of producers would  
recommend our events  
**96%** gained new knowledge  
**64%** made a practice change as  
a direct result of attending an event

**TO PROMOTE**  
beneficial technologies  
which are underutilised

**TARGET** 🎯

**18** events and **3** case studies

**RESULTS** 🎯

**16** events involving **769** people and **3** case studies  
on sheep handling equipment, remote monitoring,  
and electronic identification

**TARGET** 🎯

Instigate a sheep  
and wool challenge



**RESULTS** 🎯

This challenge attracted **12** entries  
from across Australia

**TO IDENTIFY** and  
promote opportunities  
to shape a thriving  
industry

**TARGET** 🎯

Instigate a pilot youth  
mentoring program

**RESULTS** 🎯

**6** subsidised through  
a mentoring program

**TARGET** 🎯

**3** videos

**RESULTS** 🎯

**6** created, promoting young  
people in the industry and  
technical information

**TARGET** 🎯 Promote educational  
opportunities and resources

**RESULTS** 🎯

**20** e-newsletter articles and **40** Facebook posts created, and  
**20%** of event attendees were under 40-years-old

Leading Sheep is an important partnership between the Queensland Department of Agriculture and Fisheries and Australian Wool Innovation and is supported by AgForce.



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## **Milestone and deliverables**

Milestone code: 4002560-0250

Final report approved by the Project Advisory Panel (PAP) and submitted to Australian Wool Innovation (AWI).

Due date: 15 June 2018

Payment amount: \$0.00

## Project background

Leading Sheep is a network designed to assist Queensland's sheep and wool producers to increase their long-term productivity and profitability. It is a framework for supporting decision-making about technologies and practices. It is an important partnership between Australian Wool Innovation (AWI) and the Department of Agriculture and Fisheries (DAF) and is supported by AgForce. This 2015-2018 current project is the fourth round of funding for Leading Sheep following the 2005-2007, 2008-2011 and 2011-2015 projects.

Leading Sheep supports a regionally specific model and each region has a dedicated extension officer, regional coordinator and regional committee (consisting mainly of sheep and wool producers) to develop local priorities. At a strategic level Leading Sheep is overseen by a Project Advisory Panel which is made up of producers and representatives from the stakeholders (AWI, DAF and AgForce).



In all four phases of Leading Sheep consultation occurred (face-to-face, phone and online surveys) with a wide range of sheep and wool industry stakeholders, including producers determining priorities for each phase of the project. In Leading Sheep 2005-2007 these priorities included reduced predation, higher reproduction rates, more valuable wool and meat, more effective parasite control and improved resource management. In Leading Sheep 2008-2011 the priorities were meeting customer needs, enhanced management practices, value adding production and management of predators. In Leading Sheep 2011-2015 the priorities were predation, nutrition, animal health, business optimisation and marketing and selling wool and sheep meat. In the current project the priorities were pest animal management, health/nutrition, business performance and beneficial technologies.

Leading Sheep 2005-2007 delivered a total of 75 activities to 1291 participants. Almost two thirds of these activities were face-to-face while the rest were either tele-workshops or used e-technology (webinars and eBooks). Greater than 90% of participants reported gaining new knowledge from Leading Sheep activities and 87% intended on making a change. Over 50% reported some sort of practice change over the longer term as a result of Leading Sheep activities.

Leading Sheep 2008-2011 delivered a total of 87 activities to 2071 participants. Around 60% of these activities were face-to-face and 40% were webinars. Almost 83% gained new knowledge and 69% intended on making a change as a result of Leading Sheep activities. In the longer term 42% of Leading Sheep participants indicated that they had changed practices on their property.

Leading Sheep 2011-2015 delivered 97 activities to 2853 participants. Almost 65% of these activities were face-to-face and 35% were webinars. Ninety-nine per cent of participants learnt something new from Leading Sheep activities and 74% intended to make a change on their property. Around 40% have already made an on-property practice change as a result of Leading Sheep.

Leading Sheep has also developed an extensive network and database of producers and industry representatives; this has provided a quick and easy method of communication and information dissemination. In addition, an ongoing publicity campaign over the last thirteen years has led to



Leading Sheep being readily recognised by producers and a clear point of contact for the Queensland sheep and wool industry.

Effective delivery of information to producers and industry has been an underpinning factor throughout the life of Leading Sheep. The successful adoption and use of online webinars as an information delivery method has been the envy of other extension projects, both within the industry as well across industries. These webinars have been recorded and are available for public viewing on YouTube and the Leading Sheep website.

A rigorous program of monitoring and evaluation spanning the usefulness of individual activities to on-farm practice change has also been invested in throughout the life of Leading Sheep.

Collaboration with partnering organisations has always been a critical factor leading to both project and event success for Leading Sheep. The overall success of Leading Sheep and industry recognition encouraged collaborating partners AWI, DAF and AgForce to commit to this fourth phase of Leading Sheep (2015-2018).

# Vision and objectives

## Vision

Leading Sheep is a proactive network of Queensland sheep and wool businesses; at the forefront of practical and relevant information and technology to equip progressive and thriving producers for the future.

## Objectives

- 1. The Project Advisory Panel and Regional Coordinating Committees to proactively identify local, industry and producer priorities and collaborative opportunities to deliver timely information and outcomes to Queensland sheep and wool producers. The three priority areas are pest animal management, health/nutrition, and business performance.**

*Targets:*

- 1.1 Improve the percentage of participants in Leading Sheep activities “very likely to make a change” from 38% by 2% per year to 44% by June 2018.
- 1.2 Achieve an average satisfaction rating from Leading Sheep activities of at least 7 out of 10 and to realise producer value of at least \$700 on average per year.
- 1.3 Increase participation in Leading Sheep by 25% (from 1505 in 2011-2015 to 1881 in 2015-2018) across the whole Queensland sheep and wool industry.

- 2. Promote to Queensland sheep and wool producers beneficial technologies which are currently being under-utilised.**

*Targets:*

- 2.1 Identify one beneficial new technology per year and conduct six events annually (two per region) to promote this technology.
- 2.2 Publish at least one case study per year on a producer benefiting from the adoption of this technology.
- 2.3 Instigate one Sheep Challenge by December 2016. Competitors (ranging from school age onwards) to identify an industry challenge and develop an innovative solution and potentially take it through to commercial release.

- 3. Create, identify and promote opportunities for future sheep and wool industry members to shape the direction of a thriving industry.**

*Targets:*

- 3.1 Instigate a pilot youth mentoring program for three people (one from each Leading Sheep region) aged 18-39 either involved in, or wanting to be involved in, the sheep and wool industry.
- 3.2 YouTube interviews with three young people involved in different aspects of the industry highlighting how they started out and what advice they would give to others starting out.
- 3.3 Promote existing industry educational opportunities and resources for primary and secondary schools through Leading Sheep communication channels.

## Methods

### Operational

Operationally, Leading Sheep 2015-2018 has four main components:

- three regional committees (mainly producers) tasked with identifying and prioritising local needs and building ownership and capacity
- a management and stakeholder advisory panel to provide strategic assessment and direction
- an extensive database (network) of producers and other sheep and wool industry members
- a communication strategy to raise awareness and provide a clear point of contact for the Queensland sheep and wool industry.

For operational delivery of the project, Queensland is divided into three regions (north/central west, south west and south). Each region has a committee of producers and industry representatives who work with a regional coordinator and a DAF extension officer to identify and prioritise local issues. Each regional committee met face-to-face at least once, while also holding a number of webinars or teleconferences (2-3/year) throughout the project. The committees raised the ideas for activities and provided local input into presenter, location and dates. The regional coordinator and extension officer then organised, promoted, delivered and evaluated the activities.

All regional coordinators, extension officers and the project manager participated in monthly webinars to review activities, discuss future plans and share ideas between regions.

The Leading Sheep advisory panel met two to three times a year (with at least one face-to-face) throughout the project to discuss strategic direction and review and approve milestones and operational plans. This group also had considerable input into the direction and scope of a new project proposal, Leading Sheep 2018-2021.

Leading Sheep staff also met with the other AWI funded network projects across Australia once a year to share tools, learnings and experiences. This was also continued informally on an as-needs basis outside these meetings. Sharing with other network projects was highly valued and important to the success of Leading Sheep.

Maintaining a database and network of Queensland sheep and wool producers and other industry members is a critical component of Leading Sheep. This extensive database has made it possible to easily and readily make contact with the industry, promote relevant events and information and obtain feedback.

Leading Sheep utilised a number of communication channels and products (website, emails, monthly e-newsletter, media releases, case studies, radio interviews, *Queensland Country Life* sheep supplement, Facebook and YouTube videos as well as other service provider's newsletters, email



distribution lists and Facebook pages) to help promote project activities and build the public profile of the project.

The Leading Sheep website is used to promote events (with online registration) and as a storage point for the extension resources developed by Leading Sheep, particularly recorded webinars, case studies and YouTube videos.

Extension officers manage the emails that are sent to the Leading Sheep network. Emails can be sent to a specific region, postcode or the entire database. These are generally used to promote Leading Sheep activities as well as disseminating relevant information and fact sheets. A monthly Leading Sheep e-newsletter '*Around the Camp*' is used to keep the network regularly updated about sheep and wool information, as well as promoting other industry organisation's event details and articles.

Media releases are used to promote upcoming events as well as timely technical information. An external communications company was contracted to write most of the media releases, as well as the case studies and produce relevant YouTube videos. The case studies are detailed stories about people who have attended Leading Sheep events and made a change to their property. These case studies are publically available on the Leading Sheep website, emailed around the Leading Sheep network and promoted on Facebook. The YouTube videos were also used to promote Leading Sheep and specifically focused on young people in the industry as well as relevant technical topics. These were also promoted on the Leading Sheep website, Facebook page and around the network.

A regular sheep feature '*FlockTalk*' in the Queensland Country Life (published three times per year) was used to increase awareness of Leading Sheep and as an alternate and specifically hard copy method of getting information out to producers. The articles primarily had a producer focus and were generally about something new or different a producer was doing or a change they had made as a result of attending a Leading Sheep event.

A specific Leading Sheep Facebook page was initiated in this project to capture those people who regularly utilise social media. The three extension officers and two of the regional coordinators take it in turns to draft relevant posts and these are reviewed by the project leader before being published. The posts focus on timely and relevant information that sheep and wool producers need to be aware of as well as promoting Leading Sheep and other events.

## **Evaluation – measuring success**

A rigorous program of monitoring and evaluation spanning the usefulness of individual activities to on-farm practice change has been developed over the life of Leading Sheep. Monitoring and evaluation for Leading Sheep 2015-2018 was based on the information and resources developed in all three previous projects. The main aims of Leading Sheep evaluation were to:

- demonstrate that the project objectives were being met
- provide information to help improve future activities
- to provide success stories to publicise the benefits of the project
- to inform the development of future projects
- to confirm the information delivered is meeting producer needs.

The overarching Leading Sheep evaluation methodology was to:

- develop the Leading Sheep log frame based on project objectives linked to the elements of Bennett's hierarchy
- review evaluation tools that match Bennett's Hierarchy elements and incorporate knowledge gained in previous Leading Sheep projects
- design each activity and its expected effects, both long and short-term using the evaluation tools
- evaluate the immediate effects of the activity using a custom e-survey or hardcopy format
- regional committees to use the immediate effects data to inform their future action
- evaluate the longer term effects of Leading Sheep activities, mainly practice change
- report evaluation data to advisory panel and partners.

The key steps in the planning, evaluation and reporting process for Leading Sheep were:

- event checklist
- event design
- attendance records
- short term evaluation
- testimonials
- update database and website
- event reporting
- narratives
- case studies
- long-term evaluation.

The event checklist and event design were to assist with planning and to ensure the event would deliver on Leading Sheep objectives and achieve practice change.

Attendance records were important so that we had an accurate record of participation to report, along with gender and age group. They also allowed us to update contact details on our database.

The short term evaluation was completed by participants after each event and was designed to capture their thoughts on the event, whether they intend to make a change on their property as a result of this event and future topics of interest.

Testimonials were captured, where possible, to use in promotion of future events and encourage others to attend.

It was important to update the database and website mailing list with contact and demographic details, new members and event attendance records.

The event report was to capture event learnings, and to have a summary for reporting purposes, particularly for those events run by collaborators.

Narratives were short stories captured by the project team that demonstrated how producers who have attended Leading Sheep events are being influenced to change (target two per region per year).

The case studies were more detailed stories of benefit and cost information from people who had attended Leading Sheep events and adopted at least one recommendation from these events (target one per region per year).

The long term evaluation was designed to demonstrate on-farm practice change as a result of the project, collected via a phone and electronic survey of participants on the Leading Sheep database. For more detail on the October 2017 phone survey refer to Leading Sheep Producer Survey Summary Report (Coutts 2017).

For more detail on the overall evaluation methodology, refer to Leading Sheep 4 (2015-2018) Final Evaluation Plan January 2016 (Sallur 2016a).

An excel spreadsheet was developed during the previous Leading Sheep project to help manage evaluation information collected from each activity. This spreadsheet was reviewed and minor updates made. The spreadsheet was designed to collate the specific data needed when reporting to AWI and DAF, which has led to a more prompt and efficient reporting process. The raw evaluation data was entered into the spreadsheet by the extension officers after each event.

In December 2016, a desktop review of the Leading Sheep evaluation plan, processes and progress to date was conducted by Dr Gerry Roberts (GR Consulting) to identify any gaps. The reviewer concluded that overall Leading Sheep was tracking well on its delivery targets and project objectives, which was a testimony to the suitability of the process for choosing objectives of value to clients, the effectiveness of local project management and the experience and dedication of regional coordinators and extension officers. The reviewer also concluded that sound monitoring and evaluation involves the systematic collection and interpretation of data for use in the project and for stakeholders and that Leading Sheep has achieved that at the highest level.

As a result of this review a number of recommendations were made including to:

- use ORID (Objective, Reflective, Interpretations and Decisions) as a structured process for event debrief sessions.
- use ADOPT (a model to predict adoption and strategies to encourage adoption).
- review data collection, storage and analysis including a suitable central and integrated site, more use of turning point clickers, investigate ways to collect demographic data and more time for data analysis.
- spatially map Leading Sheep reach and impact.
- consider succession planning.

For more detail on this desktop review, refer to Leading Sheep Monitoring and Evaluation Plan Review 2016 (Roberts 2016).

## **Future direction**

A number of methods were used to capture feedback from Leading Sheep participants to help inform a new Leading Sheep project proposal. These methods included a phone survey (132 responses), and electronic survey (48 responses). The main survey questions asked were:

1. What do you see as the major strength/benefit to you of Leading Sheep?
2. What topics would you like to be addressed by Leading Sheep in the future?

3. Your interest in the different ways of receiving sheep management information from Leading Sheep in the future (direct mail, newspaper, radio, website, email, e-newsletters, social media, workshops/field days, small groups, webinars, on-farm demonstrations and trials)

For more detail on this October 2017 phone survey refer to Leading Sheep Producer Survey Summary Report (Coutts 2017).

Specific feedback was also gained from the regional coordinators, extension officers and regional coordinating committees through a facilitated meeting. The overall questions that were discussed and answered at this meeting were:

1. What management practices will the Queensland sheep and wool industry need to be doing in the coming 10+ years, to make it viable and productive?
2. What role can Leading Sheep take to support producers to take up and fully use these practices?

For more detail on meeting refer to Summary Document Three-phase process with the Regional Coordinating Committees to obtain ideas for the future of Leading Sheep (Roberts 2017).



## Results

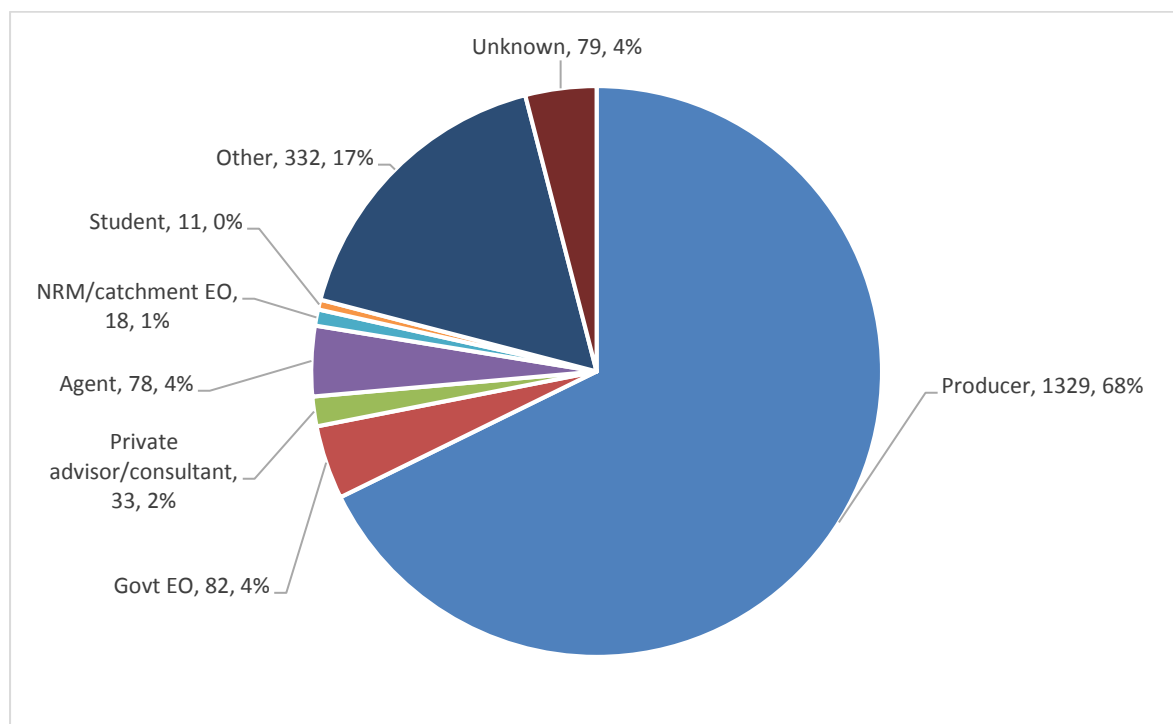
### Membership

The target was to increase participation in Leading Sheep by 25% (from 1505 in 2011-2015 to 1881 in 2015-2018) across the whole Queensland sheep and wool industry. This target has been achieved before the end of the project. As at 22 May 2018, the Leading Sheep database contained 1962 people, see Figure 1.

Almost 70% of these were producers from 908 farm businesses representing 75% of the 1203 sheep and lamb businesses in Queensland (ABS 2016-2017). This also represents over 1.8 million sheep (86% of Queensland's 2.1 million sheep (ABS 2016-201)) and 34,000 bales of wool.

Of the total number of people on the Leading Sheep database, 36% are females and 20% are under the age of 40 years. While there have been 825 new members added to the database since mid-2015, a number have also been removed due to no longer producing sheep, changing jobs, retiring etc.

**Figure 1 – Number and percentage of Leading Sheep members on the database per category**



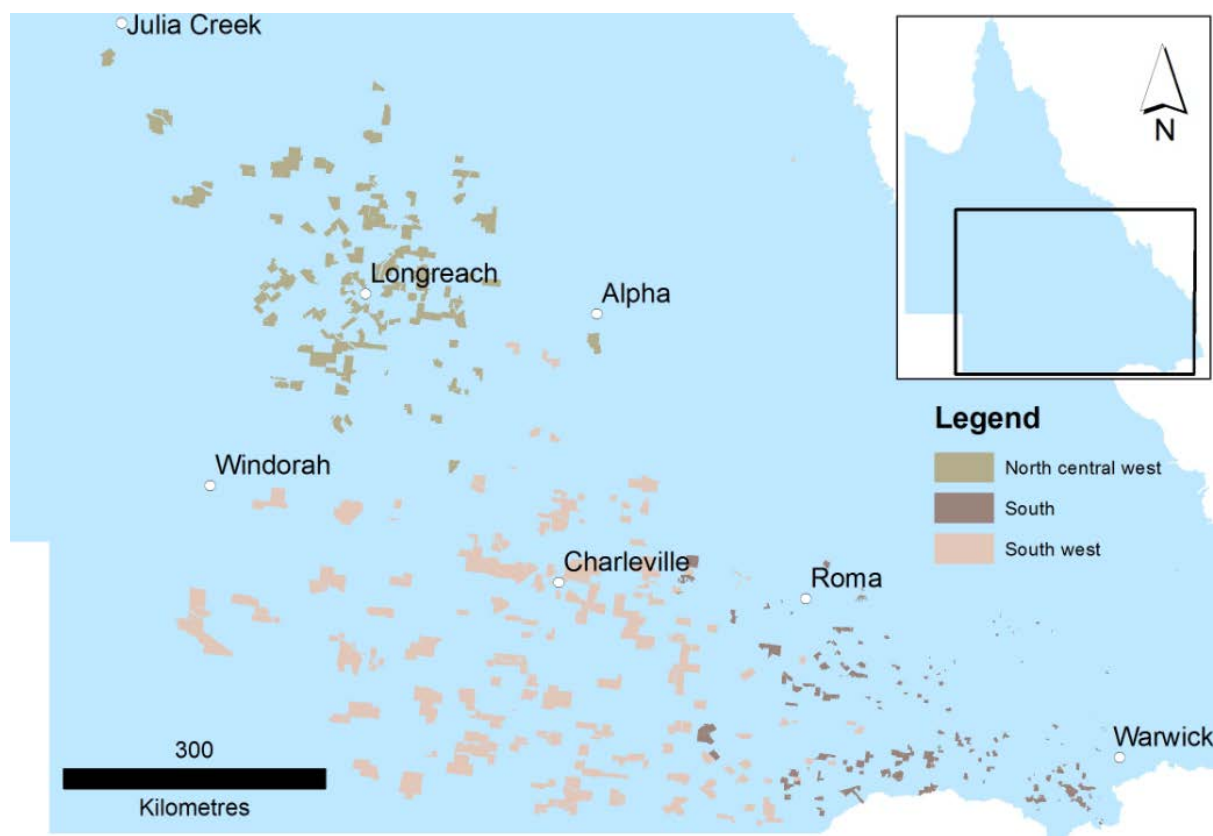
### Leading Sheep events

Leading Sheep has delivered 48 events to 2012 participants. Thirty-three face-to-face events with 1579 participants and 15 webinars with 433 participants were delivered.

Figure 2 illustrates the distribution of farm businesses that have participated in Leading Sheep activities (both face-to-face and webinars) across Queensland.



**Figure 2 – Distribution of farm businesses that have participated in Leading Sheep activities across Queensland**



Interestingly, of the 1342 *different* people have attended at least one Leading Sheep event, since mid-2015, 1003 (75%) have only attended one Leading Sheep event during the last three years (2015-2018).

Measured industry responses to Leading Sheep events are detailed in Table 1, showing feedback including satisfaction, value, new knowledge, intention to change and actual change. Table 2 shows this same information broken down by each priority topic area.

**Table 1 – Level of achievement for Leading Sheep 2015-2018**

Report item	Level of achievement
Number of events	48 (33 face-to-face and 15 webinars)
Number of participants	2012 (1579 face-to-face and 433 webinars)
Satisfaction with event	8.5/10
Value of event	8.1/10
\$ value	\$4211
Recommend event to others	94%
New knowledge	96%
Intention to change	63%
Very likely to make the change	59%
Actual change (phone survey)	64%

**Table 2 – Level of achievement for each topic priority area for Leading Sheep 2015-2018**

Report item	Pest animal management	Health / nutrition	Business performance	Beneficial technologies	Emerging issues
Total number of events	8	16	5	16	3
Number of face-to-face events	8	8	3	14	0
Number of webinars	0	8	2	2	3
Total number of participants	559	371	194	769	119
Number of face-to-face participants	559	189	162	669	0
Number of webinar participants	0	182	32	100	119
Satisfaction with event	9.0/10	8.4/10	8.5/10	8.4/10	8.2/10
Value of event	8.6/10	8.0/10	7.8/10	7.9/10	8.0/10
\$ value	\$7608	\$3357	\$1747	\$4338	\$3808
Recommend event to others	100%	92%	99%	97%	88%
New knowledge	99%	93%	99%	96%	96%
Intention to change	80%	59%	55%	71%	50%
Very likely to make the change	56%	69%	41%	59%	60%

Almost all respondents (90%) to the phone survey conducted by Coutts J&R in September 2017 had experienced barriers preventing them from participating in (more) Leading Sheep events, with the two biggest challenges being too busy with property work (61%) and events being too far away (47%).

It is impressive that almost two-thirds (64%) of those respondents from this same phone survey reported making a change *influenced or supported* by Leading Sheep (Table 1) – and in the priority areas of pest animal management and nutrition/health. Resulting benefits were described as reduced losses, increased lambing percentages and improved productivity and returns. When asked *the extent to which* Leading Sheep influenced their changes, on average, producers rated it as around ‘half’ of the influence (5.2/10).



Some specific quotes from participants' feedback on Leading Sheep events are highlighted below:

- *“Organised by graziers and presented by graziers can't get better!”*
- *“Great topic relevant to today's issues and good choice of properties.”*
- *“Really good, well run. Good knowledge and practical experience from the presenter.”*
- *“The best forums I've attended over many years FANTASTIC - Leading Sheep have very relevant topics.”*
- *“Local and passionate presenters. Presenters who've tried and tested equipment, with stats to demonstrate effectiveness of investment.”*
- *“Thanks for allowing time for us to chat to other producers knowledge sharing.”*

## Webinars

Leading Sheep continue to use webinars as an efficient and effective information delivery tool. Some specific feedback from producer attendees at webinars include:

- *“The webinars are well presented and very informative. Thank you for providing the opportunity for us to access such relevant information without having to leave home.”*
- *“I feel these short webinars are great. We can fit them in without a lot of planning or effort. There is enough info to give us the gist of potential problems without bogging us with details. I am enjoying them.”*



When comparing the evaluation results between the face-to-face events and webinars, see Table 3, both methods rate highly as a satisfying and valuable source of knowledge and potential practice change. However, the webinar format tends to rate slightly lower across most categories than face-to-face events. The main differences are:

- more women attended the webinars
- participants rated the webinars lower for dollar value
- fewer people intend to make a change from the webinars than the face-to-face events.

**Table 3 – Results for face-to-face events compare to webinars for Leading Sheep 2015-2018**

Report item	Face-to-face events	Webinars
Number of events	33	15
Number of participants	1579	433
Number of women participants (%)	413 (26%)	185 (43%)
Number of youth participants (%)	320 (20%)	86 (20%)
Satisfaction with event	8.7/10	8.1/10
Value of event	8.2/10	7.7/10
\$ value	\$5095	\$2400
Recommend event to others	99%	88%
New knowledge	98%	91%
Intention to change	76%	45%
Very likely to make the change	60%	58%

The webinars have also been recorded into 37 shorter segments, with an average length of just under 9 minutes. These were published on the Leading Sheep website, with a total of 7526 viewings. From the data analysed, recordings shorter than 5 minutes 30 seconds, an average of 74% of the recording was watched. However, for recordings longer than this, the average length watched dropped to 46%, which was a significant difference.

Four previously recorded hour long webinars have also been repackaged into shorter sections by Cox Inall Communications. These webinars were repackaged into an average of 6 sections, each approximately just over 6 minutes in length. This dramatically improved the percentage of the webinar recording that people watched. Previously, on average only 11% of an entire hour-long webinar was viewed. After repackaging average viewing length increased to just under 50% of the webinar.

## Practice change and impact

Detailed narratives and case studies show specific examples of the on-farm impact of the project. Nineteen narratives and nine case studies were collected across the range of Leading Sheep priority areas, but particularly pest animal management, sheep health and nutrition and beneficial technologies. The narratives were collected and written by the project team, while Cox Inall Communications drafted the case studies based on leads identified by the project team. For more detail on these please refer to the Leading Sheep Final Evaluation Report 2015-2018 (Sallur *et al.* 2018). Most of these case studies have also been published on [www.leading-sheep.com.au](http://www.leading-sheep.com.au). The case study producers rated Leading Sheep as a very important (8.4/10) and reliable (9.2/10) source of sheep management information.

A phone survey conducted by Coutts J&R in September 2017 highlighted the two most common impacts of Leading Sheep events on participants were providing them with new information and understanding (73%) and helping them to meet other sheep and wool producers (64%). Involvement with Leading Sheep was also seen by many to have positively impacted their confidence in management choices made (39%), supported the implementation of new management practices (30%) and triggered changes in decisions and management practices (Coutts *et al.* 2017).

This same phone survey also showed that about 64% of participating producers have made a change on their property as a result of Leading Sheep, with most of these changes relating to pest animal management and sheep nutrition and health. Leading Sheep was reported to be moderately influential in the management changes that were implemented (average of 5.2/10).

**Drought feeding to minimise ewe and lamb losses**

- A drought feeding program minimised breeding ewe losses and achieved a 75 per cent lambing rate in extremely dry conditions.
- 900 ewes were fed for five months, lambs were fed for two months after weaning.
- Zero loss of early weaned and fed lambs.

**Background**  
 Jeffery and Tricia Agar run sheep and cattle on the 35,000-hectare property 'Barbara Plains', west of Wyandra in South West Queensland.

In 2013, the Agers were running 900 pregnant and lambing ewes in extreme drought conditions, and were starting to suffer stock losses. They attended a Leading Sheep workshop in Cunnamulla presented by nutrition expert Dr John Milton – "Nutritional management for Merinos for optimum reproduction". As a result they commenced an effective drought feeding program to minimise ewe losses, and boost reproduction and lamb survival.

Prior to the 2013 drought, the Agers had not had to feed sheep, other than dry licks. Like many others, they had never been hit so hard by drought.

After attending the Leading Sheep workshop, they rang John Milton privately and spoke to him about their situation and what they could do.

"If we had not started feeding, I believe we would have lost half the ewes and ended up with 20 per cent lambing. Because of the feeding, we saved almost all the breeding ewes and got 75 per cent lambing which is a very good result, given the conditions," Tricia Agar said.

"Without John's advice we would have made a lot of mistakes, cost ourselves a lot of money and lost a lot more sheep," she said.

*Jeffery and Tricia Agar feeding on 'Barbara Plains'.*

## Beneficial but under-utilised technology

The three technologies that have been promoted through events and case studies during Leading Sheep 2015-2018 included sheep handling equipment, remote monitoring and electronic identification (EID). These topics were chosen by the regional Leading Sheep committees. To date 16 events have been conducted with 769 participants, with another 4 events on sheep EID planned for late June. Figure 3 shows the spread of producer participants at these events.

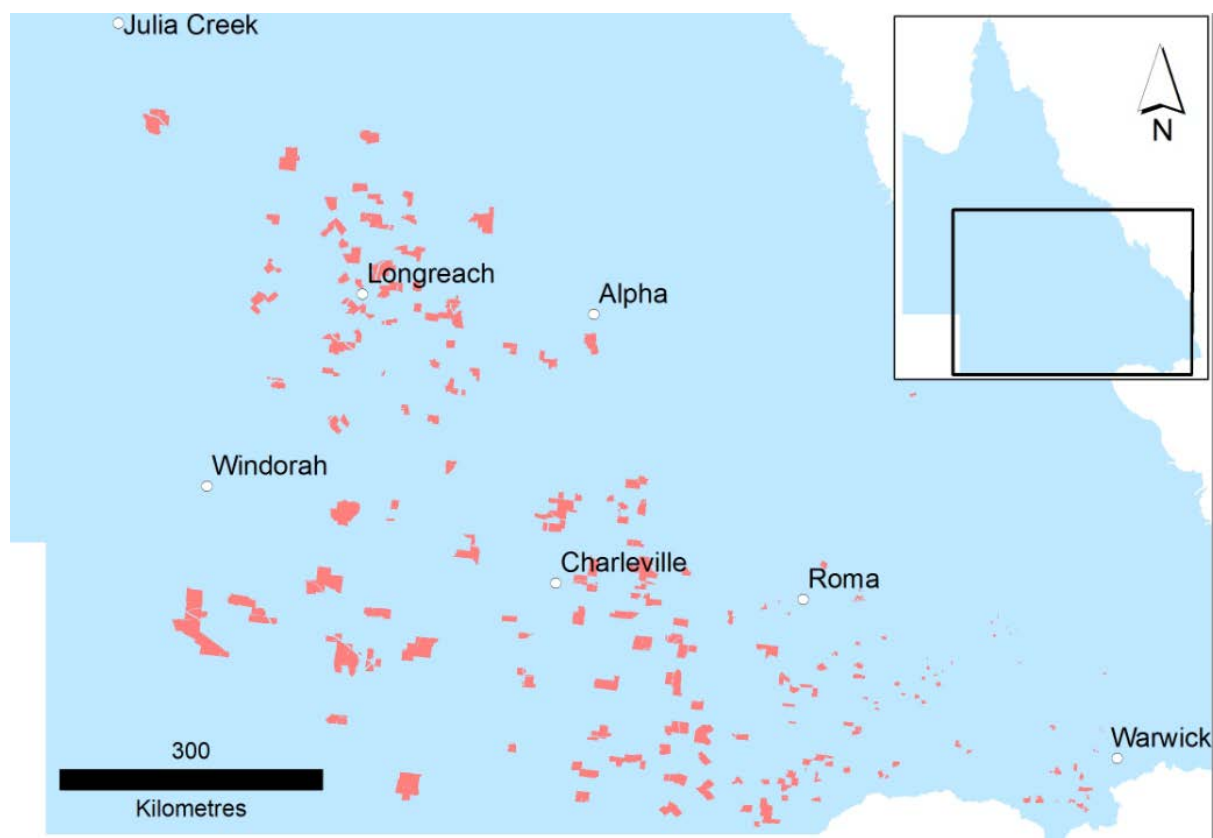
These 16 beneficial technology events have been rated as: 8.4/10 for satisfaction, 96% of participants learnt something new, 71% intend to make a change to their business and 59% are very likely to make this change.

Three case studies on these topics have also been published on the Leading Sheep website [www.leadingssheep.com.au](http://www.leadingssheep.com.au) and promoted around the Leading Sheep network.

For more detail on the specific evaluation results per beneficial technology please refer to the Leading Sheep Final Evaluation Report 2015-2018 (Sallur *et al.* 2018).



**Figure 3 – Distribution of farm businesses that have participated in Leading Sheep beneficial technology events across Queensland**



## Sheep and wool challenge

A Sheep and Wool Challenge offering \$10,000 in prize money was instigated. The challenge was designed to showcase innovative solutions to industry issues and included both open and secondary school categories. However, despite widespread promotion across a range of channels there were only 12 entries in the secondary school category (with 11 of these from Victoria). The winning entries all came from Melbourne's Hillcrest Christian College.

For more details on this challenge please refer to the Leading Sheep Final Evaluation Report 2015-2018 (Sallur *et al.* 2018).



Sheep and Wool Challenge Entry  
3 - The Terrible Case of the ...  
82 views · 9 months ago



Sheep and Wool Challenge Entry  
2 - Blowfly by Charlotte and Min.  
67 views · 9 months ago

## Mentoring program

A pilot mentoring program was initiated in partnership with the Agricultural Business Development Institute (ABDI) targeting wool producers aged 18-45 years. However, due to a lack of applications from the intended target audience the program was opened to all Queensland wool producers. Eight producers from four businesses were successful in obtaining a subsidy to attend the program, with Leading Sheep investing a total of \$11,000 for the program, along with each business investing \$3290 plus their time and travel to participate. Participants attended three face-to-face workshops as well as one-on-one mentoring opportunities and teleconferences. The face-to-face workshops were rated as an average of 7.7/10 for being beneficial to their business. Through working with mentors each business has identified specific areas that have held their business back and/or have the potential to improve performance. Some of the business changes made include: commenced succession planning, weekly toolbox meetings, developed a business plan, developed an operational calendar and set up a management advisory board.

For more details on the mentoring program please refer to the Leading Sheep Final Evaluation Report 2015-2018 (Sallur *et al.* 2018).



## YouTube videos

Six YouTube videos (project target was three videos) have been published on the Leading Sheep website and promoted through the Leading Sheep Facebook page and monthly e-newsletter 'Around the Camp'. These videos featured pregnancy scanning, exclusion fencing (two videos) and getting into the wool industry (three videos) with a total of 3922 views so far.

These videos were filmed and drafted by Cox Inall Communications. For more details on these videos please refer to the Leading Sheep Final Evaluation Report 2015-2018 (Sallur *et al.* 2018).



Getting into the wool industry – a producer/off-farm contractor's ...  
325 views • 9 months ago



Getting into the wool industry – a shearers' view  
550 views • 9 months ago



Exclusion fencing tips from producers - Ben Banks and Davi...  
2,642 views • 10 months ago

## School opportunities and resource

Leading Sheep has promoted existing school educational opportunities and resources through its communication channels, monthly e-newsletter 'Around the Camp' and the Leading Sheep Facebook page. To date there have been 20 school focused articles in 'Around the Camp' with an average newsletter open rate of 33% and 19 clicks per article. In addition there have been 40 school based posts on the Leading Sheep Facebook page with an average reach of 475 people and 28 clicks per post.

## Communication and promotion

Leading Sheep has delivered on its communication strategy to encourage more producers to join the network, attend activities and adopt best management practices. This strategy was initially developed by the project leader in conjunction with DAF's communication team. Cox Inall Communications was contracted to provide communication support to Leading Sheep by primarily writing media releases and articles.

## Media releases

Over the life of Leading Sheep at least 19 media releases were produced (see Appendix 2) and these have been published in the Queensland Country Life, Western Times, Warrego Watchman, Longreach Leader, Western Star, Balonne Beacon, Bush Telegraph Warwick and Daily News Warwick and the Rural Weekly section of the regional papers. There were also a number of other media articles written by reporters attending Leading Sheep events. In association with these releases some radio interviews were also conducted with either Leading Sheep staff or event presenters.



## Technology giving Jesse the leading sheep edge

**NETWORKING**  
Circumstances  
BEING willing to adopt new technology and utilise effective, informal networks will be key to the future success of the state's sheep and wool industry according to one of western Queensland's younger producers.

motivated to join Leading Sheep to influence the future direction of the industry by enhancing growers' production and management systems, along with increasing sheep numbers in the state. "The positive implications of technology for a producer are great, if we can afford to implement them and use

planting his sheep with grain and minerals. From a genetic perspective he credits his involvement with a ram stud in New South Wales with providing him with an understanding of site evaluations, the importance of clean fleeces weight, and selecting rams based on both the Australian Sheep Breed-

## FlockTalk

'FlockTalk' is a two-page sheep feature published in the Queensland Country Life three times a year. It aims to provide Queensland producers with a regular and alternative source of sheep information and to increase the profile of Leading Sheep. Nine editions have been published so far (since mid-2015) with two more planned for August and December 2018. Stories have mostly been producer based and focused on: drought feeding, predator control, exclusion fencing, pasture management, wool industry, young industry people and technology. The Queensland Country Life has an average readership of 75,563 per issue, with a digital readership of 30,249.

**LEADING SHEEP FLOCK TALK**

**Maremma dogs Reducing lamb losses at Morven**

Marie Crook-King and her daughter Julie Brown are optimistic they've turned a corner after three tough years of devastating wild dog attacks, thanks in part to the Maremma dogs they have guarding their flock of 2600 Merinos.

**Leading Sheep**  
Leading the way to profit and productivity

Leading the way for a more profitable sheep and wool industry through new technologies, knowledge and skills, the Leading Sheep project aims to help Queensland's sheep and wool producers increase their long-term productivity and profitability.

In line with the predator focus in this edition of Flock talk there are a range of other useful resources and information on the Leading Sheep website including:

- producer case studies on exclusion and

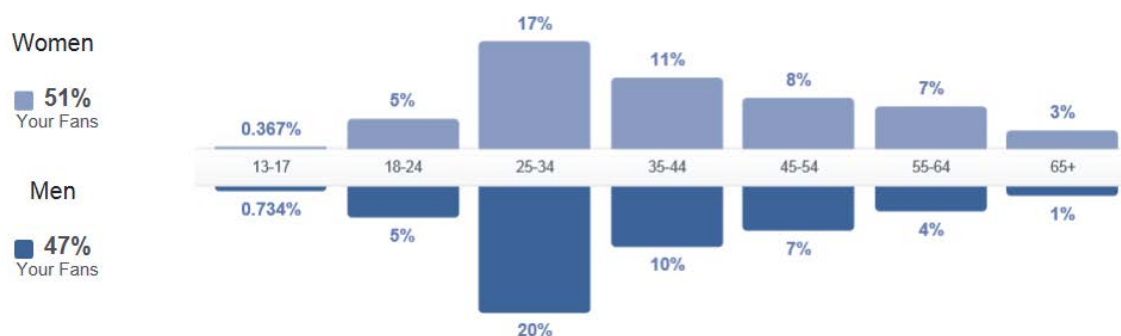
## Social media

The Leading Sheep Facebook page was launched in August 2016 and currently has 819 likes (as at 22 May 2018). This page is supported by a social media strategy developed by Cox Inall Communications. The current breakdown of the people who have 'liked' the Leading Sheep Facebook page is shown in Figure 4. The split between women and men is almost equal (51% women and 47% of men), with the 25-34 age group the biggest audience (37%).

There have been 342 posts since the page was established, with an average of 3.7 posts per week. The average organic (un-paid) post reach since the page was started is 505 people. There have also been four posts as paid promotions, with an average paid reach of 3187 people.

The phone survey conducted by Coutts J&R in September 2017 showed 72% of respondents either did not use Facebook (or only use it for personal use) and/or were not aware of the Leading Sheep Facebook page.

**Figure 4 – Demographics of people who have 'liked' the Leading Sheep Facebook page**





## Website

The purpose of the Leading Sheep website is to house all relevant information and resources produced during the project so that people can access them whenever they need. It is also useful for highlighting upcoming Leading Sheep events.

In October 2017 the Leading Sheep website was updated based on a review of the site conducted by Cox Inall Communications (as well as Leading Sheep staff). The main recommendations from the review were primarily relating to wording, headings and use of images to draw attention. Eleven of these recommendations have been implemented, with the remainder (four) still in progress.

Half of the respondents to the phone survey conducted by Coutts J&R in September 2017 had accessed the Leading Sheep website with varying frequency – 20% rarely (once or twice a year), 53% occasionally (4-10 times a year), 23% regularly (once or twice a month) and 5% constantly (multiple times a month). The website was rated on average to be quite useful by respondents who had accessed it (7.1/10).



## Emails to subscribers

The majority of emails to Leading Sheep subscribers are either the monthly e-newsletter '*Around the Camp*' or flyers promoting specific Leading Sheep events. There are currently 1603 subscribers on the Leading Sheep email list.

Thirty-two issues of '*Around the Camp*' have been published on the website and distributed electronically to Leading Sheep subscribers. These e-newsletters provided information about current issues and opportunities as well as links to other newsletters and upcoming events. '*Around the Camp*' has an average read rate of 34% with each e-newsletter receiving an average 2031 clicks.

There have been 100 other emails to the Leading Sheep subscribers, which have mostly been promoting upcoming Leading Sheep events. These emails have an average read rate of 34% and receive an average 431 clicks.

Almost all respondents (96%) to the phone survey conducted by Coutts J&R in September 2017 had received Leading Sheep emails with around half having received them for 4-10 years. The emails were considered quite useful in keeping recipients up-to-date with sheep information and activities (7.3/10).



## Future direction

To gain ideas for the next project, as well as determine if this project has led to changes in management practices, a phone survey was conducted by Coutts J&R in September 2017.

Based on 132 Queensland sheep and wool producers (14% of the database) who have participated in Leading Sheep activities, the results indicate the presence of a strong and successful network. This is supported by the high level of engagement in Leading Sheep activities, the high level of satisfaction with current information and activities (7.8/10) and the strong support of levy payers (81%) who believed that supporting Leading Sheep was a good use of levy funds.

The major identified strengths and benefits of Leading Sheep included:

- access and exposure to relevant, timely, accurate, reliable, new ideas, information and technologies
- networking and social aspects
- running (local) events that improved skills/knowledge
- being producer driven and listening to feedback
- keeping producers up-to-date with what's happening/upcoming events
- having an important role as the leading/primary Queensland extension provider
- improving practices, prompting changes, assisting on-farm decision making.

Future topics that respondents would like Leading Sheep to address included:

- new or innovative technologies e.g. drones and remote monitoring
- nutrition, feeding and animal health
- predator control
- disease and parasite management
- lamb survival and health.

Respondents were most interested in receiving future sheep management information from Leading Sheep through email and events (face-to-face workshops and field days, on-farm demonstrations and trials and small groups).

For more information on the results from this phone survey please refer to the Leading Sheep Producer Survey Summary Report (Coutts *et al.* 2017).



## Discussion

The number of people on the Leading Sheep 2015-2018 database was 1962 which exceeded the target of 1881 before the end of the project. The majority (70%) of these were producers indicating Leading Sheep has excellent coverage across the Queensland sheep and wool industry. These producers also represent 1.8 million sheep 86% of the 2.1 million sheep in Queensland (ABS 2016-2017).

Leading Sheep has delivered a good mix of face-to-face events and webinars, about two-thirds and one-third respectively. Face-to-face events were well supported and remain a preferred method of learning despite the barriers of time and distance. These factors increase the value of webinars (and their recordings) which allow people to view these events when convenient. There may be value in videoing presentations at workshops and field days and making these available to those who cannot attend.

Evaluation results from these events demonstrate highly positive feedback, with high scores for satisfaction, value, recommendation to others, new knowledge and intention to change. It is impressive that almost two-thirds of those surveyed reported making a change influenced or supported by Leading Sheep, with respondents rating Leading Sheep around half of the influence on their changes. The key focus for Leading Sheep remains on planning and delivering events that keeps encouraging this practice change. The two most common impacts of Leading Sheep events reported by participants were providing new information and understanding and helping to meet other producers.

Perhaps disappointingly, 75% of participants have only attended one Leading Sheep event (during 2015-2018). This has been similar for the previous two Leading Sheep projects (71% for 2011-2015 and 73% for 2008-2011). The events that these one-off participants attended during this project were mainly face-to-face and in the areas of pest animal management and beneficial technologies, primarily located in the south and south west parts of the state. These topics are applicable to all producers (not just sheep producers) which may be one of the reasons why these people have not attended any more events. The dry conditions for the duration of this project would have also affected repeat attendance. Similarly a large proportion of the events run in the south and south west parts of the state are run in different towns each time to spread the events around. Whereas Longreach has the largest number of repeat attendees. This is because of its central location which draws the largest crowd of sheep producers, so at least one or two events are run in this centre each year.

When comparing the evaluation results of face-to-face events and webinars, both methods rate highly as a satisfying and valuable source of knowledge and potential practice change. However, webinars tend to rate slightly lower across all evaluation categories than face-to-face events, particularly in dollar value and intention to change. Once again the key focus for Leading Sheep webinars should be on key information and implementation examples and steps to promote practice change.

Interestingly, almost half of the webinar audience was female, compared to only one quarter for face-to-face events. This could be due to the fact that if women have children at home or are employed off-farm they can more easily participate in an hour long webinar. This factor, that more women participate in webinars, needs to be considered in future planning.

Recording the webinars into smaller segments (average length of just under 9 minutes) proved to be successful with a total of 7526 viewings. However, viewing percentage improves dramatically (to 74%) for those recordings that are less than 5 minutes 30 seconds compared to 46% for longer

recordings (greater than 5 minutes 30 seconds). This indicates that Leading Sheep should attempt to keep all future webinar and video recordings to less than 5 minutes 30 seconds.

A focus for this Leading Sheep project was promoting beneficial but under-utilised technology, in particular sheep handling equipment, remote monitoring and electronic identification. Despite the dry conditions there has been significant interest in these topics primarily as labour and time saving devices. This is indicated by the high proportion of people (71%) intending to make a change to their business after attending these events. The case studies developed on these topics were also beneficial as promotional material and as handouts on the day.

Two new initiatives were the Sheep and Wool Challenge and the mentoring program. Although these had definite benefits for those who participated uptake was low for both. These initiatives also took time and resources away from the core activities (and identified strength) of Leading Sheep – timely and relevant events. Similarly emphasis was also placed on promoting sheep and wool related school opportunities and resources through the Leading Sheep network. While there were a number of school based opportunities and resources promoted through *'Around the Camp'* and the Leading Sheep Facebook page, it is questionable whether this is the best use of Leading Sheep's limited time and resources.

Communication and promotion of Leading Sheep continues to be a vital tool to increase awareness, participation and encourage the use of Leading Sheep resources. *'FlockTalk'* has been used within the Queensland Country Life to provide hard copy information to producers mostly from other producers implementing a recommended practice. Leading Sheep media releases were primarily used to promote best management practices and key technical information as well as human interest stories with new people joining the Leading Sheep committees and advisory panel. Leading Sheep tended not to use media releases for event promotion, as previously there has been limited publication of these types of releases by the media outlets (unless associated with paid advertising).

The Leading Sheep website continues to be pivotal in promotion of events and storage of relevant resources. However, with only half of the phone survey respondents accessing the website with varying frequency, more needs to be done to improve awareness of the website and the resources it contains.

Emails (either event promotion or *'Around the Camp'*) through the Leading Sheep network are also an important way of communicating with producers and other industry stakeholders with 1603 subscribers and an average read rate of 34%. Respondents to the phone survey also rated them quite useful (7.3/10) in keeping them up-to-date with sheep information and activities. Email has provided a successful link to producers and a prompt for visiting the website. This approach is strongly supported going forward.

A successful initiative was developing six short YouTube videos highlighting young people's perspective of getting into the wool industry along with pregnancy scanning and exclusion fencing. These videos have been an excellent way of promoting Leading Sheep as well as the sheep and wool industry in general.

With the launch of a Facebook page during this project it has provided Leading Sheep with an alternative method of communicating with the Queensland industry and particularly the younger members (25-34 years of age). The page currently has 819 likes, however 72% of respondents to the phone survey did not use Facebook (or only use it for personal use) and/or were not aware of the Leading Sheep Facebook page. Even though Facebook may not yet have made significant inroads, it

is worth continuing as the population mix is changing over time and hopefully internet access and quality is improving. Facebook Live (a live streaming function for event footage) may also be worth exploring.

A variety of promotional methods should continue to be used within Leading Sheep including print media (media releases and *'FlockTalk'*), website, emails/e-newsletters, YouTube and Facebook. New or alternative communication methods should also be investigated.

Leading Sheep continues to be a strong and successful network. This is supported by the high-level of engagement in Leading sheep activities, the high level of satisfaction with current information and activities and the strong support of levy payers who believed that supporting Leading Sheep was a good use of levy funds.

The two major strengths and benefits of Leading Sheep are: access and exposure to relevant and timely and accurate information, and networking and social aspects. There have also been many supportive comments from producers about the value of Leading Sheep, the quality of what it was providing and its importance to industry. Producers are most interested in receiving future sheep management information from Leading Sheep through email and events, particularly face-to-face workshops and field days, on-farm demonstrations and trials and small groups.

Following on from the identified strengths of Leading Sheep, the future key topics that should be addressed include:

- new or innovative technologies
- nutrition, feeding and animal health
- predator control
- disease and parasite management
- lamb survival and health.

## Recommendations

1. Continue to focus on running face-to-face events (particularly workshops, field days, on-farm demonstrations/trials and small groups) that promote information, practices and beneficial technologies to improve the productivity and profitability of Queensland sheep and wool businesses. Plan and deliver these events to encourage uptake of best management practices, by providing initial implementation steps and examples from other producers. Consider recording key presentations from face-to-face events and promote these through Leading Sheep communication channels.
2. Continue to deliver webinars (to overcome the issues of busyness and distance) on timely and relevant topics, including providing new information and promoting practice change. Continue to plan and record these webinars as shorter segments of less than 5 minutes 30 seconds to increase participant viewing time and access. Consider the implications, if any, to a larger number of women attendees at webinars.
3. When considering new initiatives for Leading Sheep, the use of staff time, limited resources and their impact on other activities should be taken into account. This is over and above the identified strengths of Leading Sheep of running events and providing access to timely and relevant information.
4. Keep using a variety of promotional methods to improve awareness and participation in Leading Sheep activities. Such methods should include, but not be limited to: media releases, *'FlockTalk'*, website, emails, *'Around the Camp'*, short YouTube videos and Facebook. A specific emphasis should be placed on improving the awareness and usage of the Leading Sheep website and Facebook page (including Facebook Live). Consideration should also be given to updating *'Around the Camp'* to improve ease of compilation and readability. More short YouTube videos (less than 4-5 minutes) should be produced. The partnership with a dedicated communications company has proven successful and this should also be continued into the future.

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## Appendix 1: List of all Leading Sheep activities (2015-2018), with evaluation results

Name of activity	Date	Location	No. attended	No. farm businesses	No. female attendees	No. attendees less than 40 years of age	Satisfaction rating	Value rating	\$ value	% recommend activity	% new knowledge	% intend to make a change	% very likely to make a change
WormBoss	11-May-15	Yelarbon	8	6	3	2	9.3	9.3	\$2200	87%	100%	100%	71%
Suncorp industry day	22-May-15	Cunnamulla	35	14	13	9	9.2	8.9	\$1520	100%	100%	67%	33%
NLIS transport welfare	23-Jun-15	Webinar	22	8	12	2	7.8	7.8	\$800	80%	80%	60%	75%
Predator control field day	24-Jun-15	Goondiwindi	196	96	34	22	8.6	8.2	\$4509	97%	99%	73%	47%
Botulism, Leptospirosis and Vibriosis	30-Jun-15	Webinar	16	6	10	6	8.7	8.0	\$433	100%	90%	50%	83%
Feral fencing bus trip	02-Jul-15	Longreach	41	20	9	9	9.2	8.8	\$3277	100%	100%	85%	44%
Cheesy gland and larval tapeworms	08-Jul-15	Webinar	19	7	11	4	8.6	8.7	\$643	100%	91%	27%	33%
Ovine Johne's Disease	15-Jul-15	Webinar	20	6	8	5	8.6	8.6	\$1529	92%	92%	25%	57%
Ovine Brucellosis	21-Jul-15	Webinar	17	7	13	7	8.3	8.1	\$6420	85%	83%	23%	75%
Clostridial diseases	29-Jul-15	Webinar	19	8	9	4	6.6	6.2	\$1167	71%	86%	50%	75%
Predator control field day	06-Aug-15	Charleville	164	68	38	41	8.8	8.5	\$8040	100%	98%	68%	38%
QISN: Finance the future	24-Aug-15	Webinar	24	11	6	7	8.3	8.3	\$500	100%	100%	67%	67%
QISN: What banks want	26-Oct-15	Webinar	8	3	3	6	8.0	6.0	\$0	100%	100%	0%	0%
On-farm biosecurity and sheep disease investigation	9-Feb-16	Stanthorpe	22	7	10	2	8.6	8.3	\$1450	100%	100%	50%	
Exclusion and electric fencing bus trip	25-Feb-16	Cunnamulla and Wyandra	53	30	9	10	9.1	8.6	\$29550	100%	100%	89%	53%
Restocking: the road to recovery	11-Mar-16	Longreach	65	29	25	13	8.4	8.2	\$3865	97%	97%	97%	35%
Transport subsidy	22-Mar-16	Webinar	22	12	13	2	8.7	8.5	\$7000	92%	92%	20%	50%
Sheep handling demonstration	14-May-16	Longreach	18	12	2	2	7.4	7.3	\$3375	100%	100%	44%	20%
OJD: Changes affecting every Queensland sheep producer, are you ready?	19-May-16	Webinar	35	17	12	4	8.4	7.9	\$2000	87%	100%	64%	70%
Sheep handling demonstration	4-Jun-16	Muttaburra	24	15	9	5	8.2	7.0	\$3286	100%	91%	40%	0%
Sheep made easy	13-Jun-16	Augathella	24	11	6	10	8.8	8.4	\$8333	100%	94%	100%	50%

Name of activity	Date	Location	No. attended	No. farm businesses	No. female attendees	No. attendees less than 40 years of age	Satisfaction rating	Value rating	\$ value	% recommend activity	% new knowledge	% intend to make a change	% very likely to make a change
Sheep made easy	15-Jun-16	Bollon	24	12	5	4	8.6	8.4	\$6824	100%	95%	94%	56%
Sheep handling field day	22-Jun-16	Surat	67	37	19	9	8.6	8.2	\$3529	100%	97%	82%	33%
Sheep handling field day	23-Jun-16	Clifton	76	37	20	10	9.1	8.1	\$3473	100%	100%	77%	52%
Sheep technology field day	28-Sep-16	Dirranbandi	138	69	22	22	8.5	7.9	\$4206	100%	97%	88%	39%
Managing for more lambs forum and dinner	12-Oct-16	Cunnamulla	49	26	16	19	8.2	7.3	\$4625	100%	98%	78%	
Exclusion fencing bus trip	12-Jul-16	Longreach	30	17	4	7	8.9	8.4	\$5083	100%	100%	67%	56%
Humpy Back in sheep: latest findings	20-Feb-17	Webinar	62	34	28	10	7.6	7.5	\$2424	84%	95%	66%	60%
Pest animal management and chemical workshop	5-Dec-16	Clifton	13	10	2		9.3	9.1	\$3438	100%	100%	100%	50%
Pest animal management and chemical workshop	6-Dec-16	Warwick	14	10	1	2	9.4	9.3	\$1813	100%	100%	88%	71%
Your sheep health is your wealth forum and dinner	9-Mar-17	Longreach	60	21	28	20	8.9	7.6	\$7964	95%	98%	67%	35%
Dry conditions and pregnant ewes: how to have a successful lambing	30-Mar-17	Webinar	46	25	19	12	8.7	8.6	\$7415	93%	93%	75%	50%
Remote Monitoring field day	19-Jun-17	St George	38	24	9	11	8.8	8.4	\$3845	100%	100%	64%	95%
Remote monitoring field day	20-Jun-17	Morven	56	28	12	14	9.3	9	\$4048	100%	97%	82%	97%
Remote monitoring technology field day	21-Jun-17	Isisford	23	14	6	5	8.4	7.6	\$6181	97%	95%	84%	81%
Remote monitoring technology field day	22-Jun-17	Longreach	57	29	22	12	8.5	7.7	\$5633	97%	100%	72%	83%
Preparing your flock for joining workshop	23-Aug-17	Ilfracombe	18	11	8	7	8.9	8.1	\$4968	100%	100%	87%	86%
Preparing your flock for joining workshop	24-Aug-17	Barcaldine	12	5	4	2	8.6	8.5	\$5444	100%	100%	63%	80%
Preparing your flock for joining workshop	25-Aug-17	Winton	5	4	1	1	8.6	7.8	\$5000	100%	100%	100%	100%
Agricultural technology field day	12-Oct-17	Tara	18	15	2	6	8.7	8.1	\$3137	100%	100%	65%	85%
Agricultural technology field day	13-Oct-17	Stanthorpe	30	14	6	3	8.4	8.4	\$3625	95%	100%	80%	88%

Name of activity	Date	Location	No. attended	No. farm businesses	No. female attendees	No. attendees less than 40 years of age	Satisfaction rating	Value rating	\$ value	% recommend activity	% new knowledge	% intend to make a change	% very likely to make a change
StockTech field day	19-Oct-17	Quilpie	76	22	22	23	8.2	7.6	\$4433	97%	97%	51%	71%
Predator control field day	22-Nov-17	Surat	48	33	14	7	8.5	8.2	\$5155	100%	96%	74%	85%
Getting the best from motion activated cameras on your property	8-Feb-18	Webinar	48	27	10	7	7.6	7	\$2147	95%	95%	59%	59%
RAMping up repro workshop	9-Mar-18	Stanthorpe	15	5	5	2	8.7	8.5	\$3456	100%			
Are we riding on the sheep's back again forum and dinner	16-Mar-18	Longreach	62	22	29	10	8.5	7.7	\$2850	96%	100%	44%	68%
Ruminant nutrition	12-Mar-18	Webinar	23	10	11	3	7.5	7.1	\$200	64%	91%	33%	75%
Sheep EIDs – your pathway to profitable selection	10-May-18	Webinar	52	28	20	7	7.7	7.2	\$3326	71%	83%	52%	44%

## Appendix 2: Summary of media releases

1. Restocking seminar (making the right decisions on the road to recovery) Pre event – March 2016
2. Stanthorpe biosecurity workshop Post event – March 2016
3. Restocking factsheet (resources to aid restocking) – March 2016
4. Lauren Schmidt new committee member appointment – May 2016
5. Allycia Bennett new advisory committee member – August 2016
6. Geoff Duddy (merits of selling store vs finished lambs) – August 2016
7. Geoff Duddy (tips for feeding grain to lambs) – August 2016
8. Dirranbandi sheep technology field day – September 2016
9. Pru Barkla Leading Sheep new committee members profile – October 2016
10. Geoff Duddy (buy better genetics using ABSVs and focusing on key traits) – November 2016
11. Geoff Duddy (tips for improving production rates: genetics, nutrition and management – November 2016
12. Gordon Stone mentoring program and Leading Sheep – January 2017
13. Jim King profile new member of Leading Sheep advisory panel – January 17
14. Reducing the risk of humpy back in sheep – February 2017
15. Jesse Moody new leading sheep advisory panel member – June 2017
16. Donald Truss new leading sheep committee member – August 2017
17. Andy McWatters ANDAIR drone technology (how producers can use new technology on farm) – August 2017
18. Geoff Duddy (checklist for preparing your flock for joining) – November 2017
19. Wrap of activities outlining Leading Sheep achievements 2015-2018 – June 2018

### Appendix 3: Project Advisory Panel members

Name	Address	Phone	E-mail	Representation
Don Perkins	'Nelyambo', Dirranbandi Q 4486	07 4625 8686 0407 599 091	<a href="mailto:dbperkins@bigpond.com">dbperkins@bigpond.com</a>	Chair and producer
Nicole Sallur	DAF, Charleville Q 4470	07 4530 1270 0427 603 241	<a href="mailto:nicole.sallur@daf.qld.gov.au">nicole.sallur@daf.qld.gov.au</a>	DAF and project leader
Jesse Moody	'Abbadoah and Yarmouth', Cunnamulla Q 4490	0429 405 708	<a href="mailto:jesse.moody@bigpond.com">jesse.moody@bigpond.com</a>	Producer
Karen Huskisson	'Wattle Downs', The Gums Q 4406	07 4665 9129 0429 659 129	<a href="mailto:wattledowns@bigpond.com">wattledowns@bigpond.com</a>	Producer and AgForce
Jim King	'Willowen', Longreach Q 4730	07 4658 9122 0427 099 811	<a href="mailto:jaraa@bigpond.com">jaraa@bigpond.com</a>	Producer
Allycia Bennett	Queensland Agricultural Training College, Longreach Q 4730	0428 155 554	<a href="mailto:allycia.bennett@gatc.edu.au">allycia.bennett@gatc.edu.au</a>	Producers and young people
Stephen Feighan	AWI, Sydney NSW 2000	0418 218 913	<a href="mailto:stephen.feighan@wool.com">stephen.feighan@wool.com</a>	AWI
Henry Ridge	AWI, Sydney NSW 2000	0429 722 724	<a href="mailto:henry.ridge@wool.com">henry.ridge@wool.com</a>	AWI
Bob Karfs	DAF, Brisbane Q 4001	07 3708 8425 0428 103 372	<a href="mailto:robert.karfs@daf.qld.gov.au">robert.karfs@daf.qld.gov.au</a>	DAF
Michael Allpass	AgForce, NorthBank Plaza Q 4003	07 3236 3100 0427 250 045	<a href="mailto:allpassm@agforce.org.au">allpassm@agforce.org.au</a>	AgForce

Retired project advisory panel members:

- Krista Cavallaro, DAF Brisbane
- Peter Hanrahan, AWI Consultant
- Emily King, AWI Sydney
- Kylie Rutledge, 'Moble' Quilpie
- David Jamieson, 'Bunglebree' Dirranbandi

## Appendix 4: Regional Committee members

### North and Central West region committee members

<p>Name: Joy Hardie            Role: <b>Coordinator &amp; Producer</b>            "Verastan" Muttaborra            Phone: 07 4658 7285  <a href="mailto:jandjhardie@bigpond.com">jandjhardie@bigpond.com</a></p>	<p>Name: Kiri Broad            Role: <b>Extension Officer</b>            DAF Longreach            Phone: 07 4536 8301  <a href="mailto:kiri.broad@daf.qld.gov.au">kiri.broad@daf.qld.gov.au</a></p>
<p>Name: David Counsell            Role: Producer            "Dunblane" Barcaldine            Phone: 07 4651 2498  <a href="mailto:davidjcounsell@bigpond.com">davidjcounsell@bigpond.com</a></p>	<p>Name: Amy Macintosh            Role: Producer            "Fairfield" Longreach            Phone: 0428 867 812  <a href="mailto:amyelmac@outlook.com">amyelmac@outlook.com</a></p>
<p>Name: Greg Hunt            Role: Australian Wool Network            Longreach            Phone: 07 4658 2842  <a href="mailto:ghunt@woolnetwork.com.au">ghunt@woolnetwork.com.au</a></p>	<p>Name: Alison Krieg            Role: Producer            "Benalla" Blackall            Phone: 07 4657 5069  <a href="mailto:kr1eg@bigpond.com">kr1eg@bigpond.com</a></p>
<p>Name: Jim King            Role: Producer            "Willowen" Longreach            Phone: 07 4658 9122  <a href="mailto:jaraa@bigpond.com">jaraa@bigpond.com</a></p>	<p>Name: Dave Owens            Role: Producer            "Somerset" Longreach            Phone: 0428 581 919  <a href="mailto:davedunc@hotmail.com">davedunc@hotmail.com</a></p>
<p>Name: Ben Ogg            Role: Producer            "Ayrshire" Winton            Phone: 07 4657 3027  <a href="mailto:ogg.ayrshire@activ8.net.au">ogg.ayrshire@activ8.net.au</a></p>	

Retired North and Central West region committee members:

- Alex Stirton, DAF Charleville (past extension officer)
- David Fysh, 'Fairfield' Longreach
- Jodi Axford, 'Goolma' Winton
- Michael Campbell, 'Barcaldine Downs' Barcaldine
- Buckles Peacey, 'Laidlaw' Longreach

## South region committee members

<p>Name: Noel O'Dempsey  Role: <b>Coordinator &amp; Producer</b>  "Linallie" Texas  Phone: 07 4653 1441  <a href="mailto:odempseyn@gmail.com">odempseyn@gmail.com</a></p>	<p>Name: Jed Sommerfield  Role: <b>Extension Officer</b>  DAF Charleville  Phone: 07 4530 1256  <a href="mailto:jed.sommerfield@daf.qld.gov.au">jed.sommerfield@daf.qld.gov.au</a></p>
<p>Name: Neil Cameron  Role: Producer  "Kurrajong" Millmerran  Phone: 07 4668 0248  Office BMO Accountants 07 4662 3722  <a href="mailto:neil.cam@bigpond.com">neil.cam@bigpond.com</a></p>	<p>Name: Bruce Toms  Role: Producer  "Beltana" Stanthorpe  Phone: 07 4685 6075  <a href="mailto:flockscan@gmail.com">flockscan@gmail.com</a></p>
<p>Name: Tamara White  Role: Producer  "Riverview" Surat  Phone: 0410 400 416  <a href="mailto:tamara.white@outlook.com.au">tamara.white@outlook.com.au</a></p>	<p>Name: Peter Campbell  Role: Producer  "Wyambah" Roma  Phone: 07 4626 5454  <a href="mailto:peter.campbell53@gmail.com">peter.campbell53@gmail.com</a></p>
<p>Name: Pru Barkla  Role: Producer  "Mt Molar" Clifton  Phone: 0417 793 833  <a href="mailto:barklasp@gmail.com">barklasp@gmail.com</a></p>	<p>Name: Don Perkins  Role: Producer  "Nelyambo" Dirranbandi  Phone: 07 4625 8686  <a href="mailto:dbperkins@bigpond.com">dbperkins@bigpond.com</a></p>

### Retired South region committee members:

- Alex Stirton, DAF Charleville (past extension officer)
- Nick Hill and Allie Jones, 'Dunkerry' Thallon
- Leith McColl, 'Coorawong' Goondiwindi
- Gai White, 'Riverview' Surat

## South West region committee members

<p>Name: Amy Palmer  Role: <b>Coordinator &amp; Producer</b>  "Gamerran" Cunnamulla  Phone: 0438 730 180  <a href="mailto:amymckenzie88@hotmail.com">amymckenzie88@hotmail.com</a></p>	<p>Name: Jed Sommerfield  Role: <b>Extension Officer</b>  DAF Charleville  Phone: 07 4530 1256  <a href="mailto:jed.sommerfield@daf.qld.gov.au">jed.sommerfield@daf.qld.gov.au</a></p>
<p>Name: Bruce Lines  Role: Rodwells Roma  Phone: 07 46227799  <a href="mailto:blines@rodwells.com.au">blines@rodwells.com.au</a></p>	<p>Name: Tim Williams  Role: Producer  "Banff Downs" Morven  Phone: 07 4654 8204  <a href="mailto:banffdowns@bigpond.com">banffdowns@bigpond.com</a></p>
<p>Name: Richard and Lauren Schmidt  Role: Producer  "Harriman Park" Cunnamulla  Phone: 0488 542 326  <a href="mailto:laurenwain@hotmail.com">laurenwain@hotmail.com</a></p>	<p>Name: Anthony Glasson  Role: Producer  "Picarilli" Thargomindah  Phone: 07 4655 3106  <a href="mailto:agglasson@bigpond.com">agglasson@bigpond.com</a></p>
<p>Name: Donald Truss  Role: Producer  "Wareo" Toompine  Phone: 07 4656 2210  <a href="mailto:donaldtruss@hotmail.com">donaldtruss@hotmail.com</a></p>	<p>Name: Jesse Moody  Role: Producer  "Abbadoah and Yarmouth" Cunnamulla  Phone: 0429 405 708  <a href="mailto:jesse.moody@bigpopnd.com">jesse.moody@bigpopnd.com</a></p>

### Retired South West region committee members:

- Amy Brown, 'Heather' Bollon (past regional coordinator)
- Nicole Sallur, DAF Charleville (past extension officer)
- Phil Bell, 'Miltonise' St George