

FutureBeef—widely valued, driving practice change

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Introduction

FutureBeef is a collaboration between the Queensland Department of Primary Industries, Northern Territory Department of Agriculture and Fisheries, Department of Primary Industries and Regional Development Western Australia and Meat & Livestock Australia. It plays a critical role for the Northern Australian beef industry, by providing timely and relevant information through a mix of digital channels including the FutureBeef website, webinars, eBulletin and social media platforms.

Methods

A mid-term review was conducted to assess the performance, relevance and impact of FutureBeef. Evidence was gathered through an online survey (n=148) and interviews (n=105) with producers (n=74), as well as with service providers, stakeholders, Advisory Committee members and the FutureBeef team (n=31). The online survey was promoted through the FutureBeef eBulletin and social media channels, while participants for the phone survey were gathered from a random sample of eBulletin subscribers.

Results

Key findings from the mid-term review were:

1. **FutureBeef is widely valued** as trusted and credible source of technical information, especially the eBulletin and website.
2. **Over 60% of producers** surveyed had made, or intend to make, practice changes based on FutureBeef resources.
3. **The platform's reach and usability could be improved.** Many producers were unaware of available tools. Others described the website as difficult to navigate and relied on Google instead of the internal search function.
4. **Content relevance varies by region and enterprise type.** Producers from the NT and WA called for more locally tailored information, while small-scale operators sought content suited to their scale.
5. **There is high goodwill and support** from producers, service providers and stakeholders, who view FutureBeef as a valuable asset for the northern beef industry.

The mid-term review identified key areas for improvement, sorted by priority, with targeted recommendations in each. The high priority recommendations are:

1. Improve awareness and promotion.
2. Upgrade website search and navigation.
3. Present information in bite-sized layers.
4. Increase eBulletin frequency.

Full details of the mid-term review including results and recommendations can be found at: <https://futurebeef.com.au/resources/futurebeef/>.

Discussion and conclusion

FutureBeef plays a vital role in supporting the northern beef industry through its accessible, evidence-based content and multi-channel delivery model. With strong foundations in place, there is clear opportunity to improve usability, reach, and impact through targeted refinements and strategic investment. Strengthening relevance for diverse users will ensure FutureBeef continues to inform and enable a productive, resilient northern beef industry into the future.

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