



## Warwick Waters:

*Mistakes I've made that others might avoid, what's working well and new opportunities for extension*



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# Purpose

- Share some tips and lessons
- Encourage you to question your current practice
- Share a couple of resources that are either hidden or not available
- Invite engagement around three future opportunities

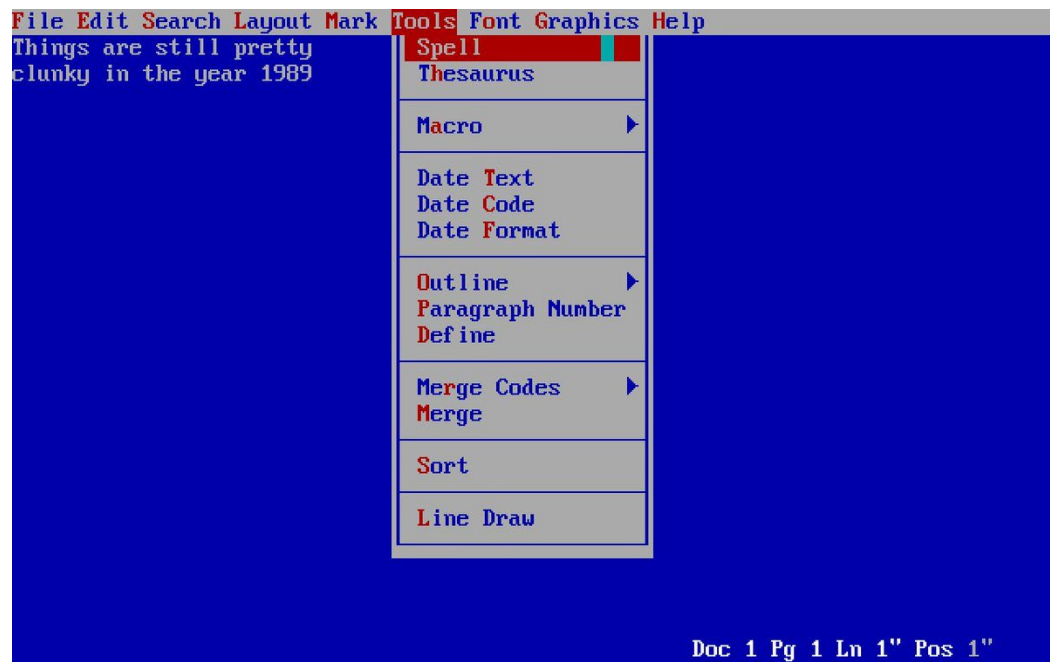


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Polling question 1: How many years experience do you have working in extension?



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## Mistakes I have made.....



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## Draft paper: The implication of skill acquisition level on engagement with farmers in the Australian cotton industry



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Polling question 2: Have you found discussion groups a useful tool for enabling change?



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Polling question 3: If you think discussion groups are useful, are you part of one for your own professional development?



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# CottonInfo team in action







# What is working well?

- The partnership model
- Long term commitment
- Supporting researcher connection with producers
- Importance of complementary players



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# Results



As at June 2018:



## 3 part team:

Regional Extension Officers  
Technical Leads  
myBMP Experts



## 3 key goals:

Improve practices  
Improve R&D communication  
Improve industry responsiveness

# 98%

of consultants and 92%  
of cotton growers are now  
**aware of CottonInfo**

Connected **14,000**  
participants (cotton growers and  
consultants) with over 990  
**extension activities**



95% of consultants  
and 88% of growers  
think CottonInfo has  
assisted with **practice  
change** in key areas



Of 126 events where intention to change was evaluated, **1600**  
growers indicated they would **change practices** as a result of  
increased awareness or knowledge





# 1. Adoption Pathways

- Considering adoption at the start of projects
- Extension to support projects
- Is it a process? Or a set of skills? Or a service?
- X-RDC Adoption pathway project exploring improvements



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## 2. Applying Systems Thinking

- If most of our systems are complex, why do we treat them as complicated?
- Check out Luke Craven, practical applications
- Dave Snowden: distributed ethnography
- Release the Trojan Mice!





# 3. Implications of Divided Brain Theory

Left	Right
Deals with a representation of the world (a map)	Deals with the real world
Single solution and deny discrepancies	Many potential solutions
Affinity for the mechanical and man made, unconcerned with feelings	Affinity for the living, mediator of social behaviour
Yields clarity and allows us to manipulate known things	Yields a world of living, changing, interconnected living beings, never fully knowable



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# The Divided Brain



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# How books can guide our extension practice



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