

Understanding the Australasia-Pacific Extension Network

Our Vision to be the leading professional organisation for extension

Our Mission supporting professional development, networking and a voice for those who work in extension and related fields in Australia, New Zealand and the broader Asia Pacific region

Our objectives

- To influence the extension agenda and reputation of the profession
- To broaden APEN's base and reach
- To provide relevant services to extension professionals
- To deliver effective targeted communications that meet members' needs and enhances the APEN brand
- To maintain good organisation governance



ACROSS THE EDITOR'S DESK



One of the joys of being a mentor is sharing journeys, career pathways, personal anecdotes, the ups and downs of life – mentoring (and being mentored) does allow me “to feel a few things twice”.

This issue of ExtensionNet [the fourth in the Volume 26], highlights the value of re-visiting some great opinions and sharing new thoughts. The CSIRO Futures project is an example of the former, while Jasmine Whitten's article, 'Navigating the Hurdles' brings us to the present.

Take a look at APEN's two new flyers – thanks to the Business Development Committee's initiative. They will be a great tool to take to workshops, conferences, field days – any extension activity or 'just' share with friends and businesses!

Look at the first instalment of our survey evaluation. Meet our new REISJ team. Find out what is happening around the countryside in Regional Roundup. And, of course, read about all the exciting events planned for APEN's Conference – all roads lead to Darwin in September (certainly it will be warmer for us who live in the southern states).

As always, I appreciate all the input from our members – it makes my life much easier.

I leave you with a thought: few people take time to see clearly where they want to go in life. They hear the far-off music, but don't take time to search for the source.

Warm regards

Pat Hamilton, *ExtensionNet* Editor

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Navigating the Hurdles starting a career

Jasmine Whitten

Did you have a career plan when you finished school? I did. It was simple: Complete a Bachelor of Rural Science at UNE, head north to experience life as a Jillaroo then become an agricultural consultant before finding my way on the Cattle Council of Australia Board (ambitious? I know!). However, sometimes the hurdles you face change your career path and lead you right to where you are meant to be. So here are a few of my hurdles from my final year of university to my first six months in the work force...



Hurdle 1: You can't do that because you're young and female!

I will never forget a conversation I had with an agricultural consultant at an industry event. I remember telling him that "I am currently in my final year of University and my career goal is to become an agricultural consultant. Have you heard of any jobs going in the consultancy space?". It was his response that stopped me in my tracks. "Yes, but there are none for you because you're young, you're female and there is no way anyone is going to take advice from you!" That day I just walked away. I didn't tell him that I had spent the last two years working as a Junior Agricultural Consultant at GoAhead Business Solutions and that I knew already that a young person and especially a female, in fact, could be an agricultural consultant in the Australian agricultural industry.

Young people men and women face similar comments every day at the start of their career. The biggest piece of advice I can give is find someone that understands what you're going through and can be your sounding board! Get it off your chest! Then make it your mission to prove them wrong and make sure you never say a similar comment to anyone who comes after you, as you know what it is like to be in their shoes.



Hurdle 2: You're just not experienced enough

I am beginning to lose count of how many jobs I have applied for. You meet all the criteria. You smash the interview and you're sitting waiting for the call to see how your life will change. There was one job I had my heart set on. I imagined what my life would be if I got the job, the town I would be living and the landholders I would get to work closely with. It had been two weeks and I had a feeling I wouldn't be the successful candidate. Then I got the call that I had just missed out because I didn't have enough experience and they had no advice on how a new graduate would get the experience. Bummer...

Rejection is just a part of life and you have to find ways to deal with it. For me, I picked up the phone called a mate and had a laugh about how they missed out on an incredibly hard worker. The best piece of advice I received when I was applying for jobs after university was keep track of how many resumes you put in and how many interviews you get! If you are regularly getting to the interview stage you are smashing it and stop beating yourself up! The right job will eventually come along and sometimes you might just not be the right person for the job at that point in time.

Hurdle 3: We can't guarantee that you will have your job after June 30

I did eventually score my first job and I accepted a role as a Local Landcare Co-ordinator based at Cobar. I had the best landholders to work with, I had great projects to work on and the job enabled me to play to my strengths. The only problem was it was a short term contract (5.5 months to be exact). Due to the nature of the funding, it couldn't be confirmed if my contract would be renewed until after my contract ended. The thing about deadlines is that they creep up on you before you know it and then you're wondering should you be applying for another job. It is honestly stressful wondering if you're going to have a job or not. The lucky thing for me is I have mentors who have

been there and understand what I am going through. I remember having this conversation with one mentor about if I should apply for another job or if it was too early in my career to apply for another job. Their response was 'don't let anyone control your life, you know what you have to do!' So, equipped with some advice and a great support network, I made the decision to apply for another job within six months of my first job.

Every single one of us faces hurdles in our career, especially at the start. For me, my hurdles have had a way of helping me navigate to right to where I am meant to be (even if I don't know it at the time). The hurdles I have faced gave me motivation, an appreciation of having a job and reinforced to me the power of having mentors (highly recommended if you don't have one, it is time you got one!).

So, what ended up happening about the job employment situation? Well, I ended up landing a job as a Business Analyst – Farm Consulting with Agripath based in my home town of Tamworth. Remember, how I hinted at everything happens for a reason and if you keep your eyes on the prize eventually everything will fall into place!



Jasmine is a rural woman from Tamworth who wanted to work and learn more in the farming sector. What a better way to learn – become an APEN member! Jasmine studied a B Rural Science at University of New England and worked as a trainee Ag Consultant interested in improving adoption. In 2018, she supported Greg Mills (a long time involved APEN member) with the Toowoomba and Armidale 2018 Roadshow workshops. More importantly for APEN, she is a whizz at Twitter and brings a refreshing view of the world to the Strategic Engagement Committee.

We appreciate Jasmine sharing her experiences with us and look forward to hearing about her new job in her home town. [Ed.]

ENET

Take the sting out of subversive colleagues and claim due credit

Gillian Fox



I don't often publish opinion pieces. However, as a mentor to many young women, the question is frequently raised concerning acknowledgement and recognition for effort, ideas, research and 'just' doing things. As I have said, and written on many occasions, I am an avid reader of almost everything that passes through my life— articles, newspapers, books, Google, LinkedIn ... you name it!

An opinion piece by Gillian Fox in (the Weekend Australian June 15-16, 2019) captured an answer to the concern above that I will share (not only with the young women) but all of you who have been a recipient of someone who has claimed credit for your actions, your research and your innovative ideas. [Ed.]

In the words of former Indian Prime Minister, Indira Gandhi, there are two kinds of people: those who do the work and those who take the credit.

There are no shortage of anecdotes about colleagues and managers who routinely present others' work as their own. Bring up the topic at a barbecue and watch friends unleash their frustration. Google it and up come the memes, many featuring befuddled-looking animals with captions such as "when you hear your colleague taking credit for your work". Claiming undue credit is, it seems, an enduring human foible spanning continents and cultures. Gandhi's words on the topic have been quoted since the 1940s. In making the statement, she referenced it as advice from her grandfather, adding "try to be in the first group; there is less competition there".

Kudos-snatching can take several forms. You may have shared an idea with a colleague, then heard them repeat it in a meeting. It could also be via omission; if, for example, you stayed late to finish a presentation, yet your team member accepts the praise without correcting your manager. Those in leadership positions are often the culprits, presenting the work of their team to higher managers as a personal achievement. Along with you feeling downright hard done by, it also can put the brakes on your career growth when your accomplishments aren't duly recognised. Prevention is the top-line strategy.

Subversive colleagues aside, the corporate world is busy and competitive, making it easier to get overlooked. You're probably the only one

keeping close tabs on what you do. So, as you progress in your experience and achievements at work, you also need to develop your ability to make your value visible and communicate your accomplishments. If you don't take the credit for what you do, chances are someone else will. Nobody likes a braggart, and self-promotion can feel awkward, so frame your achievements in the context of informative updates.

For example, you could make a habit of emailing periodic progress reports to your boss and relevant co-workers as you work on a project. Be professional, succinct and informative. This is not about turning into someone you don't like – it's about good communication, with the added benefit of publicly claiming your work.

When the preventative approach fails, step back before you react, and remember that anger is never your friend at work. Often, people don't mean to intentionally take credit for your work, so try not to take it personally. They may have been caught up in the moment or forgotten that the brilliant idea that popped out of their subconscious during a meeting did so because you mentioned it to them a week earlier.

Assess the facts and collect the data so you can present your case in a practical way. A Harvard Business Review piece on the topic suggests framing your claim as a question, giving your colleague a chance to explain their actions. For example, "I noticed that when you talked about the project you said 'I' instead of 'we'. Was that intentional?" If it was unintentional, you'll clear up the misunderstanding. If your colleague's motives were more devious, speaking up will make them think twice about claiming credit for your work in the future. It may be an uncomfortable conversation but it's an essential one if you're not keen on becoming someone else's golden ticket to the top.

The most satisfying way to have your achievements acknowledged is when someone else points them out. Take heed of the law of reciprocity. If you give credit when it's due, others are likelier to do the same for you.

Develop a reputation for being generous and intentional about sharing credit, particularly if you're in a leading position, and it will be a credit to you in itself.

Gillian Fox is Managing Director of Gillian Fox Leadership Development

"There are two kinds of people: those who do the work and those who take the credit."

Indira Gandhi



All flights and roads lead to Darwin during the second week in September!



JOIN US for the 2019 APEN Conference Extending Horizons: Extension's role in climate, rural industry, and community challenges

In September 2019, Darwin will play host to our conference for the very first time - opening a pathway for South-East Asia practitioners, researchers, and academics to network and liaise with Australian and New Zealand extension professionals.

An unmissable opportunity in an unforgettable destination.



HIGHLIGHTS

- Two optional pre-conference workshops on 11th September 10am-4pm
 - *Fearless Facilitation and Great Group Dynamics*
 - *Communication Skills for All Professionals*
- You can register for these workshops without attending the conference. Details of the workshops can be viewed ONLINE AT <https://aapevents.eventsair.com/2019apen/>**



"As a young and fairly new extension professional, having the opportunity to learn from experienced individuals was extremely valuable. I particularly enjoyed the two workshops I attended - using social media to engage and captivate your audience and using technology to save time and money."



Join the Program Session - a modified World Café

In the spirit of demonstrating contemporary group processes, we'll use a modified World café process towards the end of the conference to help synthesise the ideas generated during the presentations and discussions. For those yet to experience this useful process, it enables those present to form into small groups and collect their thoughts and ideas about a particular topic. In our case, we'll be focusing on the eight themes of the conference. Each group will have about ten minutes to capture their ideas on a piece of butcher's paper (or similar), before moving to a new table. They then read the notes left behind by the previous group, and also listen to a member of the previous group who stays back to share their corporate memory. If you haven't used this process before, then come along and see how it is run!

Please continue to visit our website www.apen.org.au to keep up to date with abstract information (closing 5th July), the program and registration information.

Our Future World:

What waits us in 10 years' time?

CSIRO

Curious about the future? What is our future? What awaits us in say...10 years?

In 2009, CSIRO started a global foresight project. The aim was to inform internal and long-range investment planning choices. The CSIRO Futures team has members with backgrounds in economics, geography, business management and strategic planning. In determining the six megatrends of the future, they drew upon specialised capabilities through CSIRO's extensive internal and external networks containing tens of thousands of world-leading experts in all fields of research.

In 2012, the CSIRO's report, *Our Future World: Global megatrends that will change the way we live*, presented a narrative of the future through six interlinked megatrends. A megatrend is a significant shift in environmental, economic and social conditions that will play-out over coming decades. (publications.csiro.au). [Ed. ExtensionNet readers were given access to this report in ExtensionNet [Vol 20.1].

In 2019, we revisit the CSIRO report and ask the question, "are the CSIRO's predictions still on track"?

Here are six megatrends as identified by the CSIRO, accompanied by a brief description as the research group sees them:

1. More from less.

The earth has limited supplies of natural mineral, energy, water and food resources essential for human survival and maintaining lifestyles. Many of these resources are being depleted at alarming rates. Add to this equation climate change

and growing demand. The bottom line: Mankind will need to learn to live on less or use its ingenuity to get more out of less.

2. Going, going ... gone?

Many of the world's natural habitats, plant species and animal species are in decline or at risk of extinction. Thankfully, while the state of biodiversity is in decline, human response is on the rise. Governments, companies and societies are doing more than ever before to protect valuable habitats and reduce greenhouse gas emissions. It is hard to place a monetary value on this biodiversity, but we may still have a chance of preserving what is culturally invaluable.

3. The silk highway.

Coming decades will see the world economy shift from west to east and, north to south. We are stepping into the Asian Century, along with the rise of emerging markets in South America and Africa. This will build new markets and business models, and Australia's cultural composition will grow more diverse. Our nation is well positioned to be part of the new world.

4. Forever young.

The ageing population is a growing asset. Elderly citizens in Australia and many other Organisation for Economic Cooperation and Development (OECD) countries will provide a wealth of skills, knowledge, wisdom and mentorship. This resource is as yet not fully utilised by governments, companies, communities and families, and this megatrend may well be called "hidden treasure."

5. Virtually here.

The world is becoming more connected. People, businesses and governments are increasingly moving into the virtual world to deliver and access services, obtain information, perform transactions, shop, work and interact with each other. The rapid growth in connectivity is associated with new meta-level functionality and changed organisational and individual behaviour and will fundamentally change communities.

6. Great expectations.

Like the convict in Charles Dickens' *Great Expectations*, people will increasingly demand great experiences and social relationships, rather than great products alone. This consumer, societal and cultural megatrend captures the expectation people have for personalised services and has implications for the Australian retail sector and human service delivery systems of government and private sector organisations.

Visit the full report:

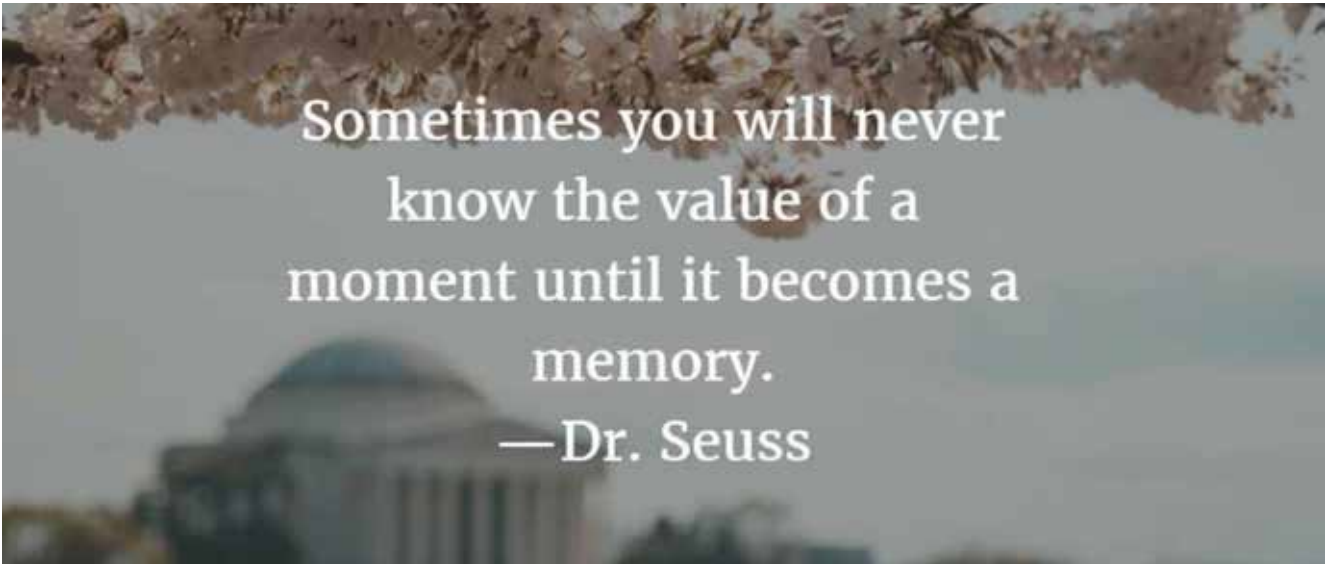
- Our Future World report (CSIRO Research Publications Repository)

ENET

STOP PRESS

**Australian National Outlook 2019:
Australia's Roadmap to 2060 - What
will Australia be like?**

Now Available at csiro.au



Sometimes you will never
know the value of a
moment until it becomes a
memory.
—Dr. Seuss

BOARD NEWS

Graham Harris | President



I don't know about you, but it seems the older we get the faster time seems to fly. I know this isn't a fact but maybe it's a result of the "busyness" that we all seem involved in these days. It seems like only yesterday I wrote my last President's Report for ExtensionNet. And here it is time to do so again. It is important to spend a little time reflecting on the past and planning for the future.

In the past few months, the APEN Board and our various Committees have been actively progressing a number of initiatives. And, planning for the APEN Conference in Darwin on the 11-12th September 2019 is well underway. A big thanks goes out to Jacob Betros and his team of willing

Conference Committee members. It looks to be an excellent conference and one I'd encourage all our members to attend – to further our network and the enhance our professional development as extensionists. Please promote this to your colleagues and encourage them to not only attend but submit an abstract for consideration towards the program – these close on the 5th July 2019.

Also, I encourage you to consider registering to attend one of the two pre-Conference workshops on offer – "Fearless Facilitation" or "Communication Skills". These workshops will provide an excellent opportunity to further enhance your extension skills. Access the details

through the 2019 Conference link on the APEN website (at www.apen.org.au).

And thinking about the future, we have a few existing Board members who will not be seeking re-election at the next AGM. Please give some consideration to nominating for a Board position or joining one of our committees responsible for the various activities of APEN. It is always important to seek renewal in any organisation – renewal which new volunteers can offer.

Finally, I look forward to catching up with as many of you as possible at the APEN 2019 Conference.



Dr Roe Currie
Company
Secretary

2019 continues to be a busy year with the Board meeting monthly, the Regional Activities Committee every two months and the Board Committees every three months. All are making great progress. An effective example is the hard work of the Business Development Committee in producing the APEN and What is Extension flyers. Other progress is less easily shown! Our Conference organising committee meets every two to three weeks and excitement is building! Hope to see you there! [Ed. See the Conference summary on page 4]



**APEN's Proposal to present
at Rural sustainability in
the urban century XV
World Congress of Rural
Sociology, 8-12 July 2020,
Cairns, Australia has been
ACCEPTED!**



The 2019 APEN AGM will be held in Darwin at lunch time on Friday 13 September at state the address conference. Nominations for Directors and Regional Coordinators will be called in early July. We encourage you to consider your involvement. The agenda will be sent to members via the eBulletin and be available on the website in early August.

The voluntary efforts of the Board Directors and all committee members is acknowledged and appreciated as is the contribution of our conference sponsors whose logos are shown on page 4.

Recently, President Graham, Director Pat and Executive Officer Roe met with Tim Fisher, Assistant Secretary Farm

Performance Branch DAWR, Karen Walsh, Sustainable Agriculture Section, Smart Farms and Marc Kelly, Strategic Policy Branch. It was an informative and most productive meeting and we are looking forward to involving APEN in the future of extension as part of innovation systems. Graham, Pat and Roe were also invited to the June National Regional Agriculture Landcare Facilitators' Meeting where we shared our role and invited them to be part of our communication strategy. Before the end of our meeting, we had a new member! Several others have also joined – it was a very productive meeting for us.

APEN Board Committees

Are you interested in growing our business through joining one of our Board Committees?



Governance & Strategy



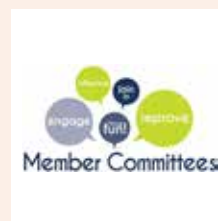
Audit/Risk



Business Development



Stakeholder Engagement



Regional Activities

GOVERNANCE

**“With proper governance,
life will improve for all”**

Benigno Aquino III

APEN has developed a strong Governance Framework based on Legislation, our Constitution, By-laws, Policies and Procedures. In documenting our formal policies, the Board has ensured a process that we can verify that we are operating effectively – all based on compliance, operational needs, risk management and continuous improvement. During the last 12 months, we have been working on the following policies: Code of Conduct, Conflicts of Interest, Dispute Resolution, Director Evaluation, Duty of Solvency, Fiduciary Duty, Procurement, Financial and Risk Management. It has been a busy year!



Jeanette Gellard
Co-Chairs | Governance & Strategy Committee



Dr Les Baxter

AUDIT, RISK & FINANCIAL CONTROL

“A good financial plan is a road map that shows us exactly how the choices we make today will affect our future”

Alexa Von Tobe

The Financial Committee is monitoring APEN's income and expenditure to ensure our conference is a success. We are fortunate that Roe Currie keeps us on track.

The Audit, Risk and Financial Control Committee is looking to expand the expertise of this small active team and we are seeking two or three additional members who would be willing to share a little of their time and expertise. Equally it could be a learning opportunity for a member to grow their knowledge and understanding in the area of board governance and finance.

The requirements are, being an APEN member, be willing to contribute your time and enthusiasm to grow your understanding and contribute. If you are interested in being involved or would like further information, please email: Treasurer@apen.org.au



Peter Long | Chair Audit, Risk & Financial Control Committee | Treasurer

BUSINESS DEVELOPMENT

“Growth is never by mere chance; it is the result of forces working together”
James Cash Penney



Dr Heather Collins



Dr Les Baxter

Co-Chairs | Business Development Committee

What is extension?

Enabling and facilitating change

Fostering different perspectives, building trust, creating momentum.

Learning by doing.

Learning from each other.

Visit: www.apen.org.au or contact info@apen.org.au

Photographs thanks to clockwise from top: Zespri Organics, Department of Agriculture and Fisheries - Queensland, NZ Landcare Trust, National Centre for Farmer Health, University of Peradeniya - Sri Lanka.

Australasia-Pacific Extension Network Ltd

Australasia-Pacific Extension Network Ltd. (APEN) is the leading organisation for the community of extension practitioners.

Extension is about working with people to enable and facilitate change.

APEN supports networking and professional development within the global extension community.

APEN promotes research, theory and the practice of extension.

APEN provides an invaluable network and specialised professional development opportunities.

Services include:

- Regional and national events including webinars and workshops
- Biennial international conferences
- Mentoring scheme
- Extension publications and communications including monthly eBulletin, quarterly ExtensionNet magazine, Rural Extension & Innovation Systems Journal and Social Media
- Awards for Excellence and Life Membership

Visit: www.apen.org.au or contact info@apen.org.au

Photographs thanks to top down: Zespri Organics, NZ Landcare Trust, University of Peradeniya - Sri Lanka, Evidence Based Working - Australia, Department of Agriculture and Fisheries - Queensland.

WE made it!! Last issue of ExtensionNet we shared with our members that we were developing two flyers: APEN and WHAT IS EXTENSION. Here they are! The purpose of the flyers is to raise awareness of APEN and what we offer. We also want to start a conversation around extension and what it means to different people and groups. The Business Development team are preparing a dynamic audio slide show

about extension and what APEN means to them. It will be launched at the conference. Never a dull moment!

We thank everyone for their ideas, their edits and for the New Zealand Landcare Trust's design of the info-graphics and their ongoing support of APEN.

If you need copies of the flyer consult www.apen.org.au

NZ LANDCARE TRUST





STRATEGIC ENGAGEMENT

All organisations need great talent and great diversity



Dr Anthony Kachenko



Dr Pat Hamilton

Co-Chairs| Strategic Engagement Committee

We need an active and interactive communication strategy to reach and engage our members and the wider community. **Daily**, we have our FB, Twitter and LinkedIn tools – these are time consuming as we look for content to keep our members up-to-date with latest news, information, research and events. **Monthly**, our electronic eBulletin shares the activities of extensionists across a broad section. [ED. - Always the Reading Brace by Denise Bewsell is

motivational and extends my learning] – see a summary of the last 12 months on page 17] **Quarterly**, in ExtensionNet, we capture and record moments in developing the growth of APEN. We concentrate on our members as facilitators of change. Our research articles share technology transfer, extend research results, work from our grass root farmers, rural communities, government departments, industry bodies, agribusiness sector and natural resource management. Our members exchange

information and experiences as advisors, consultants, communicators, mentors and networkers. We bring diversity, experience, knowledge and skills concerning extension practices across Australia, New Zealand, the Pacific and South-East Asia.

Then there is our Rural Extension and Innovation Systems Journal (REISJ) [Ed. See page 15]



Share your wisdom, your experiences, your practices

We need your help to maintain a large presence in the extension sector.

APEN's Social Media is a vital ingredient for us as we reach and engage with our member and key stakeholders.

Twitter Follow us @APENenews

Facebook <https://www.facebook.com/Australasia-Pacific-Extension-Network-APEN-177134159021677/?ref=hl>

LinkedIn there are over 500 members on APEN's LinkedIn group – widen your horizons

We do encourage you to visit the website weekly. Forgotten your Login details? No Excuse!

User Name: your email address Password: APENMem[your member no]

APEN members are invited to submit an Expression of Interest to join any of the first four committees and/or a task force. More information and EOI forms available here.

Engaging Learners

Empowerment education creates an environment in which people can talk together about what they know, think critically about problems and their solutions, and ultimately make changes happen.

It assumes that adult learners have knowledge and experience that can be built upon, and that by relating new information to what people already know, the learning can be made more relevant. It is a method that values the learners, rather than imposing the ideas from a more dominant teacher or culture to less socially powerful students.

If learners are engaged in their education, they are more likely to believe in themselves as problem-solvers who are able to affect their own group or community.

(Pamphilon, Barbara The farmer-to-farmer adult learning manual: A process and resources for the development of farmers as peer educators (Australian Institute for Sustainable Communities University of Canberra, 2019).



MEMBERSHIP NEWS

the first instalment of the evaluation of APEN's 2018 Membership Survey

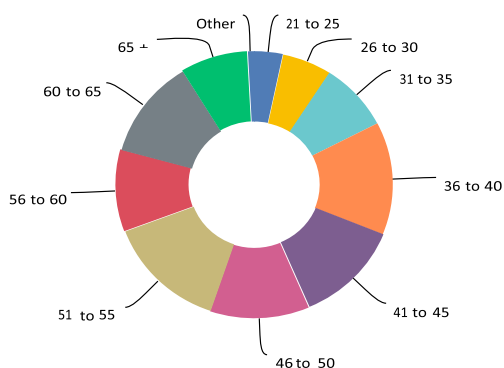
In 2017, the result of a tender process, APEN Board commissioned Austin McLennan | Principal Consultant | AJM Community & Commercial to conduct an online research campaign to identify the key value propositions for attracting and retaining APEN members.

We are pleased that Jeanette Gellard | APEN Director has produced the first evaluation of the results in the form of an infographic. We thank Jeanette for capturing all the information so succinctly and so visually. The Board and Regional Coordinators continue to work on implementing the findings.

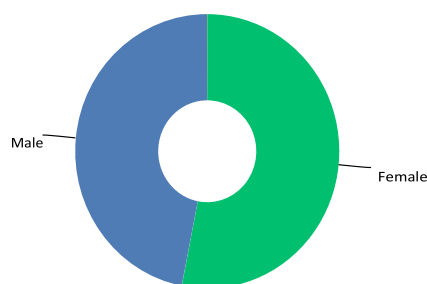
APEN Membership: Who are we?

What does a typical APEN member look like? Well it's hard to say, as our members are a diverse bunch spread across Australia, New Zealand and beyond. Here's a few insights into our membership that we've been able to draw from our recent membership survey. See if you find yourself amongst them!

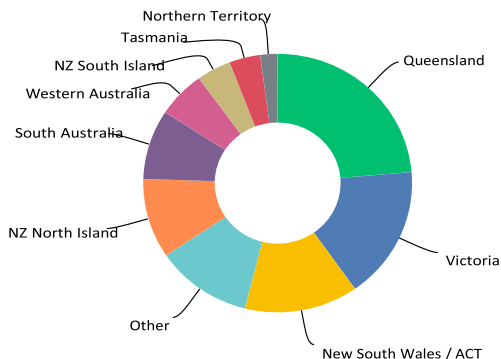
How old are we?



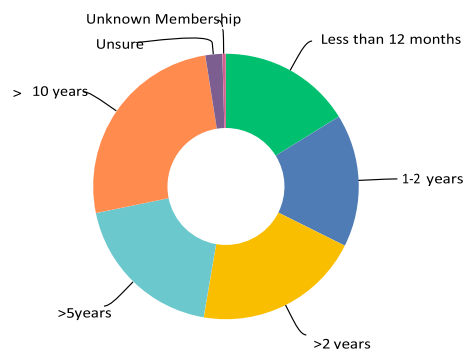
What gender are we?



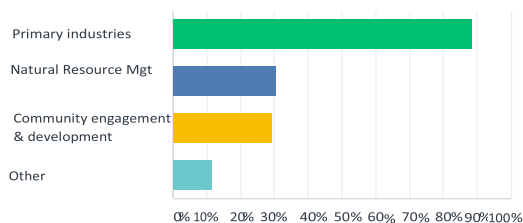
Where do we live?



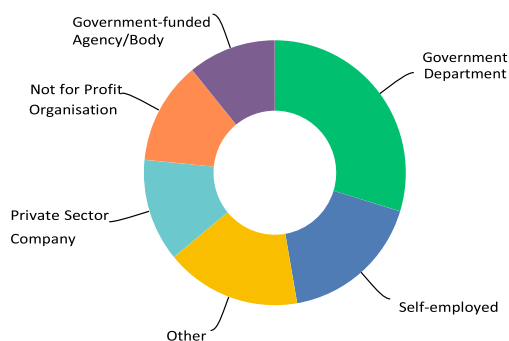
How long have we been members?



What sectors do we work in?



What sort of organisation do we work for?



In our next membership article, we'll share what members value about APEN and how they engage in APEN events.

Regional Roundup



News from New Zealand Regional Coordinator Chrissy Stokes



Winter arrived in New Zealand with a bang on the 1st of June, with storms and cold temperatures sweeping across the country. With winter comes one of the events farmers and growers look forward to for months in advance: Fieldays. With over 130,000 visitors and more than 1000 exhibitors, this annual event is the southern hemisphere's largest agricultural event and has something for everyone. It's a great opportunity to launch new innovations, get a bargain on a new bit of gear, or touch base with clients having a day in town. It's also a platform used to launch new businesses and government initiatives, and this year is likely to be no exception. This year is the 51st Fieldays, and last year the event generated \$492 million of sales revenue, including \$168 million for business in Hamilton and the wider Waikato region, where the event is held. Even for "townies", Fieldays is a big deal, and it's a great opportunity to work on breaking down the urban/rural divide, a barrier that is causing increasing issues in New Zealand communities.

In my own work, we're seeing increased tensions in some growing areas with councils consenting "ribbon development" where intensive subdivision of land in parcels amongst agricultural properties is creating challenges with conflicts between the expectations of "lifestylers" and the realities of their neighbours who are running horticultural and/or agricultural businesses. Empowering growers with the tools and knowledge to approach these conversations with wisdom and open minds is an ongoing challenge, but we have to remember that sustainability isn't just about the environment, or financial success, it's also about looking after the communities we live and work in.



Photo: Northland kiwifruit growers attend a spray workshop demonstrating the use of low-drift technology. It's all about continuing to run a sustainable business while keeping the neighbours inside!

PS – I am so pleased – we have a full complement of RCs! Special welcome to Callen Thompson (NSW) and Karen Smith (WA) – looking forward to working with you.

News from New South Wales Regional Coordinator Callen Thompson



Hi, for those of you I have not yet met, I am a mixed farm advisor for Central West Local Land Services based in Coonabarabran NSW. In this role I provide crop and livestock producers with evidence based advice that enables them to make decisions that lead to positive social, environmental and financial outcomes. My focus areas are around weeds, pasture establishment and management and crop production. I am particularly interested in tropical grasses, increasing producer's business literacy, integration of livestock and crop production and improving profitability of grain production through decreased crop intensity. Given the current conditions I am also involved in CWLLS's drought support activities, particularly around decision making, weeds in hay and managing pastures.

My background is in commercial agronomy, spending 10 years in Coonabarabran working for Pursehouse Rural, providing advice on summer and winter cropping, annual and perennial fodder production and pasture management. More recently I worked for the Northern Territory Government based in Katherine as a senior extension agronomist. In this role, I was working with cattle producers to develop dryland and irrigated crop and improved pasture production systems. The focus was diversifying pastoral production enterprises by including hay, grain or pasture production.

My wife Maria and I also run a small beef cattle operation just south of Coona.

Upcoming events:

NSW Landcare and local Land Services Conference 22-24th October 2019 <http://nswlandcareconference.com.au/>

Agribusiness Today - Maximising Red Meat Yields and Business Opportunities 8-9th August 2019 <https://agribusinesstodayforum.com/>

Grassland Society of NSW Conference "Renewed focus on livestock systems for resilience – the swing back to forages" 3rd – 4th July 2019 <https://grasslandnsw.com.au/news/conference/>

Agquip 20th - 22nd August 2019 <https://fairfaxruralevents.com.au/agquip/home>

NSW Weeds Conference 26-29th August 2019 <https://10times.com/nswweedsconf>



Are you teaching the new Technology Mandatory syllabus in NSW? Knowing and Growing is a 3-hour NESA accredited teacher professional development workshop touring regional NSW from June-September. Targeted at stage 4 and 5 Agriculture and Technology Mandatory teachers, participants will receive training and resources designed to enhance the quality of agricultural education in Australia. Knowing and Growing is proudly presented by the NSW Department of Primary Industries, the Primary Industries Education Foundation of Australia and the Royal Agricultural Society of NSW. Workshops will be held from 4-7pm in Sydney, Camden, Paterson, Tamworth, Armidale, Wagga Wagga, Yanco, Wollongbar, Grafton, Kempsey, Dubbo, and Orange. Dates and further information available at www.knowingandgrowing.edu.au Cost: \$50 per person. Tickets on sale: www.stickytickets.com.au/knowinggrowing

If you have any future events that you would like me to promote, please email me at Callen.thompson@lls.nsw.gov.au

Regional Roundup

News from North Queensland Regional Coordinator Caroline Coppo



We welcome Caroline to the RC team.

Caroline is the SRA Regional Coordinator in the Herbert River sugarcane growing region, North Queensland. Caroline's role in the SRA Adoption Team is to facilitate the development and delivery of a regional adoption strategy in the Herbert region that addresses regional industry needs.

Caroline is experienced in sugar industry extension, governance and project development and also has a diverse background in science, education and community engagement.

Prior to joining SRA Caroline was the Extension Coordinator for the Wet Tropics Sugar Industry Partnership (WTSIP).

Caroline can be contacted:

Mobile: 61 488 777 208

E: ccoppo@sugarresearch.com.au

The 'Reef Extension Think Tank' was held in Townsville from 15-17th May and attended by 100+ extension-related personnel from 45 different organisations. It was a great opportunity to network, discuss ideas and progress projects across different agricultural industries in reef catchments. It was organised by the Enhanced extension coordination Program: <https://www.qff.org.au/projects/reef-alliance/enhanced-extension/> Anyone can sign up to this network to keep up-to-date with what is happening in extension in the reef catchments and includes invites to upcoming training such as Behavioural Science Extension Training being held in the next few months at various venues.

News from South Australia Regional Coordinator Danielle England



Everywhere you turn in SA there is someone delivering an extension program. I am excited to be coordinating APEN's second mentoring program for 2019. We have a great group of experienced mentors who have been matched with some dynamic people – all aspiring to develop their facilitation skills and knowledge.

The following events are happening in SA.

- **Stepping into Leadership:** Women

Together Learning (WoTL) and Primary Industries and Regions South Australia (PIRSA) invite you to participate in an exciting program. Are you an emerging leader looking for leadership training and support to step into leadership roles in your industry, community or business? This program will enable women in agriculture and agribusiness across South Australia to participate in professional development building personal leadership skills. Ongoing support will also be provided through individual coaching, mentoring and webinars. Inspirational facilitators Jeanette Long, Ag Consulting Co and Sharon Honner, Spectra Coaching will be leading the program which is being managed by Ag Consulting Co. For more information contact Jeanette Long at jeanette@agconsulting.com.au or 0438 373 993

- **Eyre Peninsula Expo** - Wudinna Monday 08 July 2019 10am Where: Wudinna Showground Sheep Pavilion. More information: Visit the Merino SA website for details.
- **BusinessEDGE for grazing businesses** BusinessEDGE is a comprehensive 2-day workshop for owners and managers of grazing enterprises. It's specifically designed to improve financial literacy and business skills. When: Coomandook – 21-22 August Bordertown – 18-19 September Robe – 16-17 October To register: Contact Rural Directions P: 08 8841 4500 or E: admin@ruraldirections.com
- **Building Future Extension Leaders** – will be held in Adelaide in July & November. A group of 22 project & extension officers will come together for 4-days of learning, fun and extension training. Facilitators Jeanette Long, Jeanette Gellard and myself will lead them through the key aspects of extension, and how you can make a difference. This project is funded by the Australian Government's NLP2 program. <http://aginnovate.com.au/projects/extensionleaders/>
- **Hart Field Walk and Field Days** – 16th July & 17th September respectively – full of information. Hart is one of the longest running grower groups in South Australia and is a great example of how farmers learning together can drive innovation. For more information contact Sandy Kimber: 0427 423 154

I will be stepping down from my role as the SA Regional Coordinator (RC) to concentrate on growing my business. This is a rewarding 'job', one I can recommend as you share info with APEN's team of committed RCs across Australia and New Zealand. Please contact me if you are interested.

E: rc.sa@apen.org.au or
M: 0429 676 077

Regards, Dani

News from Tasmania Regional Coordinator Sophie Lapsley



The good news for Tasmania is we are officially fruit fly free again. Unfortunately, although from a biosecurity standpoint it is "all over", the effects of the outbreak will be continued to be felt by businesses for many more months to come with some export markets still closed to Tasmanian produce.

There has been plenty going on in the extension space for the last 3 months with events like:

The Precision Ag Expo at Hagley, this was a great event held in the North West of Tasmania focusing on precision agriculture and what it holds for the future, education and training in the agricultural sector and sustainable agricultural practices using precision agriculture. This was also a great chance for me to catch up with some of the APEN members from the North.

Tasmania has also seen the launch of the **Tasmanian Agricultural Education Framework** – Grow, Make, Protect which has been developed to provide an overview of agricultural education in Tasmanian schools from Kindergarten to Year 12. This work has been a collaboration between DPIPW, DoE and the Hagley Farm School: Centre for Agricultural Education. The framework identifies key links between schools, primary producers, industry and community to support student learning in agricultural education.

For livestock farmers there has also been a series of workshops run by TIA, the Tasmanian Institute of Agriculture, to share their results on pasture and grazing research.

But if your interest is in the food product sector an **Innovation Food Workshop**

Regional Roundup



was facilitated by the expert VegDoctor Dr Hazel MacTavish West

Some fantastic discussions were had around product development and value adding plus of course food innovation!

There were also plenty of learnings to have in the dairy sector with a set of workshops on "What is your disease risk". These workshops run in conjunction with Dairy TAS and TIA discussed common dairy diseases and how to prevent them from getting on your farm, as well as disease management in calf sheds.

Tasmania was also proud to host the Regenerative Agriculture Conference 2019 where over 200 delegates from across Australia converged for a 2-day knowledge gathering and sharing event around the concepts of regenerative agriculture.

The Conference was aimed at sharing how to restore landscape health, be more profitable with lower risk, while improving the well-being of farmers.

The conference hopes to take years off the time farmers are taking to successfully design and adopt regenerative practices that suits their farm. Using farmer case studies and the latest research and training to help farmers go home and be sure of their next steps.

And of course, we can't not mention the biggest event in the Tasmanian Agricultural Calendar **AgFest**.

Agfest is an agricultural and machinery field day event that has been operating for 37 years. It is a Tasmanian success story that injects millions of dollars into the local economy annually and continues to grow attracting over 63000 patrons and 728 exhibitors. AgFest is not just a great chance to network and a good day out, or a chance to do some "agricultural shopping", but a chance for the state to showcase the latest trends, research and innovation in the agricultural sector.



Always plenty going on to suit all interests, that's a wrap from Tassie!

News from Victoria

Regional Coordinator Shayne Hyman

Half of 2019 is behind us and I've noticed that the 30th of June is quickly followed by the 1st of December in Victoria. Soon after we get the end of the financial year sorted, the wattle's blooming and we're looking forward (or not looking forward, as the case may be) to Daylight Saving and then it's Christmas!

Congratulations to Claire Moore and Emma Germano: Claire, at Kyneton, was the winner of this year's AgriFutures Rural Women's Award for her queen bee breeding project; and Emma, at Mirboo North, was elected Vice President of the Victorian Famers' Federation. Great to see female leaders as role models for young people in and interested in agriculture. It seems every State has an initiative underway to improve awareness, map pathways, and, promote participation in careers in agriculture.

In Gippsland Victoria, Dr Amy Cosby of Central Queensland University and a dairy farmer outside Leongatha is leading Food & Fibre Gippsland's GippyAg project designed to promote career pathways - attracting young people to the agrifood sector and improving workforce planning for the future. Funding has been provided by the State government. Young people will doubtless play important and numerous roles in the agtech industry.

A two-year trial of the Internet of Things (IoT) On-Farms is being rolled out across Victoria by AgVic with a dairy focus for Maffra, horticulture for Tatura, sheep at Serpentine, and broadacre cropping at Birchip. Up to 600 farms will become IoT-enabled and partner with the State government in the trial. A fabulous opportunity for farmers to make changes in their operations.

As I have been winding up the VegNET Gippsland project and writing the final report for Hort Innovation, I'm pleased to learn that an extension of sorts until March 2020 is being arranged. Meantime, I've been learning about drainage and assisting the West Gippsland Catchment Management Authority conduct a pilot project for the Victorian Rural Drainage



Strategy released late last year.

Finally, I have been mixing work with pleasure by visiting vegetable production areas in the Northern Territory and West Australia during my annual leave, learning heaps about regional differences. There's never a dull day in professional extension! Looking forward to seeing you all in Darwin at the APEN conference in September.

Western Australia Regional Coordinator Karen Smith



Project Manager |Vibrant Wheatbelt Collective |Cunderdin WA

The Regional Coordinator's Team welcomes Karen as our latest member. We look forward to her sharing events happening in WA.

Karen is a mixed enterprise farmer and experienced project management professional in program design, monitoring & evaluation frameworks, and various support roles in building capacity within groups. Employment through the public sector, not-for-profit and private sector has provided Karen with over 15 years' experience in project management, training, M&E, and data management processes across civil engineering, natural resource management, tertiary education and agricultural industries. Being part of a farm partnership for more than 20 years, Karen has a good working knowledge of farm business and the challenges and opportunities of providing extension programs within rural Australia. Karen's passion is working within the sheep industry, but also promoting a 'systems view' in adaptive management for rural and regional businesses and communities.

Karen has a Bachelor of Agribusiness (Marketing) with Honours, Cert IV in Project Management, and Cert IV in Training and Assessment.

Mentoring – the APEN Way 2019

“None of us is as smart as all of us” Ken Blanchard



The 2019 APEN mentoring program is thriving. The 32 participants (16 Mentees matched with 16 Mentors) have enjoyed communicating via webinars, emails, phone calls and Facebook posts, all under the watchful eye of APEN Director, Jeanette Gellard and Executive Officer, Dr Roe Currie.

Jeanette is a strong supporter for the program, having been involved for since 2015 and according to her, “The APEN Extension skills mentoring scheme is not only a low-cost peer mentoring system, it benefits the individuals involved and our extension profession as a whole”.

This year the demand for the program has been so great that a second intake of participants will take place in June. An exciting time for the program and for those involved.

We caught up with one of our Mentees and Mentors recently and asked them to share their experience of the program.

Our experience of the APEN Mentoring Program

Richard Carter and Juliette
Greenway

APEN has members throughout the region and often the members are in small organisations. The APEN Mentoring Scheme matches mentees with mentors. When applying to the program mentees nominate their area of development and the program matches the mentee with a mentor.

One of us, Richard, has 32 years' experience in South Australia and NSW, in public sector organisations, before joining a regional agricultural and natural resource management extension service - Local Land Services - as a manager. The other, Juliette, delivers natural resource management programs with a regional grower owned organisation - Isis Productivity Limited.

We meet via Skype each week or so. Initially, Juliette set a few goals. Each



Richard Carter

Skype call Juliette outlines how she went with the things she tried since the last discussion. We see what has worked and what has not and look at ways to improve things - always going back to the goal. Together we investigate options for progress and Juliette always leaves with some actions for the next week.

Richard: I know little about cane farms or the Reef Trust III or BMP project Juliette is delivering. Our weekly Skype calls help me in my role as a Manager. Juliette has high expectation of herself, and I hope I am helping Juliette with some of the more generic problems we face in an organisation. I try out the Rolfe Mentoring Conversation and GROW Coaching models with Juliette. I am also trying these models in my normal role. Our conversations are limited to 25 to 30 minutes, always starting with an update on the current situation and reflection on what has worked and what has not worked and finishing with some next steps. It is important to maintain trust as a mentor. As I am in another state and know little of Juliette's organisation and colleagues, I feel it is easy for Juliette to be honest with me.

It is motivating to me when Juliette tells me about the approaches, she tried, that worked.

Juliette: Richard has been very generous with his time and I appreciate this immensely. I respect Richard and his experience and objective opinion is valued. He challenges me to articulate my short and long-term goals and to try different strategies to achieve them.



Juliette Greenway

I feel confident and encouraged in this environment and I look forward to our skype sessions. Richard explains the process he is following as we are communicating, and I leave our sessions with actions that I am keen to try. From the beginning, I was able to be honest with Richard and this is vitally important to me. We try to ensure our mentor mentee relationship is mutually beneficial – we are both learning from each other in our own unique way.

I believe this formal, yet informal, mentoring program is extremely valuable. I am grateful for the opportunity to be involved. I hope one day to also be a mentor.



Jeanette Gellard, an APEN Director, currently, facilitates the Australasia-Pacific Extension Network (APEN) Mentoring program. Jeanette has loads of experience as an engagement specialist, facilitator and strategist.

If you would like more information about the program visit APEN's website:

www.apen.org.au/resources/mentoring

REIS Journal

We are delighted - the call to become a Rural Extension & Innovation Systems Journal (REISJ) Assistant Editor has been answered

Deep appreciation to Sally and Lisa

The APEN REISJ has been very fortunate to have Assistant Professor Sally Marsh (WA) and Lisa Cowan (VIC) as its assistant editors since 2014, bringing not only new ideas and skills but also sharing the workload as we focused on publishing high-quality articles on extension theory and practice relevant to Australia, New Zealand and the broader Australasia-Pacific Region to support innovation and practice change by extensionists in primary industries and natural resource management. We thank them for their involvement and wish them well in their future endeavours.

Welcome to the REISJournal 2019 Executive Editorial Team



Dr Roy Murray-Prior, Chief Editor



Denise Bewsell NZ

Roy has his own business Agribiz RD&E services. He has edited the Rural Extension and Innovation Systems Journal (formerly the Extension Farming Systems Journal) since it started in 2005. He was previously Associate Professor in Farm Management and Agricultural Extension in the School of Management, Muresk Campus, Curtin University in Western Australia. Apart from Western Australia, he has worked in Samoa at the University of the South Pacific (lecturing in agricultural extension, initially as an Australian Volunteer Abroad), Tasmania (as an extension officer), NSW and the USA. Roy has been involved in research, development and extension projects in India, Nepal, Bangladesh, Laos, Philippines, Indonesia, East Timor, Nigeria, Mozambique, PNG, countries of the South Pacific and South Africa. Roy's research and development work have focused on integrating RD&E at the agribusiness systems level, something he is very passionate about. It has incorporated production, farm management, economics, extension, marketing, value chain and enabling environment theory and practice.

Denise has a background in agricultural extension having worked for a number of



Dr Aysha Fleming TAS

years as an extension officer in Victoria, Australia. Her interest in understanding the adoption of technology in agriculture prompted a move into extension research, working at the University of New England, New South Wales, Australia, and then Research in New Zealand. She is keen to help support change in the red meat sector through the extension design project.

Aysha is an environmental sociologist trying to make a visible impact on people's behaviour and attitudes, towards more environmentally sustainable and more socially beneficial practices. Aysha is a passionate advocate for social science and believe it offers the way to change the future for the better – people make the decisions and we can make decisions better. Another passion is contributing to inter- and multidisciplinary research through discourse analysis. Aysha wants to be a change agent for other researchers and scientists by getting them to think about the social aspects and applications of their work. She believes that being a change agent will give a fresh insight onto existing problems in a way that has a useful application but is also theoretically innovative. The communities Aysha most wants to influence are researchers, farmers, policy



Dr Lydia Turner TAS

makers around sustainable agriculture and climate adaptation – the drivers of adopting innovation and change. Her role revolves around leading projects (or parts there-of) contributing to decisions around research priorities (workshops and institutional collaborations) and curating the next generation of researchers (supervising students).

Lydia leads social research strategy and activities across the Dairy, Grains and Grazing Centre of the Tasmanian Institute of Agriculture. Following her PhD studies (2002-2006) and subsequent 6 years of experimental pasture research, she became interested in the role of RD&E to support farmers in achieving profitable and sustainable practice change. Since then her research interests have developed to include decision making by livestock farmers, farmer learning and adoption processes, and the innovative use of participatory RD&E methods to support on-farm change. One of the highlights of Lydia's career so far has been traveling to Vietnam for an ACIAR livestock project, where she enjoyed designing and evaluating research for development activities and the rich relationships of cross-cultural work. She has recently played a key role in securing

funding from Dairy Australia (to investigate the regional people and skills shortages in the Tasmanian dairy industry) and TIA's membership in the Livestock Productivity Partnership (new project - capturing climate change opportunities). As a social researcher concerned with strengthening research impact for stakeholders

(especially farmers) Lydia continues to incorporate 'design-led thinking' in proposal development, champion participatory project methodologies and coordinate integrated RD&E initiatives.

The REISJ editorial team encourage APEN member to take the challenge of sharing their work with others, using the

journal to enhance their knowledge and skills and hence, make their work more enjoyable and rewarding.

The team would also welcome offers to help with reviewing articles for the research and practice sections by sending an email to the editor: reiseditor@apen.com.au

REISJ Articles



APEN's REIS Journal covers a diversity of peer reviewed papers on issues relevant to

extensionists across the world. Many of us find it difficult to read all the research articles available.

Recently, two articles captured my interests – empowerment and decision-making.

The first: ***Are farmers empowered? The role of empowerment in farmer decision making about weed and invertebrate management*** (Jason Major, Will Grant & Sue Stockmayer, 2018) in Vo 14(1).

The abstract defined the purpose of the research: to investigate how empowerment affects Australia's broadacre farmers' decision making about weed and invertebrate management in the context of two strategies, Integrated Weed Management (IWM) and Integrated Pest Management (IPM). The research is informed by constructivist grounded theory and used in-depth interview, observation and document analysis to extract rich data. With the rise of chemical resistance, the agricultural industry has placed considerable emphasis on the need to accelerate and achieve farmer adoption of IWM and IPM, but our evidence suggests that greater emphasis should be given to understanding the socio-cultural factors that affect farmer decision making. Farmer empowerment emerged as a core concept from the data. We found farmers are typically empowered, which affected how they learnt, constructed knowledge and made decisions about weeds and invertebrates. This is important for extension to consider as it affects the dialogue between farmers and extension.

The Conclusion - "Realise the empowered farmer" - identified some insights how we, as extensionists, might consider their findings in our delivery of our programs. I have taken an editor's 'privilege' of highlighting

several conclusions to challenge you in re-assessing your knowledge.

- Empowerment requires context, but those conducting extension need be cautious of engaging farmers with the objective to empower them. They may already be empowered.
- [I]f extension is to encourage farmer participation in research, and they should, then they need to acknowledge the potential for farmers to be empowered, farmers who will have control and agency, and who will analyse, critique and reflect on information
- Farmers' interconnected relationships were the crucible for knowledge construction. But if extension is to build effective relationships with farmers, rather than attempt to manage the knowledge, extension has to focus less on the knowledge it wishes to impart and more on understanding the people with whom it needs to engage, the dynamics of that relationship and those with whom it interconnects
- [W]e need not only to understand how farmers learn, think and interpret knowledge, and then construct their own, but to enable and facilitate the empowered farmer to do so creatively. Our data indicates that the empowered farmer proactively seeks research

The challenge from the authors: Future research is needed to improve understanding of the agronomist's perspective and influence, and to understand the dynamics of the farmer-agronomist relationship.

The second article: ***Don't be afraid to try something new*** by Jayne Chamberlain was

shared at APEN's 2015 conference. It captured my interest concerning how far we have come in adopting webinars as a tool to engage and reach our members.

Abstract: Zespri Orchard Productivity

Centre (OPC) is responsible for communicating science and best practice knowledge to around 2,500 New Zealand kiwifruit growers. The team is constantly challenging themselves on how to be more innovative and effective in disseminating information. The use of webinars to communicate in a convenient, timely way seemed like an obvious medium to try. To encourage greater learning and uptake of the topics presented, the team concluded that the best format would be to have groups of growers sitting together watching the webinar followed by a discussion afterwards on the implications for them as individuals. The OPC webinar programme proved to be very successful. The benefits included: facilitating engagement between scientists, industry, growers and other Zespri staff; consistency of message; growers across New Zealand having the opportunity to hear the same information at the same time; flexibility and timeliness so that information was transferred when it was most relevant

The success: The uptake and support from industry technical staff surpassed expectations. At the last webinar, all major entities were involved and most regions. This has helped to build stronger relationships between OPC and the various industry entities, as well as provide additional opportunities for industry to engage directly with their growers. It is important to note that face-to-face extension is still important and that webinars form part of our larger multi-faceted extension programme. For others in the kiwifruit Industry, webinars provide a proven new way to communicate effectively and efficiently to industry groups across New Zealand and 'offshore'.

There is such a wealth of information in our back issues of the REISJ and ExtensionNet. Take the time to meander through the resources section on APEN's website

Good reading,

Regards Pat Hamilton



Extension Reading Brace

Denise Bewsell, NZ



During the last year, via our monthly eBulletin, Denise has been sharing with us recommendations from her extensive reading list!

In case you missed it – didn't have time – deleted the posting – now need it – all of the above ☺, we have 'republished' the list in brief, just in case now is the time to broaden your horizons.

July 2018

Beyond Results - explore some tools for impact planning, programme logic, co-Innovation and evaluation: <http://www.beyondresults.co.nz/Pages/default.aspx>

The Agribusiness agenda – from KPMG; a document called the Agribusiness agenda, this year focused on the need to tell our stories: <https://home.kpmg.com/nz/en/home/insights/2018/06/agribusiness-agenda-2018.html>

Special bonus! Note that this year's Agribusiness agenda has just been released and can be found here: <https://assets.kpmg/content/dam/kpmg/nz/pdf/June/agribusiness-agenda-report-2019.pdf>

September 2018

Learning styles – a perennial favourite although debunked. Read more here: https://www.psychologicalscience.org/journals/pspi/PSPI_9_3.pdf

The boomerang effect where an attempt to persuade someone to do one thing results in them doing the opposite. An example of this is from Brad Bushman who wrote an article called 'Effects of warning and information labels on consumption of full-fat, reduced-fat, and no-fat products' in the Journal of Applied Psychology here:

<http://citeseerx.ist.psu.edu/viewdoc/download?oi=10.1.1.580.2416&rep=rep1&type=pdf>

October 2018 -

Highlighted the **Journal of Extension (JOE)** – a refereed journal for Extension professionals, based out of the USA. You can find it here: <https://www.joe.org/>

November 2018

Understand how to influence farmers' decision-making behaviour; a great read from the UK, found here:

<https://ahdb.org.uk/knowledge-library/understand-how-to-influence-farmers->

[decision-making-behaviour](#)

Farm advisors need to adapt to provide value to farmers in a smart farming future here: http://ifsa.boku.ac.at/cms/fileadmin/Proceeding2018/Theme4_Eastwood.pdf

December 2018

Donald Clark Plan B's blog One of his recent posts has what might become of [Denise's] favourite blog lines; *"One thing that research in cognitive psychology has gifted to us over the last decade or so, is clear evidence that learners are delusional when it comes to judgements about their own learning."* You can find his blog here: <http://donaldclarkplanb.blogspot.com/>

Creative facilitation blog from Viv McWaters and Johnnie Moore here: <https://www.creativefacilitation.com/ideas/>

February 2019

Storytelling for systemic change - *Stanford Social Innovation Review (SSIR)* a magazine (and website) whose tagline is: *"informing and inspiring leaders of social change". Not all of it is open access but there's enough freely available to read as a start. Here is one article I thought was useful* – outlining three ways in which storytelling can help with systems change: https://ssir.org/articles/entry/using_story_to_change_systems

And Communities of practice exploring myths and have a list of further resources to follow-up. You can read it here: <http://wenger-trayner.com/introduction-to-communities-of-practice/>

March 2019

Make it stick, the *Science of Successful Learning*, by Peter C. Brown, Henry L. Roediger III and Mark A. McDaniel is one of those books that I wish I had been given years ago

Decisive (how to make better decisions) by Chip and Dan Heath is a great overview of the decision-making literature in a readable, practical form.

April 2019

Factors Influencing Farmers' Adoption of Best Management Practices: A Review and Synthesis by Tingting Liu, Randall Bruins and Matthew Heberling, who are a group of researchers from the US available here: <https://www.mdpi.com/2071-1050/10/2/432>

"Influence – the new science of leading change" by Joseph Grenny, Kerry Patterson, David Maxfield, Ron McMillan and Al Switzler is one of those books that brings together a whole lot of work – from Bandura's work on phobias to Rogers diffusion of innovations

May 2019

Appealing to fear: A Meta-Analysis of Fear Appeal Effectiveness and Theories

This article by Melanie Tannenbaum et al. from 2015 outlines the results of a meta-analysis of fear-based appeals for influencing change. It's available here: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5789790/>

Massey Farmer Learning project – a short video clip giving a good overview here: https://youtu.be/hRU0ne3h_ag (and bonus papers from REISJ)

- Measuring farmers' self-efficacy for managing perennial summer forages: <https://www.apen.org.au/static/uploads/files/reis-2017-1302-r10-wfdzwmeyqwuv.pdf>
- Engaging with individuality in agricultural learning: a sociocultural study of innovation in a farmer-scientist community: <https://www.apen.org.au/static/uploads/files/reis-2017-1302-r9-wfwikqzndzdw.pdf>

Such a wealth of information to add to your tool kit! We appreciate Denise for sharing her passion for reading, following on from Mike Weise's initiative. [Ed.]



DID YOU KNOW?

In the Philippines, consumers are increasingly interested in purchasing vegetables that are certified as safe to eat. To help address this issue, and improve smallholder farmer livelihoods, Applied Horticultural Research is leading a new ACIAR project 'Developing vegetable value chains to meet evolving market expectations in the Philippines'. Australian and Filipino research and extension teams will work with smallholder vegetable farmers to adopt Good Agricultural Practice (GAP) through a staged implementation approach. Model value chains supplying GAP certified, safe vegetables to higher value markets will be evaluated. For more information, contact Adam Goldwater: adam.goldwater@ahr.com.au

DATA VISUALISATION FOR DROUGHT RELIEF

The severity of the current drought has certainly got everyone thinking about what we can do to help our farmers. The CSIRO has developed an online tool that brings together information on weather conditions, agricultural industries, state government drought declared areas and government drought support. Explore the National Drought Map.



George the Farmer is an award-winning brand which educates children about farming practices and innovative careers in agriculture while also teaching how food and fibre is produced through the creation and national distribution of fun picture storybooks, music, free paddock-to-plate videos, apps, nationally touring performance and free curriculum-aligned educators' resources.

George the Farmer is a fun brand which is making agriculture cool.

George's talented agronomist wife, Dr Ruby, is a true partner who is always there to lend a helping hand or offer some expert advice. The couple's twins, Lucy and Jack, also love to pitch in, and the importance and power of teamwork shines through every time in these Australian farming adventures.

Visit: georgethefarmer.com.au to access the agriculturally-focussed teaching resources

E-Beef ROUND 2 APPLICATIONS NOW OPEN!

Northern Gulf Resource Management Group is seeking applications from graziers in the region to become an E-Beef Smart Farm Demonstration Property

Visit - <https://northerngulf.com.au/e-beef-demonstration-property-.../>

Southern Gulf NRM



FUTURE YOUNG LEADERS AgriFutures Program are now open

Are you a young, innovative Aussie or New Zealander bursting to make your mark in the agricultural or food-tech industries? Do you have the guts to stand on stage at #evokeAG2020 and share your passions and thoughts?

Applications for our evokeAG 2020 Future Young Leaders Program are open #FutureYoungLeaders

Want to help shape the future of agriculture? 2030 Leaders Program



The NFF, in conjunction with the Australian Rural Leadership Foundation, is pleased to announce that applications are now open for the 2030 Leaders Program.

A WHALE'S FILL OF KRILL

Whales love krill. One adult whale can eat up to three tonnes of krill in one day. We found that changes in marine environments, such as increases in ocean temperatures, could affect krill but the impacts on whale species could differ, depending on the region and where they feed. So, what effect will climate change have on krill and consequently whale populations? (CSIRO 2019)



A WORLD TO FEED

We know that what we eat affects our health, but poor diets are just as bad for the environment as our waist lines. How do we feed a growing population with nutritious food without depleting the planet's resources? **CSIRO is using science to make farming more sustainable and people healthier. (2019)**

New APEN members

APEN is providing a platform for networking, professional development and representation of members across Australia, New Zealand, Asia, the Pacific and other parts of the world. We welcome the diversity of our networks as we support and include people of different backgrounds and perspectives. We appreciate the openness of all our members to different thoughts, styles and backgrounds as we connect with like-minded people who are interested in extension.

We extend a warm welcome to our latest members and we look forward to sharing their knowledge, skills and experiences.

APEN continues to grow as we welcome recently joined members from around the country and overseas. It is a great opportunity for other members to connect and share experiences with them.

| | |
|-------------------|-------------|
| Jefferson Allan | Qld |
| Sarah Ziebarth | Qld |
| Hannah Russell | Qld |
| Mika Rowston | Qld |
| Ellie McVeigh | Qld |
| Harry James | Qld |
| Rajesh Chatterjee | India |
| Kirsten Hintze | New Zealand |
| Maria Thompson | NSW |
| Liz Davis | NSW |
| Charleton Glenn | NSW |



Ellie McVeigh

Ellie works as an extension agronomist at Herbert Cane Productivity Services Ltd (HCPSL), as part of the Queensland Farmers Federation Graduate Program. HCPSL is based in Ingham, QLD and specialises in providing weed and nutrient management advice, as well as RSD inspections, EM mapping, soil testing, drone surveying, clean seed and facilitating other extension activities.

In 2018, Ellie graduated from the University of Queensland Gatton campus and holds a Bachelor of Agribusiness and Bachelor of Applied Science, majoring in Agronomy. Having grown up on a broad acre cropping property on the Darling Downs, Ellie is passionate about seeing producers become not only profitable, but also sustainable into the future.

Ellie looks forward to working with growers and forming relationships with other stakeholders in the community and the broader sugarcane industry. Ellie believes extension activities provide a vital bridge between researchers and primary producers. She hopes to provide education and advice to empower growers to make informed and sustainable management decisions.



Hannah Russell

I grew up on a small hobby farm near Bundaberg, Queensland, before heading to the University of Queensland, where I studied a Bachelor of Applied Science, with a major in Wildlife Science.

After graduating in 2015, I found employment in the laboratory at Bundaberg Sugar. There, I analysed water quality, sugar losses, and mill by-products. After almost three years, I applied for the role of Agricultural Extension Graduate through the Queensland Farmers Federation, based at Sugar Research Australia (SRA). My main goal is to learn as much as possible while having a positive impact on the world around me – whether this be in personal life, assisting growers and stakeholders, or, ultimately, the environment.

I am looking forward to the many workshops and practical experiences that I will gain within the industry while at SRA. Currently, I am developing a project based on soil and elevation mapping demonstrations around the Southern Region.



Liz Davis

Regional Agriculture Landcare Facilitator

My work for the last 13 years has involved working with landholders and community groups across the central tablelands and central west NSW. I'm based at the Orange Agriculture Institute with Central Tablelands Local Land Services and previously with Central West CMA. My mid-life crisis led me to Ecological Agriculture with University of Sydney. My main work is to provide relevant information to the community to inform and also challenge the way we produce our food in an ever-changing climate. I also find synergies and therefore opportunities for partnerships and collaboration for on ground projects in sustainable agriculture and NRM. I've been fortunate to work with Aboriginal Wiradjuri communities to create education resources for teachers. I'm passionate about many things: drones in ag, native bees, cool/cultural burns and working to create resilience in rural communities to name a few.

"25 Years & Flourishing"

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Dr Rosemary Currie (*Executive Officer*)
Details above
RC - Regional Coordinator

Together, we have the power to inspire, connect and deliver on new opportunities and rich experiences that can open doors to innovation and progress while growing global economies and increasing well-being (Tae Yoo)

Guidelines and Deadlines

Submissions should be made in MS Word 6.0 with minimal formatting. A portrait photograph of the author is required. All photographs, figures and/or tables ought to be provided as separate files (preferably TIF or JPEG; photos scanned at 300 dpi). Feature articles should be around 1000 words and minor articles 500 words. The editor reserves the right to edit submitted material to meet space restrictions. Letters to the editor or general items of news of interest to the network are welcome. Articles should be submitted at least four weeks prior to publication.

Preference is given to articles that are grounded in some form of project or event.

Editor: Dr Pat Hamilton

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Opinions expressed in ExtensionNet are not necessarily those of the Australasia-Pacific Extension Network (Ltd.) unless otherwise stated.

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