



# EXTENSIONNET

Newsletter of the Australasia-Pacific Extension Network Ltd

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# Resilient Futures

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# A message from the new APEN President

Dr Anthony Kachenko, APEN President

Hello and a big warm welcome from your new President. I am honoured to assume this role and working alongside the APEN Board Directors to deliver on our strategy. You can read more about my background on the APEN website. I would like to thank the outgoing President Graham Harris who has been a stalwart of APEN and the wider extension community for many years. Thank you for your leadership and all that you have done for APEN. I look forward to your continued involvement on the APEN Board as Past President. I would like to also thank Roe Currie who has ably supported the organisation in many ways over the last 25+ years. I look forward to your continued involvement.

The year ahead will continue to challenge us on a number of fronts both professionally and personally. The APEN Board recently held a strategic planning session, facilitated by Jeanette Long, to prioritise where the organisation needs to place focus to remain current as it navigates the challenges surrounding us. The output from this session will frame a business plan for APEN to provide guidance, direction, and prioritisation in the months ahead. This will help APEN tremendously as it relies largely



on dedicated and passionate volunteers who provide their time selflessly to further the pursuit of extension. I am optimistic about the year ahead and will be sharing more on this in future correspondence.

I look forward to engaging far and wide during my tenure as President to ensure APEN continues to add value to our membership and wider stakeholder base. Please feel free to contact me directly anytime at [president@apen.org.au](mailto:president@apen.org.au) or 0429 221 443 to share your thoughts – both barrels most welcome! Finally, as we fast approach the end of 2020, I would like to take this opportunity to wish you all a safe and restful Christmas and New Year break.

Best wishes,

Dr Anthony Kachenko



## Editorial ExtensionNet December 2020

*The purpose of life is to be useful, to be honourable, to be compassionate, to have it make some difference that you have lived and lived well (Ralph Waldo Emerson)*

What is the purpose of an extension life?

- Useful – yes. Sometimes farmers and rural communities struggle to survive without our support
- Honourable – yes. Our intentions are always delivered with integrity
- Compassionate – yes. We are sympathetic listeners and understand needs
- Making a difference – yes. We work in innovative ways, share and promote information, provide opportunities to deliver programs
- Lived well – yes. Too many stories to tell here. Read our communication channels over 27 years – amazing achievements of our members

In this issue of ExtensionNet, you will find that the resilience of our extension community has given us some very

productive outcomes as we face the challenges of surviving and thriving in 2020. Resilience with its foundations of strength, confidence, motivation, looking after ourselves, making the effort to overcome obstacles, adapting to suggested change and use our energy to move to the next step.



The editorial team, Pat Hamilton (SA), Morag Anderson (Tas), Chrissy Stokes (NZ), Adrian Englefield (NSW) and Roe Currie (Vic), appreciate the input of many members to ensure we are reaching, engaging, consulting and sharing the achievements of our members.

Our challenge to each of you is to look after yourself by following the suggestions in this diagram:



**In New Zealand**

Rural Support Trust  
<http://www.rural-support.org.nz/>  
Farmstrong <https://farmstrong.co.nz/>

**In Australia**

Beyond Blue [www.beyondblue.org.au](http://www.beyondblue.org.au)  
Lifeline [www.lifeline.org.au](http://www.lifeline.org.au)

**Regards, Pat Hamilton, Morag Anderson, Chrissy Stokes, Adrian Englefield, Roe Currie**



Pat Hamilton



Chrissy Stokes



Adrian Englefield



Morag Anderson



Roe Currie

# APEN's 2019-2020 Annual General Meeting



The 2019-2020 AGM was held by Zoom web-conferencing on Friday 23rd October at 12 noon AEDT. We thank the twenty members who joined us and note the twelve apologies.

## Outcomes from the AGM

- **Retiring President** Graham Harris welcomed everyone to the AGM and tabled the Annual Report, which had been made available to members before the meeting, and contained the President, Treasurer [Peter Long], Company Secretary [Dr Roe Currie] and the Auditor's [Bob Travers and Associates] Financial Reports. Graham thanked Director Pat Hamilton for compiling the 2019-2020 Annual Report
- **Special resolutions:** the APEN Board presented two resolutions for endorsement (Members had been notified 21 days before the AGM – see the APEN website for details -Link <https://www.apen.org.au/2020-annual-general-meeting>)
  - Addition of a Professional APEN membership category
  - Revised APEN Ltd Constitution
- Dr Anthony Kachenko presented the **vote of thanks** to Retiring President Graham Harris and acknowledged Graham's time and efforts on the former APEN Management Committee (MC) and the current APEN Board as President. Anthony commented that he had been pleased to work alongside Graham and valued his

contribution and looked forward to that continuing over the next 12 months as Graham remains on the Board as Past President

- **Election of the 2020-2021 Board**
  - President: Dr Anthony Kachenko
  - Director: Nicole Sallur
  - Continuing Directors: Les Baxter, Heather Collins, Jeanette Gellard, Patricia Hamilton, Peter Long, Roy Murray-Prior and Company Secretary, Roe Currie
- **Election of Regional Coordinators**
  - Chrissy Stokes (NZ), Sarah Hain (NT), Callen Thompson (NSW), Caroline Coppo (Qld Nth), Noel Ainsworth (Qld Sth), Ossie Lang (Tas), Sarah Thompson (Vic), Karen Smith (WA)
  - Adrian Englefield (NSW) was welcomed back from leave and Sarah Gunter (SA) continued
  - The retiring RCs: Jacob Betros (NT), Andres Jaramillo (Qld), Shayne Hyman (Vic), Morag Anderson (Tas) were thanked for their contributions
- **New President**, Dr Anthony Kachenko, took over the Chair and said that he looks forward to his time as President and the engagement with members and other organisations
- APEN Ltd Place of **Business and Registered Office** were confirmed
- Bob Travers and Associates were confirmed as **auditors for the 2020-**

**2021** financial year

- **Annual Membership Fees** for 2020-2021: Following the motion at the 2018 AGM which recommended increasing membership fees by 5% per annum, the 2021/2022 fees (from July 2021) are as follows:
  - Professional Membership: \$150 + GST
  - Ordinary Membership: \$110.25 + GST
  - Student Membership: \$55.12 + GST
  - Retiree Membership: \$55.12 + GST
  - Life Membership: free

*Please note: New Zealand Members do not pay Australian GST*
- **APEN also offers:**
  - Corporate Membership
  - Overseas Membership (outside Australia and New Zealand: \$33 (no GST))
  - Subscription for hard copies of ExtensionNet and Rural Extension & Innovation Systems Journal - \$50 + GST
- As there were no items raised from the floor, Anthony closed the meeting with thanks to everyone for their attendance.



# APEN Board News

## A New Beginning

On Friday 23rd October 2020 at the AGM, the APEN 2020-2021 Board was endorsed with Dr Anthony Kachenko (NSW) as the new President.

Following the AGM, the new Board met to elect the Executive. We are pleased that Jeanette Gellard (SA) accepted the Vice President role, Peter Long (Qld) as Treasurer and Dr Roe Currie (Vic) continued as Company Secretary. The executive team will be supported by Dr Les Baxter (Tas), Dr Heather Collins (NZ), Dr Pat Hamilton (SA), Dr Roy Murray-Prior (Qld), Nicole Sallur (Qld) and the Past President Graham Harris (Qld). It is a strong team with lots of experience in extension and a wealth of diverse skills and knowledge.



The Board's planned Strategic Directions session facilitated by Jeanette Long was held on Monday 16th November. It was a very productive session. Directors discussed APEN's achievements and celebrated our success. Our four strategic priorities: **Influence, Relevance, Professionalism and Organisational Stability** were re-visited. We highlighted the organisational risks and the political, economic, social and technical challenges for continued sustainability of our organisation. Watch this space as our committees implement our action plans.



*'Leadership is about building a team to go somewhere to make a positive difference'*

APEN's leaders are all volunteers giving their time to support, manage and develop our organisation and network.

## APEN Board Committees

Our organisation and network are led by Directors and managed by 5 committees, consisting of Board and General Members. The President is Ex Officio on all committees and Roe Currie organises and records all Board committee meetings.



## Looking for a volunteering role for 2021?

Committees are an important way for members to help APEN achieve its goals. It also means that members can become involved in areas that particularly interest them. Becoming involved along with the Board Directors in these committees is a great way to learn, broaden your network and develop yourself professionally.

The APEN Board structure includes 5 committees. Perhaps you can assist APEN by being on a Board committee?



<https://www.apen.org.au/about/committees>

- Governance and Strategy
- Business Development
- Stakeholder Engagement
- Audit, Risk & Financial Control
- Regional Activities

APEN members are invited to submit an Expression of Interest to join any of the first four committees. Members of the Regional Activities Committee are elected by regional members and endorsed at the AGM.

[More information and EOI forms available here.](#)

# Extension Chat

## APEN Online 2020

Each alternate year APEN delivers a Conference or a Roadshow. While COVID-19 has taken away our ability to meet in-person through the APEN Road Show this year, APEN hosted a series of interactive sessions via ExtensionChat-APEN Online to support our members and interested extensionists; to provide personal and professional development in profiling extension, different perspectives on how to deliver extension and connecting after COVID isolation; and opportunities to communicate and network with others with common interests.

### Highlights

- APEN brought together a team of enthusiastic, committed and

hardworking members to plan and implement the best virtual extension experiences

- Consulting members' needs via survey monkey
- interactive facilitated sessions
- Engaging four leading Australian and New Zealand presenters who created a dynamic online experience of learning, knowledge sharing and networking for extensionists whose skills and experiences differed within the sector
- Registration of over 200 extensionists
- Feedback – via polls, surveys, social media, emails, phone calls has been amazing - so many positive comments

and suggestions to continue to grow our organisation

The APEN Board thanks Heather and Nicole, and their fabulous technical and communications teams for their generosity of their innovative ideas, diverse experiences and expertise (some of us learnt a great deal). It has been an awesome group.

**\*\*\*\*\* If you didn't register and you wish to purchase a copy of the presentation recording(s) – visit the APEN Shop online for details.\*\*\*\*\* <https://www.apen.org.au/apen-shop>**

### Chat #1 - September 1

#### What's new in Extension

(and how to use it to further improve the effectiveness of your work)

Dr John James



Presented by John James, *What's new in extension (and how to use it to further improve the effectiveness of your work)* was the title of the first APEN ExtensionChat webinar. The webinar introduced a history of extension, new ways of designing projects, new ways of working and ways to navigate the future.

**John** is a passionate enabler of change and innovation; a dynamic facilitator enabling others to learn and build their extension capacity.

### History

Extension was defined as a process of enabling change in individuals, communities and industries involved

with agriculture and natural resource management (State extension network 2006). John highlighted this is a process – more than one action is required to enable change.

John took us through a history lesson or 'the expanding bubble of extension'. Each bubble builds on the foundation of the previous one – use each approach as appropriate for your situation. Key extension methodologies and theories were discussed from the

- 1960's – technology transfer
- 1970's – farming systems approach
- 1980's – systems thinking

- 1990's – pluralism
- 2000's – capacity building and community engagement
- 2010's – co-design and co-innovation.

John's prediction for the current decade is online engagement and flexible learning – very topical through the COVID-19 pandemic!!!

### New ways of designing projects

Four important project design considerations were discussed

- Peer to peer
- Co-innovation
- Pre mortems
- Theory of change

**Peer-to-peer** learning creates enduring change, localised and relevant information is shared through farmers trust for one another. Reichstein (2017) reported, peer learning is undervalued as a learning tool and when combined with benchmarking can be a powerful driver of change at an operational, tactical and strategic level.

**Co-innovation** is a systems-based approach to facilitating practice change and is a *horses for courses* approach (pictured next page). Co-innovation is often required for more complex problems.

**A pre-mortem** is a project planning and risk mitigation tool where before the project starts people envisage what the project



outcomes could be. A 'Unicorn and rainbow approach' is used to envisage project success and identify the requirements for project success. Summarily, envisaging project failure can help identify what went wrong – discuss and mitigate these risks.

**Theory of change** is a process of identifying outcomes you seek through a project and identifying the required steps and interventions.

**New ways of working**

As extensionists, how do we engage the disengaged? Why develop projects that are not farmer friendly? Rust et al. (2020)

reports farmers placed most trust on other farmers... but were less trusting of traditional 'experts', particularly agricultural scientists from academic and government institutions, many of whom they believed were not empathetic toward farmers' needs. This highlights the importance to relate with and understand farmers requirements.

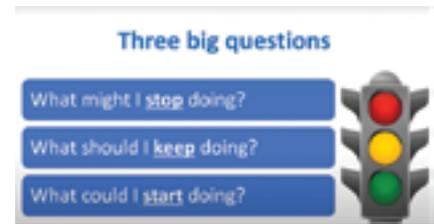
With no answers in sight for COVID-19, as extensionists we must get used to the on-line world. Many of us are experiencing 'Zoom overload' or are unsure of how to navigate the world of online meetings. Practice makes perfect in the context of developing on-line skills and becoming comfortable with the technology. You need good equipment – headset, external webcam, good lighting and have tech support (a buddy to look out for you!!!). But most importantly keep to time!!!

**Navigating the future**

John's advice for navigating the future included scanning the environment – look

to see what is happening in other industries e.g. health or transport sector and how they are dealing with change. We are required to be flexible – try different things, experiment more and be brave.

Considering John's presentation, webinar attendees were asked to reflect on



John provided links to an extensive list of resources from his presentation. For those of you who did not attend the *What's new in extension (and how to use it to further improve the effectiveness of your work)* webinar, the presentation is available on the APEN website.

**Chat #2 - September 8**  
**Evaluating extension -**  
**'why you should fund my (next) project'**  
**Dr Jeff Coutts**



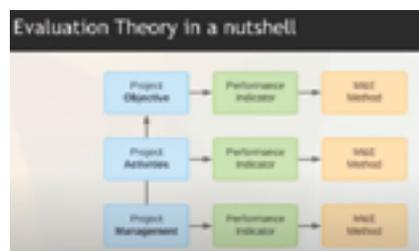
**Dr Jeff Coutts** brought together what he has learned about the effective ways to evaluate extension, how to capture learnings and the ways to present impact.

**Jeff's chat:** how to make 'the old stuff' relevant, started with the end in mind. What short statement do you need to capture your achievements of what you have promised! The next 50 minutes certainly captured our participants' attention as Jeff took us through the theory and practice of extension. We were challenged by questions that were presented and through the Breakout Rooms we shared some issues, insights and possible measures.

"If we're serious about Extension, it's actually about capacity building and working with people, we can't guarantee that a certain number of people are going to change a certain amount by a certain time e.g. hectares or 'head'".

However, you can reasonably promise to work through a good process, that there's a likelihood that the change will happen and that it'll happen in a good way.

The following diagram covered the process to help us achieve success.



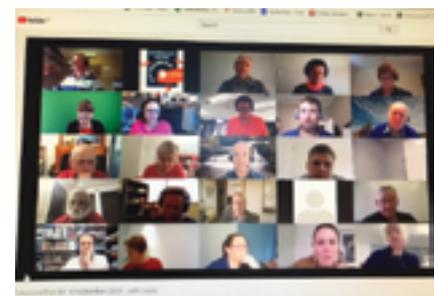
The blue boxes are about your project (**the project logic**). **Project objective** - What are you trying to achieve? **Project activities** - What activities are you going to do to achieve it?

**Project management** - How are we going to manage the process?

The other boxes develop the framework to achieve success.

Who really knows how a project is going? Jeff's framing of Monitoring to see if you are on track vs. Evaluation (M & E) capturing what it might mean raised the following questions for each part of the project:

- If this is what we're going to achieve (i.e., project objective), how do we know we've achieved it?
- If these are our project activities, how do we know it's working and what needs to change?
- If this is the way we're managing the project, are we doing it well and do we need to make some changes there?



Jeff encouraged people to 'start with the end in mind' – what is it that you've said you would do, what have you promised? Then, what do you need to show that you've delivered on that promise? What evidence do you need to collect?

Jeff also discussed some 'must-have' information. In the project management area, this was around 'is the project on track'. Ask project members such as the steering committee, the advisory group, close stakeholders, host farmers and the project management team.

For project activities, the questions are around are these activities actually working, have they made a difference? When seeking feedback there are three key questions: was the engagement effective (think of 'useful' and 'valuable' as the key words); were there capacity gains; commitment – has the activity triggered some kind of action (reassessment of practice, reconsidering choices, etc.).

For project objectives, the key thing to

think about is what people have done with the information, what benefits have they received.

Jeff's 5 key activity follow up questions are:

1. As a result of the information you received through this project or project activities you participated in, what actions, if any, have you taken in the last [period]?
2. If you have made a change in practice, please provide some more details (if not why not?):
3. If you have made changes, what proportion of farm/ha will be affected by this change?

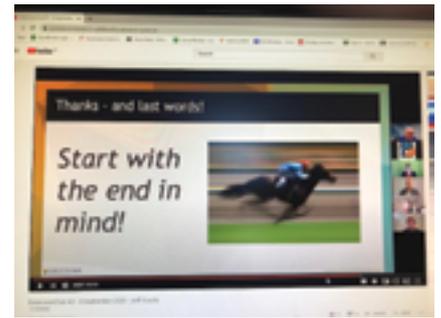
4. Overall, what influence would you attribute to the project information and/or activities to you making the change? (%)
5. If you had made a change on your farm or with your advice, what benefits or impact has this have on your enterprise – or do you expect it to have?

The framework – planning ahead – what do we really need?

**And finally, Jeff's two big tips of the day:**

1. Ask people what they think of an activity while they're there if you possibly can

2. If you're doing any kind of feedback sheet, have the M&E framework next to you to refer to, so that you are asking questions to help you answer that



## Chat #3 - September 15 Supporting change - the holy grail of extension Denise Bewsell

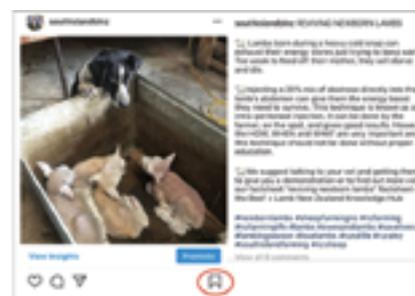


Denise, who works in the Red Meat Profit Partnership in NZ, along with facilitator Chrissy Stokes (Zespri), and Beef & Lamb New Zealand's Olivia Ross and Laura Lake, shared different experiences and approaches to supporting change, which if you think about it, is the whole point of extension.

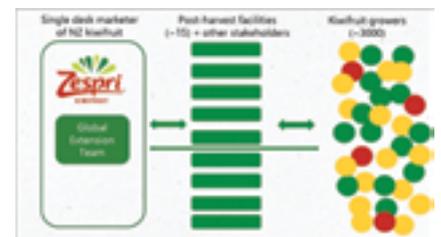
Olivia talked about her approach, using seven touch points. Any message they are trying to convey they try get across in seven different formats, following the classic marketing "rule of 7" where you try to get a message in front of the audience seven times to get it to stick. She used the example of supporting farmers in a new regulatory space, by providing support in events, audio (e.g. podcasts), visual, electronic, and print formats. This is another take on the old adage that the

best extension method is using lots of extension methods.

Laura, on the other hand, focused on trying to engage with a new audience, utilising social media. The team have a really clear strategy around engaging Instagram users 35 and younger, by using "eye candy" (authentic on-farm photos), seasonal info that's bite-sized and a bit fun and referencing the website or resource so people looking for more can get it. They measure engagement on saves, rather than likes, because this indicates that people want to come back to this content.



Chrissy and Denise then shared their strategies working with rural professionals, in a sort of "train the trainer" model. In the kiwifruit industry, marketer Zespri's extension team has shifted to a model of working to support the post-harvest industry in supporting their growers, rather than engaging directly with growers on most topics. One



of the key tools here is the Tech Forum – a group made up of representatives from each of the packhouses that growers contract to pack and cool store their kiwifruit crops.



Denise finished the case studies by talking about her work with the Red Meat Profit Partnership (RMPP), where they have trained rural professionals to facilitate action groups, made up of a small number of sheep and beef farming businesses. This approach recognises the importance of the "farm team" and that rural professional (vets, consultants, agronomists, etc.) are often a key component of the team. The facilitator works with the group on a specific goal and brings in mentors, subject matter experts and connectors and others as needed to help them reach their goals.

These approaches seeded some great ideas for discussion, and there were lots of motivated extensionists heading off to try something a bit different after this session.



## Chat #4 - September 22

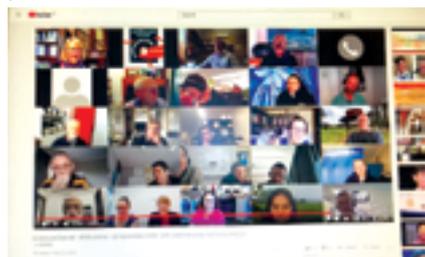
### Facilitating tips and tools

#### Jeanette Long



Jeanette Long: A Past President of APEN, a practising farmer with husband, Bill, and son, Will, and a strong advocate for up-skilling women through practical, hands-on experiences.

Jeanette's passions include engaging people and influencing positive change in Agriculture and Natural Resource Management. In particular, Jeanette specialises in facilitation and facilitated learning with both farmers and professionals who work with farmers.



**Jeanette's take:** In this time of COVID-19, we are all looking for ways to deliver our traditional extension services in the virtual world. I've had lots of discussions about the possibilities and how to make extension effective. A time of challenge results in change so let's stop and think about how we can do this really, really well and enhance our extension tools rather than just replace what we would have done with another on-line seminar talking at people!



I thought I would share a few of my tips to assist with the planning and creativity. Remember engagement and learning is key so think "interactive", take an "I'm experimenting" approach and keep it simple.

#### Preparation and promotion

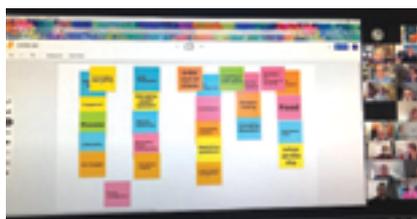
- Define the workshop outcomes and then design the best approach, just like you would if you were face-to-face. Don't get caught up in the excitement of the "virtual tools", make them work for you. Good quality capacity building/ extension principles should apply regardless of the delivery medium.
- Resist using the word "virtual" in your promotion or title, the learning outcome is key, the virtual bit is a by-product of the times we find ourselves in.



- Aim for small groups, i.e. 12 people.
- Use an interactive approach – farmers like to learn from farmers and attend events to catch up with each other as much as they do for the content.

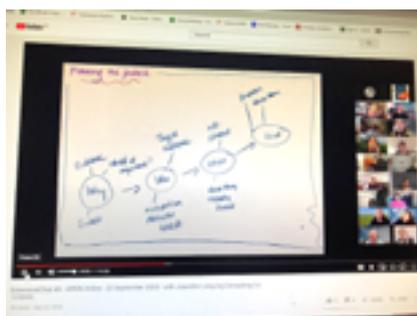
#### At the Meeting

- Set up the "How we will work together" so everyone knows how to use the mute button, put up their hand, use the chat box, etc.
- As with any session facilitation principles apply - ask everyone to introduce themselves, use a short icebreaker.

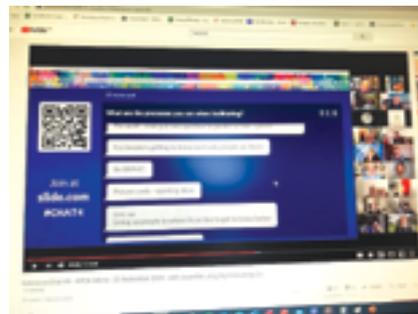


#### Content

- Ensure you use very, very good power point presentations – maximum number of photo's, minimum words and content - as Peter Newman always tells me "the information comes out of the presenters mouth not the slides".
- 90 min chunks of time on-line is enough for each sitting (plan for 60 and allow 90 for flexibility, technology challenges and good interaction)
- If the focus is delivery of content - aim for 15 mins of delivery followed by interaction/ discussion/ questions.

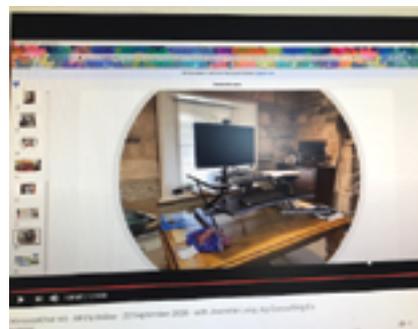


- Use Breakout rooms so smaller groups can "make meaning" of the content they have heard and then come back with questions or comments to the whole group. Breakout rooms can be managed by an agronomist/ facilitator who has pre-determined questions to guide the smaller conversations.



#### Tools and delivery methods

- Don't be afraid of sending people off to find something in the field, taking photos and send it in for review. Short videos also work well, use the phone - it's not about high quality - it's about engagement.
- Use the Chatbox, encourage people to post comments, questions and share experiences. Save the chat and use this to provide follow up on a discussion forum or email.
- Have a facilitator to work with the presenter, they can monitor the Chatbox, assist with technology and keep close track of the time.
- There are some great tools to assist with the virtual environment, use the ones that add to your event, be wary of cluttering or confusing with too many tools.



*We thank Jeanette for sharing her facilitating tips and tools – a fabulous 'toolkit'.*

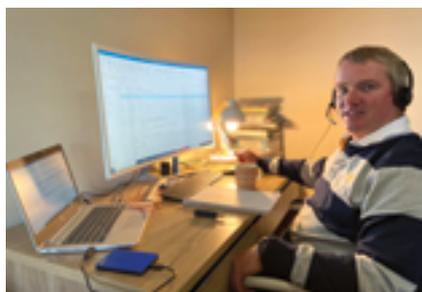
# Around the Regions



## Chrissy Stokes New Zealand

This year has been a stressful one for everyone, but at the same time, it's been amazing to see communities pull together. I have loved seeing how rural communities jump into action to support those who need it, and a great example is the work that Beef and Lamb New Zealand's Olivia Ross, along with the Rural Support Trust, put in when there was a major snowstorm in the south of the South Island early in October. During what some have described as "the worst-ever lambing" period, the team cooked and delivered meals to farming families, both to show them support and to check on their wellbeing.

I think one of the biggest things I've learned this year is that resilience is something that develops from dealing with the hard stuff. Living a charmed life is not a good teacher – but people who have been through the biggest challenges are those who can often bounce forward when something knocks them down. The people we work with are often dealing with some pretty big challenges, and our role is to support them through the hard stuff. What a privilege.



## Adrian Englefield New South Wales

As a NSW APEN Regional Activity Coordinator, I participated in technical

support of the recent ExtensionChat series. Feeling the pressure (so I thought), especially with the first on-line meeting, my main concerns included stopping the meeting by accidentally pressing the leave button or a tech crash!!! However, the four ExtensionChat webinars went off without any major problems. Thanks to all those involved, both as support and attendees.

The ExtensionChat webinars provided many discussion points for Osamu Francis and me at our APEN mentoring program meetings. Discussing our top five take-home lessons was interesting. As individuals, we implement new learnings based on our individual skills and experience. I'm sure all attendees learnt something to improve and implement in their extension activities. I encourage all interested APEN members to join the mentoring program – no matter what level of extension experience we have; we can all learn and implement new skills.

I am also involved in the ExtensionNet editorial team. Look out NSW members! I will be on the hunt for future articles outlining the great extension activities in our region. Thanks to Dr Gordon Rogers from AHR for his contribution to this edition.

After all this year's challenges, I wish APEN members all the best for Christmas and the New Year. With borders now opening, travel is now possible to visit my family members in Victoria. One less on-line activity!!!



## Callen Thompson New South Wales

With grain harvest underway and COVID-19 restrictions at industry and extension events starting to lighten, it has been a busy time in Northern NSW. October and November is the Spring field day season and I have been speaking

and providing seasonal updates at National Variety Trials and Local Land Services trials on dual purpose and main season wheat varieties.

It has been great to get out into the paddock to be involved in COVID-19 safe events. Agronomists are great agents for making change and are an important part of grain industry extension. I have also been involved in judging local wheat and canola crops for the Agricultural Societies Council crop competitions. It has been great to see producers hard work pay off, with some decent yields which is very welcome given the poor conditions during recent seasons. Canola has done very well this season, with one crop I looked at being by far the best crop of canola I have seen in my 16 years working in Agriculture. I calculated the yield out at over six tonnes. I don't believe it, but we will know for sure once the header arrives.

This year overall, has been a positive one for most of our producers as we move into a recovery phase. It is important though, that we, as extension staff, help our producers make good decisions that enable resilience and allow them to be prepared for whatever challenges arise going forward.



## Sarah Hain Northern Territory

Things are getting sweaty in the build-up to the wet season. However, there is still plenty of work for the Northern Territory's extension professionals who, along with growers, have been reflecting on the issues that COVID-19 has had on the mango, vegetable, melon and other industries. Those working in extension and industry roles have been key to assisting producers through these times, providing up to date information about many issues such as labour

sourcing and WHS, border restrictions and essential staff exemptions as well as their usual extension and communication activities. Some horticulture extensionists have been invited to join the Northern Horticulture Extension Innovation Network, facilitated by Hort Innovation's Northern Australia Regional Extension Manager, stretching across three states in Australia's top end. The group is still in its infancy but will hopefully prove to be a valuable network to strengthen the capacity and knowledge base of the north. There has also been some initial work to bring back Landcare Coordinators to the NT to work face-to-face with those on the land and improve the environmental resilience in all land use categories.



## Sandy Gunter South Australia

2020 has been a heck of a year for many of us in South Australia. Producers and land managers across the state had been struggling to manage through extremely dry conditions and several communities were also severely impacted by devastating bushfires. And then along came COVID-19 just to really test our resilience.

For many extension practitioners, COVID-19 made us completely rethink how we could do business. Exchange of information through webinars, podcasts, video blogs and other digital media became the new way of connecting with our communities and clients. What began as a response to a crisis is now integrating into normal extension practice and I think that this will have positive outcomes. People can now access digital workshop material, seminars and presentations when it suits them and no longer have to commit to long distance travel and time away from family. Now the trick will be to make sure that we are still connecting in the flesh but use these digital options to value add. A couple of sources of inspiration for me over this period have been:

- James Clear – the mechanics of motivation - <https://jamesclear.com/motivation>
- Simon Sinek – the author of Start with Why [https://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)

Finally, a shameless plug for my own organisation - a bunch of resources to help producers manage through drought. <https://landscape.sa.gov.au/mr/land-and-farming/drought-management>.



## Ossie Lang Tasmania

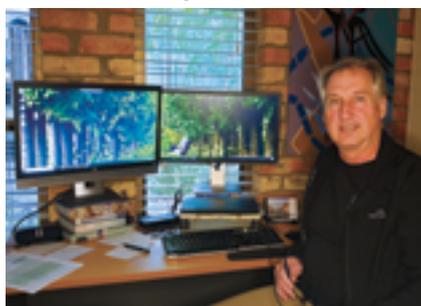
2020 has been a challenging year but those of us in Tasmania have been more fortunate than most. While we are now able to hold events with relatively few restrictions there has been some learning curves throughout the year.

The switch to the digital world was really evident in the shift of Rural Youth's Agfest event from the paddock to the cloud, successfully pulled together in a few weeks. While online events are not everyone's cup of tea, the move to host events digitally has opened them up to contact and input from other areas and allowed a broader perspective than you would have achieved in a purely in-person event. While online tools are really useful and can enable some excellent conversations between people, in-person events are still part of extension. I have attended some extension events that have been hosted in Tasmania in the last couple of months. These events highlighted the importance of in-person events and the connections that only really happen when catching up over a cup of coffee, or a snag in bread.



## Sarah Thompson Victoria

After nine months of predominantly online extension, facilitation and learning during multiple COVID-19 lockdowns and restrictions, Victorian extension practitioners are slowly moving back to 'in person' delivery. Whilst it's been an extremely challenging time of our lives, there have been some great



## Noel Ainsworth Queensland

COVID-19 has no doubt thrown a few difficulties at APEN members over the past six months, and the success of ExtensionChat to replace the roadshows was a classic example of APEN members seizing the opportunity to pivot. Another example is the south Queensland APEN members book club. Running since August 2020, it uses a very interactive process of live exchange of ideas, critical to encouraging creativity and reflection in these challenging and physically isolated times. APEN members 'live' the values required for extension and during November the south Queensland APEN members book club are reviewing modern agile principles of extension. One of the four principles is "Experiment and learn rapidly". Like many extensionists, it suggests responding to change, over following a plan. Being iterative and thinking on your feet are core capacities for APEN members. These are essential for resilience, both for them and their projects, being the capacity to recover quickly from difficulties.

For further south Queensland APEN member book club information email Noel Ainsworth at [rc.qld@apen.org.au](mailto:rc.qld@apen.org.au)



extension. We've seen women's well-being sessions offered online allowing access for more women to attend from their own home, with babies, kids and pets in toe. We've seen farmer workshops and discussion groups going online with farmers being able to still do their full day of work and tune in over their lunch break. We've also seen a huge breakthrough in limitations of who's involved in extension activities – without the worry of time, travel, cost and borders. From a Dairy Australia perspective, this year has provided us the opportunity to pivot and create remote and online learning experiences. Our team of Extension Officers across Australia were involved in a two-part online series on Creative Online Facilitation with Viv McWaters and Lee Ryan. These sessions focused on bringing the human and physical touch into online sessions and not always relying on technology. Physical whiteboards and markers, pens and paper, sticky notes and getting up and moving around were all part of these sessions. The workshops got our team drawing on what they know and love about extension - facilitating learning in a fun and engaging way.

Let's make sure we use parts of the last nine months as a learning experience and bring with us all the positives and benefits to agricultural extension and facilitation.



## Karen Smith Western Australia

The year 2020 (or the COVID-19 year) provided welcome change for many people working from rural areas as 'working from home' became reality and demonstrated organisations can continue remotely without falling apart. COVID-19 became an opportunity for many to improve their digital skills and accept meeting online as a norm, also meaning less time spent in the car travelling distances across WA's disparate regional population, for extensionists and audiences alike. Agriculture in WA has proved quite resilient as everyone has quickly adapted to changes required, while others enjoyed the quiet and time to reflect.

The livestock industry benefitted from a great series of Livestock Advisor Updates webinars funded by Meat and Livestock Australia with great links to WA research. Webinars commenced

to replace in-person delivery of a one-day event, providing better in-depth presentation of topics along with great discussion facilitated well in the Zoom environment. Many advisors continued operating 'remotely' from farmer contact during the year able to carry out site inspections and follow up over the phone.

Time pressure on farmers for industry engagement is an ongoing challenge to adapt to, and online engagement can be part of this. Webinars and online forums provide a great way to touch base or provide targeted updates to audiences. Anyone keen to 'practise' their webinar skills and find some webinar buddies to assist their next presentation, please email me to run some small practice sessions

# Making Extension Connections

*Relationships are based on four principles: respect, understanding, acceptance and appreciation (Mahatma Gandhi)*

## FACE-TO-FACE



*“There’s a temptation in our networked age to think that ideas can be developed by email and iChat. That’s crazy. Creativity comes from spontaneous meetings, from random discussions.” (Steve Jobs).*

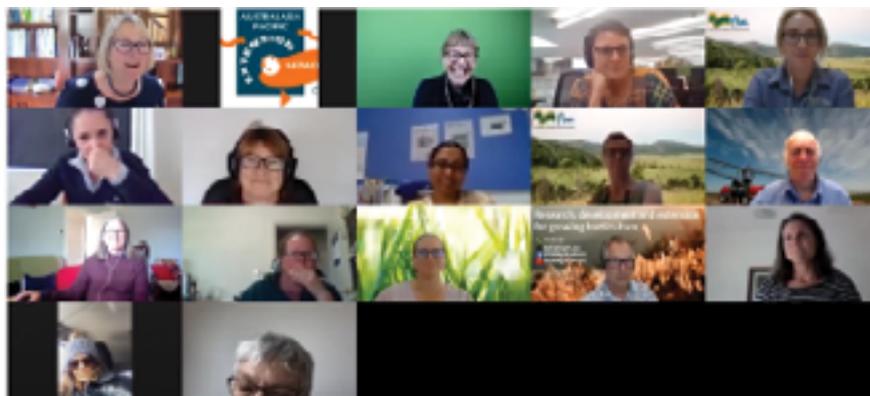
Face to face meetings are key to building strong relationships. As human beings, we naturally want to meet and interact with the people we are engaging, reaching and working with. Body language, facial expressions, tone of voice, active listening, being focused often are more positive – without non-verbal cues, sometimes we misinterpret information. *“The most important thing in communication is to hear what isn’t being said.” – Peter Drucker*



### **Should this be an elbow?**

Technology helps improve our ability to meet, not replace it. Virtual meetings are great because they can be more convenient, but they can also be more awkward. It is more difficult to mind map ideas within the company and have in-depth discussions. Of course, there are the distractions of browsing social media to overcome! During 2020, APEN has delivered both online and face-to-face meetings – depending on where you live.

The following articles share with our members ideas and what is being delivered across the extension network. Enjoy the read. Make contact to broaden your knowledge.



## APEN’s celebration of the International Day of Rural Women



### Conversations over a Cuppa

Five amazing women; Jeanette Long (Facilitator), Jane Weatherley, Ruth Nettle, Denise Bewsell and Kate Jackson shared their stories.

Snippets include:

- Jane: grab every opportunity whether you are ready or not
- Ruth: women are a force to be reckoned with; capture opportunities; persistence and hard work (despite a lot of challenges) to achieve positive outcomes
- Denise: sharing stories (and chocolate) of women farming together; being enthusiastic in a supportive environment brings about change
- Kate: working in agriculture brings lots of rewards, especially connecting with other people who are willing to share knowledge and experiences

Some questions from the Chatbox:

- What can APEN do to progress the inclusion of extension training into the university sector in the future?

- What is the one occasion that enabled you to make a difference?
- How influential have formal education courses been in changing your career?
- Do you think regarding persistence, it is important to recognise that timing in extension is everything?
- How did you build your extension knowledge and skills? Where should a new industry entrant start to gather those skills?
- How critical were mentors in supporting you in your extension roles?

Responses included:

- Perseverance is not constantly banging your head endlessly on a brick wall - but trying to pick or look for the timing, the support you can get behind you and the ‘popular’ turn
- A PhD was a pathway to open up international networks and more senior leadership - but that’s in education - it can help in other sectors as well - but not all circumstances!

It was a fabulous occasion, full of wonderful, practical advice and great interaction among the presenters and the participants.



*We have come a long way since World War 2 (SBS Life)*

# Effective extension in the vegetable industry

## Gordon Rogers - Applied Horticultural Research

Applied Horticultural Research (AHR) has partnered with industry, government, and the private sector to communicate research outcomes to horticultural growers in new and effective ways.

Vegetable sector projects including *Soil Wealth and Integrated Crop Protection* and *Optimising cover crops for the Australian vegetable industry* provide some great examples of how effective extension can make a difference.

### Soil Wealth and Integrated Crop Protection

The Soil Wealth and ICP project, run jointly by AHR and the RM Consulting Group (RMCG), has achieved traction among vegetable growers and advisors. The project communicates research-based information to increase the knowledge and skills of growers and bring about practice change in the areas of 'soil health' and crop protection.

People learn in different ways, it's not one size fits all. A key feature of the project has been to take research outcomes and present them to growers and advisors in different ways to suit different learning styles.

Take strip tillage as an example. Strip till had been used in broad acre agriculture for over 10 years, but it had not been widely adopted by vegetable growers.

First, the team worked with machinery suppliers to obtain suitable strip tillage machinery. They worked with growers to establish trials on demonstration sites and run field days to show how strip tillage could work in commercial vegetable farming.

They also produced a series of fact sheets, webinars and videos to explain how the technology works and how you could use it to improve soil health and reduce costs.

Finally, the team showcased the benefits of strip tillage through grower-focused case studies, videos, and even brought a strip till implement to the Hort Connections conference in Melbourne.

For more information about the Soil Wealth and ICP project, visit [www.soilwealth.com.au](http://www.soilwealth.com.au)



### Cover crops to improve soil health and productivity.

Cover crops provide organic matter to soils, keep weeds under control and reduce soil borne disease. Again, cover crops are not new, but there were many questions growers needed to be answered before using cover crops in their production systems.

Which species are best, when should they be planted, how long do you need to grow them, what about soil types, what sort of machinery do you need, and do the benefits outweigh the cost?

Following the research, the project team, led by Dr Kelvin Montagu (pictured), produced some great materials to supplement cover crop



coaching clinics they conducted around Australia. The key information that a grower or advisor needs to make good decisions about cover crops was distilled into just four posters, each packed with a wealth of information.

Project leader, Dr Kelvin Montagu summarised the process. "I sent the cover crop posters out to 12 growers and five agronomists for comment and refinement."

"This proved to be a really good way of getting engagement with growers. I got some fantastic comments and really strong support for the posters and lots of follow up information to meet some growers desired for more advanced info" he said.

Kelvin thought this process really helped with engagement. "I think this is a good way of engaging leading growers, getting their feedback and importantly

feeding information to them to help them advance their practice and thinking. For example, one grower was after info on cover mixes, another was after info on cover crops nutrient cycling and availability, while a third was interested in summer legumes" he said.



Steve Groff cover crop expert from Pennsylvania showing the tillage Radish cover crop that helps open up compacted soils.



Sam and Val Micallef from NSW show off their sorghum cover crop

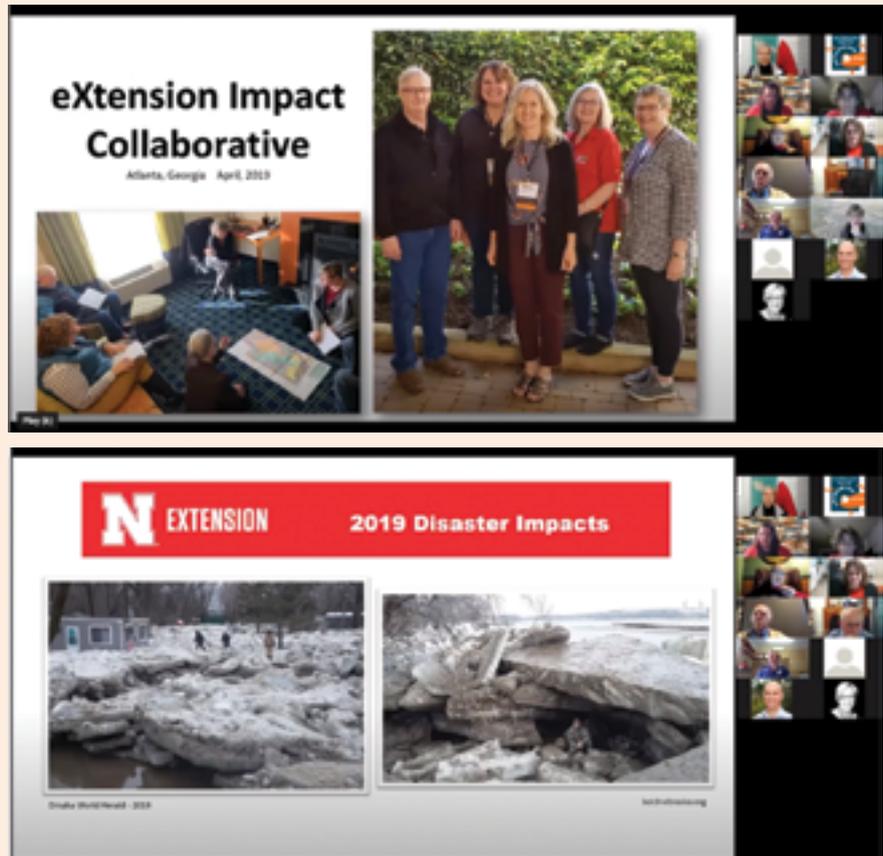
**For more information on the cover crop project and resources produced and may other projects, visit [www.soilwealth.com.au/](http://www.soilwealth.com.au/)**

*The Soil Wealth and Integrated Crop Protection (VG16078) and Optimising cover crops for the Australian vegetable industry (VG16068) projects were funded by Hort Innovation using the vegetable levy and funds from the Australian Government.*

# Nebraska Extension Wellness in Tough Times Project

APEN was fortunate to secure the services of Susan Harris and the *Nebraska Wellness in Tough Times* team to present a very informative and interesting webinar on the impact of disasters on rural communities, preceding APEN's Annual General Meeting in October.

It was a great opportunity to interact with the speakers and learn the commonalities and the differences between our countries in managing the impact of disasters. APEN thanks Susan and her team for answering all our questions and giving us lots of ideas to discuss as we continue to improve our management of disasters.



## Reading Brace

Denise Bewsell

***How to choose journal articles - thanks to Denise Bewsell who publishes the following articles in APEN's monthly eBulletin***



**February 2020: Key social processes sustaining the farmer/advisor relationships** Geoff Kuehne, Ruth Nettle and Rick Llewellyn provide a neat paper on building and maintaining the farmer/advisor relationship

<https://www.apen.org.au/static/uploads/files/reis-2019-1501-r3-wfgtemgicrwo.pdf>

**Designing policy interventions to change environmental behaviours: theory and practice** Terry Parminter provides a literature review on frameworks and models for understanding human behaviour and for influencing change

<https://www.apen.org.au/static/uploads/files/reis-2019-1501-11-wfoiolxglfji.pdf>

**March 2020: Peer support model as catalyst for change** Camille Conway outlines the use of the peer-to-peer learning model in the context of forming a group focused on regenerative agriculture in the Fitzroy Basin in central Queensland. You can read the whole article here: [Peer support model](#)

[for change](#)

**Prioritisation in practice: Targeted extension in Great Barrier Reef water quality improvement programs** Lana Hepburn and Michael Nash provide an overview of the social processes influencing change in the context of delivering an extension programme to sugarcane growers in the Wet Tropics. The paper can be found online: [Prioritisation of extension efforts](#)

**April 2020: Leading groups online – a down-and-dirty guide to leading online courses, meetings, trainings, and events during the coronavirus pandemic** Based in the USA, Jeanne Rewa and Daniel Hunter produced this booklet using their experience of facilitating online. There is more background and the pdf to download here: <http://www.leadinggroupsonline.org/>

**ExtensionAus** Have you checked out the ExtensionAus website recently? The Extension Practice site is designed

to help extension professionals with information and tools that could be useful for their practice. There have been some recent additions that provide some pointers for online activities. A quick look shows articles on how to do Facebook Live, using Webex and working from home. You can find it here: <https://extensionaus.com.au/extension-practice/home>, but if you want to go directly to online tools, try this link: <https://extensionaus.com.au/extension-practice/tag/online-tools/>

**May 2020: GFRAS COVID-19 resources** The Global Forum for Rural Advisory Services (GFRAS) exists to help enhance the performance of advisory services so that they can better serve farm families and rural producers, and so contribute to improved livelihoods in rural areas and the sustainable reduction of hunger and poverty. You can find these here: <https://www.g-fras.org/en/covid-19/e-extension.html>

**Changeology – blog post on the perfect online workshop** Les Robinson is a specialist in community change who has run some APEN events over the years. You can find it here: [Les Robinson tips for online workshops](#)

**June 2020: Behavior Change for Nature: A Behavioral Science Toolkit for Practitioners** This report, co-written by Toby Park and Carolin Reiner from the Behavioural Insights Team (BIT), and Kevin Green and Katie Williamson from the conservation charity Rare, on behaviour change, is focused on conservation. You can read and download the report here: [Behavioural science toolkit](#)

**Understanding the use of decision support tools by conservation professionals and their education and training needs: An application of the Reasoned Action Approach** Linda Prokopy is Professor of Natural Resources Social Science at Purdue University and leads the Natural Resources Social Science Lab (NRSS) exploring how human interactions with the environment impact natural resources. It's open access so you can read it online here: [Decision support tools and conservation professionals.](#)

**July 2020: Have farmers had enough of experts?** Niki Rust from the University of Newcastle and co-authors from around the UK, Hungary and New Zealand investigated what prompted farmers in Hungary and the UK to learn about sustainable soil innovations and who influenced them to innovate to innovate their farm management. If you are on ResearchGate you can download the file here: [Have farmers had enough of experts?](#)

**The future will be like the past ...: Is Agricultural Extension Exceptional?** Some APEN members will recognise the name of Jock R Anderson. He is an Australian agricultural economist, now based in the USA. You can download the slides here: [Is agricultural extension exceptional?](#)

**August 2020: Understanding producers' perspectives on primary industry advisory services in New Zealand: a literature review** Ronlyn Duncan and Nicholas Kirk from Manaaki Whenua Landcare Research collected peer-reviewed international and national research on advisory services and



behaviour change and supplemented this with a workshop exploring primary industry advisors experiences of engagement with producers and any research they have undertaken in New Zealand to assess the effectiveness of their advisory services from producers' perspectives. You can download the report here: [Primary Industries advisory services literature review.](#)

**Reshaping a farming culture through participatory extension: An institutional logic perspective** Jorie Knook and James Turner have just published a fascinating paper on farming culture. They explored the farming culture in New Zealand and Scotland where the culture has been based on maximising food production and maintaining the family business. You can access the abstract here: Knook and Turner abstract but if you are on ResearchGate you can access the full text here: [ResearchGate link to Knook and Turner paper](#)

**September 2020: Assessment of the growth in social groups for sustainable agriculture and land management** Jules Pretty (and a long list of co-authors!) explores social cooperation and the rise of new social groups to support sustainability. You can download the article here: [Pretty et al. social groups for sustainable ag](#)

**What Can Environmental Economists Learn from the COVID-19 Experience?** ? Pannell and Adamowic exploring responses to the COVID-19 pandemic and the insights these have for environmental economics and policy.

You can download the article here (free access!): [Pannell and Adamowic](#)

**October 2020: Instructional Shifts to Support Deep Learning** by Jay McTighe and Harvey Silver in the September 2020 issue of Educational Leadership®. Yes, it is a journal for teachers but there's so much in the education space that we can learn and apply in extension. You can read the full article here: [McTighe and Silver deep learning article](#)

**Effects of embedded questions in recorded lectures** Hans van der Meij and Linn Böckmann in the Journal of Computing in Higher Education explores the use of quizzes for helping process video-based lectures. You can read the full article here: [van der Meij and Bockman embedded questions article](#)

**How do rural extension agents learn? Argentine practitioners' sources of learning and knowledge** by Fernando Landini. [The abstract is available here: Abstract of Fernando Landini article 1](#)

## Beefing Up Northern Beef Online Information

**Whether it's via a webinar, eBulletin, social media post, or podcast (coming soon!), the FutureBeef team continue to keep the northern beef industry up-to-date with beef research development and extension.**

FutureBeef has beefed up its communication and engagement with the northern beef industry over the 2019–2020 period to deliver a true one-stop-shop of beef information. Despite restrictions with staffing and COVID-19, the team's comprehensive suite of communication and engagement tools has ensured it can regularly engage with the beef industry and provide relevant and useful information.

**Website** The FutureBeef website is the go-to source of information for the northern beef industry with over 1,000 pages of content and new pages added regularly. In the 2019–2020 period, over 199,000 visitors viewed over 360,000 pages on the website with the most popular page being on calf rearing.

**Webinars** FutureBeef webinars remain a timely and cost-effective method of delivering relevant and accurate information to the northern beef industry. Ten FutureBeef webinars

were delivered in 2019–20 with a total of 1,282 people registered, 558 live attendees and 4,574 views of the webinar recordings. Almost 50% of webinar registrations and 40% of live-attendees were producers. Feedback from webinar attendees was positive with 8.5 out of 10 for satisfaction, and 52% of webinar attendees intending to make a change to their business as a result of the webinar.

**Social media** Both the FutureBeef Facebook and Twitter pages have grown steadily over 2019–2020 with a 17-18% increase in likes. Followers are engaging with each post with clicks, reactions and shares and there is a positive sentiment with post comments.

**eBulletin** The monthly FutureBeef eBulletin continues to deliver relevant northern beef industry information and events to stakeholders, with partners from Western Australia, Northern Territory and Meat & Livestock Australia



(MLA) contributing content. The eBulletin is distributed to over 5,400 subscribers.

**Multimedia** The FutureBeef YouTube channel houses all webinar recordings and short FutureBeef videos. In the last 12 months there have been over 18,000 views.

**Newspaper features** FutureBeef negotiated a contract with Australian Community Media to publish three-page features six times a year in *Queensland Country Life* and the *North Queensland Register*. This allows the team to publish relevant hard copy information in a timely manner and drive more traffic back to the website.

For more information Contact Nicole Sallur on 07 4530 1270 or nicole.sallur@daf.qld.gov.au.

**Visit [www.futurebeef.com.au](http://www.futurebeef.com.au), like us on Facebook or Twitter**

## Connecting APEN members in South Qld

Noel Ainsworth

**The following is a review of the virtual book club meetings run in late 2020 as a means of creating connections between APEN members during restricted COVID-19 travel arrangements.**

Seizing on Sharna Holman's idea to run a book club the regional coordinator agreed to hold monthly book club meetings utilising the APEN zoom license. The August meeting discussed Jeff Coutts & Kate Roberts 2003 paper "Extension Models and Best Practice in Extension". Comments focused on lifting awareness of the five models of information access, facilitation/empowerment, mentoring/consulting, programmed learning and technology development. Explicitly examining new projects with these in mind was useful for identifying gaps or project weaknesses.

The September meeting discussed Frank Vanclay's 2004 Social principles for extension paper which brought out the need to understand farmers perspectives as individuals. The October meeting discussed Claude Bennett's 1975 paper "Up the hierarchy" that

confirmed it remains a great framework on which to build an M&E Plan, adding components such as assumptions and links between levels. With one meeting yet to be delivered in late November it is a useful opportunity to review the book club series against its original purpose.

Polling was used to understand a little about the participants at the start of each meeting and used again at the end of the meeting to evaluate participants satisfaction with the event.

While the events were run to encourage participation using agreed meeting rules, interactive polling and small group breakout rooms, the events didn't attract an even mix of experience. Only 20% of participants had APEN membership of less than 5 years with most (80%) having five or more years of APEN membership.

The introductory polling did come up with

some interesting quirky facts:

- Most participants were attending from home,
- Not many took the opportunity of having lunch during the meeting despite running from 12-1pm local time,
- Most preferred the colour blue over green and then red, and
- Most cited the main benefit of remote working has been improved work-life balance.



The evaluation polling conveyed positive responses to the initiative with:

- 97% of participants rating the book club as either good or excellent,
- 97% of participants stating that they

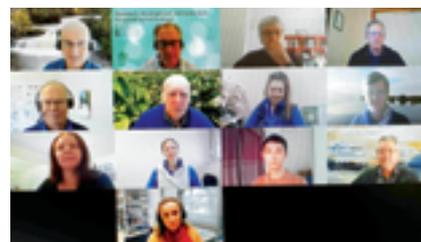
were either likely or very likely to join the next book club meeting, and

- All participants stating that they were either very satisfied or completely satisfied in using this event to connect with other APEN members in the south Qld region.

Like any extension activity, the book club did not engage the majority of members and participation declined

over the course of the book club series of meetings which prompts the following closing recommendation:

The concept of a book club using zoom meetings provides an opportunity to engage APEN members in an interactive forum to share ideas, particularly those newer extensionists with less experience. A more sustainable approach to running book club meetings would be to run



them once a month on a national basis, with a rotation of the APEN regional coordinators as facilitators.

## Hort Innovation extension team

In 2020, the Hort Innovation extension team was initiated after feedback from industry. Horticulture industry stakeholders wanted the company to be more connected to the regions, be more accessible and increase awareness of research development and extension investments. The team comprises six Regional Extension Managers (REM's), including a team lead.

The team is guided by the company extension strategy and its four imperatives:

- Building industry capability and managing Hort Innovation extension investments
- Enhance coordination of existing extension networks and activities with emphasis on across industry collaboration
- Amplify the relevance of and demand for investment outputs and identify regional needs
- Enable investment delivery and resulting end user change

The REM's aim is to enhance coordination, communication and application of research and development outcomes with delivery partners at both an industry and regional level. For growers, the new initiative will support business decision making and enhance on-farm practices through adoption of research and development from over 400 Hort Innovation project investments.

The six REM's are regionally located across Australia covering 94% of horticultural activity by employment and production value. Further REM information contact details can be found on the Hort Innovation website

- Hort Innovation [Regional Extension Managers](#)
- Hort Innovation [Extension – read about our new initiative.](#)



### Horticulture extension support

Supporting the first imperative, in early 2020 the team collected feedback from extension delivery partners indicating a desire to network across horticulture industries and a need for professional development. This was the catalyst to run quarterly webinars focusing on networking and peer-to-peer learning with horticultural industry development and extension delivery partners. The first webinar was a meet and greet. The second webinar was held on 28 October 2020 titled [To segment or not to segment – what's the fuss about segmentation?](#)

The webinar included a presentation from Sean Kenny (Rural Consulting Group) titled Using segmentation to support extension design, outlining:

- an extension segmentation and design framework – it is not a one size fits all approach
- types of segmentation – who, where, how may and what do they prefer? How are these considerations relevant to a project?
- a dairy industry example, Feedbase Challenge Groups in the Dairy Sector.

A copy of the webinar and associated resources are available on the Hort Innovation YouTube channel <https://www.youtube.com/channel/UC81YeYLumDd00beZ0-IPT0g>.

Hort Innovation supports APEN and the team promote APEN and the recent ExtensionChat webinars. The team is facilitating several delivery partners to join the 2021 APEN mentoring program.

As we all know, since the start of the COVID-19 pandemic, extension activities and delivery have been affected by travel restrictions and reduced capability to meet face-to-face. In April 2020, the Hort Innovation Extension team wrote [Remote extension tips and tools](#) to assist delivery partners navigate the on-line meeting environment and conduct remote extension activities. The 'tips and tools' document includes information on

- current extension delivery activities
- suggested alternatives for face-to-face extension delivery methods
- tips for keeping participants engaged.

Future initiatives of the team include regional networking initially between Hort Innovation delivery partners with options to expand and an annual Extension Forum at the Hort Connections conference.

A useful Hort Innovation resource for the horticulture industry is the [Hort Insights webinar series](#). An initiative of the Data and Insights team, past webinar recordings are available on the website including:

- 12 November 2020 - The future of horticulture and pollinator – how to ensure pollinator health in protected cropping systems
- 3 September 2020 - Exploring the horticulture sector's export trade performance in 2019-20
- 18 June 2020 - Understanding the market environment for the foodservice sector and impacts for fresh produce growers
- 23 July - Insights into the drivers of community trust and acceptance for the horticulture industry.

Further Hort Innovation extension initiative information can be found at

- Hort Innovation extension – [read about our new extension initiative](#)
- or contact your local Hort Innovation Regional Extension Manager.

# Future Events



Join presenter Honorary Professor Geoff Cockfield, Institute for Resilient Regions, Centre for Sustainable Agricultural Systems, University of Southern Queensland.

Topic: “**Understanding farmer decision making (and thereby reducing waste in agricultural research funding)**”.

**Register by Friday 11th December on APEN website: [www.apen.org.au](http://www.apen.org.au)**

**APEN Webinar Monday 14th December 2.00pm (Melbourne time)**



*The APEN Board and ExtensionNet Editorial Team wish you, your loved ones and friends a safe and joyous holiday season.*

*We thank you for your continued support during these challenging times.*

*We look forward to seeing you, hopefully in person, at an APEN event in 2021.*

Elevate your boardroom performance

## AICD Foundations of Directorship program

The AgriFutures Ignite Network is offering 25 Ignite Network members the opportunity to attend the Australian Institute of Company Director's Foundations of Directorship program. The three-day course will be held in Sydney. Due to the impact of COVID-19 the course has been rescheduled from May to November 2020.

### Who should apply?

- Those with a current career in the agriculture sector

- Those who are passionate about the agriculture sector and who want to ensure its long-term prosperity
- Those who are interested in developing key skills of directorship (note, you do not have to have prior board experience) and who think the skills gained could be utilised in their careers.

**Costs:** AgriFutures Australia will pay for your flights, 4 x nights' accommodation, and 1 X networking dinner. All other expenses such as taxis, meals, coffee

etc will need to be covered by the successful applicant.

### Application timeline:

Open on Monday, 10 February 2020 at 09.00AM AEDT

Close on Friday, 6 March 2020 at 5.00PM AEST

**Contact: Angela Wakeman Manager, Capacity Building**

**02 6923 6917 [angela.wakeman@agrifutures.com.au](mailto:angela.wakeman@agrifutures.com.au)**

## AgriFutures



*The AgriFutures Emerging Industries Program is calling for applications from emerging rural industries to partner with AgriFutures Australia to increase the production capacity and value of their industry. Applicants should be aiming to grow their industry by applying RD&E to overcome technical, market, supply chain and biological constraints. In planning and submitting proposals, applicants need to familiarise themselves with the application procedure and selection criteria. We also welcome and encourage your collaboration with other providers to build research capacity where necessary to meet your objectives.*

**Submissions close 3.00 pm (AEDT) Friday, 18 December 2020.**

## GRDC Video and Podcast Investment

GRDC is providing suitable suppliers with an opportunity to develop dynamic audio and visual content about the latest grains research advances which have the potential to benefit the nation's grain growers.

Suppliers are sought for the production of multi-media video and podcast content to extend key research messages to drive grower adoption of research outcomes on-farm

## Trainee Reporter, Rural ABC Regional & Local

ABC Regional & Local has a 12-month opportunity available for a motivated, entry level rural reporter to join the team.

The successful applicant will be passionate about content creation and have proficient reporting, production and presentation skills. They will report for regional, state and national radio programs as well as online.





# "25 Years & Flourishing"

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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 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**

**Layout: Ross Tasker, Snap Albury Wodonga, Victoria.**

**Production Management: Dr Rosemary Currie, APEN, Wodonga, Victoria.**

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

**Stories and photos (next edition) due to Editor February 2021.**