

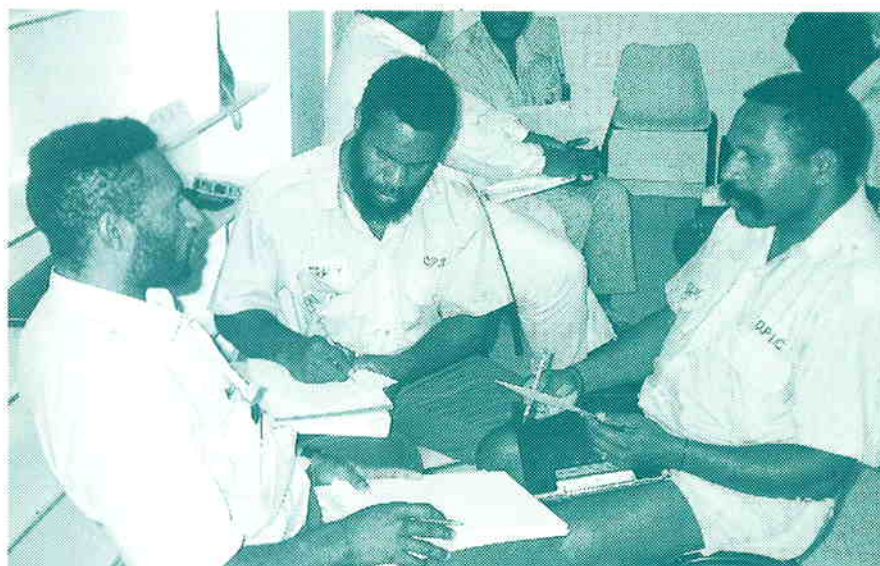
EXTENSIONNET

NEWSLETTER OF THE AUSTRALASIA-PACIFIC

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EXCELLENCE IN EXTENSION

LEARNING FOR LEADERSHIP PROGRAM BOB MACADAM



Directors. Each module began with a workshop of two and a half days duration during which participants designed a learning (situation improving) project that they conducted in their home or work situation. During the second workshop, held 5-7 weeks later,

Continued Page 5

Our submission for the 1999 **Inaugural APEN Award for Excellence in Extension** was a major modularised training program. '*Learning for Leadership*', designed and conducted by the University of Western Sydney – Hawkesbury (UWSH) Centre for Systemic Development for the Oil Palm Industry of Papua New Guinea (OPIC). It ran from October 1997 to July 1999. The CEO (a UWSH

postgraduate) initiated the European Union funded Program. He wanted to see OPIC's orientation change from technology transfer to one focused on empowering its clients – the small oil palm farmers, their families and communities.

The principal participants in the five-module program were the 110 OPIC extension officers and four farmer members of the Board of

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From the Chair



Jane Fisher

The Committee of Management has been active.

- Congratulations, John James on setting up the **APEN list server**. I hope that you, our members make use of this useful tool which is designed to improve communication and networking within our organisation. (See Page 11)

- A sub-committee of Horrie Poussard, Jane Fisher, Mark Paine and Amabel Fulton have been working hard to **re-vamp *ExtensionNet***. This is the last issue in the current format. Please let us know what you think of the new look next issue.

- There is some interest in **changing the APEN logo** - what do you think? What messages would you like APEN to convey? Use the list server to air you feelings to the rest of the membership. (See Page 4)

- I would like to welcome Mark Paine as the new editor of *ExtensionNet*, and to thank Elwin Turnbull for his input over the last few years.

- The Victorian Chapters have accepted the challenge of organising the **2000 APEN Forum**. Please contact me if you are interested in participating in the organisation of this annual event. The Forum will be held in Melbourne on the **19th and 20th of October 2000**.

- I was able to attend the 16th AIAEE conference in Arlington Virginia - topic - **Partnerships in Participation** (See page 10 for my report). It was fascinating to meet with colleague's from all over the world. The CoM have decided to join the AIAEE as an associate member. Many people are keen to visit Australia, which is fabulous for our next International Conference.

From the Editor

Mark Paine

As the new editor of *ExtensionNet* I would like to thank Elwin Turnbull for all his efforts on our newsletter. In this short note I would like to convey to readers some of **my views about extension**. Some authors have gone to considerable lengths to distinguish extension from consultancy, adult education and other forms of work in the public and private sector. I prefer to use extension as a **general and inclusive term** that is primarily **concerned with mediating links between various disciplines**. By mediating I mean having an ability to sufficiently understand each discipline required to work on a particular job, while also having unique skills for managing the social and technical linkages necessary to get the job done. This view means we are interested in managing our learning from each other (the service management aspect of extension) and learning about the way we learn from each other (developing the extension profession).

We can see that **extension is becoming an increasingly important profession** to enable society to cope with the challenges emerging in value chains, natural resource management and rural development. I believe *ExtensionNet* provides our profession with a capacity to learn from each other by sharing experiences and insights as we grapple with these challenges in future.

In this issue you will note

- a strong emphasis on natural resource management
- a couple of reports on submissions for the 1999 APEN Award for Excellence in Extension.
- We have also devoted considerable space to interviews with some leading practitioners in extension to stimulate reflection on the role of extension.

Maybe others would be interested to express their views about the future of our profession? I would be happy to receive your contributions. See the back page for contact details in the Committee of Management listing.



*APEN is pleased to acknowledge
the support of:*



A Chat with Rob Youl

Horrie Poussard caught up with Rob Youl, an enthusiastic revegetation advocate and currently Project Officer for the Landcare Foundation Victoria. A forester by training, Rob has a passion for improving the land through revegetation and for working with people. He is a great "people" person and generously gave his insights on extension, revegetation, people and Landcare.



Rob Youl

WHO is Rob Youl ?

Rob currently works part time for the Landcare Foundation Victoria and as a consultant. He was trained as a forester at Creswick (Vic) and Melbourne University and has a Master of Science in Ecology from Aberdeen University. He worked in the Victorian public service for 37 years - Forests Commission, Land Conservation Council, Department of Conservation, Forests and Lands, with secondments to Greening Australia Limited and the Landcare Foundation Victoria. He retired from the public service in January 1999. He was a lieutenant colonel in the Australian Army General Reserve and also owns 160 hectares of indigenous woodlands in Western Victoria.

The current scene

Extension people should congratulate themselves on being part of two terrific decades for revegetation in Australia. Believe me, I was there in 1980! The scene to-day in 2000 is un-recognisable.

To cure any depression, and there is always some around, reconnect with the community, which is a wellspring of enthusiasm. Landcare provides a model for revegetation throughout the world with its community involvement and concentration on indigenous species.

The rise of Landcare has also been very good for humanising scientists, forcing them to work much more closely with amateur

naturalists, farmers and departmental extension staff.

Best Things about Extension

Helping people develop, work towards and reach medium- and long-term goals; being multi-disciplinary; and organising catchment bike rides!

Extension Highs

Working with motivated, collaborative community groups - for me especially these days with the Powlett Project and the Hindmarsh Biolink in the West Wimmera

Worst Features

Can't think of any - except perhaps the long drives at night, which I now avoid.

My Vision for Extension

As I and others wrote recently in *Landcare in Australia: Founded on Community Action*: "... a new type of professional has emerged, practical but still visionary, combining broad technical knowledge with administrative, managerial, communications and community development skills. These people, from a diversity of backgrounds, usually but not necessarily technically qualified, are generally known as 'landcare facilitators' or 'co-ordinators.' Indeed most lead, but in subtle ways."

Major Trends Observed over Time

- A multi-disciplinary environment
- Forestry moving away from the profession into the community

- The rise in recognition of the values of indigenous vegetation

- Developing regional visions

- Many activities moving from the public sector to the private sphere

- A concomitant decline in government will and public service morale

What Would I Do If I Were 25 Again?

I would work as a regional landcare facilitator/co-ordinator - if I were good enough to get a job!

My Definition Of Extension

Using a blend of broad technical knowledge with political, communications and computer skills, vision and humanity, commitment, industry and endurance to help the community achieve its goals for environmental restoration

The Important Things to Ensure You Are Effective.

Make sure you have many other interests - adequate (non-junk, home-cooked) food, exercise, sleep, plenty of sex, plus an understanding family and friends - as you often have to give a lot of yourself to the job. And stick your neck out and take risks!

Who are My Heroes in Extension?

Brian Scarsbrick of Landcare Australia Limited: few people realise how hard he has worked to put Landcare on the corporate map - a very tough, courageous, creative and tenacious man.

Likewise *Sue Marriott* of the Secretariat for International Landcare (SILC) at Hamilton - leave out "tough" and insert "resilient," otherwise the same adjectives apply! As well there is *Cr Daryl Argall*, Mayor of Hindmarsh Shire in Victoria's Wimmera - an outstanding municipal leader, fair, firm and friendly - ferocious and forthright too! And looking back a bit ... *Joan Kirner* and *Heather Mitchell*, Landcare's initiators, with help from public servants *Horrie Poussard*, *Bob Edgar* and *Bryan O'Brien* ... and the visionary journalist of the 1970s and 80s, *Geoff Wilson*. And *Farm* editor, *Pat Francis*, is pretty terrific!

My Favourite Song ?

Je ne regrette rien! by Edith Piaf.

My Favourite Saying On Extension

Clemenceau said: War is too important to be left to the generals! I paraphrased this to: *Forestry is too important to be left to the foresters!* And I wish there were many more foresters working in Landcare as the long-term approach that the profession instils in its adherents is of huge benefit to community revegetation programs.

What Else to Share?

Let me finish with seven challenges.

- We must make the various Catchment Management systems work well, and they will foster the emerging regional community landcare programs.
- We must go out of our way to thank the politicians for the bounty of the Natural Heritage Trust, and convince them to maintain similarly high levels of support for environmental activities when the Telstra funds are spent.
- We must put a lot more effort into the next generation of revegetators - foster the emerging *Kate Walshes*, *Katie McCrackens* and *Ron Doddses* (three exceptional Victorian employees of Greening Australia), and create jobs and career paths for them.
- We must organise more training for landcare coordinators/facilitators - as I said before, this is an emerging profession of its own. They need to develop their expertise in major project planning and management, and in finance - since many are overseeing projects worth from \$100 000 to over half a million.

• I believe that many opportunities will emerge for Australians as Landcare becomes better known internationally - another arm of ecotourism. And every ecotour must include an opportunity for the ecotourists to help restore a degraded environment.

• Greenhouse represents a huge opportunity for extension and landcare, as does water management (note the recent rise in publicity over water shortages and population targets). Cultural association with artists, musicians, writers, poets and so on will help promote landcare. We have a long way to go before we will have exhausted the potential for corporate, institutional, individual and philanthropic sponsorship of landcare projects.

• My mate, *Ian Smith* of ATCV, proposes a 50-year multi-faceted commitment to the Murray-Darling Basin and its rehabilitation. "Make it like another Snowy Mountains Scheme!" he says. Sounds like a brilliant idea!

Rob Youl can be contacted at the Melbourne office of Landcare Foundation Victoria on (03) 9662 9977

What's in a Name Or for That Matter, A Logo?

The President, *Jane Fisher*, in her **From the Chair** (Page 2) raised the issue of the APEN Logo and the fact that some/many were unhappy with it. Here is a reprint from *Terry Makin's* article introducing the logo in **ExtensionNet Vol 2, No. 3**. Terry was the Interim Chairman and then Inaugural President of APEN.

"No doubt people will have a variety of opinions and responses to the new APEN logo. What matters most is that the logo communicates the identity of the organisation.

The colours of APEN's new logo, deep aqua and terracotta, are designed to communicate that the basis for all extension work is the prime elements of land and water.

Curving the word "extension" around the world suggests the all encompassing nature of extension work, while the eclipse containing the word "network" indicates the liveliness, energy, movement and direction of extension and its people.

The basic rectangular shape of the rest of the logo suggests tradition and convention out of which move random geometric shapes to illustrate that extension work, while steeped in the basics, cannot and should not be contained or constrained by the past or tradition.

The logo is clear and confident, conveying the basis and the potential of the extension network. The overall result is a strong, unified visual message.

Which brings us back to where we started. What's in a logo? Heaps, and the main thing is that it is an effective, accurate corporate identity for APEN."

Please let Jane know what you think! Contact her on email at: Jane.Fisher@nre.vic.gov.au

Continued from Page 1

they reported on their projects and reflected on what was learned.

Module 1 (Sept-Dec 1997) introduced the principles and practice of experiential learning.

Module 2 (March-April 1998) encouraged participants to explore and analyse the external environment of OPIC, and develop a vision of a desired future relationship with stakeholders. The UWSH team facilitated a supplementary experiential learning program (April 1998) for the OPIC senior management team. The outcome was the 'OPIC Strategy Plan 1998-2003'.

Module 3 (June-Aug 1998) enabled participants to contract with an individual or small group with a view to introducing and facilitating an experiential learning approach to an issue of interest to them, not necessarily concerned with oil palm.

Module 4 (Oct-Dec 1998) contextualised the OPIC Strategy Plan by enabling participants to design and conduct a 'learning facilitation' project with a high priority group of OPIC stakeholders.

Module 5 (Feb-July 1999) encouraged participants to explore the notion of 'Developing OPIC as a Learning Organisation'. The context for this was the general appreciation during Module 4 of the transformation occurring within OPIC and its relationship with stakeholders, and anxiety about a possible loss of momentum now the end of the Program was in sight.

Education and training programs too often stop when knowledge/skills/attitudes objectives are apparently met. To actually 'become' what these objectives are assumed to lead to is difficult and demanding, particularly so when the intention is a significant

change. The Program was a rare opportunity to observe and reflect on this over a 2-year period.

In a forthcoming 'extension' edition of the Australian Journal of Experimental Agriculture I suggest:

Effective change encompasses:

- **widespread dissatisfaction with the pre-existing situation;**
- **conceptualisation of an alternative based on shared values,**
- **facilitation of theory-informed practice in the local context, and critical reflection on it,**
- **the internal capacity of the organisation to translate opportunities for reform into protocols and procedures,**
- **the imprimatur of the 'owners' of the organisation,**
- **access to needed resources.**



APEN Publications

These Publications are available from the APEN Secretariat at the prices below which include postage and handling.

Title	Date	Member Price	Non Member Price
Inaugural Workshop SA Chapter - Waite Campus, University of Adelaide	1994	\$6.50	\$8.50
Taking the Information Superhighway into Agriculture and Rural Industries, Urrbrae SA, SA Chapter	1995	\$8.50	\$10.50
Monitoring and Evaluation of Extension in Australia, Forum Report, Editor - Peter Van Beek	1995	\$10.50	\$12.50
Class sets of 15		\$50.00	\$55.00
Journal and Reference Lists in Agricultural Extension and Rural Development	1997	\$14.50	\$16.50
Beyond Technology Transfer Conference Proceedings	1997	\$15.00	\$20.50
Second Print Run (bound photocopy)		\$10.00	\$15.50
Managing Change - Building Knowledge and Skills Conference Proceedings, 2 Volumes	1997	\$65.00	\$68.50
Partnerships in Extension - Extending the Boundaries Conference Proceedings	1998	\$15.00	\$17.50
Evolving Systems - Challenged Minds Conference Proceedings	1999	\$17.00	\$19.50

Obtain your copies of these publications by contacting Rosemary Currie at the APEN Secretariat, PO Box 1239, Wodonga Vic 3689, Ph (02) 6024 5349, Fax (02) 6056 1967 or Email: rcurrie@albury.net.au Mail Order accepted with payment by Bankcard, Mastercard, Visa, American Express, Cheque or Post Office Money Order. Please be sure to include: name, address, card number and type, cardholder, expiry date, signature & date.

ExtensionNet Vol 7 No. 3

Feb - April 2000

The Freeway Greening Project

David Francis

Highly Commended, 1999 APEN Award for Excellence in Extension

Greening Australia Queensland (Inc.) is contracted by Queensland Department of Main Roads (DMR) to coordinate the activities of the Freeway Greening Project (FGP) in the greater Brisbane area. The project commenced in 1992 on Brisbane's South East Freeway with the aim of beautifying key locations through a series of community based landscape events.

The FGP nowadays is far more than a tree planting program. Two officers working in the Brisbane region and a third working in the Gold Coast region deliver a comprehensive program which involves the community, DMR staff and a diversity of stakeholders in the management of roadside vegetation.

The DMR's approach to vegetation management has changed in recent time partly as a result of the FGP. Through working directly with engineers, FGP staff have demonstrated the many benefits of effective vegetation management including reduction in maintenance commitment, improving aesthetics of roadways and reducing complaints from the public – not to mention the environmental outcomes.

DMR engineers are encouraged and informed about vegetation management through various means such as:

- Presentations at regional symposiums of the DMR on vegetation management.
- Responding to vegetation management inquiries in terminology familiar to engineers.
- Nominating the DMR for environmental awards. The DMR was the winner of the 1998 Queensland Arbor Day Awards in the Corporate Tree Planter Division.
- In late 1999 the Transport Corridor Management Conference, promoted through the slogan "Profit from improved vegetation management" brought together 265 managers of transport corridors. The impetus for the conference was to educate a Queensland audience of best management techniques of vegetation in transport corridors. The need for training in this area was

obviously greater than anticipated as the conference attracted participants from every state.

Generally, the community is involved in the FGP through the on-going tree planting program. However there a number of other means through which the community is both engaged and educated, these have included:

Dave with the Students of Raceview Primary School at a planting. The students incorporated environmental issues into their curriculum.



- The media including television (such as segments on "Totally Wild"), newspaper and radio.
- Through botanical walks and slide presentations.
- Through involving the community in project planning.
- The provision of certificates and the ever popular BBQ.

Often land managers such as the DMR have a major impact on Australia's landscape. Unfortunately this is often due to a

lack of understanding of effective vegetation management. The FGP has aided in changing the way that DMR operates. It is this close link with a land manager, such as the DMR, and a vegetation extension officer that is applicable to other situations.

The FGP model is applicable to other Districts of the Queensland DMR – some of which have already expressed interest in appointing an extension officer. Additionally, this model is applicable to other corporate land managers such as land developers, mining co-operations and other providers of transport infrastructure such as rail.

David Francis
Main Roads Extension Officer
Greening Australia Queensland Inc.
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Dave (on right) receiving a cheque from Claypave. The rare Notelaea species occurs on the adjacent reserve and Claypave land. The donated funds are for the management of Notelaea size and the propagation of the species

Did You?

Come to the 1999 APEN National Forum in Perth??

If you did, we know you had a great time and learned lots.....

*If you didn't, you can get all the great information from the
1999 APEN National Forum Proceedings,
"Evolving Systems – Challenged Minds"*

If you weren't able to make the trip 'Way Out West', the Proceedings has the presented papers and notes from the workshops.

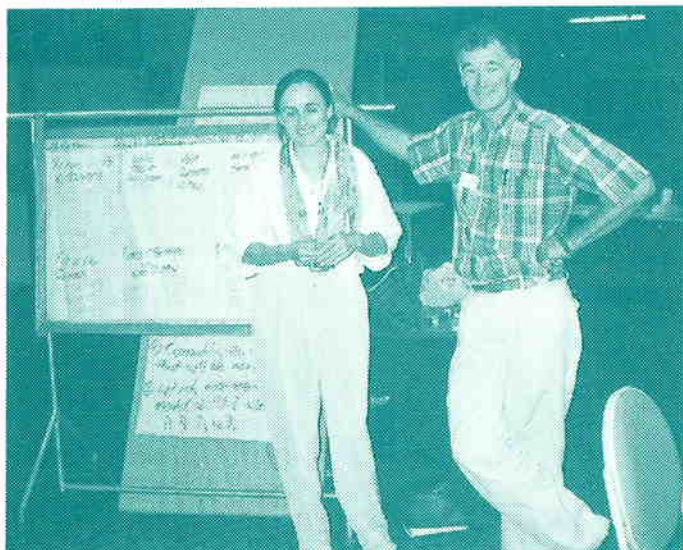
The Forum "Evolving Systems: Challenged Minds" explored the role of extension in systems that are evolving, and challenged participants to think in an interdisciplinary way and importantly, develop processes that integrate interdisciplinarity into our profession. Agricultural systems are responding to the need for greater sustainability - environmental, economic and social. Rural communities are developing strategies and forging new directions. Extension practitioners working in this environment are challenged to take account of learning in many different disciplines, taking many of us beyond our comfort zone. However, the rewards of broadening our thinking horizons are high.

***A Limited Number of Proceedings
are available from Rosemary at the Secretariat at a cost of \$17.00 for APEN
members and \$19.50 for non-members. Get in quickly!!***

The cost includes postage and handling. Contact Rosemary on 02 6024 5349, but details need to be sent by Fax 02 6056 1967, email rcurrie@albury.net.au or mail to PO Box 1239, Wodonga 3689 to order your copy. Bankcard, Mastercard, Visa, American Express, cheques and money orders accepted. Please include name, address, credit card holder, expiry date, card number and card type, date and signature and I can post the Proceedings to you straight away.

A Discussion with Bruce McKenzie

Bruce McKenzie has a very wide experience in extension, education and community development. I am confident that his views on extension would be of value to us all. I interviewed him in a few spare moments in his busy life as a consultant, he finished the questions by putting them on tape. Thanks Bruce for the crisp and generous answers which were delivered with the smiles and enthusiasm you always seem to find to put into your work and working relationships. During 1999 he has been a regular contributor to Radio National's program "A Country Breakfast". (Elwin Turnbull)



Bruce McKenzie with Macquarie 2100 Coordinator, Helen Russ, after a Community workshop that was establishing the community's values pertaining to a 100 year plan for the region

Who is Bruce McKenzie?

See end of the article.

What are the Best Things about being Involved in Extension?

Working with people who want to make a difference. It challenges you and helps you to perform better. It also helps you to know yourself better.

What are the Highs of Extension?

The high is being a trusted extensionist. This comes through the honest interpersonal relationships that are common in the profession. They help to build open and valued relationships in and for your life and living.

What are the Worst Features?

Not being there for the end. The finalisation of the achievements which are achieved by families and communities. You are never really an insider. Always - only the welcomed outsider. This leads to a feeling of being homeless. The cost of being an

extensionist is the missing of a community of your own.

What is Your Vision for Extension?

I see the future for our community as moving from a focus on the production economy to building the knowledge economy. Therefore I see the future of extension as the mentoring of others rather than the distribution of knowledge to others. To do this extensionists need to develop their own knowledge of people to be able to coach and mentor others.

What are the Major Trends you have Seen over Your Working Life?

My change has been from technocrat to holist. I started as a technical officer and moved to a hard systems approach. Then to the holism and soft systems approaches of the late 80's (which have now become mainstream activities).

If you were 25 what would you do to give yourself a Great Start as an Extension Worker? A

University of Western Sydney (UWS), Hawkesbury course in experiential learning would give me the basis of what is required. However more than being an experiential learner is needed - I believe you need an understanding of the culture of different people. I did not understand diversity for many years of my early working life. Understanding diversity is critical. It is significant in terms of concrete things like the diversity of activity and the diversity of the basis for economic well being. But also diversity makes a group so rich.

As an extension worker I need to respond to diversity, celebrate diversity and encourage it to be a part of anything I organise. I also should represent diversity in the way I present activities. I couldn't just have a single activity - I need a lot of different ways of doing things. In summary if I were 25, I would do all I could to equip myself to understand

the very essence of complexity and cultural diversity in our lifestyle.

What is Your Definition of Extension?

Helping people to know they know. The primary role for extension is to equip people to utilise the knowledge they have and to identify what they don't have. Then to find sources where their needs can be met. Self reliance is what I see as the goal of extension.

What is Really the Most Important Thing about being an Extension Worker?

Confidence and people trusting you. Thus allowing you the opportunity to direct them, encourage them and mentor them to enhance their own knowledge and praxis.

Another really important dimension is availability / accessibility. If you are going to play the role of extension then you need to be accessible when people need you - rather than at times which suit you. The 9.00 to 5.00 syndrome is entirely unacceptable. This means that an extension worker has a family life and circle of friends that understand that they are an extension worker and have made accommodations. It is not unlike a Doctor who is on call. The concept of an extension worker is well fitted to that way of thinking about a profession.

Who is Your Hero?

There are many. Originally they were individual people who had an incredible technical knowledge. They just seemed to have the answer for everything. I now realise they are the villains and now my heroes tend to be people who get an enormous amount of trust from people. They are extension workers who people believe have a real commitment to helping them. People know they will go out of their way to be helpful. It is a different concept altogether than knowledge.

What Wouldn't You Do Again?

Obviously I wouldn't go around telling people how to do it. I would rather get people to share with me what they would like to do and why it

is important. My job is to encourage them to explore what they think they should do and help them test the robustness of that.

What is Your Favourite Saying?

"Have a go" and "You really know" are two of my favourite sayings. I believe "No community has to die" and "No farm has to go under". It is a matter of testing all the options.

What is Your Favourite Song?

Probably it has been "Country Road" because it finishes up home. The concept of every country road leading me home is one I have lived and the song is a favourite for that reason. Another I got hooked on for a long time was "Blowing in the Wind". I felt the Dylan song captured the essence of change long before politicians or anybody else did. I used it as a theme song on radio shows in PNG and Northern Territory because it captured the concept of new ideas coming from wherever.

What Else Would You Like to Share with the Extension Community?

There is nothing more peaceful or more satisfying as an extension worker than to be sitting around in an evening (probably with a fire) with a group you have worked with all day and somebody comes up and says. "You said _ _ _ _ _ today, you know what I believe, _ _ _ _ _". It is then that you realise that you are not really that important. The real issues they have discovered are what is important - this truth within themselves. You have merely been a process - and a process with a very short life.

That point when someone, who has had a particularly important workshop for them, asks you what have you been doing (during the workshop you organised) is the greatest accolade that can be paid to any extension worker.

Who is Bruce McKenzie?

There is more than one Bruce McKenzie who works in the helping people business in Australia. The

Bruce McKenzie I interviewed is the Managing Director of Systemic Development Associates Pty Ltd (SDA), a Director of the consultancy business Community Resource Development, and an Associate of the Centre for Systemic Development (UWS Hawkesbury). Following his graduation in 1961, Bruce worked as a teacher and youth worker before holding Community Development positions with the United Nations and Non-Government organisations in South-east Asia, Papua New Guinea and Australia's Northern Territory. His Masters Degree in Systemic Development was completed at the University of Western Sydney in 1994. As a member of the Board of Governors of the Australian Council of Social Service (ACOSS) for nine years and President for four (1981-85), Bruce has had an extensive involvement with the development of Public Policy in Australia. He was an Executive Member of the International Council on Social Welfare and Social Development (ICSW) and Regional Co-ordinator for its Asia and Pacific Region for eight years, completing his term of office in 1994. From 1995 to 1997 he was a Board Member of the International Community Development Society. Bruce McKenzie has conducted extensive research into the causes, effects and rehabilitation aspects of hardship and disadvantage in rural Australia and Asia, focussing particularly on the role of communication, education, business enterprises and local management skills to form a holistic approach to change management. His work with small towns searching for survival and development is widely replicated. He has led several enquiries into various dimensions of change across rural Australia. Since 1996 he has been a principal designer and facilitator of leadership development programs implemented in corporations, government departments and community agencies. In 1999 he worked in association with GBN Australia to formulate Scenarios about the future of Australian business. Bruce is a consultant and advisor to international agencies, and private institutions seeking to apply the principles and practices of 'the learning organisation' to their specific complex work situations. Outcomes of this work are now widely used in

scenario based strategic planning. ✧

Partnerships with the Private Sector - a Report on the 16th Conference of the Association for International Agricultural and Extension Education

Jane Fisher

I was attracted to the AIAEE conference by the reports that I had heard of it –

“The friendliest, most interesting group of people that I have a meeting with.”

All this was very true. The conference was small, with about 200 people attending the 2 1/2 days at Arlington, Virginia. The comparatively small size meant that there was a lot of interaction between participants.

The **keynote speaker** was Tony Tucket, Head, Extension South African Sugar Associations Experiment Stations. Tony gave an interesting overview of extension in the South African sugar industry. There were 12 sessions, 4 running at any one time, with 4 papers presented per session - a total of 192 papers in all.

The sessions were:

- Globalisation Perspectives,
- International Partnerships,
- Extension Programs,
- Extension Systems,
- Educational Models,
- Small Farmers,
- Collaborations,
- Economic Development,
- Attitudes and Learner Assessment,
- Educator Perceptions Studies,
- Educational Research and
- Educational Perspectives.

My paper was presented in the Extensions Systems program. The structure of this session amused me. It began with papers that discussed male only top down hierarchical approaches and ended with a community based, female dominated bottom up approach (me).

Conference Highlights

There were several highlights:

- **the professionalism of extension programs** - and the care taken when planning programs and the approach to measuring change, attitudes. Larry Miller, of The Ohio State University gave a thought provoking paper about professionalism in extension which will be printed in a future *ExtensionNet*.

- One of the most interesting sessions was a panel about the **implications of globalization for agriculture and rural communities**. The panel were Bill Rivera, University of Maryland; Roger Steel, Cornell University and Wellem Zipf of The World Bank. The discussion was moderated by Burton Swanson of University of Illinois. The impacts of globalisation as presented by Willem Zipf of World Bank were **chilling**. He spoke about donor fatigue, unrealistic expectations of impact from dollars spent, the misconception that market forces will change everything, that decision makers do not understand food production, the HIV catastrophe, food security, effect of development and how demand for food type changes with increasing income. I would not like to be a poor, black, African woman.

- I was impressed with the **professionalism of the participants, and the organisation of the conference**. Every paper had a discussant, who had read the paper prior to hearing the presentation, and who had made comments about what was good, and what was not so good. It opened the way for

spirited and informed discussion. It is something that I think needs to be included in future APEN Conferences and Forums.

- **Papers were graded**, and awards were made to the best four papers. The winning paper was presented to Chye-Hean Teoh of the University of Swaziland for his paper “Partnership Experiences by the University of Swaziland: Implications for Globalization Efforts”. Chye actually lives in Melbourne, so there is an opportunity for APEN to have him speak at a local or national event when he is visiting his family.

- I was also very impressed with the committee structure that operates - every member is on one committee, which meets in session at the conference. The Committees are: Membership, Scholarly Activities, Legislative, AIAEE Journal, Constitution and Bylaws, Conference Planning, Publications, Newsletter Editor, Awards and Recognition, Resolutions. I was told that the strength of the organisation lies in the committee structure - something to think about for APEN.

I would encourage everyone to attend the **17th Annual AIAEE Conference "Emerging Trends in Agricultural and Extension Education"**, to be held in Baton Rouge, Louisiana, on April 4-7, 2001 at the Hilton Hotel. For more information, see the website: <http://Ag.Arizona.Edu/aed/aiaee/2001.htm> Conference proceedings can be ordered from the web.



European Farming Systems Research and Extension Conference

Mark Paine

I attended the European Farming Systems Research and Extension conference in Volos, Greece, 3 to 7 April, 2000. Participants spent almost the entire conference in workshops which fostered plenty of innovative thinking about how to approach issues in extension. The workshop themes were as follows:

1. The contribution of science to the development of farming systems;
2. Farming and rural systems methodology;
3. **Learning processes in research and extension;**
4. The resilience of small scale farming systems in Europe in the context of globalisation;
5. Education and training for farming systems research and extension.

I participated in workshop 3 which opened with the launch of a new book on learning processes in agricultural extension (*Knowing and learning for change in agriculture: case studies from industrialized countries*). The book will be released for sale in July 2000. Workshop 3 then went on to identify **3 new areas of work** that will challenge how an improved understanding of learning processes will contribute to European agriculture.

- One task was to *improve change management by using learning processes to better the alignment between local initiatives and formal organizations.*
 - A second task was to *formulate a comprehensive theoretical understanding of learning processes in an agricultural context to better inform extension professionals as they go about their work.*
 - The third task was to *build new frameworks (eg. multi-functional approaches) for managing and negotiating issues in relation to natural resource management.*
- We share many similar concerns with the Europeans** and will need to maintain a watching brief on how they approach these development challenges. ★

New APEN E-mail System

John James

As a way of **strengthening our network and improving communication amongst our members**, we have established a system of e-mail groups.

- Each Chapter has their own group and there is an overall group to enable you to send messages to all APEN members at once.
- **A welcome message has been sent to everyone** whose e-mail address we knew. So, if you have an e-mail address and haven't heard from us, please tell Rosemary your contact details. Then go to the website at <http://www.ruralextension.qld.edu.au/frontweb/contacts/index.htm>, click the "Join" button, and send the e-mail.
- The system automatically archives the messages on the web so it is easy to find a message later on. Only the group members have access rights to send messages and access the archives.
- If you have any problems, please contact John James who is managing the system, on 07 5460 1495.

This is a great way to communicate - so jump in and use it!



Please Note!!

1999/2000 Subscriptions are still owed by 115 APEN members.

If you are one of those, your address label will have 1999/2000 printed on it and you may be contacted by a committee member soon. Please pay as soon as possible.

Renewals for 2000/2001 will be sent out on 15th June 2000 and will include a 10% GST

Another Form of Networking

With your newsletter is a copy of the:

**AUSTRALASIA PACIFIC
EXTENSION NETWORK (Inc)
A0029919P**



Extending Horizons

Members Listing

14th February 2000

Please let Rosemary know about any changes in your contact details so that the membership database is kept up to date. It is planned to produce the next **Members Listing** in January/February next year and for it to be one of APEN's annual services. This allows and encourages networking between members.

Comments and suggestions on content or format are welcome!

Rosemary Currie ★

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