# sheep Connect south australia

Connecting People in the Business of Sheep...











### **MISSION**

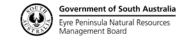
To lead change in South Australian sheep and wool growing businesses towards more profitable, resilient and environmentally sustainable production systems.











### SheepConnect SA Model

- ☑ Key partnership between Australian Wool Innovation Ltd., Eyre Peninsula Natural Resources Management Board and Grain & Graze 2. Other contributors include the SA Murray-Darling Basin NRM, Adelaide & Mount Lofty Ranges NRM, DAFF (Caring for Our Country) and the SE NRM.
- SheepConnect SA works with other key programs and projects, existing group network (Agricultural Bureau and Farming Systems groups) and other industry stakeholders
- Troject planning is supported through a Project Advisory Group











## Project Advisory Group

- Glen Tilley, Chair
- Mark Dennis
- Bert Woolford
- Mark Stanley
- Tony Fox
- Ian McFarland, Project Coordinator
- Claudia Wythes, AWI

### **SheepConnect SA Model**



- **©** Communication
- Producer Engagement











#### Stock Journal

#### **Quarterly Feature**



#### **Technical Column**







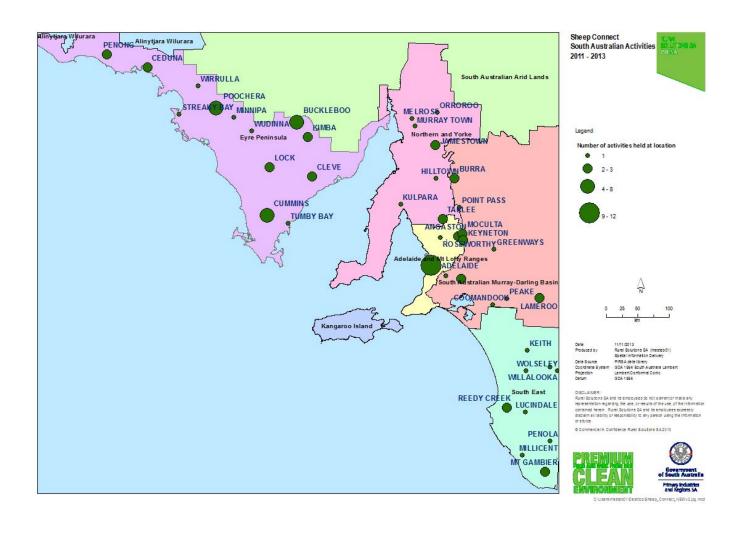






#### 120 collaborative events - attendance of over 2500 producers and industry stakeholders

#### Collaborated with over 25 different stakeholders



### **Evaluation outcomes**

- A successful collaboration between SCSA and the Grain and Graze 2 project has delivered a high impact program on the Eyre Peninsula
- Effective collaboration with agribusiness has provided mutually beneficial outcomes in terms of increased adoption of new ideas, practices and innovations by sheep producers
- Leveraging State and Australian Government funding has delivered natural resource management outcomes together with a farm production based program
- The communications material regularly published in the Stock Journal is highly valued by sheep producers and agricultural service providers
- Increased livestock industry networking opportunities have also been highly valued
- Reasonably high level of awareness and understanding of the SCSA program amongst participating producers
- High levels of adoption of new practices, ideas and innovations amongst participating sheep producers
- The majority of producers also reported a positive difference to their financial bottom line

## SheepConnect SA 2014-17

### **Project Mission**

To be the key conduit for information that improves the profitability, sustainability and resilience of sheep and wool businesses in South Australia.

#### The next phase

- Follow a similar model of communication, collaboration and producer engagement
- Greater focus on other regions
- Sheep technology days
- Improved communications through web and other mediums



## **Questions?**

















