Where should extension be in 2020?

Acknowledgement: Lu Hogan, Karingal Pty Ltd for assistance in the preparation of this presentation
AgInstitute is

• The Australian Institute of Agricultural Science and Technology (AIAST) is

• A merger of three bodies
  – The AIAS
  – The ATA
  – The AAAC
  – Trading as Ag Institute Australia
Defining extension

• Imparting relevant and valuable skills, knowledge, technology and tools to industry

• In the context of the production system/region

• Adoption of some or all is the desired outcome

• People learn and adopt at different rates – social, economic, structural constraints
THE LANDSCAPE 2020

Following the realisation by the Federal Government, in 2015 that over 200 years of trying to develop and maintain a class of small agrarian farmers had failed the landscape in 2020 has very different farm businesses which can be described as follows.
THE LANDSCAPE

• The 2601 which produced 39% of GFI in 2013 has risen to 3500 producing 50%

• The productive and profitable middle who had the capacity and the willingness to embrace change have changed

• The productive and profitable who don’t want to change are still taking up valuable space

• Those who had the willingness to change, but not the capacity who are now employees

• Those with neither the willingness to change are seen as curiosities

• The peri-urban, lifestyle and hobby farmers.
THE AWFS EQUATION

The AWFS equation was born following Ian Chubb’s address to the AFI dinner in May 2013

\[ S + (Ed + R + D + Ex) + Wr = AWFS \]

Where
\[ S = \text{Sunrise Industry} \]
\[ Ed = \text{Education} \]
\[ R = \text{Research} \]
\[ D = \text{Development} \]
\[ Ex = \text{Extension} \]
\[ Wr = \text{waste reduction} \]
Where were we at in 2013?

- Declining public investment in RD and E
- Significant reduction in extension staff across agencies
- Declining rates of productivity growth
- A high $ having an impact on exports
- PISC RDE Framework – binding state and feds to a new way of doing business
- Industry (RDCs) and agencies increasingly reliant on private sector to deliver extension
- A growing private advisory sector – lacking co-ordination and linkage to the RDE pipeline
- Few formal mechanisms for training, accreditation or keeping private sector abreast of RDE across industry sectors
How did the pipeline work before?

Role for private sector

Producer demo

Pegs in ground

Development & Extension

Two way feedback

Demo

Extension Program

White lab coats

R1

R2
Where are we at in 2020?

• Increasing public and private investment in RD and E

• Significant increase in the capacity of the private sector
• Steady rates of productivity growth

• A realisation that we cannot continue to have a first world lifestyle and buy everything at third world prices
• PISC RDE Framework – *bound* state and feds to a new way of doing business

• Industry (RDCs) and agencies *comfortably* reliant on private sector to deliver extension

• A growing private advisory sector – *with* co-ordination and linkage to the RDE pipeline

• Formal mechanisms for training, accreditation and keeping private sector abreast of RDE across industry sectors led by the Ag Institutes AgCredited
THE NEW WORDS

- Agoogle
- Infowithdrawers
- Infoextension
How does it work in 2020?

Private Sector takes the lead

Producer demo

Pegs in ground

White lab coats

Development & Extension

Greater two way feedback with more participatory RD&E

Data sent to Agoogle

Demo

R1

R2
A CAVEAT

- Farm Plan
- Farm Manager
- Agri Data
- Farm Wizard
- Farm Shed
- Farm Gate
- Aggregator
AgCredited

- Provide specialist advice to clients
- Manage OH&S process
- Manage risk
- Manage projects
- Maintain and enhance professional practice
So Why Accreditation?

- Farmeopathy
- Truth sequestration
- Liquid solutions (can they be other)
- Exhausting theories.
- Time controlled, Flat boned, Soft Rolling long range weather forecasts
- Natural sequence frauding.
- Cow Horns, Manure, Planetary Alignment
Specialist?

• Agronomy- Crop
• Agronomy- Pasture
• Education & Training
• Extension/Adoption/Capacity Building
• Farm Business Management
• Finance and Agribusiness Management
• Horticulture & Specialty Cropping
• Human Resource Management
Specialist areas (continued)

• Irrigation and Water Management
• Legal/Loss Assessment
• NRM/Environmental Management
• Project Management
• Livestock Production - Extensive
• Livestock Production - Intensive
• Research and Development
What happened in 2013 to prompt change?

- Government stopped funding extension and funded outreach instead.
- Larger farm businesses moved away from product funded advice to independent advice.
- RDC’s became more reliant on Self Directed Farmer Systems Groups
What happened in 2013 to prompt change?

- AFI held the Innovation Systems at The Cross Roads round table
- The National RD&E Strategy convenors met the real world
- The Private Sector became involved in the PISC process
- The AgInstitute developed a scheme to take students from graduation to useful.
- Industry embraced AgCreditred
What did AgCredited deliver?

- It forced:
  - A team approach.
  - An understanding of the whole farm system.
  - An understanding of the human and financial capacity of the farm business to adapt and embrace change.
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