

Designing extension programs

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Rainfall Deciles

Deciles are used to rank historical rainfall data into 10 even groups which allows us to compare rainfall totals received over any interval (eg. one month or season). For example, decile 1 is the lowest 10 per cent of records for a location, which is very much below average.



Recap - What is extension?

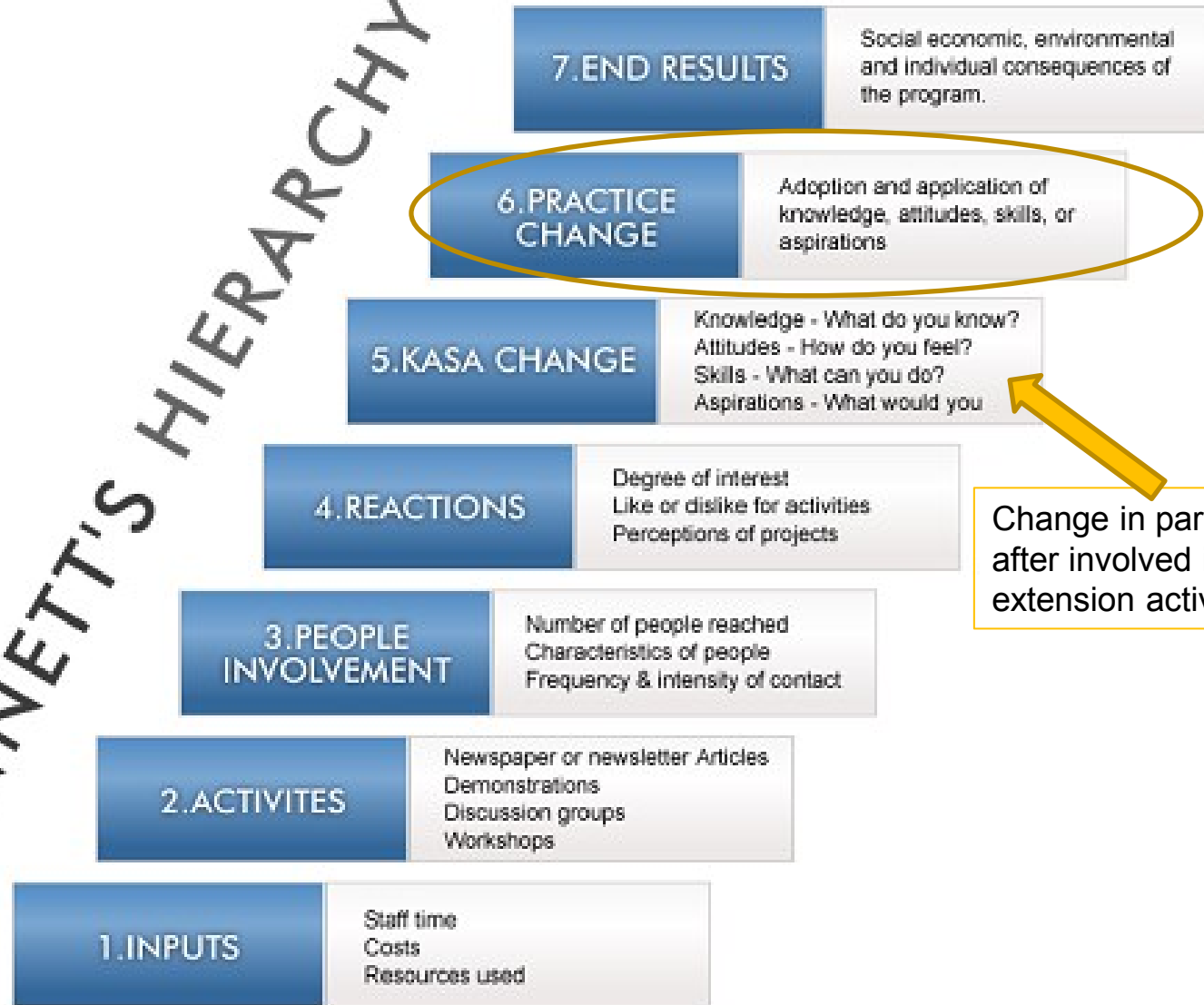
- “**Extension** is the *process of enabling change* in individuals, communities and industries involved in the agriculture sector.”

- SELN (2007) Enabling change in rural and regional Australia



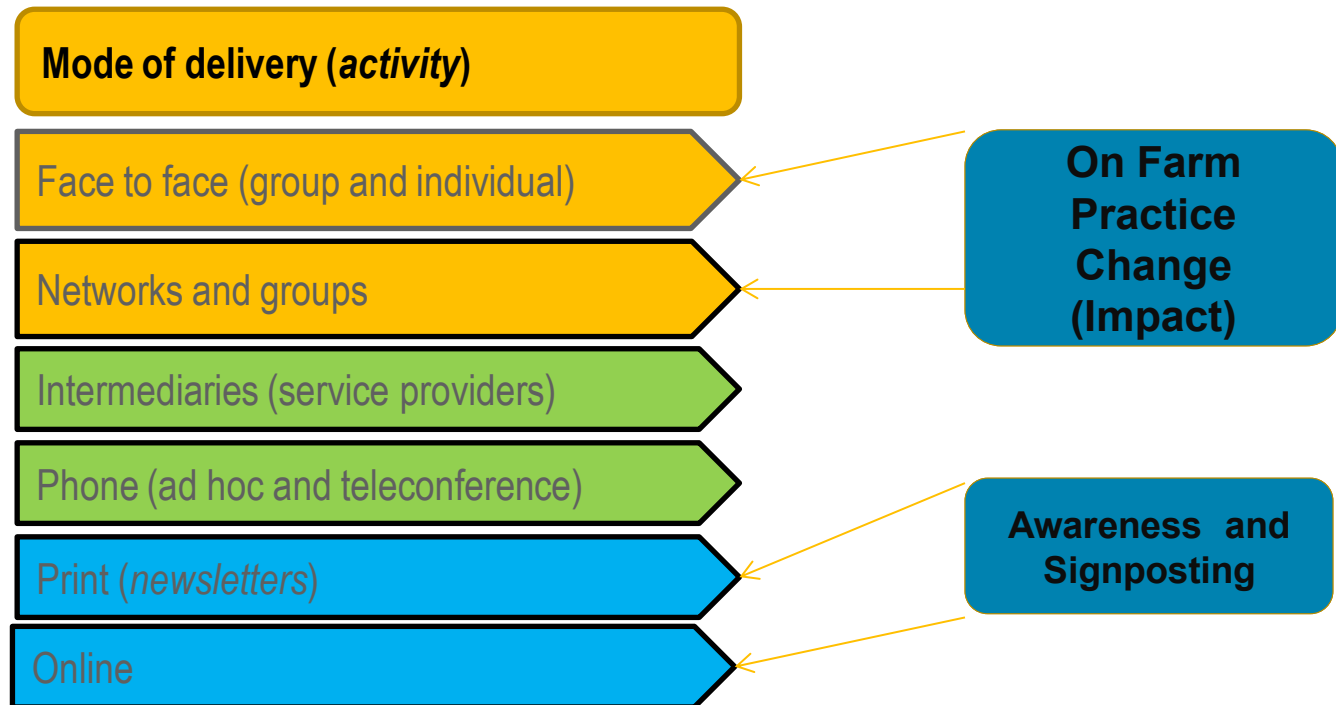
A useful design framework

BENNETT'S HIERARCHY



Change in participants after involved in extension activities

Methods of extension



First step: Situation and Context

- Identify the issues
- Who has been engaged?
- Eg October 2014 – KUD and farm visits has helped you identify challenges and issue for farmers.



An example: Feeding Pastures for Profit Program





Situation/Issues: Industry lacks skills around improving feeding efficiency on dairy farms.

This is important as farmer's advantage is from its ability to provide cheap feed through grazing and conserved feed on farm.

7. End result (Goal)

7.END RESULTS

Social economic, environmental and individual consequences of the program.

Increase the long term profitability, productivity and competitiveness of Victoria's dairy industry (and of participating dairy farms)



6. Practice change

6. PRACTICE CHANGE

Adoption and application of knowledge, attitudes, skills, or aspirations

Long term change: farmers will *improve pasture utilisation* and increase profit

Short term change: farmers will implement 2 changes after completing the Feeding Pastures for Profit Program



5. KASA

5. KASA CHANGE

Knowledge - What do you know?
Attitudes - How do you feel?
Skills - What can you do?
Aspirations - What would you



Knowledge – new knowledge gained

Attitude – how has it changed?

Skills – what new skills have been learnt?

Aspiration – is there an aspiration to change?

4. Reactions

4. REACTIONS

Degree of interest
Like or dislike for activities
Perceptions of projects

Take into account perceptions and attitudes - use evaluation to monitor farmer interest

3. People involvement

3. PEOPLE INVOLVEMENT

Number of people reached
Characteristics of people
Frequency & intensity of contact

Participants: 12 farmers in each program (3 regions) in Victoria every year.

Frequency of contact: 7 times over 12 months



2. Activities

2.ACTIVITES

Newspaper or newsletter Articles
Demonstrations
Discussion groups
Workshops

1. Delivery of 2 classroom days – resources
2. Series of 5 practical days (case study farms) to deliver seasonally specific on-farm sessions



1. Inputs



Personnel required over 3 years (2013-2016)

2 Full time equivalent (split among 4 staff)

1 staff member in each region

Mentoring of new staff to deliver



Barriers to change

- Will depend on unique circumstances of individual and farming situation
- Is there an incentive to change? Profit is often a good incentive to change, examples?
- Stage of life and business
- Access to information and resources



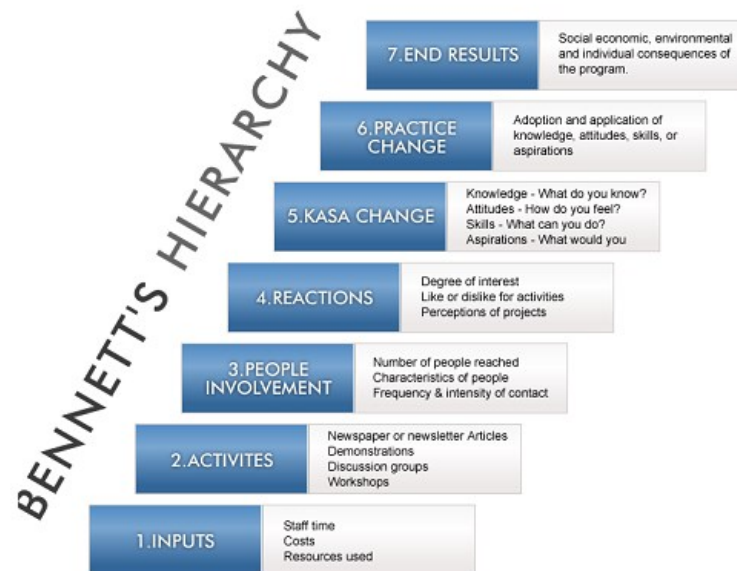
Summary for designing a program

1. Identify issues and focus on the needs of the farmers
2. Understand the type of practice you are trying to change (to achieve goal)
3. Design a program logic to ensure extension methods meet desired outcome



Designing extension programs for West Java

Put these steps in place to develop an extension program logic to meet the needs of the farmers in West Java



Group activity – designing an extension program in west Java

1. In your group pick ONE issue that could be targeted with an extension program
2. Identify a goal to address this issue
3. Use Bennett's framework to design a suitable extension program to achieve this goal
4. Report back to the class

For more information

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Thank you

Extension can mean different things to different people:

- Making people **aware** of an important issue
 - Providing **knowledge** or information to an individual or group
 - Teaching someone to develop a **skill**
 - Encouraging sharing of knowledge or skills between people
 - Altering an **attitude** held by an individual group or community
 - **Motivating** people to undertake a **different practice**
- **extension aims to lead to changes in farming practices**