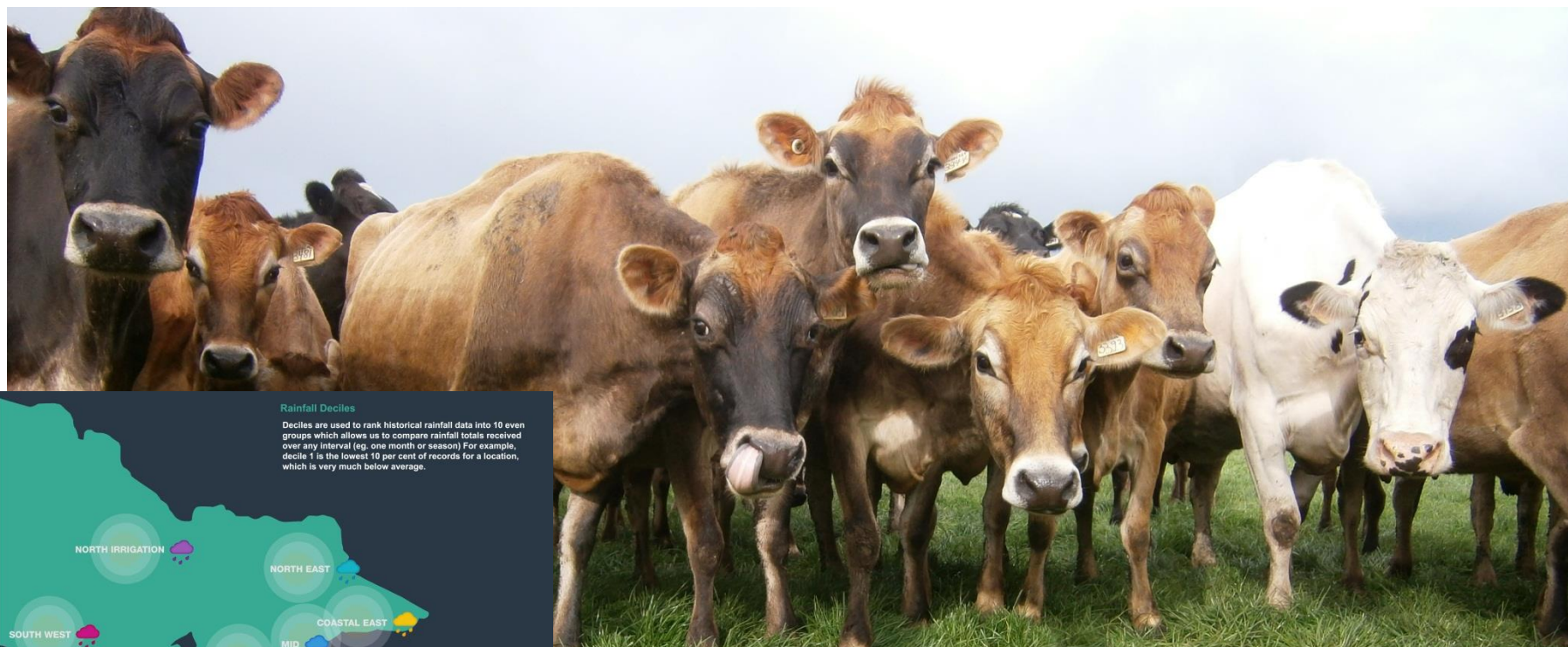


Introduction to extension and practice change

Bogor 27th October 2014

Zita Ritchie – Dairy Extension Officer DEPI



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.



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



Extension can mean different things to different people. It can mean:

- 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**

Practice Change

- “Practice change relates to *how farmers alter their current practices* to improve their economic, environmental and social sustainability within their industry”

• Ryan et al (2004) **Evaluation and practice change: a private and public sector collaboration** . New directions for a diverse planet: Proceedings of the 4th International Crop Science Congress Brisbane, Australia, 26 Sep – 1 Oct 2004



Knowing who we're working with
.... The farmer



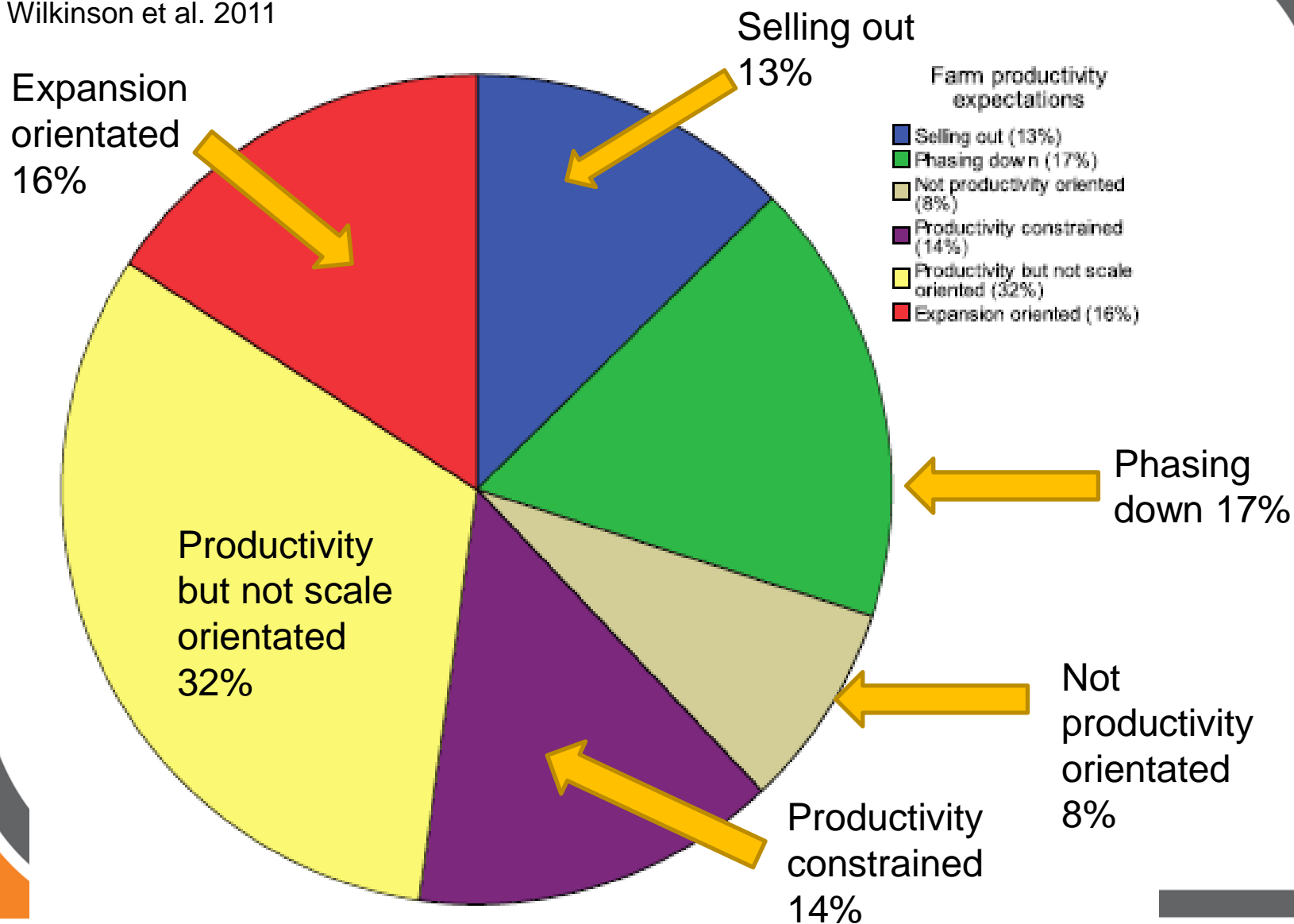
Identifying your audience

- Extension programs are most successful when they meet the needs of the farmers they are directed towards
- Priority: focus on the needs of the farmers



Segmenting Victorian farmers

Wilkinson et al. 2011



Methods of extension – Australian examples



Mode of delivery (*activity*)

Face to face (group and individual)

Networks and groups

Intermediaries (service providers)

Phone (ad hoc and teleconference)

Print (*newsletters*)

Online and knowledge brokering

**On Farm
Practice
Change
(Impact)**

**Awareness and
Signposting**

What makes a good extension officer?

- Openness to new perspectives and ideas
- To seek to listen and learn (not to confirm pre determined ideas)
- Sensitive to local context and culture
- Allow equal participation
- Good 2 way communication
- → without trust NO practice change



Farmer perceptions of regularly-used advisors

Anderson-1974

- Serve farmer's interests
- Sympathetic (understand constraints)
- Help solve problems
- *Practical* rather than theoretical

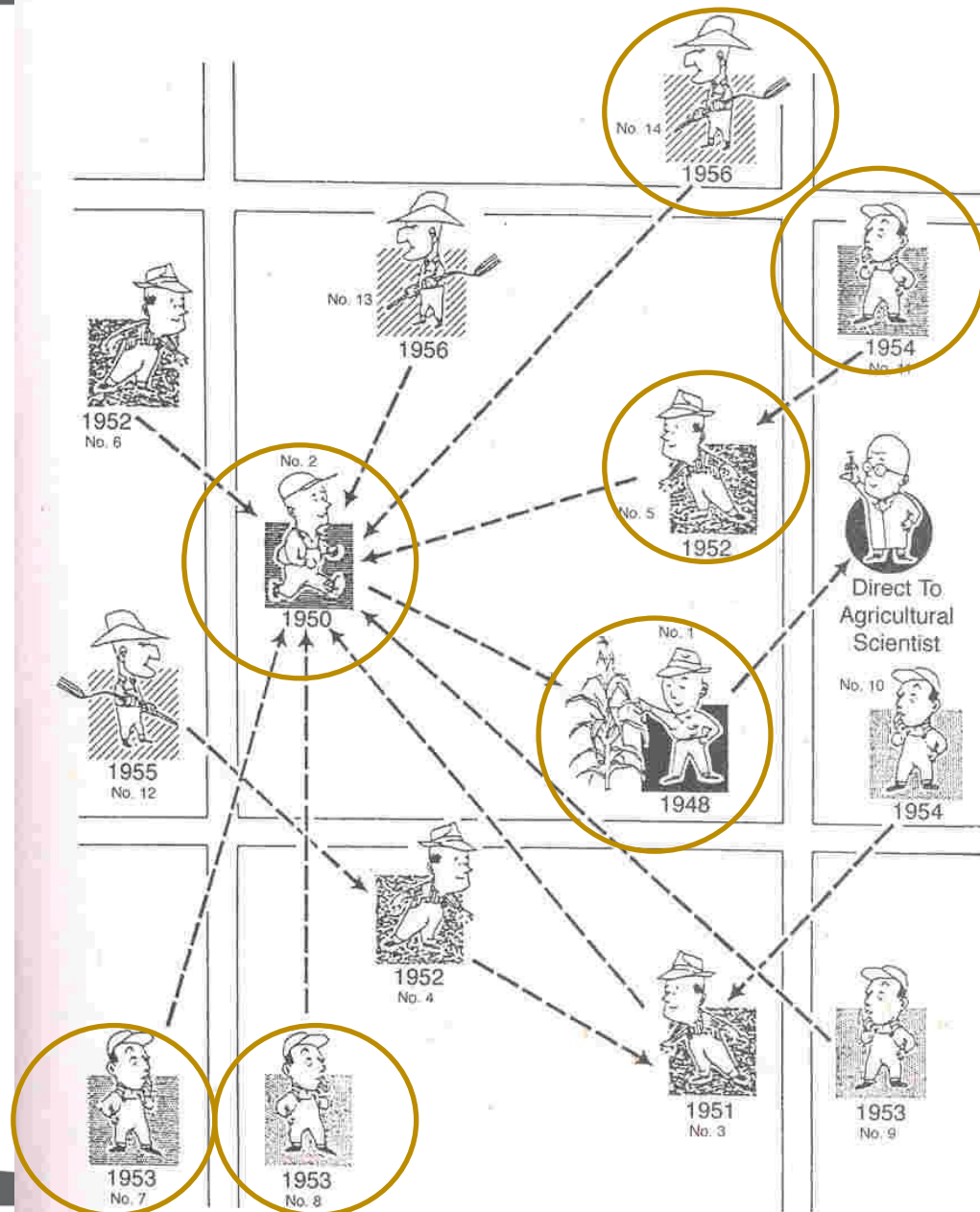
Facilitation tools and techniques

- Lots to choose from!
- Brainstorming issues and challenges eg nominal group technique
- Ranking exercises
- Seasonal mapping
- Semi-structured interviews



Adoption processes, simple or hard?



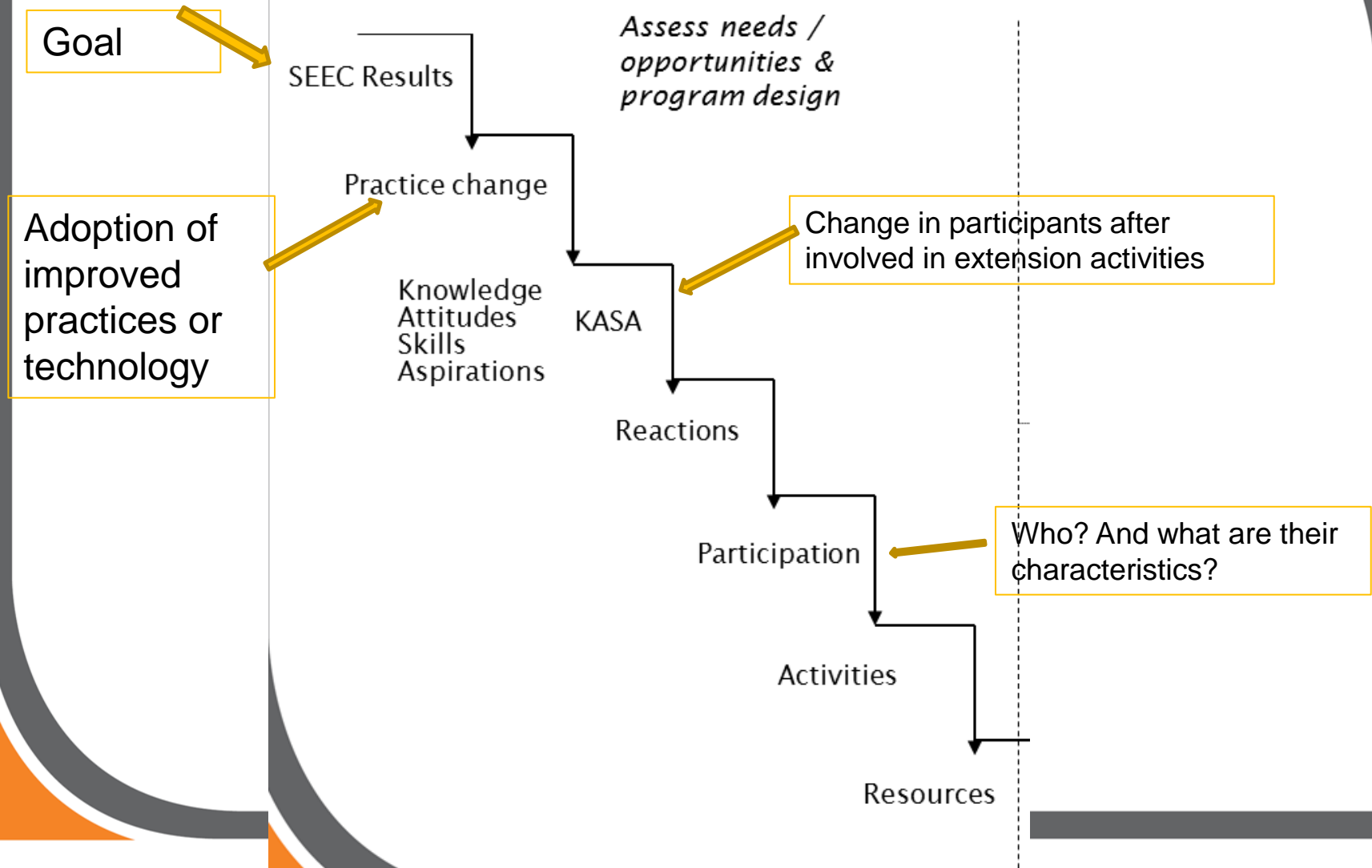


Role of the
extension
officer?

Bennetts heirachy: A framework for planning extension and evaluation

Program development

Assess needs / opportunities & program design



Summary

1. Focus on the needs of the farmers
2. Understand the type of practice you are trying to change
3. Design extension methods that are locally relevant and suit the audience



For more information

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Thank you

Bennetts heirachy: A framework for planning extension and evaluation

SEEC (Goal)	Social, economic and environmental conditions achieved through use of improved practices and technologies
Practice change	Participant adoption of improved practices and technologies
KASA	Change in participant knowledge, attitudes, skills and aspirations associated with participation in extension activities
Reactions	Participant feelings about or immediate responses to their involvement in the extension activities and the potential benefits
Extension participants	Who participates? What are their characteristics and requirements?
Activities	Strategies, methods and scope of the extension events and the communication efforts
Resources	Time, money, staff used to plan, promote and implement the project