



# INDUSTRY EXTENSION & ADOPTION

Driving engagement in adopting best practice and delivering industry impact

Pinion Advisory has a proven track record in designing and delivering successful industry extension and adoption programs across Australia. Our team have practical experience in a range of industries and production systems, through a focus on productivity, profitability and sustainability. This, combined with our specialist skills in adult learning, extension, and project management, creates a recipe for successful and high impact industry adoption programs.

We work with our clients and delivery partners at national, state and regional levels, providing program design, technical delivery, program and project coordination, group facilitation, event management, risk management, monitoring and evaluation, impact assessment and communication services.

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## SERVICES

- Program design, development and implementation of extension and adoption projects using a range of delivery methods including:
  - Webinars
  - Newsletters, articles
  - Case studies
  - Field days
  - Forums (small to large scale events)
  - Producer demonstration sites
  - Training programs (online modules, single day sessions to multi day programs)
  - Capacity building programs which include training and ongoing coaching
  - Video content including virtual farm tours
- Event planning and coordination
- Group facilitation
- Working group facilitation and management
- Monitoring, evaluation and reporting
- Surveys
- Needs analysis and impact assessments
- Promotion including communication plans, media releases, social media tiles, advertisements, ticketing

As well as working independently, we offer a collaborative approach to service delivery where we contribute as part of a cross industry delivery team to support industry organisations in reaching their target audience, delivering on behalf of an industry organisation brand.

These services are underpinned by our marketing team who support the implementation of associated communication strategies, enabling all outputs to meet brand requirements, whilst being appropriate for the target audience and intended outcomes.

## BENEFITS TO YOUR BUSINESS

- Access to a nationally distributed team.
- Access to a project team who can deliver a project from start to finish with business and production skills, in addition to skills in project management, program development, delivery, monitoring and evaluation, communications and reporting.
- Skills in designing and delivering adoption activities, programs and tactics which achieve awareness, knowledge and skill development whilst also motivating stakeholders to implement learnings to achieve practice change.
- A commercial and practical approach to service delivery.
- Experience collaborating and engaging with stakeholders across many levels of industry to support the delivery of adoption outcomes.
- Proactive approach to industry engagement to identify opportunities.
- A strong desire to achieve, measure and demonstrate impact, to ensure effective return on investment.

We offer all of this, whilst also being focused on achieving sustainable productivity and profitability gains.

## WHY WORK WITH US?

Working with Pinion Advisory means you have engaged a dedicated team of industry specialists and advocates who are focused on supporting producers and growers to achieve productivity and profitability goals, with flow on industry benefits.

With a focus on adopting best practice, our team delivers impact through a proven track record in project management and delivery.

We immerse ourselves in industry strategy and collaborate with stakeholders to strengthen outcomes.

Your organisation will benefit through:

- Access to a team of competent project managers and deliverers who are outcome orientated.
- Working with experienced consultants who operate in a range of farming environments, with a whole of system approach, keeping their knowledge current, and their service delivery practical and relevant.

For more information  
contact us on **1300 746 466**  
or visit **pinionadvisory.com**

