

# INDUSTRY EXTENSION & ADOPTION

Pinion Advisory supports engagement in adoption of best practice and delivering industry impact. We have a proven track record in designing and delivering successful industry extension and adoption programs across Australia. 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, monitoring and evaluation, impact assessment and communication services.

Pinion Advisory has proudly delivered an extensive range of industry extension and adoption programs. Recent examples include:



MeatUp Forums were an initiative of Meat & Livestock Australia, and coordinated and delivered by Pinion Advisory across southern Australia from 2020-2023 to beef, sheep and rangeland goat producers. MLA's MeatUp Forums were key awareness level events and delivered in 16 locations between 2021-2023, to over 1200 participants, rating them 8.7/10 for satisfaction and value. MeatUp Forums reached producers managing >12m hectares, >370,000 cattle, >2.39m sheep and >27,600 rangeland goats. 95% of attendees indicated they learnt something new, and 71% planned to make changes to their business or enterprise as a result of attending.



Delivered annually since 2013, Red Meat Updates is the premier red meat industry event in Tasmania, consistently attracting over 300 participants per event. The event program is driven by a producer-led working group, ensuring that the event remains relevant and informative for its target audience of Tasmanian red meat producers. Red Meat Updates – a true example of the power of industry collaboration, has been coordinated by Pinion Advisory since its inception and is supported by over 30 industry partners each year.



The Forewarned is Forearmed Climate Coaching for on-farm decision making extension project was the final stage of the five-year Forewarned is Forearmed project that developed five new Bureau of Meteorology forecast products for extreme weather events. Pinion Advisory led the co-design, co-development, piloting and delivery of producer centric skill development, including train the trainer workshops. Our involvement utilised contemporary extension approaches to design and deliver engaging workshops as a conduit for delivery of highly technical information with a practical application.



Pasture Principles, designed and developed by Pinion Advisory, is a group based program, building producers' skills in pasture management. Delivered over a 12-month period, producers engage in a theory session plus on-farm, practical, group coaching sessions. Aligning to seasonal production, producers also value the regular touch points of the program, developing knowledge and skills alongside like-minded peers, supporting practice change and adoption of practices delivered. Since inception, Pasture Principles has influenced over 400 participants from over 150 businesses, scoring the program 9/10 for value and satisfaction.