

Program Logic

CFOC Business Plan 2011-12

Baselevel

Long Term Projection:

Sustainable Farm Practices
Australia's agricultural lands will support and maintain clean water, biodiversity and healthy soils, while continuously improving food and fibre productivity. The agricultural sector will be based on the sustainable management of natural resources and be better able to respond to the threats and opportunities created by changed circumstances, particularly a changing climate.

Intermediate Targets:

2009 - 2013 Wheatbelt NRM Community Farm Practice Change to Manage Soil Quality Program

Improving Management Practices
To increase by 10 000 farmers adopting management practices to improve soil health by reducing the risk of soil acidification, soil loss through wind and water erosion and/or increasing the carbon content of soils by June 2013.
Improve the management practices of an additional 55 million hectares of land under cropping, horticulture and grazing.

Improving Knowledge and Skills
To increase by 15 000 the number of farmers/fishers improving their knowledge and skills in natural resource management by June 2013

Assumptions

- That the conference will be of interest to farmers and that they attend and participate.
- That communicating outcomes and technical information from the Wheatbelt NRM Soil Quality Program using three different mediums: conference (in person), DVD (audio-visual), and Guide (written) will cater to a variety of learning styles to communicate knowledge and influence adoption.

Key Evaluation Questions

- How many farmers attended the conference, field walks and workshops? How many of these farmers intend to implement the management practices demonstrated at the conference on their properties in the future?
- To what degree do conference participants feel more confident that they can adopt practices having participated in the conference and having the dvd and guide as reference resources to refer to in the future?

Immediate Outcomes

To increase the number of farmers who intend to adopt management practices to improve soil health*

*No. of farmers intending on adopting improved management practices**

To increase the number of farmers who have improved their knowledge and skills soil health management.

No. of farmers with improved knowledge and skills

Communications and Community
Land managers are supported by established WNRM knowledge management, communications and engagement services

MERI
Project Monitoring, Evaluation, Reporting and Improvement (MERI) coordinated through established WNRM MERI services.

Outputs:

Conference (including field walks and workshops) delivered to farming community on benefits, outcomes and technical options available to improve soil health

No. and type of events *No. of participants in events*

Soil Health DVD nationally published (ISBN) and distributed to local farming community

Soil Health How To Guide nationally published (ISBN) and distributed to local farming community

No. and type of Extension Materials

Media releases, articles, extension and promotional information

Management Response Report (Improvement process)

Activities:

Land managers attend conference, field walks and workshops

Conference workshops conducted by technical experts to assist farmers to integrate sustainable practices across farm enterprise

Launch and distribute DVD and How To Guide in conjunction with conference to delegates and other stakeholders

Coordinate Conference delivery and distribution of extension materials and media releases

Undertake end of project evaluation

Foundational Activities:

Identify champion farmers to deliver presentations of outcomes of their involvement in Soil Quality Program

Plan DVD structure, interviews, questions

Develop Communications and Community Engagement Plan

Develop MERI Plan

Review soil health program outcomes to date in preparation for conference, DVD and Guide content development

Engage technical experts from Soil Health Program, and others to participate in expert panel to assess content for conference, workshops, field walks and How To Guide

* Adoption likely to occur post project and therefore cannot measure adoption rates as part of the scope of this project