

## HOW FARMERS AND INDUSTRY DIRECT EXTENSION SERVICES

In response to industry and Government priorities, projects are directed by joint state and regional committees.

The Dairy Extension Centre (DEC) is governed by a strategic group chaired by Ron Paynter and includes Chris Murphy (Dairy Australia), Geoff Kroker (Department of Primary Industries), John Pye (United Dairyfarmers of Victoria) and John Hutchison (United Dairyfarmers of Victoria).

Regional Extension Committees (REC) are in Victoria's three dairy regions — South West Victoria, Northern Victoria and Gippsland.

## OUR PHILOSOPHY

1. Best results are achieved by collaborating with rural communities and partnerships.
2. The project is driven by the needs of dairy farmers.
3. Project products are learner centred.
4. Project success is measured by practice change on-farm.
5. The project's success is dependant on social and cultural factors as well as the technical information it delivers.
6. We get better by continuous improvement.

## FURTHER INFORMATION

For more information on extension services contact your Catchment and Agriculture Services Dairy Extension Officer located at the following Department of Primary Industries offices:

### Northern Region

Echuca	(03) 5482 1922
Kyabram	(03) 5852 0500
Cobram	(03) 5871 0600
Wodonga	(02) 6043 7900
Kerang	(03) 5452 1266

### Gippsland Region

Ellinbank	(03) 5624 2222
Leongatha	(03) 5662 9900
Maffra	(03) 5147 0800

### South West Region

Warrnambool	(03) 5561 9946
Colac	(03) 5233 5504

Led by  
**Penny Shaw**  
Dairy Project Manager  
Department of Primary Industries  
Phone (03) 5482 1922



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## DEPARTMENT OF PRIMARY INDUSTRIES



## Dairy Extension Centre

## DAIRY EXTENSION CENTRE

- Directed by Farmer and Dairy Industry committees
- Funded by Dairy Australia, Federal and Victorian State Governments
- Managed by Department of Primary Industries

## OUR IMPACT

### Examples of our Achievements

- Evaluation of feed based extension programs, in Target 10, has shown a return to the industry of between \$5 and \$10 for every \$1 invested in extension
- Four out of five participating farmers believe they are better able to make changes to management and report improved profitability
- From a recent survey conducted by the Nutrients program, 94% of farmers indicated they were more confident managing effluent following DPI farm consultations
- Many dairy farmers have been assisted during the 2006/07 drought, with one to one consultations from Dairy Extension Officers. Participating farmers reported increased confidence, with the advice helping them to make more informed decisions

## OUR WORK

Extension programs are developed and delivered in collaboration with the Dairy Industry. The programs aim to meet farmers' needs and balance productivity, environment and lifestyle. Programs include:

### Managing the Feedbase:

- Feed management information through Target 10 programs on grazing management, soils and fertiliser, dairy cow nutrition
- Feeding Pastures for Profit courses
- Extension research into farming systems including fodder systems as part of 3030

### Managing Cows

- Delivery of Cow Time workshops
- Delivery of seminars on Extended Lactation

### Managing the Business

- Delivery of Taking Stock

### Managing Natural Resources

- Irrigation management advice to make the best use of valuable irrigation water
- One to one advice on effluent and nutrient management

### People and networks

- Four regional newsletters
- Servicing groups
- Regional Extension Committees

### Emergency response work

## FUTURE DIRECTION

Since it began in 1993 the Target 10 project has grown substantially to embrace a broad range of extension services.

With the support of Dairy Australia and the Department of Primary Industries, we have established the Dairy Extension Centre (DEC). This brings the governance of dairy extension services under a single network of regional and state advisory committees.

This will reduce the number of committees, improve communication and collaboration across projects and provide industry with a more cohesive and integrated extension service.

