



Making More From Sheep is a national program that provides sheep producers with a best practice package of information and management tools to assist them achieve profitable and sustainable sheep production.

CLIENT

Meat & Livestock Australia (MLA) and Australian Wool Innovation (AWI)

TIME FRAME

July 2007 - June 2009

TYPE OF CAMPAIGN

Awareness and engagement campaign

COMMUNICATION GOALS

- Making More From Sheep had the following set targets for awareness participation (including manual distribution) and ultimate adoption to June

2007/08	
Producer businesses aware	10,000
Manuals distributed	2,000
Producer businesses participating in a delivery activity	1,000

The Sefton & Associates' communication strategy was responsible for the achievement of the awareness target and contributed to the other targets (in conjunction with the State Coordinators, website strategy, Advocates, Industry partners, other complementary programs and the National Coordinator).

- Motivate sheep producers to engage with the program by either:
 - o Obtaining a copy of the manual and/or associated products from MLA/AWI.
 - o Participating in a related learning activity.

- Encourage adoption by sheep producers of the key management principles and practices outlined in the manual with a view to increasing profitability and sustainability.

THE ROLE OF SEFTON & ASSOCIATES

Sefton & Associates was contracted by AWI and MLA to:

- Facilitate a workshop with National and State Coordinators and Project Executive to develop concepts and programs for the launch events and producer workshops.
- Develop and implement a strategy for the national launch and regional activities.
- Develop a strategy for producer workshops.
- Develop a road show plan for up to 75 producer events that contribute to the achievement of the participation target of 1000 sheep producers, including draft locations, dates and venues, in collaboration with the National and State Coordinators.
- Develop and execute a strategy to involve State Coordinators, Advocates and industry partners.



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- Develop and manage an evaluation strategy for the launch events and producer workshops that includes the design, collation and reporting of participant exit surveys, and establishment and maintenance of a database of participants.
- Develop and execute an integrated marketing communications program aimed at each target market.
- Work with the State Coordinators to coordinate the staging and event management of each workshop, including coordinating technical requirements, speakers and travel arrangements.

TARGET AUDIENCES

The primary audience for the communication strategy was sheep producers, including:

- The top 30 per cent of wool producers (a combination of active information seekers and those with large flocks) who produce 70 per cent of Australia's wool.

KEY OUTCOMES AND ACHIEVEMENTS

- Between the launch (January 23) and June 30, 2008, more than 100 stories relating to the launch were published / broadcast in national, state and regional media with a combined circulation of almost 400,000.
- ABC NSW Countryhour devoted a significant portion of its program on January 23 to the launch and a national story was syndicated to other states in the same week. On the NSW Countryhour website, the story included the AWI and MLA hotline numbers.
- Coverage was achieved in all state rural weekly publications: Queensland Country Life, The Land, Stock & Land, the Weekly Times, Stock Journal, Farm Weekly, The Countryman.
- ABC TV's Landline reported on the launch on May 25, featuring Advocates from QLD, NSW, and SA. This coverage resulted in an immediate spike in visitors to the website.
- Up until September 1430 people have viewed the webcast on www.elders.com.au.

Since the launch to June 30, 2008 at least:

- 850 hardcopy manuals were sold.
- 650 CDs were ordered.
- There were 568 downloads of the complete manual.
- There were 6,600 website visits from within Australia.
- Independent research conducted by Agscan in mid-2008 indicated that 58 per cent of sheep producers were aware of the program.

