

Segmenting and targeting is a common theme in the National Evaluation. It is needed for effective promotion of PMP, and the “promotion needs to be consistent, constant and expanded, as some sectors of the market initially respond negatively but have the potential to change and have a positive experience with PMP”.

It is evident that PMP has thus far attracted the attention and consideration of about 20% of farmers. In SA about 12% have made the commitment to participate, many of whom have been in existing groups of “traditional departmental audiences”. They have been farmers with a special need or appreciation of planning, or those with particular natural resource management, financial or enterprise management issues, or those who have a continual desire for learning and information. The National Evaluation says that attracting the rest will be more difficult (van Beek et.al), and suggests that the focus now needs to be on the people rather than the land or farming system – tailoring and marketing PMP so that it has a much broader appeal.

Obtaining professional marketing expertise in the PMP team would be most advisable to capitalise on the investment made to date in PMP’s development.

## **4.2 Partnerships**

### **4.2.1 Internal**

With PISA advisers there was some concern that PMP would compete and overlap with industry extension programs. This is reducing as it is gradually realised that PMP is a support rather than a threat to other programs. In retrospect even more should have been done from the outset to involve industry staff in the development of PMP. Wider ownership of the program would help its promotion and uptake. Regional PMP Support Groups, as was formed for the Adelaide Hills and Fleurieu, would be useful in all regions.

It is apparent that the contribution to PMP by other PISA extension staff is influencing them to gradually introduce PMP processes and methods into their own programs. The National Evaluation found that “extension has benefited from PMP especially in terms of fostering adult learning, group processes and integrated planning”. However, there is still progress to be made, PMP staff considering that “although Development Officers in SA were committed there was a need to improve their level of skills and expertise” (in the PMP approach) (van Beek et.al).

### **4.2.2 External**

Significant progress was also made with developing linkages and alliances with non-PISA agencies and individual providers (3.4.6 & 3.4.7) but there is still much scope for extending the PMP process to other programs and for linking other programs with PMP. Respondents from SA in the National Evaluation said there should be “more cross-referral between programs, and a better mutual knowledge of products and benefits”. There was scope for a “wider range of learning activities through a wide range of organisational systems”.

The provision of a suitable intellectual framework for training is one outcome of PMP that is valued by many other providers (van Beek et.al). In return, cooperation with other providers adds value to the PMP program and extends its market exposure. PMP should consider the “widening of PMP’s place and functions within the overall provider system”. It may have been advantageous for this to have been done earlier, for example the inclusion of private consultants as facilitators.

### **4.3 Training**

There were many training opportunities for PMP facilitators during the project, but nevertheless the need for improvement in facilitator skills was identified by PMP staff and participants in the National Evaluation (SA). Facilitators and specialist presenters need to be highly skilled, preferably from the local area and have the respect of the local community. These requirements had been evident in many cases, but some participants had been disappointed, so continuing training is essential.

It should be noted that participating as a facilitator in the PMP Program is regarded by PMP officers and other PISA extension staff as a very effective overall training in group extension.

### **4.4 Links with Industries**

It has been recognised that adoption of PMP by farmers would be greater if it was seen more to be owned, promoted, offered, and even delivered by their particular industry. PMP was developed in Stage 1 primarily for broadacre cereal/livestock farmers and during its delivery has been adapted to farmers of other enterprises, but there is much room for further tailoring. This must be done in close cooperation with the industry concerned so that industry needs are met and ownership established. This process has commenced with the dairy industry and more generally with irrigated horticulture.

The requirement for better links with industry was emphasised by PMP managers and facilitators from SA in the National Evaluation. Increased communication with key industry groups and farmer organisations is needed to increase their involvement and commitment. Existing PMP modules need to be matched with existing industry learning programs, with effective coordination to maintain consistency and ensure the aims of the PMP program continue to be met.

### **4.5 Delivery Method**

A major problem for many farmers in doing a training program like PMP, is their limited propensity to write things down, record and calculate data and spend hours in a classroom-like situation. Time is a major limitation for practically all farmers. Facilitators have applied adult learning principles and delivered the workshops with as much stimulation and variation as they know, however SA management believes we “need an innovative delivery mechanism that recognises the biggest barrier to ongoing learning by farmers: time” (van Beek et.al). Some farmers have suggested the computerisation of the PMP process, and TV would be a convenient learning medium with appeal to many.

To give participants wider choice and experience, PMP staff who took part in the National Evaluation (SA) feel there is scope for development of a wider range of alternative modules and learning methods in the PMP program, eg. risk management, farm management simulation game, more breadth in human resource material especially in relation to women.

PMP content and processes also need to be further adjusted to meet the needs of different market segments, differentiating for example between highly experienced farmers and people new to farming.

#### **4.6 Follow-on Learning**

Although PMP in SA has covered some ground in promoting further training and skill development opportunities for landholders (3.4.7) there remains scope for substantial progress in this important objective of the Campaign.

Two managers involved in the management of PMP at State and Regional level in SA who responded to the National Evaluation questionnaire, said about continuing learning: "Groups/individuals do not become self-reliant overnight. The processes need to be revisited. We need products/processes to achieve this, separate to the process of an integrated workshop program....."

Some PMP officers were concerned that as yet there was "no follow-up by the PMP program with participants to enhance their learning and stimulate further opportunities". Linkages of PMP to follow-up learning activities need to be better (van Beek et.al).

Further activities after PMP are desired by many participants, both to:

- deal with specific issues identified during the PMP process, and
- review their plans and refresh ideas covered in the core program.

The first will happen more readily as linkages of PMP within and outside PISA are improved. For the second the PMP team intends to provide review workshops, at annual intervals if required by the groups or individuals.

#### **4.7 Evaluation**

The evaluation procedures that have been used thus far in the PMP Campaign in SA have been described in section 3.3.11. The information enabled a fairly thorough evaluation of the workshop series to level 4 of Bennett's Hierarchy.

The evaluation should desirably be more objective in terms of defining the effects the program has had on the participants' knowledge, attitudes, skills and aspirations (Bennett's hierarchy level 5), and the extent to which this is translated to improved practices (Bennett's level 6). Evaluation is presently based at state and national level on what people say, and it is difficult to see how this could be improved upon, given the many other influences on farmers' management and practices. It is proposed to design questionnaires with questions more pertinent to the objectives of PMP, and to have participants complete them at the start and the finish of their workshop series.

On the other hand, program appraisal in the form of case studies of all or parts of the business of PMP participants, although a qualitative evaluation, is nonetheless considered very useful especially for promotional purposes. It is intended to make more use of case studies in the next stage of the Campaign.

## **5. ADMINISTRATION OF PMP STAGE 2**

### **5.1 Personnel**

The PMP Campaign in SA was initially part of the Planning & Strategic Development program of PISA's Sustainable Resources group, with Andrew Johnson as Program Manager. In 1995 the PMP project was given separate program status with David Heinjus as Program Manager, clear recognition by PISA of the importance of the PMP Campaign.

From the outset the administration of the project from a country based office (at Clare) helped present the program to the rural community – it was perceived more readily as a rural rather than a city based initiative. Strong support to the PMP management was given by the Consultative Committee (representative of industries and service agencies) and the Policy and Advisory Group in PISA. Each year a different PMP Officer served as Executive Officer for the Policy and Advisory Group, and Project Leader D Heinjus was Executive Officer for the Consultative Committee. An additional PMP officer often attended the meetings, improving the understanding between these groups and the PMP Team.

The PMP Project Leader kept in close communication with team members by holding regular team meetings and training sessions, attending workshops and individual visiting.

The administrative support given by the two administration officers at Clare was excellent, maintaining the program accounts, providing materials and information, typing and formatting the Extension Resource Manual and other publications, organising team and other meetings, and collating records and statistics.

### **5.2 Financial**

The amounts received from NLP for this project and the balance at 31.12.96 are shown in Section 1. Under the partnership agreement PISA originally estimated that it would contribute an approximately equal amount through the involvement of State-funded industry officers. Table 1 shows that this was a gross overestimate.

Part of the explanation is that although the time contributed to each group workshop program was close to that estimated, the number of groups that subscribed to the program was less than originally anticipated. However when one estimates the contribution made by the rural community (mainly the client groups), as is also shown in Table 1, plus a small but important contribution by non-PISA agencies and individuals, the total State contribution to the PMP Campaign more than matches the funding received from NLP.

## 6. ACKNOWLEDGMENTS

The Property Management Planning team and management acknowledges the contribution and support given to the Project by many individuals and agencies, without whom the Project could not have succeeded. Special acknowledgment is due to:

- PISA Industry Extension Officers for their contributions to development of the Extension Resource Manual and delivery of the workshops.
- Farmer participants, particularly those who assisted in promotion of PMP.
- The National Landcare Program for funding.

## 7. SUMMARY AND CONCLUSIONS

Stage 2 of the Property Management Planning Campaign in South Australia, funded under the National Landcare Program from 1993 to 1996 aimed to improve the natural resource and economic sustainability of rural landholdings. The project was to develop the total business management skills of farmers by encouraging their adoption of an effective property management planning process.

This was achieved by delivering a program of workshops to groups of farmers, in which they worked through a property management planning process that considers the land, the people, the enterprises, and the finances; thus developing a basic plan that covered the main aspects of their business. The program was delivered by a team of 7 facilitators, a project leader and two administration officers.

During the term of the project, April 1993 to December 1996:

- PMP Awareness Seminars were presented to 53 groups of extension officers, Soils Boards, and agribusiness personnel.
- An Extension Resource Manual was produced as a "toolbox" for delivering the workshops, and a Facilitators Guide of example session plans for the workshops.
- The workshop program was delivered to 122 farmer/landholder groups comprising 1347 businesses (including 30 and 351 respectively that were part-way through the program at 31/12/96). Each business received a workshop kit to enable preparation of their plan.
- Several special events were held in collaboration with other agencies and individual service providers.
- Promotional material was produced including a video. The usual avenues of promotion were used, and many local Introductory Sessions were given to assist group formation.
- Five interstate visits were made by team members to familiarise other PMP teams of progress of PMP in SA.
- Partnerships were developed with other providers of resource management and business training for farmers, especially government advisers, bankers, accountants, and rural counsellors, by gaining their support for PMP (by means of Awareness Seminars etc), and involving them in the delivery of core workshops and supplementary training.

The objectives of the Project were achieved, especially those pertaining specifically to the PMP workshop program:

- The property management planning training improved the decision making capability and management skills of participant landholders, and drought preparedness and risk management were incorporated into their plans.
- The role and value of property management planning for landholders, was understood and appreciated by advisers from government departments, banks, agribusiness, consultants, and education institutions.
- Many landholders have continued with further training and skill development opportunities.

The principal objectives as defined under the National Landcare Program were also largely achieved. Through the PMP process landholders identified the causes of land and water management problems, and integrated control strategies into their overall business plans. Their plans took into account District Plans to the extent that they were available, and the PMP program made an appreciable contribution to the development of district planning by promoting the planning process and framework.

Experience from this project has given some pointers for the future direction of PMP:

- Marketing will need to be more effective to attract the more “resistant” clients.
- There should be greater collaboration with PISA internal and external partners, especially with program development and progressing clients to further learning.
- The program should be tailored to suit different industries, working with the industries to increase their ownership.
- Training of facilitators to increase their facilitation abilities should continue. Facilitation need not be confined to government agencies.
- Innovative ways of delivering the PMP process should be explored, to make it more convenient and acceptable to the learning styles of farmers. This should include a CD version for the individual learner.
- Review workshops need to be provided for past participants in PMP.
- The rigour of the evaluation of PMP should be increased, especially with respect to changes in knowledge, attitude, practices and end results.

If these improvements are implemented the uptake of the PMP workshop program and the adoption of the Property Management Planning process should continue to expand throughout the rural community in South Australia.

## **INDEX OF APPENDICES**

- Appendix 1.** South Australia's Participation in the National Evaluation –  
Property Management Planning.
- Appendix 2.** Statements from participants about Property Management Planning in SA.
- Appendix 3.** Characteristics of people and businesses that participated in the PMP  
workshop program.
- Appendix 4.** Characterisation of the client base on Eyre Peninsula.
- Appendix 5.** The Eyre Peninsula Regional Strategy – PMP as an integral part.
- A) Descriptive and promotional leaflet
  - B) PMP Client Case Study – Wheaton Family, Streaky Bay.
- Appendix 6.** PMP Client Case Study – Kuchel Family, Flaxley.
- Appendix 7.** PMP Client Case Study – Ridgeway Family, Bordertown
- Appendix 8.** Some press and newsletter articles, PMP Campaign 1993 – 96.
- Appendix 9.** Early issue of Planning Links – PMP newsletter to PISA staff.
- Appendix 10.** P9 – insert to PISA's Northern Regional Office newsletter "Across the Myalls".

**Appendix 1. South Australia's Participation in the National Evaluation –  
Property Management Planning, by van Beek et.al, 1998**

Stage	Date	Persons involved	National Total (SA %)
<b><u>Mutual Familiarisation</u></b> Adelaide and Clare	June '97	16 PMP staff 24 participants 20 agency staff 4 critics	
	<b>total</b>	<b>64</b>	
<b><u>Rapid Appraisals</u></b> Naracoorte	August '97	13 participants 5 non-participants 9 agency staff & other providers	
Clare	October '97	9 participants 4 non-participants 12 agency staff & other providers	
Loxton	November '97	7 participants 7 non-participants 13 agency staff & other providers	
	<b>total</b>	<b>79</b>	303 (26%)
<b><u>Telephone Interviews</u></b>	March '98	not known	
<b><u>Questionnaires:</u></b>		<b>Responses</b>	
<b><u>Past Participants</u></b>	June '98	39*	206 (19%)
<b><u>Facilitators</u></b>	March '98	5	27
<b><u>PMP Management</u></b>	June '98	2	12

\* 32% response cf. National 36% response.



## **Appendix 2. Statements from participants about Property Management Planning.**

### **A) Decision making and management skills.**

Lower North: *"The workshops gave us as a family the motivation to focus on the communication side of our business. We've now discussed our individual goals together. We also think much more long term now, rather than just as far as the next harvest".*

South East: *"PMP gave us the incentive to consider all aspects of our business. As a result, we are better placed to make decisions about our future."*

Murraylands: *"PMP has opened our minds to different ways of doing things and given us additional skills to be more effective managers. Our farm business is becoming more viable and creating opportunities for our family's future."*

Kangaroo Island: *"It's really stimulated us to view decision making in a much more positive way, especially decisions about the future direction of the business."*

Lakes District: *"Very pleased that we did the course as it has provided structure to begin and implement a plan for the future of the farm".*

Fleurieu Peninsula: *"PMP has helped us:*

- focus attention on planning – in particular goals and strategies*
- coordinate the family plan, involving all members*
- formalise the plans*

Fleurieu Peninsula: *This course has forced the channelling of ideas onto paper and ultimately into a long term plan. Its improved communication between my husband and I in relation to those long term plans (20yrs +). I've been able to learn more about farm finances in so far as being able to analyse figures."*

Adelaide Hills: *"I was able to stand back and assess my business from a different perspective – made me more aware of what I am doing and why; helped me identify all the options and choose (hopefully) the right ones"*

Eyre Peninsula: *"We now have control of the future direction of our farming enterprise. Our only regret is we didn't start this 20 years ago."*

Adelaide Hills: *"I really liked the practical examples of budgets/gross margins etc, to really make me focus on why we are farming and what we can realistically get out of it."*

Adelaide Hills: *"We tackled problems in a more systematic way, and in many instances saw things in a different light than prior to the course"*

Kangaroo Island: *"I liked the new ideas, with how to evaluate new ideas and calculate theoretical benefits"*

Murray Plains: *"It helped me to work out profit and loss on different enterprises."*

## **B) Improvements to natural resource management and integration with production**

South East: *"We will reorganise fencing layout to suit land capability."*

Lakes District: *"PMP helped us integrate land management with cow management, to the benefit of both conservation and production. We're making the most of our resources in a sustainable way."*

Adelaide Hills: *"Care and improvement to natural resources. Reclamation of creeks, soil etc. Diversify to other things, eg. forestry."*

Adelaide Hills: *"Try to improve watercourse management, and tree planting program."*

Southern Mallee: *"We will utilise specific land classes more effectively."*

Murray Plains: *"Set up farming practice according to soil types. Have a farm specific plan to which all family members can consult and contribute to."*

## **C) Other implementation of plans and changes in practice**

Fleurieu: *"I believe we will actually spend more time on planning as a team"*

Fleurieu: *"We plan to make more capital improvements to improve the flow of cows through the dairy (reduce time to milk) and improve lifestyle."*

Southern Mallee: *"Have purchased computer program for planning and record keeping; started succession planning."*

Murray Plains: *"Do more gross margins. Keep better financial and farm paddock records."*

Murray Plains: *"Improve cash book balances. Farm soil types differently. Change methods of stocking and lambing. Try a few alternative farming methods."*

South East: *"We will follow up on goals set at the beginning of the workshops."*

South East: *"The Enterprise Evaluation workshop gave us a way of keeping records and other ways of keeping a check on how we are going with rotations, dollars etc."*

## **D) Further Learning**

Lakes District: *"I'd like further extension (by interested members) of specific topics (eg. irrigation, dairying). This could be coordinated locally."*

Lakes District: *"If people are interested it would be good to come together in a year's time to see how people have progressed or changed their plans."*

## **E) General**

Kangaroo Island: *"I've just read through the pamphlet 'Property Management Planning, National Landcare Program' that I picked up today (last workshop) and I thought it 'said it all' very well."*

Murray Plains: *"You work at your own pace. A broad spectrum of topics which have and will be very useful."*

Murray Plains: *"It got me thinking about different options; helped me with future planning and goals to strive for. I'll keep better records and make farming a more business like enterprise."*

South East: *"I learnt a lot from the sharing of fellow business people and the material presented."*

South East: *"It makes you think about what you are doing and where you are heading."*

South East: *"The workshops exposed us to an enormous amount of information and valuable contacts."*

Adelaide Hills: *"Lots of ideas; great to meet various experts and learn from sharing ideas with them and amongst ourselves."*

Kangaroo Island: *"It gave me the opportunity to look at the farm business as a whole from the physical to financial aspects. The individual farm visits were very worthwhile."*

Kangaroo Island: *"I especially liked the group participation and input and eye opening topics and format. Also the farm layout exercise."*

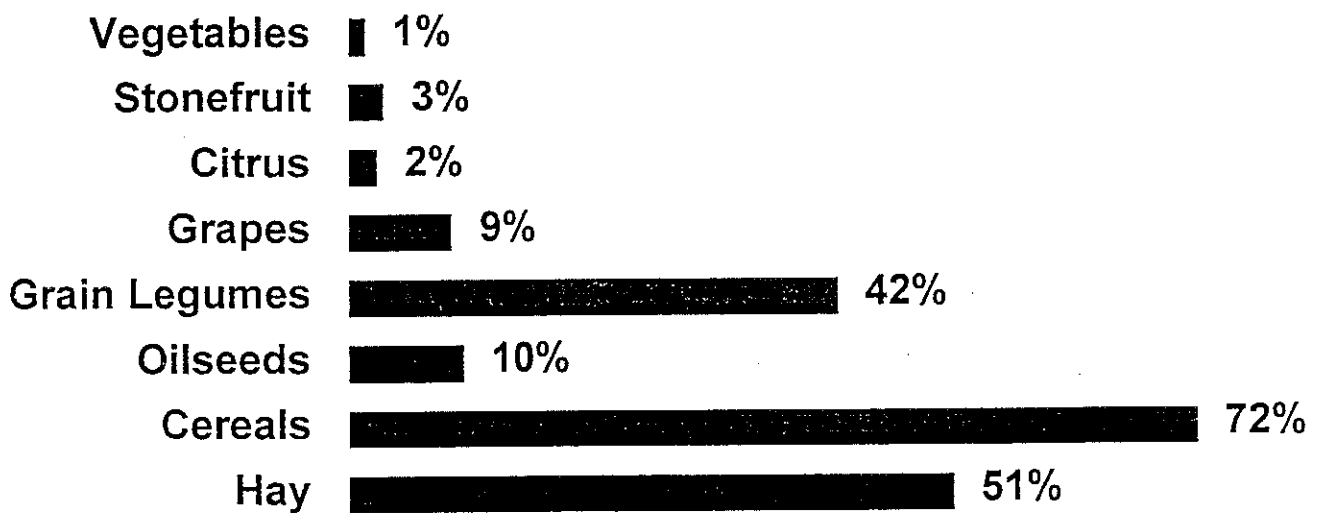
Kangaroo Island: *"Thoroughly enjoyed the program."*

**Appendix 3.** Characteristics of people and businesses that participated in the PMP workshop program.

From "Database and Survey Results", December 1996, compiled by K Geyer & S Read.

## Crop Enterprises - State

Property Management Planning



% of total businesses surveyed

## **Livestock Industries - State**

### **Property Management Planning**

**Beef**  **35%**

**Pigs**  **6%**

**Dairy**  **8%**

**Prime Lambs**  **38%**

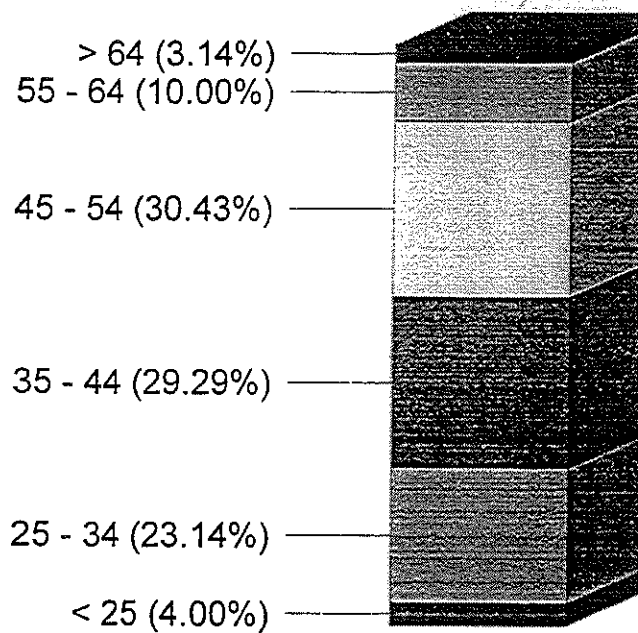
**Poultry**  **3%**

**Wool**  **77%**

**% of total businesses surveyed**

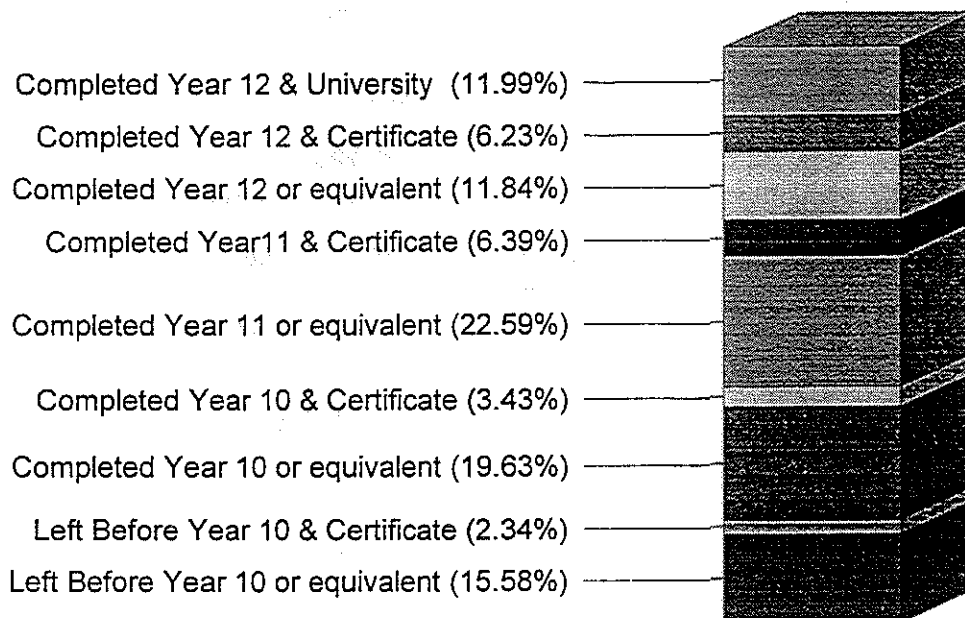
## Age of Clients - State

### Property Management Planning



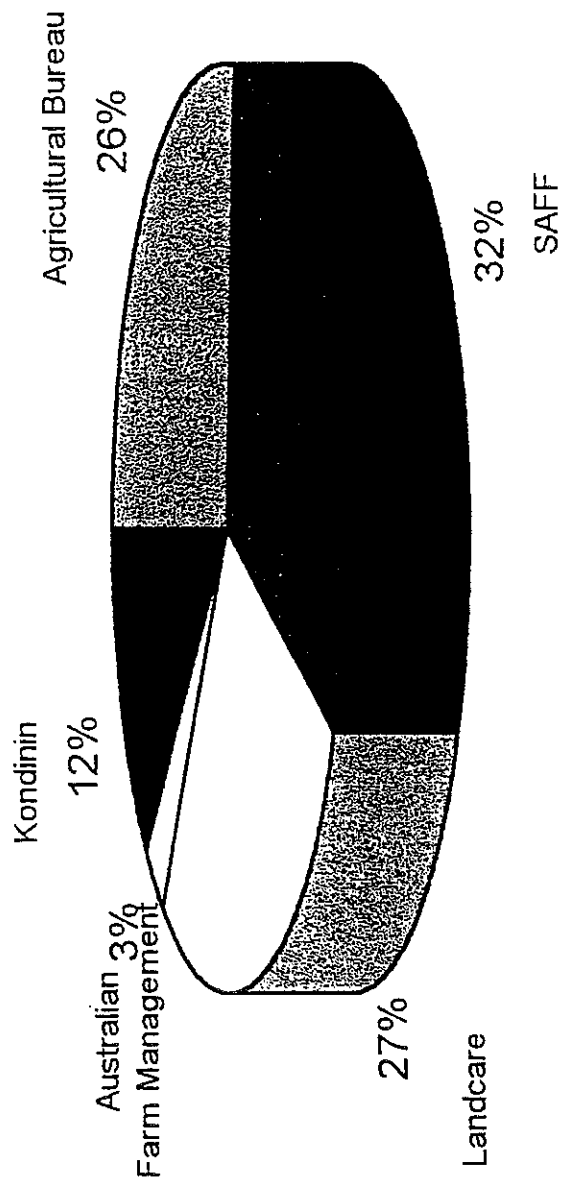
## Education Levels - State

### Property Management Planning





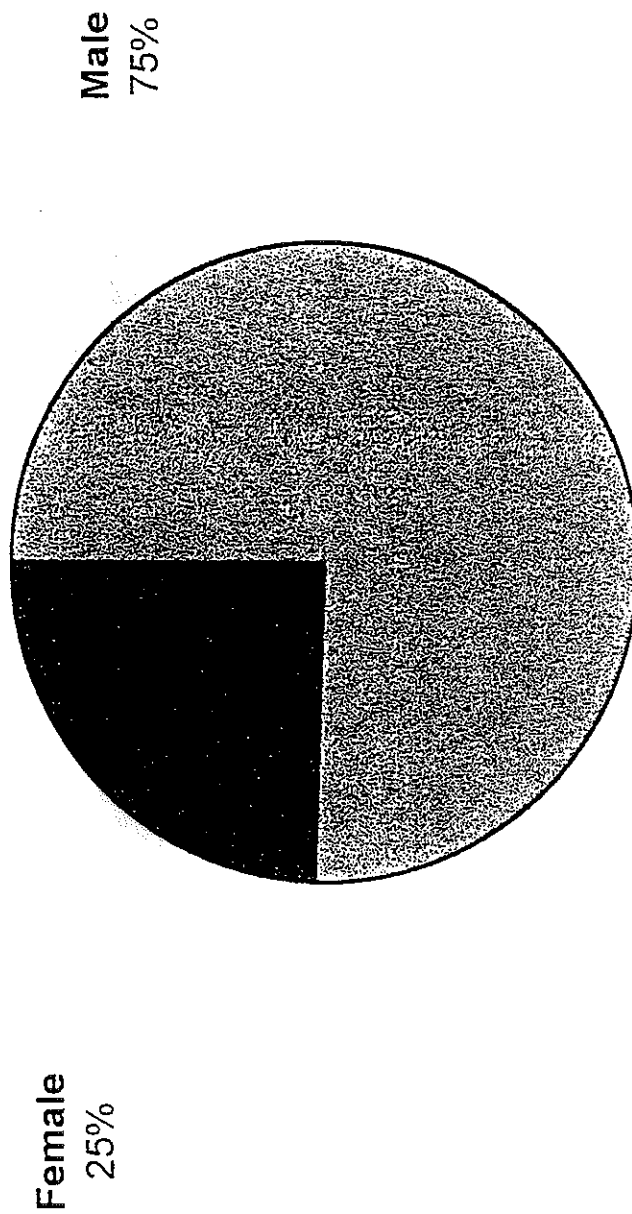
## Groups Belonged To By PMP Participants 1996/97



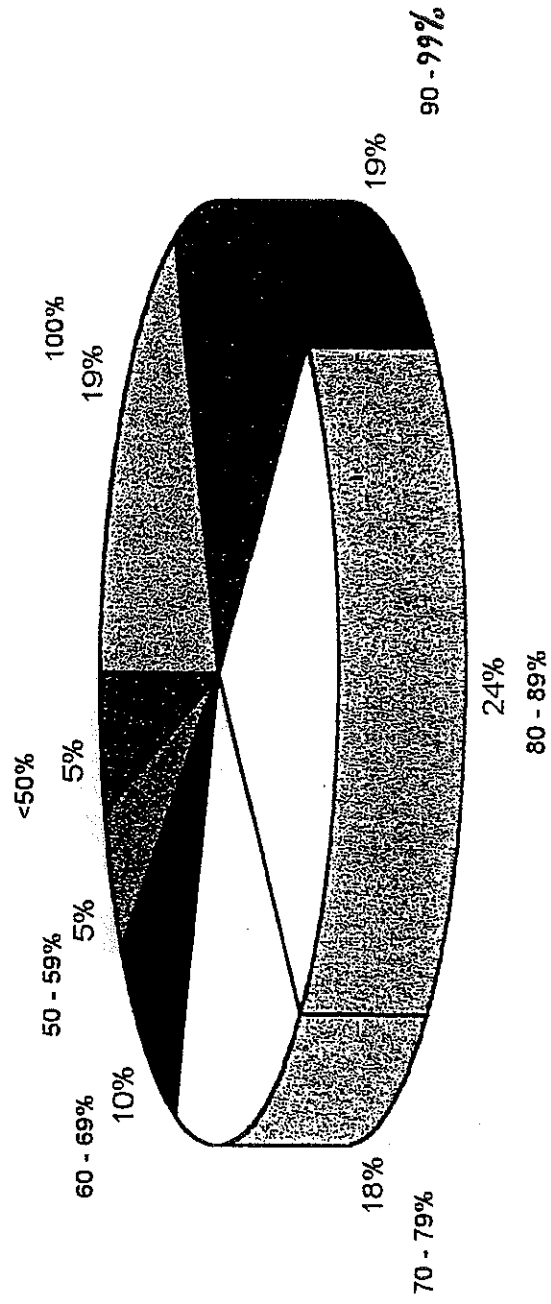
as at 30.6.98

# 1996/97 PMP Attendees

## Gender Breakdown



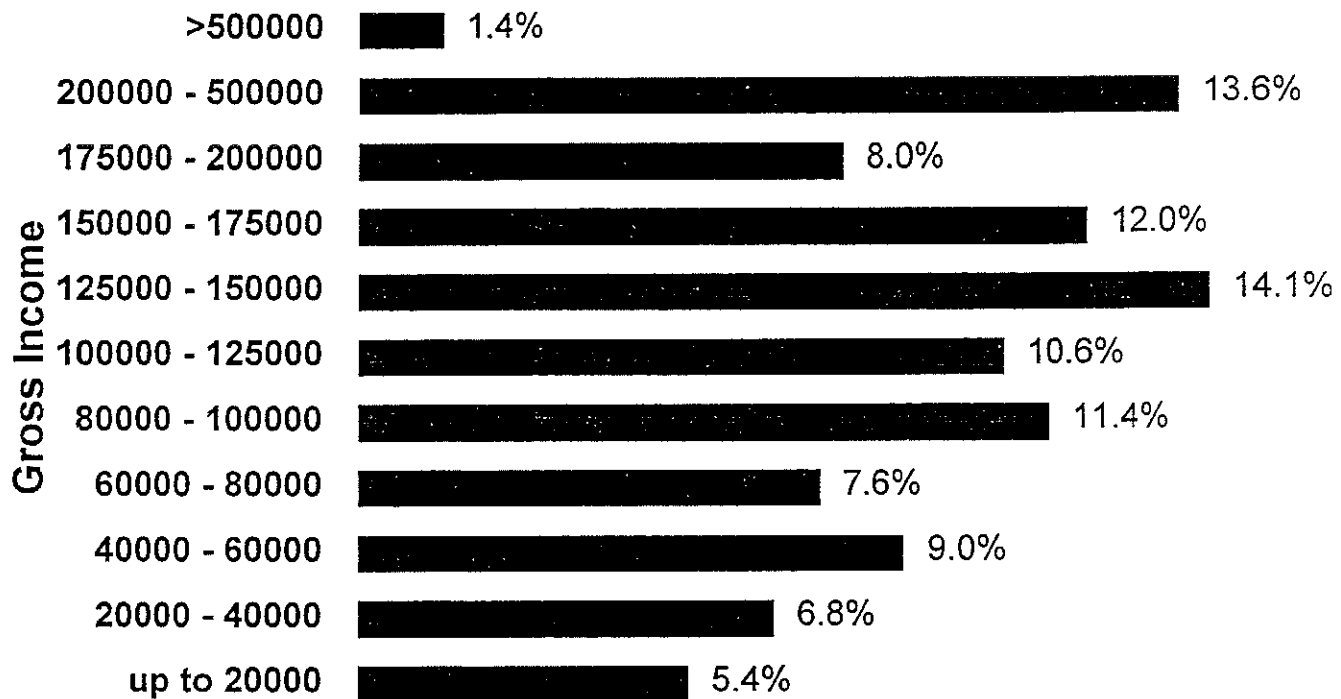
## Clients Equity % 1996/97



as at 30.6.98

## Gross Income Percentage - State

### Property Management Planning



% of total surveyed businesses



#### **Appendix 4. Characterisation of the client base on Eyre Peninsula**

by Property Management Planning Officer S Guerin & S O'Brien of EP Regional Strategy

## TARGETING PROPERTY MANAGEMENT PLANNING

### Customer Profiles

The following customer profiles have been developed to segment the rural market in South Australia. These segments relate both to sustainable resource and economic development objectives. Each customer profile represents a possible PMP target group, although, a PMP group may consist of individuals from a range of market segments.

#### I. Sustainable Resources - **"Swampy"**

This group consists of:

- Family farming businesses that are facing land degradation problems.
- Individuals have identified a land degradation problem and feel stress and peer group pressure associated with the problem. Usually a discrete easily defined area.
- individuals are overwhelmed by the problem and are unsure where to start. They are stressed about the problem.
- Individuals are a member of a well defined small catchment or Landcare group.
- They like to focus on gaining better production from degraded land.
- Land degradation problems are often associated with salinity or water erosion within a catchment.

#### II Sustainable Resources **"Catchment Sally"**

This customer profile consists of:

- Family farming businesses from a large catchment or small region.
- The group is motivated by an individual or community group (Soil Conservation Board) who have recognised a resource management problem that may not be seen as a problem by members of the group.
- Larger less discrete problems of land degradation
- Group members generally don't know what they don't know.
- Effective management of the problem requires a coordinate regional catchment approach.
- The group is based on an existing strong community network.
- Typical opportunities that can be tackled by the group include fox baiting, salinity management, tree planting, and rabbit control.

### III Economic Development - Young Farmer "*Young Jimmy*"

This customer profile is typified by:

- Young farmers who may have recently been involved in the young farmers incentive scheme.
- Highly motivated and, have potential to be good planners of farming businesses.
- Highly geared.
- Are very busy.
- Have the potential to be industry innovators.
- Have little concept of risk

### IV Economic Development - Intergenerational Phase - "*Old Burt, Young Burt*"

This customer profile is typified by:

- Family farming businesses who are in an intergenerational phase.
- There are many stakeholders.
- Facing the risks of business expansion and are receptive to planning.
- Succession planning has often been considered too late by the 1st generation, hence funding retirement is an issue.
- The family are looking long term in the industry.
- Business equity is currently around 80%.
- The roles of individuals within the industry are not clearly defined and there is potential for communication problems.
- The business faces medium term success or failure if this intergenerational phase is not managed effectively.

### V Economic Development - Production Group - "*Mitch and Jenny*"

This customer profile is typified by:

- Well established family business.
- Business managers are looking to increase turnover via better enterprise management.



- High cost of family and educating children.
- They are generally good at growing crops and managing land but lack skills in other farm business management areas like financial, and human resource management.
- Are generally middle aged.
- Even though they are considered "good farmers", they are struggling with the adoption of new production systems and its technology eg. direct drilling and computing.
- They do have a desire to do what they are doing better and are therefore generally open to new ideas and planning.
- Agricultural Bureau, and landcare group and actively participate in PMP, TopCrop and Right Rotations.

#### VI Economic Development - Traditional - "Tractor Bob"

This customer profile is typified by:

- Farming business's run by "tired" farmers.
- Low equity levels.
- Working like mad to try and get themselves in front and honestly believe that they will get there through hard work.
- they have sound practical skills, but are generally weak in business management skills.
- Are generally middle aged.
- Are nearly too tired or too busy to attend extension programs.
- They have lost a bit of confidence over the last few years.
- They are very dependent when it comes to decision making, however are very good at blaming others for problems they face.
- Their support network is restricted to neighbours, stock agents and sales reps.
- Are generally autocratic in management style.
- They could be considered non planners.

#### VII Generation Leaving the Land. "*Old Dot & Tom*"

This customer profile is typified by:

- No children or children who have moved away from home with no interest in returning home to farm.

- Usually debt free.
- Production drops to a level of easy work load.
- Looking to exit agriculture for post farming activities.
- Do they sell the land, sharefarm, or lease it to the neighbour.
- Age 60 - 75

### 4.3 Criteria for justification as a target for PMP

<u>MAXIMISING ECONOMIC IMPACT</u> * contribution to GDP, real growth <u>INDUSTRY COMPETITIVENESS</u>	<u>MANAGING</u> <u>NATURAL RESOURCES</u>	<u>PRODUCTS AND</u> <u>SERVICES</u>
<p><b>Quantitative</b></p> <ul style="list-style-type: none"> <li>equity level ABARE industry</li> <li>gross farm income-large (ABARE) state eg. \$15,000+4%=\$6000 (ABARE)?</li> <li>Potential profitability based on productivity. Industry eg. productivity in gross income by greater than \$6000 (French &amp; Schultz)</li> <li>Demographics <ul style="list-style-type: none"> <li>-young famers</li> <li>-family units -including women</li> <li>-management experience</li> <li>-commercial/potential for farmers</li> </ul> </li> </ul>	<p><b>Quantitative</b></p> <ul style="list-style-type: none"> <li>Large property area</li> <li>Risk of degradation eg. land class</li> <li>current land degradation</li> <li>within a catchment/natural resource area</li> <li>Potential for natural resource improvement</li> </ul>	<p>20% Core PMP workshop</p> <p>Information sessions (2 hr)</p> <p>Information workshops (1-2 Days )</p> <p>Enquiries and Requests</p> <ul style="list-style-type: none"> <li>-external</li> <li>-PISA extension</li> </ul> <p>PMP Manual</p> <ul style="list-style-type: none"> <li>-development</li> <li>-Train the trainer</li> <li>-external - self</li> <li>-PISA</li> </ul> <p>Marketin of program</p> <ul style="list-style-type: none"> <li>-Field days</li> </ul> <p>Newspapers, Radio &amp; Video</p>
<p><b>Qualitative</b></p> <ul style="list-style-type: none"> <li>Attitudes-want to be there <ul style="list-style-type: none"> <li>-willingness to work in</li> </ul> </li> <li>-groups</li> <li>-positive to change</li> <li>-achivement towards productivity and profability</li> <li>-not interested in subsistence lifestyle</li> <li>willingness to learn</li> </ul>		

# PROPERTY MANAGEMENT PLANNING -: Targeting Market Segments

<i>Criteria or Justification</i>	<i>Swampy</i>	<i>Catchment Sally</i>	<i>Young Jimmy</i>	<i>Old Burt Young Burt</i>	<i>Mitch &amp; Jenny</i>	<i>Tractor Bob</i>	<i>Old Dot &amp; Tom</i>	<i>Results: Client Survey EP PMP</i>
<u><b>Economic Impact</b></u>								
Equity level			low	high	medium	low	very high	87.5 Category A
Gross Income	medium			very high	high			\$175,900
Potential to increase profit based on increased productivity	medium	high	very high	medium	medium		very high	very high WUE very low on EP
Young Farmers			very high	very high	medium		low	54-35 Years of age
Family Units		high		very high		low	low	Most are family units
Commercial / Potential			very high	very high	very high			95% Commercial
<u><b>Natural Resource Management</b></u>								
Large area		very high		medium	medium			2059ha average
Risk of degradation	very high	very high				medium		very high
Current land degradation	very high	very high						high
Within a catchment		very high						50% of groups
Potential for Natural Resource Improvement	medium		very high	very high	very high			very high
<b>Priority Score</b>	12	22	17	27	19	4	10	

Scoring method:

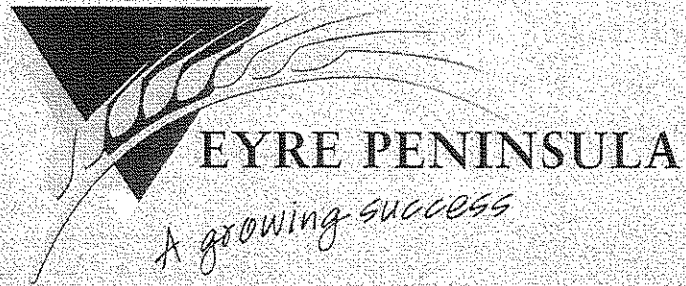
Very high = 4    High = 3    Medium = 2    Low = 1

**Appendix 5. The Eyre Peninsula Regional Strategy – PMP as an integral part.**

A) Descriptive and promotional leaflet

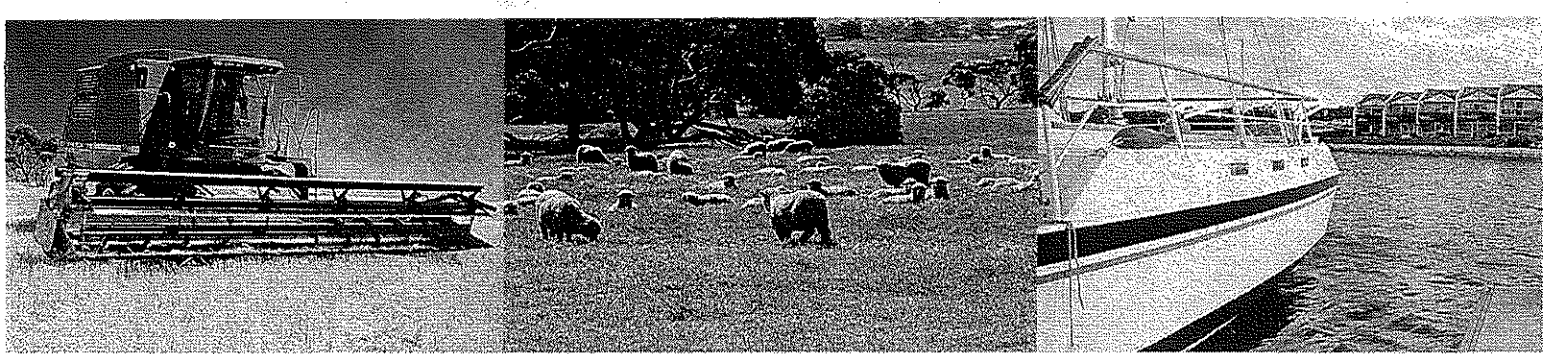
B) PMP Client Case Study – Wheaton Family, Streaky Bay.

# EYRE PENINSULA REGIONAL STRATEGY



Helping you prosper  
now and in the future

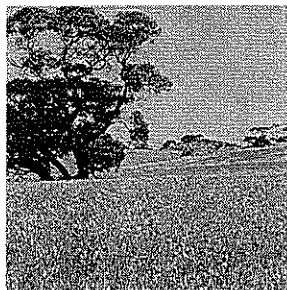
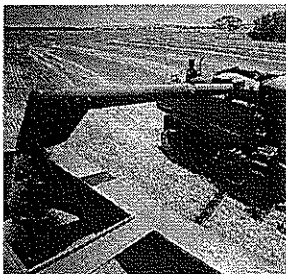




The Eyre Peninsula Regional Strategy is a series of support projects and personnel available to assist you to operate a sustainable and viable farming business now and in the future.

These projects complement existing programs.

The Strategy also aims to foster a positive image for the Eyre Peninsula by encouraging the development of successful and self reliant businesses.



## Who funds the Strategy?

The Eyre Peninsula Regional Strategy is a Rural Partnership Program jointly funded by the State and Federal Governments. Funds have been made available through the National Landcare Program as part of the National Heritage Trust and also through the Rural Adjustment Scheme.

## Why was the Strategy created?

The Eyre Peninsula Regional Strategy was formed to increase farming communities' ability to manage adverse events, such as drought, by providing them with advanced management skills. This allows them to be prepared for the year to year fluctuations in production caused by these events.

The end result is increased profitability and sustainability for each farm and the Region as a whole.

## How the Strategy can benefit you

Participation in the Eyre Peninsula Regional Strategy will provide you with the following benefits:

- An increased standard of living
- A positive and more secure future for you and your farming business
- An increased number of career opportunities

In addition to existing programs the Eyre Peninsula Regional Strategy offers you direct assistance through its various projects. Each is tailored to meet particular needs and is facilitated by personnel keen to offer you the support required.

## THE PROJECTS

### TOPCROP

TOPCROP is a farmer focused information network based on monitoring and setting targets for crops, pastures and finances.

#### Benefits

- Increased profitability and sustainability for your farm
- Access to the latest information with localised recommendations
- Improved product quality and yield
- Improved decision-making confidence
- Assistance in the adaptation of new technology to your property

### Property Management Planning

Property Management Planning is a total farm management process that integrates personal goals with enterprise production, economics, marketing and natural resource management.

This project also develops linkages with other programs and with industry.

#### Benefits

- Direction for your business
- Maximisation of your income
- Identification of business opportunities and threats
- Improved production stability
- Assured sustainability
- Improved communication skills
- Increased awareness of market and seasonal risks
- A competitive advantage for your negotiations with financial institutions

Go to part 3 of this report