



E-Beef Online Webinar Series

Using technology to help landholders connect with innovative ideas in the grazing industry

Webinars offer a convenient and far-reaching medium for upskilling and delivering educational opportunities to anyone with a digital device and access to the internet. Amid COVID-19, a global pandemic that has triggered restrictions on how people can gather, the E-Beef project team looked for innovative ways to engage with landholders. To help showcase new ideas in the grazing industry, the project embraced webinars as a way to easily connect with landholders.

What is the E-Beef Project About?

The E-Beef Project assists landholders implement grazing best management practice by demonstrating how timely management decisions can enhance pastures, groundcover, soils, land condition, business profitability and adaptability. The project is supported through a partnership with Southern Gulf NRM, Desert Channels Queensland, Northern Gulf RMG and the Queensland Department of Agriculture and Fisheries with funding from the Australian Government National Landcare Program and Queensland Government Drought and Climate Adaption Program.

The E-Beef project aims to improve decision making, land condition and profitability by demonstrating innovative tools and technologies, and sharing ideas through producer innovation hubs.

As part of the project, six 'Smart Farms' and associated producer innovation hubs have been setup across Queensland's rangelands. This includes Smart Farms from Isisford in the central west to Almaden, near Mareeba. Smart Farms have implemented walk-over-weighing units and are using these systems in conjunction with satellite imagery data to make more informed grazing management decisions. The learnings, challenges, insights and opportunities experienced by the Smart Farm graziers are being communicated within their producer groups to drive broader industry understanding of new technologies and their practical application.

The E-Beef Project, now into its second year, also features additional on-property technology trials. Producer groups members have engaged with project staff, technology providers and the grazing community to identify and trial 'technologies of interest' as part of the project. In the second half of 2020, the project hopes to implement a number of additional tools and technologies (e.g. mapping software, water monitors, ReproScan units and GPS monitoring tags) to support productivity and land condition improvements.

Engaging with the grazing community

Critical to the success of the E-Beef Project is sharing the learnings and experiences of graziers involved in the project with the broader grazing community. The producer groups are small, localised hubs with similar beef operations, land types and challenges. While local E-Beef staff regularly interact with these producer hubs, the broader grazing community in each region is engaged via local field days and workshops. With field days and general project events typically scheduled for the middle of the year, project staff designed a new and COVID-friendly activity for graziers and industry stakeholders to attend in 2020.





Developing the webinar series

E-Beef staff discussed in detail how best to conduct a virtual field day, assessing various trade-offs and challenges around delivering this sort of event. Following project team discussions and consultation with FutureBeef staff the decision was made to host an E-Beef Online Series, involving four mid-week one-hour lunchtime sessions over four weeks in June (2020).

“After speaking with the FutureBeef team we decided that lunchtime was the best time to host the event. This decision was based on their experience in delivering a variety of webinars over many years and noticing an obvious increase in the attendance of graziers in this timeslot.”

John McLaughlin [E-Beef Project Officer]

Rolling out the webinar sessions

Four webinar sessions were delivered in June 2020, involving 12 speakers from 11 organisations. This webinar series removed the tyranny of distance and brought together a range of expert presenters from across the country. Presenters were easily lined up for each online session, a difficult task for traditional field days.

Below is a summary of the four sessions:

SESSION 1

TECHNOLOGY DRIVEN DECISIONS

12:15 – 1:30PM

Wednesday 3rd June 2020

David Phelps | DAF

The E-Beef Project and using NDVI with Liveweight

Grant Stone | DES

Forage Reports for Grazing Land Management

Tim Driver | Tru-Test

Weigh, Track and Process Cattle Remotely

SESSION 2

MANAGING FOR PROFITABILITY

12:30 – 1:30PM

Wednesday 10th June 2020

Maree Bowen | DAF

Challenges to Profitability in QLD Grazing

James Walker | Agrihive

Online Management Tool for your enterprise

Jodie Knowlton | BDO

Highlighting opportunities for your business

SESSION 3

TECHNOLOGY SHOWCASE (PART 1)

12:30 – 1:30PM

Wednesday 17th June 2020

Rachael Dunn | Farmbot

Remote Water Monitoring Solutions

Bill Mitchell | Optiweigh

In-Paddock Weighing Solutions

David Ward | Goanna Ag

Accurate, Affordable Farm Connectivity

SESSION 4

TECHNOLOGY SHOWCASE (PART 2)

12:30 – 1:30PM

Wednesday 24th June 2020

Tammie Robinson | Agersens

Automated movement of cattle using eShepherd

Lewis Frost | CeresTag

Smart Ear Tag for Animal Provenance & Welfare

Colin Hammond | Catagra

Reproscan Ultrasound Technology



The webinars achieved an amazing attendance

The series reached hundreds of grazing industry stakeholders from across the country, and a few from overseas. Most attendees were from Queensland, though registration details showed that the series reached people from every state in Australia. Importantly for the E-Beef project team, graziers were the most



ATTENDEES

Total **379**
Unique **210**

represented group, accounting for 36% of all attendees, followed closely by Public Service Providers (30%), Private Service Providers (25%), and 9% identifying as *other*. Based on polling during the webinars, it is estimated that the graziers in attendance own and/or manage almost 1,100,000ha of land. In what was a surprise to the project team, the leading demographic were those aged >51 years, who made up a third of all attendees.

What did people think of the series?

Feedback from the E-Beef Online Series was overwhelmingly positive. Attendees were given the opportunity to complete a survey to offer their thoughts on how the webinars were conducted, and what improvements could be made for future events. The overall satisfaction of the webinar series had

an average score of 8.41/10 [10 = Very High Satisfaction]. Over 50% of attendees also indicated that they intend to make changes as a result of attending the webinar series, an important measure of success when E-Beef is seeking to influence practice change on grazing properties. It was also promising to see that 100% of respondents indicated that the adoption of technologies enables them to make critical management decisions earlier around grazing, production and business management.

Overall satisfaction
with webinar series...

8.41/10

Number of attendees who
will make practice change
from the webinar...

50%

All series are now available online

Each of the 12 presentations from the E-Beef Online Series was recorded, edited and re-released online for interested parties to watch, re-watch or share at their own convenience.

Within the three months since their release in June 2020, these sessions have already been viewed over 1,000 times and this number is expected to grow over time. The project team plan to leverage this new resource moving forward, particularly as a number of the technologies showcased in the series are being rolled out across the regions in the near future as part of the E-Beef technology trials.

An excellent outcome for the E-Beef Project

The E-Beef Online Series delivered a range of presentations focussed on improving decision making in the grazing industry despite the restrictions of Covid-19. The series produced a valuable online project resource and provided a unique opportunity to gather extensive polling data, survey information and Q&A statistics that will help to guide E-Beef into the future.

To watch the recording of **Session 1** simply [CLICK HERE](#)

To watch the recording of **Session 2** simply [CLICK HERE](#)

To watch the recording of **Session 3** simply [CLICK HERE](#)

To watch the recording of **Session 4** simply [CLICK HERE](#)

For more information on the E-Beef project, visit the following website:

www.southerngulf.com.au/project/southern-gulf-e-beef-smart-farming/

The E-Beef project is supported by a partnership comprising Southern Gulf NRM, Desert Channels Queensland, Northern Gulf RMG, and Queensland Department of Agriculture and Fisheries.



Funding for the project is from the Australian Government's National Landcare Program and the Queensland Government Drought and Climate Adaptation Program.