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**Minutes – PUBLIC SUMMARY**  
**Implementation Steering Committee meeting 2**  
Monday 4th February 2008  
Hilton Melbourne Airport

**Objectives:**

- To understand proposed national and regional project activities of the Delivery of Drought Information for Horticulture project.
- To review project plan (interim) and provide input and clarification prior to submission of final version to DAFF.
- To consider the communication plan and communication activities for the project

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**Attendees:** Tony Martin, Barry Philp, Nick Muraca, Kym Thiel, Liz Mann, Kris Newton, John Wilson, Charles Thompson & Pamela Brook (RMCG), Alison Turnbull & Karen Hellwig (HAL), Wendy Chant & Chris Parker (DAFF)

**Apologies:** Col Thompson

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**Summary of discussions:**

- **Admin:** Minutes from previous meeting confirmed, matters arising from last meeting discussed and Chris Parker, Irrigation Programme Leader from DAFF welcomed to the meeting.
- **Conflicts of interest:** The Committee discussed the need for transparency and due diligence regarding any conflicts of interest raised. All conflicts of interest to be noted within minutes of ISC and HAL to manage implications accordingly.
- **National Coordinator:** The Committee was updated on the process for selecting Charles Thompson, RMCG, as the National Coordinator. Charles has been contracted by HAL since early January 2008 to manage the regional implementation and evaluation of this project. Activities to date include planning meetings with industry members in MDB regions, gap analysis of extension activities already available and development of a draft Information Package (discussed at this meeting in detail). The Committee was happy with activities to date and approach.
- **Project Plan discussions:** The Committee discussed in detail the Interim Project Plan developed by HAL and the N.C. for DAFF. The plan details roles & responsibilities, timelines, delivery model and selected regional approach for delivering drought information to the MDB. The key delivery regions selected by within the plan include:
  - Shepparton/Swan Hill
  - Griffith
  - Mildura/Sunraysia
  - Riverland
  - Lower SA Lakes
- It is anticipated that extension providers will be employed to deliver 'information session' (be they one-on-one or another approach appropriate for the region) to these key horticulture regions in the MDB during April-October 2008. Industry members will be strongly involved in selection, ongoing monitoring and delivery of the extension providers and the type of information session needed.

- The Committee has endorsed the Project Plan, subject to comments at the meeting being incorporated, and the recommended approach for information delivery to the above five regions. A final draft will be submitted to DAFF for approval by 8<sup>th</sup> Feb. No further activities can be undertaken until plan is endorsed.
- **Extension Provider Selection Criteria:** The success of this project relies on acquiring appropriately skilled extension providers to undertake the information delivery at a local level. Appropriate selection criteria are therefore vital to ensure the skills needed are communicated effectively. The Committee considered drafted Selection Criteria for the extension providers. The Committee has endorsed the selection criteria, subject to comments at the meeting being incorporated into a final version. Advertising for the extension providers will take place as soon as the Project Plan is endorsed (Feb 2008).
- **'Train the trainers':** Once the extension providers are selected there will be a process for ensuring appropriate training is undertaken. The National Coordinator will be responsible for training, in the form of a two-day workshop. It is anticipated the training will be undertaken in March 2008.
- **Information Package:** A Draft of the Information Package was presented to the Committee for comment. It was noted that there is a lot of information currently available to industry and it is therefore the role of this project to collate and tailor relevant information for industry members, rather than result in further 'information overload'. The information package is a summary of key decision support information for horticulture growers in MDB. The draft pack will be trialed with a mix of extension providers and industry members prior to a final version being available for delivery at the information sessions anticipated to occur April-October 2008.
- **Communication Strategy:** Effective and targeted communication will be the key to ensuring coordination and awareness of the activities within this project. A communication approach was presented to the Committee and comments received on the communication objectives, target audiences and key messages. HAL will be responsible for developing a formal Communication Strategy for the project and delivering on the communication activities throughout the life of project (to June 2009).
- **Next meeting:** The next ISC meeting will be held August 2008 – around the time of the mid-term review of activities. Ongoing informal communication (emails, phone etc) will also be undertaken between HAL, NC and ISC to ensure delivery of project activities is appropriate and aligned with the project objectives.

**Actions from second ISC meeting – 4<sup>th</sup> Feb 2008:**

| # | Action  | Responsibility | Due Date |
|---|---|----------------|----------|
| 1 | <i>Action from previous meeting – The committee agreed that HAL and the ISC should maintain awareness of ABARE survey and ensure when the report is released in June 2008 that we get a copy.<br/>The committee supported Alison Turnbull getting in contact with ABARE and requesting further information on the survey, including which regions and industries would be targeted.</i> | HAL            | Ongoing  |
| 2 | <i>Action from previous meeting – The committee supported Tony Martin and Barry Philp following up more information on this BRS survey. Need to determine the relevance of this survey on this project.</i>   | TM & BP        | Ongoing  |
| 3 | <i>ISC members to note the process for declaring conflicts of</i>   | ISC, NC        | Ongoing  |

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|    | <i>interest. HAL to manage the implications of any conflicts for this project. National Coordinator to ensure any conflicts of interest are addressed when discussing selection of extension providers for this project.</i>  | and HAL  |           |
| 4  | <p><i>Project Plan needs to be revised to incorporate ISC comments and redistributed for final endorsement:</i></p> <ul style="list-style-type: none"> <li>- <i>Need further clarity around the reporting structure – national, regional and local level activities – so that there is reduced duplication of effort and no dilution of results ‘up the chain’</i></li> <li>- <i>Measurement of success – how do we know when we have achieved? Further information on Evaluation Strategy and KPIs for each objective of the project needed.</i></li> <li>- <i>Further clarity on roles of the Regional Groups versus the Regional Extension Providers – who is responsible for what? Who will report on it?</i></li> <li>- <i>Further information on the trial of the information package with industry and extension providers needed</i></li> <li>- <i>Further information on the Communication Strategy and who will be responsible for it to be provided in Plan</i></li> <li>- <i>Further information on timelines required</i></li> </ul> | HAL & NC | 15 Feb 08 |
| 5  | <i>Contact Dairy Industry Project Manager to gather further information on their drought information delivery project</i>   | HAL & NC | Feb 08    |
| 6  | <p><i>Revise the draft Selection Criteria to incorporate ISC comments and redistribute final version for sign off. Comments include:</i></p> <ul style="list-style-type: none"> <li>- <i>Emphasis the information brokerage role required</i></li> <li>- <i>Confirm range for consultancy fees</i></li> <li>- <i>More focus on agronomic expertise (as well as financial)</i></li> <li>- <i>Provide context around the need for a TEAM of experts (do not expect one person to have all the skills required in every region)</i></li> </ul>   | HAL & NC | 8 Feb 08  |
| 7  | <i>Revise the draft training program to incorporate ISC comments and redistribute final version for sign off.</i>   | NC       | Feb 08    |
| 8  | <i>Revise the draft information package to incorporate ISC comments and redistribute final version for sign off. Organise trial of information package with appropriate providers Feb 08.</i>   | NC       | Feb 08    |
| 9  | <i>Communication Strategy to be drafted and sent through to the ISC for comment.</i>  | HAL      | 15 Feb 08 |
| 10 | <i>Next meeting tentatively booked in August 2008. HAL to confirm next meeting with ISC.</i>  | HAL      | By Jul 08 |