

GRDC Communication & Extension (C&E) Framework

Goal: Enabling grain growers to maximise their profitability from GRDC investments with timely and effective delivery and utilisation of RD&E outputs through multiple communication and extension pathways.

Principles

- C&E priorities and resourcing will align with GRDC's 2018-2023 RD&E Plan
 - Key Investment Target Strategies and the investments that arise from these strategies will inform prioritisation of C&E activities
 - Opportunities for C&E activities will be considered throughout the investment process from planning through to outcome delivery
 - An agile approach to R&D portfolio management will be adopted where C&E activities could arise at any time throughout the active management of each investment and the entire investment portfolio
- As much as possible and where appropriate, RD&E investment design and implementation will involve participatory principles.
- Actively raising awareness of RD&E outcomes through communication activities will continue to be important. However, an increasing focus will be placed on ensuring adoption through effective extension, optimising the impact of R&D outcomes on the profitability of Australian grain growers.
- The Australian extension landscape will continue to change and evolve. As the extension landscape evolves GRDC will need to compliment, leverage and strengthen extension pathways, while also exploring new extension models that better fit the new landscape.
- GRDC's approach to C&E, the channels for delivery and key messages will all need to be strategically matched to grain grower needs, as well as the needs of key influencers of grain grower decision making.
- The grain grower value proposition of GRDC's investments will need to be clearly articulated and in doing so will need to consider both non-financial drivers and where appropriate, profitability.
- Acknowledgement and third-party attribution of GRDC's investment in R&D outcomes will be maximised at every opportunity.
- GRDC will value and nurture its research partner relationships and find ways to better encourage two-way engagement.

Summary

Strategic Elements

Activities

Strategy 1

Improve GRDC's understanding of grain grower needs, drivers and decision-making processes so as to facilitate effective adoption of R&D outcomes through C&E activities.

- Ensure regular, face to face, effective local engagement with growers and stakeholders
- Improve GRDC's understanding of technology adoption and decision-making process by grain growers and their key influencers.

Strategy 2

Enable stakeholders to understand and engage with GRDC's investment process.

- Ensure all stakeholders have the opportunity to participate in an effective, comprehensive and two-way investment process
- Embed the concept of participatory research, development and extension into investments where appropriate (giving growers insight into GRDC's investments).

Strategy 3

Ensure timely C&E activities align with the GRDC RD&E Plan and regional grower priorities.

- C&E activities to align with new five-year RD&E Plan priorities
- Ensure C&E tools and channels are best matched to specific R&D outcomes and the target audience.

Strategy 4

Continually evaluate and revise GRDC communication channels based on impact and value.

- Raise awareness of investment portfolio outputs and outcomes through the most appropriate communication channel
- Clearly communicate information about new GRDC investments, and the range and scope of the GRDC investment portfolio to growers in a timely way
- Ensure clear, consistent acknowledgement and third-party attribution for GRDC investments.

Strategy 5

Leverage and further strengthen existing extension channels.

- Evolve model of GSGs and RCSNs to align with GRDC RD&E Plan
- Increase engagement with advisers
- Leverage the capability and capacity of Farming Systems Groups (FSGs) to deliver D&E
- Leverage existing CSIRO, State Government and University C&E services/channels
- Capture and build on C&E opportunities arising from social media channels.

Strategy 6

Maximise key stakeholder and community support and recognition for GRDC's contribution to growers' enduring profitability and the Australian economy.

- Continue to build understanding and relationships with key government stakeholders and elected representatives
- Continue to build understanding and relationships with industry stakeholders
- Build relationships with research partners and business investment partners
- Build alumni of past members of GRDC Board and Panel.