LOCAL FARMER GROUP LEADERS WORKSHOP

UWA Watersports Complex 6\textsuperscript{th} & 7\textsuperscript{th} March 2007
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INTRODUCTION

LFGN Group leader’s annual workshop was held for the second time on 6th and 7th March 2007 at UWA Watersport Complex

The aim of the workshop was guided by the previous workshop and feedback from the group leaders. These aims were:

i) Help group representatives to develop ways to better motivate their group.
ii) Provide group leaders with better management skills to help their groups to be more effective.
iii) Introduce group leaders to some practical tips and tools in managing their groups.

Twenty three LFGN group representatives attended the workshop and they represent 15 groups. The workshop was held “back to back” with the Soil Health Forum at UWA to help members make the most of their travel to Perth. Facilitator for the workshop was Nigel McGuckian.

Programme

The day and a half programme was set up to establish plenty of time for networking and broken up between facilitated sessions or group skills and some technical sessions. The programme provided the right balance for most of the participants.

A “speed dating” session with researchers was well received by local farmers and researchers alike. This occurred over drinks before the workshop dinner where researchers moved between small groups of farmers every 5 minutes. Group members were then to discuss a research topic that they were interested in with each researcher.

The semi formal networking provided all group members with an introduction to all the researchers present. This “speed dating” session was then followed by the annual dinner with Bruce Yardley as the guest speaker. This “ordinary bloke” enlightened the group with cricket tales, changes occurring in cricket – which were not all necessarily for the good of the sport – and the challenges he has faced beyond cricket.
DAY 1

This year, the workshop was held over one and a half days on Tuesday 6th and Wednesday 7th March with the main theme being leadership skills and motivating your group.

Tuesday afternoon was a short workshop session which provided an opportunity to discuss the needs of your group's members, followed by networking with researchers and then dinner with special guest speaker, Bruce Yardley. Bruce Yardley is regarded as one of the two best off-spinners Australian cricket has produced.

In Wednesday's session, group leaders learned to develop their leadership and learned how to motivate their group. David Stephens from DAFWA spoke on climate forecast and provided a viewpoint for 2007, whilst Dr Ross Kingwell from UWA will provided an overview of the future of broadacre agriculture in Western Australia.

INTRODUCTION

The workshop opened with an unusual process where participants were introduced to each other in a “one to one” line up. Within 10 minutes most participants were familiar with the other participants.

The participants were then asked to write down “two things you want out of these two days”.

What makes a group work?

**Passion**

**Purpose**

Serious conversations:

1. What’s important to us?
   - Get people moving
   - Respect difference in the groups

2. Setting Ground Rules

   Q.1 In what way do you want to be treated by others at this workshop?
   Q.2 How do you want to be treated by others in the meeting?

Policy of setting these ground rules:
   - build trust, respect, honesty
   - get down to your purpose
Practical Rules

- get there on time

Community Groups ↔ Farmer Groups

Dealing with Conflict of interest

- the person doesn’t know who to report to!!
- it must be declared
- they must not be involved in the decision

Q. What do you do when they say they don’t support this or are opposed to it?

TIP: “In the interests of our organisation you have to work in the interests of all shareholders”

“SPEED DATING” WITH RESEARCHERS

A facilitated drinks session where growers and researchers were asked to mix around the group. Each group to discuss a research question with the researcher.

DAY 2

COMMITTEE AND ROLES cont’d

Danger of the worker speaking to the funders.

Small groups may only meet once a year for strategies.

Chair has two roles in small group – to be the teacher in strategic direction and to delegate actions across the Committee of Volunteers.

Skills of Board
Chairing
Financial
Monitoring
Planning
Communication

New Project Presentation – Tracey & Paul

How we got here?

o GGA (Mingenew Irwin) and LFGN (UWA) Project evolved a little differently - GRDC funded.

o They have a similar aim. Both come up for renewal in June 2007.
Last August began discussions about new project with Advisory Committee.

GRDC visited in September to open discussion to see what the projects/group wanted to do.

A Steering Committee made up of management committee both GGA and LFGN establish to be October.

October LFGN – Outline pro’s and con’s of various models for a single network project.

Tracey and Paul began building the project from the ground up (using Program Logic) based on an evaluation technique.

Joint Steering Committee next to review the Logic.

Logic was emailed out to the groups in December for input by end January.

Presented at Breakfast meetings in Geraldton, Merredin.

End January 07 Steering Committee decided Tracey would be the Project Manager.

- Target the same level of funding on the 2 projects.
- Mixed model approach
- UWA based, MIG managed.
- No co-funding

Challenges

- How will the new project embrace local groups?
- What model/structure will the new project adopt?
- Impact on performance
- Location of New Project – is the University the right place?
- Attracting and managing co-funding for the project would spread the risk.
- Paul has enjoyed opportunity in this project where there were few boundaries and could try something different. Learnt a lot. Had some fun, disappointments and frustrations of working with smaller groups but some very good workshops have evolved.
PERSONAL DEVELOPMENT AND AWARENESS

How we got here?

Personal baggage, as a group leader you have to be aware of this; and,

Monitor self awareness the better you are of working with other
groups/people.

Learn from the relationship.

The Johari Window  (Personal Awareness)

Any feedback you can get is like gold. Best way to develop this is to ask!!
We all need to have Feedback

Good leadership requires openness.
Building Self Esteem:
means working with being rather than just doing.

ILLUSTRATION OF STATE OF BEING

Low Self Esteem

Passive

Aggressive

High Self Esteem

Assertive

SELF ESTEEM

Hot Buttons
(sometimes pushed by family)
UNDERSTANDING YOURSELF

People closer to you can push the button more effectively than others.

As adults we all need to spend more time in “BEING” than in “DOING” to be a more effective individual in a group.

3 STATES OF BEING

PARENTS

Critical

Nurturing

Bring out the free child

ADULT

High Self Esteem

“CHILD LIKE” STATE

Submissive

Rebellious

Free

Need to be in the direction of the adult

Q. How do you get them out of their low self esteem?
A. Give them positive feedback.
FINAL SESSION

Q. Why people are not involved?
   Lack of Confidence
   Fear of failure
   Busy – Time limited
   Not sure what the group is about
   What’s in it for them is not clear
   Some people not interested in all things
   Personality clashes

Ask people who are not involved, why they are not?

Find someone who is approachable, open (pay them!).
Get them to listen to the group members to establish what needs to be done.

You as a group leader need to do a consultancy job:

Ask → So what?
     → What does it mean?

FOR THE COMMITTEE

Make it easy, relevant, interesting.

Listen to what they are saying.

Be prepared to have a committee that is diverse!
PLANNING / PURPOSE

If the group is to achieve its purpose it must be;

- successful committee
- work on our things
- ownership
- raise money – business plan
Q. What must happen?  
What will success look like?

Decide on six strategies to be undertaken by Committee, for example:

- Finance
- Committee administration
- Trials/research
- Staff/ Volunteers
- Communication
- Tours

Six strategies are usually enough, especially for community or farmer groups and should represent the quorum of the group.

Q. How does this relate to the Consultant plan

Ask one of the new members to the group if they would like to help with one of the actions against the strategies the group has agreed to undertake.

This may help people to see they are only doing little bits.

KEY TIP: Planning has to be absolutely logical, if it does not make sense then there is something wrong with the planning.

Those groups with good planning processes and outlines of these plans will be more competitive in attracting $ funding.
SETTING SOME GOALS

Here are some basic examples of setting some simple goals for local groups.

Q. How many members in 5 years time?
   Increase by 10%
   Or, 10 more women in the group
   Or, maintained current numbers in our group.

Note, the number of groups or numbers within a group are not an indication of success. The committee needs to have a debate about what targets it will have as a group.

Q. How many researchers visiting the group?

   eg. two per year

Q. How will we know we are the best group in WA?

Some examples of other targets (goals)

   Bridging the gap between Committee and Membership.
   → Members actively involved
   → More nominations for Committee

   Professional and quantifiable trials.

   More people willing to take on chair person role or committee.

   All the group to have a plan – at the very least a simple plan


1. What has stuck?

2. What was useful?

3. What am I going to act upon?

Further follow up to workshop participants will be made by phone up to 8 weeks after the workshop to establish what participants have done as a consequence of what they have learnt from the workshop. This will be conducted by an independent consultant by end April 2007.
APPENDIX 1: WORKSHOP PROGRAM

DAY ONE Tuesday 6th March

GROUP LEADERS SESSION

4.00 pm Welcome, Prof Stephen Powles, WAHRI

Workshop Session 1

4.10 pm How to effectively manage your group
Nigel McGuckian, RMCG

Researchers and Farmer Groups Networking

5.30 pm Researchers and Industry Partners invited to attend Networking & Welcome drinks

7.00 – 10.00 pm Group Leaders Industry Dinner, UWA Watersports Complex

Special Guest, Bruce Yardley

DAY TWO Wednesday 7th March

8.30 Review the previous day’s activities

9.00 Climate Forecast and the year/s ahead, David Stephens DAFWA

9.45 Developing leadership skills and motivating your group
Nigel McGuckian, RMCG

11.30 New Grower Group Network Project
Paul Carmody and Tracey Gianatti

12.30 Light Luncheon Buffet

13.30 An economic overview of the future of broadacre agriculture in WA, Dr Ross Kingwell, UWA

Making the most of Off Farm Investment
Brent Serle, Agribusiness Manager ANZ

Workshop Session 3

14.30 Preparing for the future and succession planning,
Nigel McGuckian, RMCG

16.00 Summing up

16.30 Close
Activities Table

Facilitated sessions
Write down two things you would like to get out of this workshop

Question Session:
How to interact with respect for others
Setting ground rules
Practical rules
Semi formal networking

Main theme
Leadership skills and motivating your group
Short workshop session
Discussion of group needs
Networking with researchers
Speed dating with researchers
Developing leadership skills
Group Skills
Group motivation
New Project Presentation
Challenges
Personal Development and Awareness
Personal baggage
Monitor self awareness
Learn from the relationship
Feedback
Illustration of State of Being
Understanding Yourself
Final Session
Why people do not get involved?
Planning/Purpose
Success Strategies
Goal Setting
Final Questions
Evaluation of Workshop
Group Leaders Session
APPENDIX 2

David Stephens Presentation

APPENDIX 3

Ross Kingwell Presentation
## APPENDIX 4

### Workshop Participants & contact details

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<tr>
<th>Title</th>
<th>First Name</th>
<th>Surname</th>
<th>Position</th>
<th>Group</th>
<th>Phone</th>
<th>Fax</th>
<th>Mobile</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mrs</td>
<td>Merrilyn</td>
<td>Temby</td>
<td>Secretary</td>
<td>Bodallin Catchment Group</td>
<td>08 9047 5011</td>
<td>08 9047 5093</td>
<td><a href="mailto:merrilyn@iinet.net.au">merrilyn@iinet.net.au</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>Colin</td>
<td>Butcher</td>
<td>Representative</td>
<td>Brookton LCDC</td>
<td>08 9647 2037</td>
<td></td>
<td></td>
<td><a href="mailto:cjamb@westnet.com.au">cjamb@westnet.com.au</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>Anna</td>
<td>Butcher</td>
<td>Representative</td>
<td>Brookton LCDC</td>
<td>08 9647 2037</td>
<td></td>
<td></td>
<td><a href="mailto:cjamb@westnet.com.au">cjamb@westnet.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Rob</td>
<td>Agnew</td>
<td>Representative</td>
<td>Esperance Regional Forum</td>
<td>08 9078 2018</td>
<td></td>
<td></td>
<td><a href="mailto:agnew@esat.net.au">agnew@esat.net.au</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>Faye</td>
<td>Sanderson</td>
<td>Representative</td>
<td>Grass Patch Sustainable Farm Group</td>
<td>08 9078 6065</td>
<td>08 9078 6065</td>
<td>0429 78-6065</td>
<td><a href="mailto:fayes@clearmail.com.au">fayes@clearmail.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Leon</td>
<td>Ryan</td>
<td>Chairperson</td>
<td>Greenhills Production Group</td>
<td>08 9641-7050</td>
<td></td>
<td>0407 185 004</td>
<td><a href="mailto:ryanfarming@bigpond.com">ryanfarming@bigpond.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Scott</td>
<td>Dixon</td>
<td>Representative</td>
<td>Kellerberrin Demonstration Group</td>
<td>08 9045 4531</td>
<td>08 9045 4729</td>
<td>0427 773606</td>
<td><a href="mailto:dohemy@bigpond.com">dohemy@bigpond.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>David</td>
<td>Leake</td>
<td>Representative</td>
<td>Kellerberrin Demonstration Group</td>
<td>08 9045 4248</td>
<td>08 9045 8289</td>
<td>0428 458 202</td>
<td><a href="mailto:cardonia@bigpond.com.au">cardonia@bigpond.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Tim</td>
<td>Mathwin</td>
<td>Representative</td>
<td>Kojonup North Productivity Group</td>
<td>08 9821 3268</td>
<td></td>
<td>0428 328 020</td>
<td><a href="mailto:tmathwin@agric.wa.gov.au">tmathwin@agric.wa.gov.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Luke</td>
<td>Sprigg</td>
<td>Chairperson</td>
<td>Ninghan Farm Focus Group</td>
<td>08 90471056</td>
<td>08 9047-1162</td>
<td>0427 471 056</td>
<td><a href="mailto:bltspriqg@bigpond.com.au">bltspriqg@bigpond.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Terry</td>
<td>Guest</td>
<td>Chairperson</td>
<td>North Mallee Farm Improvement Group</td>
<td>08 90787000</td>
<td></td>
<td>042787000</td>
<td><a href="mailto:jtdilhyatt@bigpond.com">jtdilhyatt@bigpond.com</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>Chezley</td>
<td>Guest</td>
<td>Representative</td>
<td>North Mallee Farm Improvement Group</td>
<td>08 9075 8001</td>
<td></td>
<td>0427 758 001</td>
<td><a href="mailto:chezley@bigpond.com.au">chezley@bigpond.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Andrew</td>
<td>Longmire</td>
<td>Representative</td>
<td>North Mallee Farm Improvement Group</td>
<td>08 9075 8024</td>
<td>08 9075 8024</td>
<td>0428 382 848</td>
<td><a href="mailto:stonyfell@bigpond.com">stonyfell@bigpond.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Ian</td>
<td>Guest</td>
<td>Representative</td>
<td>North Mallee Farm Improvement Group</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms</td>
<td>Liz</td>
<td>Bungey</td>
<td>Representative</td>
<td>North Stirling - Pallinup Natural Resource</td>
<td>08 9827 6020</td>
<td>08 9827 6012</td>
<td></td>
<td><a href="mailto:lbungey@wn.com.au">lbungey@wn.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Gordon</td>
<td>Wilson</td>
<td>Chairperson</td>
<td>Northern Agri Group</td>
<td>08 9934 3193</td>
<td>08 9933 1008</td>
<td>no mobile</td>
<td><a href="mailto:doublegee@bigpond.com.au">doublegee@bigpond.com.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Owen</td>
<td>Brownley</td>
<td>Chairperson</td>
<td>RAIN Group</td>
<td>08 9838-0010</td>
<td>08 9838-0015</td>
<td>0428 380010</td>
<td><a href="mailto:obrownley@esat.net.au">obrownley@esat.net.au</a></td>
</tr>
<tr>
<td>Mr</td>
<td>Brian</td>
<td>Taylor</td>
<td>Representative</td>
<td>Tambellup Group</td>
<td>08 9825 3023</td>
<td></td>
<td>0428 253 023</td>
<td><a href="mailto:bbtaylor@westnet.com.au">bbtaylor@westnet.com.au</a></td>
</tr>
<tr>
<td>Ms</td>
<td>Linda</td>
<td>Vernon</td>
<td>Secretary</td>
<td>Yeenlana Catchment Group</td>
<td>08 9683 1001</td>
<td>08 9683 1040</td>
<td></td>
<td><a href="mailto:clic@trayning.wa.gov.au">clic@trayning.wa.gov.au</a></td>
</tr>
<tr>
<td>Ms</td>
<td>Dianne</td>
<td>Haggerty</td>
<td>Chairperson</td>
<td>Yeenlana Catchment Group</td>
<td>08 9681 5022</td>
<td></td>
<td></td>
<td></td>
</tr>
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