

Tips and Tools for reflection and evidence of IMPACT of Change on Farm activities
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Tool	Tip	Usefulness
Exit survey	These need to be short and to the point – what core information do you want to glean from people about Change on farm	Formal workshop / training day – can give you a quick snapshot of instant impact of an event but may require follow to see what changed occurred.
Key questioning process	Focus on 4-5 key points you would like to reflect on collectively with the group Have a support person to capture feedback while you are facilitating the discussion	Informal learning days – farm walks, bus trips etc This tool is extremely powerful and will give you a greater insight into current thinking and challenges people are facing and problem solving techniques can be shared amongst the group
Focus group	This is a powerful tool for measuring Change on Farm adoption	This process would be of value when you are writing a milestone report as it would provide a lot of qualitative data regarding actual adoption of technology, regional change's identified over time. Can be used to develop a regional timeline to identify significant events or triggers for change between 2004 – 2008
Phone call	Post event select a sub group to follow up with to see what change has happened. You may leave it for a month or so depending on the type of event – eg. A feedlot day, risk management workshop?	Useful after a seminar or training event to see what impact the event may have had. Could be used in conjunction with an exit interview as a follow up tool

<p>Farmer experience</p>	<p>Use a credible farmer (or many) to reflect on the day and provide insights to the group they have discovered</p> <p>They would need to be worded up prior to the activity so they understand their role for the day</p>	<p>A very powerful tool to collect evidence of learning and change management</p> <p>Farmers sharing their stories will enhance people's ability to try new ideas or making change's with added confidence</p> <p>Facilitate the process and have someone capture key insights</p>
<p>Area of impact</p>	<p>Determine people attending + estimate of area in ha they represent</p>	<p>This figure can help measure the area of impact your are targeting even if there are limited attendees they could represent large tracts of land across the region</p>
<p>Product sales</p>	<p>Good quantitative tool to gather evidence of actual change on farm</p>	<p>Post event follow up on a specific activity will gauge what purchases may have been influenced from the event eg. Seed sales, fencing material etc</p>
<p>Postal survey</p>	<p>Really think about what you want to gather evidence about so it is focused and targeted</p>	<p>Could be used as a strategic tool to gather farming systems information for a final report</p> <p>Use in conjunction with other tools to gather evidence as rates of return tend to be low</p>
<p>Case studies</p>	<p>Target producer advocates who have changed practice</p>	<p>This tool can help understand the journey of change that has happened, what triggered it and how it was achieved</p>