

# Responses to the Hort Innovation delivery partner extension survey

# 2022



The Hort Innovation Extension team undertook its first Delivery Partner needs analysis ([Responses to the Hort Innovation delivery partner extension survey 2020](#)) in 2020 and made a commitment to repeat the exercise every two years. This report is from the second Delivery Partner needs analysis carried out in 2022. The Hort Innovation Extension team sent a survey to 123 personnel working in industry development and extension projects to gain insights into:

- Delivery Partner successful extension activities, the challenges they face and their project delivery support needs
- Extension support requirements that have changed between the initial survey in 2020 and 2022
- Hort Innovation Extension team events and activities delivered over the past two years in response to the results of the first survey.

## Results

**The majority of survey questions were repeated from the previous survey, with a small number added for further clarifications in areas of specific interest in ascertaining Delivery Partners' future support needs to assist in delivering projects that meet industry requirements.**

Results in brackets are from the previous survey to allow for comparisons.

The majority of respondents were from the Northeast and Southeast Hort Innovation extension regions. These respondents work in the vegetable, tree fruit, nursery, turf, tropical, berries, table grape and nut industries (descending order). Over the past two years very little has changed in terms of the type of organisation respondents are connected to. More than half are employed by an industry-based organisation, followed by state governments and then consultancy firms. Just over a third have been working in extension between 2–5 years, with just over a fifth having between 6–10 years' experience (followed by a growth of 17%). The number of practitioners working >11 years in extension dropped from 47% to 36%. The percentage of time spent on delivering extension as part of their job varied across the board but the number of those working 80-100% has moved up to 45%/18 (21%/7). The most common roles that respondents

are currently in was unchanged and include Industry Development Officers at 53%/21, project coordinators/ managers 10%/4. Fewer researchers participated in the survey than previously. Most respondents were from Gen X 43%/17 (41–55 years old), followed by Gen Y 30%/12 (26–40 years old), then Baby Boomers 18%/7 (56–74 years old).

When asked to indicate where respondents saw themselves working in five years' time, 35%/14 said as an Industry Development Officer/Manager in horticulture which is a 5% increase from the last survey. Some 15%/6 said they were not sure, and 13%/5 indicated they would be in research. To a lesser degree, respondents indicated they would be a CEO, consultant/agronomist, grower or retired. Only one saw themselves working outside of horticulture.

When questioned about the benefits their role in industry development/extension projects brings to industry, the top three responses in descending order were: growers have a go-to person in the industry they can trust; enabling adoption of new practices from R&D outputs; and meeting the needs of growers whatever they may be. The extension approaches most effective in achieving good levels of practice change by growers has not changed and includes, in descending order, on-farm demonstration sites, field days, one on one extension, and workshops.

Respondents considered the four greatest challenges of their role were time poor growers, initial and ongoing grower engagement, communicating a value proposition to growers, and delivering services which cater for industry diversity.

Challenges indicated in the previous survey included lack of professional development, lack of flexibility with project funding and the geographical spread of respondents' industry and the resources they use. The need to be able to meet regional grower needs when delivering extension via project funding was also emphasised. The difficulty in delivering extension to industries with diverse needs was highlighted several times

When asked about particular skills needed to achieve even greater impact from extension work, areas that were reported on the most in descending order were:

#### 2020 Survey

- Grower engagement
- Digital tools and social media
- Facilitation
- Monitoring and evaluation
- Peer-to-peer learning

#### 2022 Survey

- Monitoring, evaluation, and reporting
- Use of extension digital tools
- Running discussion or peer-to-peer grower groups
- Communications including the use of social media
- Project management

The highest priorities identified in certain extension skills and whether there was room for improvement in descending order were:

#### 2020

- Planning extension activities based on industry needs (segmentation)
- Peer-to-peer learning for growers
- Using demonstration and trial sites effectively
- Collaboration

#### 2022

- Engaging with growers not currently engaged
- Collaboration
- Planning extension activities based on industry needs (i.e., audience segmentation planning)
- Taking an adoption/impact pathway approach to planning and delivery
- Enabling peer-to-peer learning of growers

There is a noticeable reduction in the size of the gap respondents identified between the importance of the extension skill and their required room for improvement between the 2022 and 2020 needs analysis results.

Respondents work with industry stakeholders in various ways from networking through to collaboration and developing partnerships. Growers remain the most common collaborators and partners for extension practitioners, followed very closely by government departments/ universities and then industry organisations. Other collaborators include RDCs, other horticultural industries, agribusiness, and NRM/ Landcare. NRM bodies and processors were the least common collaborators and or partners respondents worked with. Interestingly, except for government departments/universities, there was a reduction in collaboration and partnering across all other stakeholders compared with the 2020 survey results.

A new section of the survey was introduced in 2022 to gain feedback on the Hort Innovation Extension Team’s initiatives to support Industry Development Delivery Partners. These initiatives were guided by the 2020 Delivery Partner Needs Analysis results. They include webinars, online networking (for the North and Northeast regions), face-to-face professional development at Hort Connections in 2021, a networking event in 2022 and an extension newsletter (for the Tri-state, South and Southeast regions). A total of 43% (17) indicated they had participated in one or more of these events or activities. By far the main reasons for not attending included non-awareness or previous engagements.

The support offered by the Hort Innovation Extension Team in professional development was mainly designed to increase engagement and awareness and encourage IDOs to seek training from relevant training providers in extension practice and theory. Given this, respondents were asked if they answered ‘yes’ to participation in a Hort Innovation professional development events had it influenced an increase in their awareness, knowledge, attitude, skill, aspirations, and practice in extension? Respondents had an opportunity to advise what other professional development extension training they had participated in and if it had influenced an increase in their awareness, knowledge, attitude, skill, aspirations, and practice in extension. In both extension training activities and other professional development events run by Hort Innovation, respondents indicated their changes in KASA and practice change was low. Just over half of those who participated in Hort Innovation organised professional development events went on to contact and connect further with people from other projects/ industries outside of the event.

When asked if they would be participating in any future events/activities the Hort Innovation Extension Team organises, 88%/35 indicated they would.

The number of delivery partner project team personnel who are members of the Australasia Pacific Extension Network (APEN) has increased from 45% to 55%. APEN is the professional organisation for extension professionals working with people to enable change and innovation in primary industries, natural resource management and communities (<https://www.apen.org.au/about/about-us>). Since the initial delivery partner survey, the Hort Innovation Extension Team have facilitated 7 IDO’s from levy funded projects to participate in the APEN mentoring program. The 2022 needs analysis survey revealed the number of respondents interested in participating in mentoring programs has dropped from 38% to 23% and those interested in being a mentee has dropped from 34% to 28%.

The Hort Innovation Extension Team was keen to explore how Hort Innovation could best support extension professionals working in levy-funded projects? The table of results below indicates networking with opportunities to learn from their peers across horticulture and agriculture as the top mechanism, followed by support in project M&E and co-designing industry development projects.

Organise networking across horticulture industries	<b>21%</b>
Facilitate peer-to-peer learning between delivery partners on specific issues	<b>17%</b>
Support in the design of program logic and M&E plans	<b>16%</b>
Co-design of industry development projects prior to contracting	<b>15%</b>
Webinars on high priority extension issues flagged in this survey	<b>13%</b>
Organise networking across agriculture industries	<b>12%</b>

## Conclusion

**The extension team was in its infancy at Hort Innovation when the initial Delivery Partner needs analysis was undertaken in 2020. The team was guided by the results of the 2020 needs analysis survey and began to initiate a program of support for Industry Development Delivery Partners. Findings from the Industry Development Portfolio review (Hort Innovation 2021a) and the relationships developed between Hort Innovation project managers and delivery partners have also guided the work the team has undertaken in this area over the past two years. Hort Innovation Extension Team's activities were not designed to replace the professional development project staff would participate in that is discussed and organised with their employer. Results from this needs analysis will guide the type of support the team offer to delivery partners in the future.**

The length of time respondents have worked in industry development differs from the results of the 2020 survey. Fewer IDOs have more than 20 years' experience which may indicate they have retired, and a greater number have 6–10 years' experience. This could be a mix of project staff building on their experience over the past couple of years and a known number of IDOs with experience coming into the industry and replacing lesser experienced IDO who have resigned.

The challenges, needs and modes of operation of delivery partners from this needs analysis when compared with the 2020 survey have changed slightly. The influence of COVID-19 in the delivery of extension and therefore the support IDOs and project team members require to achieve high quality outcomes for industry cannot be overlooked. It is not unreasonable to assume the overall reduction in collaboration and partnering between delivery partners and other industry stakeholders (except government departments and universities) has dropped over the past two years due to COVID-19 restrictions. Two years ago, when the initial survey was undertaken, self-paced learning was the most preferred way of learning. The current survey results show a switch from self-paced to a preference for face-to-face

learning. This may have also been influenced by the pandemic and the need for people to connect in person. Lack of resources (funding), flagged as a hindrance to delivery in the previous needs analysis, wasn't highlighted in this analysis. One reason this was not raised may be due to relatively inexpensive online extension replacing a lot of face-to-face events over the past two years.

Time poor growers, initial and ongoing grower engagement and communicating a value proposition for growers were considered the greatest challenges respondents currently face delivering extension services to growers. Delivering services which cater for industry diversity came in fourth. The increased challenges of engaging with time poor growers and communicating a value proposition are quite possibly linked. If growers don't see the value proposition in engaging with the project's events and activities, then they focus on things they believe will give greater returns. Growers have experienced a number of challenging issues since the last survey was conducted. COVID-19 lock downs caused national and state border closures, a reduction of available workers, limited access to inputs and input price increases. There have also been numerous climatic events across the nation and pay and piece rates under the Horticultural Award have changed. In this environment it is understandable growers may be operating in survival mode and IDOs' time can often be spent supporting an industry that is struggling to function. This is not an environment commensurate to supporting growers to focus on anything else but core business and their immediate needs.

Results from both surveys report on-farm demonstrations and field days are where respondents find most success in achieving good levels of practice change, followed by one-on-one consultation and workshops. Given the on-farm environment is where growers mainly operate, it is not surprising the extension approaches respondents continue to find most successful for achieving good levels of practice change tend to be on-farm.



The top skills respondents indicated they need to build to achieve even greater impact from their work have varied little from the previous survey and include monitoring, evaluation and reporting, the use of extension digital tools and running discussion or peer-to-peer grower groups. The need for facilitation training has reduced by half, although it is interesting to note that a substantial amount of training in peer-to-peer grower discussion groups involves facilitation. The Hort Innovation Extension Team collaborated with a small group of delivery partners to upgrade the [Monitoring and Evaluation planning guide](#). (Hort Innovation 2021b) to make it more suitable for use with Industry Development and extension projects and can be found on our website. This needs analysis and the Industry Development Portfolio review (Hort Innovation 2021a) identified support is also required to assist Delivery Partners in operationalising their project M&E plans. This is to ensure data capture, analysis and reporting captures relevant information and isn't too onerous.

When asked what they believe are the primary benefits their role in industry development extension projects brings to industry, the top responses included that growers have a go-to person they can trust and building industry and community social capital. These are important issues that should not be undervalued. Often considered as intangible, thought should be given on how to demonstrate the impact an industry development project has with trusted IDOs, building social capital. Another top benefit was meeting the needs of growers, whatever they may be. The needs analysis in 2020 revealed IDOs time was extremely stretched in aiming to meet the needs of industry. And this was backed up in the Industry Development Portfolio Review (Hort Innovation 2021a). Although Hort Innovation acknowledge ad hoc enquiries and unforeseen industry crises (e.g., weather events) are likely to take up 20% of an IDO's time, 80% needs to be focused on achieving the projects objectives. Being clear on those objectives is important and support from IDO employees and team leaders is central to ensure IDOs' time for the most part is concentrated on delivering activities that are in annual work plans and work towards achieving project objectives. If necessary, a project variation

can be considered if a project's objectives need to change to meet industry needs. It may be beneficial for industry to consider identifying other resources that may be required to meet industry needs that are outside of the project objectives.

Results from respondents who were influenced by Hort Innovation professional development events in developing greater awareness, knowledge, attitude, skill, aspirations, and practice in extension was low. Considering most events were designed to increase awareness and knowledge, the results were disappointing. It is interesting to note the impact from training respondents have participated in outside of Hort Innovation was also low. It is encouraging to see 53%/9 of those who participated in the Hort Innovation professional development events have contacted other industry development project staff outside of these activities. Across project and industry networking to encourage peer to peer learning was one of the major reasons Hort Innovation initiated these activities. These results will be taken into consideration when planning the support, the Hort Innovation Extension Team will provide in the future. Greater focus will go to the most strongly supported avenues highlighted for Hort Innovation to provide, which are:

- Facilitation of networking and peer-to-peer learning across industry development delivery partners and other agricultural industry extension projects
- Support in the design of program logic and M&E plans. This has been initiated over the past 12 months and will continue along with how to operationalise plans
- Co-design of industry development projects prior to contracting. The team is currently piloting this approach and will find an appropriate way to share learnings with Delivery Partners.

One reason for respondents not participating in Hort Innovation events was they were unaware they were on. People are added to the Delivery Partner data base as they are employed into a project and some events may have been run before a project team member started. Even so, the Extension Team needs to put more thought into avenues to promote future events.

The Hort Innovation Extension Team actively encourage Industry Development Officers and team leads to become an APEN member. Industry Development projects contracted over the past 18 months have included a professional development budget and many have stipulated investment of APEN membership for key personnel in the project team. With 55% of survey respondents being current members but up to 73% having rolls and responsibilities focused on extension and industry development, there is an opportunity and possibly a project requirement for further investments in APEN memberships by delivery partners. APEN members are involved in government and industry agencies, agribusiness, community and rural development, adult education, communication, private practice, and educational institutions.

The network represents over 600 extension professionals across Australia, New Zealand, Asia and the Pacific (<https://www.apen.org.au/about/about-us>) and organises extension training, resources and support for its members. Hort Innovation will continue to promote APEN as a suitable resource for delivery partners.

The Hort Innovation Extension Team welcomes feedback from Delivery Partners in relation to the results of this review and the most appropriate support Hort Innovation can offer to them.

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## References

Hort Innovation 2019, *The Hort Innovation Strategy 2019-2023*, Available from <<https://www.horticulture.com.au/hort-innovation/the-company/corporate-governance/strategy-2019-2023/>> [16 June 2022]

Hort Innovation 2020, *Responses to the Hort Innovation delivery partner extension survey*, Available from: <https://www.horticulture.com.au/delivery-partners/resources-for-delivery-partners/extension-resources/> [16 June 2022].

Hort Innovation 2021a, *Industry development portfolio review report*, Available from: <<https://www.horticulture.com.au/hort-innovation/our-work/extension/>> [16 June 2022].

Hort Innovation 2021b, *Project M&E planning guide*, Available from: <<https://www.horticulture.com.au/delivery-partners/resources-for-delivery-partners/project-resources/>> [16 June 2022].

Australasia Pacific Extension Network <https://www.apen.org.au/about/about-us>

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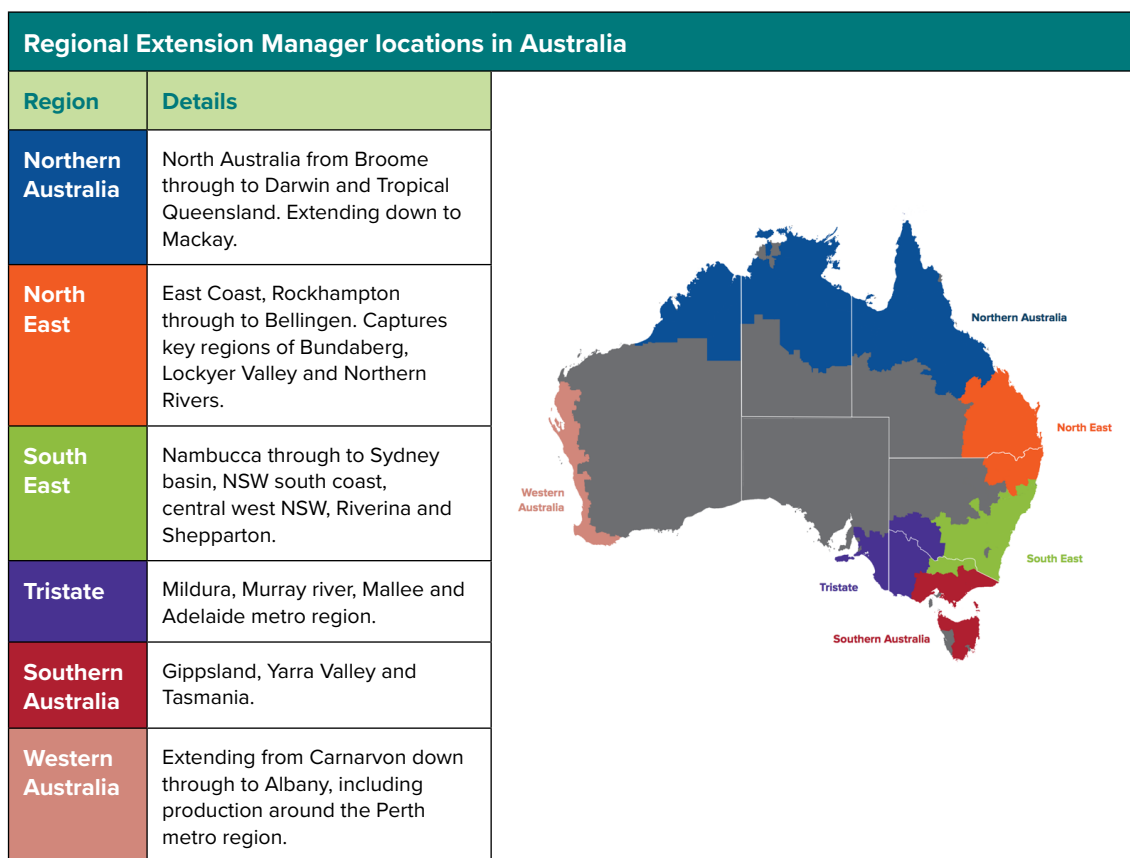
## APPENDIX 1

### Individual question results

#### Q1 Which region are you based in?

40 answered (100% of respondents). 6 out of 6 regions represented.

Hort Innovation has six extension regions. These regions have been developed with the use of LGA horticultural employment and ABS data. The majority of respondents operate out of the North East and South East Hort Innovation extension regions.



Answer choices	No: People	Responses
North East	12	30%
Northern Australia	9	23%
Southern Australia	6	15%
South East	5	13%
Tristate	4	10%
Western Australia	4	10%



## Q2 Which industry/s do you mainly work in?

53 answers from 40 respondents. All industries represented.

Answer choices	No: People	Responses
Vegetable (including onion, potato, melon)	13	25%
Tree fruits	12	23%
Amenity (nursery and turf)	10	19%
Tropical	7	13%
Berry	4	8%
Production nursery	2	4%
Across all industries	1	2%
Corporate	1	2%
Not specified	1	2%
Table grape	1	2%
Nuts	1	2%

## Q3 What type or organisation are you based with?

40 answered.

Answer choices	No: People	Responses
Industry-based organisation (Peak Industry Body, grower organisation)	21	53%
University or government department (state or federal)	11	28%
Consultancy firm/agribusiness/agronomist	7	18%
Education and certification	1	3%

## Q4 What best describes your current title/role?

40 answered.

Answer choices	No: People	Responses
Industry development officer/manager, extension officer/manager	21	53%
Project coordinator/manager	4	10%
Development horticulturist	3	8%
Researcher	3	8%
Communications manager	2	5%
Other	2	5%
CEO or equivalent	1	3%
Market development officer/manager	1	3%
Plant Protection Officer	1	3%
Private sector – sales of products and production services	1	3%
Project Officer	1	3%

## Q5 What generation group are you?

40 answered. Range of ages in respondents.

Answer choices	No: People	Responses
Baby Boomers (1946 – 1964)	7	18%
Gen X (1965 – 1979)	17	43%
Gen Y (1980 – 1994)	12	30%
Gen Z (1995 – 2010)	4	10%

## Q6 How long have you been involved in the delivery of extension?

40 answered. Range of experience within respondents.

Answer choices	No: People	Responses
Up to 1 year	5	13%
2 to 5 years	12	30%
6 to 10 years	9	23%
11 to 15 years	2	5%
16 to 20 years	5	13%
Greater than 20 years	7	18%

## Q7 What percentage of time do you spend working in extension?

40 answered. Range represented by respondents.

Answer choices	No: People	Responses
0 – 20%	5	13%
21 – 40%	7	18%
41 – 60%	4	10%
61 – 80%	6	15%
Greater than 80%	18	45%

## Q8 What are the two greatest challenges you currently face delivering extension services to growers?

80 answers.

Answer choices	No: People	Responses
Time poor growers	29	36%
Initial and ongoing grower engagement	17	21%
Communicating a value proposition for growers	14	18%
Delivering services which cater for industry diversity	11	14%
Accessing and participating in extension professional development including peer to peer learning	3	4%
No response	3	4%
Lack of current research to extend	1	1%
Other	1	1%
Industry politics	1	1%

## Q9 What do you believe are the top two benefits your role in industry development/extension projects brings to industry?

80 answers.

Answer choices	No: People	Responses
Growers have a go to person in the industry they can trust	25	31%
Enabling adoption of new practices from R&D outputs	17	21%
Meeting the needs of growers whatever they may be	15	19%
Building industry and community social capital	8	10%
Creating awareness of R&D outputs	7	9%
Providing evidence based R&D outputs from applied research	4	5%
No response	2	3%
Engaging with growers to improve plant protection, sustainability and biosecurity	1	1%
Providing a trusted mechanism for the provision of information in an accessible format	1	1%

### Q10 What are your top three extension approaches where you see a good level of engagement with indications that practice change will/is occurring?

120 answers.

Answer choices	No: People	Responses
On-farm demonstration sites	28	23%
Field days	27	23%
1-on-1 consultation	21	18%
Workshops	20	17%
Presentations with a Q&A session (face to face or a webinar)	11	9%
No response	5	4%
Study/discussion groups	4	3%
Study tours	3	3%
Podcasts	1	1%

### Q11 What are your two most preferred ways of learning?

80 answers.

Answer choices	No: People	Responses
Face to face (in person)	37	46%
Self-paced learning	16	20%
Online participatory	15	19%
Webinars (presentation followed by a Q&A)	11	14%
No response	1	1%

## Q12 What are the top three skills you believe you need to build to get even greater impact from your work?

120 answers.

Answer choices	No: People	Responses
Monitoring, evaluation, and reporting	22	18%
Use of extension digital tools	20	17%
Running discussion or peer-to-peer grower groups	19	16%
Communications including the use of social media	15	13%
No response	12	10%
Project management	10	8%
Facilitation	9	8%
Public speaking and presentation	9	8%
Anything in the digital/electronic space	1	1%
Continued learning of nursery production	1	1%
Training that I choose	1	1%
Writing skill development – key areas	1	1%

## Q13 Are you interested in participating in a mentoring scheme?

40 answered.

Answer choices	No: People	Responses
As a mentee	9	23%
As a mentor	11	28%
Not interested	20	50%



### Q14-33 Rate the importance of each topic to your work, and the room for improvement in your current level or proficiency

The biggest gaps between importance and proficiency are in:

- Engaging with growers that are not currently engaged
- Collaboration
- Planning based on needs (segmentation)

Issue	Average importance (1 low – 10 high)	Average proficiency (1 low – 10 high)	Gap
Engaging with growers that are not currently engaged	8.6	6.4	2.3
Collaboration	8.9	7.3	1.5
Planning extension activities based on industry needs (i.e., audience segmentation planning)	8.3	6.8	1.5
Taking an adoption/impact pathway approach to planning and delivery	8.2	6.8	1.4
Enabling peer-to-peer learning of growers	7.3	6.1	1.2
Design led thinking/system innovation	7.5	6.4	1.1
Using trials and demonstrations effectively	7.9	6.9	1.0
Using social marketing to influence behavior	5.4	5.1	0.3
Facilitation to manage group dynamics	6.4	6.2	0.2
Using webinars to engage geographically distributed growers	6.1	6.2	-0.1

### Q34 How are you currently working with other stakeholders to meet your projects objectives?

	None	Networking	Cooperation	Coordination	Collaboration	Partnership
Govt departments/ universities	3 (7%)	6 (15%)	3 (7%)	3 (7%)	12 (30%)	13 (32%)
Industry bodies	3 (7%)	7 (17%)	3 (7%)	7 (17%)	11 (27%)	9 (22%)
Other horticulture industries	3 (7%)	14 (35%)	7 (17%)	5 (12%)	8 (20%)	3 (7%)
NRM/Landcare bodies	12 (30%)	11 (27%)	8 (20%)	6 (15%)	2 (5%)	1 (2%)
Agribusiness	7 (17%)	14 (35%)	5 (12%)	4 (10%)	7 (17%)	3 (7%)
Growers	2 (5%)	2 (5%)	5 (12%)	5 (12%)	12 (30%)	14 (35%)
Funding bodies	5 (12%)	5 (12%)	3 (7%)	12 (30%)	5 (12%)	10 (25%)
Processors	21 (52%)	9 (22%)	3 (7%)	2 (5%)	5 (12%)	0 (0%)

### Q35 Have you participated in any of the Hort Innovation Extension Team professional development events?

40 answered.

Answer choices	No: People	Responses
No	23	58%
Yes	17	43%

#### Q35.a If you answered “No”, can you please provide a reason why you did not participate in a Hort Innovation professional development event?

23 answered no.

Answer choices	No: People	Responses
Didn't know they were available	11	48%
Could not make the time they were on	6	26%
Keen to get involved in this	1	4%
Mainly because of employment in role only recent	1	4%
My team are involved and I encourage them to participate	1	4%
None applicable to our project	1	4%
Recently returned to the industry	1	4%
Very new to the role	1	4%

**Q35.b** If you answered “Yes”, has your participation in a Hort Innovation professional development event influenced your awareness, knowledge, attitude, skill, aspirations and practice in extension?

Event topic	No change	Change in awareness	Change in knowledge	Change in attitude	Change in skills	Change in aspirations	A change in extension practice	Total
Demo sites webinar	7 (70%)	1 (10%)		1 (10%)		1 (10%)		10
Segmentation webinar	8 (80%)			1 (10%)	1 (10%)			10
Support emerging from COVID-19 (webinar)	6 (60%)	1 (10%)		1 (10%)		1 (10%)	1 (10%)	10
Monitoring and evaluation (webinar)	4 (28%)	3 (21%)	2 (14%)	2 (14%)	1 (7%)	1 (7%)	1 (7%)	14
Extension Forum (Hort Connections)	7 (58%)	2 (16%)		2 (16%)	1 (8%)			12
Online networking in the NE and N Regions	6 (46%)	3 (23%)	3 (23%)	1 (7%)				13
Hort Innovation Extension Team presentations at APEN conference?	7 (58%)	4 (33%)				1 (8%)		12

**Q35.c** Due to your participation in Hort Innovation extension activities have you initiated any communication/networking with any other IDO/M from another horticulture industry outside of the event?

17 answered.

Answer choices	No: People	Responses
Yes	9	53%
No	8	47%

### Q39 Did you participate in any other (not facilitated by Hort Innovation) professional development in extension since January 2020 that has changed your extension knowledge, attitude, skill, aspirations and practice in extension?

40 answered.

Answer choices	No: People	Responses
No	26	65%
Yes	14	35%

Q39.a As you participated in other (external to Hort Innovation) professional development that resulted in changes to your knowledge, attitude, skill, aspirations and practice can you please provide details of the course or training below?

17 answered.

Answer choices	No: People	Responses
APEN conference 2022	6	35%
A sustainability extension activity and Treenet online conference	1	6%
APEN other	1	6%
University collaboration/ACIAR projects, Other RDCs e.g. FRDC, AgriFutures, MLA	1	6%
APEN book club forums	1	6%
Extension Accelerator Program – TIA	1	6%
APEN mentoring scheme	1	6%
Biosecurity incident training by Plant Health Australia/DAF, regular QLD Agriculture & Fisheries Industry Engagement Network Meetings run by QDAF	1	6%
DAF extension staff workshop in Brisbane	1	6%
Lead Auditor Training	1	6%
Northern Extension Meeting (Led by Hort Innovation)	1	6%
Writing workshops through the Reef Extension Network	1	6%

**Q39.b Please indicate at what level the professional development, you mention above, has changed your knowledge, attitude, skill, aspirations and practice in extension?**

Training subject area	No change	Change in awareness	Change in knowledge	Change in attitude	Change in skills	Change in aspirations	A change in extension practice	Total
Monitoring and evaluation	3 (23%)	1 (7%)	5 (38%)	2 (15%)	1 (7%)	1 (7%)		13
Facilitation	4 (30%)	1 (7%)	4 (30%)		3 (23%)		1 (7%)	
Project management	7 (53%)	3 (23%)	3 (23%)					13
Social media	6 (46%)	5 (38%)	1 (7%)			1 (7%)		12
Digital tools	5 (38%)	3 (23%)	1 (7%)		2 (15%)	1 (7%)	1 (7%)	
Segmentation	9 (69%)	2 (15%)	2 (15%)					13
Technical training (e.g., IPM, soil health)	6 (46%)	2 (15%)	4 (30%)	1 (7%)				13



## Q42 Do you intend to participate in future professional development activities/ events?

46 answers.

Answer choices	No: People	Responses
Yes... organised by Hort Innovation	35	88%
Maybe	4	10%
Yes	3	8%
No	2	5%
Allied Industry and inter industry	1	3%
APEN	1	3%

**Q42.a** If you answered “No” to the above question, can you please provide some information as to why?

3 answers.

Answers
Depending on the topics being presented. i am more interested in networking than training. I'm hoping Hort Innovation will help facilitate opportunities for me to present our TR&D to other sectors to make them more aware of how our industry is progressing. The opportunities for cross-pollination would benefit everyone
I feel as though the extension network operates to support Hort Innovation rather than extension/ delivery partners.
Time poor

## Q44 Are you a member of Australasia-Pacific Extension Network (APEN)?

40 answered.

Answer choices	No: People	Responses
Yes	22	55%
No	18	45%

## Q45 How should Hort Innovation best support extension professionals working in levy funded projects?

121 answers.

Answer choices	No: People	Responses
Organise networking across horticulture industries	26	21%
Facilitate peer to peer learning between delivery partners on specific issues	20	17%
Support in the design of program logic and M&E plans	19	16%
Co-design of industry development projects prior to contracting	18	15%
Webinars on high priority extension issues flagged in this survey	16	13%
Organise networking across agriculture industries	15	12%
Fund extension delivery professionals for doing the work	1	1%
Facilitating sustainable partnerships within teams that are from different organisations.	1	1%
Not sure	1	1%
Professional development and one on one meetings with colleagues	1	1%
Connect people in like-minded roles	1	1%
Support partners to deliver existing projects	1	1%
Support with benchmarking (e.g. survey template, cost of production template, etc)	1	1%

**Q46** We are interested to know if you presently see working in horticulture as a long term career choice. Please indicate where you see yourself in 5 years' time.

40 answered.

Answer choices	No: People	Responses
Industry Development Officer/Manager in horticulture	14	35%
Not sure	6	15%
Researcher in horticulture	5	13%
CEO in horticulture	4	10%
Consultant/agronomist in horticulture	4	10%
Grower in horticulture	3	8%
Extension officer	1	3%
Outside of horticulture	1	3%
Retired	1	3%
Yes to long term. Not firm on what role.	1	3%

# Hort Innovation

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