



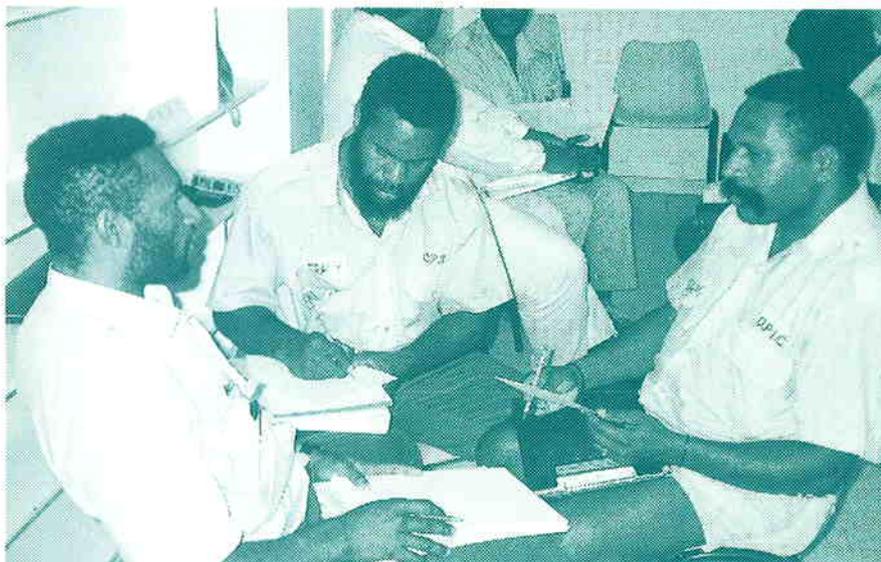
EXTENSIONNET

NEWSLETTER OF THE AUSTRALASIA-PACIFIC

EXTENSION NETWORK (INC) A0029919P AUSTRALIA POST APPROVED PP 34763700014

EXCELLENCE IN EXTENSION

LEARNING FOR LEADERSHIP PROGRAM BOB MACADAM



Directors. Each module began with a workshop of two and a half days duration during which participants designed a learning (situation improving) project that they conducted in their home or work situation. During the second workshop, held 5-7 weeks later,

Continued Page 5

Our submission for the 1999 **Inaugural APEN Award for Excellence in Extension** was a major modularised training program. *'Learning for Leadership'*, designed and conducted by the University of Western Sydney – Hawkesbury (UWSH) Centre for Systemic Development for the Oil Palm Industry of Papua New Guinea (OPIC). It ran from October 1997 to July 1999. The CEO (a UWSH

postgraduate) initiated the European Union funded Program. He wanted to see OPIC's orientation change from technology transfer to one focused on empowering its clients – the small oil palm farmers, their families and communities.

The principal participants in the five-module program were the 110 OPIC extension officers and four farmer members of the Board of

CONTENTS

Excellence in Extension, Learning for Leadership.....	1
From the Chair	2
From the Editor	2
A Chat with Rob Youl	3
What's in a Name....Or for That Matter, A Logo?	4
APEN Publications	5
The Freeway Greening Project, Excellence in Extension	6
1999 Forum Proceedings	7
A Discussion with Bruce McKenzie	8
Partnerships with the Private Sector – a report on the 16 th Conference of the AIAEE ..	10
European Farming Systems Res. & Extension Conf.	11
New APEN E-mail System .	11
APEN Steering Committee.	12

From the Chair



Jane Fisher

The Committee of Management has been active.

- Congratulations, John James on setting up the **APEN list server**. I hope that you, our members make use of this useful tool which is designed to improve communication and networking within our organisation. (See **Page 11**)

- A sub-committee of Horrie Poussard, Jane Fisher, Mark Paine and Amabel Fulton have been working hard to **re-vamp *ExtensionNet***. This is the last issue in the current format. Please let us know what you think of the new look next issue.

- There is some interest in **changing the APEN logo** - what do you think? What messages would you like APEN to convey? Use the list server to air you feelings to the rest of the membership. (See **Page 4**)

- I would like to welcome Mark Paine as the new editor of *ExtensionNet*, and to thank Elwin Turnbull for his input over the last few years.

- The Victorian Chapters have accepted the challenge of organising the **2000 APEN Forum**. Please contact me if you are interested in participating in the organisation of this annual event. The Forum will be held in Melbourne on the **19th and 20th of October 2000**.

- I was able to attend the 16th AIAEE conference in Arlington Virginia - topic - **Partnerships in Participation** (See page 10 for my report). It was fascinating to meet with colleague's from all over the world. The CoM have decided to join the AIAEE as an associate member. Many people are keen to visit Australia, which is fabulous for our next International Conference. *

From the Editor

Mark Paine

As the new editor of *ExtensionNet* I would like to thank Elwin Turnbull for all his efforts on our newsletter. In this short note I would like to convey to readers some of **my views about extension**. Some authors have gone to considerable lengths to distinguish extension from consultancy, adult education and other forms of work in the public and private sector. I prefer to use extension as a **general and inclusive term** that is primarily **concerned with mediating links between various disciplines**. By mediating I mean having an ability to sufficiently understand each discipline required to work on a particular job, while also having unique skills for managing the social and technical linkages necessary to get the job done. This view means we are interested in managing our learning from each other (the service management aspect of extension) and learning about the way we learn from each other (developing the extension profession).

We can see that **extension is becoming an increasingly important profession** to enable society to cope with the challenges emerging in value chains, natural resource management and rural development. I believe *ExtensionNet* provides our profession with a capacity to learn from each other by sharing experiences and insights as we grapple with these challenges in future.

In this issue you will note

- a strong emphasis on natural resource management
- a couple of reports on submissions for the 1999 APEN Award for Excellence in Extension.
- We have also devoted considerable space to interviews with some leading practitioners in extension to stimulate reflection on the role of extension.

Maybe others would be interested to express their views about the future of our profession? I would be happy to receive your contributions. See the back page for contact details in the Committee of Management listing.

*

*APEN is pleased to acknowledge
the support of:*



Natural Resources
and Environment

AGRICULTURE
RESOURCES
CONSERVATION
LAND MANAGEMENT



DAIRY RESEARCH
AND DEVELOPMENT
CORPORATION

A Chat with Rob Youl

Horrie Poussard caught up with Rob Youl, an enthusiastic revegetation advocate and currently Project Officer for the Landcare Foundation Victoria. A forester by training, Rob has a passion for improving the land through revegetation and for working with people. He is a great "people" person and generously gave his insights on extension, revegetation, people and Landcare.



Rob Youl

WHO is Rob Youl ?

Rob currently works part time for the Landcare Foundation Victoria and as a consultant. He was trained as a forester at Creswick (Vic) and Melbourne University and has a Master of Science in Ecology from Aberdeen University. He worked in the Victorian public service for 37 years - Forests Commission, Land Conservation Council, Department of Conservation, Forests and Lands, with secondments to Greening Australia Limited and the Landcare Foundation Victoria. He retired from the public service in January 1999. He was a lieutenant colonel in the Australian Army General Reserve and also owns 160 hectares of indigenous woodlands in Western Victoria.

The current scene

Extension people should congratulate themselves on being part of two terrific decades for revegetation in Australia. Believe me, I was there in 1980! The scene to-day in 2000 is un-recognisable.

To cure any depression, and there is always some around, reconnect with the community, which is a wellspring of enthusiasm. Landcare provides a model for revegetation throughout the world with its community involvement and concentration on indigenous species.

The rise of Landcare has also been very good for humanising scientists, forcing them to work much more closely with amateur

naturalists, farmers and departmental extension staff.

Best Things about Extension

Helping people develop, work towards and reach medium- and long-term goals; being multi-disciplinary; and organising catchment bike rides!

Extension Highs

Working with motivated, collaborative community groups - for me especially these days with the Powlett Project and the Hindmarsh Biolink in the West Wimmera

Worst Features

Can't think of any - except perhaps the long drives at night, which I now avoid.

My Vision for Extension

As I and others wrote recently in *Landcare in Australia: Founded on Community Action*: "... a new type of professional has emerged, practical but still visionary, combining broad technical knowledge with administrative, managerial, communications and community development skills. These people, from a diversity of backgrounds, usually but not necessarily technically qualified, are generally known as 'landcare facilitators' or 'co-ordinators.' Indeed most lead, but in subtle ways."

Major Trends Observed over Time

- A multi-disciplinary environment
- Forestry moving away from the profession into the community

- The rise in recognition of the values of indigenous vegetation

- Developing regional visions

- Many activities moving from the public sector to the private sphere

- A concomitant decline in government will and public service morale

What Would I Do If I Were 25 Again?

I would work as a regional landcare facilitator/co-ordinator - if I were good enough to get a job!

My Definition Of Extension

Using a blend of broad technical knowledge with political, communications and computer skills, vision and humanity, commitment, industry and endurance to help the community achieve its goals for environmental restoration

The Important Things to Ensure You Are Effective.

Make sure you have many other interests - adequate (non-junk, home-cooked) food, exercise, sleep, plenty of sex, plus an understanding family and friends - as you often have to give a lot of yourself to the job. And stick your neck out and take risks!

Who are My Heroes in Extension?

Brian Scarsbrick of Landcare Australia Limited: few people realise how hard he has worked to put Landcare on the corporate map - a very tough, courageous, creative and tenacious man.

Likewise *Sue Marriott* of the Secretariat for International Landcare (SILC) at Hamilton - leave out "tough" and insert "resilient," otherwise the same adjectives apply! As well there is *Cr Daryl Argall*, Mayor of Hindmarsh Shire in Victoria's Wimmera - an outstanding municipal leader, fair, firm and friendly - ferocious and forthright too! And looking back a bit ... *Joan Kirner* and *Heather Mitchell*, Landcare's initiators, with help from public servants *Horrie Poussard*, *Bob Edgar* and *Bryan O'Brien* ... and the visionary journalist of the 1970s and 80s, *Geoff Wilson*. And *Farm* editor, *Pat Francis*, is pretty terrific!

My Favourite Song ?

Je ne regrette rien! by Edith Piaf.

My Favourite Saying On Extension

Clemenceau said: War is too important to be left to the generals! I paraphrased this to: *Forestry is too important to be left to the foresters!* And I wish there were many more foresters working in Landcare as the long-term approach that the profession instils in its adherents is of huge benefit to community revegetation programs.

What Else to Share?

Let me finish with seven challenges.

- We must make the various Catchment Management systems work well, and they will foster the emerging regional community landcare programs.
- We must go out of our way to thank the politicians for the bounty of the Natural Heritage Trust, and convince them to maintain similarly high levels of support for environmental activities when the Telstra funds are spent.
- We must put a lot more effort into the next generation of revegetators - foster the emerging *Kate Walshes*, *Katie McCrackens* and *Ron Doddses* (three exceptional Victorian employees of Greening Australia), and create jobs and career paths for them.
- We must organise more training for landcare coordinators/facilitators - as I said before, this is an emerging profession of its own. They need to develop their expertise in major project planning and management, and in finance - since many are overseeing projects worth from \$100 000 to over half a million.

• I believe that many opportunities will emerge for Australians as Landcare becomes better known internationally - another arm of ecotourism. And every ecotour must include an opportunity for the ecotourists to help restore a degraded environment.

• Greenhouse represents a huge opportunity for extension and landcare, as does water management (note the recent rise in publicity over water shortages and population targets). Cultural association with artists, musicians, writers, poets and so on will help promote landcare. We have a long way to go before we will have exhausted the potential for corporate, institutional, individual and philanthropic sponsorship of landcare projects.

• My mate, *Ian Smith* of ATCV, proposes a 50-year multi-faceted commitment to the Murray-Darling Basin and its rehabilitation. "Make it like another Snowy Mountains Scheme!" he says. Sounds like a brilliant idea!

Rob Youl can be contacted at the Melbourne office of Landcare Foundation Victoria on (03) 9662 9977

What's in a Name Or for That Matter, A Logo?

The President, *Jane Fisher*, in her **From the Chair** (Page 2) raised the issue of the APEN Logo and the fact that some/many were unhappy with it. Here is a reprint from *Terry Makin's* article introducing the logo in **ExtensionNet Vol 2, No. 3**. Terry was the Interim Chairman and then Inaugural President of APEN.

"No doubt people will have a variety of opinions and responses to the new APEN logo. What matters most is that the logo communicates the identity of the organisation.

The colours of APEN's new logo, deep aqua and terracotta, are designed to communicate that the basis for all extension work is the prime elements of land and water.

Curving the word "extension" around the world suggests the all encompassing nature of extension work, while the eclipse containing the word "network" indicates the liveliness, energy, movement and direction of extension and its people.

The basic rectangular shape of the rest of the logo suggests tradition and convention out of which move random geometric shapes to illustrate that extension work, while steeped in the basics, cannot and should not be contained or constrained by the past or tradition.

The logo is clear and confident, conveying the basis and the potential of the extension network. The overall result is a strong, unified visual message.

Which brings us back to where we started. What's in a logo? Heaps, and the main thing is that it is an effective, accurate corporate identity for APEN."

Please let Jane know what you think! Contact her on email at: Jane.Fisher@nre.vic.gov.au

Continued from Page 1
they reported on their projects and reflected on what was learned.

Module 1 (Sept-Dec 1997) introduced the principles and practice of experiential learning.

Module 2 (March-April 1998) encouraged participants to explore and analyse the external environment of OPIC, and develop a vision of a desired future relationship with stakeholders. The UWSH team facilitated a supplementary experiential learning program (April 1998) for the OPIC senior management team. The outcome was the 'OPIC Strategy Plan 1998-2003'.

Module 3 (June-Aug 1998) enabled participants to contract with an individual or small group with a view to introducing and facilitating an experiential learning approach to an issue of interest to them, not necessarily concerned with oil palm.

Module 4 (Oct-Dec 1998) contextualised the OPIC Strategy Plan by enabling participants to design and conduct a 'learning facilitation' project with a high priority group of OPIC stakeholders.

Module 5 (Feb-July 1999) encouraged participants to explore the notion of 'Developing OPIC as a Learning Organisation'. The context for this was the general appreciation during Module 4 of the transformation occurring within OPIC and its relationship with stakeholders, and anxiety about a possible loss of momentum now the end of the Program was in sight.

Education and training programs too often stop when knowledge/skills/attitudes objectives are apparently met. To actually 'become' what these objectives are assumed to lead to is difficult and demanding, particularly so when the intention is a significant

change. The Program was a rare opportunity to observe and reflect on this over a 2-year period.

In a forthcoming 'extension' edition of the Australian Journal of Experimental Agriculture I suggest:

Effective change encompasses:

- **widespread dissatisfaction with the pre-existing situation;**
- **conceptualisation of an alternative based on shared values,**
- **facilitation of theory-informed practice in the local context, and critical reflection on it,**
- **the internal capacity of the organisation to translate opportunities for reform into protocols and procedures,**
- **the imprimatur of the 'owners' of the organisation,**
- **access to needed resources.**



APEN Publications

These Publications are available from the APEN Secretariat at the prices below which include postage and handling.

Title	Date	Member Price	Non Member Price
Inaugural Workshop SA Chapter - Waite Campus, University of Adelaide	1994	\$6.50	\$8.50
Taking the Information Superhighway into Agriculture and Rural Industries, Urrbrae SA, SA Chapter	1995	\$8.50	\$10.50
Monitoring and Evaluation of Extension in Australia, Forum Report, Editor - Peter Van Beek	1995	\$10.50	\$12.50
Class sets of 15		\$50.00	\$55.00
Journal and Reference Lists in Agricultural Extension and Rural Development	1997	\$14.50	\$16.50
Beyond Technology Transfer Conference Proceedings	1997	\$15.00	\$20.50
Second Print Run (bound photocopy)		\$10.00	\$15.50
Managing Change – Building Knowledge and Skills Conference Proceedings, 2 Volumes	1997	\$65.00	\$68.50
Partnerships in Extension – Extending the Boundaries Conference Proceedings	1998	\$15.00	\$17.50
Evolving Systems – Challenged Minds Conference Proceedings	1999	\$17.00	\$19.50

Obtain your copies of these publications by contacting Rosemary Currie at the APEN Secretariat, PO Box 1239, Wodonga Vic 3689, Ph (02) 6024 5349, Fax (02) 6056 1967 or Email: rcurrie@albury.net.au Mail Order accepted with payment by Bankcard, Mastercard, Visa, American Express, Cheque or Post Office Money Order. Please be sure to include: name, address, card number and type, cardholder, expiry date, signature & date.

The Freeway Greening Project

David Francis

Highly Commended, 1999 APEN Award for Excellence in Extension

Greening Australia Queensland (Inc.) is contracted by Queensland Department of Main Roads (DMR) to coordinate the activities of the Freeway Greening Project (FGP) in the greater Brisbane area. The project commenced in 1992 on Brisbane's South East Freeway with the aim of beautifying key locations through a series of community based landscape events.

The FGP nowadays is far more than a tree planting program. Two officers working in the Brisbane region and a third working in the Gold Coast region deliver a comprehensive program which involves the community, DMR staff and a diversity of stakeholders in the management of roadside vegetation.

The DMR's approach to vegetation management has changed in recent time partly as a result of the FGP. Through working directly with engineers, FGP staff have demonstrated the many benefits of effective vegetation management including reduction in maintenance commitment, improving aesthetics of roadways and reducing complaints from the public – not to mention the environmental outcomes.

DMR engineers are encouraged and informed about vegetation management through various means such as:

- Presentations at regional symposiums of the DMR on vegetation management.
- Responding to vegetation management inquiries in terminology familiar to engineers.
- Nominating the DMR for environmental awards. The DMR was the winner of the 1998 Queensland Arbor Day Awards in the Corporate Tree Planter Division.
- In late 1999 the Transport Corridor Management Conference, promoted through the slogan "Profit from improved vegetation management" brought together 265 managers of transport corridors. The impetus for the conference was to educate a Queensland audience of best management techniques of vegetation in transport corridors. The need for training in this area was obviously greater than anticipated as the conference attracted participants from every state.



Dave with the Students of Raceview Primary School at a planting. The students incorporated environmental issues into their curriculum.

- Installation of signage identifying project sites. This serves a dual purpose - firstly it recognises the input of all stakeholders. Secondly, as roadways are utilised by the vast majority of society, they provide an opportunity to showcase native plants. By providing signage with native plantings, the community are made aware of an ornamental value which is often overlooked.
- Generally, the community is involved in the FGP through the on-going tree planting program. However there a number of other means through which the community is both engaged and educated, these have included:
 - The media including television (such as segments on "Totally Wild"), newspaper and radio.
 - Through botanical walks and slide presentations.
- Through involving the community in project planning.
- The provision of certificates and the ever popular BBQ.

Often land managers such as the DMR have a major impact on Australia's landscape. Unfortunately this is often due to a