



REGIONAL EXTENSION OFFICER

Dairy Australia – Position Description

Position Detail

Position Title: Regional Extension Officer (Young Dairy Network) **Position Reports to:** Regional Manager – WestVic Dairy

Business Unit: Farm Profit & Capability **Sub-unit:** Regional Development Programs

Number of Direct reports: 0 **Number of Indirect reports:** 0

Position Purpose

The role of Regional Extension Officer (YDN) is to provide effective leadership and support for the dairy industry to deliver innovative, well planned and collaborative regional extension and education activities in dairy regions. The approach will drive maximum practice change to achieve profitability and sustainability improvements on dairy farms.

The role has a strong focus on working closely with regional networks, including dairy advisers and service providers, to ensure that dairy farmers, advisers and service providers are well engaged in extension activities where relevant and are kept up to date on regional, state and national dairy R, D&E programs and information.

- The Regional Extension Officer will have a particular focus on:
- Ensuring that regional program delivery is aligned to regional priorities and industry targets. This includes initiating development of extension activities or other support if gaps related to priority regional needs are identified.
- Coordinating and implementing plans and activities to ensure regional extension and education delivery is effective and duplication of effort is minimised.
- Communicating information between farmers, the RDP, Dairy Australia, the Dairy Learn Registered Training Organisations and service providers including gathering feedback, passing on information and reporting where relevant.
- Strong engagement and connecting people to ensure extension and education activities function well, people have valid and timely information, and networks are strong and effective.
- Regional delivery of the Young Dairy Network program of Dairy Australia.

The role works to ensure that research, development, extension and education investments drive a more profitable, sustainable and competitive dairy farming sector. It ensures that the outcomes of investment are relevant and made readily available to end users, especially farmers, through the range of opportunities provided by the industry and private, public and provision of education and extension services.

Dairy Australia and WestVic Dairy provide relevant, on-going training and development opportunities to support staff in their roles.

Main Accountabilities

Key deliverables and responsibilities of the role will be reflected annually in the Individual's Performance Plan.



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Key Performance Requirements and Key Indicators are as below:

Planning, Evaluation and Reporting :

- Contribute to the development of an agreed regional plan for program delivery;
- Execute and review personal performance objectives, plans and targets to achieve implementation of the regional plan.
- Participate in planning the promotion and effective delivery of extension and education products, tools and activities within the region that meet farmer and industry goals.
- As required, contribute to the monitoring and evaluation of regional delivery activities, in line with Dairy Australia evaluation framework and processes;
- Report to meet RDP and Dairy Australia requirements as directed;
- Report any identified or emerging issues that farmers may be facing accurately and promptly.

Relationship Management:

- Develop, maintain and manage key relationships with farmers, service providers, extension partners, regional authorities, training providers and Dairy Australia to deliver on the regional plan;
- Expand existing and new delivery networks, including brokering effective relationships between dairy farmers and skilled service providers.
- Manage partnerships and allocated network leadership roles within the region, including discussion group convenors, facilitators, and coordinators, as directed by the Regional Manager.
- Develop and maintain a good understanding of existing and emerging issues within the region through information networks at a regional, state and national level.
- Engage and collaborate with providers and partners to achieve leverage and positive outcomes for dairy farmers and service providers.
- Assist to align and integrate regional extension and education program delivery.

Regional Delivery:

- Identify extension opportunities to drive practice change on dairy farms;
- Plan and coordinate the delivery of programs, projects and events as required;
- Deliver extension and education programs as directed by the Regional Manager;
- Develop a detailed knowledge of extension activities for regional delivery currently available through Dairy Australia, other RDPs and other relevant organisations and agencies;
- Implement and manage processes and systems to support the planning, coordination of extension and education activities.
- Lead the coordination of regional extension forums and stakeholder meetings, as directed by the Regional Manager;

Product and Service Development:

- Present a regional perspective (including the “voice of the farmer”) to contribute to the development and implementation of Dairy Australia’s initiatives and projects;
- Support the development of extension plans and activities to meet regional needs;



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- Use whole farm system knowledge, farmer behaviour knowledge and change management principles to ensure extension programs, products and services for farmers and their service providers are designed and delivered effectively;

How we work:

- Deliver a consistently high standard of service delivery.
- Support Dairy Australia values and principles
- Ensure compliance with the organisation's policy frameworks and legislative requirements in relation to human resource management; e.g. EEO, OHS, etc.
- Actively support and contribute to Dairy Australia organizational culture of one team
- Comply with and actively ensure safe working practices of self and others in accordance with Dairy Australia Health and Safety Policies
- Demonstrate a 'can do' approach, including flexibility of working hours as required.

Specific Position Requirements

Experience/Knowledge/Qualifications/Abilities

- Strong knowledge and experience in animal performance practices in agriculture at the farm level. Including knowledge of, and experience working within, the dairy industry.
- Outcome driven focus, with a strong understanding of farming systems, technical aspects of farm production and dairy farmers' requirements.
- Strong understanding of change management principles that support high levels of farm performance.
- Experience in the development, implementation, management and delivery of programs in an agricultural environment.
- The ability to initiate and establish partnerships and networks, maintaining effective relationships and influencing key partners and stakeholders.
- The capacity to exercise sound judgement in complex decision-making and to execute operational planning.
- Demonstrated written and verbal communication skills, adaptable to the audience.
- High level capacity for self-management and initiative.
- Ability to challenge status quo constructively and continuously look for opportunities for improvement.
- A tertiary qualification in agriculture, education/training or approved equivalent or significant demonstrated experience in agriculture.
- Capacity to maintain effective relationships with individual farmers, service providers and other key industry influencers.
- Demonstrated experience in working with farmers and groups of farmers, including the delivery of information and programs.
- The capacity to develop and conduct projects, including monitoring and evaluation for project(s)



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Key Working Relationships	
Internal	External
<ul style="list-style-type: none"> • RDP Regional Manager • RDP team, especially other Regional Service Officers • Dairy Australia Farm Profit and Capability Program Managers • Dairy Australia Program Officers • Dairy Australia Corporate Communication team 	<ul style="list-style-type: none"> • Dairy farmers • RDP's sub-regional networks • RTOs and partners • Agriculture Victoria • Catchment Management Authorities • Local Land Services (where applicable) • Industry experts and key service providers servicing the RDP's region, including milk companies, banks, etc. • Dairy farmer representative groups • Researchers, developers and extension personnel

Behavioural Competencies	
Planning and Organisation	<i>Superior organisation skills and dedication to completing duties in a timely manner, utilising time management and prioritisation skills.</i>
Written and Verbal Communication	<i>Ability to convey information verbally and in writing to foster, encourage and facilitate open communication.</i>
Accountability within Judgment & Decision Making	<i>Takes personal responsibility for conduct and the quality and timeliness of work. Makes timely, informed decisions using judgment and taking into account the facts, goals, constraints, and risks.</i>
Collaboration/Team work	<i>Shows initiative and encourages cooperation and collaboration. Works cooperatively with others to achieve set goals.</i>
Client Service/Commitment to Service:	<i>Ability to meet/exceed client service needs and expectations and provide excellent service in a direct or indirect manner.</i>
Analytical Thinking	<i>Uses data to gain insight, solve problems and create opportunities.</i>
Resilience	<i>Is composed, calm and confident.</i>

Dairy Australia operates under a policy framework which includes Flexible Working Opportunities.