

PROGRAM: extensionAUS™ bootcamp 2026

28-30 July, 2026, Tocal College, Paterson

Day 1 – Getting Started with Your Community of Practice

- Tuesday 28 July | Tocal College North Court Conference Room

What the day is about

Get up to speed with extensionAUS, connect with your Community of Practice (CoP), and start shaping your direction and priorities.

Program

Time	Activity	Facilitator
8:45 – 9:15am	Arrival, log in and set-up	Dennis Payne, Gavin Beever
9:15 – 10:00am	extensionAUS overview and case studies	Julie White, Ruby Rhodes, Gavin Beever, Dennis Payne
10:00 – 10:30am	Meet your CoP (member introductions)	
10:30 – 11:00am	Morning tea	
11:00am – 12:30pm	Hands-on: profiles, content ideas and working online	
12:30 – 1:30pm	Lunch	
1:30 – 2:30pm	CoP break out sessions	
2:30 – 2:45pm	Break	
2:45 – 3:00pm	Your licence to operate	Gavin Beever
3:00 – 5:00pm	CoP planning workshop (vision, goals, actions, measures)	Gavin Beever
6:00 / 6:30pm	Dinner	

What you'll leave with

- A clear understanding of extensionAUS and your role
- Strong connections within your CoP
- A practical draft plan to guide your CoP's work

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Day 2 – Digital Extension in Practice

- Wednesday 29 July | Tocal Homestead Function Centre

What the day is about

A practical, hands-on professional development day focused on building capability and confidence in digital extension.

Open to extension professionals, advisers, researchers, and industry, this day brings together a mix of real-world examples and practical sessions to help you design, deliver and improve your digital engagement with primary producers.

Program

Time	Activity	Facilitator
8:30 – 8:45am	Welcome and overview	
8:45 – 9:45am	Driving practice change – The Halter story <i>Hear directly from Halter on how innovation moves from idea to on-farm adoption, and what drives behaviour change in agriculture.</i>	Ethan Brien, Halter
9:45 – 10:30am	Using podcasts to connect with producers <i>How audio content can be used to share practical insights, build trust and engage producers in ways that fit around farm life.</i>	Sheena Carter, NSW DPIRD
10:30 – 11:00am	Morning tea	
11:00 – 11:45am	Designing a practical digital communications strategy <i>How to bring channels together into a clear, purposeful approach that connects with producer needs and drives engagement.</i>	Chloe Chick, NSW DPIRD
11:45am – 12:15pm	SEO and AI – making your content easier to find <i>Simple, practical ways to improve discoverability and ensure your content is reaching the right audience.</i>	Brendan Brooks, Hyperweb
12:15 – 12:30pm	Key takeaways and reflections	
12:30 – 1:30pm	Lunch + optional homestead tour	
1:30 – 3:30pm	Creating short, engaging videos (interactive workshop)	Digital Storytellers

	<i>A fast-paced, practical session on how to plan, film and share short videos that resonate with producers — even with minimal equipment.</i>	
3:30 – 3:45pm	Afternoon tea	
3:45 – 4:15pm	Building online communities and learning networks <i>Practical insights into fostering engagement, collaboration and ongoing learning beyond traditional events.</i>	Ruby Rhodes, Agriculture Victoria
4:15pm	Wrap-up	
4:30 – 6:00pm	Total farm tour	
6/6:30pm	Dinner + networking	

What you'll leave with

- Practical ideas for podcasts, video and digital content you can apply straight away
- Greater confidence selecting the right tools and channels
- A clearer, more structured approach to digital extension
- Insights from real examples across industry and extension
- New connections with peers working across the sector

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Day 3 – CoP Collaboration and Next Steps

- Thursday 30 July | Tocal Homestead Function Centre

What the day is about

A dedicated day for Communities of Practice to reflect, refine their plans and set clear priorities for what's next.

Program

Time	Activity	Facilitator
8:00 – 9:00am	CoP updates, challenges and opportunities	
9:00 – 9:30am	extensionAUS platform update	
9:30 – 10:00am	CoP learnings and shared insights	
10:00 – 10:30am	Morning tea	
10:30am – 12:00pm	CoP planning session (review and refine plans)	
12:00 – 1:00pm	Bringing it together – priorities, opportunities and next steps	
1:00pm	Close and lunch	

What you'll leave with

- Clear priorities and next steps for your CoP
- Time to reflect and strengthen your approach
- Stronger connections across Communities of Practice