



extensionAUS™ Bootcamp 2026 Program

28-30 July, 2026

Total College, Paterson

Day 2 – Digital Extension in Practice

Wednesday 29 July | Total 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

8:30 – 8:45am	Welcome and overview	
8:45 – 9:45am	Driving practice change – The Halter story A real-world example of how innovation moves from idea to on-farm adoption, and what drives behaviour change in agriculture.	<i>Ethan Brien, Halter</i>
9:45 – 10:30am	Using podcasts to connect with producers 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</i>
10:30 – 11:00am	Morning tea	
11:00 – 11:45am	Designing a practical digital communications strategy How to bring channels together into a clear, purposeful approach that connects with producer needs and drives engagement.	<i>Chloe Chick, NSW DPIRD</i>
11:45am – 12:15pm	SEO and AI – making your content easier to find Simple, practical ways to improve	<i>Brendan Brooks, Hyperweb</i>

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

*A conference dinner will be held on Wednesday evening — this is free for extensionAUS CoP members, and available to Day 2 participants for **\$75 per person**.

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