



# Adoption Strategies Workshop

24 April 2012

National Wine Centre - The Vines room

On Tuesday 24 April 2012, 37 people participated in the GWRDC's half-day Adoption Strategies workshop.

In consultations to develop the new *GWRDC Strategic Research Development & Extension Plan 2012–17*, Adoption Strategies was identified as a high-priority area for further research by GWRDC's stakeholders and the workshop was held to help identify researchable questions in this area.

Before the workshop, a [discussion paper](#) was circulated to stimulate thinking on the topic.

At the workshop, participants heard presentations from:

- Geoff Kuehne, CSIRO Ecosystem Sciences, on ADPOT (Adoption and Diffusion Outcome Prediction Tool) (the presentation is available [here](#)), and
- Bruce Howie, C-Qual Agritelligence, on 'Focus on adoption' (the presentation is available [here](#)).

Participants then broke into smaller groups and considered four questions:

1. How can the wine sector encourage better adoption?
2. How do we identify the target audience of RD&E outcomes before investing in the RD&E? What drives the target audience's interest in the RD&E?
3. How can the wine sector better coordinate its extension and adoption offerings?
4. What information and tools do extension professionals (viticultural or winemaking consultants, industry development officers, chemical resellers, etc.) need from GWRDC to facilitate and increase adoption by levy payers?

The suggestions and ideas of the working groups were captured and are summarised at the end of this document.

## **Potential researchable questions (not an exhaustive list)**

Coordination: How does GWRDC maximise adoption by early majority and late majority adopters?

Engagement: What model can be applied to increase adoption of new innovations across the wine sector (either for project development or at project completion)?

Evaluation: How do current GWRDC extension activities result in adoption by levy payers?

The suggestions, ideas and opinions of the groups are summarised below.

## 1. How can the wine sector encourage better adoption?

- How are GWRDC's extension activities perceived?

### *Regional program*

- Some regions seen as working well and other regions not so well
- Continuity of regional association staff seen as key driver of performance

### *Innovators' Network*

- Articles are trustworthy and can provide some useful feedback for researchers

### *GWRDC website*

- Website content ok, but design unfriendly for users

### *AWRI roadshows*

- Are well subscribed
- Regions able to select presentation topics based on their requirements
- Previously content was mostly wine focused, but now balanced with viticulture topics

- How do we know current adoption strategies are not working?

- Need a formal evaluation of existing levels of adoption
- Need to determine the information people need and currently use
- The rate of return on investment for RD&E projects should be measured (cost-benefit analysis)
- Identify instances where good research with demonstrated benefits has not been adopted and what the barriers for adoption were

- How do we increase engagement and participation in research?

- Ensure the research topic addresses issues of significance at the operational level
- Identify commercial outcomes/implications of research findings
- When considering research, need to ensure there is sufficient market 'pull', rather than relying heavily on innovation 'push'
- Researcher in each RD&E project should collaborate with an economist (to demonstrate the value of savings/increased earnings from the adoption of new innovation) and marketing expertise (to assist in engaging target audience to increase rate of adoption). This will ensure benefits of the research are well identified.
- Simplify the message: consistent and better coordinated messages with 'plain English' guides
- Develop demonstration sites that allow for increased participation and should:
  - Be regionally based across Australia and have longevity of ownership
  - Be freely available to visit to those interested
  - Consider new varieties, rootstocks, high density plantings etc

Some informal demonstration sites may already exist in some regions.

- How do we target the right people?

- Identify 'champions' (innovators and early adopters) to support and use the new innovation
- Encourage 'champions' to help increase awareness and uptake by majority
- Adoption could be assisted with involvement of grower liaison officers and large/corporate wine companies

- How do we make information more accessible?

- Improve GWRDC website to make reports from completed projects more available
- Use 'knowledge brokers' to summarise information from similar projects to draw out key messages

'Use the best extension expertise regardless of the location of the expertise.'

## 2. How do we identify the target audience of RD&E outcomes before investing in the RD&E? What drives the target audience's interest in the RD&E?

- How do we identify who is going to benefit from the RD&E?
  - Our target should be the innovators and early adopters
  - Use subscribers of the Innovators' Network to identify target audience
  - Use industry leaders (and early adopters) as sounding board for new RD&E projects
  - Identify discrete groups with special interests (e.g.: McLaren Vale sustainability group, Australian Vine Improvement Association etc)
  - Based on several factors including:
    - user type (producer, supplier etc)
    - business issues (drivers, barriers etc)
    - culture (values, experience etc)
    - technical proficiency/capability
- Which group do we target for RD&E uptake?
  - Target all sectors of the value chain
  - Undertake wide consultation/survey the wine sector, including regional groups, to identify target audience

'Identifying the target audience can be difficult as the RD&E decisions are often driven by the early adopters but they are not always the target audience.'

- How do we further encourage interest in RD&E outcomes?
  - Increase opportunities for wine industry to participate in forming the research questions
  - Get the regional associations to coordinate better events to showcase RD&E outcomes
  - Identify the best model to facilitate the diffusion of RD&E
  - Need to understand what motivates people to adopt a new practice/innovation
    - Savings in input costs (time, operating costs, capital etc)
    - Improved value (profit, higher quality, better use of assets etc)
    - Other benefits (environmental, social, special interest etc)
    - Personal motivators (better personal image, increased PR, peer-group recognition, 'feel-good factor' etc)

## 3. How can the wine sector better coordinate its extension and adoption offerings?

- What are some of the extension and adoption coordination options?
  - Provide a central point of coordination (through GWRDC?)
  - Provide a national coordination role that is strongly linked to state and regional groups
  - Greater collaboration with key individuals (e.g. growers, wineries, equipment suppliers, chemical resellers, RD&E organisations, industry)
  - Collaboration has to have benefits for all and have sufficient resources
  - Work more closely with regional groups and key industry groups
  - Better coordination should consider learning from different approaches and diversity of information
  - Greater contact/interaction between researchers and extension officers
  - Increase activities via the Regional Program
  - Encourage information dissemination via agronomists, GLOs etc
  - Better use of the National Wine Extension and Innovation Network (NWEIN)
- Some other considerations
  - Consider the role of emerging communication channels such as social media
  - Revisit the 'Research to Practice' workshop approach

#### 4. What information and tools do extension professionals (viticultural or winemaking consultants, industry development officers, chemical resellers, etc.) need from GWRDC to facilitate and increase adoption by levy payers?

- How should information be packaged for best uptake?
  - Preparation of factsheets, booklets, demonstration/field days and workshops
  - Information should be prepared so it is engaging, interesting and satisfies information needs
  - Employ an industry development officer/extension specialist for each state/region to facilitate extension activities (e.g. field days, workshops etc)
  - Develop an 'adoption strategy unit' that provides information and expertise to help facilitate increased adoption
  - Engage 'marketing expertise' for each project to connect to target audience and utilise an 'industry champion' to further raise profile
  - Identify/develop an adoption strategy model that can be used for relevant audience and type of project
  - Have one primary contact for each region to enable the industry to collect information as required.

#### Workshop outcomes

Drawing on the discussion at the workshop, GWRDC Management has identified several key points, knowledge gaps and potential researchable questions:

- The 'diffusion of innovation' model categorises segments of the market for each innovation, although the model has some limitations.
- Innovators were characterised as people 'embracing change, readily seeking information, questioning, and testing new innovations'. Their decision making process is strongly driven by new information and they will often work to test, adapt and further improve new innovation wherever possible. This is the segment most easily reached but they only represent a small proportion of the population.
- The largest segment of the population, early majority and late majority adopters, were characterised as being driven by more emotive, self-indulgent cues such as 'improved self-image, recognition among peers and avoiding social risk'. These groups' initial interest in adoption is driven less by new information and more by 'what's in it for me?'. There may be opportunity to deliberately target this group to convey messages better.
- There have been several models developed, including the ADOPT model (CSIRO), that evaluate and forecast the adoption of a new innovation. These models remain largely under utilised in the grape and wine sector and would need to be adapted to be relevant for the sector.
- Reconsideration of project design at inception was suggested. This would include outputs that focus on the target audience information needs *and* their value-based needs (equivalent to a cost-benefit analysis). In order to achieve greater adoption, greater emphasis should be placed on practice change required following research, rather than the new information alone.

## Lodging an expression of interest (EOI) submission

All proposals must be submitted through the GWRDC's online project management system CIMS by **Friday 8 June 2012**.

If you are considering lodging an application, you must email [applications@gwrdc.com.au](mailto:applications@gwrdc.com.au) well before 8 June 2012 to obtain access to a CIMS template link. In the email, please provide the following details:

- Researcher name, email address and organisation
- Project title
- Project start and end date
- GWRDC program and sub-program area (program area details can be found in *GWRDC investments 2012–13* under the 'strategic plan' tab on the GWRDC website)

Once this information has been provided, GWRDC will send a CIMS EOI template link. A CIMS login will be required. If you do not already have access to CIMS, please contact GWRDC to arrange access.

The EOI template is similar to a Final Project Application.

If you wish to discuss a researchable question with GWRDC, please contact Adrian Loschiavo, GWRDC R&D Program Manager, [adrian@gwrdc.com.au](mailto:adrian@gwrdc.com.au) or 08 8273 0500.