



**KONDININ**  
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December 2020

# CAPABILITY STATEMENT

KONDININ GROUP COMMUNICATIONS, RESEARCH AND MARKETING SERVICES  
RELEVANT TO THE FUTURE DROUGHT FUND



## KONDININ GROUP®

### ABOUT KONDININ GROUP

For over 60 years Kondinin Group has been delivering independent research findings, equipment evaluations and agricultural information on best farming practices to its members. Today, led by the flagship [Farming Ahead](#) magazine, Kondinin Group continues to seek out the most important and relevant topics and trends for Australian farmers and contribute to the development and expansion of the agricultural sector.

With access to one of Australia's largest networks of producers, Kondinin Group is the choice of reference for the agricultural industry. The organisation's range of business services include the flagship publication *Farming Ahead*, membership and information services, publishing, training and consultancy services.

Kondinin Group is fully-owned by [Aspermont Limited](#), an ASX-listed B2B media business delivering subscription-based content through digital, print, conferencing and events channels.

### KEY SERVICES AND EXPERTISE

Kondinin Group's research and publishing services draw on several important and unique resources:

- Our readership base of more than 8,000 registered contacts and extended audience of more than 19,000
- Our dedicated team of agricultural scientists, journalists and agricultural and mechanical engineers, who deliver 12 annual research reports plus hundreds of news articles and special reports per year
- Our network of collaborating agricultural research specialists from across Australia
- Our cutting-edge content management, digital production and client administration systems
- Our annual Farmer of the Year Awards and the national platform they enjoy

Kondinin Group's primary, daily activities are centred on producing the monthly *Farming Ahead* magazine and [Research Report](#) series for our members, however we also provide a range of professional services to the agricultural sector, including:

- bespoke research projects
- industry surveys and data collection
- specialist content marketing services including video, audio and business profiles
- events, including the annual Farmer of the Year Awards
- training and professional development, such as the Awards Leadership Development day

Importantly, our ability to curate and edit technical and scientific information and present it in everyday terms has earned Kondinin Group a reputation as an accomplished publisher capable of converting information into knowledge for the many readers who access our publications.



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## KONDININ GROUP AND THE FUTURE DROUGHT FUND PROGRAMS

On 1 July 2020, the Australian Government announced the foundational programs for the Future Drought Fund. These programs will help boost the performance of Australian agriculture and increase its resilience to the impacts of drought.

One of the main programs is titled *Drought Resilience Research and Adoption*, which will see eight Drought Resilience Adoption and Innovation Hubs will be established in Australia's major climatic and agricultural zones across regional Australia. The objective of this Program is to invest into collaborative research, development, extension, adoption and commercialisation (RDEA&C) activities aimed at **helping primary producers and rural and regional communities** to become more prepared for, and resilient to, future droughts.

## HELPING PRIMARY PRODUCERS AND RURAL AND REGIONAL COMMUNITIES

As stated in the Drought Resilience Adoption and Innovation Hubs documentation:

- “The hubs will aim to ensure agricultural research is useful and accessible, increasing opportunities to commercialise innovation“
- “Hubs will harness research, development and innovation to build drought resilience. They will translate research into practical on-ground action through support for extension, adoption, testing, scaling up and commercialisation support.”
- “The department expects that all research outputs from the program – except those specifically agreed during project design – will be made publicly and freely available.”

Kondinin Group is very well placed to contribute to these aims and objectives for both the Hubs and the wider Future Drought Fund, particularly in relation to the transfer of information and research outcomes to primary producers.

## RELEVANT KONDININ GROUP EXPERTISE

As outlined in the initial pages of this document, Kondinin Group's extensive experience and networks would allow us to contribute to the Future Drought Fund programs and initiative on several fronts, including via:

- researching and publishing Future Drought Fund and other drought-related news and information
- providing practical examples and case studies of funding outcomes
- the distribution and promotion of all such news and information to the Australian agricultural community, including the existing Farming Ahead audience



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- the management and delivery of content for the proposed Hubs and/or the wider communications, marketing and promotional requirements of the Future Drought Fund
- the development and management of contact databases across stakeholder groups for Future Drought Fund programs
- the provision of client service and administration across Future Drought Fund communications, marketing and stakeholder management requirements

### A SELECTION OF PROPOSED ACTIVITIES

More specifically, Kondinin Group proposes undertaking a range of activities to help deliver successful Future Drought Fund programs, including but not limited to:

- The creation and launch of a new “Drought Resilience in Agriculture” news and information portal available to via registration or for full, free public access
  - This portal could be stand-alone, integrated into each hub or developed individually and separately for a specific hub or hubs
- A regular newsletter with updates from the above-mentioned portal plus other program announcements and communications
- Customised content creation for the Future Drought Fund, the hubs and related initiatives
- The development and delivery of a series of annual special Farming Ahead Research Reports, in the style of our existing research program, focusing on drought resilience initiatives for farmers, and published via the above-mentioned portal and newsletter
- The development and delivery of multimedia content such as podcasts, videos and webinars covering all aspects of the hubs and their research
- Management and/or contributions to marketing and promotion of the Future Drought Fund, the hubs and related initiatives
- Outreach to the agricultural community to build the total readership, social media audience and overall visibility of the Future Drought Fund, including via the existing Farming Ahead audience
- Inclusion of “Drought Resilience” as an award category in the annual Australian Farmer of the Year Awards, and associated involvement if Future Drought Fund stakeholders
- Addition of a special drought resilience workshop for all Farmer of the Year Award winners as part of the existing Professional Leadership Development day prior to the Awards ceremony



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## FINAL REMARKS

This overview of Kondinin Group capabilities and suggested Future Drought Fund activities is comprehensive, however is provided as merely a starting point for our proposed involvement in these programs.

Most importantly, Kondinin Group confirms its strong interest in contributing to the Future Drought Fund's aim to "boost the performance of Australian agriculture and increase its resilience to the impacts of drought", which is closely aligned with our core value of delivering agricultural information on best farming practices to our members.

For more information:

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