The "Soil Show" Final Report

B E. Bessen

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NATIONAL SOIL CONSERVATION PROGRAM

THE "SOIL SHOW"

(A SOIL CONSERVATION EXTENSION CAMPAIGN)

FINAL REPORT

B.S. BESSEN

DIVISION OF RESOURCE MANAGEMENT

WESTERN AUSTRALIAN DEPARTMENT OF AGRICULTURE

NOVEMBER 1988
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The "Soil Show"

A Soil Conservation Extension Campaign

1.0 Synopsis

This project began with a requirement to produce a poster display for the Soil Conservation Districts Regional Workshops, in July 1988.

A multi-dimensional display was produced at each of three workshops, accompanied by extensive publicity cover. As a result of the success of the displays, it was decided to maximise the exposure possible and tackle the Agricultural Show circuit.

The "Soil Show" then travelled 7900 km, taking in 12 venues involving 16 days of public exposure in 10 weeks.

It attracted up to 340 people per hour and won a number of awards. However, the major achievements were the significant boost given to local Soil Conservation Districts in each region and the increase in awareness at a grass roots level of the positive value of soil conservation.
2.0 Regional Workshops Poster Displays

2.1 Background
The National Soil Conservation Program (NSCP) provided funding for three workshops for Soil Conservation District committee members, held in July 1988.

Project planning was the overall theme for the workshops. Sub-themes included:
- NSCP in action,
- strategic planning,
- goal setting,
- catchment management, and
- land use changes.

The workshops were held at:
- Moora - July 14 and 15
- Narrogin - July 18 and 19
- Mt Barker - July 20 and 21

and attracted approximately 40 delegates to each workshop.

At the same time, funding was provided for a poster display at the workshops.

2.2 Aims of the workshop displays
The displays were designed to:
- Raise awareness of the activities of individual Soil Conservation Districts.
- Stimulate delegates to consider new ideas and projects.
- Reinforce the importance of the soil conservation movement to delegates.
- Raise the profile of soil conservation and Soil Conservation Districts.

In short, the displays combined with the workshops were intended to leave delegates better informed, more aware of their district's priorities and "fired up" to get things moving.

To this end, the objectives were to:
- produce a display that could be used at each of the venues.
- Construct the display for maximum on-going usefulness for soil conservation advisers and Soil Conservation District committees.
2.3 **Emphasis**

Experience gained from the "Soil Savers" campaign (funded by NSCP), emphasised the importance of the following factors for successful displays:

(a) **The value of size**

Many displays put a lot of information onto a few boards, and are received with indifference. The best results are gained by:
- big print;
- easy to read sentences;
- a physically large display in a large area.

Size gives fullness and importance to a display.

(b) **Use all the senses**

A poster display is uni-dimensional. It presents the written word on a flat surface. To attract and hold attention, all the senses should be stimulated. A display that contains moving models; video loops, computer graphic sequences, live trees, cut branches, lighting and sound effects creates a total "show" and thus has more impact.

(c) **Be positive**

An emphasis on "achievements, progress, action and doing" invites more involvement than a negative orientation on "degradation, death and despair".

(d) **Every display tells a story**

Each sub-display should be an entity in itself. It should enable the visitor to understand causes, processes and solutions. More impact is created and more information is retained as the story unfolds logically. Soil Conservation District projects fit this mould ideally.

(e) **The wider the range, the better the display**

Farmers want to see displays on pasture, cropping, grazing etc. as part of an overall display on better conservation/better farming.

(f) **Integrated view**

This is a key factor for success. All elements of the display must reflect the integration necessary for the management of land for production.
Thus pastures, crops, animal production, waterlogging, economics etc. are all part of managing a farm or a catchment. Each has an effect on the other and on the state of the land.

It is easy to say "integrated catchment management". The true value of successful soil conservation displays is that they demonstrate how to go about integrated land management.

(g) Information and entertainment
Providing information is a serious business, but it does not have to be presented as such. As long as the message is sound, the medium can be entertaining, informative and innovative. A dash of showmanship can be a valuable ingredient for a subject area like soil conservation.

2.4 Public access
The workshops were designed to incorporate a field trip for delegates on the second day.

To gain maximum exposure for the displays, it was decided to offer the displays to the public on the second day. Local residents were invited to view the displays whilst the delegates were in the field.

2.5 Description of the displays
The display occupied a large portion (approximately 180 square metres) of each workshop venue. It was laid out in a snake pattern to make maximum use of space and to draw people around each corner and further into the sub-displays. Typically, delegates entered and left the workshop venues by walking through the display. Morning teas and meals were served in the display area.

A large number of advanced trees in pots were used to give the whole area a green and inviting feeling. Large banners, measuring 7 m x 1 m, were used outside the venue to highlight the workshops.

2.6 Content of the displays
The overall display consisted of 16 individual displays, integrated by a theme of "Soil Conservation Districts in Action".
Display 1 "Soil Conservation Districts of Western Australia"
- An extremely large map of Western Australia (2.3 m x 2 m) showing all gazetted and proposed Soil Conservation Districts.
- Two panels containing a message from the Commissioner of Soil Conservation, urging farmers to:
  "Get organized against land degradation.
  Get involved in your local Soil Conservation District".

Display 2 "Success Against Salinity"
(Esperance and Districts Soil Conservation Advisory Committee)
- Two large (1200 mm x 600 mm x 300 mm), three dimensional models of a before and after salt seep situation at Munglinup, west of Esperance.

  Moving lights showed the path of rainwater, ground water, surface run-off and transpiration on each model.

  Toy sheep, cattle, trucks, tractors, trees and dogs were used to dress up the model and proved invaluable to enticing children who demanded that their parents explain "salinity and groundwater" to them.

- Six panels of script detailing the problem, causes, solutions and farmer action undertaken to solve the seep.

Display 3 "Getting Land Back from the Brink"
(Narembeen Soil Conservation District)
- Four panels outlining a community action against a severe wind erosion situation.
- Combined with large photos and maps of the site.
- Accompanied by an endless video loop containing footage of the original degradation compared with footage of the successful rehabilitation.

Display 4 "Getting Serious about Catchment Planning"
(East Ballidu Soil Conservation District)
- Four panels of script and photos describing a project involving a contract catchment planner providing farm plans for each land owner and an overall plan for the catchment area.
Display 5 "Demonstrating the Way to Go"
(North Stirlings Soil Conservation District)

- Two large (1200 mm x 300 mm x 300 mm) three dimensional models of a landscape demonstration strip.

Coloured light panels, activated by push button switches, to inform the viewer of the crop, pasture and tree species used in different sections of the landscape.

- Four panels of script, photos and maps on the area and the reasons for developing a farmer - based demonstration strip.

Display 6 "Tackling Widespread Salinity"
(Jerramungup Soil Conservation District)

- A scale model of the Mallee Road Sump catchment (30,000 ha).
- Eight panels of script and photos outlining the research and the application of the results by local farmers.

An emphasis on the development of land management groups throughout the Shire area.

Display 7 "Farm Planning Workshops"
(Waddi Forest Soil Conservation District)

- Two panels of farm plans and photos from a farm planning exercise, held by the group.

Display 8 "Better Land Use Offers Protection Plus Profit"
(Tammin Soil Conservation District)

- Eight panels on a case study of "Anameka Farms", demonstrating that changes in land use can be profitable and protective of the soil.

Based on the LANDMAN approach and using G.I.S. produced farm plans to show original land use compared with better land use scenarios.

Endorsed by farmer, Peter York, as a better system of farming.
Display 9 "Land Management Planning"
- Four panels on the LANDMAN approach, explaining what it is and how it works.
- A micro-computer and large monitor, presenting a continuous display of land management plans and features, through the use of colourful computer graphics.

The program devised has the capacity to be used manually to answer individual queries from farmers.

- A video unit showing the recently completed program: "LANDMAN - The Challenge"
- A table area with space for farmers to try their hand at the new method of catchment and farm planning.

Display 10 "The Commissioner Has the Power ......."
- Two panels of graphic photos of a property severely degraded by overgrazing.
- Accompanied by a stern notice on a red background: "The Commissioner of Soil Conservation issued a Soil Conservation Notice on this property in March 1988."

Display 11 "Videos Available"
- A video unit showing continuous soil conservation programs.
- A circular stand containing the jackets of all videos produced under NSCP funding in Western Australia.
- A large notice telling farmers where to get the videos.

Display 12 "Trees For a Purpose"
(Greening Australia)
- A free standing display unit containing script, photos and pamphlets provided by Greening Australia.

Display 13 "Tree Information Centre"
- Three panels of material and give aways on all aspects of trees - direct seeding, agroforestry, plantations, native regeneration, tree planting guides, salt tolerance etc.

Material provided by various Government authorities and private organizations.
Display 14 "Soil Degradation - Causes & Cures"
- A set of four pictorial panels.

Display 15 "Banks as a Solution"
- Two panels showing the situations where banks are appropriate and how they fit into a total catchment approach.

Display 16 "Resources for Schools"
- Three panels featuring the posters produced by the Standing Committee for Soil Conservation.

2.7 Publicity
An intensive publicity campaign accompanied the workshops and the displays.

Advance press releases were sent to major and regional newspapers before the workshops commenced.

Full page inserts were placed in local newsletters including:
"Community Capers" (Moora)
"Narrogin Observer"
"Plantagenet News" (Mt Barker)

Invitations to the display were sent to all schools in each workshop region.

A press conference was organised to involve the speakers and guests of the workshops, involving:

Prof. Jerry Robinson Jr, University of Illinois, USA
Dr Shankariah Chamala, University of Queensland
Mr Peter Mortiss, DPI, Queensland.

The speakers' comments were aired by Michael Schultz (ABC Rural Radio) and Keith Bates (Country Segment, "The West Australian")
Radio interviews were conducted with:

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<th>Location</th>
<th>Date</th>
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<tr>
<td>6VA</td>
<td>Albany</td>
<td>20.7.88</td>
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A television interview was arranged between GWN News and Dr Graeme Robertson during the Narrogin workshop.

Details of press articles, inserts and newsletters are contained in Appendix II.

2.8 Evaluation
The displays achieved all of their stated aims, evoking warm praise from delegates and speakers alike.

A number of SCD committee delegates requested that the displays be brought to their area as an extension exercise.

Press, radio and television coverage was widespread and effective.

Farmer attendance to the open session was low but this was compensated by the reaction from schools. Both primary and secondary schools sent class groups at each venue.

3.0 The Bandwagon Effect

Following the success of the workshops display, and guided by the previous "Soil Savers" campaign, it was argued that the display could be highly effective as a continuing extension initiative.

The majority of effort and expense had been spent in preparing the displays. Thereafter it was a relatively simpler exercise to keep the show on display for an extended period. Maximizing the exposure of the show over an extended period of 3 months would generate maximum impact for soil conservation.
3.1 The Need for Impact
The Information Branch of the Department of Agriculture maintains a steady flow of information via journal articles, tech notes, bulletins and press releases. The procedure is high on information but low on impact.

South Perth based soil conservation advisers are able to give information on particular issues, usually in response to requests from field officers. Regional advisers are on the spot in the field, but have many demands on their time besides Soil Conservation Extension.

What is needed then, to provide extension on soil conservation and to do it in such a way as to create impact or profile?

Quite simply, there is no substitute for having a man on the ground. In this case, taking the displays that had been prepared for the SCD Regional Workshops and putting them on the road for a limited but intense period.

Information presented through a travelling display has impact. Done well and backed-up with extensive cover in local media, a significant impact can be generated throughout the agricultural areas over a three month period.

A bandwagon effect can be created as each area or region is able to see the display as part of a community gathering such as the annual Agricultural Show. The bandwagon can be fueled by continuous media coverage. The end result is a continuous showcase for soil conservation that gets wide coverage and gets people thinking and talking conservation.

These arguments were supported by the Division of Resource Management and the Regional Workshop Display became the "Soil Show".

4.0 The "Soil Show"

4.1 Description
The "Soil Show" consisted of a pool of sub-displays that were selected according to their relevance in each district and according to the space available at each venue.
Every venue was different with a range including:
40' x 20' marquees
Recreation centres
Basketball Courts
Scout Halls
Football Changerooms
Produce Pavilions
Wool Pavilions

Available space ranged from 70 sq m to 240 sq m. Wherever possible "front yard space" was used to position tree planters, banners, pastures etc to attract people to the display.

At each Agricultural Show, the local Soil Conservation District or the local Agriculture Department office were encouraged to take ownership of the display. This involved assistance in setting up, manning the display and loading out.

The ownership concept worked well by raising the profile of the local soil group in the eyes of their peers. This in turn, gave committee members the confidence to talk with local farmers and enlist their support for soil conservation action. Many members who manned the displays reported that previously sceptical farmers became quite enthusiastic about SCD activities as a result of the displays.

4.2 Venues
The display was taken to 12 Agricultural Shows in 10 weeks, involving 16 days of public display and 7900 kms of travelling.
Venues and dates in detail:

<table>
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<tr>
<th>Location</th>
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<td>Merredin</td>
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<td>Corrigin</td>
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<td>September 3</td>
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<td>Central Midlands (Moora)</td>
<td>Tuesday</td>
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<td>Kellerberrin and Districts</td>
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<td>Koorda</td>
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<td>September 17</td>
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<td>Kukerin</td>
<td>Saturday</td>
<td>September 24</td>
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<tr>
<td>Nyabing/Pingrup</td>
<td>Saturday</td>
<td>October 1</td>
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<tr>
<td>Jerramungup</td>
<td>Saturday</td>
<td>October 8</td>
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<tr>
<td>Esperance and Districts</td>
<td>Friday</td>
<td>October 14</td>
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<tr>
<td>Katanning</td>
<td>Saturday</td>
<td>October 15</td>
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</table>

4.3 Content

The "Soil Show" contained all of the displays prepared for the Regional Workshops. Additional ticket-writing was used to add more colour and splash to several of the displays.

The banners were reworded and reused.

Additional displays were prepared and included:

Display 17 "Latest Pasture Varieties"

- Eight tubs of pasture, consisting of:
  - Dalkeith sub-clover
  - Santiago burr medic
  - Madeira serradella
  - Zodiac murex medic

- Bold captions accompanying each species, with appropriate farm notes available.

These pastures were used as a draw card to attract farmers to the display area.
Display 18 "Annual Ryegrass Toxicity"
- A topical subject added to the Central Midlands and Jerramungup displays by the local Department of Agriculture staff.

Display 19 "The Second Cutter Bar"
(ex - "Soil Savers" material)
- Photos and script of a Queensland invention - the mounted second cutter bar for harvesters, to enable shorter stubbles and better stubble retention.

Display 20 "The Deep Ripping Story"
(ex - "Soil Savers" material)
- An outline of the extensive research results and economic benefits of deep ripping in deep sands.

Display 21 "The Lupin Advantage"
(ex - "Soil Savers" material)
- Photos and script on the value of adding a legume to the rotation in terms of soil fertility and farm profit.

Display 22 "Saltland Revegetation"
- A series of large conference posters outlining the establishment of blue bush and saltbush.

Display 23 "Land Resource Study"
(Esperance District Office Staff)
- Seven soil profiles from the Esperance region, accompanied by a large display on the progress of the study.

Display 24 "Salinity in the Esperance Region"
(Esperance District Office Staff)
- Displays on the Bedford Harbour, Munglinup and Coomalbidgup catchments.

Display 25 "Lucerne for the South Coast"
(Esperance District Office Staff)
- A drum of lucerne plants accompanied by panels on the value of lucerne in increasing water use.
Display 26 "How Much Cover Stops Wind Erosion"
(ex - "Soil Savers" material)
- Seven models of stubble heights for cereals and lupins, showing the optimum balance between wind erosion protection and ease of seeding.

Display 27 "Trees in the Esperance Region"
(Conservation and Land Management staff)
- Three panels of information particularly relevant to the South Coast.

Display 28 "Dykes Cause Salinity"
(Katanning District Office staff)
- Samples of dolorite with pictorial explanations of the role of dykes in causing salinity.

Displays 19 - 21 were used at the Nyabing, Jerramungup, Esperance and Katanning Shows.

Display 22 was used at Esperance and Katanning

Displays 23 - 27 were used at Esperance only

Display 28 was used at Katanning only.

A pool of "fillers" were used as needed. These included large photos and captions, flora and fauna posters, tree posters and land management plans.

Large yellow and green signs were used in every display to acknowledge funding from the National Soil Conservation Program.

4.4 Information Provided
A wide range of pamphlets and brochures were available for the public including:
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<td>Farmnote</td>
<td>32/86 Saltland management - selecting forage plants for saltland.</td>
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<td>31/85 How to raise saltbush and bluebush seedlings.</td>
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<td>20/83 Surveying and construction of reverse - bank seepage interception drains.</td>
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<td>45/86 Drainage of saline and waterlogged soils.</td>
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<td>4/85 Eucalyptus trees for Western Australia.</td>
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<td>71/88 The Greenhouse Effect: potential impacts in Western Australia.</td>
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<td>48/86 Resources for Soil Conservation Districts.</td>
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<td>17/88 Zodiac - the first murex medic variety.</td>
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<td>&quot; Jerramungup Soil Conservation District Dumbleyung Soil Conservation District.</td>
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<tr>
<td>&quot;</td>
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<td>Trees for Rural Areas.</td>
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<tr>
<td>Marrinup Nursery</td>
<td>Booklets</td>
<td>Get the right tree for the job and the area.</td>
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<tr>
<td>Rural Womens Taskforce</td>
<td>&quot;</td>
<td>The new helping handbook.</td>
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<td>Standing Committee on Soil Conservation</td>
<td>&quot;</td>
<td>Women's work on the land.</td>
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<td></td>
<td>Posters</td>
<td>1 - Types and causes of soil erosion in Australia.</td>
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<td>2 - Preventing soil erosion.</td>
</tr>
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<td></td>
<td></td>
<td>3 - Soil - our greatest asset.</td>
</tr>
</tbody>
</table>

4.5 **Participation and Co-operation**

Organizations involved in the preparation and presentation of the soil show included:

- Division of Resource Management, Western Australian Department of Agriculture.
- District office staff, Western Australian Department of Agriculture.
- Soil Conservation District committee members.
- Conservation and Land Management Department.
- District Agricultural Societies.
- Greening Australia (Western Australia).
- Marrinyup Nursery (Alcoa of Australia Ltd).

The support and labour provided by these groups ensured a successful campaign.

4.6 **Other Shows**

As a result of the success of the "Soil Show", requests were received from other groups for assistance with displays. Displays were loaned or prepared for:

- Mt Marshall & Districts Show - two displays prepared for Mt Marshall Soil Conservation District.
- Southern Cross Show - display prepared for the Yilgarn Soil Conservation District.
- Dumbleyung Gymkana - displays set up for Dumbleyung Soil Conservation District.
- Innovation with Conservation seminar - displays lent to the Jerramungup Soil Conservation District.
4.7 **Publicity**

By making the "Soil Show" a feature of each of the Agricultural Shows, publicity resources were not required to draw people to the showground.

Rather, resources were used to:

- Attract people to the display from various parts of each showground by using banners, tree planting implements, pasture species and the public address system.
- Ensure that every display received a good writeup, with pictures, in a local or major newspaper. This was done to fuel the "bandwagon effect" and create a "must see" attitude at succeeding Shows.

Details of the publicity coverage are attached at Appendix III.

4.8 **Evaluation**

The "Soil Show" exceeded expectations and proved to be an extremely valuable awareness and extension exercise.

Measures of success were objective and subjective.

The objective measures involved counts of viewers to the display for timed periods. Viewers were only included if they stopped, read panels, asked questions and concentrated on aspects of the display. Viewers who were "casual glancers only", were not counted.
<table>
<thead>
<tr>
<th>Show</th>
<th>Time</th>
<th>Count</th>
<th>Rate per hour</th>
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<tr>
<td>Beverley</td>
<td>12.45 - 1.00 pm</td>
<td>23</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>2.40 - 2.55 pm</td>
<td>31</td>
<td>125</td>
</tr>
<tr>
<td>Merredin</td>
<td>12.48 - 1.03 pm</td>
<td>65</td>
<td>260</td>
</tr>
<tr>
<td>Corrigin</td>
<td>3.38 - 3.53 pm</td>
<td>27</td>
<td>110</td>
</tr>
<tr>
<td>Central Midlands</td>
<td>2.46 - 3.01 pm</td>
<td>30</td>
<td>120</td>
</tr>
<tr>
<td>Kellerberrin</td>
<td>1.25 - 1.40 pm</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>3.52 - 4.07 pm</td>
<td>30</td>
<td>120</td>
</tr>
<tr>
<td>Koorda</td>
<td>2.18 - 2.35 pm</td>
<td>19</td>
<td>75</td>
</tr>
<tr>
<td>Tambellup</td>
<td>1.30 - 1.45 pm</td>
<td>14</td>
<td>55</td>
</tr>
<tr>
<td></td>
<td>3.55 - 4.10 pm</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Kukerin</td>
<td>10.29 - 10.54 pm</td>
<td>44</td>
<td>175</td>
</tr>
<tr>
<td>Nyabing - Pingrup</td>
<td>1.30 - 1.45 pm</td>
<td>12</td>
<td>50</td>
</tr>
<tr>
<td>Jerramungup</td>
<td>2.22 - 2.37 pm</td>
<td>17</td>
<td>70</td>
</tr>
<tr>
<td>Esperance and Districts</td>
<td>12.25 - 12.40 pm</td>
<td>50</td>
<td>200</td>
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<tr>
<td></td>
<td>2.36 - 2.51 pm</td>
<td>85</td>
<td>340</td>
</tr>
<tr>
<td>Katanning</td>
<td>2.53 - 3.08 pm</td>
<td>40</td>
<td>160</td>
</tr>
</tbody>
</table>

The flow rate per hour was extremely pleasing, especially as nearby displays were often achieving only a fraction of the rate.

A further indication of the interest level was gauged by the amount of information given out and the rate of replenishment of brochure piles.

Objective measurement of the quality of the display came from the awards won by the display including:

- Central Midlands Agricultural Show
  Margaret McAleer Shield for the Best Light Commercial Display.
- Koorda Agricultural Show
  Highly Commended Certificate
- Nyabing - Pingrup Agricultural Show
  Best Trade Exhibit Award.
- Esperance & Districts Agricultural Show
  Best Indoor Exhibit Award.
- Katanning Spring Festival
  Best Trade Exhibit Award.

The remaining shows did not have an award for displays.
Subjective measurements included:

- Positive evaluation by District office staff, both personally and as a result of comments from farmers to staff.
- Positive evaluation from Soil Conservation District committee members who manned the displays and received feedback from fellow farmers.
- Direct comments from farmers and viewers.
- Direct comment from other exhibitors.

5.0 Finalization

All materials that were hired, borrowed or leased have been returned.

All custom built material and script has been labelled and stored.

Letters of appreciation have been written to all people who helped prepare and man the displays. Similar letters have been written to all organisations that co-operated with the campaign.

All accounts have been paid in full.

6.0 Conclusions

As an extension initiative, the "Soil Show" was undoubtably successful. It evolved from a comprehensive and interesting display prepared for the SCD Regional Workshops into a conservation showcase that was the feature of every Agricultural Show attended.

It met all of the aims and objectives laid out and added a valuable bonus — extensive grass roots exposure.

It drew extremely good crowds at both large and small Shows whilst winning a number of awards for quality of presentation.

However the main benefits lie in the legacy left by the display in each district including:

- A significant raising of the profile of local Soil Conservation Districts through their ownership and manning of the display.
- A boost to the morale of SCD committee members involved in the displays.
- A greater awareness of the activities and achievements of other Soil Conservation Districts throughout the State.
• A reinforcement at farmer level, that soil conservation is important, worthwhile and spreading.

• An enhanced perception, via media reports, that soil conservation is "on the move".

• A valuable exercise of co-operation between the Division of Resource Management and District Office Staff.

• An incentive for local soil conservation groups and district offices to combine to present their own local display next year.

The campaign reinforced the concept that travelling displays can be highly effective provided that they are informative, innovative and entertaining.
APPENDIX I

Images from the Campaign
HON. MICK GAYFER, MLC & MR JIM WEBSTER, PRESIDENT OF THE ROYAL AGRICULTURAL SOCIETY

FARMER INTEREST - CORRIGIN
CENTRAL MIDLANDS (MOORA)

BILL MCNEE, KOORDA; BERT CRANE, MLA FOR MOORE &
BARRY BLAIKIE, SHADOW MINISTER FOR AGRICULTURE
PETER PALESKE, PRESIDENT, KELLERBERRIN AGRICULTURAL SOCIETY &

BILL DIXON, SECRETARY, KELLERBERRIN SOIL CONSERVATION DISTRICT
"TAKING A CLOSER LOOK"

KELLERBERRIN, SEPTEMBER, 1988
Nyabing-Pingrup Agricultural Society

Annual Show

BEST TRADE EXHIBIT AWARD

District Soil Conservation

Department of Agriculture

This is to certify that

Won the Best Trade Exhibit Award at the Nyabing-Pingrup Show

By

PRESIDENT

SECRETARY

DATE

15th October, 1938
KOORDA, SEPTEMBER 1988

“LET'S HAVE A LOOK AT IT”
LEARNING ABOUT SOIL - ESPERANCE
MONTY HOUSE, MLA FOR KATANNING - ROE & TONY OVERHEU, ESPERANCE

CONTEMPLATIVE FARMER - ESPERANCE
FULL ATTENTION - ESPERANCE, OCTOBER, 1988

DISPLAY 2 SUCCESS AGAINST SALINITY
HENDY COWAN, LEADER, W.A. NATIONAL PARTY & RALPH SILBURN,

SECRETARY, ESPERANCE & DISTRICTS SOIL CONSERVATION ADVISORY COMMITTEE
APPENDIX II

Selected Publicity from the Regional Workshops Display
Soil show on tour

Narrogin will be a venue for an exhibition of soil conservation ideas to be staged in conjunction with two-day workshops for soil conservation district delegates around WA's growing area starting next week.

This display has been organised by Bevan Bessen, extension officer on a National Soil Conservation Project with the WA Department of Agriculture.

Last year, Bevan Bessen was on contract to the Kondinin Group and responsible for its very popular 'Soil Savers Expo' which featured at Dowerin and went to Mingenew and Newdegate field days.

The idea of a touring display is to gather together details about some of the systems and ideas in use throughout the State and present them in one parcel to local farmers, groups and organisations on their own ground.

"People know their own areas best and this display capitalises on that fact", said Mr Bessen.

"It incorporates information from different regions and relays it so people in other regions can share it and hopefully gain new ideas for their own situations."

Features within the exhibition include landscape and salinity models, short video segments, display panels, leaflets and contact data.

The WADA's Landman planning system, billed as the 'intelligent farm plan', will also be set up and available for use.

"We want people to be able to participate and become involved in the display, not just walk through and read", said Mr Bessen.

"Because there is activity going on, the soil show will therefore be entertaining at the same time as it relates information."

The tour's itinerary starts with two-day workshops in Moora, Narrogin and Mount Barker.

Day one will be for soil conservation district delegates and on day two the display will be thrown open to the public.

Already delegates all over the agricultural area have been invited to attend the workshops, and schools in each region advised of the open days, so students can view the display.

Dates and venues for open days are: Moora, Recreation Centre on Friday, July 15; Narrogin, Reception Centre on Tuesday, July 19; Mount Barker, Eddy Pavillion, Thursday, July 21.

The exhibition is free to the public and open between 9am and 4pm in each town.
SOIL CONSERVATION DISTRICTS

REGIONAL DISPLAY

- See how farmers are tackling local soil conservation problems
- salinity in the North Stirlings
- wind erosion in Narembeen
- farm planning in East Ballidu

- Learn from landscape models, video clips and computers.

- Check out LANDMAN — the catchment planning system of the future.

It's on near you and it's FREE.

NARROGIN RECEPTION CENTRE
TUESDAY, JULY 19 (9am-3pm)

"Your future lies in the soil."
Soil conservation is due to be spotlighted in WA tour

SOIL conservation will be put under the spotlight in WA in the next two months with a “Soil Show” display organised by the Agriculture Department.

The display has been organised by department extension officer Bevan Bessen as a National Soil Conservation Project and is expected to be shown in most WA conservation districts.

Kick-off venue on the tour is the Moora Recreation Centre where the display will be open to the public on Friday, July 15.

Soil conservation district members will meet today for a special workshop on soil conservation.

Next Tuesday, an open day will be held at the Narrogin Recreation Centre starting at 9am followed by one at the Mt Barker Frost Pavilion, next Thursday.

The “Soil Show” will then tour Geraldton and Merredin district agricultural shows before moving onto another 10 country shows and field days.

Last year, Mr Bessen was on contract to the Kondinin Group and was responsible for the popular “Soil Savers Expo” held at field days in Dowerin, Newdegate and Minganew.

The idea of a touring display was to gather details about systems and ideas in use throughout the State and present them in one parcel back to local farmers, groups and organisations "on their own turf".

"People know their own areas best and this display capitalises on that fact," Mr Bessen said. "It incorporates information from different regions and relays it so people in other regions can share it and hopefully gain new ideas for their own situations."

Features within the exhibition include landscape and salinity models, short video segments, display panels, leaflets and contact data.

The department's Landman planning system, billed as the "intelligent farm plan", also will be set up and available for use.

"We want people to be able to participate and become involved in the display, not just walk through and read," Mr Bessen said.

"Because there is activity going on, the soil show will therefore be entertaining at the same time as it relates information."

United attack on land degradation promoted

AN exhibition of soil conservation ideas will be staged in conjunction with two-day workshops for conservation district delegates in WA next week.

The display, organised by the Department of Agriculture, will be a parcel of soil conservation systems and ideas used in different regions.

Extension officer of the national soil conservation project, Mr Bevan Bessen, hoped the display would promote an exchange of ideas between farmers in different regions.

The department's Landman planning system, billed as the "intelligent farm plan" will feature in the display among landscape and salinity models, short video segments, display panels, leaflets and contact data.

Mr Bessen said the display capitalised on the fact people knew their own areas best.

The workshops start with two-day events in Moora, Narrogin and Mount Barker with the first day of each for soil conservation district delegates and the following day open to the public.

Dates and venues for the display are: Moora, Recreation Centre, Friday July 15; Narrogin, Recreation Centre, Tuesday July 19; and Mount Barker, Frost Pavilion, Thursday July 21.
SOIL CONSERVATION DISTRICTS

REGIONAL DISPLAY

• **See** how farmers are tackling local soil conservation problems
• salinity in the North Stirlings
• wind erosion in Narembeen
• farm planning in East Ballidu

• **Learn** from landscape models, video clips and computers.

• **Check out** LANDMAN — the catchment planning system of the future.

*It's on near you and it's FREE.*

MT BARKER (FROST PAVILION)
THURSDAY, 21st JULY (9.00am-4.00pm)

"Your future lies in the soil!"
Workshop focuses on soil degradation in Western Australia

Farmers from as far afield as Merredin, Jerramungup and Brookhill converged on Narrogin for an important conference recently.

A two-day Soil Conservation Districts Regional Workshop, funded by the National Soil Conservation Program, was held in Narrogin to discuss soil degradation in Western Australia.

It allowed all of the district committees in the central agricultural area to advise the Federal Government on the best ways to assist farmers to tackle land degradation.

The first day centred on strategic planning, goal setting, action plans and problem solving for the committee delegates.

On the second day, the Wickepin Soil Conservation District played host to a field trip to demonstrate these concepts in action.

One of the workshop guests was Tony Plowman of the Soil Conservation Association of Victoria.

Mr Plowman congratulated the Soil Conservation Districts on their enthusiasm to help solve the soil degradation problem.

Western Australia has land degradation problems but it has one great asset — the Soil Conservation Districts are young, enthusiastic and committed", he said.

The workshop was accompanied by an extensive display on the activities of various districts.

School groups and local farmers visited the display during open sessions.

- Maps and aerial photographs were just some of the ways the Soil Conservation District’s regional display put its message across to the public.

- Students from Narrogin Senior High School view the video on display during the Soil Conservation District’s regional display in the Narrogin Reception Centre on Tuesday, July 19.
IN FOCUS

Researcher in clay trap drama

A DEPARTMENT of Agriculture researche r who almost disappeared in a mound of clay while on a field walk at D enbarker helped highlight a soil problem in the upper Den mark River catchment.

The researcher acciden tally sunk to his chest in the quicksand type clay while accompanying delegates at a soil conservation workshop at Mt Barker.

It was one of three soil conservation workshops held recently; the others were at Narrogin and Moora.

In attendance were members of the Soil Conservation Branch of the Department of Agriculture and local department staff, a member of the National Soil Conservation Programme from Canberra, a visiting US tree specialist, a management consultant, the chairman of the Soil Conservation Association of Victoria and representatives from local soil conservation districts.

The group of about 30 was told there were several of the mound "springs" along the creekline, caused by actions further up the catchment.

Albany department researcher, Ruhi Fer dovian, told the group:

"Where we're standing on low country in the catchment basin and where there's been a crack, the water/clay acting under pressure has come to the surface."

Each mound spring was little more than a table top size.

For many in the group it was the first time they had seen clay traps.

The sinking incident took place on farmland, one of several field stops by delegates in the Kent River and West Mt Barker soil conservation districts.

Later the group visited Denbarker farmer, Alan Jones's property, and looked at NSCP-funded trial work involving coil and strip drains used in a bid to reclaim a 5ha salo-scaled area.

The drains, about 1.1 to 1.3m deep, were being used to channel top ground water from the area.

Mr Ferдовsian, who headed the trial, said results were encouraging with water quality improved.

He said the trials were draining country from as far as 60m on either side of the pipe.

However, costings and more time were needed before guidelines could be given.

He believed the 30cm strip drains, much the internal shape of an egg carton, would prove too costly at $5 a metre.

The coil drains cost $1.50 a metre.

Mr Jones said he'd seen the are getting saltier and had unsuccessfully tried growing trees.

In the long term, if the trial succeeds, the area may be returned to perennial pasture.

The group also saw drainage and tree planting work on Ian and Bev Lynch's property.
Jerramungup tree project highlighted

In the past year, over 80,000 trees have been planted in rows on Jerramungup farms — enough to form a 440 kilometre row from Jerramungup to Perth. Established with assistance from a project officer funded under the Community Employment Program, the line plantings are in addition to over 80 hectares of bulk tree plantings.

These achievements were highlighted in an address to the Soil Conservation Districts Regional Workshops by Mr Rex Edmonson of Jerramungup.

He said the achievements of the Jerramungup Soil Conservation District demonstrated how newly-formed districts could attract funds and organise projects.

Mr Edmonson said the Jerramungup Soil Conservation District had set a target of one peizometer on each of the 211 properties in the Shire by the end of 1989.

Landholders would use peizometers to monitor groundwater levels to gauge the threat of salinity.

"Perhaps the most encouraging aspect of our effort as a committee is the formation of 10 catchment groups within the Shire.

"These will provide commitment at a very local level and help landholders to put treatments into practice," Mr Edmonson said.

To help these catchment groups, the Jerramungup District has funding from the State Wheat Industry Research Committee for a development officer to help each group with catchment and land management planning.

The Soil Conservation Districts Regional Workshops were held at Moora, Narrogin and Mt Barker.

Guest speaker, Mr Tony Plowman of the Soil Conservation Association of Victoria commented: "Western Australia does have land degradation problems but it also has one great asset — the Soil Conservation Districts are young, enthusiastic and committed." Dr Graeme Robertson, the Commissioner of Soil Conservation, summed up the workshops:

"Soil Conservation Districts have grown dramatically in the past four years.

"It has become vital to establish a mechanism so that the districts can share experiences of successes and problems.

A district committee like Jerramungup has a wealth of practical advice to offer the newly formed committees.

Jerramungup farmers Eoin McRae (left) and Roy Woods look over a landscape demonstration model based on a farming profile in the Jerramungup district. The model was set up to demonstrate the best ways to use water.
Soil workshops focus action

Farmer delegates from all of the agricultural areas converged on regional centres for a series of workshops recently. Funded by the National Soil Conservation Programme, Soil Conservation Districts Regional Workshops were held at Moora, Narrogin and Mt Barker. The workshops gave District committees the opportunity to advise Canberra on the best ways to help farmers tackle land degradation problems.

In return, delegates received valuable insights into strategic planning, goal setting actions, plans and problem solving from key management consultants. At Moora, the management sessions were directed by Dr Jerry Robinson, Professor of Rural Sociology at the University of Illinois, U.S.A. Dr Robinson, an extension specialist, adroitly mixed social psychology, community development and soil conservation into a practical package for District committees. Dr Robinson was assisted by Dr Chamala, Senior Lecturer in Agricultural Extension from the University of Queensland and by Peter Mortiss, Senior Extension Officer of the Queensland Department of Primary Industries.

At Narrogin and Mt Barker, the management sessions were lead by Warwick Rowell and workshop guests included Bernie Powell of the National Soil Conservation Program, Canberra. Another guest speaker, Tony Plowman of the Soil Conservation Association of Victoria commented:

“Western Australia does have land degradation problems but it also has one great asset - the Soil Conservation Districts are young, enthusiastic and committed”.

At each workshop, delegates used the second day for a field trip to evaluate local projects and initiatives. The workshops were accompanied by an extensive display on the achievements of District committees from many areas. Landscape models, computerized planning systems, video loops and story boards were used to highlight the successes achieved by many districts.

Dr Graeme Robertson, the Commissioner of Soil Conservation, summed up the workshops:

“Soil Conservation Districts have grown dramatically in the past four years. It has become vital to establish a mechanism so that the Districts can share experience with regard to successes and problems. A District committee like Jerramungup, has a great deal of practical advice to offer the newly formed committees.”

Date: August, 1988

INSIDE

- Trees from Jerramungup ....... 2
- Tree pumps for saltland ....... 2
- Lyndon District shows commitment .................................. 3
- West Kimberley Workshop .... 4
- Feedlot control .................. 4
- Waddi Forest workshops ........ 6

And of course, the workshops ensure good feedback on priorities for funding and action as perceived by farmer delegates”.

Ian Lynch of Mt. Barker explains how tree planting is an integral part of his farm management programme.
The work to date towards achieving integrated management of the catchment is impressive. The Wickepin committee, however, feel that they can be more effective and asked delegates from other committees for ideas on how the group could better focus their activities. Ideas came forward readily and the large crowd broke into small groups to tackle the specific issues raised by the Wickepin Committee.

Each group inspected a problem area in the catchment, identified a goal and developed an action plan to overcome the problem. The smaller groups presented their action plans for discussion and the Wickepin committee amalgamated the modified plans into an overall strategy for the district.

Soil Conservation District delegates at the Narrogin workshop inspect saltbush plantings in the Lake Toolibin Catchment.

Lyndon District shows commitment to rangeland regeneration

By Geoff Eliot, Department of Agriculture, Carnarvon

The Lyndon Soil Conservation District is north-east of Carnarvon, on the catchments of the Lyndon and Minilya Rivers. This district committee has been actively involved in regenerating previously degraded country. Their current programme is a co-operative venture between the individual stations and the Department of Agriculture's regeneration team. Each station has committed itself to destocking a paddock for a period of at least 12 months. The estimated cost to each station for hire of equipment, fuel, wages and seed supplies is about $4,000. By destocking a paddock the station will also be foregoing an income of about $10,000. This is a huge commitment considering that many of these stations are experiencing drought conditions and can ill afford to remove a paddock from use.

The regeneration work is broad scale and involves a combination of deep ripping, contour banking, spiral ponding and pitting. The earthworks are designed to slow runoff and increase infiltration of water, so providing a desirable medium for plant germination and survival. The treated areas were seeded with locally collected seed, from plant species that proved successful in previous regeneration work. These plants include river saltbush, spiny bluebush, buffel and birdwood grass.

Over the last two years much experience has been gained in regeneration techniques and regeneration implements. The Lyndon Soil Conservation District Committee has pooled this knowledge and designed a multipurpose regeneration plough. This plough carries out the functions of deep ripping, contour banking and pitting, and can be operated singly or in any combination.

A seedbox will be fitted which will enable the seeding of a wide range of plant species. Negotiations are underway to have this implement built by an agricultural machinery company. Funding will come from the National Soil Conservation fund and subscriptions from individual committee members. It is hoped that this implement will be adopted by other pastoral soil conservation districts and individual stations.
APPENDIX III

Selected Publicity from the "Soil Show"
How we see it

Unique lesson in country air

THERE is something reassuring and wholesome about our country agricultural shows.

In an age of electronics, videos and battery operated toys, it is good to see communities large and small providing their own entertainment and competition with animals and products bred and produced by human endeavour.

Not the slick electronic line-calls of Wimbledon, nor the instant action replays of world class cricket.

On grassed ovals judges run their seasoned eye over a class of hopeful pony riders. Young competitors learn the thrill of success and the disappointment of losing. A friendly marshall lends an encouraging word as the young riders head out onto the arena.

The kids learn the responsibility that goes with owning your own animal.

Marquees are filled with paintings and projects by local school children, reflecting a pride in their district and their industries.

And exhibition sheds brim over with fresh produce, golden farm eggs, photos, embroidery and bark paintings.

There is still an art to country cooking far removed from the city patisserie and big supermarket freezer. The best piklets are blue-sashed and the champion sponge seems to stand two feet tall with a light covering of icing sugar like a small snowdrift.

Hundreds of visitors find an hour of enjoyment watching local teams compete in a strenuous tug-of-war contest.

It seems country shows have been lucky. They have been captured in a huge time warp where little has changed in 80 years.

The values, the sharing, the enjoyment from simple pleasures of life remain.

It is a pity more city Australians are unable to share this unique experience.

In an age where individuals are looking to external stimulus for entertainment, it is pleasing to see rural Australia maintaining this very rare and valuable example of local community involvement.

Let's not worry about the few rusty show sheds or faded show signs.

Our agricultural shows confirm that the spirit is alive and well.

Western Farmer salutes the army of volunteers that keep the country show wheels turning. They play a valuable if unsung role.
Soil show a hit

HE Soil Conservation Districts display was a major highlight at the Merredin Show, with over 260 people an hour visiting the display.

"We were impressed by the amount of time that people spent looking at the various sections and asking questions," said Bevan Besson, the display organiser and extension officer on a National Soil Conservation Project with the Department of Agriculture.

The locally-staffed display covered 3,000 square feet and highlighted the activities and achievements of soil conservation districts from all areas of the State.

After talking to Joe Crook, Merredin Soil Conservation District committee president, Mr Besson said it was important that town people in Merredin were aware of the problems and achievements in caring for the soil, because land degradation was a community problem and its effect was felt by all who lived in the area.

The soil show will be a feature of the Koorda Show on Wednesday, September 14 and the Tambellup Show on Saturday, September 17. Other show venues for the display include Nyabing/Pingrup, Jerramungup, Esperance and Katanning.

See the Corrigin Agricultural Show write up for more details.
Out and about at the Merredin Show

Over 260/hr visit Soil Conservation display

OVER 260 people per hour visited the Soil Conservation Districts Display at the Merredin Show.

Display organiser Bevan Bessen said he was impressed by the amount of time that people spent looking at various sections and asking questions.

The display, covering 3,000 sq feet highlighted the activities and achievements of soil conservation districts from all areas of the state. Themes included wind erosion at Narembeen, salinity at Jerramungup and Esperance, catchment planning at East Balladu, farm planning at Waddi Forest, bank building, tree planting and cropping systems.

New pasture varieties including Dalkeith subclover, Santiago burr medic, Zodiac Murex medic and Madeira serradella were on show. Other features included landscape models of Esperance, Jerramungup and the North Stirlings, plus a working example of the Department of Agriculture’s land management planning system, LANDMAN.

President of the Merredin Soil Conservation District Advisory Committee president Joe Crook said the type of information presented in this display was what the soil Conservation District wanted to tell the local community about.

“It is important that town people in Merredin are able to see the problems and achievements in looking after the soil, because land degradation is a community problem and its effect is felt by all of us who live in the area,” he said.

The display has moved onto the Corrigin Show and will be a feature of the Kellerberrin Show on September 10 and the Koorda Show on September 14.
Soil show is a hit

THE Soil Conservation Districts display was a major highlight at the Merredin Show, with over 260 people an hour visiting the display.

“We were impressed by the amount of time that people spent looking at the various sections and asking questions,” said Bevan Besson, the display organiser and extension officer on a National Soil Conservation Project with the Department of Agriculture.

The locally staffed display covered 3000 square feet and highlighted the activities and achievements of soil conservation districts from all areas of the State.

Themes included wind erosion at Narembeen, salinity at Jerramungup and Esperance, catchment planning at East Ballidu, farm planning at Waddi Forest, bank building, tree planting and cropping systems.

New pasture varieties were also on display, including Dalkeith subclover, Santiago burr medic, Zodiac murex medic and Madeira serradella.

“The type of information presented in this display is exactly what the Soil Conservation District Committees want to tell the local community,” said Mr Besson.

After talking to Joe crook, Merredin Soil Conservation District committee president, Mr Besson said it was important that town people in Merredin were aware of the problems and achievements in caring for the soil, because land degradation was a community problem and its effect was felt by all.

The soil show will be displayed at the Kellerberrin Show on Saturday, September 10 and will be a feature of the Koorda Show on Wednesday, September 14 and the Tambellup Show on Saturday, September 17. Other show venues for the display include Nyabing/Pingrup, Jerramungup, Esperance and Katanning.

Soil savers display a big draw at show

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New pasture varieties were also on display, including Dalkeith subclover, Santiago burr medic, Zodiac murex medic and Madeira serradella.

Other features included landscape models at Esperance, Jerramungup and the North Stirlings, plus a working example of the Department of Agriculture’s land management planning system, LANDMAN.
WA's newest soil group formed

CORRIGIN has Western Australia's newest soil group. The Corrigin Soil Conservation District was formed two weeks ago.

Even so, the group managed to produce a large display for their agricultural show.

SCD chairman, Robin McIles, said: "We had a head start over many newly formed soil conservation districts, as we have had a strong and active Corrigin Farm Improvement Group for many years."

"The Farm Improvement Group applied to be recognised as a soil conservation district because to us, better farming is central to good soil conservation."

The group introduced itself to the district with the travelling display that was funded by the National Soil Conservation Programme.

He said that the travelling display, funded by the National Soil Conservation Programme, was an ideal way to let local farmers know of the district's debut.

The display featured the achievements of soil conservation districts from all areas of the State. Sections included wind erosion at Narembeen, salinity at Jerramungup and Esperance, catchment planning at East Ballidu, bank building, and a large information area on tree growing.

New pasture varieties including Dalkeith subcrovers, Santiago burr medic, Zodiac murex medic and Madeira serradella, were on show. Other features included landscape models of Esperance, Jerramungup and the North Stirlings, plus a working example of the Department of Agriculture's land management planning system, LANDMAN.

The Hon Mick Gayfer, who toured the display with the president of the Royal Agricultural Society, Jim Webster, and the president of the Corrigin Agricultural Society, Sandy Rae, said:

"Corrigin has a long history of conservation farming and this display is an excellent way for the new district committee to begin its activities."
Soil conservation features at show

Local identities, Les and Greta Lenane, featured in a comprehensive soil conservation display at Moora recently.

Their work in preparing a catchment management plan for the East Ballidu area was part of a large display at the Central Midlands Agricultural Show.

The display highlighted the activities of soil conservation districts from all areas of the State.

Other sections included wind erosion at Narembeen, salinity at Gogemungh and Esperance, farm planning at Waddy Forest, bank building and tree growing.

New pasture varieties including Dalkeith sub clover, zodiac murex medic, Madeira serradella and Santiago burr medic were on show.

Other attractions included landscape models of Gogemungh and the North Stirlings, a salinity model of Esperance and a working example of the Department of Agricultures new land management planning system, LANDMAN.

Shadow Minister for Agriculture, Barry Blakie, who toured the display with Bert Crane, MLA for Moora.

"A display like this is an excellent way to let farmers see what is going on in conservation throughout the state."

"It emphasises the way communities are tackling soil degradation and that emphasis on community level involvement is essential if land management is to be improved," said Mr Blakie.

Award winners

The Soil Conservation Districts Display won a prestigious award at the Central Midlands Agricultural Show.

The Margaret McAlister Shield for the best Business Display Award is given for the top indoor or light commercial display.

"We're delighted to receive the award on behalf of the Soil Conservation Districts and sponsor, the National Soil Conservation Program," said Bevan Bessen, display organiser.

He added the award confirmed the philosophy that soil conservation must be presented in such a way as to entertain and inform.

"A display on soil conservation should be able to compete on equal footing with commercial displays as we have a vital message and a receptive audience," said Mr Bessen.

Moora Agricultural Society President Mr Roy Fazey and wife Barbara are pictured examining a map depicting WA soil conservation districts.

Local agricultural specialist Les Lenane—his project in East Ballidu was a feature of the soil conservation display at the Moora Show.
Soil display wins award

THE soil conservation districts display has won a prestigious award at this year’s Central Midlands Agricultural Show.

The display won the Margaret McAleer shield for the best light commercial display.

It now is continuing its circuit of agricultural shows in the Great Southern.

Corrigin soil group formed

WA’s newest soil group, the Corrigin Soil Conservation District, made its debut at a travelling display in the town recently.

The conservation district was formed last month from the Corrigin Farm Improvement Group, which wanted to be recognised as a soil conservation district.

The display was funded by the National Soil Conservation Programme and it featured the achievements of soil protection groups from all areas of the state.

Western Farmer, September 29, 1988

Western Farmer, September 15, 1988
Major award for soils display

The Soil Conservation Districts display won a prestigious award at this year's Central Midlands Agricultural Show.

Speaking on behalf of the Soil Conservation Districts, display organiser Mr Bevan Bessen, said he was delighted to receive the Margaret McAleer Shield for the best, light commercial display.

"An effective soil conservation program must be presented in an entertaining and informative way, to compete on equal footing with commercial displays. "We have a vital message and a receptive audience," said Mr Bessen, adviser on a National Soil Conservation Project with the Department of Agriculture.

The display was then moved to the Koorda Agricultural Show on September 14, where the organisers were awarded a Highly Commended Certificate.
Nyabing-Pingrup Agricultural Show

The Nyabing-Pingrup Agricultural Show was held on Saturday with fewer exhibits in the flower and home industry sections.

But the cooking and vegetable displays were well supported.

According to steward Wendy Solly some of the regular exhibitors were not present but she said it gave new exhibitors a chance to display their products.

She also said that the junior section was not as well supported as it had been mainly because of the school holidays which now coincide with the show day.

But farmers submitted exhibits in the wool section and for a small show the wool was of a high standard.

This year a new goat section was added and many exhibitors took part.

Judges on the day said that the goats were of a high standard.

The merino ewes that were awarded first and second prize in the Nyabing-Pingrup Agricultural Society ewe hogget competition were displayed at the show and were a popular attraction.

WA Grain Pool general manager Kevin Swan officially opened the show and later Miss Showgirl Donna Wright took part in a parade around the oval.

Badgebup farmer Murray Harris said that there were some interesting trade exhibits despite the fact that there were fewer of them than in previous years.

The best trade exhibits were awarded to the Badgebup pottery group and the Agriculture Department's soil conservation display.

A sheaf tossing competition was held for the first time and it is expected to become a regular event at future shows.

Above: Members of the Narrogin and District Pipe Band John Young, Lindsey Borthwick, Andrew Borthwick and Richard McDougall at the Nyabing-Pingrup Show.

Right: Woodanilling farmer Lance Smith and officer-in-charge of the Katanning Agriculture Department Joe Burdas at the Agriculture Department's display at the Nyabing-Pingrup Show.
Major award for soils display

THE soil conservation districts' display won a major award at the Nyabing-Pingrup show at the weekend.

The display, jointly presented by the Dumbleyung Soil Conservation District and the Katanning office of the Agriculture Department, won the R.K. Calderbank trophy for the best trade display.

"We offer lots of information about soil conservation but at all times we try to keep the display entertaining and thought provoking," said display organiser Bevan Bessen.

"The response from farmers in this area has been tremendous and it is in line with a general upsurge of interest in farming systems that protect the land and increase farm profits."

The travelling display is funded by the National Soil Conservation Program and features achievements of soil conservation districts from all areas of the State.

Displays from conservation districts included wind erosion at Narembeen, salinity at Jerramungup, Esperance and Cranbrook, catchment planning at East Ballidu, bank building, tree growing and saltbush seeding.

One section that created a great deal of interest at Nyabing was the display of new pasture varieties.

These included dalkeith sub-clover, santiago buff medic, zodiac murex medic and madeira serradella.

The display will move south to the Jerramungup show on Saturday and the Esperance show on October 14 and 15 before returning to the Great Southern as a feature of the Katanning show on October 21 and 22.

Nyabing Agricultural Society president Ross Crosby urged anybody who missed the display at Nyabing last weekend to see it at Katanning.
Almost every post has been a winner for the Soil Conservation Districts display this year winning yet another award at the Nyabing Pingrup Agricultural Show.

On behalf of the Dumbleyung Soil Conservation District and the Katanning Agriculture Department, display organizer, Bevan Besser, was presented with the R.K. Calderbank trophy for the best trade display.

"We offer lots of information about soil conservation, but at all times we try to keep the display entertaining and thought provoking."

The response from farmers in the area was tremendous and was in line with a general movement towards sustainable farming systems.

"Soil conservation is vital in maintaining long term productivity and increasing farm profits," he said.

The display will move south for the Esperance Show on October 14 and 15 before returning to the Great Southern as a feature of the Katanning Show on October 21 and 22.

The largest soil conservation display to visit the south coast region will be a feature in this year's local Agricultural Show.

Display co-ordinator Bevan Besser said the display highlighted the activities and achievements of soil conservation districts from all areas of the State. Sections included wind erosion at Narambeen, salinity at Jerramungup, catchment planning, bank building, farm tree growing and cropping systems.

New pasture varieties would be on show including dalkeith sub-clover, santiago burr medic, zoidiac murex medic and madeira serradella. Other features include landscape models at Jerramungup and the North Stirlings plus a working example of the Agriculture Department's land management planning system—landman.

STUDY

Particular interest to Esperance people would be the section on the catchment study at Bedford Harbour, salinity in the Esperance region, lucerne data and high water use cropping systems.

A land resource study in the Esperance area would be on display and a salt seep treatment working model currently in operation at Munglinup.

AWARDS

The display had won awards already—it won the best trade display at the Central Midlands, Koorda and the Nyabing-Pingrup Shows.

The show was funded by the National Soil Programme—"it is an ideal way for local farmers to see achievements in soil conservation occurring throughout the State."

He urged people to have a look through the display—"it's free, entertaining and it's packed with information."

It would be displayed in the main auditorium complex between the office and cafeteria.
Traditional family fun

Over 10,000 people flocked to the 1988 Agricultural Show for traditional family fun.

Show Committee secretary Betty Lewis said the show was getting bigger each year.

"Trade exhibits and competition entries were up this year—we had 157 entries for horse events which was the most we’ve had in the last four or five years."

"I think increased number at the show are due to better economic conditions in the district—people generally feel happier about things."

There were eight more trade exhibits at the show this year—the woollen outfits display section was particularly popular.

"We got many favourable comments about the woollen garments displayed in the main exhibition pavilion."

The poultry section exhibited about 200 birds.

**Extra cages**

"There were so many entries we were making extra bird cages right at the last minute before the show began."

Poultry judge Kevin Nordstrom praised the local poultry club on the layout and presentation of their show pens.

"It’s one of the better exhibition pens in the State."

Mrs Lewis said the side shows and rides were popular this year.

Those thrill seekers who enjoyed viewing the world upside-down were fortunate to have the new Ranger ride in Esperance as it was one of only four in the world.

Toddlers swarmed to the animal nursery to cuddle goat kids, lambs and calves while adults took part in wood chopping, shearing and wool handling events.

**Range**

Competitions ranged from cake decorating to prize bulls. Educational displays like the Esperance District Soil Conservation Advisory Committee display also drew crowds.

By Saturday 5pm showbags

MORE IN PAGE 2
Hundreds view large soil display

Record crowds visited the Esperance District Soil Conservation Advisory Committee display at the Esperance show.

Committee secretary Ralph Silburn said over 340 people an hour visited the award winning display.

It was awarded the winner’s sash as the best indoor exhibit at the show and won a similar award at both the Merredin and Midlands events.

The base display was taken to most country shows this year but was supplemented by local material at Esperance.

National Soil Conservation Programme funding was used with State assistance monies to help the local committee with the display.

EDSCAC members were delighted with response from farmers and townspeople alike.

Member Mick Quinlivan said he was pleased with farmers’ interest.

“They really wanted to talk about better ways to farm and look after their soil.

INTEREST

“But it was even more heartening to see the level of interest in soil conservation from town-based visitors.”

Mr Silburn said soil conservation was vital in the local region.

“If we are to tackle it successfully we must get the support of the whole Esperance community.”

The display covered many soil conservation projects in the Esperance region including salinity treatment at Munglinup, Coomalbidgup and Bedford Harbour.

FEATURE

A major feature was the Land Resource Study complete with large soil profiles for visitors to touch and feel.

PREVENT

Another seven models demonstrated stubble cover necessary to prevent wind erosion in cereal and lupin crops.

Local farmer Jim Gray said it was extremely useful to have a good look at the cover types needed.

Other highly visual aspects included lucerne samples and four new pasture varieties bred by the Agriculture Department.

PEAK FLOW

Peak flows through the display at Merredin were 260 people per hour—about the same number as on Saturday morning in Esperance.

The afternoon crowd built up substantially and committee members spent all day in conversation with interested people.

Committee members appreciated assistance given by the Agriculture Department who prepared most display material.

EXPOSURE

Mr Silburn said he felt the exposure given to the committee through the show display would encourage more people to get involved in soil conservation and provide input to committee activities.

“We are a community based group.”
Conservation district expanded

A MEETING held in the Pingo Hall on Monday saw the Kent Shire's soil conservation district expanded to include five wards in the eastern section of the Shire.

The meeting was held after appeals were made to the Kent Shire Council by the Pingo branch of the WA Farmers' Federation and several land-owners who were concerned about land degradation problems in the eastern section of the Shire caused by the wet winter.

The expanded soil conservation district will incorporate 10 wards in the Kent Shire. After a meeting held in March in the Nyabing Hall a soil conservation district was established in the Shire's western wards.

A steering committee was formed at that meeting which was chaired by local farmer John Berger.

At Monday's meeting five additional farmers were elected to the steering committee.

They were K. Solly, P. Vanzetti, A. Parkes, D. Stanich and D. Hewitt. A formal request to incorporate the whole Shire as a soil conservation district will be made to Agriculture Minister Julian Grill.

A soil conservation field day will be held next Monday at Louis and Olga Drake-Brockman's property, three kilometres east of Nyabing on the Pingo Road starting at 1.30pm.

This event has been organised by the steering committee under the guidance of Roy Jury.

Agriculture Department speakers will attend the day.

Visitors will be able to inspect a property on which a soil conservation program has been implemented.

Fences, tree planting and contour banks have been integrated into the conservation plan and the effectiveness of these works have been put to test by summer floods and winter storms.

WESTERN FARMER, September 15, 1988

Moves to stem big Kukerin soil loss

ABOUT 20 south Kukerin farmers met last week to look at the possibility of developing a catchment plan for their area.

Convenor, Greg Joyce, said a sub committee had been formed to organise a further meeting next month to form an "action plan".

"Basically it was felt we could enhance the productivity of the area if we got together and planned how to control water throughout the catchment," Mr Joyce said.

"It would mean preventing run-off and seepage and removing surface water from the flats."

Strategies

Mr Joyce said he envisaged farmers would cooperate to ensure water was diverted into dams or natural waterways.

"It will start at the top of the catchment area and we will work out strategies involving trees and contoured banks," he said.

The idea of a co-operative attack on water control evolved from the recent formation of the Dumbleyung Soil Conservation district.

"Everybody is becoming more aware of the need to do something to stop the damage being created by uncontrolled water," Mr Joyce said.

"It makes a lot of sense if everybody in the area can be involved and own the problem."