



# CGA FINAL REPORT 2015/16

## ***Part 1 - Summary Details***

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Please use your TAB key to complete Parts 1 & 2.

**CRDC Project Number:** WIN1501

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**Project Title:** Regional Leadership Workshops: Resilience –  
Confidence – Leadership in 4 Valleys

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**Project Commencement Date:** May 2015    **Project Completion Date:** Sept 2015

## ***Part 2 – Contact Details***

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## ***Part 3 – Final Report***

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### ***Background***

#### **1. Outline the background to the project.**

The need for these types of workshops was uncovered at the Wincott AGM, at the Cotton Conference in August, 2014. 200 women attended and answered a survey of what they thought was needed in the industry. The need for a more skills based workshop in regional areas was listed as a high priority. In the months since then, the drought has hit home even further in most cotton-growing regions. The Wincott committee felt there was an even stronger need to help boost the resilience, build confidence and encourage leadership skills in the regions.

### ***Objectives***

#### **2. List the project objectives (from the application) and the extent to which these have been achieved.**

Personal and Professional development for women in the cotton industry, encompassing resilience skills, building confidence, leading into leadership skills. The workshop program will also include innovative HR practices and building capacity of the individual, who will in turn, build the capacity of their farm business, local community and industry.

The other main objective was to encourage participants to set goals and follow through with action plans.

### *Methods*

#### **3. Detail the methodology and justify the methodology used. Include any discoveries in methods that may benefit other related projects.**

Four workshops were held in different regions, Griffith, Moree, Dalby and Emerald. Facilitated by Helen Dugdale, Consultant. Where a total of 51 participants engaged in hands-on activities including confidence building exercises, communication skills in dealing with confrontations, staff-handling techniques. All the topics combined to allow setting goals much clearer and easier, with personal attention given to individual action plans to help ensure that goals were realistic and attainable.

### *Outcomes*

#### **4. Describe how the project's outputs will contribute to the planned outcomes identified in the project application. Describe the planned outcomes achieved to date.**

Outputs:

The workshop manual was developed and given to each participant.

Series of tasks was also developed for each individual.

Goal-setting and Action plans were also designed for each participant.

Outcomes:

As mentioned in the project application, economic benefits of this project include: better staff management skills, dealing with difficult people, self-improvement techniques, improved human resource management and achieving set goals. Desired Social benefits mentioned were: having an effective grower and community base with the ability to adapt to new ideas and follow through with set tasks.

From the responses received post-workshop, both verbal and written, it seems that a major outcome was the development of dynamic networks, 'establishing and empowering creative forums and initiatives which build relationships'. In that, most of the responses expressed the desire to meet up again as a group, and show accountable for their actions since the original workshop was held. This was one of the measures of success as stated in the project application.

#### **5. Please report on any:-**

- a) Feedback forms used and what the results were (**see attached**)
- b) The highlights for participants or key learnings achieved
- c) The number of people participating and any comments on level of participation

A survey was designed and distributed to the 51 participants, a few months after the workshop. This allowed time for participants to implement any of the learnings gained from the workshop and also to implement their goals and action plans. 11 surveys were returned. (21.5% response rate). Anecdotal feedback is that many farming families feel that they are constantly asked to fill out surveys!, and September/October is a busy time of year on farms.

*(The results of that survey are attached.)*

Highlights and most often-mentioned comments include:

- appreciation of the goal-setting session ,and laying out of action plans
- being more assertive was also mentioned quite a few times, especially in the workplace.
- “great opportunity to meet other women in the industry and learn something new at the same time”.
- “should hold a meeting or event like this annually”, was also mentioned quite a few times, so that women can catch up, learn from each other and somehow be accountable for the goals they had set.

Comments include:

“I don’t usually set goals because we are so busy on the farm and I have an off-farm job as well. Now after doing this workshop I now how to set smaller, more achievable goals.”

“I am not normally into Personal development, however, I learnt a lot today and am glad I came.”

“Brilliant – thank you, we need to value more what we do.”

“Learnt how to be more effective at making requests of others.”

“Thank you to Helen, CRDC and Wincott for a great day, and for providing the opportunity for us to participate.”

“Learnt how to say ‘No!’”

“Easy skills to adapt in any situation. Not just in work organisation. Great experience and very helpful in meeting other people in the industry.”

“Learnt how to deal with difficult people.”

### ***Budget***

#### **6. Describe how the project’s budget was spent in comparison with the application budget. Outline any changes and provide justification.**

The only change to budget was the decrease in catering costs, due to less than 60 people attending. This figure of \$280 was used for administration costs by Wincott – ie. Printing, phone calls, internet costs.

**Please list expenditure incurred. (*Double click inside the table to enter the data*)**

### ***Conclusion***

#### **7. Provide an assessment of the likely impact of the results and conclusions of the research project for the cotton industry. What are the take home messages?**

It seems that the key take-home message is that the participants appreciated the session on goal-setting and being accountable in completing these tasks. There were also many comments about learning to be more assertiveness, some found this quite challenging though, and said it made them think.

They also seemed to want to be able to meet up again, possibly informally, and share experiences about what they have achieved, and also to hear news about the industry.

There has been strong interest from the Emerald area for a follow up workshop with Helen Dugdale.

Engaging Helen Dugdale to deliver the workshops was also a key to their success. Helen is very skilled in the planning, delivery and assessment of her products and with her strong history in the cotton industry meant she had a very keen understanding and empathy of her target audience.

### ***Extension Opportunities***

#### **8. Detail a plan for the activities or other steps that may be taken:**

- (a) To tell other CGAs/growers/regions about your project.**
- (b) To keep in touch with participants.**

**(c) For future projects.**

As a result of the feedback from the participants of the workshops there is very strong interest in the Emerald area for a follow up workshop. Wincott is considering how this can be resourced to meet the needs of women in the cotton industry in the Emerald area. There has also been interest from other valleys to have the same workshops delivered in their areas. At the most recent Wincott AGM a strategic planning session was included as a part of that meeting. It was highlighted in that session that attending members still thought it was important for Wincott to address the areas of personal and professional development and leadership, and building confidence in women. These objectives were met by the delivery of the building resilience workshops delivered by Helen Dugdale.

## Be Bold – Regional Workshop, June 2015

Wincott welcomes your feedback

Total 49 respondents. This feedback form was distributed at the end of each workshop.  
(The following comments in blue, are a compilation of the responses)

### Satisfaction Level (where 5 = High, 1= low))

**The content covered was easy to understand.** 1, 2, 3, 4, 5

Results: 96% rated this as either a 4 or 5  
4% rated a 3 (neutral)

**The content was useful** 1, 2, 3, 4, 5

Results: 96% rated this as either a 4 or 5  
4% rated a 3 (neutral)

**Will you be able to put anything into practice?** Yes No

Results: 96% said 'Yes'

If yes – please list:

33 comments about goal-setting being the most likely to be put into practice.

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"being with other rural women" was mentioned quite a few times in this comments section.

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**Would you recommend this workshop to others?** Yes No

Results: 90% said 'Yes',  
(5 did not answer)

### Which topics did you enjoy the most? (please tick)

Participants rated the following as their most favourite session. There seemed to be a different favourite for different individuals, however, goal-setting was the most popular.

Pro-active session : 51%

Leadership styles: 49%

Listening skills: 45%

First impressions: 41%

Assertiveness: 55%

Managing stress: 45%

Goal Setting: 67%

## Leadership Workshop Survey Questions September 2015 –

**Collated Responses: 11 responses out of 51 participants = 19.5% (responses in black)**

1. What is your area of involvement in the cotton industry? (Can choose more than one):

Business management (4); Farm office management (4); Practical work (3); Cotton Farm owner (5); Other (6); Not involved (0)

2. In which region are you based? Central Qland = 9; Darling Downs = 1, Southern region = 1

How long have you been involved in the cotton industry?

<2years = 2; 2-6 yrs = 5; 6-10 yrs = 1; 15-20 yrs = 3  
Or Not involved?

4. Thinking about the “Be Bold” workshop, In the last 4 months, have you implemented any personal development skills, for yourself? Y/N Yes = 11

Or for someone else? Y/N Y=1

If yes, please feel free to comment: “Remember to Smile more!”;

Have encouraged others to step up;

Thinking about how to have a positive discussion;

Change my way of thinking and expectations of others.

It has helped build my confidence.

5. Thinking about the Proactive session, (Being Above the Line; Using Positive Language (no but's, don'ts); Being mindful/appreciative; Dealing with Difficult people) – have you been able to use this information in your life or workplace? Yes/No Yes = 11

If yes, please feel free to comment: Not using ‘but’;

I often use all these skills;

More mindful of how I treat people.

“Yes, absolutely”.

I am more proactive and recognise my good points.

6. Thinking about the Communication Styles and Listening skills session (ie. DISC styles, non-verbal language etc).

Have you been able to put this knowledge into practice?

Yes/No YES = 11

If yes, please feel free to comment: How to treat people with different communication styles.

Am more aware of non-verbal messages from people.

7. Thinking about the Leadership styles and First Impressions activities, have you had the opportunity in the last 5 months, to put this knowledge into practice?

Yes/No Yes = 10; No=1;

If yes, please feel free to comment: Used First Impression skills at a conference;

Encouraged others in volunteer groups to take on leadership roles.

Have more confidence in going into new situations.

8. Thinking about the Stress Relief session (ie What works for you) and Appropriate Assertiveness session (ie saying ‘No’), have you been able to put this knowledge into practice?

Yes/No Yes = 10; No = 1;

If yes, please feel free to comment: Started yoga; Making sure the ‘yes’ and ‘No’s” work for me; Used the

requesting skills when asking people to do something. Remember to value myself when in stressful situations.

9. Do you have any Goals or Action Plans for the next 12 months?

Yes/No Yes = 10; no = 1;

If yes, please feel free to comment: Started a Business Management program; Have smaller achievable goals in place; Go back to full-time work; Work on my confidence and skill sets. Learn to do things ‘step by step’.

10. Would you recommend that Wincott hold these workshops in other valleys?

Yes/No Yes = 10.

Would be good to have a 1 ½ day workshop, where you came back the next day having thought about things.

11. The Wincott committee would very much like to hear your ideas for the future direction of Wincott in the Industry

Please feel free to list your suggestions:

12. What would you like Wincott to do for:

a) you?

“Provide opportunities for the ladies of the industry to get together. Need to bridge the old heads and new heads as both can be of support to each other.

Maintain/build relationships across the industry service groups/businesses and between growing areas. We are small groups in the north and need to support each other.

Encourage Wincott to have a greater profile in the area.

Workshops for practical tips that may assist with office management.

Maintain regular sessions.”

“Have a half day annually to provide focus and reinvigorate.”

“Have an informal get together with maybe a guest speaker.”

“Sponsorship for women to attend events such as RIRDC Rural Woman of the Year.

Encourage women to enter such events as above.

A ‘Facebook’ type database that lists our members’ skills and/or areas of expertise so we can share knowledge. Eg. I have no website design or creation skills but there will be many Wincott women who do – one of them might like to hold a training session for other women who would like to learn. Sometimes it is easier to learn from people who are in the same industry, rather than a trainer who might not understand specifics about our business or our needs.”

“Continue to allow women in the industry – particularly local farming women to meet and enjoy learning about the industry but also having a day away from the farm!”

“Would be good to meet up again 12 months later, to reinforce learnings.”

b) the Industry?

“Encourage women to enter the cotton industry but having a presence in all facets of the industry.”

13. Would you like to receive more information regarding Wincott and/or the Cotton Industry? and which method would best suit you?

Yes/No Yes = 6; already on list = 2; No = 1.

Preferred Method: Email – majority, with a few suggesting face book groups in each valley.