

Curriculum Vitae

Dr Jeff Coutts

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CURRENT SITUATION

- **Director**, COUTTS J&R Pty Ltd, Consultants, PO Box 2681, Toowoomba Q 4350 Australia. Phone 07 46301297; Mobile: 0438 361153. E-mail: jeff@couttsjr.com.au. Web page: www.couttsjr.com.au This consultancy business is based in managing and evaluating change in rural industries and communities.
- **Director, QualDATA** – a market research, scoping and evaluation company – www.qualifiedata.net.au
- **Owner, Rural Survey Specialists** – www.ruralsurveyspecialists.com.au
- **Adjunct Associate Professor** – **Faculty of Business and Law, University of Southern Qld**

QUALIFICATIONS

- **Bachelor of Applied Science (Rural Technology)** from the then Queensland Agricultural College, Lawes, Queensland. 1975.
- **Master of Science (Management of Agricultural Knowledge Systems) with Distinction** from Wageningen Agricultural University, The Netherlands. 1990.
- **Doctor of Agricultural and Environmental Sciences (PhD)** from Wageningen Agricultural University, The Netherlands. 1994.

CITIZENSHIP

- Australian

LANGUAGES

- **English**: first language
- **Melanesian Pidgin**: fluent
- **Dutch**: working knowledge

STRENGTHS – KEY CONSULTANCY AREAS

- Monitoring and Evaluation:** program; project; processes; techniques; training
- Project leadership:** rural development; capacity building
- Extension:** policy, methodology, processes, training
- Action Research:** participative RD&E
- Community capacity building:** development process; training
- Communication:** planning; processes
- Education & training:** structures; processes

CURRENT MEMBERSHIPS

- Member Australasian Evaluation Society Inc
- Member, Asia Pacific Extension Network (APEN)
- Member of Editorial Panel for Journal of Agricultural Education and Extension
- Chair Toowoomba Landcare Group Committee

INTERNATIONAL WORK AND PROJECT EXPERIENCE

- 2014 **Monitoring and Evaluation Workshops** for AgResearch, New Zealand
- 2013-17 **Monitoring and Evaluation** of “Primary Innovation Program” New Zealand
- 2012 Facilitation of “**Improving Market and Value Chain Research**” for ACIAR in Vietnam
- 2011/12 **Extension training and organisational mentoring** - Consorcio Lechero in the Dairy Industry Chile
- 2010 **Workshops and Key Note speaker** on technology adoption with the Cooperinsem and Consorcio Lechero in the Dairy Industry Chile
- 2010-2012 **Developing a Monitoring and Evaluation Framework** and tools and providing associated training for Dairy NZ
- 2009 **Facilitated workshop in Fiji on building extension capacity in the South Pacific** – University of Queensland/ACIAR
- 2007 Needs assessment in relation to **Strengthening Province-based Adaptive Agricultural Research and Development capacity of Agricultural Technology Assessment Institutes (AIATs)** [*Balai Pengkajian Teknologi Pertanian (BPTPs)*] in *Four Provinces of Eastern Indonesia: South Sulawesi, South-East Sulawesi, Nusa Tenggara Timur (NTT) and Nusa Tenggara Barat (NTB)* through the Smallholder Agribusiness Development Initiative (SADI) Subprogram 3, Component 2
- 2006 **Review of Development and delivery of practical disease control program for small scale shrimp farmers in Indonesia, Thailand and Australia** - ACIAR
- 2005 **Review of Accelerating the impacts of participatory research and extension on shifting cultivation farming systems in Laos** -ACIAR
- 2003-5 Extension policy consultant - ACIAR **Philippines Extension Project** – improving the delivery of extension under the decentralised system.
- 2003-6 Independent Monitoring of PNG **Integrated Agriculture Training Program Vudal – AusAid PNG Incentive Fund Project**
- 2002/6 ACIAR – Project Director Scientific Communication Project **Papua New Guinea**
- 2002 Training Needs Analysis for Integrated Agriculture Training Program Vudal – AusAid **PNG** Incentive Fund Project
- 2001 ACIAR – **Philippines scoping visit** for Enhancing Agricultural Productivity through good extension governance
- 2000/01 **Papua New Guinea (PNG) Agricultural Institutional Strengthening Project** funded by NZODA. **1.** Conducting Training in Research Methods, Adult Learning and Project Management for University of Queensland through Uniquet. **2.** Poultry Consultancy – hatchery development.
- 1998 **Development of an evaluation framework for the Cambodia-IRRI-Australia Project (CIAP).** This framework is based on a team learning approach and involves stakeholders to the project.
- 1998 **Development and presentation of workshop on Participatory RD&E,** in conjunction with the University of the North, Petersburg, **South Africa.** Project team: J Coutts, S Chamala, Ciel Claridge.
- 1984 **Farms Operation Manager** - Christian Leaders Training College, *Papua New Guinea.* This involved supervision of a dairy farm and milk processing plant as well as the poultry operation.
- 1981-84 **Supervisor, Girambin Poultry** - Christian Leaders Training College, Banz, *Papua New Guinea.* This included management of an integrated poultry operation and marketing, and supervision of up to 20 staff.

1976-77 **Manager, Hagita Plantation** (Cattle and Coconuts), as well as teaching high school agriculture at Hagita High School, in Milne Bay Province, **Papua New Guinea**. This included planning the course curriculum. This was part of the Australian Volunteers Abroad Program.

AUSTRALIAN WORK EXPERIENCE

2002 - **Director** Coutts J & R Pty Ltd – Managing and evaluating change
2006 - **Director** QualDATA – Monitoring and Evaluation Systems
1997-2002 **Director/Associate Professor**, Rural Extension Centre, University of Queensland Gatton
1993-1996 **Principal Extension Officer (Extension Development)**, Rural Extension Centre, UQ Gatton College - Queensland Department of Primary Industries. In this position I undertook research and consultancy in extension policy and processes and program evaluation.
1991-93 **Principal Extension Officer, Policy Co-ordination** - Queensland Department of Primary Industries.
1990-91 **Manager, Poultry Field Services** - Queensland Department of Primary Industries, with state responsibilities for developing extension services to the poultry industry.
1984-90 **Husbandry Officer (Pig & Poultry Branch)** - Queensland Department of Primary Industries. Located in Toowoomba.
1980-81 **Administrator – Poultry Breeder farm complex** - employed by Inghams Enterprises at Beaudesert, Queensland.
1977-80 **Poultry serviceman** – Inghams Enterprises – providing technical support to contract meat chicken producers.

SAMPLE OF AUSTRALIAN EVALUATIONS, REVIEWS AND OTHER PROJECTS

2014 **Review of the Extension Strategy for ReefPlan** – Queensland Government
2014 **Review of Regional Development Programs** – Dairy Australia
2014 **Sheep Connect Tasmania** – a desktop review of impact and evaluation processes – for TIA and AWI
2013-14 **Development of a Monitoring and Evaluation Framework** for Meat and Livestock Australia
2013-14 **Development of a Monitoring and Evaluation Framework** for Dairy Australia
2013 **Review of National Centre for Dairy Education Australia** (NCDEA) for Dairy Australia [Contact: Shane Hellwege]
2013 **Evaluation of ‘The Sheep’s Back’** – an AWI Producer Network Project – for AWI and Icon Agriculture
2013 **Review of Reef Rescue incentives program** for Terrain NRM
2013 **Review of Reef Rescue; Healthy Habitats and the Murri Ranger program** for Burnett Mary NRM Group (being completed) [contact: Emily Maher]
2013 **Three year impact review of Condamine Alliance** – Sustainable Agriculture; Water; and Biodiversity programs [contact: Lucy Richardson]
2012 **Longitudinal Review of Sheep Connect Farmer Network Projects** for Australian Wool Innovation
2012 **Development of a Monitoring and Evaluation Strategy** for Central and Southern Queensland Training Consortium - education of Registrars seeking GP Accreditation
2011/12 **Evaluation of the Knowledge and Adoption Program of the Synthesis Phase of Tropical Rivers and Coastal Knowledge (TRaCK) research program**
2011/12 **Monitoring and Evaluation of ReefPlan Extension Project** – DEEDI, Qld
2011 **Evaluation of the NQ Dry Tropics Reef Rescue Program** – NQ Dry Tropics
2011 **Evaluation of the implementation of the NSW Sustaining the Basin: Border Rivers-Gwydir pilot project** for I&I NSW

- 2010-11 **Capacity building within the Chilean Dairy Industry across the value chain** in terms of increasing productivity and quality across the country for the Consorcio Lechero
- 2010-11 **Development of an evaluation framework for impact reporting for DairyNZ's Extension Program** for DairyNZ
- 2010 **Review of People Development Arena Projects** for Sugar Research and Development Corporation
- 2010 **Program Logic, Evaluation Framework and Annual Operational Planning** for 5 Natural Resource Management Programs – for Eyre Peninsula NRM Board.
- 2010 **Evaluation of the Tropical Rivers and Coastal Knowledge (TRaCK) research program** – part of the CERF Program
- 2010-11 **Evaluation of the Stakeholder Engagement Strategy** for the Murray Darling Basin Authority Basin Plan
- 2009 **Providing mentoring and input into the development of an Extension Strategy for the Northern Territory**
- 2009 **Evaluation of the Best Practice Management Salinity project** – NRM North, Tasmania
- 2008-09 **Developing an evaluation framework for Property Management Planning** - NRM North, Tasmania
- 2008-09 **Developing Evaluation Framework for the Live Export Program** – Meat & Livestock Australia & LiveCorp
- 2009- **On-going impact evaluation of Primary Industry Centre for Science Education** – University of Tasmania
- 2008-2010 **On-going evaluation of the National Program for Sustainable Irrigation** – initially Land & Water Australia, then Cotton Research & Development Corporation.
- 2008 **Review of the use and impact of incentives for on-ground change** - Burdekin Dry Tropics NRM
- 2008 **Evaluation of the SRDC Grower Group Initiative Program** - SRDC
- 2008 **Evaluation of the Cotton Knowledge Management Project** - DPI NSW and Cotton Communities CRC
- 2008 **Evaluation of the Cotton Natural Resource Management Project** – DPI NSW and Cotton Communities CRC
- 2008 **Developing an evaluation framework for the Commonwealth Environment Research Fund Hub** - Landscape Logic.
- 2008 **Developing an evaluation framework for the CRC in Future Farming Industries Adoption and Commercialisation Program.**
- 2008 **Evaluation of the Impact of Capacity Building Projects** for the Burdekin Dry Tropics NRM.
- 2007+ **Monitoring and Evaluation** of the Adoption and Commercialisation sub program of the CRC for Future Farming Industries (as part of QualDATA)
- 2007 **Assistance with developing an evaluation framework** for LWA's Native Vegetation program.
- 2007 **Review of Cane Productivity Groups in the Burdekin** – CSR, SRDC & BPS
- 2006/07 **Evaluation reporting of the Land Wool & Water Program** – Land and Water Australia and AWI
- 2006/08 **Monitoring and Evaluation of New Opportunities for Tropical and Pastoral Agriculture (NOTPA) project** – WA Department of Agriculture
- 2006 **Market Research Project – Establishing demand for salinity extension and training products** – CRC for Plant-based Management for Dryland Salinity
- 2006 **Evaluation of the use of the National Dryland Salinity Program 'harvest products'**
- 2006/07 **Benchmarking attitudes and Knowledge of Beef Producers in the Maranoa Catchment before and after training** - QMDC
- 2006/07 **Role of Agricultural Consultants in production and environmental extension in New Zealand** – NZ AgResearch
- 2005/07 **Benchmarking attitudes and impact – Burdekin Sugar Harvester project** (using satellite technology) – Sugar RDC
- 2005/07 **Social implications of introducing Satellite technology into cane harvesting operations** – component of a pilot study in the Burdekin – CSR/SRDC

- 2004/07 **Cultural Imprint study of the cane industry in the Herbert** (one of the 3 social scientists on the project) – SRDC/CSR
- 2004/06 **Evaluation mentoring for AgSIP programs** (government NRM projects supporting Regional Bodies) – DPI& F Queensland
- 2005/06 **Evaluation mentoring at program, subprogram and project levels for Land Wool & water** – Land & Water Australia
- 2005 **Review of SeaNet – an environmental extension service to Australian Fisheries** - DAFF
- 2005 **Review of BESTWOOL 2010** – DPI Victoria (an extension program based on facilitating grower groups).
- 2005 **Review of Extension in the Cotton Industry** – Cotton Research & Development Corporation as part of 4 person review team.
- 2005 **Review of Extension and Adoption Strategy – development of alternative scenarios** – Meat & Livestock Australia
- 2004 **Review of Enhanced delivery of Prosper to achieve adoption of Best Management Practices in the Queensland Sugar industry** – Sugar R&D Corp & BSES.
- 2004 **Development of National Extension Policy** – working group and forum including Capacity Building for Innovation in Rural Industries Cooperative Joint Venture and Australasian Extension Network.
- 2002/3 **National Extension/Education Review** - Capacity Building for Innovation in Rural Industries Cooperative Joint Venture
- 2003 **Evaluation of the introduction of Water Trading in Queensland** – Department of Natural Resources and Mines.
- 2003 **Attracting Young People into Horticulture** – scoping study funded by the national Horticultural research Network and Horticulture Australia.
- 2003 **Evaluation of the implementation and impact of the adoption component of the Prosper/CPI CSR Initiative in the Herbert and Burdekin** – funded by CSR and BSES
- 2003 **Salinity and water quality education scoping study** – for Environment Australia and AFFA.
- 2003 **Review of the Vegetable Industry Development Officers** – for Horticulture Australia Ltd
- 2002/3 **National Extension/Education Review** – for Joint Venture in Human Capacity Building in Rural Industries.
- 2002 **Evaluation of the National Heritage Trust Regional Capacity Building Training project** – NHT
- 2001/3 **Evaluation of the Rural Water Use Efficiency Program** – commissioned by Department of Natural Resources and Mines, Queensland

LECTURING/TRAINING

Lead and delivered UQ Masters level courses on *Evaluation of Project and Programs*, until 2012, taught *Research Methods* and undertakes *PhD and Masters Research supervision and examination* across a range of topic areas in development and extension across a number of universities.

Short courses run:

- Interviewing and Focus Groups
- Evaluating Empowerment
- Evaluating Engagement
- Introduction to Evaluation – and using log-frames
- Developing Monitoring and Evaluation Frameworks for organisations and programs
- QualDATA strategic stakeholder engagement and evaluation
- Survey design

SELECTED PUBLICATIONS

- Coutts J, Botha N and Turner J A (2014) *Evaluating a Co-innovation Policy Initiative in New Zealand* in Proceedings of *Farming Systems Facing Global Challenges*, 11th European International Farming Systems Symposium, Berlin April 2014
- Warren Hunt, Colin Birch, Jeff Coutts & Frank Vanclay (2012): The Many Turnings of Agricultural Extension in Australia, *The Journal of Agricultural Education and Extension*, 18:1, 9-26
- Hunt, W., Birch, C.J., Coutts, J., and Vanclay, F. (2012). The Many Turnings of Agricultural Extension in Australia. *Journal of Agricultural Education and Extension*, 18:1, 9-25.
- Hunt, W.D., and Coutts, J. (2009). Extension in tough times – addressing failures in public and private extension, lessons from the Tasmanian wool industry Australia. *Journal of Agricultural Education & Extension*, 15 (1), 39-55.
- Hunt, W., Vanclay, F, Birch, C., Coutts, J., Flittner, N. and Williams, B. (2011). Agricultural extension: Building capacity and resilience in rural industries and communities. *Rural Society*, 20:2, 112 – 127.
- Coutts J & Roberts K (2011) Theories and approaches of Extension: Review of Extension in Capacity Building, in Jennings, J; Packham, R and Woodside D Eds (2011) *Shaping Change: Natural Resource Management, Agriculture and the Role of Extension*. Australia: Australasia Pacific Extension Network (APEN)
- Roberts K & Coutts J (2011) Monitoring, Evaluation and Reporting of Extension, in Jennings, J; Packham, R and Woodside D Eds (2011) *Shaping Change: Natural Resource Management, Agriculture and the Role of Extension*. Australia: Australasia Pacific Extension Network (APEN)
- Botha C A J & Coutts J (2011) Moving Change to the Top of the Agenda – learning from the on-ground decision makers, accepted for publication in *South African Journal of Agricultural Extension (SAJAE)* Volume 39, 2011
- Hossain D, Gorman D, Eley R, Coutts J: Value of mental health first aid training of advisory and extension agents in supporting farmers in rural Queensland. *Rural Remote Health*; 2010 Oct-Dec;10(4):1593
- Hossain, D. Gorman, D. Eley, R. **Coutts, J.** (2009). Farm Advisor's reflections on Mental Health First Aid training. *The Australian e-Journal for the Advancement of Mental Health* 8(1). www.auseinet.com/journal/
- Hunt W & Coutts J (2009) Extension in tough times – addressing failures in public and private extension, lessons from the Tasmanian Wool Industry, in *Journal of Agricultural Education and Extension*, Vol. 15, No.1, 39_55, March 2009
- Hossain, D., Eley, R., Gorman, D., and **Coutts, J.** (2008). Mental Health of Landholders in Southern Queensland – issues and support, *AJRH*, 16:343-348.
- Botha N, Coutts J & Roth H (2008) The Role of Agricultural Consultants in New Zealand in Environmental Extension, *Journal of Agricultural Education and Extension*, Vol. 14, No. 2, 145_158, June 2008
- Botha N and Coutts J (2006) *Extension and Consultancy- current thinking* Primary Industry Management Journal New Zealand
- Coutts J, Ocenar R D, Brillantes Jr A B, Cuthbertson S (2006) *Training as an Intervention to Enhance Agricultural Extension Effectiveness in a Devolved Setting: The Case of Leyte*, in Brillantes Jr AB, Ocenar RD & Tumanut MA (Eds) *Devolved Agricultural Extension Services in the Philippines: Trials and Triumphs – Cases from Frontline Local Governments*, Center for Local and Regional Governance (CLRG), University of the Philippines, Quezon City, The Philippines.
- Coutts J (2005) *Evaluating Success in Achieving Adoption of New Technologies*, NSW DPI and Beef CRC Conference “Moving from Research to Adoption” Quality Nautilus Resort, Coffs Harbour NSW 3-5th May 2005.
- Coutts J & Roberts K (2003) *Extension Models and Best Practice*, APEN Extension Conference, Hobart November 2003
- Coutts J (2003) *Capacity Building through Extension*, in RipRap, the River and Riparian Lands Management newsletter, Land & Water Australia, Canberra
- Coutts J, Douglas J & Campbell A *Cooperation, collaboration and common sense – towards a National Extension Framework for Australia* refereed Proceedings of the 3rd Australasian Pacific Extension Conference Toowoomba October 2001

- Coutts J (2001) Five Domains of Extension – a Queensland Perspective *ExtensionNet* Volume 9 No 1 (in print) Australasia Pacific Extension Network. Melbourne.
- Coutts J & Paine M (eds) (1999) Special Australasian Pacific edition of *The Journal of Agricultural Education and Extension*, 1999 vol. 6, no 2
- Coutts J (1999) *Extension Practice in Australia – facing 2000* (Key Note address) Proceedings of Central Queensland Extension Conference, Yeppoon May 1999
- King, K, Coutts, J and Jiggins, J (1998) *Unearthing paradox as a focus for facilitating rural sustainability Proceedings* (Vol 2) 15th AFSRE International Symposium 29 November -4 December Pretoria
- Coutts J (1998) *A Farming Systems Approach to increased use of Integrated Pest management in the Australian Cotton industry** in Proceedings of the Third Symposium on Rural and Farming Systems Analyses: Environmental Perspectives. Stuttgart-Hohenheim, Germany, 25-27 March 1998
- Coutts J (1997) *Communications into the New Millennium* (Key Note Address) in Proceedings of 1998 National Soil Acidification Conference, Sunshine Coast, Queensland.
- Coutts J *Changes in Extension – an Australian Perspective: the coming of age of extension* (Key Note address) in Proceedings of the 2nd Australasia Pacific Extension Conference on Managing Change: building knowledge and skills, Albury, NSW APEN 18-21 Nov 1997, Vol II pp 22-32