



**Collaborative web-based software for
planning, implementing and measuring
behaviour and practice change e.g. for
sustainability**

www.targeton.com



Key value propositions

- Provides a web-based framework for collaborative planning, implementation, measurement & communication
- Can be used by workgroups or communities of practice
- Scalable and extendable
- Software as a service, cloud computing model



Why targetOn?

Perth Region NRM & C4oC

Need to show progress by communities of practice (e.g. vigneron) towards targets across issues e.g. soil, pests, weeds, vegetation management etc

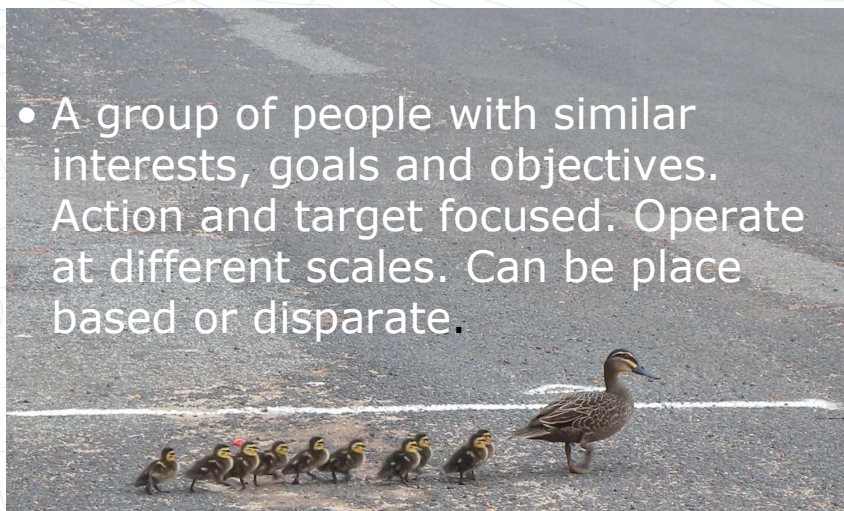
Need for landscape scale change

Current approaches 'business as usual'; time consuming, lack rigor, fragmented, discontinuous, inflexible, lack accountability and transparency



What's a community of practice

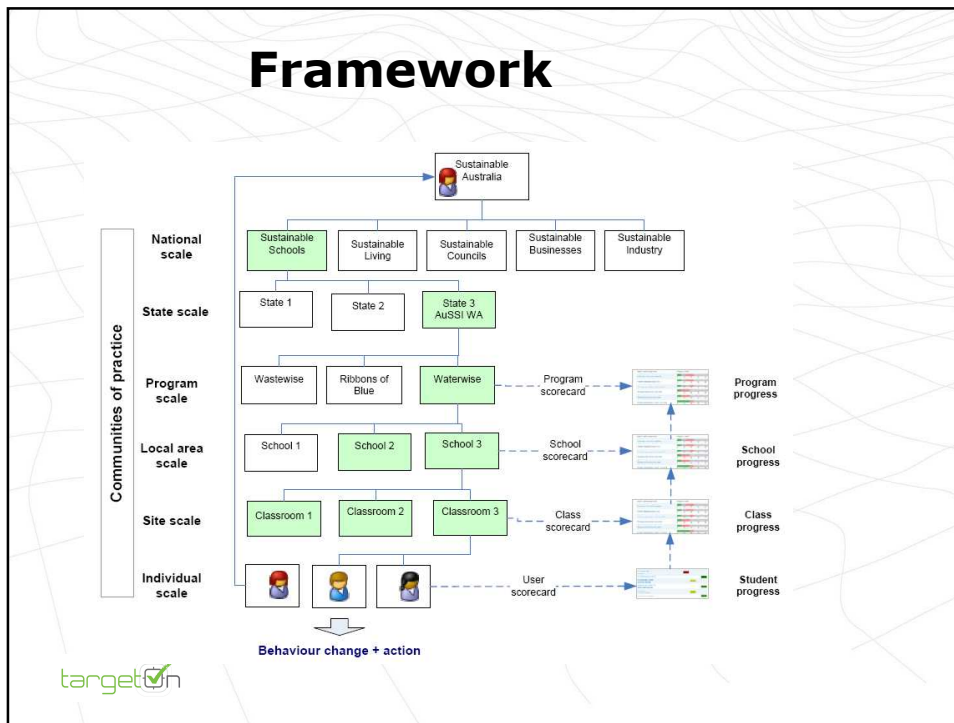
- A group of people with similar interests, goals and objectives. Action and target focused. Operate at different scales. Can be place based or disparate.



What is the destination and how will we know when we get there?



Framework



Sample projects

The image displays three digital project reporting interfaces:

- AAEE (WA) Project Reporting Site:** A dashboard for 'Community Science Fair' with a legend for 'Matters' (Healthy, Mixture, Target) and 'Status' (Yes, Progressing, No, Not Applicable, Unknown). It features 'National action plan Charts' with progress bars for various actions like 'Transformation and change' and 'Education for all and lifelong learning'.
- Waste Wise for Schools:** A 'Waste Wise Schools Program' dashboard showing 'School 1's User Scorecard'. It includes a 'Waste minimisation plan Charts' table with columns for 'Unknown', 'Not Applicable', 'Not Started', 'No', 'Progressing', and 'Yes'. A list of actions is shown with corresponding progress indicators.
- Horse Management Action Planner:** An 'Action Plan' for horse management. It includes an 'Action Details' section with a 'Priority' of 'High (Must do)', a 'Due Date' of '16/02/2020', and a 'Responsible' person. The plan details 'Development & related approvals' and 'Pasture management'.

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Collaborative planning & management by workgroups



South West Group

The screenshot shows a web browser window displaying the "Strategic Relationships Forum (SW metro)" website. The page has a blue header with the forum's logo and navigation links for "Calendar" and "News". On the left, there is a "Library navigation" menu with categories like "Background", "Integrated planning", "Heritage and culture", "Key information", "Projects", "Meetings", and "Contacts". Below this is a "User login" section with fields for "Username" and "Password", a "Login" button, and a link for "Request new password". The main content area is titled "SWG project site" and contains text about the forum's partnership with the South West Group and a list of uses for TargetOn. At the bottom of the main content, there is a section for "Major projects occurring across the South West region" with a map showing locations like Camac Island and Garden Island.



Activities

- Meeting management
- Document management
- Information & knowledge management
- Communication



Planning by members of communities of practice



Action list aligned to indicators

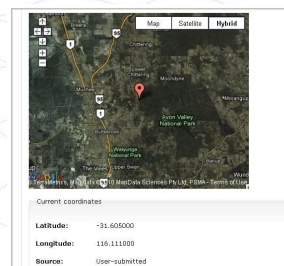


- Relates to objectives, indicators & targets
- Administrators can create, edit & organise lists
- Lists can be created for range of things e.g. actions, QA standards, points on a map



Register users

- Username/ password
- Geo-referenced (incl. Google map tool)
- Contact details
- Property/enterprise description
- Property map/plans



Action planning form

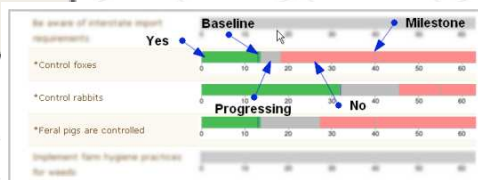
The screenshot shows a web-based action planning form. On the left is a navigation menu with categories like 'Maps & planning', 'Land & soil management', and 'Water management'. The main content area is titled '*Manage wind erosion risk areas' and includes a status dropdown menu (set to 'Yes'), a 'Who will do it?' field (filled with 'Carol'), and a 'Target Date' field (filled with '09/15/2010'). A detailed description of the action is provided in the 'Action Details' section. Callouts point to the 'Action list', 'Title', 'Details', 'Status', 'Customised actions', 'Sponsor/advertising info', 'Who', and 'Due date'.

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Baseline



Information can be geo-referenced (i.e. longitude & latitude) & mapped



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Resources module

***Increase soil organic matter & carbon**
 <<< Previous | Next >>>

I am increasing the soil organic matter and carbon of soils on my property.

Actions Resources Monitor Maps Discuss

Soil carbon: the basics
 By: CSIRO
 Publisher: CSIRO
 Publication Date: 2008-01-05T00:00:00

Factors which influence soil carbon levels
 By: CSIRO
 Publisher:
 Publication Date: 2008-01-05T00:00:00

Organics fact sheets
 By: Compost Western Australia (2009)
 Publisher: Compost Western Australia
 Publication Date:

View educational material, use tools & contacts

Resources are added by administrators



References module

Action Plan

- Action list
- Maps and planning
- Land and soil management
 - Know your soils
 - Understand soil & land capabilities
 - Identify degraded areas & risk
 - Increase soil organic matter & carbon
 - Manage water erosion risk areas
 - Manage wind erosion risk areas
 - Manage waterlogging & salinity risk areas
 - Manage areas affected by soil acidity
 - Manage soil sodicity
 - Meet legal requirements
 - Water management
 - Nutrient management
 - Chemical management
 - Pest, weed & disease

Increase soil organic matter & carbon
 <<< Previous | Next >>>

I am increasing the soil organic matter and carbon of soils on my property.

Actions Resources Monitor Maps Discuss

Property Maps
 To edit these, check out Your profile page

Property map

Water erosion risk map

Aerial and contour (2m) for orchard and infrastructure

aerial for whole of property

Upload & view property map

...and other reference material e.g. licence conditions

User or administrators can upload maps (this is going to me referred to as References)



Action plan

The screenshot shows the 'Action Plan' section of the Targeton interface. It is divided into two main categories: 'Land & soil management' and 'Biodiversity & native vegetation'. Each category has a table with columns for 'Priority', 'Action Details', and 'Due Date'. Callouts point to specific elements: 'Action' points to the description of the waterlogging and salinity risk areas; 'Action details' points to the 'Responsibility' field; 'Priority' points to the 'Priority' column header; 'When' points to the 'Due Date' column header; and 'Add custom action' points to the 'Add custom action' button at the bottom.

Priority	Action Details	Due Date
Completed	Manage waterlogging & salinity risk areas: Rehabilitating salt scald area in the middle of west paddock. Area fenced off from stock and salt tolerant trees put around edge. See monitoring photos.. Responsibility: Reg	
	Manage wind erosion risk areas: Fenced off minor salt scald from stock and planted with salt tolerant perennial grasses/pasture including tall wheat grass and balansa clover. Surrounding area planted to oil trees. Linked vegetation planting to Barlows tree farm in the west and Malyup nature reserve in the east. Need to monitor and review results of tree planting in spring.. Responsibility: Carol	Wed, 2010-09-15

Priority	Action Details	Due Date
High (must do)	Manage impacts on remnant vegetation & biodiversity: Remove stock from remnant vegetation from stock to allow regeneration. Control blackberry infestation. Eradicate rabbits.. Responsibility: Bill	Tue, 2010-03-30

Custom Actions
You haven't added any actions to your action plan yet.

[Print](#) | [Create a custom action](#)

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Implementation of actions

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Monitoring module

*Manage wind erosion risk areas
<<< Previous | Next >>>

I am managing areas on my property affected by or susceptible to wind erosion.

Actions Resources Monitor Maps Discuss

Salt scald and waterlogged area in south
Location: South paddock
Date: 15/01/2008

Rehabilitated salt salt scald
Date: 16/03/2010

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Upload before, during & after photos, multi-media files, records

...& geo-reference them

Users or administrators can add monitoring information

Discuss module

Increase soil organic matter & carbon
<<< Previous | Next >>>

I am increasing the soil organic matter and carbon of soils on my property.

Actions Resources Monitor Maps Discuss

Comments

I've been mulching between
I've been mulching between rows. Its great.
reply

Wow. That sounds great. Tell
Wow. That sounds great. Tell me more.
reply

I've greatly improved soil
I've greatly improved soil structure and condition, reduced water erosion risk and am using less chemicals. Check out this demo site. <http://www.eksa.com.au/swatbmps/10203.asht>
edit reply

Post new comment
Your name:

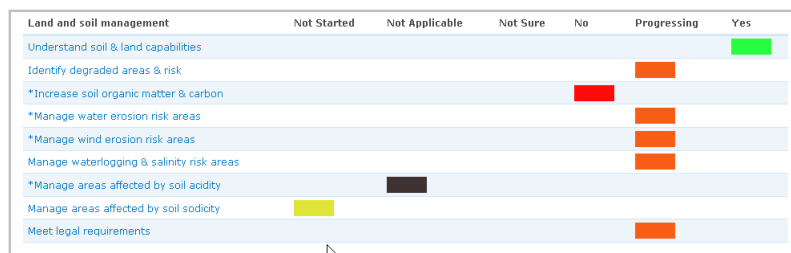
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Users & administrators can discuss information, share knowledge

Measurement, evaluation & reporting



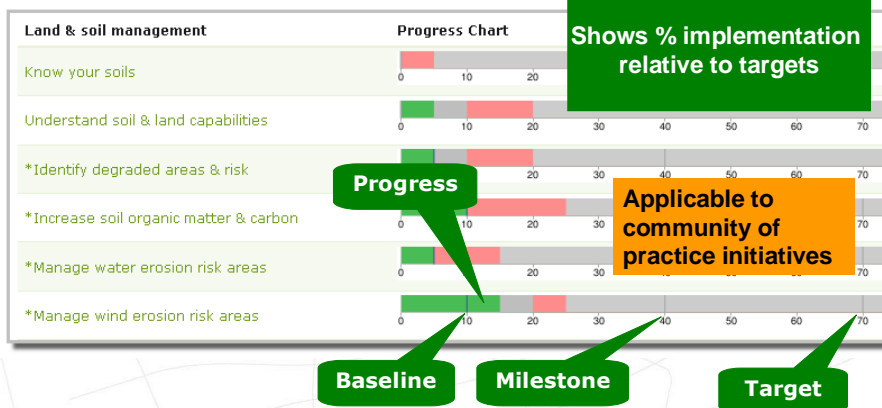
User scorecard - graph



Shows progress by
user implementing
actions / activities /
projects



Community scorecard - graph



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Community scorecard – tabular data

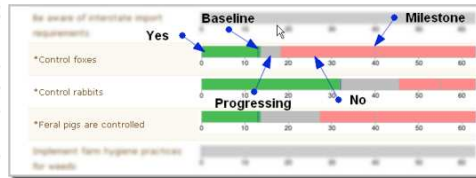
Land & soil management	Yes	Progressing	No	Not Sure	Not Applicable	Not Started	Total
Know your soils	0	0	1	0	3	16	20
Understand soil & land capabilities	1	1	2	0	4	12	20
*Identify degraded areas & risk	1	1	2	0	4	12	20
*Increase soil organic matter & carbon	2	0	3	2	4	9	20
*Manage water erosion risk areas	1	0	2	1	3	13	20
*Manage wind erosion risk areas	3	1	1	0	1	14	20
Manage waterlogging & salinity risk areas	4	0	1	0	2	13	20
*Manage areas affected by soil acidity	1	1	1	0	0	0	3
Manage areas affected by soil sodicity	0	0	0	0	0	0	0
Meet legal requirements	0	0	0	0	0	0	0

Cut & paste into spreadsheet for analysis

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Evaluation & review

Baseline survey



Audit survey



Helps identify activities which need to be targeted

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Communication

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Post library items

The screenshot shows a web interface for the 'Horse Management Action Planner'. On the left is a 'Library navigation' menu with categories like 'Contacts', 'Management guidelines', and 'Habitat for native plants and animals'. The main content area displays a library item with the title 'Habitat for native plants and animals', a date 'Thu, 09/23/2010 - 16:33 - Jardee', and a description: 'A holistic view to planning and preserving habitat for native animals, birds and fish should be incorporated into the Property Management Plan. This includes the protection of any present remnant native vegetation (forest, woodlands, grasslands, wetlands and watercourses), feral animal control, and careful use of pesticides and chemicals.' Below the description are 'Resources' such as 'Conservation Covenants' and 'Habitat for native plants and animals'. At the bottom of the item, there are navigation links: '< Emergency response planning', 'up', and 'Storage'.

Items can be public or private. Users can post comments & manage versioning



Post events

The screenshot shows a web interface for the 'Action Plan' with a 'Calendar' section. The calendar is for March 2010. On the left is a navigation menu with 'Action Plan', 'Sustainable Practices', and 'ian' (with sub-items: News, Event Calendar, My account, Log out). The calendar header includes 'Add a new Event' and a date selector for '01/03/2010' with a 'Change date' button. The calendar grid shows the following events:

- Chattering Landscape Expo on Saturday, March 20th.
- National Landcare Forum on Tuesday, March 23rd.
- National Landcare Forum on Wednesday, March 24th.
- National Landcare Forum on Thursday, March 25th.
- Ums Amended BioClay (L&C) field day on Thursday, March 25th.



Post relevant news

Latest News
 Add a new news post
 National Landcare Forum
 Posted on 10th March, 2010
 National Landcare Forum to be held in Adelaide on 23-25 March 2010. There is a website now established for the Forum, and registration is open. The outline of the program, and field trips, are also posted on the website at <http://www.nationallandcareforum.websis.info/>

TargetOn changes
 Posted on 10th March, 2010
 Latest changes to TargetOn:

- A **news site** has been created at <http://www.targeton.com.au/sustainable-agriculture> Your username and password will work here
- **News page** added so you can keep members up to date on things such as latest information and research, field days, talks, grants and so on
- **Calendar of events** also added (with yearly view). You can also insert a Google map with the calendar of events items and make comments.

Waterwise trial sites
 Posted on 4th May, 2010
 Check out the Waterwise on the Farm trials



Email users

Users
 Add user | Bulk user import

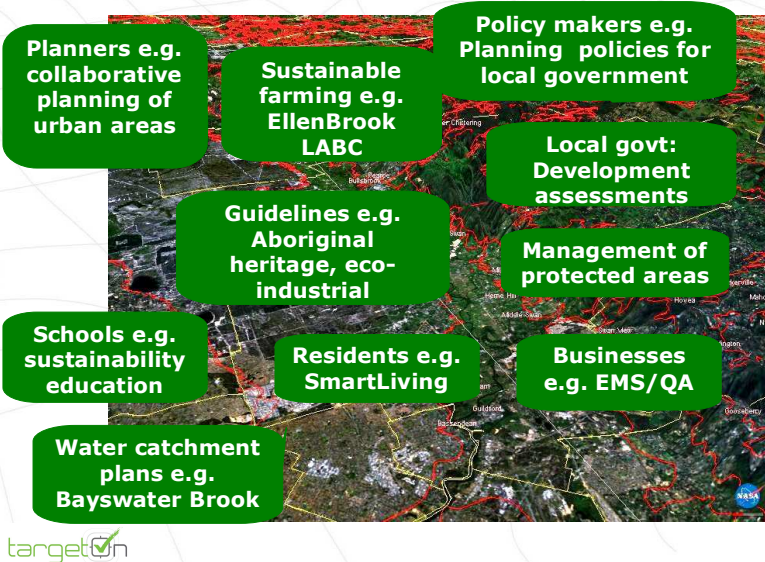
Role: administrator | user
 Active: <Any> [Apply]

Bulk operations
 - Choose an operation - [Execute]

<input type="checkbox"/>	Name	Active	Roles	Created date	Edit	Delete	Switch to User
<input type="checkbox"/>	akinmonth	Yes	administrator, user	16/02/2010 - 4:18pm	edit	delete	switch user
<input type="checkbox"/>	boonbeeny ap	Yes	administrator	15/02/2010 - 4:10pm	edit	delete	switch user
<input type="checkbox"/>	dvangoal	Yes	user	04/03/2010 - 10:37am	edit	delete	switch user
<input type="checkbox"/>	edennis	Yes	user	24/03/2010 - 10:08am	edit	delete	switch user



targetOn landscape scale change – some applications



Summary of key benefits

- Empowering
- Easy to adapt & use (simple)
- Accessible
- Collaborative
- Real time/living
- Flexible
- Scalable
- Transferable/can be cloned

Register interest in trialing

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Mob: 0401 521 895
Email: ian@targeton.com
Internet: <http://www.targeton.com>



Questions/discussion

