

Sweet Success: making machinima for sugarcane farmers

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Digital Futures-CRN



- · Collaborative Research Network (CRN)
 - CRN partners: USQ, ANU & UniSA
 - Federally-funded: \$5.1 M over 3 years (2012-2015)
 - 5 projects (post doctoral research fellows, PhD scholarships)
- · DF-CRN sub-themes:
 - social and policy challenges in a digital future;
 - participation in higher education; and
 - technology rich learning environments.

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DF-CRN Project 3

Investigating the impact of a web-based, 'discussion-support', agricultural-climate information system on Australian farmers' operational decision making

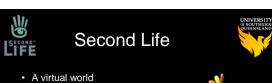
- · Project partners
 - Australian Centre for Sustainable Catchments (ACSC)
 - Australian Digital Futures Institute (ADFI)
 - ANU, UniSA & CANEGROWERS
- · Project objectives
 - to enhance farm management decision-making around climate risk
 - to support sustainable (resilient) agricultural systems and rural communities

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Climate risk management UNIVERSITY STREET STREET Francis (Ronk) 2002







- User-created content & virtual marketplace
- Avatars can be customised & manipulated
- Screen capture software e.g. FRAPS
- · Recorded soundtracks



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ACSC APN project - India



- 2nd Life/eLearning distance education methods trailed with farmers and farm advisers in Andhra Pradesh, India
- Funded by the Asia-Pacific Network (APN)
- real-life climate-based scenarios depicted through 2nd Life avatars challenging participant farmers about on-farm decisions that involve seasonal climate risk.
- Aim: to stimulate discussions at farmer-oriented internet kiosks in agricultural regions in India and on line with farmers and support staff.

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APN project - India

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- · Well-accepted
- BUT ... issues with aspects not necessarily related to core climate and crop science:
 - farmers' dress
 - informal interactions within a discussion environment
- any synthetic video discussion-support tool must be customised appropriately if this approach is to gain widespread uptake.

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Sweet success –

developing machinima for Australian sugar farmers

 Set: ... a typical Australian sugarcane farm ... coastal mountains, Queenslander, shed, machinery, dog



Come to 10 and 4 page

Sweet success -



developing machinima for Australian sugar farmers





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Sweet success -



developing machinima for Australian sugar farmers

- Script: ... typical conversation designed to stimulate discussion about using climate information to make farm management decisions.
- · Machinima: Top Dingo
- Link: Sweet Success

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Sweet Success - evaluation



- Potential to provide a relevant engaging technology rich learning environment?
- Readily adapted for different farming systems and locations by using culturally appropriate clothing, language and settings?
- · Able to be disseminated widely and cost-effectively?
- Effectiveness as a capacity building tool?
- · Contribution to sustainable land management?

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ADFI (USQ) researchers: Helen Farley, Joanne Doyle, Neil Martin DF-CRN collaborators: Janette Lindesay (ANU), Adam Loch (UniSA) Industry collaborator: Matt Kealley (CANEGROWERS)

Noel Jacobson & Amanda Hassett, Top Dingo ...

www.topdingo.com/

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