

SALRC Award Alumni Spotlight: Celebrating the people making a difference



Deb Scammell

*Communications and Extension
Award Recipient, 2023*



Previous SALRC Communication & Extension Award recipient Deb Scammell, Consultant at Talking Livestock, has dedicated her career to supporting producers through practical advice, knowledge sharing and extension.

For Deb, recognising the people working behind the scenes is an important part of strengthening the industry.

"There are so many people that work alone in the industry that are making huge contributions, often relatively unnoticed. Being recognised for the work can help motivate individuals and makes the day-to-day workload feel important."

Working directly with producers is what continues to drive Deb's passion for extension.

"I enjoy working directly with producers as the results we can achieve on farm are incredibly rewarding. I love helping to take the stress away from people in their livestock businesses and seeing the positive changes they can make with the right support."

One of Deb's proudest achievements has been delivering drought workshops for producers over the past two years.

"Seeing the confusion and emotion turn into informed decisions and positive outcomes for producers made all the hard work worthwhile."

Looking to the future, Deb believes communication and extension remain essential to ensuring innovation reaches producers and delivers real outcomes on farm.

"Communication and discussion allow new ideas to be formed and production to continue moving forward. Knowledge sharing is critical if our industry is to continue progressing."

When asked what she would say to someone considering nominating a colleague for a SALRC Award, her advice is simple:

"I would encourage them to nominate a colleague. Even to be nominated is an honour."

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