



Rural industries on track with trust - key drivers, risks and opportunities revealed

YEAR ONE FINDINGS - MAY 2020

Rural industries (fishers, farmers and foresters) have collaborated to develop a pathway to proactive, transparent, long term engagement with the community via a three-year research program into the drivers of community trust.

Trust and acceptance are high

Trust is high and distrust is low



46% of Australians trust rural industries
41% moderately trust and 13% distrust

Acceptance is high and rejection is low



62% of Australians accept rural industries
28% moderately accept and only 10% reject

What drives trust in rural industries?

The three strongest drivers of the community's trust in rural industries are:

ENVIRONMENTAL RESPONSIBILITY

Sustainability, responsibility, minimal impact on the natural environment

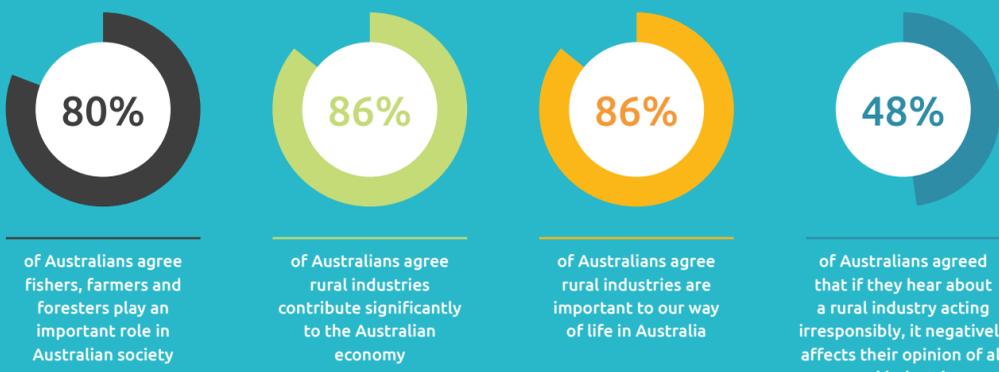
RESPONSIVENESS

Listening to, respecting and responding to community concerns

PRODUCTS OF RURAL INDUSTRIES

The community highly values the sector's outputs, with its products seen to play an important role in the lives of Australians

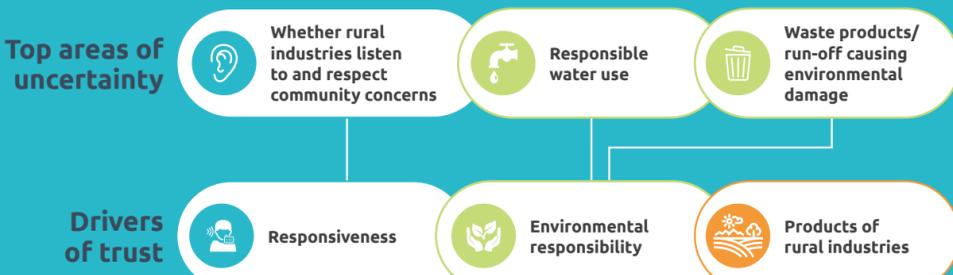
Fishers, farmers and foresters are important



Some important risks and opportunities

The research uncovered a number of issues that large sections of the community were uncertain about, meaning they do not have strong views one way or another or have gaps in their knowledge around Australian rural industries.

Some of these areas of uncertainty included the extent to which rural industries listen to and engage with community concerns; use water responsibly; and impact coastal areas through waste products/run-off.



Notably, most of the issues the community expressed uncertainty about relate to the two key drivers of trust - environmental responsibility and sector responsiveness.

Managing impacts and sharing environmental responsibility



Driving export revenue, regional jobs and farm safety

Australians strongly believe that:

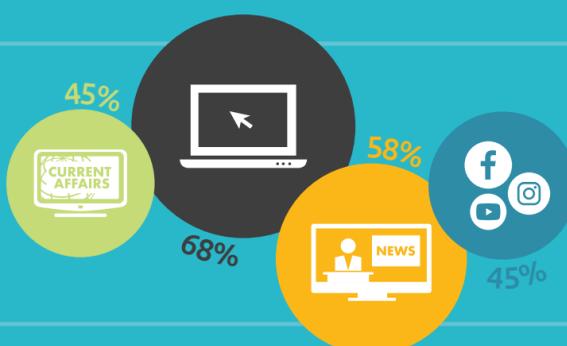


Prioritising animal welfare and excellence in food safety



Information sources

The community's top three information sources are the internet, television news, television current affairs and social media.



Priorities for industry

Be responsive to community attitudes and communicate any changes

Proactively engage on areas of community concern, and in turn respond to burning issues quickly and openly

Demonstrate responsiveness through action

Respond productively and consistently

Use popular channels to communicate action and engage directly with the community, particularly on issues of uncertainty

How can industry do this? ?

- ✓ Map industry practices and critically review them against the key drivers of trust
- ✓ Understand your industry's environmental impact and identify strategies and plans to mitigate those impacts
- ✓ Build a regular process for listening to community concerns around environmental impacts and other issues, acknowledging these concerns, and responding to them proactively rather than defensively
- ✓ Become more proactive in the areas the community identified they are uncertain about

About the program

The Community Trust in Rural Industries Program is a cross-sector initiative involving ten Rural Research and Development Corporations, the National Farmers' Federation and the NSW Department of Primary Industries to build the capacity of food and fibre industries to productively engage with the community.

The Program is examining the issues impacting on food and fibre industries and how these industries relate to each other in the minds of community members. It involves community research by Voconiq amongst a sample of more than 6,000 Australians over a three-year period to provide insights on cross-sector issues and best practice approaches. This fact sheet outlines the results from Year One research.

Data collection for the community survey was completed between the 2nd of December 2019 and the 30th of January 2020. Of the 7,329 surveys that were completed, 6,461 were included for analysis after data cleaning.

Voconiq is an Australian data science company built on a platform of research developed by Australia's national science agency, CSIRO.

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