



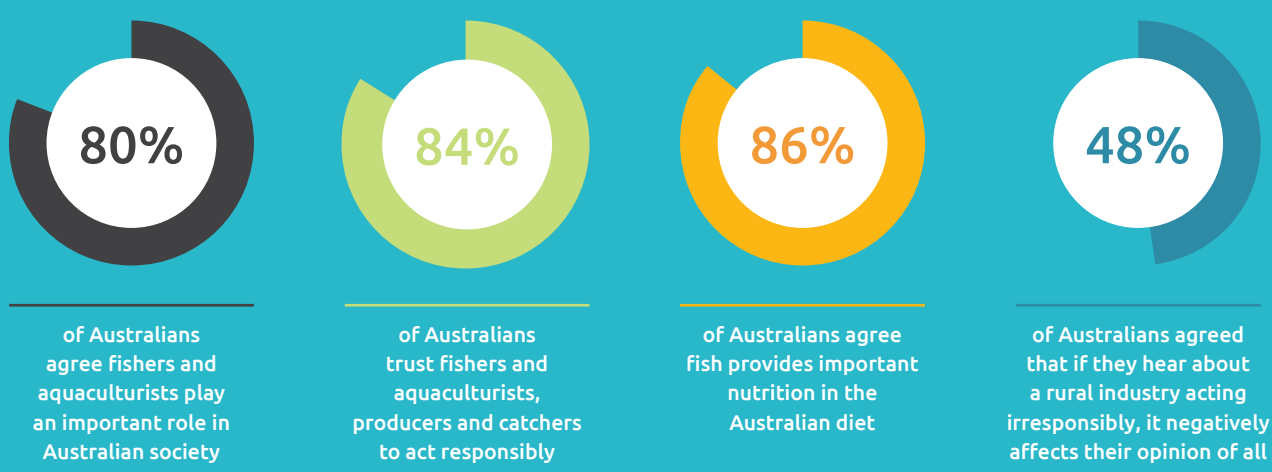
Understanding community trust for rural industries - fishing & aquaculture results

YEAR ONE FINDINGS - JULY 2020



The Community Trust in Rural Industries project aims to understand the nature of the relationship between Australia's rural industries and the community, uncovering the real drivers of trust, risks and opportunities and the connectedness of the sector. It also aims to build capacity of rural industries to improve levels of community trust in their activities and people.

Fishers and aquaculturists are important



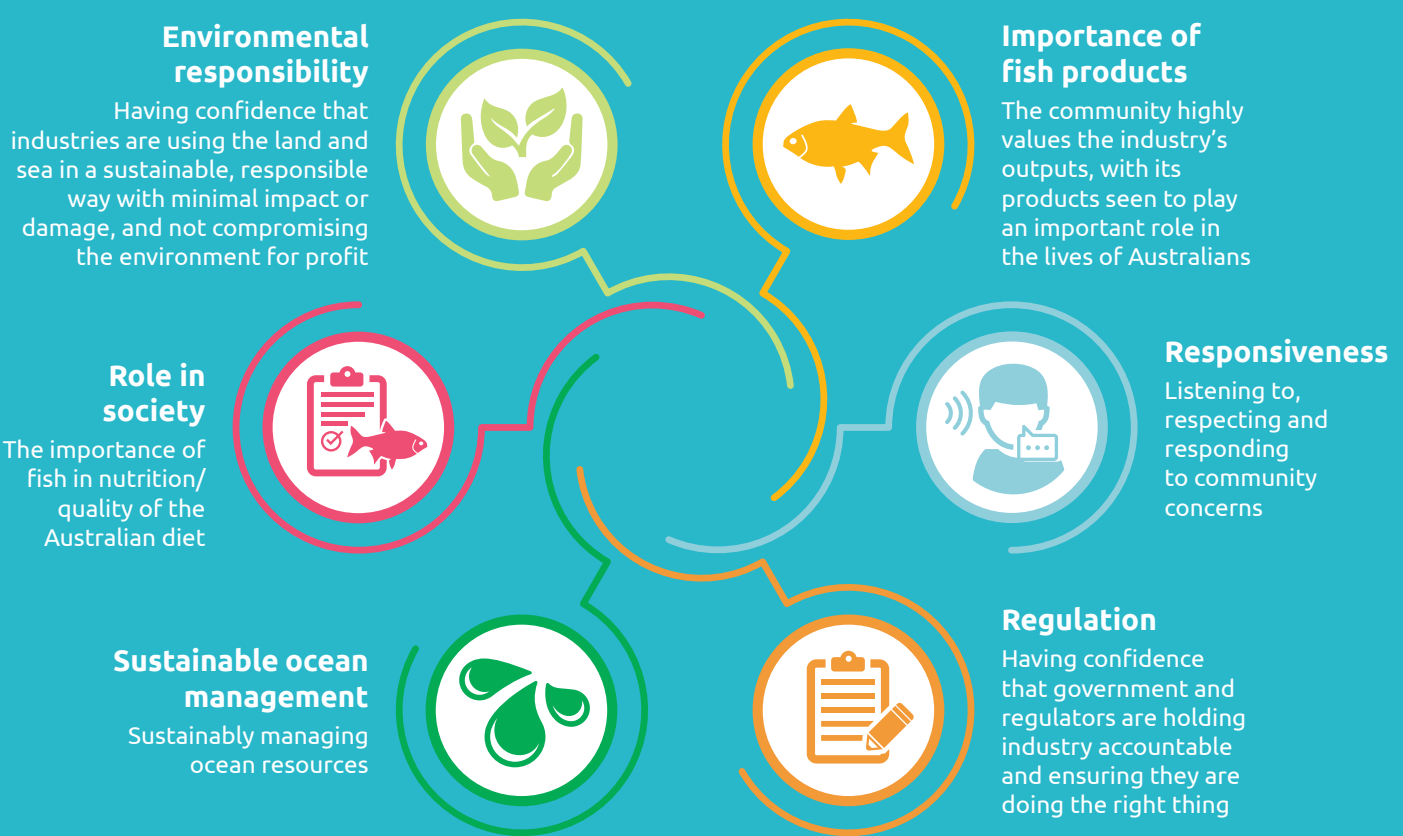
What drives trust in rural industries?

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



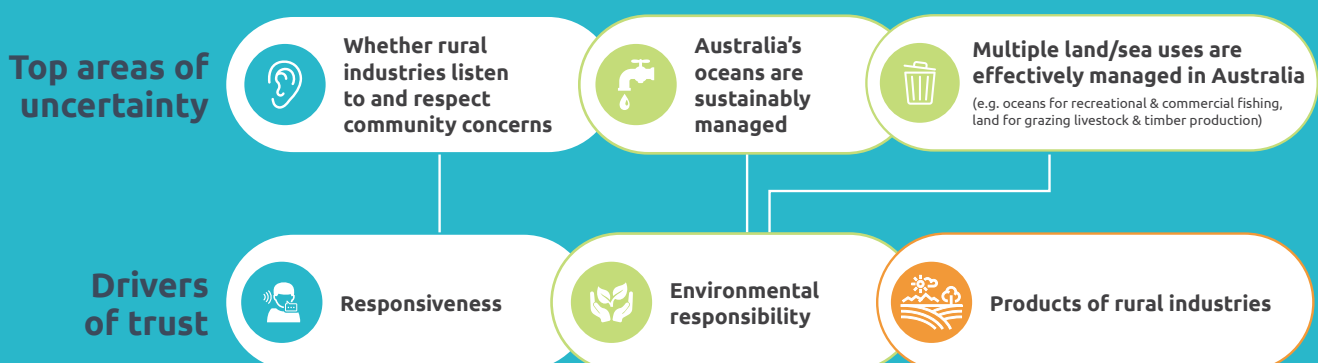
What drives trust in fishing & aquaculture industries?

The research identified the drivers of community trust in fisheries and aquaculture industries as:



Some important risks and opportunities

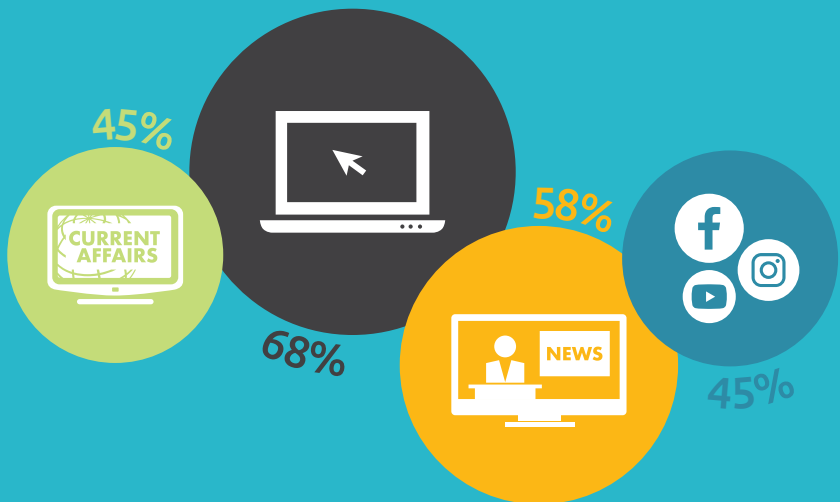
The research uncovered a number of issues that large sections of the community were uncertain about, meaning they do not have strong views one way or another or have gaps in their knowledge around Australian rural industries.



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

Information sources

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



Priorities for industry



How can fishing & aquaculture industries build trust?



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 and how these industries relate to each other in the minds of community members. It involves 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.

For further information please contact Virginia Johnstone, Project Manager, on 0430 793 875 or visit www.agrifutures.com.au/national-rural-issues/community-trust/ for the research report.