

## Community Trust in Rural Industries



# 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



of Australians agree fishers and aquaculturists play an important role in Australian society



of Australians trust fishers and aquaculturists, producers and catchers to act responsibly



of Australians agree fish provides important nutrition in the Australian diet



of Australians agreed that if they hear about a rural industry acting irresponsibly, it negatively affects their opinion of all rural industries

### 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

### What drives trust in fishing & aquaculture industries?

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

#### Environmental responsibility

Having confidence that industries are using the land and sea in a sustainable, responsible way with minimal impact or damage, and not compromising the environment for profit

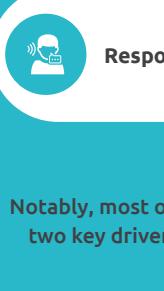


#### Importance of fish products

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

#### Role in society

The importance of fish in nutrition/quality of the Australian diet



#### Responsiveness

Listening to, respecting and responding to community concerns

#### Sustainable ocean management

Sustainably managing ocean resources



#### Regulation

Having confidence that government and regulators are holding industry accountable and ensuring they are doing the right thing

### Some important risks and opportunities

#### Top areas of uncertainty



Whether rural industries listen to and respect community concerns



Australia's oceans are sustainably managed



Multiple land/sea uses are effectively managed in Australia (e.g. oceans for recreational & commercial fishing, land for grazing livestock & timber production)

#### Drivers of trust



Responsiveness



Environmental responsibility



Products of 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.



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

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

### Priorities for industry

Be responsive to community attitudes and communicate any changes

Proactively engage on areas of community concern, and in turn respond to breaking 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 fishing & aquaculture industries build trust?

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.

For further information please contact Virginia Johnstone, Project Manager, on 0430 793 875

or visit [www.agrifutures.com.au/national-rural-issues/community-trust/](http://www.agrifutures.com.au/national-rural-issues/community-trust/) for the research report.