

# Building and maintaining community trust in Australia's primary industries: Research program investment plan

## Plan objectives

Community trust has been identified as an essential area for collective investment.

This plan offers a robust, evidence-based research program to explore community trust in Australia's agriculture, fisheries, and forestry industries across a range of cross-sector issues such as environmental sustainability, animal welfare, public health, and labour conditions.

The research program will provide insights and grow sector capacity as a complement to work that is, and will be, undertaken by each industry to address specific concerns.

The investment plan was developed through a scoping study with the following stages:



## Research and engagement strategy

Analysis of existing research results revealed substantial knowledge gaps in understandings of community trust in Australia's primary industries which need to be addressed through qualitative and quantitative social research before effective intervention strategies can be developed.

A second work program will ensure that the outputs of the community-focused work program are effectively disseminated to industry, implemented, and evaluated, in order to build and maintain community trust on an ongoing basis.



### Work Program 1: Evaluating Community Values

**Aim:** Utilise community research to explore pathways to building

and maintaining community trust. This will provide an understanding of community attitudes and values, analyse how trust in food and fibre becomes fragile, and assess the role of the media. The ultimate aim is to enable the sector to become more proactive, rather than reactive, in managing community trust.

**Action:** Social research using both qualitative and quantitative methods to ensure that meaningful data is collected, robust relationships can be identified, and change over time can be evaluated.



### Work Program 2: Dissemination of Research Findings to Industry

**Aim:** Build sector capacity by ensuring industry is able to implement research findings. This will require a strong

understanding of the research findings and identification of any barriers to implementation within the sector and the value chain.

**Action:** A program of activity to disseminate research findings and strategies based on the evidence generated in Work Program 1 throughout the sector through stakeholder engagement and strategic communications.

## Plan delivery

A consortium of experts will deliver the research program including:

- Quantitative social science experts to identify pathways to building trust
- Qualitative social science experts to explore emerging sector-wide issues
- Stakeholder engagement experts to facilitate dissemination of research outputs to industry
- Sector representatives to guide the process

## Investment

Building community trust is an ongoing process without a time limit. The research program would be undertaken for an initial 5 year period and require an investment of \$450,000 to \$550,000 each year.

- Work program 1: \$300,000 to \$350,000 per year
- Work program 2: \$150,000 to \$200,000 per year

The research program will involve three cycles of research, dissemination, implementation, and evaluation to ensure emerging issues and the impact of strategies developed can be monitored.

Key stages are to:

