

FOOD ALLIANCE WA DPIRD TRUST IN PRIMARY PRODUCTION PROJECT

MASTERCLASS WORKBOOK

3 DECEMBER 2019

A workshop to better understand the level of community trust in Western Australian farming, fishing and food industries, and identify areas to align and collaborate on future trust building initiatives.

Food Alliance WA DPIRD Trust in Primary Production

Masterclass 2

Tuesday 3 December 2019, UWA Club

WA Trust in Primary Production Project Overview

The Food Alliance WA DPIRD Trust in Primary Production project aims to establish a baseline understanding of the level of community trust in Western Australian primary industries, share insights from best practice approaches to building and maintaining social licence, and identify opportunities for industries to align and collaborate on future trust building initiatives.

The Food Alliance WA is a network of Primary Industry representatives working together to anticipate and understand the community and consumer issues surrounding primary food production and levels of trust and advocacy among consumers.

At a GIWA hosted event held at the 2019 GRDC Research Updates in Perth for over 300 agrifood industry influencers, a keynote address by Linda Eatherton of Ketchum (Chicago) developed the theme of creating Trust / Social Licence in Agriculture and provided global insights based on her experience working with the US Farmers and Ranchers Alliance.

Following the address, Linda Eatherton facilitated a DPIRD GIWA Social Licence Masterclass with 45 industry participants who agreed to support a Food Alliance WA DPIRD Trust in Primary Production project.

Linda Eatherton - <https://www.youtube.com/watch?v=0RC4qKlyEYY>

Masterclass 2 Purpose

Masterclass 2 will present to industry the work collated over the past three months to provide a shared platform of knowledge which can be used by industry sectors for further development.

The Masterclass will:

- Allow time to share, interrogate and take away the information provided.
- Hear about some of the key activities / initiatives underway around WA and Australia.
- Identify some common goals for building / improving the level of trust in primary production.
- Understand key shared values that align between industry and community.
- Identify where industry can agree and collaborate on activities.
- Participate in an industry 'scenario' challenge to learn and demonstrate practical outcomes.
- Outline some 'tools' which can be developed e.g. Trust Index, issues development, crisis management, message building, communications capacity building.
- Determine the next steps around information, communication, collaboration.

Masterclass 2, project research information presented

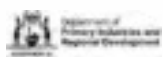
1. **Situation Analysis and Implications for Western Australian Primary Industries**, a desktop scan of issues and trends, community perceptions data, and state, national and international trust building initiatives.
2. **Consumer Perceptions Survey**, a benchmark survey of 1,000 Perth metro public to better understand their perceptions, attitudes and levels of trust towards the WA food, farming and fishing industries.
3. **WA Primary Industries Trust and Values Qualitative Study** develops an understanding of the current views of Western Australian primary industry 'thought leaders' around their perceptions and preparedness to invest and engage in building the level of trust in WA's food production systems.
4. **WA Primary Industries Stakeholder (Influencer) Interviews Report** develops conversations with 20 key stakeholders and influencers on their perceptions of WA primary industries and food.

Workshop Agenda

Time	Topic and Activity	Presenter
8.45am	WELCOME	Ralph Addis , Director General, DPIRD
8.50am	Industry engagement in trust building	Larissa Taylor , CEO GIWA
9.00am	Trust project progress for Masterclass #2	Peter Cooke , AgKnowledge
9.10am	Research Presentation <i>Situation Analysis and Implications for Western Australian Primary Industries</i>	Nicol Taylor , AgKnowledge
9.30am	GROUP DISCUSSION	
9.50am	Research Presentation <i>Food Alliance WA Consumer Perceptions</i>	Simon Corrigan , Cannings Purple
10.15am	Presentation <i>The path forward, and insights from other sectors</i>	Simon Corrigan , Cannings Purple <i>Former communications and community affairs for BHP, Atlas Iron, CITIC Pacific Mining.</i>
10.25am	GROUP DISCUSSION	
10.45am	MORNING TEA	
11.10am	Presentation <i>WA Primary Industries Trust and Values Qualitative Study</i>	Peter Cooke , AgKnowledge
11.30am	Presentation <i>WA Primary Industries Stakeholder Interviews Report</i>	Nicol Taylor , AgKnowledge
11.45am	GROUP DISCUSSION	
12.15pm	Presentation and Discussion	Hon. Alannah MacTiernan MLC
12.45pm	LUNCH	Include a Group photo
1.15pm	Presentation <i>The Sheep Collective: a WA case study in trust building – behind the scenes to make it happen</i>	Holly Ludeman , Managing Director at The Livestock Collective Bindi Murray , Director Sheep Producers Australia
2.00pm	Presentation Agrifutures <i>CSIRO national Research and Development Corporations Trust research</i>	Jen Medway , Agrifutures
2.10pm	Presentation <i>National Farmers Federation 2030 Road Map and Telling Our Stories Campaign</i>	Laureta Wallace , National Farmers Federation
2.20pm	WORKING SESSION AND DISCUSSION	
2.50pm	AFTERNOON TEA	
3.10pm	Group Scenario – Managing Community Trust <i>Simulated case study</i>	Peter Cooke , AgKnowledge Dr Mark Sweetingham Managing Director, Research Development and Innovation, DPIRD
4.10pm	Group Feedback 4 groups x 5 mins	
4.30pm	Interactive Discussion	Peter Cooke , AgKnowledge
4.50pm	Next steps <i>The WA Government has invested to provide a foundation and a purpose for industry engagement. Now industry needs to take the leadership and investment role.</i>	Ralph Addis , Director General, DPIRD
5.00pm	CLOSE AND SUNDOWNER	

FOOD ALLIANCE WA DPIRD

December 2019



What we set out to achieve:

1. Establish a baseline understanding of the level of community trust in WA primary industries.



Consumer, stakeholder, industry surveys

2. Share insights from best practice approaches to building and maintaining trust.



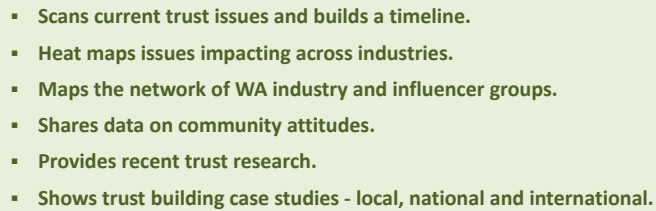
Desktop review

3. Identify opportunities for industries to align and collaborate on future trust building initiatives.



Masterclass

Desktop Research



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- ✓ Community assessment that producers will produce safe, good quality and value-for-money food products.
- ✓ Judgements by community members that food producers are acting responsibly by:
 - Not harming the things that the community cares about including land and water resources.
 - Appropriate treatment of humans and animals in production practices.

Food Values Research Group, University of Adelaide

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Annual Edelman Trust Barometer Online Survey of 33,000 general population respondents conducted in 27 global markets with 1,150 respondents per market aged 18+ measures trust by industry, with results specifically for the Food and Beverage Sector.



The Edelman Trust Barometer measure for Farming and fishery of 70% provides a global benchmark Western Australia can compare against in establishing its own state trust benchmark.



Current social trends impacting primary industries

What is driving change?

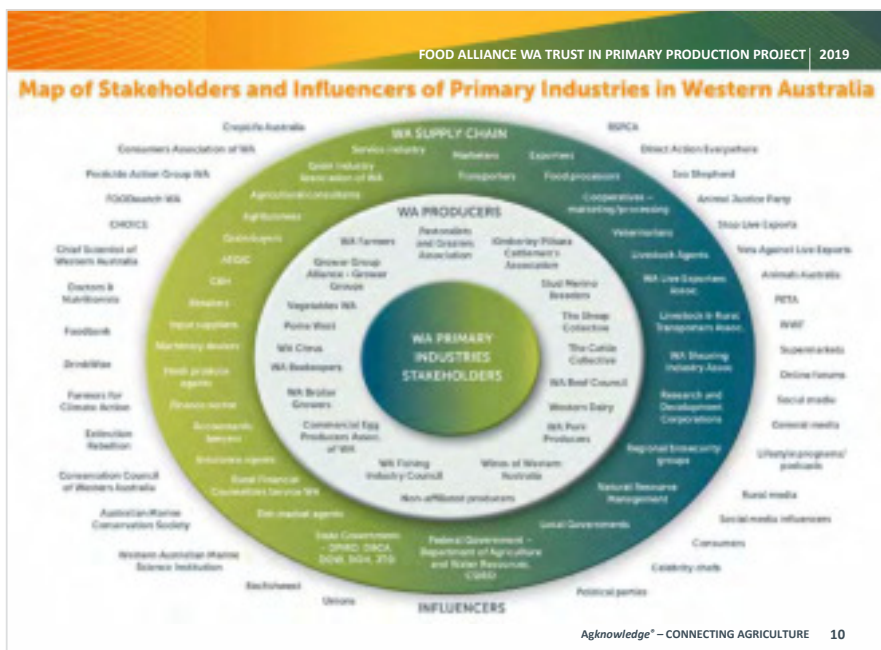
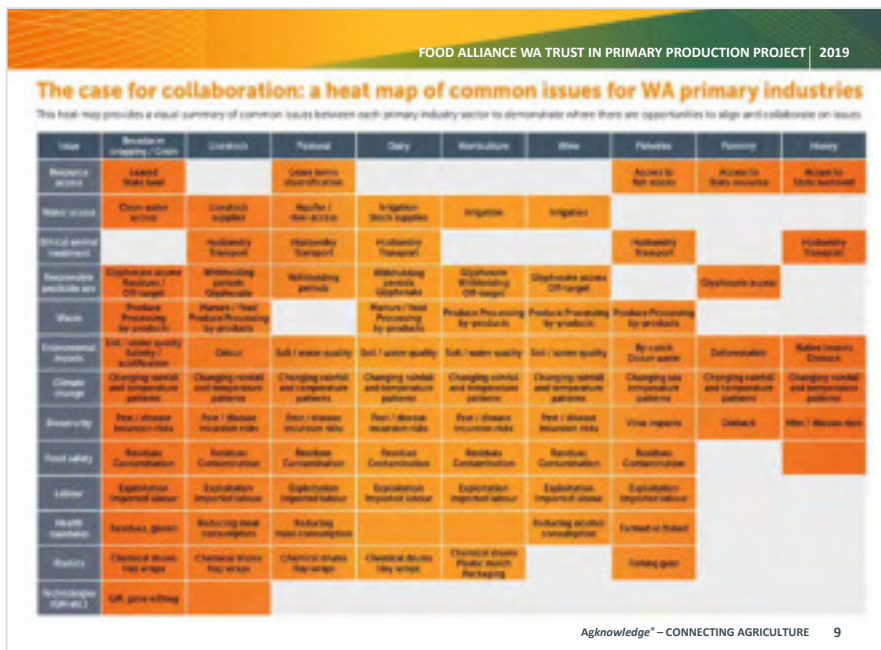


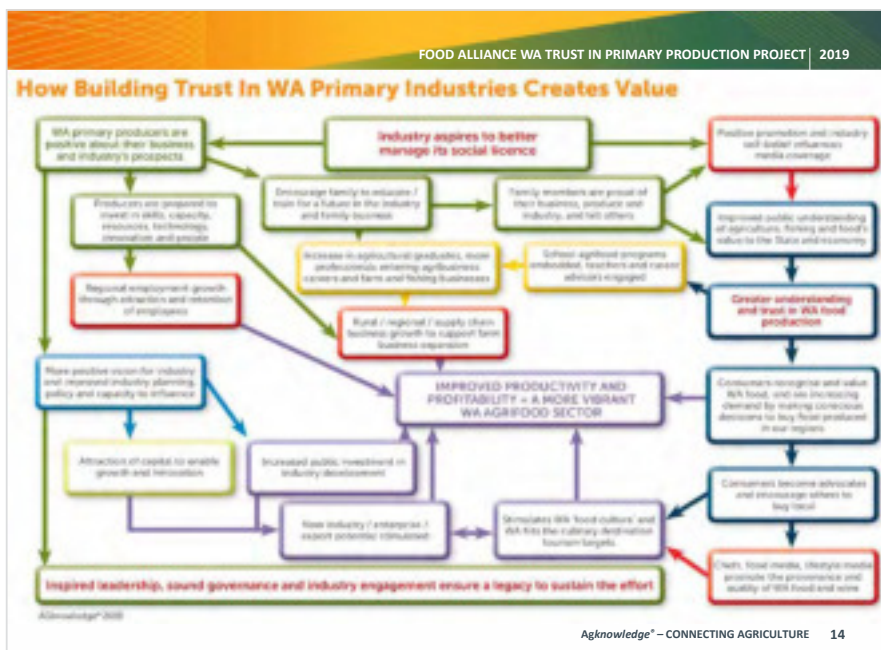
- **Consumer values shift** - conscious values-based choices made at purchase.
- **Social movements** - consumers align behind global campaigns and the rise of the 'food evangelist'.
- **Activism** - direct and disruptive action by interest groups.
- **Regulatory change** - public policy responses to meet public demands.

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Activism in action







Key insights from the desktop review:

1. Work is building around trust in food; WA can **harness this investment and learn**.
2. Challenges to the way food is produced are more frequent, have higher impact, and are faster moving; **disruption is the new normal**.
3. **Industry needs to listen** to community concerns and demonstrate its commitment to shared values and continuous improvement.



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Key insights from the desktop review cont.:

4. Socially-driven change issues have implications **across multiple primary industry** sectors.
5. **Identify common issues** and collaborate across sectors to share experience and intelligence.
6. WA industries need to **articulate how local practices differ from what is portrayed** in the media.



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Key insights from the desktop review cont.:

7. **WA industries can align with national projects** to ensure design and delivery is relevant.
8. **Build industry capacity, leadership and engagement** to ensure trust initiatives have longevity and impact; this requires investment.
9. Develop clear, **consistent messaging managed by WA primary industries** and support with strategic communication plans to help industries align to build community understanding and trust.

Why WA primary industries need to invest in managing trust:

Ensure WA farming and fishing stories and voices are heard

- Support sectors to develop consistent, trustworthy stories and advocates to calmly and rationally speak up for WA food, farming and fishing amid all the 'noise'.

Distinguish how we do things and why we do it differently

- Explain WA's modern, complex, large scale, efficient, zero-tillage, free range, rain-fed sustainable systems to balance public perceptions built on images of more intensive northern hemisphere systems.

Promote WA's modern farming and fishing sectors

- Demonstrate our capacity to combine science, technology and innovation to adopt, adapt and improve sustainability.

Demonstrate the impacts of major policy change

- Call out the unintended consequences and WA impacts of policy shifts.
- Address political ideologies that may be at odds with economic and commercial realities in WA industries.

Balance national media and advertising content

- Counter national content that promotes out-dated, negative images of farming as an 'industry in decline'.

Explain WA's export focus and reliance on global markets

- Export is the priority with our limited food processing capacity and distance from alternative domestic markets.



Discussion Session 1 - Situation Analysis and Implications for WA Primary Industries

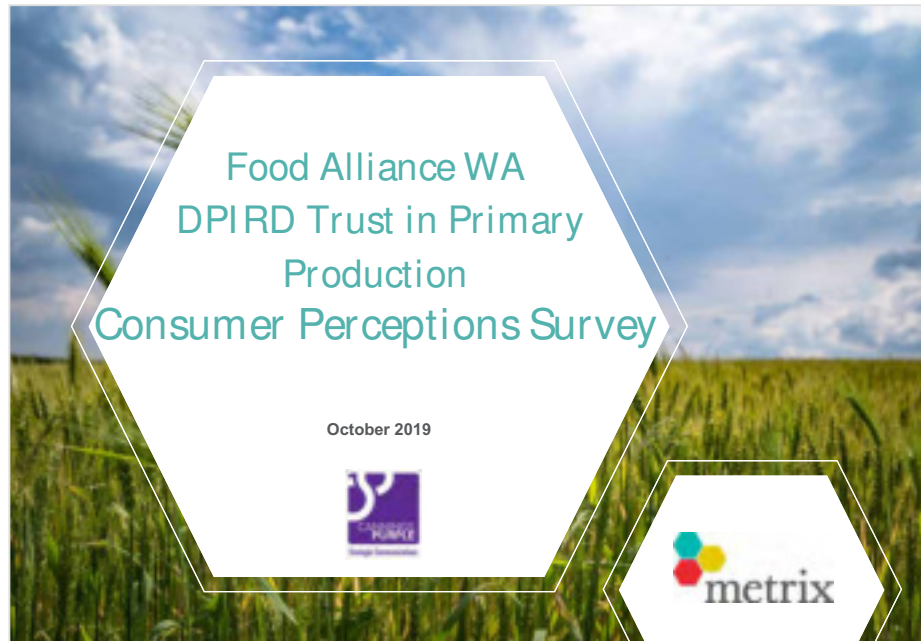
Nicol Taylor, Agknowledge

Q: What has changed in your industry, is 'trust' now on the radar?

Q: What are the key issues impacting on your industry or work?

Q: Where is the priority for your industry on the heat map?

Q: Which other industries are also impacted around your key issues?



Food Alliance WA Consumer Perceptions - Simon Corrigan

Project Objectives

The purpose of this research was to better understand the **perceptions, attitudes and levels of trust towards the WA food, farming and fishing industries** amongst a representative sample of the general population from greater Perth.

Research Objectives



Methodology

Metrix undertook an 8 minute online survey of the greater Perth population, quantifying consumer perceptions, attitudes and levels of trust towards the WA food, farming and fishing industries. All respondents were emailed an invitation to participate in the survey, resulting in a sample of **n=1,021**.

Data was collected between September 13th and 19th 2019.

The final sample composition is detailed below, with more detail provided in the appendix.



Demographics	Sample Size (n)	Proportion of Sample (%)	Location*	Sample Size (n)	Proportion of Sample (%)
Male	505	49%	Joondalup/Alkimos	172	17%
Female	516	51%	Western Suburbs	58	6%
Under 35 years	301	29%	Fremantle	37	4%
35-44 years	189	19%	Bayswater/Bassendean	92	9%
45-54 years	164	16%	Canning	95	9%
55 years or older	367	36%	Other Perth Metro	567	56%
Total	1,021	100%	Total	1,021	100%

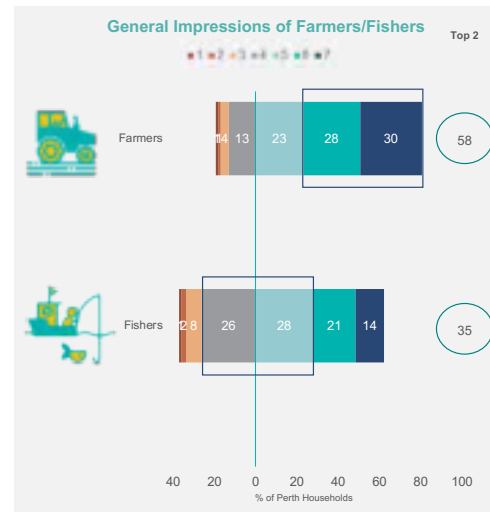
*Quota targets were set for specific suburbs of interest, reaching a minimum sample of n=50. These locations were 'over sampled' in order to achieve enough numbers to look at these locations individually. In order to make sure over sampling did not bias the total numbers, weighting was applied to ensure the overall sample was geographically represented. However, there were no significant differences when reporting on each location separately.

4



Impressions of farmers are more positive than fishers.

Those aged 55 and over have a more positive impression of farmers, with 68% rating 6 or 7.

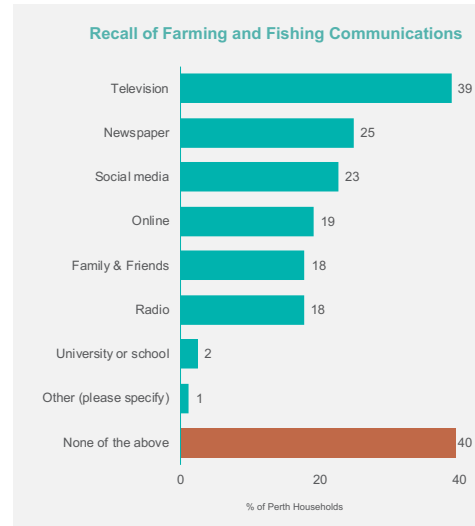


Base n=1,021
Q1a. How would you rate your general impression of farmers in Western Australia?
Q1b. How would you rate your general impression of fishers in Western Australia?

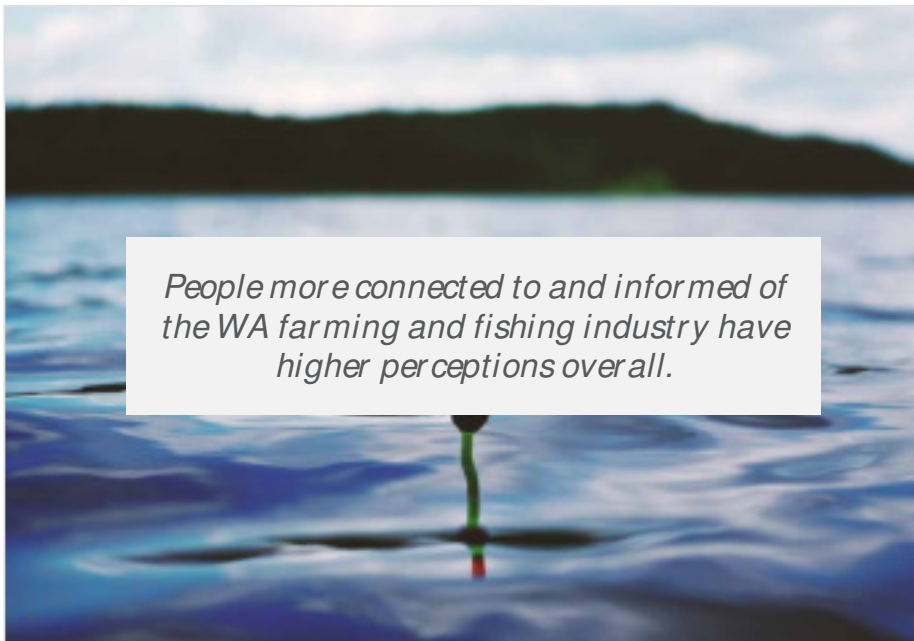
6



Television has the strongest recall, though a large portion don't remember any communications.



10 Overall n=1,021
Q11. Have you seen or heard anything about fishing and farming in the past 3 months in any of the following places?



People more connected to and informed of the WA farming and fishing industry have higher perceptions overall.

Pride and trust in WA farmers and fishers is high.

However, trust in WA fishers is slightly lower than in farmers, likely due to less knowledge of the fishing industry over the farming industry.

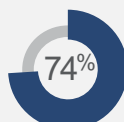
Perceptions Surrounding WA Farmers and Fishers (Top 2 Agreement Ratings)



I am proud of the quality of the food we produce in WA



I trust WA farmers to produce the food I eat



I trust WA fishers to produce the food I eat



% of Perth Households

Base n=1,021
Q15. To what extent do you agree or disagree with the following statements?
NOTE: Top 2 (NET 6 + 7 Strongly Agree), Bottom 2 (NET 1 Strongly Disagree + 2)

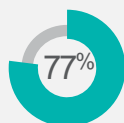


The food produced by WA farmers and fishers is also highly trusted and safe.

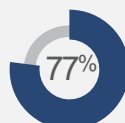
Perceptions Surrounding Food Produced in WA (Top 2 Agreement Ratings)



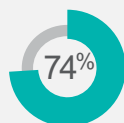
Trusted



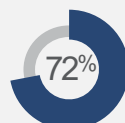
Safe



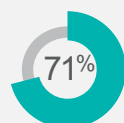
High Quality



Better Quality than Overseas Food



Has a Good Reputation Overseas



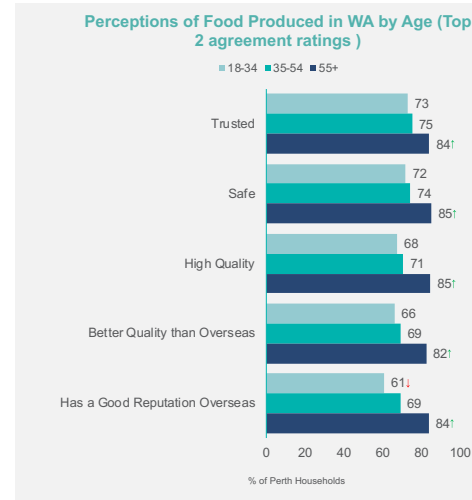
% of Perth Households

Base n=1,021
Q5. How would you rate the food produced by Western Australian farmers and fishers?
NOTE: Top 2 (NET 6 + 7 Strongly Agree), Bottom 2 (NET 1 Strongly Disagree + 2)



Those aged 55 and older have significantly higher perceptions of food produced in WA.

Furthermore, 18-34 year-olds have a much lower perception of the overseas reputation of food produced by farmers and fishers in WA compared to other age groups.



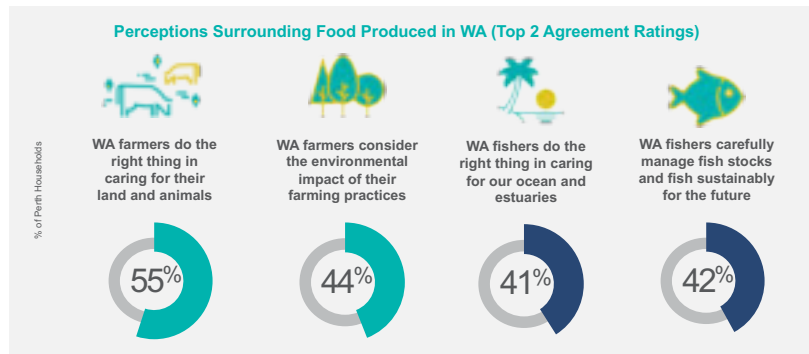
14

Overall n=1021 | 18-34 n=301, 35-54 n=353, 55+ n=367
Q5: How would you rate the food produced by Western Australian farmers and fishers?
NOTE: Top 2 (NET 6 + 7 Strongly Agree), Bottom 2 (NET 1 Strongly Disagree + 2)
[†] Significant difference at 95% confidence between segments



People don't know much about environmental sustainability and ethical animal practices of WA farmers and fishers.

This does not necessarily translate to negative sentiment, with only 6-12% of Perth Households rating these below 3 out of 7. Rather, people are rating these middlingly, indicating they are not entirely sure on their agreement one way or another.



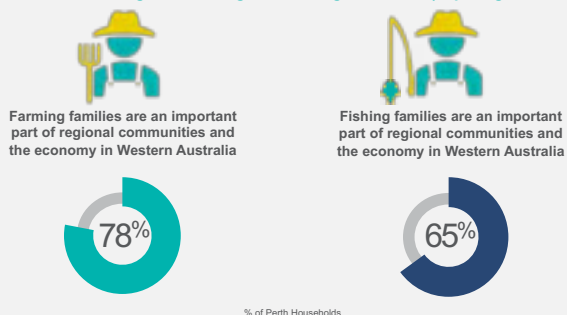
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Base n=1,021
Q10: To what extent do you agree or disagree with the following statements?
NOTE: Top 2 (NET 6 + 7 Strongly Agree), Bottom 2 (NET 1 Strongly Disagree + 2)



Farming families are seen as fundamental to the WA economy and regional community base; however, there is less agreement with that of fishing families.

Perceptions Surrounding WA Farming and Fishing Industries (Top 2 Agreement Ratings)

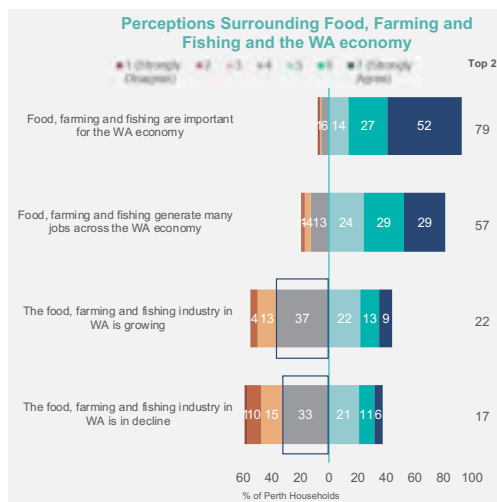


Base n=1,021
Q15. To what extent do you agree or disagree with the following statements?
NOTE: Top 2 (NET 6 + 7 Strongly Agree), Bottom 2 (NET 1 Strongly Disagree + 2)



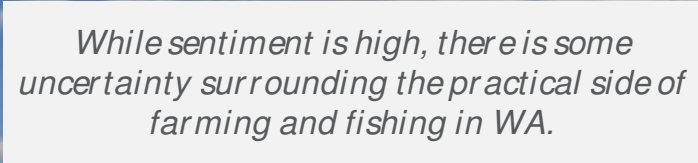
Whilst many recognise the industry's economic importance, there is no clear consensus on its future performance.

Those aged 55 and over tend to see the industry as more important to the WA economy, with nine in ten rating this a top 2 score. However, this does not translate to a difference towards future performance, with similar scores across all ages.



Base n=1,021
Q6. To what extent do you agree or disagree with the following statements?





Very few stating they do these 'never' to 'occasionally'.



Base n=1,021
Q6. For each of the following statements, please choose the response which most closely matches what you do:

Furthermore, two in five are prepared to pay more for food that meets social and ethical expectations.

In reality, reality bites and the price and convenience of readily available supermarket food is key.

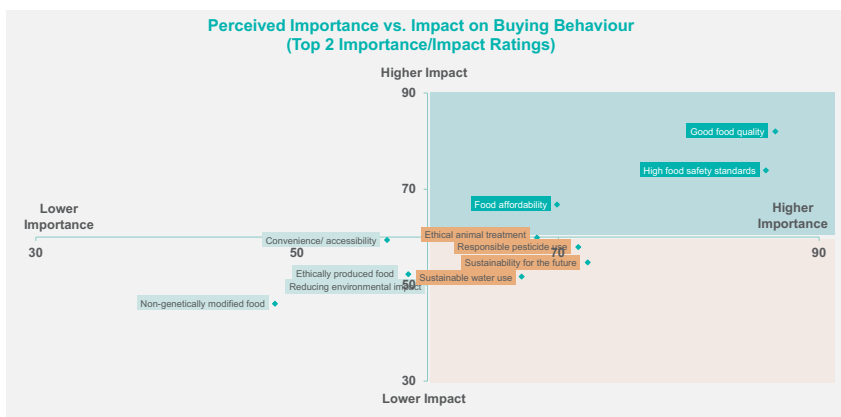


Base n=1,021
Q6. For each of the following statements, please choose the response which most closely matches what you do:



Convenience and accessibility does not have a comparatively high impact on buying behaviour.

GMO foods also generally don't play into people's decision making processes on a day to day basis.



Base n=1,021
Q7. When thinking about food, farming and fishing, please indicate how **important** the following are to you personally:
Q8. When thinking about food, farming and fishing, please indicate the **level of impact** each of the following has on your decisions when you are buying food





Recommendations		
	Insight	Recommendation/ Thought Starter
1	Food produced by WA farmers and fishers is highly trusted and safe.	Continue to maintain positive associations towards the food produced in Western Australia. We cannot assume this perception will remain the same unless it's actively controlled.
2	Being connected and informed results in higher perceptions.	Create a campaign to shift the perception of WA farming and fishing. Extend beyond marketing and PR through a grassroots approach, increasing connectivity and general buy-in. Engage different people in different ways with a long-term view. <i>E.g. school education, getting supermarkets on board, three-part television series.</i>
3	Lower perceptions of fishing families suggest people are less informed and connected.	Conduct further research to understand existing perceptions of the fishing industry. Explore whether this is viewed as an 'industrial' practice or 'family' practice. Qualitative research is recommended to extract rich insights for deeper explanation.
4	Uncertainties around the practicalities and future of farming and fishing exist.	More needs to be done to communicate future strategies aimed at the longevity of the food, farming and fishing industries. <i>E.g. Tourism WA shared their two-year action plan to grow the number of visitors to the State (2018-2020) to maximise awareness of Western Australian people.</i>
Overall	Positive consumer perceptions are key to the overall growth of the WA, food, farming and fishing industry.	Repeat the Community Perception survey on an annual basis across a 3-year period to identify shifts from the viewpoint of WA consumers. The next survey would be conducted in September 2020 .

Discussion Session 2 – Food Alliance WA Consumer Perceptions

Simon Corrigan, Cannings Purple

Q: What did you learn from the Consumer Perceptions Survey, what value does the information provide, and how can you use it?

Q: What are the biggest risks for your industry in light of the information presented?

Q: Are there lessons from other industries?

Q: What trust building strategies could your industry focus on?

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Trust and Values Qualitative Study

DECEMBER 2019

A qualitative study of WA primary industries thought leaders on their perceptions and support for trust building initiatives.



WA Primary Industries Trust and Values Qualitative Study – Peter Cooke

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The Food Alliance WA DPIRD Trust in Primary Production project aims to establish a baseline understanding of the level of community trust in Western Australian primary industries, share insights from best practice approaches to building and maintaining social licence, and identify opportunities for industries to align and collaborate on future trust building initiatives.

Three stages of research:

Desktop Study



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A desktop review of current issues, trends, industry data and research efforts, and social licence initiatives from around Australia and best practice international case studies.

Consumer Perceptions



Understand the perceptions, attitudes and levels of trust towards WA food, farming and fishing amongst a sample of the general population from greater Perth.

Industry Perceptions



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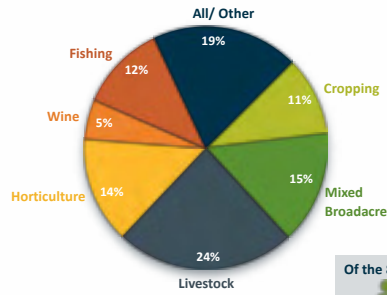
- Identify the current views of WA primary industry 'thought leaders' in engaging, understanding and preparedness to invest in building trust in WA food, farming and fishing.

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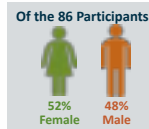
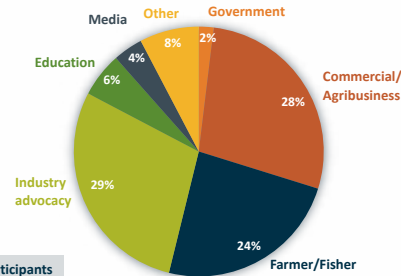
Study Methodology

In September 2019, Agknowledge conducted a qualitative survey with identified Western Australian 'thought leaders' from across primary industries to generate an understanding of their preparedness to engage and invest in building the level of trust in WA food, farming and fishing.

WHICH PRIMARY INDUSTRY ARE YOU ENGAGED IN?



WHAT SECTOR DO YOU WORK IN?



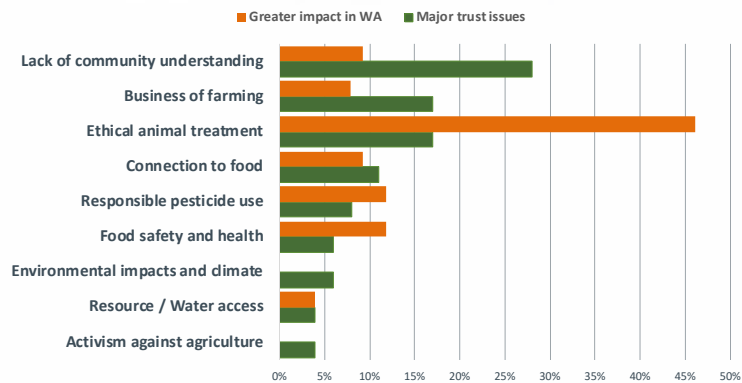
Q1. Which primary industry are you engaged in?
Q2. What sector do you work in?

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Challenges to the public's trust of food, farming and fishing

Issues seen as challenging the public's trust of WA food, farming and fishing, with a *lack of community understanding* being the most frequently identified issue.

Ethical animal treatment is overwhelmingly the issue *more likely* to impact in WA.



Q3. What do you believe are the major issues challenging the public's trust or social licence of your sector?
Q5. Are any of the trust or social licence issues you mentioned amplified or more likely to impact the WA industry than in other States?

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Trust issues around *ethical animal treatment*

Ethical animal treatment included a range of animal management practices under the spotlight as well as the impact of polarisation between farmers and welfare and activist groups. Live export and intensive animal production were regularly mentioned.



“The poor public perception of farmers in general is based on the public’s lack of sound, science based information on current Australian farming practices. Issues of concern are: impact on the landscape and environment, use of any chemicals, fertilisers and potential pollutants, and farming of any animals for production (meat consumption).” #85

Q3.What do you believe are the major issues challenging the public’s trust or social licence of your sector?

Agknowledge* – CONNECTING AGRICULTURE 5

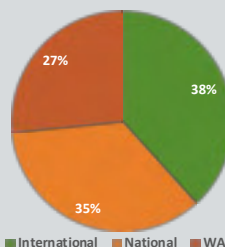
Are trust issues driven by international, national or WA influences?

Thought leaders considered where influence was coming from to drive the major trust challenges.

- 38% indicated that current trust issues were driven by international influences.
- Social media was the universal driver impacting on the next generation.

“All three influences are enabled by the connectiveness of social media. The next generation are increasingly aware and mobilised on issues of climate change and sustainability.

This generation will soon move into mainstream and agriculture needs to embrace them proactively to attract this generation of talent, otherwise industry will suffer with low quality talent reducing innovation and competitiveness.” #63



“Influences are largely driven by international social media for younger people. Mass and social media are influencers for other population sectors. Overall, we cannot overlook the mass of (incorrect and damaging) information that is absorbed and sought on the internet that is harmful to Australian and Western Australian agricultural industry and erodes our social licence. Much of this mis-information does not apply to WA farming systems but is erroneously applied (through ignorance or activism) to the detriment of our industry.” #85

Q4.Are these trust or social licence issues driven by International, National or Western Australian influences?

Agknowledge* – CONNECTING AGRICULTURE 6



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Specific impacts or consequences of trust issues for WA industry


Thought leaders were asked to **explain to a politician** the impact or consequences of the key issues for WA. The common theme simply asked government to demonstrate pride and confidence in WA primary industries, and to not react to loud social media they fear may impact their next 'vote'.

Comments from thought leaders

- 1** Sudden shocks create huge adjustment challenges, for example the live export ban, there is an immediate economic impact across both the industry and regional economies.
- 2** Allowing time for transition from one practice to another will take time and this needs to be considered in any legislation changes. Not allowing transition time will impact cost of production and may impact lamb availability on shelves as the transition progresses.
- 14** Australia can boast decades of generally profoundly successful aquatic resource management. The product of that is healthy oceans and waterways, well managed stocks and in many places healthy businesses which are vital to the social and economic fabric of regional WA. Quite simply, if we do not develop and maintain our social licence these industries will be lost forever.
- 29** Sustainability and biosecurity are increasing in importance for aquaculture industry growth and social licence will depend on the Government's ability to demonstrate its credentials and credibility in these areas.
- 72** The world demand for protein will continue. Australia has some of the best animal welfare and production practices in the world which we should loudly proclaim so our strengths are exported.
- 85** Our WA economy benefits by a strong agricultural industry – each are businesses providing employment, geographical spread of population through state, nurture the environment they live in in sustainable systems for the future and contribute to vibrant country communities.

Q6. How would you explain the specific impact or consequences of these issues for WA industry to a politician?

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Building trust with our community is imperative.

"Industry cannot bury its head in the sand on this. We need to be very aware of the impact of "squeaky wheels" when the often silent majority may be comfortable with the status quo. Industry needs to do more in terms of showing the reality of farming and not leave a vacuum that can be filled by misinformation or selective use of information. Transparency and accountability is important."

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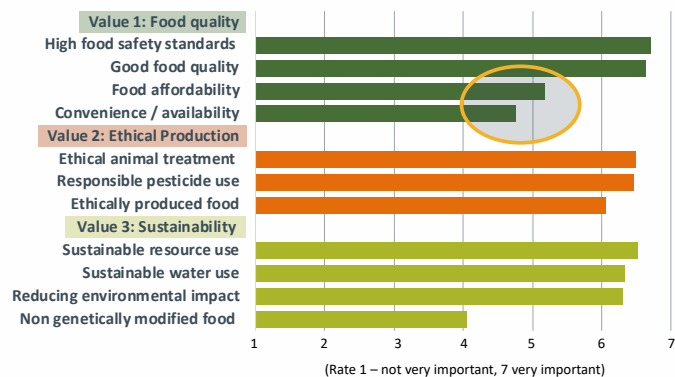
Rating individual's values around food, farming and fishing

Across the industry sectors respondents were asked to rate their **values** around food, farming and fishing.

Value 1) Food values rated very highly for safety and quality, less so for affordability and convenience.

Value 2) Ethical animal treatment, food production and responsible pesticide use is highly valued.

Value 3) Sustainability of resources and reducing environmental impact are most important.



Q7. On a personal level, when thinking about your values around food, farming and fishing, how important are the following to you? (Rate 1 – not very important, 7 very important)

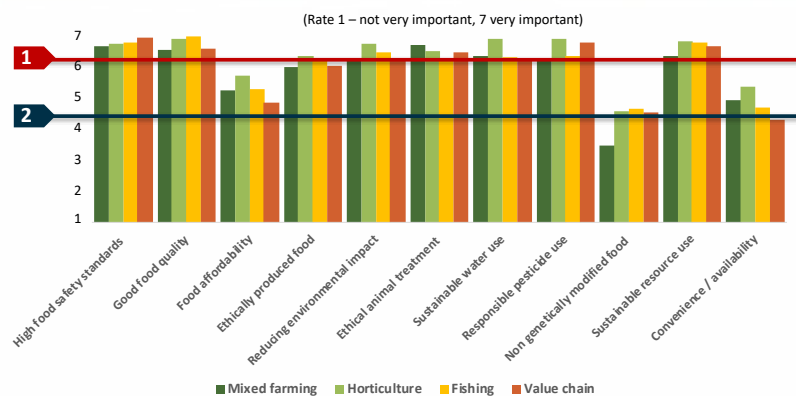
Agknowledge* – CONNECTING AGRICULTURE 9

Rating individual's values around food, farming and fishing

Comparing individual's values across the industry sectors:

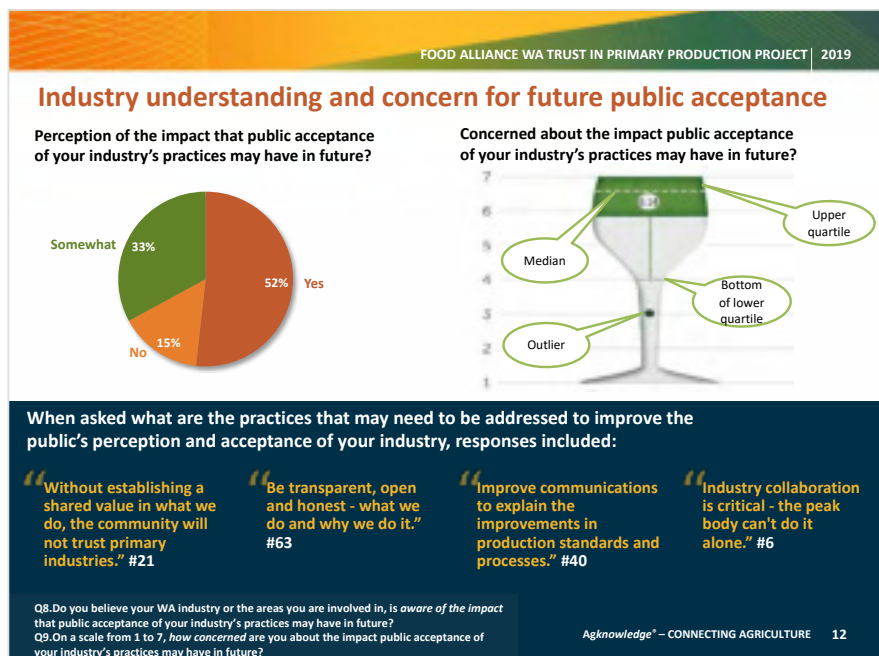
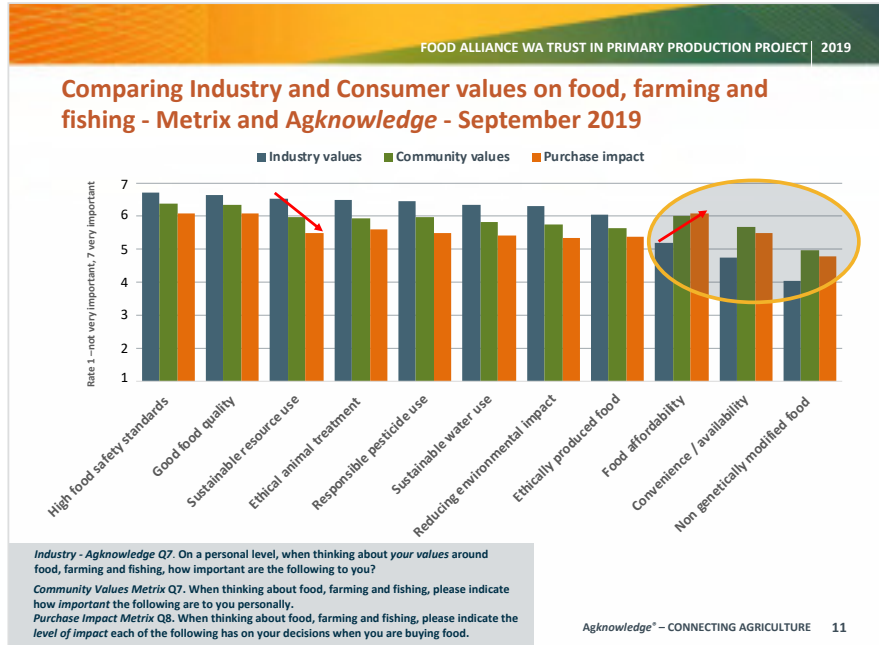
1) Food safety and quality rated very highly across all sectors, as did sustainable resource use.

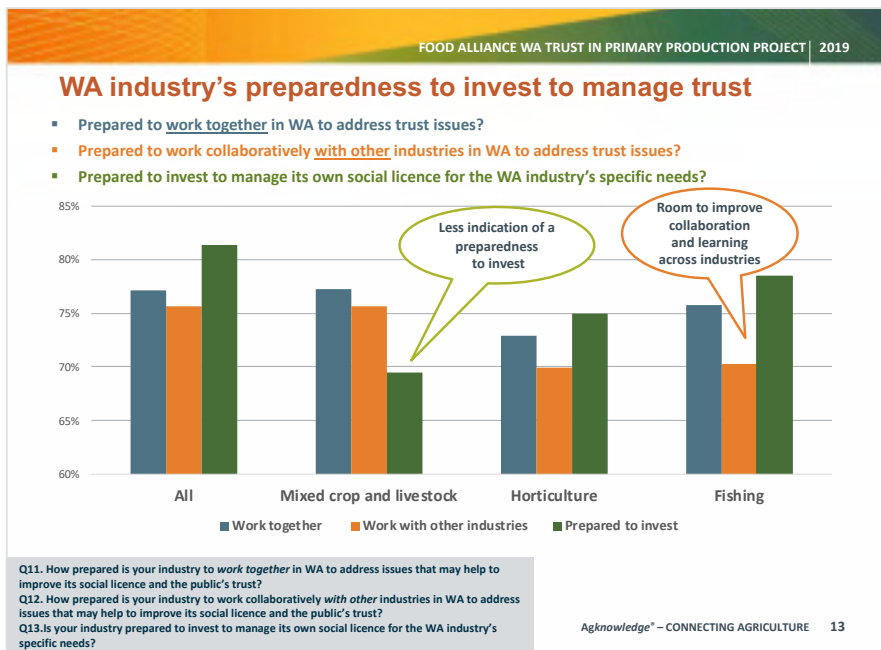
2) Food affordability and convenience were relatively less important and GM even less so.



Q7. On a personal level, when thinking about your values around food, farming and fishing, how important are the following to you? (Rate 1 – not very important, 7 very important)

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Shared values between Producers and Consumers will build trust.

Understanding the shared values between the community and primary industries is the foundation of building trust in practices and behaviours. Listen to the community to understand how to explain the improvements in production standards and processes.
 Good quality, safe and affordable food is paramount for all.
 Engage with the supermarkets and work together as a food industry.

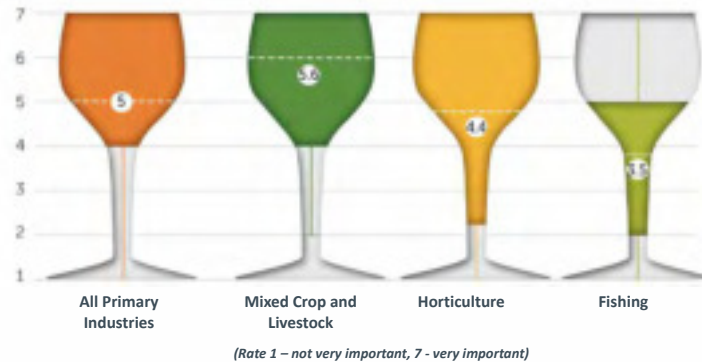
AGKNOWLEDGE

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Industry preparedness to adapt to WA's changing climate

All industries indicated a reasonable level of preparedness to adapt to WA's changing climate.

- The mixed crop and livestock sectors indicate a high level of readiness to adapt.
- Horticulture variance may be indicative of the wide range of crops and production systems.
- Fishing may relate more to uncertainty of impacts on water temperature and currents.



Q15. On a scale from 1 to 7, how prepared is your industry to adapt to WA's changing climate?

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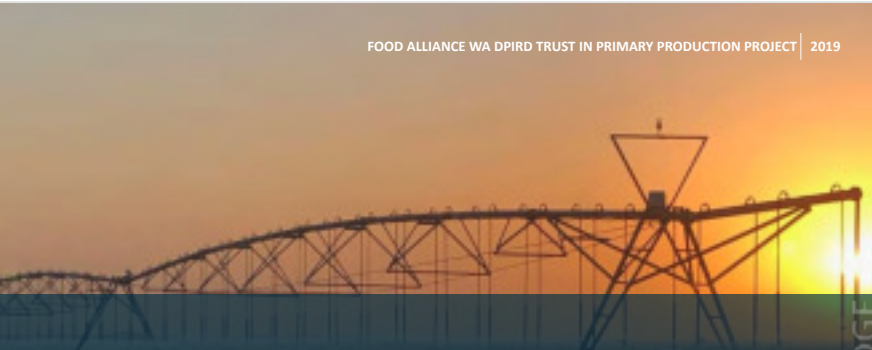
Consequences of industry not managing public perceptions



Q14. What do you believe may be the consequences of your WA industry not managing its social licence / trust / public perceptions?

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Managing public perceptions of our WA industry is not negotiable

“The future of agriculture is in the hands of social licence and it will impact food availability and health of global populations if it is not managed by our industry. WA is fortunate to be isolated by distance which can be used as an advantage in biosecurity, carbon neutral farming and innovation.”


AGKNOWLEDGE

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Informing and connecting WA students with their food

The majority support the need to inform and connect with the next generation and the importance of investing in students’ knowledge and understanding of WA food, farming and fishing industries.



(Rate 1 – not very important, 7 – very important)

Identified barriers to attracting young people to careers in the food, farming and fishing industries:

```

graph LR
    A[Negative perceptions of the industry] --> B[Lack of awareness of career options]
    B --> C[Physical and social barriers of isolation]
    C --> D[Lack of cohesion of the primary industries sector]
    D --> E[Reluctance of older fishers to empower younger generations]
    E --> F[No 'first touch' with regional Australia]
    F --> G[Not competitive remuneration levels]
    
```

Q16. How important is it for Western Australian students to be informed about and connected with the local food, farming and fishing industries?
Q17. What are the barriers for your industry in attracting young people to careers in the food, farming and fishing industries?

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Examples of managing public acceptance or trust:



Q18. Do you have any positive examples of how an industry is managing its public acceptance or social licence?

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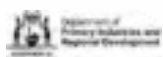
Thought leaders' key insights for the WA Trust Project

- ❖ **We do a great job at communicating within industry, but less so with the public.**
 - Work at industry level is developing, but there's gaps in working across industries.
 - Collaborate on common issues and ways to share experiences for future 'events'.
- ❖ **'Listen' to understand how to explain production standards and processes.**
 - Address the perceived unacceptable industry practices.
 - Connect with students at an early age and maintain the connection in high school.
- ❖ **Understanding shared values is the foundation of building trust.**
 - Good quality, safe, ethical and affordable food are shared values with the public.
 - Many positive examples exist of industries managing their public acceptance.
- ❖ **Identify where industry can efficiently and effectively influence public perceptions.**
 - Develop clear, concise, consistent messaging supported by strategic communication plans that improve understanding of WA industries and practices.
 - Build capacity, leadership and engagement to ensure trust initiatives have longevity and impact.
- ❖ **Attract investment into social licence initiatives.**
 - Contribution to RDCs is seen as an already fair share of investment to 'trust' work.
- ❖ **Determine how to sustain the effort, and share knowledge and resources.**

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AGKNOWLEDGE

December 2019



WA Primary Industries Stakeholder Interviews Report – Nicol Taylor

WA Primary Industries Stakeholder Interviews

Stakeholder Perceptions Research



Conversations with 20 key stakeholders and thought leaders on perceptions of WA primary industries and food.

Demonstrates the value of listening to a wide range of stakeholders to better understand the drivers behind issues challenging trust.

Research conducted September-November 2019 to establish a baseline understanding of community trust in WA food.



- 1. There is huge value in open conversations** with stakeholders to listen to current concerns.
- 2. Stakeholders are keen to maintain a conversation** with industry on areas of common concern.
- 3. Ongoing 'listening' and engagement are essential** to industry efforts to build and maintain trust.

Key insights from the stakeholder interviews cont.:

4. **Industry needs to listen to how it sounds**
when defending an industry practice challenged
by community expectations.
5. **WA industry must improve how it communicates**
with **consistent and clear local messages**
the public can relate to and understand.
6. **There is broad support for the sector**
from influencers who identify local food production
is critical to public health and the WA economy.

Key insights from the stakeholder interviews cont.:

7. **Engage independent advocates**
to present credible facts, without conflicts of interest.
8. **People want more transparency**
about what we do and how we do it, to be
confident about their food choices.
9. **People do not want PR videos or campaigns.**
They just want the real facts, from real people.



Ashley Herbert, President AAAC (WA)

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TRUST

Strengths

WA consumers respect and trust WA farmers and fishers and the food they produce.

Food has never been as safe, nutritious or affordable. This is as good as it gets, but what it delivers is lost in the noise.

Issues

- The community has access to more information, and trust is becoming more precarious.
- Trust implies to a degree that people understand the people producing their food; it is hard to trust things that you don't really know.
- Trust is eroded when resistant farmers are a mouthpiece for a toxic industry.

Opportunities

Work off a strong evidence base, but also understand the need to adapt to changed expectations, and don't ignorantly try to compete against irreversible trends.

It is all about understanding public perceptions, building public knowledge and increasing trust.

CREDIBILITY

Strengths

If we value nothing else, we have to value our WA producers and our safe food supply.

There's a good level of credibility, strengthened by the fact most WA farms are family owned.

Issues

- A huge gap exists between public perceptions of the WA industry and reality.
- A real problem is that food production has become more political than ever.
- Nothing damages trust more than when the public feels they have been taken for a ride.

Opportunities

Build capacity at the local level and engage local advocates and champions.

Women telling their story are perceived as more trustworthy, and may better connect with the people (women) who are making decisions for their families.

Critical to get the next generation involved in becoming industry advocates.



PRODUCTION ETHICS AND INTEGRITY

Strengths The Australian community generally assumes that the food on their plate is from animals that have been treated humanely, and not harmed in the production process.

Issues

- Failure to invest in demonstrating our food integrity credentials.
- Consumers don't care if the farmer goes broke, but they do care that they look after their workers and their animals.
- Practices that cause suffering to farm animals will attract greater scrutiny.
- The lack of producer openness to other expertise, and trusting only information that supports their views, is an impediment to productive discussions.

Opportunities

There needs to be a higher level discussion with farmers and consumers to find solutions. We need to keep working together, sharing ideas, being transparent and not being afraid to say that things don't have to keep working the same way.

*"To put it simply, **the community loves farmers but hates animal cruelty.** Farmers enjoy widespread community support and respect but certain husbandry practices and production systems do not. Genuine transparency shows the warts and all, acknowledges limitations and the need to improve. This is what builds trust and this is what can bring the community along with the industry. Conversely, PR dressed up as transparency has the opposite effect, particularly if and when the PR portrayal is juxtaposed with the reality. **Nothing damages trust more than when the public feels they have been taken for a ride.**"*

RSPCA (WA)



ENGAGING WITH THE COMMUNITY

Strengths Consumers would be interested in dialogue with industry to work towards solutions, and government needs to be part of that process.

- Issues**
- Agriculture is not good at understanding what the other side is saying; it takes the view that if we tell the facts and science it will all be OK.
 - Everyone is so busy getting on with the job they forget to inform people what they are doing. The vacuum of factual information is a breeding ground for activists.

Opportunities

Once we understand what consumer's concerns are, we can demonstrate we are addressing their issues.

Transparency is key.

Find a new way of engaging and it needs to be the farmers and local people to engage in that dialogue to build the authenticity of the messages.

"One of the things leading to rising levels of activism is the 'head in the sand' attitude of industry. I think the first step is that the industry has to acknowledge that the issues are present. Every forum I have attended starts with the message 'we have to deal with the activists', but they need to deal with the issues that cause the activists to take their stance."

Dr Sue Foster, Vets Against Live Exports

FOOD ALLIANCE WA TRUST IN PRIMARY PRODUCTION PROJECT
2019

COMMUNICATIONS

Strengths The consumer is always right, that's the nature of the business. We often see a disconnect between conversations on social media and consumer behaviour at the checkout.

Issues

- We just don't tell our Western Australian stories well enough.
- Social and general media is impacting on the public's confidence in food.
- The global conservation movement often sucks industry up into issues that are occurring in other parts of the world, but are not occurring in WA.

Opportunities

Farmers need to communicate their beliefs and values to their customers. People buy the person or the values the produce represents.

All the work goes into getting the message really right and then being really persistent to get that across, so consumers understand why they support WA farmers and local food.

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"I'd like our WA commercial fishers to be celebrated and not denigrated; I've seen other international fishing industries that are celebrated and I think we have a long way to go. The commercial fishing industry in WA should be celebrated – these people fish sustainably, and they deliver a great product. It is all about managing public perceptions, building knowledge and increasing trust."

Dr Jenny Shaw, Research Director Western Australian Marine Science Institution

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Government does have a role to ensure consumers are informed, otherwise they will be driven to decisions that will undermine food production and we are seeing that already in Europe.

- Establish a baseline of consumer understanding on food so the sector is able to engage with the public on food and farming issues; responsibility for that is on government.
- Consumers would be prepared to support change by paying more as we rely on farmers to feed us and provide food choice.

Government has a role to ensure the community is informed from a factual basis. It needs to start in school so consumers understand why practices are used in food production, and that industrial farming is not a negative - it is the reason we get to live.

Government has a role in supporting industry to do this effectively, but the industry has the greater interest in doing the delivery of the messaging.



Some WA businesses are making a conscious decision to demonstrate best practice and go beyond the regulatory requirements.

More businesses are doing more to adopt best practice to put themselves in a place where it is difficult to be criticised.

- We can only export WA food if our population believes we are producing to the highest standards and trust our technologies and standards.
- Farming has to deal with the rogue operators and call them out.

Every industry needs to constantly improve its processes, rather than a combative back and forth approach with those who have opposing views.

It requires a mature holistic approach across the whole sector to deliver a better result for the whole industry as well as their back pocket.



INDUSTRY RESPONSIBILITY Cont.

Crisis management

If people are open and transparent and step up early, there is a better chance of recovery for the whole industry and its reputation.

- If they don't the government gets involved to resolve the issue and their agenda will not be initially about the farmers.

So much can be done in the instant of time to engage with people and make a better decision on how they interact with the public.

- This can save a lot of heartache and avoid confrontation.

Industries need underlying capacity that is always dealing with these issues so when there is a crisis you are not starting from zero.

- Continue to invest even when you don't have a critical issue, then when one arises you already have capacity to respond.
- Don't rest on your laurels; engage in discussion and get the risk management communication mobilised earlier.



"The more I see while I am working across industries around the State is that we just don't tell our Western Australian stories well enough. On the east coast we are seen as a bunch of hillbillies that put rocks and crops on boats, when the reality is that as a State we can't be as economically successful as we are unless we are technologically advanced and highly efficient, and we need to tell that story better."

Professor Peter Klinken, Chief Scientist of Western Australia

Discussion Session 3

Peter Cooke Agknowledge – WA Primary Industries Trust and Values Qualitative Study

Nicol Taylor Agknowledge – WA Primary Industries Stakeholder Interviews Report

Q: Where do you see shared values between primary industries and Consumers?

Q: Can industry efficiently and effectively influence public perceptions?

Q: How can we better 'Listen' to understand community concerns about our industry?

Q: How can farming, fishing and food industries work collaboratively to build awareness and trust with the community?

Discussion Session 4 – National efforts

Q: What are the key messages from the information presented today?

Q: How can you apply this to your industry or perspective?

Q: What messages will you convey to your industry?

Q: What messages will you convey to your consumers?



7

The Sheep Collective



NFF – We are Australian Farmers Campaign

Managing Community Trust Scenario

70 MINUTES NEWS 9NEWS The West Australian

Toxic farm chemical threatens Perth's food supply.
AquaViva, Safefood and Chicklets all compromised.

"On Sunday 2nd February 2020, investigative TV program 70 Minutes runs an expose on "Chemical Residues Poisoning Perth's Food Supply: The Truth in Each Swallow". The expose is largely based on the testimony of a former undergraduate chemistry internee at the internationally owned aquaculture business AquaViva located in Wanneroo, 55km north of Perth. The chemistry student sensationally alleges that previously undetected residues of a chemical wetting agent called TOX-I.K. used in growing lupins, which comprise the protein feed for the fish, are causing the deaths of Silver Cobbler which AquaViva sells to Australia's premier listed supermarket chain Safefood, and that AquaViva has been covering up these fish deaths for at least 6 months.

Ten kilometres south-east of the AquaViva fish farm, situated above a dried out creek bed, the owners of Perth's largest poultry farm and adjacent poultry feed mill, the family owned business Chicklets, have also been quietly working with their vets for the past 12 weeks to investigate a disturbing increase in the mortality rate of week old chicks.

The day after the 70 Minutes program is aired, the Chicklets operations manager (who never watches 70 Minutes) answers a phone call from a journalist at the West Australian who is doing a follow-up story on the growth of the business since the new Chicklets feed mill plant was commissioned 6 months ago.

Unaccustomed to dealing with the media, the operations manager chats away, commenting that he's sick of vets stomping around his site and reckons it would be easier to be in the market garden business like his cousin down the road.

Two days after the 70 Minutes "Chemical Residues Poisoning Perth's Food Supply" program, the West Australian runs a page 3 story suggesting that Chicklets could also be covering up the impacts of TOX-I.K residues at its poultry operations. In the office of the recently elected Member for Wanneroo, Labor MLA Ms Inde Niall, the phone starts ringing off the hook."

Instructions

1. Your Group is the 'Board' of (choose one):
 - WA Pulse Industry Chamber
 - WA Chicken Meat Federation
 - Aquaculture Western Australia
 - WA Retailers Association
2. **Appoint a Chairperson** to speak about your action plan.
3. Use the Checklist to work through the discussion and determine what are the steps required to manage the position.
4. Skills Audit – what skills the industry has and where are the gaps.
5. Identify other industries that are or have experienced similar issues.
6. What information have we learnt from the 'listening activities'.
7. Be prepared as an outside industry to 'lean in'.
8. **Develop an Action plan** for your industry for February 2020.
9. **Prepare a trust response 'key messages'** on behalf of the Food Alliance WA network for the Western Australian public.

Building Trust Scenario Planning Checklist

Checklist	Current capability	Identify person responsible	Action/s required
Map the Industry/s affected	Rate 1 low – 5 high		
Identify the issues			
Identify the stakeholders			
Identify the experts			
Identify the adversaries			
Single sector or multi sector response?			
Funding/resources required and available?			
Federal vs state political alignment?			
Understand the legislation and regulation			
Link to relevant government policies			
Working with government Departments – which and who			
What are current Internal 'best practices'			
Identify any 'skeletons in the cupboard'.			

Checklist	Current capability	Identify person responsible	Action/s required
Relevant standards and certifications e.g. MSC, SQF or RSPCA			
Compilation of data around: science, compliance, economic contribution, and impact on jobs relating to the topic.			
Prior experience in the industry			
Legal resources – to hand or access			
Communication capability (skills, contacts, spokespeople)			
Build the messaging			
Social media presence and capacity			
Social media policies			
Industry internal communications			
Media influencers			
Industry spokespeople			
Measuring public/community response			
Other key factors identified			

Developing Messages:

All industry stakeholders need to receive the same messages about the issue because information flows freely between different stakeholder groups. However, the mechanism and style of communication may need to be tailored for each group. When stakeholders hear aligned messages from multiple sources it amplifies their credibility and effectiveness.

Priority channel - A Secondary channel - B

Stakeholder	Direct	Media	Social media	Message
Impacted key businesses				
Internal industry				
Related industries				
State Government				
Local Government				
Consumers				
Media				
Other				

