

AUSTRALIAN AGRICULTURE
COMMUNITY
TRUST PROGRAM



GRDC[™]
GRAINS RESEARCH
& DEVELOPMENT
CORPORATION

JUSTIN CROSBY, HEAD OF INDUSTRY
AND GOVERNMENT RELATIONS

Community Trust in Rural Industries



SOCIAL LICENCE

“A farmer’s freedom to operate is enabled by an industry’s **social licence**, defined as the **privilege of operating** with minimal formalised restrictions based on maintaining **community trust.**”

Deanna Lush

“Building trust **isn’t just giving consumers** more science, more research or more information.... Research shows it’s about **demonstrating** that you share their **values** when it comes to topics they **care about most** - safe food, quality nutrition, outstanding animal care and environmental stewardship.”

Centre for Food Integrity

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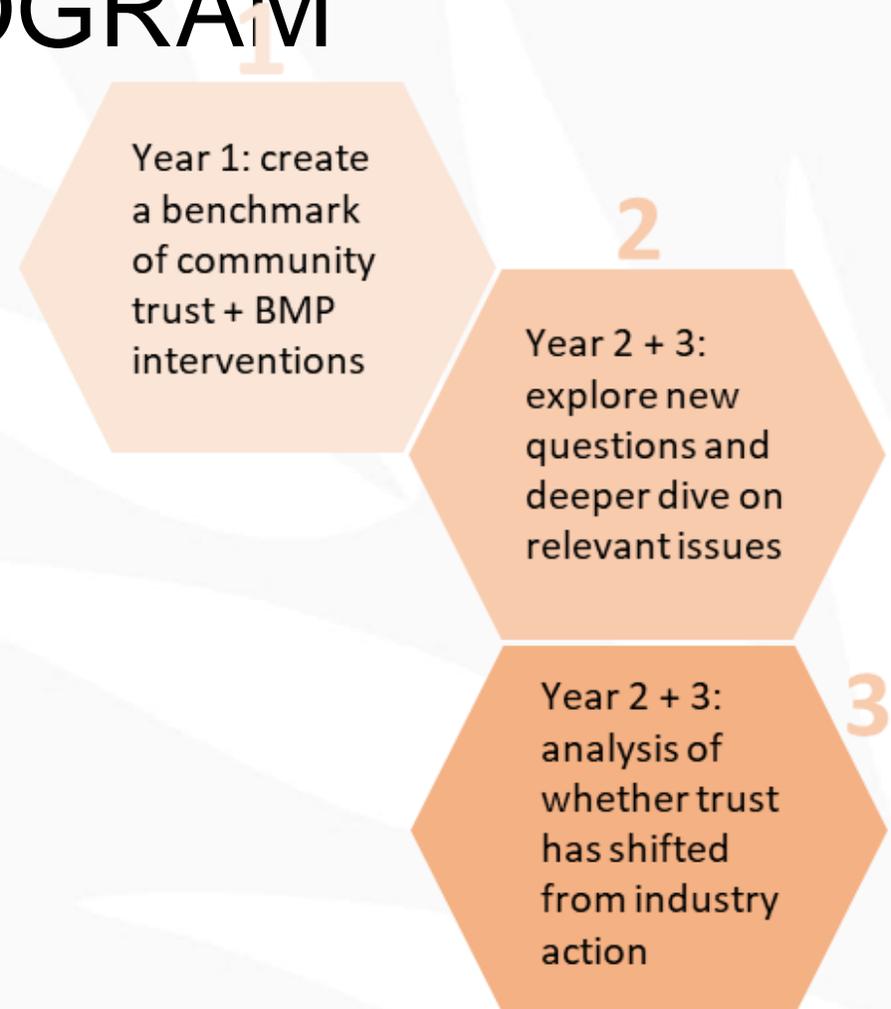
Program Goals

- Develop capability to monitor, anticipate and respond to shifts in the level of trust
- Build a common language and narrative for Australian agriculture
- Identify common best practice approaches, strategies and interventions

AUSTRALIAN AGRICULTURE COMMUNITY TRUST PROGRAM

Program Design

- Three-year program
- Qualitative and quantitative research (CSIRO)
 - Stakeholder consultation
 - Consumer survey
 - Industry insights
- Translation to industry



AUSTRALIAN AGRICULTURE COMMUNITY TRUST PROGRAM

The program will deliver

- An understanding on the values that underlie community attitudes and trust towards agricultural production from outrage → to longer held beliefs and influences
- Best practice interventions that allow trust to be built, maintained and rebuilt
- Translate research into practical inputs for industry-led strategies.

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The program will:

- Inform business decisions
- Manage reputational risks
- Manage regulatory risks
- Provide leadership
- Drive collaboration in the area of community trust

AUSTRALIAN AGRICULTURE COMMUNITY TRUST PROGRAM

The program is not

- Targeted specifically to any one issue or industry
- Will not provide industry with all the answers
- A marketing or communications program
- Requires ongoing leadership

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