



LIVECORP
THE AUSTRALIAN LIVESTOCK
EXPORT CORPORATION



Live exports – exploring the drivers of trust

MARCH 2022

The live export industry has commissioned national surveys, two years apart, to identify the issues that matter to the Australian community and start a fresh conversation about how it is responding to those concerns.

The value of live exports

There is even greater recognition among Australians that

Live exports make an important economic contribution to Australia.



Live exports help overseas countries ensure their citizens have access to safe sources of meat.



Pathways to trust in live exports

The key drivers of the community's trust in live exports are:



A complex relationship

There remains a lot of uncertainty amongst Australians on key questions about live exports.

Animal welfare in the live export industry is a complex issue.

6% disagree



Australia should stop exporting animals overseas regardless of the impact on Australian farmers.



How much trust do you have in the live export industry to act responsibly?



How do you feel about the costs and benefits of the live export industry?



Concern about conditions on ships is easing

While the voyage overseas was selected most by people expressing concern about animal welfare along the supply chain, overall Australians are less worried about conditions on ships.

Conditions for animals on live export ships are not in line with Australian animal welfare standards.



When provided with the actual average mortality rates in 2020 for sheep and cattle on ships, participants indicated they were:



About the live export project

The live export industry is conducting multiple surveys of Australians to gain a representative sample of community views on a broad range of topics relating to the industry and support a more constructive conversation. This fact sheet outlines the results from the second survey in 2021, with comparisons to the first survey in 2019.

Survey responses were collected via an online research panel of Australians over the age of 18, matched to Australian Bureau of Statistics population data by age, education and gender. Analysis was conducted on 4,830 responses in 2019 and 4,411 in 2021.

The project is being funded by LiveCorp and Meat & Livestock Australia, the service providers and research bodies for livestock exporters and producers respectively. The research is being conducted by Voconiq, an Australian data science company built on a platform of research developed by Australia's national science agency, CSIRO.

For further information please contact Kaaren Latham, LiveCorp Communications Manager, on 0409 809 909.

Community Trust in Rural Industries

LiveCorp and MLA are also partners in the Community Trust in Rural Industries Program, a cross-sector initiative involving 11 Rural Research and Development Corporations, the National Farmers' Federation and the NSW Department of Primary Industries, to build the capacity of food, fibre and forest industries to productively engage with the community.

The Program is examining the issues impacting on rural industries and how these industries relate to each other in the minds of community members. It involves community research over a three-year period, also by Voconiq, sampling more than 6,000 Australians each year to provide insights on cross-sector issues and best practice approaches.

