



Live exports – exploring acceptance

MAY 2023

A series of national surveys has been conducted to understand the Australian community's views on live exports, allowing the industry to start a fresh conversation about how it's responding to the issues that matter most.

There is strong recognition of the benefits of live exports in Australia and overseas.

The live export of animals to overseas markets supports the improvement of diet and nutrition of people in those countries.

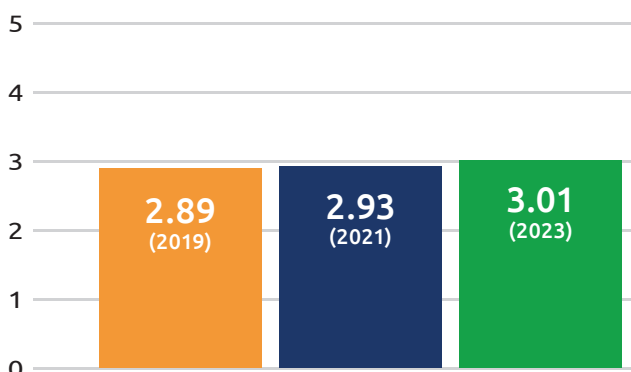


The live export industry makes an important economic contribution to Australia.



Acceptance of the industry has been growing across time. However, there is a great deal of nuance when it comes to community sentiment, and many people still hold a 'neutral' position.

Rate the extent to which you accept the live export industry



Australia should stop the export of live animals to overseas markets regardless of the impacts on Australian farmers.

29% Agree

▼ from 35% in 2019

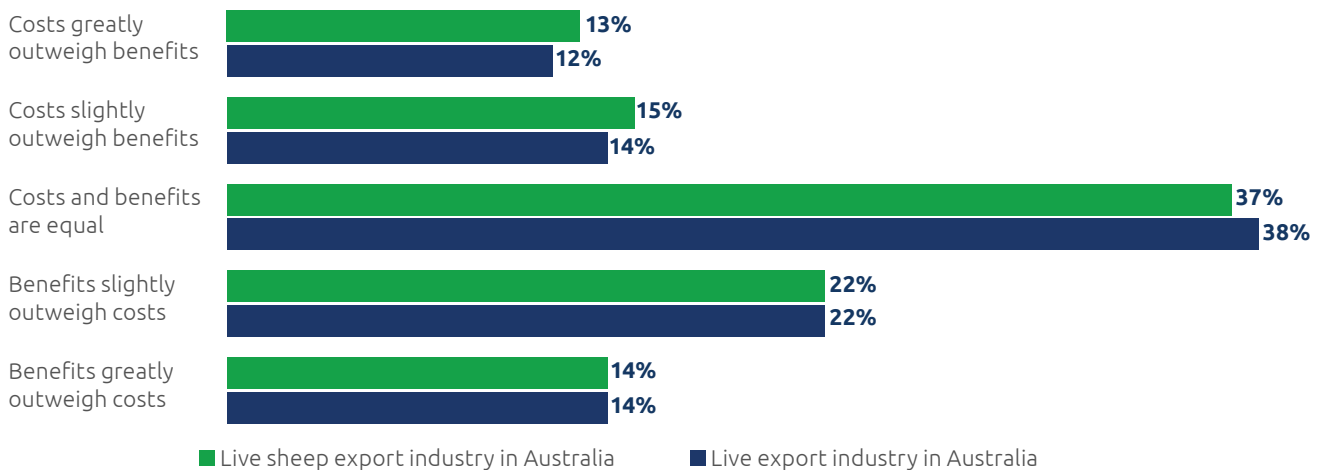
42% Disagree

▲ from 37% in 2019

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



A series of questions added in 2023 found there was no significant difference in perceptions about live sheep exports compared to the industry generally.



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 third survey in 2023, with some comparisons to surveys in 2019 and 2021.

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, location and gender. Analysis was conducted on 4,830 responses in 2019, 4,411 in 2021 and 4,716 in 2023.

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.

The work has been commissioned by the Livestock Export RD&E Program, which is funded by LiveCorp and Meat & Livestock Australia, the service providers and research bodies for livestock exporters and farmers respectively, with matching Australian Government contributions.

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