



# Live exports - exploring the drivers of acceptance

AUGUST 2020

The live export industry has commissioned a three-year research program to identify the issues that matter to the Australian community, and start a fresh conversation about how it's responding to those concerns.

## The value of live exports

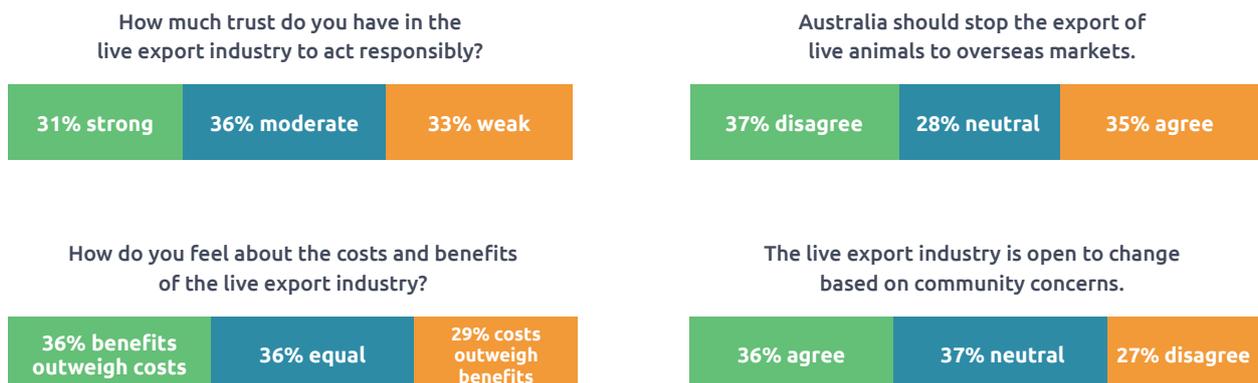
Australians strongly believe that:



## A complex relationship

The research showed that large sections of the community were uncertain about live exports on several key questions.

(meaning they do not have strong views one way or the other, or have gaps in their knowledge)



# Pathways to acceptance in live exports

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



## Priorities for industry



## How can industry do this?

- ✓ Map industry practices and **critically review them against the key drivers of trust**
- ✓ **Understand how you manage animal welfare** and identify strategies and plans to further improve this
- ✓ Support efforts to **build a regular process for listening to community concerns**, acknowledging them and responding to them proactively rather than defensively
- ✓ **Become more proactive** in the areas the community identified they are uncertain about

### About the LiveCorp project

The live export industry is conducting an annual survey of Australians over a three-year period 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 Year One research.

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.

The project 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 is also a partner in the Community Trust in Rural Industries Program, a cross-sector initiative involving ten Rural Research and Development Corporations, the National Farmers' Federation and the NSW Department of Primary Industries, to build the capacity of food and fibre industries to productively engage with the community.

The Program is examining the issues impacting on food and fibre 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.

