



# Industry survey on livestock exports

February 2021

*As part of a wider project on community sentiment about livestock exports, LiveCorp surveyed supply chain participants to understand their perspective.*

## Supply chain participants...



are **proud of their contribution** to livestock exports



are **confident in talking about their role** in the industry



overwhelmingly **accept the industry**



see **veterinarians as the most trusted component** of the industry



strongly believe the **industry listens to community opinions** and is willing to change its practices in response

**161**

participants in the survey



33% were livestock producers



6% were service providers



43% were directly involved



12% were from an industry body



7% were other

## Comparing industry and community

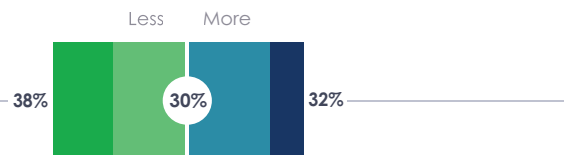
Supply chain participants accurately assessed the community's opinion of livestock exports, and not surprisingly are far more accepting of it themselves.

Ratings of acceptance of the livestock export industry



It's clear from this data that the views of those that work in the live export supply chain are very different from the views of the broader Australian community.

Please rate the extent to which you (community) accept the live export industry



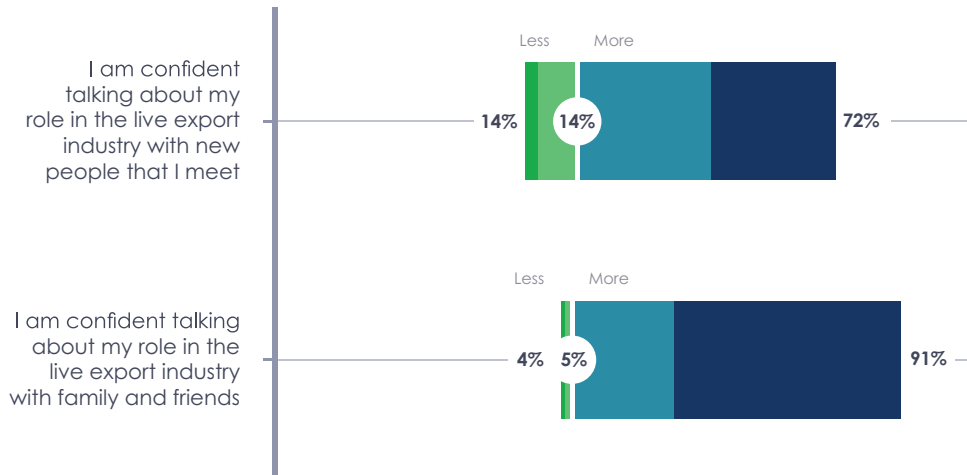
Please rate the extent to which you (industry) accept the live export industry



## Confidence in the industry

Industry insiders are “proud to contribute to the live export industry in Australia” (89% agree). However, while many are confident to talk about their role in the industry, there is still hesitation by some participants, and in some situations.

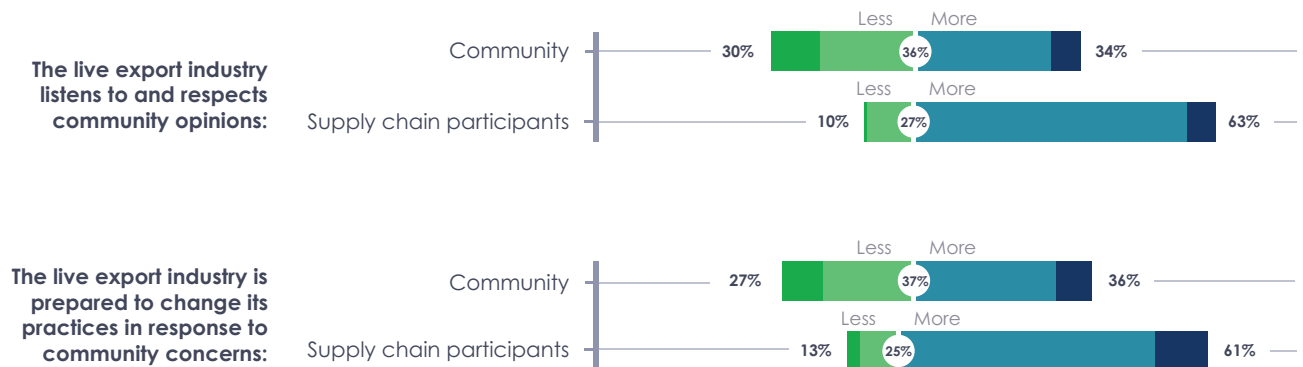
LiveCorp is working to provide resources to help ensure supply chain participants have the information they need to confidently discuss those areas of livestock exports that they don’t directly participate in, and are of most concern to the community.



## Listening and responding to community concerns

Responsiveness is one of the key drivers of the Australian community’s level of acceptance of the livestock export industry (see below). While industry insiders have more faith in the industry’s willingness to listen to community concerns than the average Australian, there is still a level of uncertainty on this question.

LiveCorp is focusing its communication efforts on improving the availability of information about the industry’s changing practices and improving performance, to reassure both supply chain participants and the wider community.



## Community sentiment project

LiveCorp commissioned a survey to gain a representative sample of Australian community views (matched to Australian Bureau of Statistics population data by age, education and gender) on a broad range of topics relating to the industry and support a more constructive conversation.

The survey was conducted by Voconiq, an Australian data science company built on a platform of research developed by Australia’s national science agency, CSIRO.

The report is available on LiveCorp’s website [www.livecorp.com.au](http://www.livecorp.com.au).