

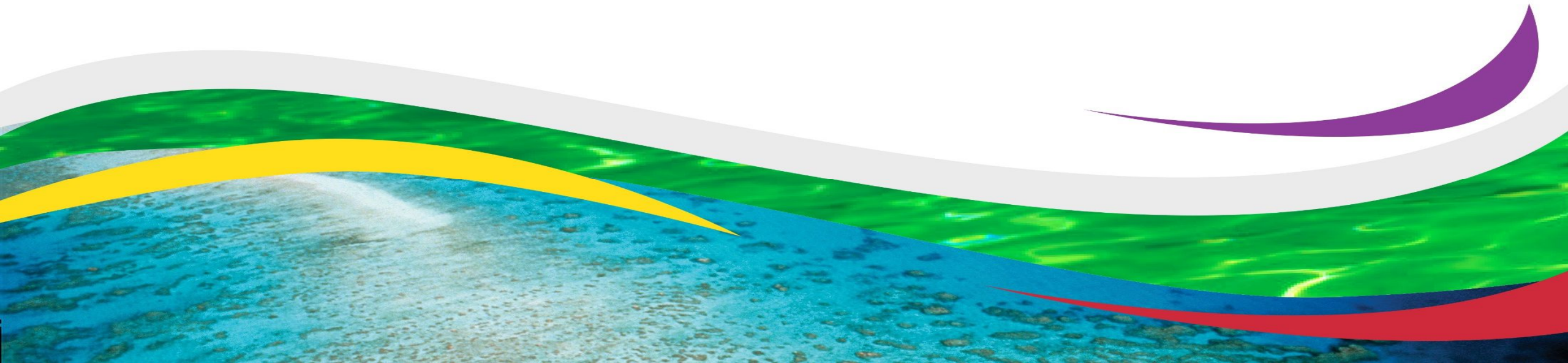


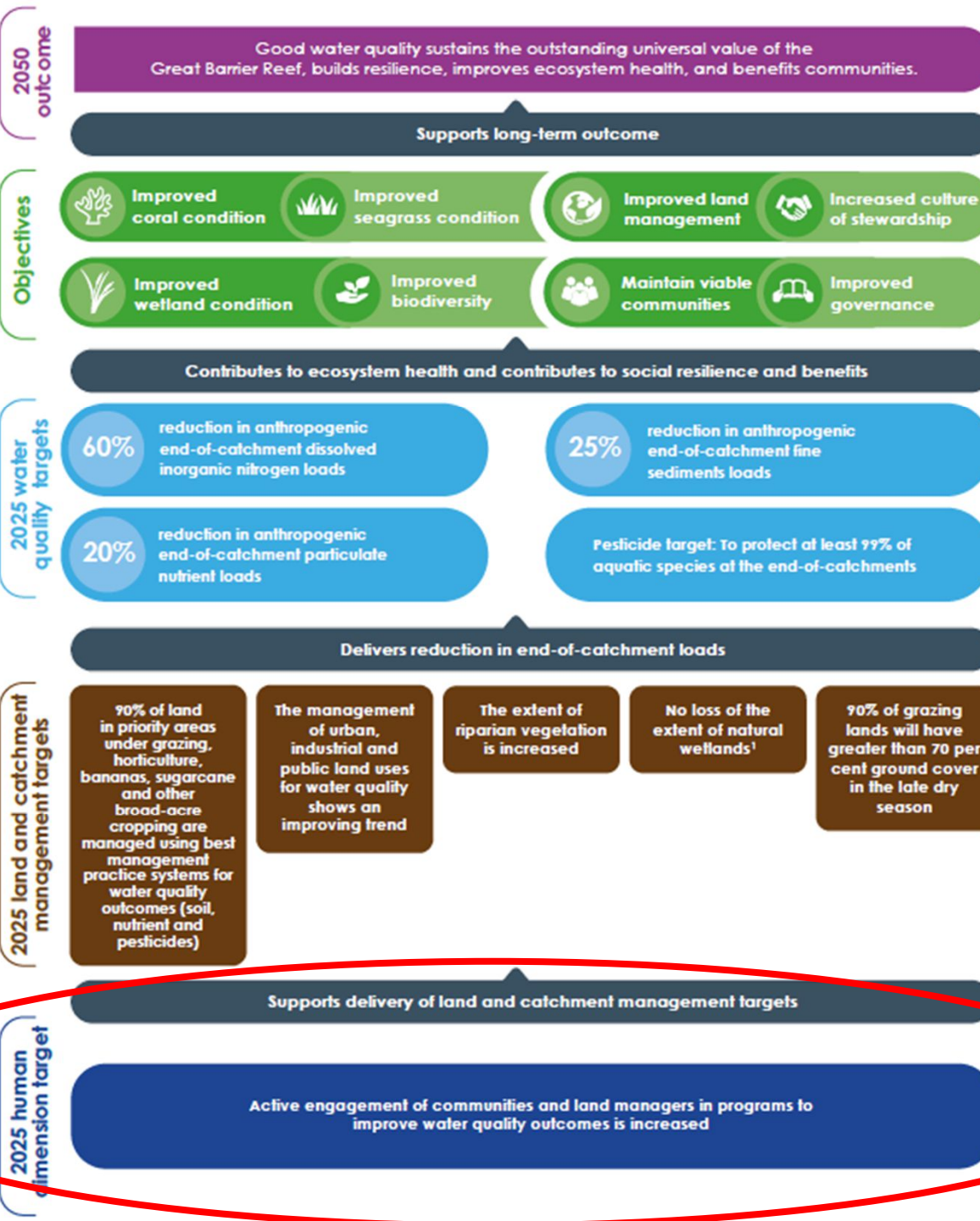
**Australian Government**



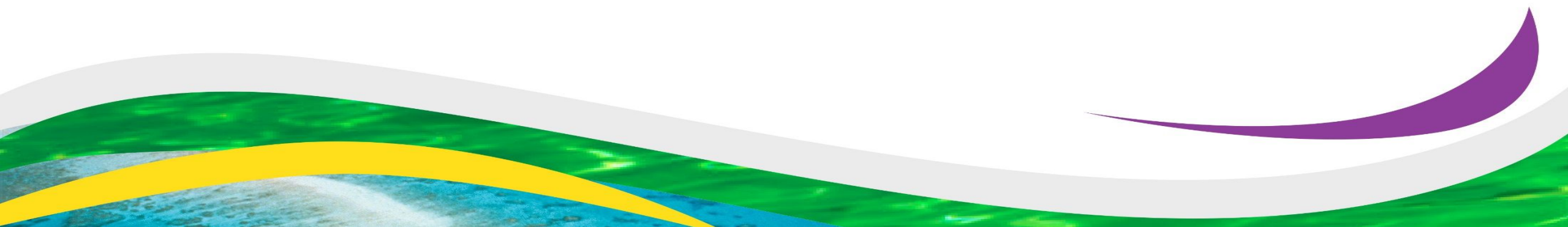
**Queensland Government**

# Paddock to Reef Perceptions of Practices Survey





Extension Officers		Cane Growers	
Rank	Motivation	Rank	Motivation
1	Profitability	1	To comply with regs
2	Production	2	Profitability
3	Government funding	3	Production
7	To comply with regs	8	Government funding





# What are human dimensions?

- Help understand why change is or isn't happening
- Drew from past research that looked at landholder innovation and stewardship
- Looked at which factors are biggest predictors of behaviour change – producers are over surveyed, we only wanted the minimum needed



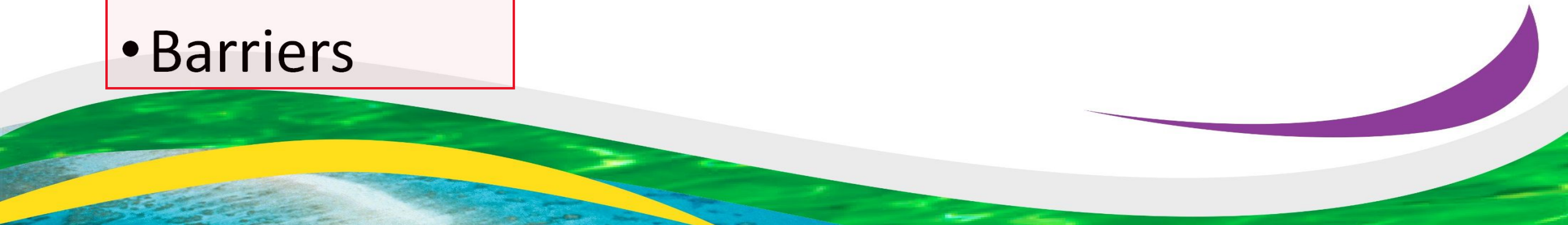
# What are the social factors?

- Past behaviour

- Attitudes
- Self-efficacy
- Group norms
- Motivations
- Barriers

- Trust

- Cultural Norms
- Cultural Artefacts

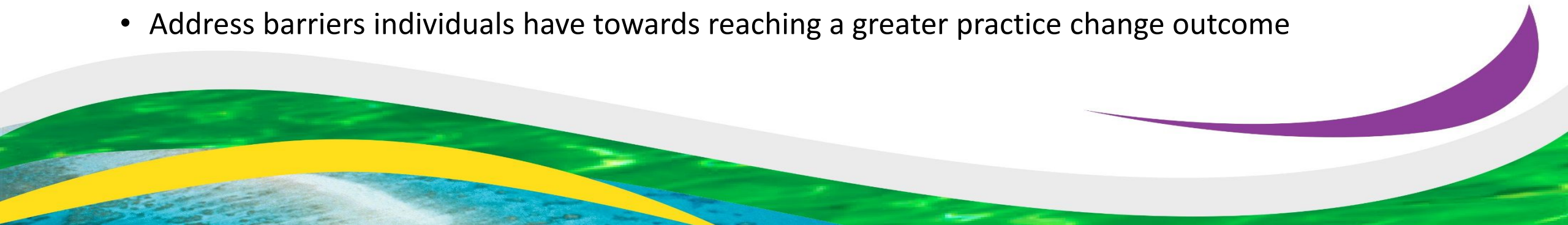


# Social Monitoring Surveys 2019-2022

- Voluntary on all Queensland and Australian government Reef practice change projects, including GBRF
- Informed consent is an important part of the process
  - Extension staff are required to offer the survey to the farmer but the farmer can refuse
- Start to move the conversation away from the **what** and **how** we do things on ground to the **why/why not**

## **At the individual and project level:**

- Shape engagement with landholders depending on what drives them
- Tailor project engagement and approach to suit the cohort of growers and producers
- Address barriers individuals have towards reaching a greater practice change outcome





# What you receive



## Project

### Participant Survey Report – 2021

As part of the project growers completed an anonymous survey about changing their farming practices. Thirty-five (35) growers answered a series of questions designed to better understand their attitudes, motivations, and barriers to changing their pesticide management in the project and 24 growers answered the same questions after engaging in the project. The responses will be used to guide future extension efforts as well as to improve the design of current and future water quality projects.

We would like to share some of the findings with you and to sincerely thank the growers that participated in the survey for their time and assistance.



Almost all growers felt that changing their pesticide management was a positive thing to do on their farm.



Most growers felt that changing their pesticide management was easy to do on their farm.



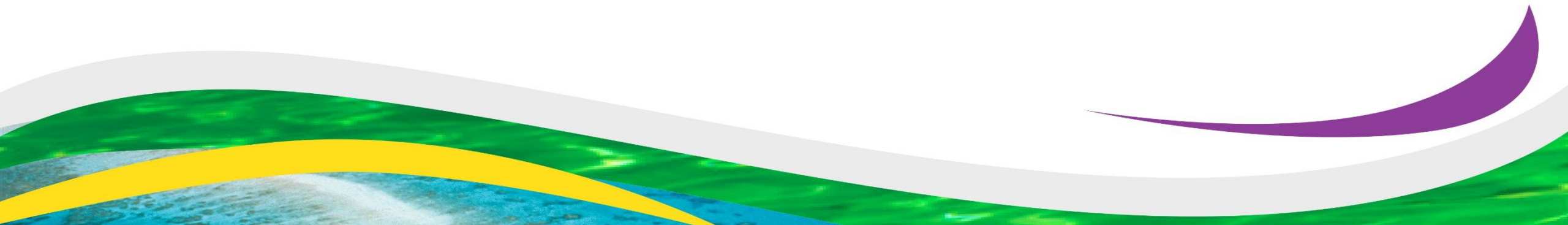
About one-third of growers indicated they believed there were no challenges to changing their pesticide management.

Over two-thirds of growers were motivated to change their pesticide management to comply with regulation.

If you have any questions about the survey, please contact XX from XX on 04XX XXX XX or XX@XXX.

## **At the program level:**

- Tailor a program of work to suit a variety of growers and producers
- Improve the design of programs that match landholder attitudes and motivations, and that overcome the barriers
- Use social monitoring insights as part of program evaluation
- Improve communication in projects





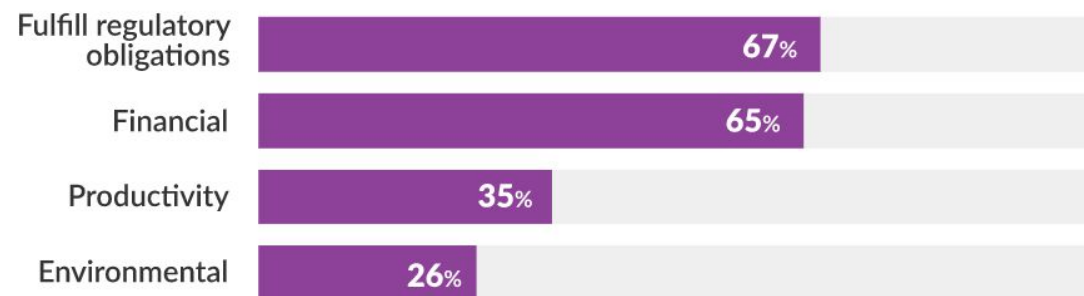
## Tracking the human story behind practice change

Practice change can take years to implement across entire farms. This social monitoring data presents the opinions of cane farmers and graziers who are engaged in practice change projects to reduce sediment, nutrients, pesticides entering local waterways



### Involved cane farmer perspectives

#### Benefits that attract growers to practice change



#### Positive views on adopting practice change

**81%** of growers agreed that adopting new farming practices was **a good thing to do**

**88%** of growers agreed that adopting new farming practices was **easy**

#### Opportunities for strengthening success



**Stronger planning** to align with seasonal variation



Ensure **production benefits** are maintained



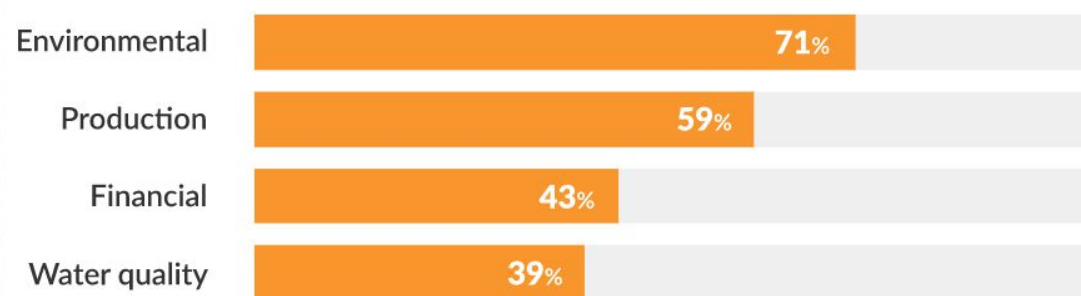
Ensure **financial benefits** can be realised

[Learn more about social monitoring](#)



### Involved grazer perspectives

#### Benefits that attract graziers to practice change



#### Positive views on adopting practice change

**92%** of graziers agreed that adopting new farming practices was **a good thing to do**

**73%** of graziers agreed that adopting new farming practices was **easy**

#### Opportunities for strengthening success



**Stronger planning** to align with seasonal variation



Ensure practices can **fit in with time and routines**

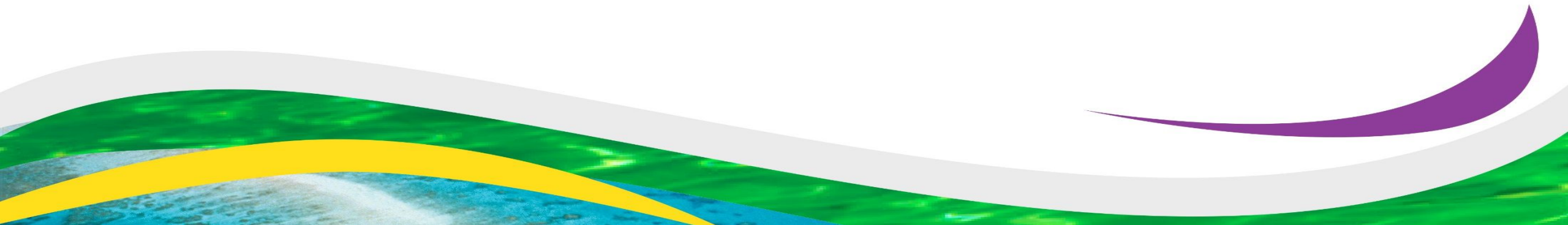


**Reduce costs** of participating

# 2023 - New Perceptions of Practices (PoP) survey

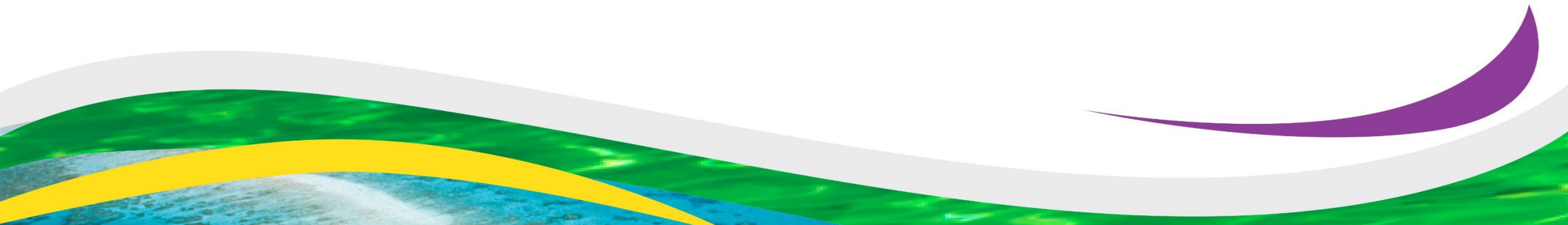
Why did we review the questions?

- Reef WQIP target review – opportunity to improve & extend
- Feedback from extension staff – demonstrated some practical issues with interpretation
- Reviewing the data – patterns in responding, e.g. little differentiation in attitudes, high 'don't know' responses to group norms that may have been more about how the question was phrased

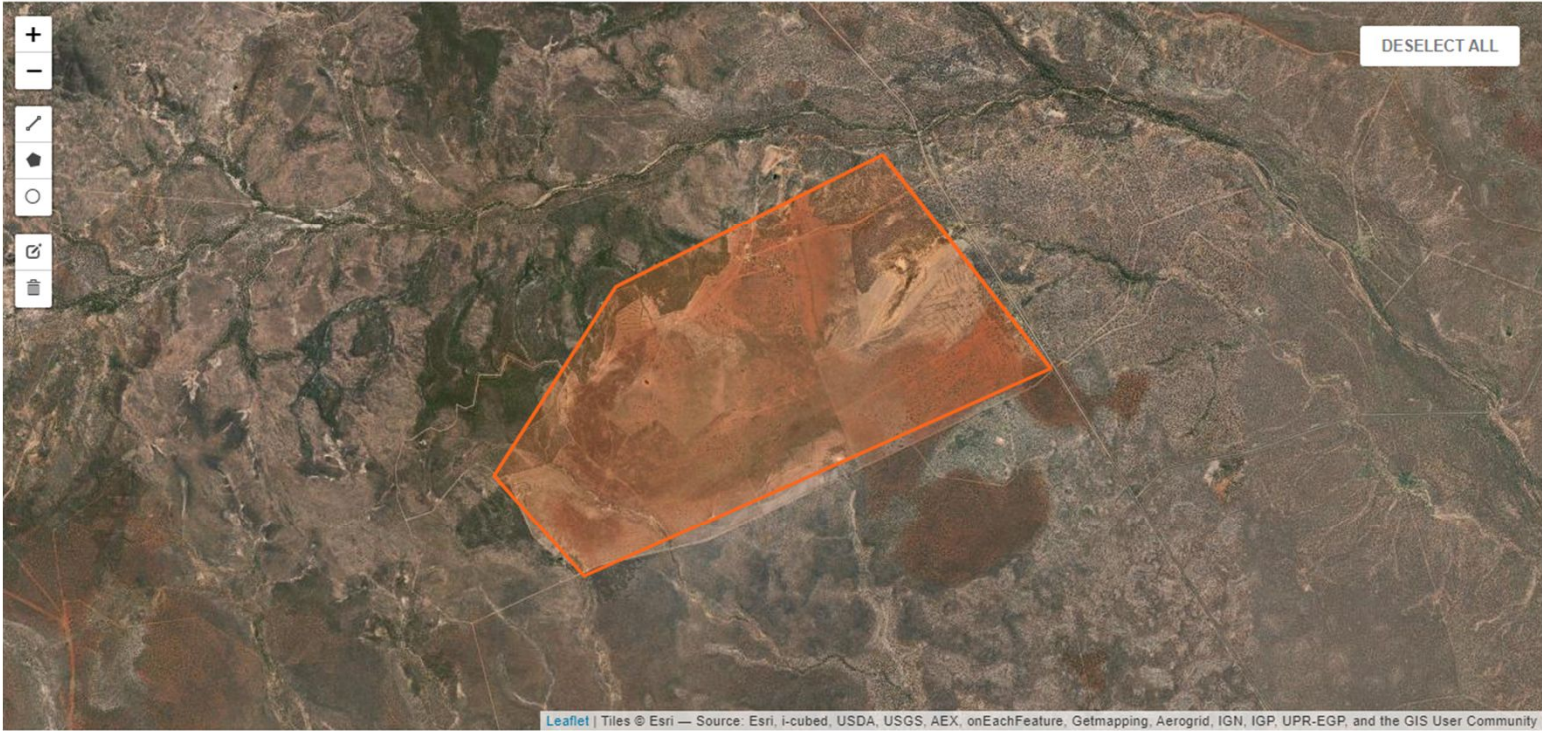


# What are the main changes?

- Move to Projector
- Questions worded more conversationally
- Before and After versions of questions (hard copy versions in Projector)
- Inclusion of demographic questions







■ Unselected ■ Selected ■ Contains errors

### Selected Projects

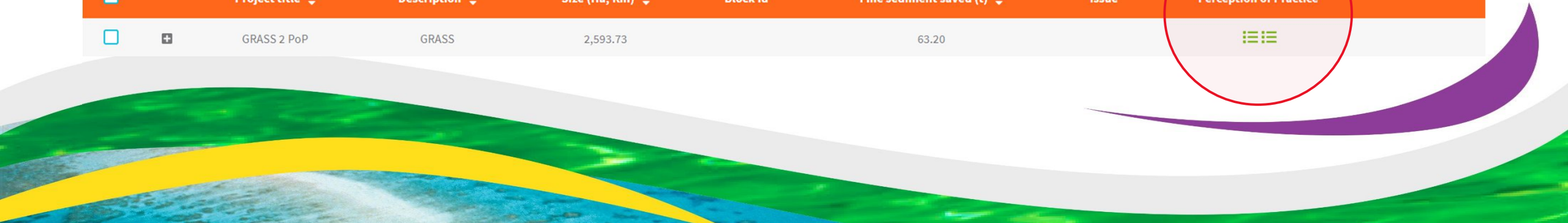
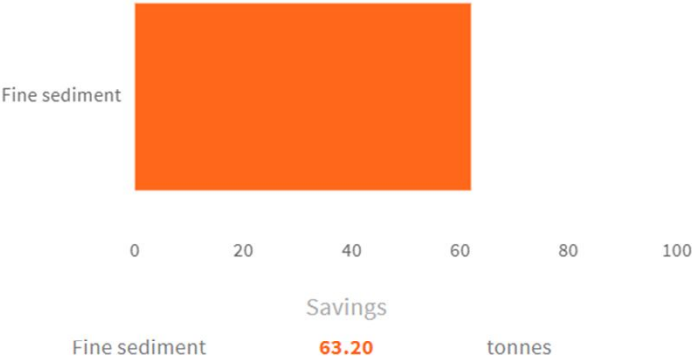
Click on a column header to sort by that result

Actions:

	Project title	Description	Size (Ha, Km)	Block id	Fine sediment saved (t)	Issue	Perception of Practice
	+ GRASS 2 PoP	GRASS	2,593.73		63.20		

1 projects selected

Percent improvement



# New QRWQP Projects

## Grazing

- Expand the number of providers – in the past successful collaborations
- Aim to have different approaches supporting practice change e.g., peer to peer forage budgeting services through to wholistic business and pasture management change
- Changes must result in improved pasture management and groundcover i.e., meet and exceed minimum standards.

## Cane

- Build on previous successful projects – Isis 20:20 Nutrient Management Planning project
- Aim to offer services that provide for growers to meet regulations as well as focus on next level – e.g. constraint identification & amelioration
- Changes must result in improved NUE (NiLRI) e.g., 6ES + 6ES toolbox + amelioration = improved productivity and reduced N surplus

## Horticulture

- Place based projects - new opportunity for on-ground practice change support to Hort sector.

