

National Primary Industries Animal Welfare Research, Development and Extension Strategy

A Call for Tenders to address: Monitoring public attitudes to livestock industries and livestock welfare.

1. Objective

The National Primary Industries Animal Welfare RD&E (NAWRDE) Strategy is seeking proposals to develop a tool to monitor public perceptions and sources of knowledge relating to animal welfare in the primary industry sector. This will identify trends in community attitudes and behaviour and will assist in the development of communication strategies designed to inform the community on welfare related developments in the livestock industries.

2. Background

In a survey conducted under the NAWRDE strategy in 2012/13, up to 10% of the variance in meat consumption could be accounted for by public attitudes to farm animal welfare. Notably, however, information-seeking and trust in information, attitudes related to animal welfare and the livestock industries, and membership of an animal welfare group, accounted for 44% of the variance in community behaviours that express dissatisfaction with the livestock industries.

There is an on-going need to monitor trends in public attitudes and behaviour using a consistent survey tool.

3. What needs to be done?

It is proposed to build upon the outputs of the previous NAWRDE project by appropriately modifying the tool used in the previous NAWRDE project to monitor public perceptions and sources of knowledge. This will identify trends in community attitudes and behaviour and will assist in the development of communication strategies designed to inform the community on welfare related developments in the livestock industries.

It is envisaged that attitudes towards the pork, broiler, kangaroo, feral goat, red meat, abattoir and live export sectors will be a focus of the study, as generic attitudes provide an indicator of trends in community values. Also, as decision makers respond to generic community attitudes, general attitudes to animal welfare can also be monitored. The understanding of community attitudes obtained from regular targeted monitoring of community attitudes will be able to assist in the determination of industry policy (industry changes, industry and public education by industry, etc.).

4. What is required?

The Project Objectives are to:

- a) Develop a repeatable questionnaire that will be administered to 500 randomly selected respondents stratified to provide a 50:50 gender split and adequate representation across urban, regional and rural respondents.
- b) Produce a report that will provide generic and industry specific information on public attitudes to and knowledge of welfare issues in livestock farming. This information will assist the industries to identify trends in public concerns relating to industry practices, that can be used for stakeholder communication, that can direct animal welfare research and identify

areas where industry practices have been incorrectly represented and therefore what educational materials are required

It is anticipated that a draft report will be submitted by 30th December 2018.

5. Lodging applications

Australian Pork Limited (APL) manages the process of project applications on behalf of the NAWRDE Strategy.

APL uses a web-based system called PigConnect to receive applications for funding in a consistent format and which can be downloaded directly into APL's internal project management system.

Users can login into PigConnect at <https://pigconnect.australianpork.com.au/> and register through the 'Set up an account' tab or through the 'Log in' tab access an existing account.

Applications should be finalised and submitted before 31/05/2018

For further information, please contact:

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