

Towards a human dimensions baseline

Social indicators of a culture of innovation and stewardship, and land management practice change

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Context:

RWQIP Human dimensions objectives and targets

- **objectives** to improve land management, and, to increase a culture of stewardship amongst land managers;
- **targets** for best management practice adoption; and,
- a human dimensions **target** to increase the active engagement of communities and land managers in programs to improve water quality outcomes.

Project goals

Develop and test indicators that can:

- inform Reef managers by **tracking progress towards objectives and targets**, as part of the monitoring and reporting requirement of the Plan,
- inform the design of interventions to improve **program effectiveness** and practice improvement over time



Project overview

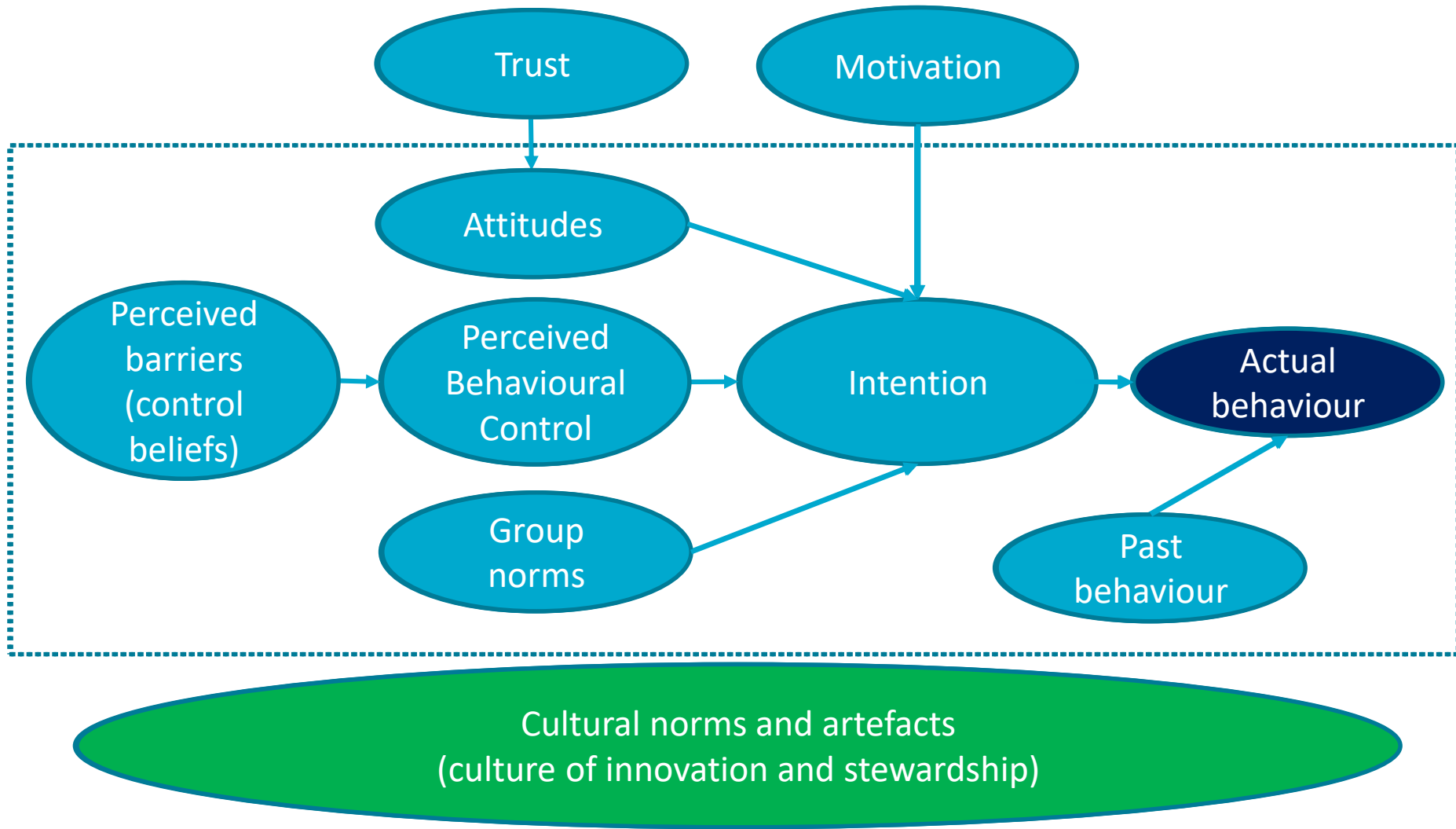
What should we measure?

What do we already measure?

What does it tell us?

Where to next?

What should we measure?



What do we already measure? Availability

7 studies, 2016/17 to present, (n=14-248)

REGION	INDUSTRY	ATTITUDES	PBC	BARRIERS	MOTIVATION	BEHAVIOURS	GROUP NORMS	TRUST	CULTURAL NORMS	CULTURAL ARTEFACTS
Wet Tropics	Grazing									
	Sugarcane	248	248/48	48	248/48	248	248/48	248/48	248/48	246
	Bananas	46		48		46				
	Other hort.									
Burdakin	Grazing	80/156	80		80	80	80	80	80	58
	Sugarcane	38/20	54/14	80	54	38/14/20	38	38/14	54	41/20
	Horticulture									

What do we already measure? Suitability

- Data from participants in WQ & BMP programs (small samples)
- Collected for different purpose
- Non-standardised measures, not targeted at desired practices
- Very little data on culture indicators

What does it tell us? findings from available data

- **Attitudes** towards current practices positive (inc. via programs)
 - 6ES - benefits to productivity and soil health
- **Motivations** for participation and adoption differ
 - Responsibility (financial, family, land stewardship - current and future)
- Landholders seek **autonomy** in making decisions
- **Group norms:** behaviour of other growers in the local district
- **Trusted advice** in practice change - proximity matters

Where to next?

- Baseline assessment not possible
- Clarify purpose and strategy (top-down or bottom-up)
 - OGBR working with P2R
 - Focus on desired future practices
- Establish a more structured, collaborative and systematic monitoring system
 - Consider other data points
 - Obtain a representative sample of the populations
 - Work with industry and regions to co-design and pilot questions
 - Consider data-sharing protocols and address data privacy concerns