

Project 2.1.3 Harnessing the science of social marketing and behaviour change for improved water quality in the GBR: an action research project

What is the problem?

To improve the quality of water entering the Great Barrier Reef, land managers need to adopt best practice. The programmes that have been available in the past targeted land managers who were already using best management practice. Some programmes assumed that land managers are driven by profit, but we know this is not the case. We need programmes that understand land managers that will work with them to support positive change.

How will research address the problem?

We would like to know “what works, for whom, in what circumstances and for how long”. So this project will (a) look at previous research on marketing and engagement strategies that inspire practice change; (b) talk to local cane farmers and graziers about what works for them, and (c) work with government and other delivery agents to implement changes so future programmes can be improved and better tailored land managers’ needs.

What will the research involve?

We are collecting data from cane farmers and graziers in the Burdekin Dry Tropics and Wet Tropics, regardless of whether they have chosen to engage with best management practice programmes in the past.



Burdekin cane farmer

Photo: NQ Dry Tropics

We'll be asking:

- What motivates you, your goals and your aspirations;
- Your opinion of various government best management practice programmes; and
- What activities are undertaken on the property that relate to the use of nutrients and control of sediment.

How will the research be used?

The information collected will be kept strictly confidential and anonymous. We will use the data to assess the extent that on-farm activities are impacted when land managers are engaged in best management practice programmes. We'll also examine how goals and aspirations differ between different groups and land managers, which will help government and other organisations to optimise strategies and programmes in the future. By repeating the survey in 2017 and 2018, we can accurately assess how attitudes and practices are changing over time, and whether changes to engagement strategies are working to achieve better results for graziers and cane farmers. *Please help us now so we can help you in the future.*

Further information

Professor Lynne Eagle – JCU

T: 07 4781 5717

E: lynne.Eagle@jcu.edu.au

Dr Marina Farr – JCU

T: 07 4781 5014

E: marina.farr@jcu.edu.au

Rachel Hay – JCU

T: 07 4781 3131

E: rachel.hay@jcu.edu.au

Carlie Rocco – NQ-Dry Tropics

T: 07 4722 5771

E: carlie.rocco@nqdrytropics.com.au