

Our stakeholders

Everything we do revolves around maximising the economic potential and sustainability of Queensland's primary industries for the benefit of the industry, consumers and the community. We engage, identify and address issues and opportunities with:

- *primary producers*
- *small, medium and large food and industry development services*
- *peak bodies including industry associations and industry development groups*
- *research and development organisations*
- *local, state, territory and Australian governments*
- *statutory authorities*
- *natural resource management groups*
- *rural, urban and indigenous communities*
- *community groups, organisations and schools*
- *exporters*
- *unions*
- *our staff.*



Figure 11: Key DPI&F stakeholders

Sector	Key stakeholders
Animal welfare	Animal Health Australia, Animal Welfare League, RSPCA Queensland, LiveCorp, Animals Australia, Animal Liberation Queensland Australasian Regional Association of Zoological Parks and Aquaria Queensland, Animal Health Alliance
Farm safety	ChemCert, Agsafe
Field crops	AgForce Queensland, Cotton Australia, Plant Health Australia, Australian Mungbean Association, Cotton Research and Development Corporation, Grains Research and Development Corporation, Pulse Australia, Croplife Australia Ltd
Fisheries	Independent Trawl Association, Queensland Aquaculture Industries Federation, Queensland Seafood Industry Association, Sunfish Queensland Inc, Sunwater, Fisheries Research and Development Corporation, Moreton Bay Seafood Industry Association, World Wildlife Fund, Queensland Conservation Group, Australian Marine Conservation Society
Government	Australian Quarantine and Inspection Service, Australian Institute of Marine Science, Australian Pesticides and Veterinary Medicines Authority, Bureau of Rural Sciences, Biosecurity Australia, Forest Plantations Queensland, Land and Water Australia, Queensland Rural Adjustment Authority, Safe Food Queensland, Rural Industries Research and Development Corporation, Australian Centre for International Agricultural Research, State and Commonwealth agencies
Horticulture	Australian Centre for Lifestyle Horticulture, Flower Association of Queensland, Growcom, Nursery and Garden Industry Queensland, Plant Health Australia, Queensland Landscape Industry, Horticulture Australia Ltd., Australian Fruit and Vegetable Coalition, Australian Banana Growers Council Inc, Queensland Citrus Growers, Apple and Pear Australia, Avocados Australia, Australian Mango Industry Association, Australian Lychee Growers Association, Australian Macadamia Society, AUSVEG
International	French Agricultural Research Centre for International Development (CIRAD), Indian Department of Biotechnology, Bi-national Agricultural Research and Development (Israel)
Livestock	AgForce Queensland, Australian Pork Limited, Meat and Livestock Australia, Queensland Dairyfarmers Organisation Ltd, SafeMeat, Queensland Livestock Exporter's Association, Livestock Transporters Association Queensland, Queensland Aquaculture Industries Federation Inc, Australian Prawn Farmers' Association, Australian Barramundi Farmers Association
Poultry	Australian Egg Corporation Limited, Queensland Egg Farmers Association, Chicken Meat Industry Committee
Professional organisations	Conservation Farmers Inc, Queensland Conservation Council, Queensland Farmers Federation, Organic Federation of Australia, Biological Farmers Association, Organic Food Chain, Queensland Food, Fibre and Agribusiness Council, Queensland Horse Council
Research	CSIRO, Council of the Rural R&D Corporations Chairs, The University of Queensland, James Cook University, Griffith University, Queensland University of Technology, Central Queensland University, University of the Sunshine Coast, University of Southern Queensland, Food Science Australia, Cooperative Research Centres
Sugar	Australian Sugar Milling Council, BSES Limited, Canegrowers Queensland, Sugar Research and Development Corporation
Timber	Timber Queensland, Forest and Wood Products Australia, Australian Plantation Products and Paper
Wool	Australian Wool Innovation

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Engaging our stakeholders and the community

Collaboration and partnership with our stakeholders is vital to achieve maximum benefit for everyone involved in the primary industries sector. This section provides practical examples of how DPI&F has engaged with its stakeholders and the community during 2007–08.

Improving service delivery by hearing our stakeholders

In line with the Queensland Government's desire to provide client-focused services, DPI&F conducted a service delivery review in 2007. This review asked our clients and staff about the department's current approach and how it could be improved to better meet client needs. On DPI&F's behalf, Jan Taylor and Associates Australia (JTAA) spoke to over 400 people statewide ranging from small to large agribusinesses, financial institutions and agribanks, peak bodies and staff. Service expectations among our diverse client base varied considerably, and the following key themes were identified:

- Small agribusinesses predominantly want support at a direct production level.
- Medium to large agribusinesses want leadership on industry-level issues and greater cross-government coordination and efficiencies.
- Agribanks want high biosecurity standards to reduce potential risks to market access (and profitability).
- Peak bodies want strong science research, complemented by modern extension services.
- Staff want more innovative and modern modes of service delivery, but feel restricted due to current policies and technology blockages.

While clients were generally positive about their experiences with individual DPI&F officers, they expressed the view that DPI&F is no longer as close to its traditional client base due to factors such as confusion over the department's role, client expectations being shaped by past experiences, and competing resource requirements such as during natural disasters.

Participants were asked to discuss what they thought DPI&F's role was. Six distinctive roles were identified:

- *biosecurity*—seen as a pivotal and non-negotiable role
- *strategic analysis*—contributing to knowledge, best practice and innovation involving commodity analysis
- *strategic research and development*—active investment in science in a strategic and visionary way, supported by extension services for greater adoption of research and development and management practices
- *strategic interventions*—leading cross-government responses to sector crises and reducing 'red tape' and inconsistencies between jurisdictions
- *market development and resource management*—scanning markets and the environment to assess strategic opportunities
- *primary industries champion*—leadership across government.



Participants said their preferred methods of contact with DPI&F were:

- on-farm field days, meetings and demonstrations
- regional service hubs, including mobile offices
- the DPI&F Business Information Centre
- the DPI&F website, including blogs and groups on social networking sites
- face-to-face
- mobile phone technology, such as SMS and crossover web technology that translates to 'next generation' mobiles (particularly in emergencies)
- DVD and CD media, in lieu of, or along with, live demonstrations.

As shown by the service delivery review, the way forward involves a fundamental change in the way DPI&F does business. DPI&F has listened and heard its stakeholders and, as a result, has developed a 'fresh approach' to service delivery focusing on three key pillars:

- building skills for the future
- delivering innovative research partnerships to grow investment
- networking and modernising services.

For more information about DPI&F's 'fresh approach' to service delivery, see page 9.

Stakeholder forums address critical issues

During 2007–08, DPI&F conducted 13 'Dialogue for Action' forums with its external stakeholders to proactively seek valuable independent observations and perspectives on emerging critical and sensitive issues. These forums are used to engage with industry groups, producers, government representatives, academia and the community to identify and address key issues impacting on performance, profitability and sustainability of primary industries in Queensland.

Issues discussed during 2007–08 included:

- responses to the equine influenza crisis and Central Queensland flood
- the Australian Government's Emissions Trading Scheme
- the development of the organic agriculture industry
- drought relief
- rural skills, training and labour shortages
- supply chain analysis for the seafood industry.

At each forum, action plans are developed and form the basis for driving future performance. In 2008–09, follow-up forums will be held as required to discuss progress against action plans, with the Minister and Director-General personally participating in as many forums as possible.

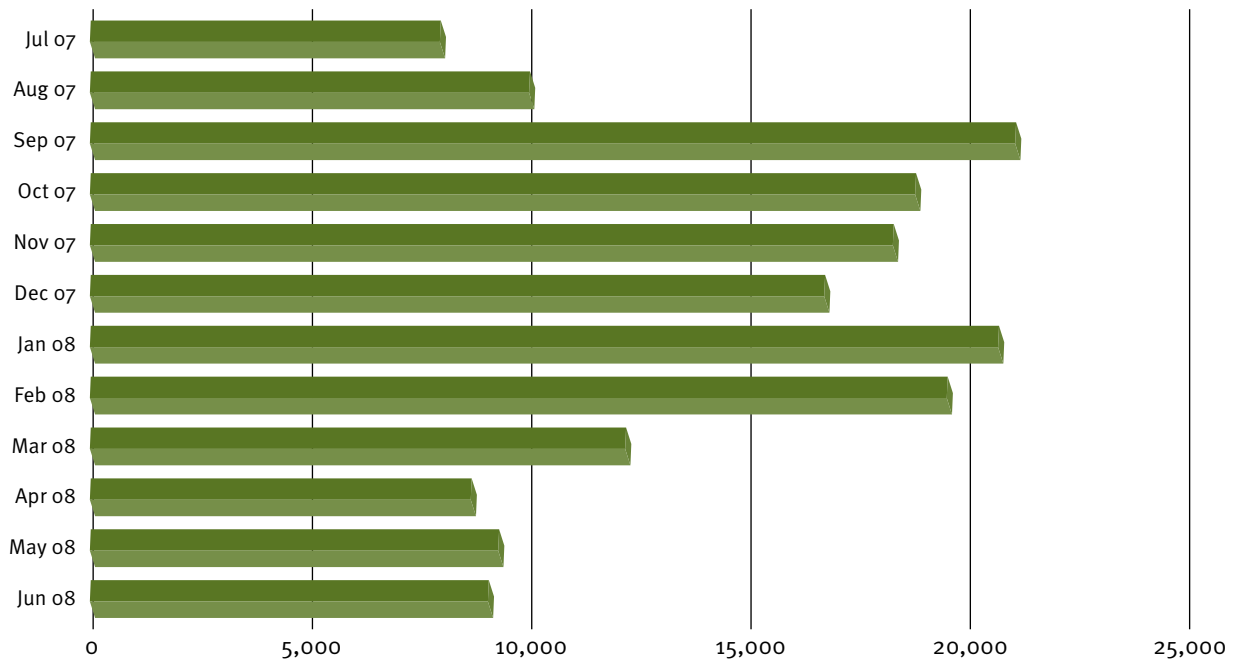
Major stakeholders have expressed great satisfaction with the processes used and the opportunity to participate in the 'Dialogue for Action' forums.

Communicating with our clients

2007–08 fast facts

- DPI&F’s Business Information Centre received 173,527 calls with around half of these relating to equine influenza (51.75%). Animal biosecurity (11.38%) and fire ants (8.63%) were also popular topics among callers. Of those who contacted DPI&F’s Business Information Centre, the majority were householders (25.38%) and primary producers (24.82%), followed by business (18.4%) and hobby farmers (15.37%).
- DPI&F’s website received over 8 million hits, with almost half of these being due to equine influenza.
- Over 75% of communication is by telephone or email. Up to 20% of staff communication with clients is face-to-face.
- Most DPI&F clients own and use a mobile, have internet connection and email.

Figure 12: Total enquiries received by DPI&F Business Information Centre, 2007–08



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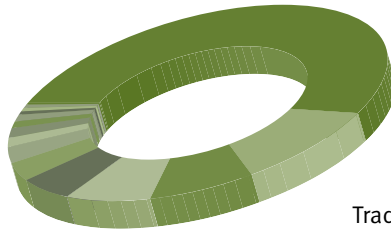
Engaging our stakeholders and the community

Figure 13: Top customer enquiries received by DPI&F Business Information Centre, 2007–08

Subject of enquiry	Number	%	Subject of enquiry	Number	%
Animal biosecurity	17,988	11.38	Plant biosecurity	6,132	3.88
Equine influenza	81,777	51.75	Drought	1,540	0.97
Brands	9,240	5.85	Plant science	909	0.58
Fire ants	13,640	8.63	Industry development and adjustment	483	0.31
Horticulture	2,862	1.81	Trade markets and investment	407	0.26
Animal science	2,577	1.63	Regional delivery	1,612	1.02
Fisheries	12,618	7.99	Corporate capability	4,986	3.16
Forestry	1,242	0.79			
			Total	158,013	

*Does not include DPI&F or other department calls

- Equine influenza • 51.75%
- Animal biosecurity • 11.38%
- Fire ants • 8.63%
- Fisheries • 7.99%
- Brands • 5.85%
- Plant biosecurity • 3.88%
- Corporate capability • 3.16%
- Horticulture • 1.81%

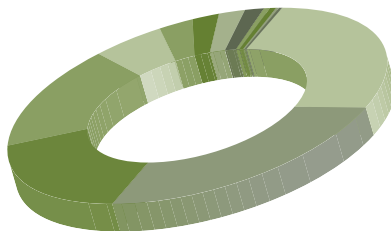


- Animal science • 1.63%
- Regional delivery • 1.02%
- Drought • 0.97%
- Forestry • 0.79%
- Plant science • 0.58%
- Industry development and adjustment • 0.31%
- Trade markets and investment • 0.26%

Figure 14: DPI&F Business Information Centre caller profile, 2007–08

Profile	Number	%	Profile	Number	%
Business	31,952	18.40	Media	400	0.23
Developer	146	0.08	Other	4,557	2.62
DPI staff	3,885	2.24	Other government department	2,701	1.56
Hobby farmer	26,696	15.37	Primary producer	43,104	24.82
Householder	44,067	25.38	Recreational fishers	3,963	2.28
Landholder	9,874	5.69	Student	641	0.37
Local Government	1,255	0.72	Teacher	409	0.24
			Total	173,650	

- Householder • 25.38%
- Primary producer • 24.82%
- Business • 18.40%
- Hobby farmer • 15.37%
- Landholder • 5.69%
- Other • 2.62%
- Recreational fishers • 2.28%



- DPI&F staff • 2.24%
- Other government department • 1.56%
- Local government • 0.72%
- Student • 0.37%
- Teacher • 0.24%
- Media • 0.23%
- Developer • 0.08%

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Consulting Queenslanders on unwanted cats and dogs

In July 2007, more than 5,300 Queenslanders responded to a discussion paper on options for managing the problem of thousands of unwanted cats and dogs being euthanised each year. DPI&F played a major role in developing and promoting the discussion paper, as well as collating, analysing and reporting the large number of community responses. Consultation indicated overwhelming support from Queenslanders to improve the state's system of pet ownership and implement ways to effectively reduce euthanasia rates. DPI&F also provided support to independent consultants and the Queensland Companion Animal Management Group.

As a result, the Queensland Government announced a \$500,000 response package in June 2008 incorporating:

- \$380,000 for a two-year pilot program by three local councils to trial innovative ways to increase desexing of cats and dogs and encourage responsible pet ownership (this could involve piloting registration software, working with local vets to provide discounted or free desexing, offering heavy registration discounts or introducing by-laws that make desexing compulsory). The government has since increased the number of councils in the study to four.
- \$75,000 to fund community education campaign encouraging responsible pet ownership and voluntary desexing of cats and dogs, to be delivered in close consultation with the RSPCA and other animal welfare groups

- \$45,000 to develop a Code of Practice for pet shops, setting standards for the care and management of animals at the point of sale
- the development of new laws making local registration and microchipping at the point of sale of cats and dogs compulsory throughout Queensland, and enabling other measures to increase cat and dog desexing percentages, to be introduced by the end of 2008.

DPI&F will partner the Department of Local Government, Sport and Recreation and external stakeholders to implement these initiatives.

East Coast Inshore Fin Fish Fishery rules under review

Queensland's East Coast Inshore Fin Fish Fishery stretches from Cape York to the Queensland-New South Wales border. Being the largest fishery in the state means it is one of our most valuable assets used by more than 750,000 recreational fishers and around 500 commercial operators. An extensive review of rules for the fishery is underway, with the goal of developing fair and equitable rules for fishers and ensuring the fishery is protected for future generations to enjoy.

Extensive preliminary consultation was conducted throughout Queensland in late 2006 and 2007 to develop proposals for public consultation. In early 2008, hundreds of stakeholders attended public meetings and more than 1,700 response forms were submitted to provide feedback on the proposals. Feedback on the Regulatory Impact Statement closed in March 2008, and is now being considered to help further refine the rules before they come into force. This process is expected to be completed by the end of 2008.

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Plant science school competition a winner

After 12 years and over 15,000 entrants, DPI&F's annual school plant science competition is a proven way to give primary and secondary school students an opportunity to participate in agricultural science experiences beyond the classroom. Topics for the competition are decided in conjunction with Education Queensland to allow students to explore science and its application to primary industries in a 'hands on' way.

2008's topic was 'sums on seeding a super crop'. Both primary and secondary students were asked to do two practical experiments involving testing the germination rate and viability of sorghum seeds and observing the differences in plant growth between high and low density crops of sorghum. Students could also undertake the fun task of germinating the oldest seeds they could find. Primary school students could enter a drawing competition by creating a 'cartoon character seed'. Previous competition topics include water use efficiency, managing insect pests in an environmentally friendly way, and plant breeding to improve crop yield and quality for food and fibre products. A range of prizes are awarded to students in each year category at an annual presentation day held at Hermitage Research Station.

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"Once the pots were in place we layered the bottom of them with newspaper. Then it was time to barrow the soil from its delivery point to the pots. Boy was that tough!!!! Some of the people in our group had never shovelled soil. When the pots were full of soil we sprinkled them with a calculated amount of fertilizer which was watered in. For some of us our view of farming changed as we did not realise how much maths farmers had to do to plant crops."

(Dalby South State School students, Years 2–7)

"Once again, it has been a pleasure to be a part of this competition. It has provided a real-life opportunity for children to acquire science knowledge and skills, improve their literacy and computer skills, increase mathematical knowledge and enhance cooperation and teamwork."

(Class teacher, Cawarral State School)

Healthy soil = healthy crops

'Keeping your soil healthy' was the focus on 48 workshops conducted by DPI&F with over 650 farmers, advisors and research, development and extension staff. Participants learnt about managing their soil's ability to supply nutrients in a prolonged drought, and how soils store moisture. In-field days were also held to look at soil characteristics and changes that can occur with long-term cropping, reinforcing the benefits of rotating crops and using long term pasture phases to ensure sustainability.

As a result of this training, over 270 farmers and agronomists have assessed soil health on their farms, and found that, on average, 32% of their land has significant soil health problems. Around half of participants said they intended to change their soil management practice after attending the workshops, which will benefit both their long-term productivity and the environment.