Social Monitoring Benchmark Research Report – Wave 2

Prepared for: Department of the Environment, Tourism, Science and Innovation

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Introduction and method

Introduction

Background

With the Great Barrier Reef under increasing pressure from a number of threats, improving Reef water quality is a key priority for the Queensland Government.

When it comes to the long-term survival of the Reef, the most manageable impact is reducing pollutant run-off to local waterways. In particular, sediment, nutrients, and pesticides affect the health of coral and seagrass ecosystems.

The government has committed $270.1 million over five years to 2025–2026 to continue the Queensland Reef Water Quality Program, which funds a range of projects working with industry, agricultural producers and communities. The program supports the agricultural industry, driving practice change through Reef protection regulations and voluntary support programs for sugarcane, bananas, grazing, grains and horticulture^.

Social monitoring (surveying), in place since mid-2019, is conducted with agricultural producers engaged in Queensland and Australian government programs for Reef water quality. These optional surveys are used to assess key factors that influence agricultural industries and producers to adopt land management practices.

Project aims

In 2023, the (then named) Department of Environment and Science (the department) identified that while the data collected in social monitoring programs to date is useful, it is limited in terms of the practices and industries covered and only includes information from program participants.

To broaden the scope of participants, the department engaged MCR in 2023 to undertake research with agricultural producers operating in the Great Barrier Reef catchment areas.

The research aimed to provide insight into the attitudes, group norms, behavioural control, motivations, barriers and triggers to participation, trust and social norms. Both program participants and non-participants were included.

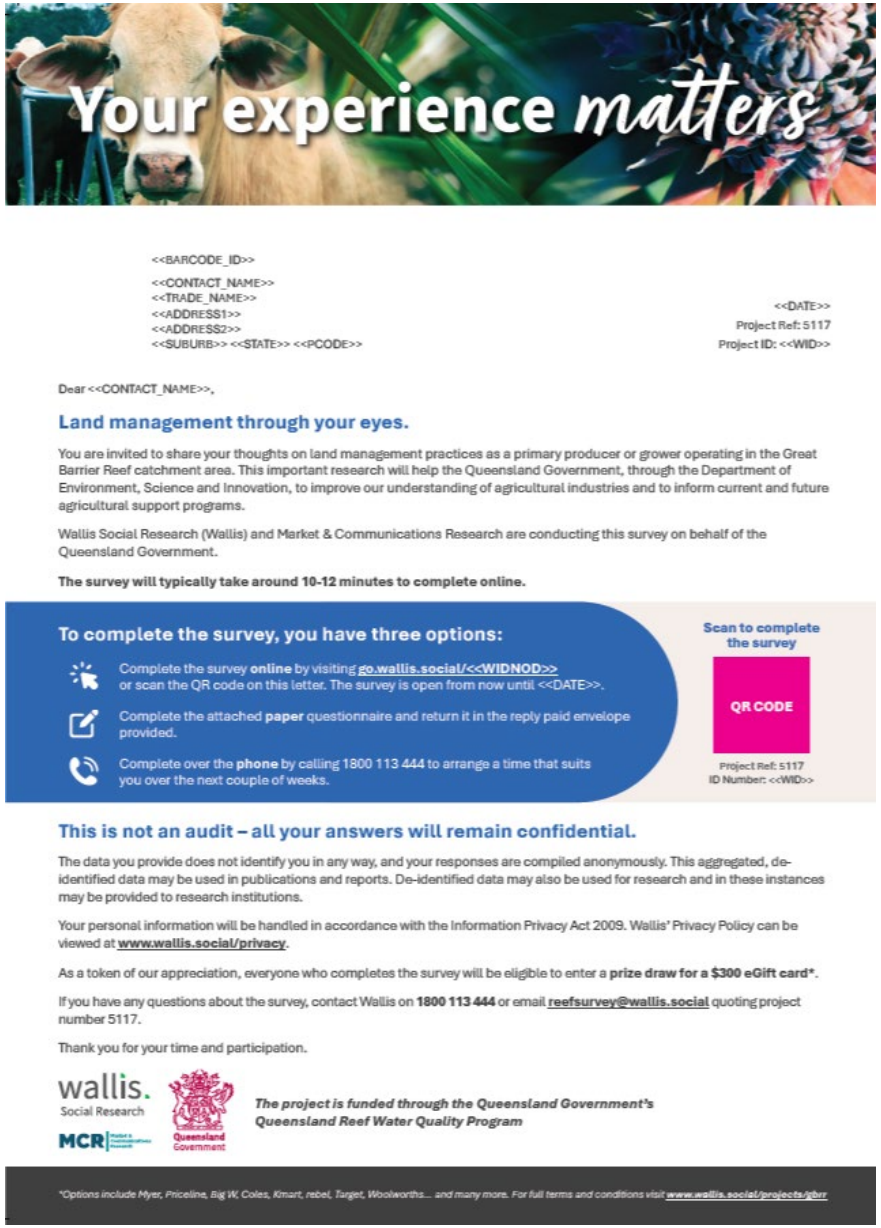
The study provided a benchmark of social factors that influence agricultural industries to adopt practice change and ultimately engage in environmental stewardship.

In 2024-25, MCR was commissioned by the department (now named Department of the Environment, Tourism, Science and Innovation) to undertake the second wave of the quantitative research to identify changes over time. This document is a report of the findings from this survey. Throughout this document the survey period will be referred to as the 2025 survey.

^ Source: https://www.qld.gov.au/environment/coasts-waterways/reef/reef-program

Method

ITEM	DETAILS
Method	A multi-modal method was employed which included: • Mailed hard-copy self-completion surveys (an introductory primary approach letter – see adjacent – and reply-paid envelope were included) • Online self-completion (where email addresses were available respondents were emailed a link, alternatively respondents could access the online survey by using the QR code on the introductory letter) • Computer-assisted telephone interviewing (CATI) (respondents were phoned directly and asked to participate).
Respondent	Respondents to the study were producers in the Great Barrier Reef catchment areas of Cape York, Wet Tropics, Burdekin, Mackay Whitsunday, Fitzroy, and Burnett Mary regions. Any grower or producer in the catchment area was permitted to take part in the survey. Commodities subject to Reef Water Quality regulations were of special interest and have been discussed throughout this report – namely grazing, sugarcane, grains, bananas and horticulture (other than bananas). Both participants in funded Reef water quality programs and non-participants were included. A detailed sample breakdown is included in the Respondent Profile section of this report.
Sample	315 growers and producers completed the 2025 survey. A range of sample sources were used to maximise sample size. These are discussed in detail over the page.
Fieldwork partner	MCR partnered with fieldwork suppliers Wallis Social Research and Q&A Market Research to conduct the publishing, mailing, programming, interviewing and data hosting tasks.
Questionnaire	The draft questionnaire was prepared by the department and reviewed by MCR. The 2024-25 survey included 4 new questions. The final instrument used in 2024-25 is included at Appendix D.



Primary approach letter included with mailed hardcopy surveys.

Method (cont'd)

In the 2025 survey, the main sample source used by Wallis was Illion (a commercial research sample provider).

Q&A used a primary producer list from Baron (a commercial research sample provider).

In 2025, Wallis completed 97 surveys while Q&A completed 218 surveys. An additional 29 surveys were completed via an open-link that was provided to grower groups for distribution to members.

Sample outcomes, response rates and fieldwork dates

Illion sample collected by Wallis (2024-25)	
Complete: Online n=7 Hardcopy n=28 Telephone n=33	n=68
Refused (or unfulfilled appointment)	n=29
Response rate	70%
Unusable sample	
Wrong number/fax/wrong business, disconnected, business not in operation	n=43
No answer/answering machine/respondent not available (these numbers were contacted at least three times, on different days and at different times before being discarded)	n=496
Language barrier	n=1
Appointment set but not available at time	n=9
Screen out (not in Reef catchment area)	n=6
Dates	
Online: 19 November 2024 – 14 April 2025	
Hardcopy: 19 November 2024 – 14 April 2025	
Telephone: 4 December 2024 – 14 April 2025	

Open online link	
Complete	n=29
Dates	
Online: 19 November 2024 – 14 April 2025	

Baron sample collected by Q&A (2025)	
Complete: Telephone n=218	n=218
Refused	n=164
Response rate	57%
Unusable sample	
Wrong number/fax/wrong business, disconnected, business not in operation	n=1324
No answer/answering machine/respondent not available (these numbers were contacted multiple times, on different days and at different times before being discarded)	n=1005
Language barrier	n=4
Partial completes	n=17
Screen out (not in Reef catchment area)	n=11
Dates	
Telephone: 12 March – 13 April 2025	

Method (cont'd)

ITEM	DETAILS
Data analysis	MCR conducted the data analysis using the program Q Research Software, a market research specific data analysis platform. Data was subjected to tests of significance and they are highlighted as such through this report. No weighting was applied to the data.
Rounding	Throughout the report, percentages are rounded to whole numbers. Some percentages may not add to 100% or sub-totals may not appear as the sum of the individual items – this is due to rounding. Where percentages add up to more than 100% this may be due to: the question being multiple response rather than single response or rounding.
Commentary	Commentary throughout this report discusses findings by the total result as well as by sub-groups of interest (e.g. commodity, region, funded program participation and demographics). While not all differences discussed are statistically significant, they are mentioned in order to provide insight into trends in the data. The tables throughout highlight where results in one sub-group are statistically different to others.

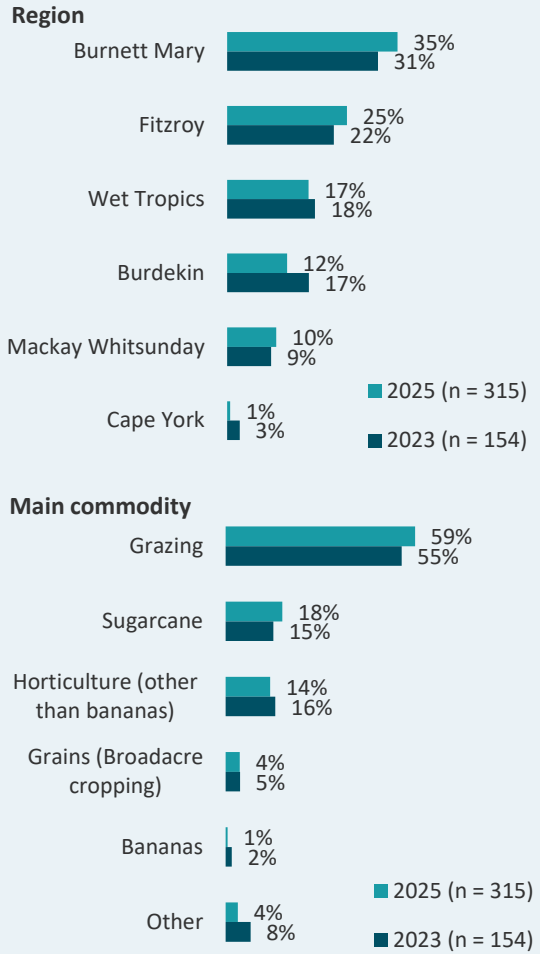
Respondent confidentiality and information security	Respondent confidentiality and information security was a key consideration when developing this methodology:
	• All respondents were assured confidentiality. All data are reported in aggregate and at no time do we provide identifying data to the client
	• When collecting sensitive demographic information such as age, gender or other demographics there was an option for respondents to indicate if they would prefer not to answer that question
	• Participation was voluntary and respondents were reminded that they could stop the survey at any time
	• The research was conducted in accordance with the Information Privacy Act (IPPs) (2009)
	• A phone number and dedicated email address was made available for respondents to make contact with Wallis/Q&A if needed
	• MCR, Wallis and Q&A are members of the Australian Data and Insights Association (ADIA). ADIA is the peak industry body for data, insights and research organisations in Australia. ADIA Trust Mark research organisations are compliant with the highest ethical, quality and privacy standards
	• MCR, Wallis and Q&A are members of The Research Society. The Research Society is Australia's largest research and insights community. Members have access to the latest industry knowledge, tools, quality assurances and professional standards
	• Wallis and Q&A are accredited with the relevant quality assurance standards: ISO 27001 and ISO 20252
	  • ISO 27001 is the highest standard for information security management systems, providing assurance that systems, processes and people are keeping all data safe
	  • ISO 20252 is the international standard for market, opinion and social research and ensures all stages of the research project are delivered to a quality that can be relied upon.

Summary

Project background

315 producers in the Great Barrier Reef Catchment area participated in a survey between November 2024 and April 2025. Respondents could complete the survey via hardcopy self-completion, online self-completion or via telephone interview. This was the second wave of the research, with wave 1 completed between April and June 2023 (n=154).

Profile of respondents



Summary

Reef water quality program participation

29% of respondents in relevant commodities (e.g. grazing, grains, sugarcane, bananas, horticulture) could recall having participated in any funded Reef water quality programs, for their main commodity, since 2013 (consistent with 31% in 2023).

The highest participation rates were found among sugarcane growers (63%) with graziers being the least likely to participate (18%). 22% of horticulture/banana growers and 36% of grain growers indicated involvement. Among all commodity groups, participation was statistically consistent with 2023.

When prompted with a list of funded programs, the proportion of respondents in relevant commodities participating in each program was:

- Industry best management practice programs (19%, 26% 2023)
- Sediment reduction or gully remediation programs (15%, 15% 2023)
- Nutrient management planning programs (14%, 17% 2023)
- Chemical improvement programs (10%, 7% 2023)
- Irrigation management programs (3%, 6% 2023).

As in 2023, most program participants had taken part in more than one of the prompted programs: 63% of program participants had taken part in two or more programs (70% in 2023). On average participants had experience of 2.2 programs (2.3 in 2023).

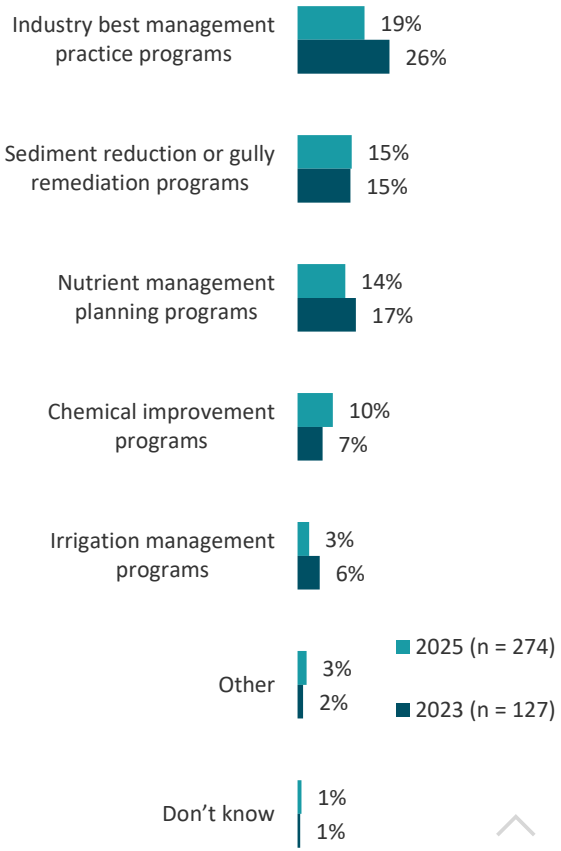
Efforts to reduce pollutant loss

(among non-program participants)

Of those who had not participated in any funded Reef water quality programs, 81% indicated they do use practices to reduce pollutant loss in run-off (e.g. chemicals, sediments or nutrients) (consistent with 86% in 2023). 15% did not use any (7% in 2023) while 2% were unsure.

29%
could recall participating in any funded program since 2013 (31% 2023)

Participation in prompted funded programs (among all respondents)



Summary (cont'd)

Soil management

Asked to all producers.

96% used at least one prompted soil management practice (96% 2023)

As in 2023, almost all producers (96%) in 2025 reported using at least one of the prompted soil management practices. All findings were statistically consistent with 2023.

Grazing (n=187)

The majority of graziers reported using the three practices prompted in the survey:

- Have a high amount of forage left in the paddock at the end of the dry season (91%, 84% 2023)
- Manage areas of poor land condition so they can recover (80%, 89% 2023)
- Areas close to streams are managed to have higher levels of ground cover (73%, 79% 2023).

Sugarcane (n=56)

91% of sugarcane growers reported that they maintain high ground cover during the wet season, especially in fallows (87% 2023).

Horticulture (n=44)

98% of horticulturalists reported using the three practices prompted in the survey (94% 2023):

- Maintain high ground cover on fallow areas (74%, 72% 2023)
- Maintain high ground cover on the inter-rows (tree crops) (72%, 78% 2023)
- Use controlled traffic (58%, 61% 2023).

Grains (n=14)

93% of grain growers reported using the three practices prompted in the survey (100% 2023):

- Maintain more high ground cover between October to March (93%, 100% 2023)
- Have correctly designed and functional contour banks on areas with more than 1% slope (86%, 86% 2023)
- Use controlled traffic farming practices (79%, 86% 2023).

Reasons for using soil management practices

The main reasons producers do or would use the prompted soil management practices were:

- To improve soil health (60%, 65% 2023)
- To maintain and/or improve productivity (50%, 51% 2023)
- For the environment (30%, significantly less frequently mentioned than in 2023 - 43%)
- To stop erosion (26%, significantly more mentioned than in 2023 – 6%).

In 2025, respondents were less likely than in 2023 to cite financial reasons (20%, 29% 2023), to improve the farm for future land managers (18%, 31% 2023), to make managing the farm easier (5%, 16% 2023), regulation compliance (3%, 9% 2023), or to meet consumer expectations (1%, 5% 2023).

Barriers to using soil management practices

The main challenges or barriers to using the prompted soil management practices were:

- Weather and seasonal issues (49%, 56% in 2023)
- Financial (36%, 44% 2023).

In comparison to 2023, respondents in 2025 were less likely to mention additional administrative work (5%, 22% 2023), concerns about production (4%, 10% 2025), or not having a positive impact on the environment (<1%, 3% 2025) as barriers. Weed control was more commonly mentioned as a challenge in 2025 (7%, 2% 2023).

Other findings – soil management practices

93% of producers in 2025 indicated they expect at least some **positive** result from using the prompted soil management practices (consistent with 96% in 2023).

Consistent with 2023, 97% of producers in 2025 were **confident** in their ability to use the prompted soil management practices.

As in 2023, one in two producers felt that **most or all** landholders they know or know of are using at least one of the prompted soil management practices (49%, 47% 2023). 41% felt that some or half were using these practices (45% 2023), while 4% said none (2% 2023). 6% were unsure (6% 2023).

Summary (cont'd)

Nutrient management

Asked to sugarcane, horticulture and banana growers.

96% of sugarcane, 73% of horticulturalists and both banana growers in our survey reported using at least one of the prompted nutrient management practices.

Sugarcane (n=56)

96% of sugarcane growers reported that they use the least amount of inputs as possible to reduce surplus nutrients (91% in 2023).

Horticulture (n=44)

Although the decrease was not statistically significant, it appears horticulturalists were less likely than in 2023 to use a tailored, farm-specific Nutrient Management Plan (73% used in 2025, 94% in 2023).

20% stated they do not use the practice and were not planning to make changes (an increase from 0% 2023), while 2% indicated they do not use but were planning to make changes (0% 2023). 5% were unsure whether they were engaged in this practice (6% 2023).

Reasons for using nutrient management practices

The main reasons producers do or would use the prompted nutrient management practices were consistent with 2023:

- For financial reasons (52%, 57% 2023)
- To maintain and/or improve productivity (50%, 45% 2023)
- To improve soil health (36%, 34% 2023)
- For the environment (26%, 30% 2023)
- For regulation compliance (21%, 25% 2023).

In 2025 respondents were less likely than in 2023 to engage in the practices to improve the farm for future land managers (3%, 23% 2023).

Regulation compliance was most commonly cited as a driver by sugarcane growers (33%) (7% among horticulture/ banana growers).

Horticulture/banana growers were more likely than sugarcane growers to cite improving soil health (47%).

Barriers to using nutrient management practices

The most commonly mentioned challenges or barriers to using the prompted nutrient management practices were:

- Financial (39%, 48% 2023)
- Weather and seasonal issues (36%, 43% 2023).

In comparison to 2023, respondents in 2025 were less likely to mention additional administrative work as a barrier (4%, 23% 2023).

There were no significant differences between growers in the barriers to using nutrient management practices.

Other findings – nutrient management practices

92% of sugarcane, horticulture and banana growers in 2025 indicated they expect at least some **positive** result from using the prompted nutrient management practices (91% 2023). Sugarcane respondents were more likely than others to indicate they expected no positive result (11%, 0% among horticulture/banana growers).

97% of sugarcane, horticulture and banana growers in 2025 were **confident** in their ability to use the prompted nutrient management practices (98% 2023).

65% of sugarcane, banana or horticulture growers in 2025 felt that **most or all** landholders they know or know of are using at least one of the prompted nutrient management practices (56% in 2023). 22% felt that some or half are using such practices (30% 2023), while 5% felt no landholders were using the practices. 8% were unsure (14% 2023). Nutrient management practices were most likely to be considered widespread by sugarcane growers (78% all/most).

Summary (cont'd)

Irrigation management

Asked to sugarcane and horticulture growers.*

94% of sugarcane growers and 93% of horticulturalists (who irrigate) reported using at least one of the irrigation management practices. Results were statistically consistent with 2023.

* Those who do not irrigate could select 'not applicable' and were removed from the analysis on these questions.

Sugarcane (n=56)

84% of sugarcane growers reported they ensure that irrigation water applied matches crop demands (73% 2023). 81% indicated they maximise the tonnes of cane grown per ML (53% 2023).

6% were not using any of the prompted practices and were not planning to make changes (7% 2023).

Horticulture (n=44)

88% of horticulture respondents reported that they adjust irrigation based on monitoring water use and soil moisture (94% 2023). 48% agreed that they use an Irrigation Management Plan across the whole of farm (56% 2023).

5% were not using any of the prompted practices and were not planning to make changes (0% 2023) and 2% were unsure (0% 2023).

Reasons for using irrigation management practices

The main reasons producers do or would use the prompted irrigation management practices were:

- For financial reasons (57%, 64% 2023)
- To maintain and/or improve productivity (55%, 48% 2023).

19% cited improving soil health (30% 2023) and 8% cited environmental reasons (a decrease from 24% in 2023).

Improving soil health was more commonly mentioned by horticulturalists (29%) than sugarcane growers (6%).

Barriers to using irrigation management practices

The main challenges or barriers to using the prompted irrigation management practices were:

- Financial (43%, 52% 2023)
- Weather and seasonal issues (16%, 30% 2023)
- Constraints related to availability of contractors/equipment (15%, 18% 2023).

28% indicated there were no challenges of barriers to using irrigation management practices (24% 2023).

Horticulturalists were more likely than sugarcane growers to indicate there were no challenges (40%, 13% among sugarcane).

Other findings – irrigation management practices

92% of sugarcane and horticulture growers in 2025 indicated they expect at least some **positive** result from using the prompted irrigation management practices (91% 2023).

92% of sugarcane and horticulture growers in 2025 were **confident** in their ability to use the prompted irrigation management practices (97% 2023).

55% of sugarcane and horticulture growers in 2025 felt that **most or all** landholders they know or know of were using at least one of the prompted irrigation management practices (47% 2023). 30% felt that some or half were using (38% 2023), while 3% felt no landholders were using these practices (0% 2023). 12% were unsure (16% 2023).

Summary (cont'd)

Pesticide management

Asked to sugarcane growers (n=56)

88% of sugarcane growers reported selecting lower risk pesticides to improve the quality of water in local waterways (91% in 2023).

2% were not using this practice but were planning to make changes (4% 2023), while a further 7% were not employing the practice and not planning change (4% 2023). 4% were unsure (0% 2023).

Reasons for using pesticide management practices

The main reasons sugarcane growers do or would use the prompted pesticide management practices were:

- To maintain and/or improve productivity (45%, 61% 2023)
- For financial reasons (38%, 52% 2023)
- For the environment (32%, 30% 2023)
- To improve soil health (21%, 22% 2023).

Barriers to using pesticide management practices

The most commonly noted challenges or barriers to selecting lower risk pesticides were:

- Weather and seasonal issues (39%, 57% 2023)
- Financial reasons (34%, 52% 2023)
- Government regulations (16%, 4% 2023)
- Concerns about production (11%, 13% 2023).

Other findings – pesticide management practices

93% of sugarcane growers in 2025 indicated they expect at least some **positive** result from using the prompted pesticide management practices (96% 2023).

96% of sugarcane growers in 2025 were **confident** in their ability to use the prompted pesticide management practices (100% 2023).

82% of sugarcane growers in 2025 felt that **most or all** landholders they know or know of were using at least one of the prompted pesticide management practices (70% in 2023). 11% felt that some or half were using (26% 2023), while 2% felt no landholders were using such practices (0% 2023). 5% were unsure (4% 2023).

Environmental markets initiatives

New in 2025

Participation

9% of respondents indicated they were currently involved or had been involved in environmental markets initiatives. 33% expressed an interest in participating in the future, while 48% had not been involved and were unlikely to be involved in the future. 10% were unsure.

The segments most likely to have been involved in environmental markets initiatives were horticulture/banana (17%) and sugarcane (13%) growers. Graziers (6%) and grain growers (7%) were less likely to have participated.

Reasons for participation

The main reasons provided by respondents for participating in environmental markets initiatives included:

- Financial incentives (43%)
- Environmental benefits (28%)
- Increased productivity of the land (23%).

Barriers to participation

The most commonly mentioned barriers to participating in environmental markets initiatives were a lack of awareness or knowledge (23%), cost (22%), and not having the time (21%).

14% were concerned about possible rule changes in the future, 13% felt it wouldn't positively impact their farm, and 13% mentioned uncertainty about monetary benefits/future prices of credits.

Horticulture/banana growers were more likely than others to cite the lack of awareness/ knowledge about environmental markets (36%, 23% average). Sugarcane growers were more likely than others to mention concerns about productivity (19%, 9% average) or a lack of trust for the organisations running it (12%, 4% average).

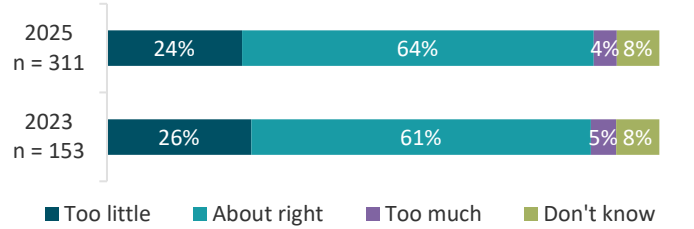
Summary (cont'd)

Land management practices

Support from industry groups

64% of all survey respondents in 2025 considered that the amount of support and advice provided by industry groups and/or peak bodies about land management practice was 'about right'. 24% felt there was not enough support and advice provided, while 4% received too much. 8% of respondents were unsure. Results were consistent with 2023.

Amount of support/advice provided by industry groups/peak bodies



Graziers were significantly *less* likely than other segments to indicate the amount of support and advice provided was 'about right' (58%). 28% of graziers felt there was 'too little' support provided.

Clarity of information from industry groups

46% of respondents felt the information provided by industry groups and/or peak bodies about land management practices was either somewhat clear or very clear (46% 2023). 34% rated the clarity of information as average/mid-point of scale (35% 2023). 13% of producers believed the information provided was unclear (14% 2023). 6% were unsure (5% 2023). Sugarcane growers were more likely than others to rate the information provided as clear (70%, 46% average), while graziers registered the lowest score (38% clear).

Level of trust in information sources

Respondents were asked to indicate the extent to which they *trust* a range of sources on information or advice about land management practices. Qualified private agronomists were the most widely trusted source of information (75%, 79% 2023) followed by industry peak bodies (66%, 66% 2023), Queensland Department of Agriculture and Fisheries[#] (64%, 62% 2023), or chemical or fertiliser retailers (63%, 58% 2023).

38% of respondents indicated they trust the Queensland Department of Environment, Science and Innovation (an increase from 26% in 2023 when referred to as Queensland government).

The Australian Department of Climate Change, Energy, the Environment and Water (including Reef Trust)[+] was the least widely trusted source of information (27%, 26% 2023).

Field days, workshops, grower events and shed meetings

74% of respondents agreed that field days, workshops, grower events or shed meetings run in their area were well worth the effort of attending (69% 2023). 53% felt that such events were usually well attended by producers (57% 2023).

In 2025 respondents were more likely than in 2023 to indicate these opportunities were regularly available in their area (49%, 39% in 2023).

Sugarcane growers were more likely than others to agree events were worth the effort of attending (91%), were well attended (68%), or regularly available in their area (82%). Graziers were *less* likely than others to agree events were well attended (47%) or regularly available in their area (37%).

As in 2023, opinions were divided as to whether the number of field days, workshops, grower events or shed meetings run in their area for their main commodity were about right (46%, 47% 2023) or too few (46%, 43% 2023). Only 1% felt there were too many events (1% 2023), while 7% were unsure (10% 2023).

Graziers were the commodity segment most likely to rate the number of field days, workshops, grower events or shed meetings as being too few (54%, 46% average).

[#] Asked as Queensland Department of Agriculture and Fisheries extension officers in 2023
[+] Asked as Federal Government in 2023
The 2023 survey also included: Other growers/producers whose opinion I value (93% trust), Friends and family (77%) and Research institutions (72%). These were not included in 2025.

Summary (cont'd)

Actions that impact the Great Barrier Reef

Trustworthiness of science about the Great Barrier Reef
30% of respondents felt that science about the Great Barrier Reef water quality was trustworthy (5% completely, 25% somewhat) (29% trustworthy in 2023). 48% believed the science to be untrustworthy (18% completely, 30% somewhat) (46% untrustworthy in 2023). 14% were neutral (20% 2023) while 8% were unsure (5% 2023).

Horticulture/banana growers were more likely than other growers to feel the science was 'completely trustworthy' (11%, 5% average) or 'neither trustworthy nor untrustworthy' (24%, 14% average). Sugarcane growers were more likely than others to feel the science was 'somewhat untrustworthy' (42%, 30% average).

In comparison to 2023, graziers in 2025 were less likely to indicate the science was 'completely untrustworthy' (18% 2025, 29% 2023).

Producers in the Burdekin region were more likely than others to consider the science to be 'completely untrustworthy' (33%, 18% average).

Perceptions of trustworthiness appeared to decrease as age increased (37% rated as trustworthy for those born in 1971 or later, 30% for those born in 1961-1970, 26% among those born in 1960 or earlier).

Perceptions of Government regulations for protecting the Great Barrier Reef
In 2025 opinions were divided as to whether the Government's regulations for protecting the Reef's water quality are based on at least some evidence (45%) (some evidence 35%, strong evidence 9%) or weak/no evidence (45%) (38% weak, 6% no evidence).

The proportion of respondents providing a rating of some/strong evidence significantly increased from 2023 (45% 2025, 33% 2023).

In 2025, graziers were significantly more likely than in 2023 to agree regulations were based on at least some evidence (48% 2025, 26% 2023).

Producers in the Wet Tropics region were more likely than others to consider regulations were based on weak evidence (51%, 38% average).

Younger producers (born in 1971 or later 53%) appeared more likely than their older counterparts (1961-1970 45%, 1960 or earlier 39%) to consider regulations were based on some/strong evidence.

Perceptions of the impact of water run-off on the Great Barrier Reef
Most respondents (82%) felt that the quality of water that runs off the land into waterways has at least some impact on the Great Barrier Reef (85% 2023). 22% noted the impact was large or very large (19% 2023), while 60% believed the impact to be only small or moderate (66% 2023). 7% felt the Reef was not impacted by the quality of water run-off (8% 2023). 11% were unsure (7% 2023).

Those operating in the Burnett Mary region were more likely than others to indicate there was a large/very large impact (30%, 22% average), while those in the Wet Tropics (48%) or Burdekin (49%) regions were more likely than others to indicate there was a small impact (32% average).

Perceptions of community actions and responsibility
Respondents were asked to reflect on their perceptions of community actions and responsibility more broadly.

Most respondents agreed with the following statements:

- It is the responsibility of everyone in my local area to try to reduce their impacts on the Great Barrier Reef (89%, 88% 2023)
- I feel morally obligated to reduce any impacts I might personally have on the Great Barrier Reef (84%, 82% 2023)
- Most people in my local area try to reduce any impacts they might have on the Great Barrier Reef (63%, 68% 2023).

32% agreed that they cannot make a personal difference in improving the health of the Great Barrier Reef (31% 2023). (57% disagreed, that is, they felt that they could personally make a difference) (56% 2023).

Conclusions

Participation in funded programs
While most producers in 2025 had not participated in any *funded* Reef water quality programs over the past ten years, at least eight in ten were already using one or more land management practices that can improve the quality of water in local waterways.

Some individual practices were, however, less widely used, for instance using an Irrigation Management Plan across the whole farm or using controlled traffic. If relevant, there may therefore be opportunity to increase adoption of these (and other less universally used) practices.

Sugarcane growers were the commodity type most likely to have participated in funded programs, if appropriate, targeting other producers (especially those involved in grazing and horticulture) may be worthwhile.

Barriers to adopting land management practices
Financial concerns remain a key barrier to adopting a range of land management practices, however only a minority reported having accessed funded water quality programs in the past. Continued promotion and/or extension of financial supports and funded programs is recommended. It is also worthwhile noting that financial benefits continue to be a driver to using a practice and explanation of the financial benefits, where available, would also therefore be worthwhile.

Weather and seasonal issues were another barrier to uptake of land management practices. Acknowledging this reality in communications and in program and reporting design may be worthwhile to help build trust and acceptance.

It appears administrative issues were less of a barrier for respondents in 2025 than in 2023. Ongoing efforts to ease the administrative burden are therefore recommended.

Constraints around the availability of contractors and equipment continue to present challenges. Ongoing efforts to address the supply pipeline are suggested.

Drivers to using land management practices
Financial benefits, improved productivity, and improved soil health were the primary drivers to using land management practices. Environmental benefits remain a secondary driver and were even less frequently cited than in 2023 – this may indicate messaging about other benefits are reaching the target audience. Continued promotion of the full range of benefits is recommended.

Those who had participated in a paid program were likely to have participated in multiple programs. This may indicate that these producers had a positive experience. Consideration of ways to encourage word of mouth recommendation by current users to potential users is recommended. It may also be the case that past participants could be targeted for further participation as programs are evolved or extended.

Environmental markets
Past or current participation in environmental markets initiatives was limited, but a third expressed an interest in participating in the future. The main barrier to participation was a lack of awareness. Promotion of these initiatives highlighting the financial, environmental and increased productivity benefits is recommended. A check on the time and effort required to participate may also be worthwhile.

Expectations, personal capability and social norms
Most producers expected a positive result from adoption of land management practices, and most were confident with the application of such practices. There continues to be a relatively low level of trust in the science, however respondents in 2025 appeared more willing to concede regulations were based on some/strong evidence. This may indicate recent efforts in this area are impactful and ongoing attention is suggested.

As in 2023, most producers felt a moral obligation to take action to protect the Reef, one third however felt powerless to make a difference. Continuing to demonstrate positive outcomes of land management practices, translated to an individual level impact, is recommended.

Trust in science and acceptance of regulations generally decreased with age. Messages about these issues may therefore need to be more frequent, more detailed, and more tailored for older producers.

Conclusions (cont'd)

Information and support

One in four felt there was not enough information or support about land management practices and one in two felt that the clarity of information provided was average or somewhat unclear.

Graziers were the least likely group to consider information to be clear and the most likely to indicate the amount of support and advice provided was insufficient.

A review of the way information and support is provided (especially for the graziers), to check for opportunities for improvement, may be beneficial.

Government was one of the less trusted sources of information, however it appears efforts to increase trust in the information provided by Queensland Government, particularly the Department of Environment, Science and Innovation, have been successful*. Continued collaboration with other agencies or groups such as agronomists, research institutions, peak bodies and NRM groups is recommended.

Field days, workshops, grower events or shed meetings

Field days and other similar events were generally considered worthwhile and most thought they are usually well attended. Five in ten indicated that such events are run on a regular basis in their local area.

Graziers were the most likely to rate the number of events as being too few. A review of the offering for graziers is therefore suggested.

* Ratings of trustworthiness were asked as Queensland Government in 2023 and Queensland Department of Environment, Science and Innovation in 2025

Reef Water Quality Snapshot 2025

PARTICIPATION IN REEF WATER QUALITY PROGRAMS

29% HAVE PARTICIPATED IN WATER QUALITY PROGRAMS
(31% 2023)

63%↑ Sugarcane	36% Grains^	22% Horticulture/ Banana	18%↓ Grazing

↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

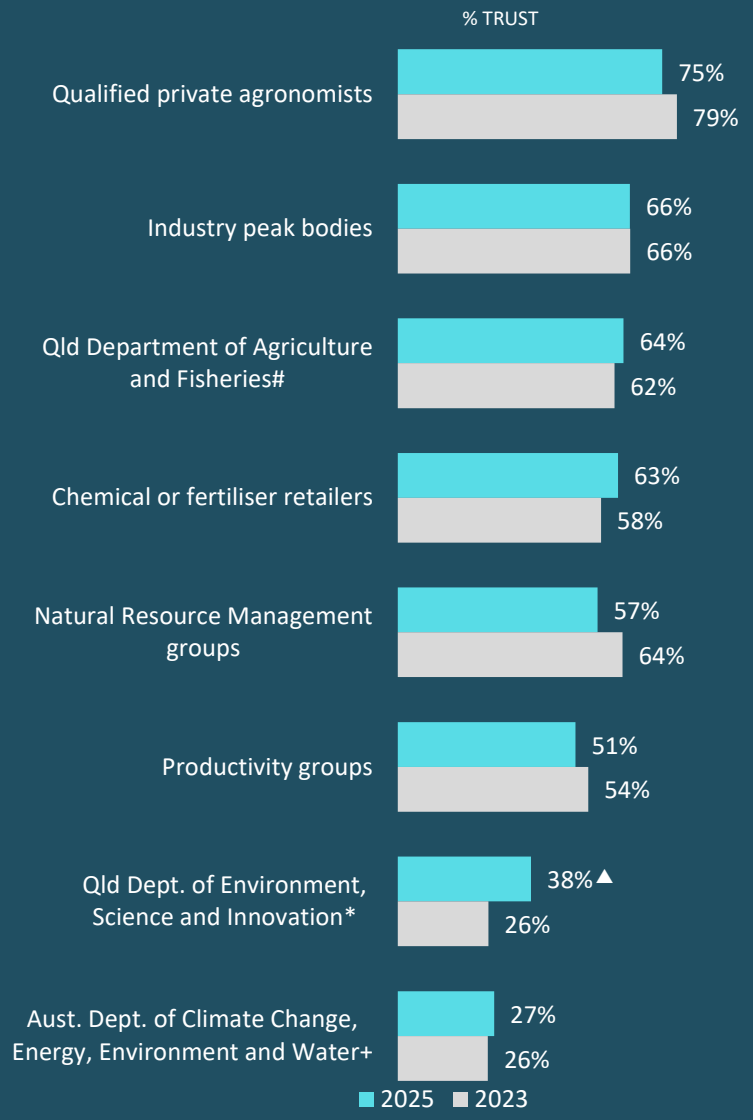
ENVIRONMENTAL MARKETS INITIATIVES (new in 2025)

42% HAVE PARTICIPATED OR ARE LIKELY TO PARTICIPATE
(9% Have / 33% Likely)

REASONS FOR PARTICIPATING (TOP 3)		BARRIERS TO PARTICIPATING (TOP 3)	
Financial incentives	43%	Lack of awareness	23%
Environmental benefit	28%	Cost	22%
Increased productivity	23%	Time	21%

^ Caution small cell size <n=30: Bananas (n=2), Grains (n=14)

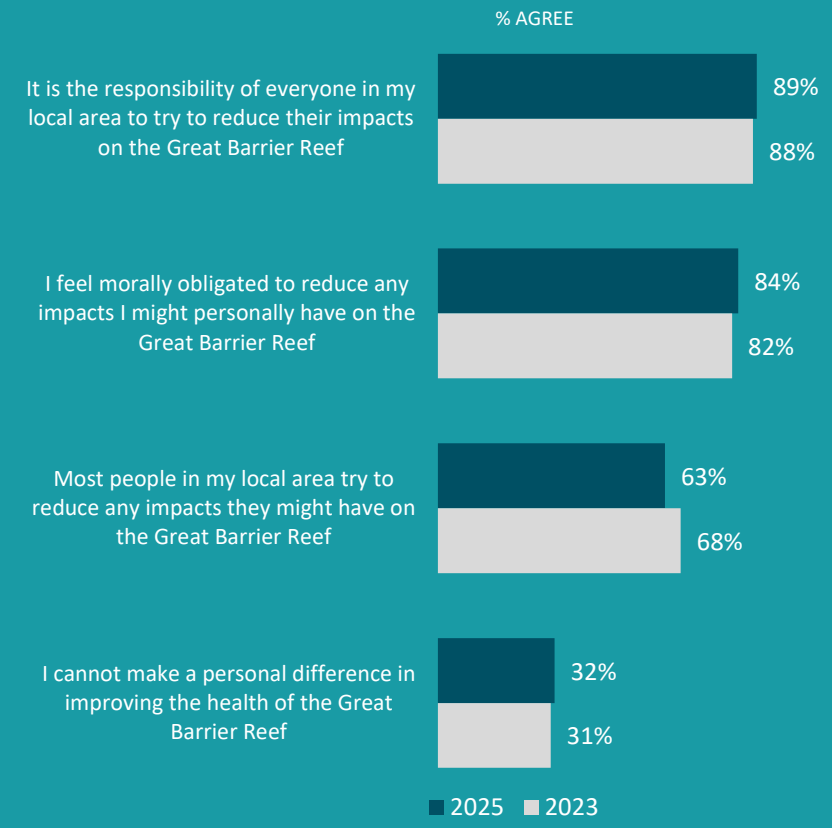
TRUSTWORTHINESS OF INFORMATION SOURCES



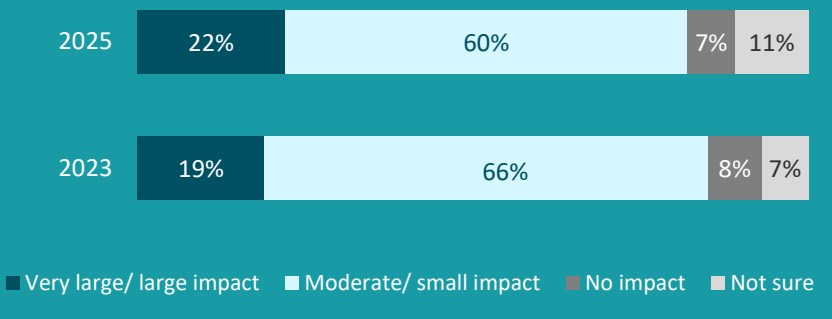
▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

Asked as Queensland Department of Agriculture and Fisheries extension officers in 2023
* Asked as Queensland Government in 2023 + Asked as Federal Government in 2023
The 2023 survey also included: Other growers/producers whose opinion I value (93% trust), Friends and family (77%) and Research institutions (72%). These were not included in 2025.

ACTIONS THAT IMPACT THE GREAT BARRIER REEF



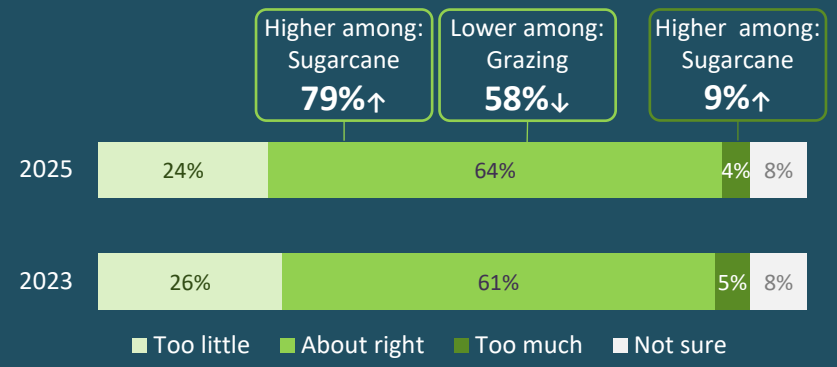
Impact of water run-off on Great Barrier Reef



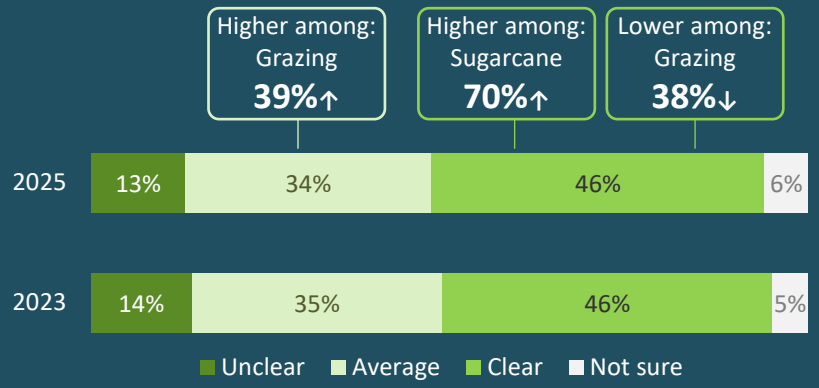
Industry Groups and Field Days Snapshot

ADVICE FROM INDUSTRY GROUPS

Amount

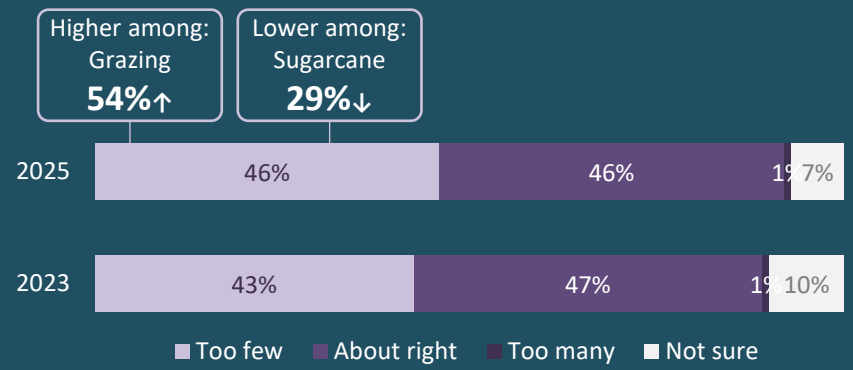


Clarity

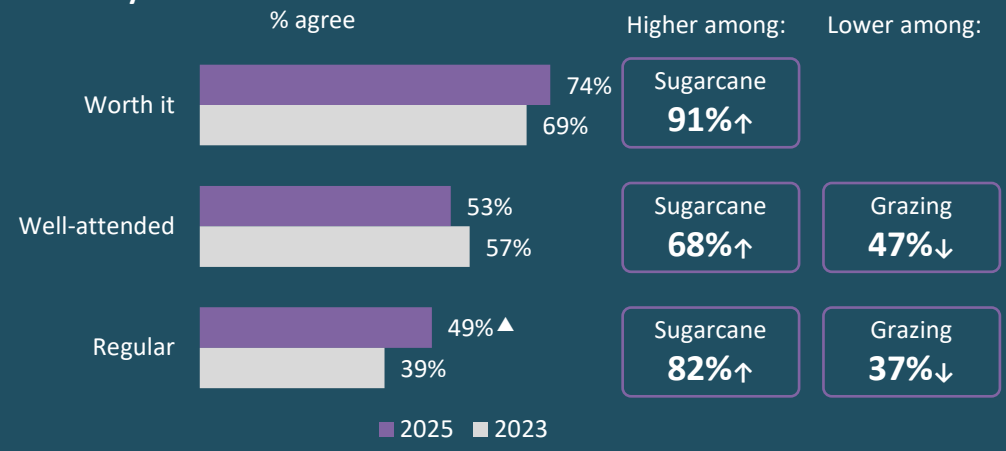


FIELD DAYS

Number of field days



Field days are...

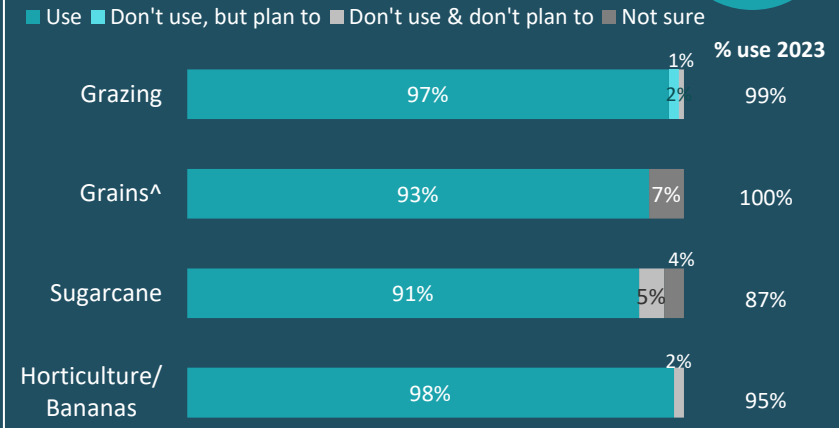


↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval; ^ Caution small cell size ▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

Management Practices Snapshot 2025

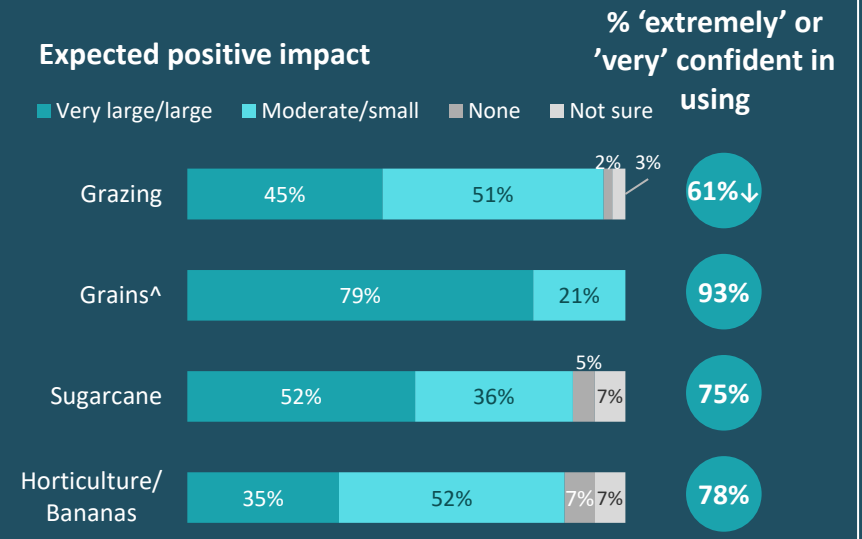
SOIL MANAGEMENT PRACTICES – PROMPTED PRACTICES

96% use (96% 2023)



REASONS FOR USING (TOP 3)		Especially noted by:
Improve soil health	60%	Grains, Sugarcane, Horticulture/bananas
Maintain/improve productivity	50%	Grazing, Grains
For the environment	30%▼ (43% 2023)	Grazing

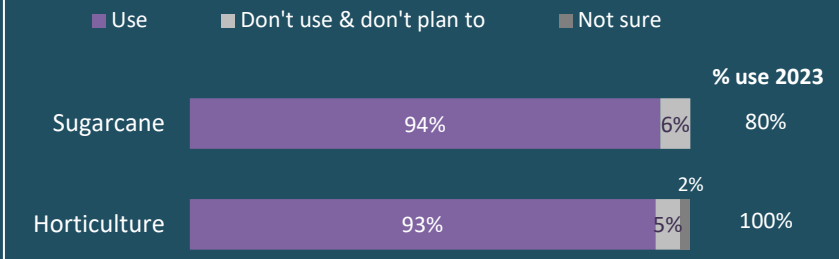
BARRIERS TO USING (TOP 3)		Especially noted by:
Weather/seasonal issues	49%	Sugarcane, Grazing
Financial	36%	Grazing
Availability labour/equip.	13%	Grazing, Sugarcane



Results for impact and confidence were statistically consistent with 2023

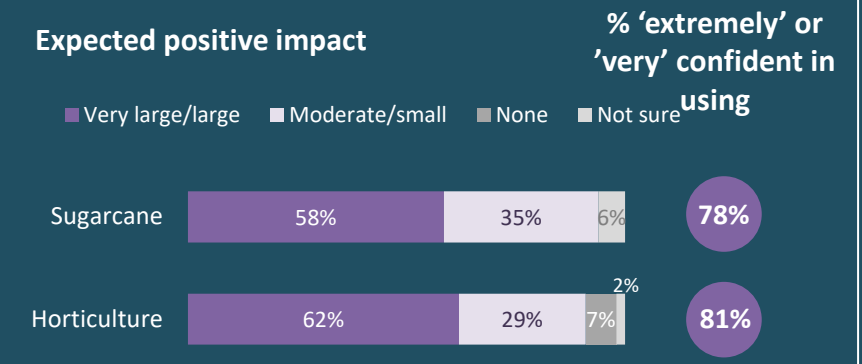
IRRIGATION MANAGEMENT PRACTICES – PROMPTED PRACTICES

93% use (91% 2023)



REASONS FOR USING (TOP 3)		Especially noted by:
Financial reasons	57%	Both segments
Maintain/improve productivity	55%	Both segments
Improve soil health	19%	Horticulture

BARRIERS TO USING (TOP 3)		Especially noted by:
Financial	43%	Sugarcane
Weather/seasonal issues	16%	Both segments
Availability labour/equip.	15%	Sugarcane



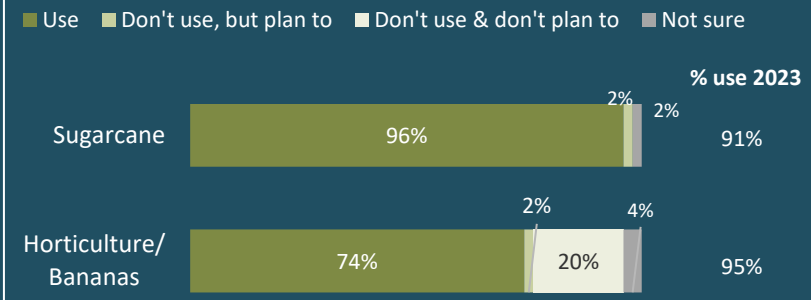
Results for impact and confidence were statistically consistent with 2023

↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval; ^ Caution small cell size ▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

Management Practices Snapshot 2025

NUTRIENT MANAGEMENT PRACTICES – PROMPTED PRACTICES

86% use (93% 2023)

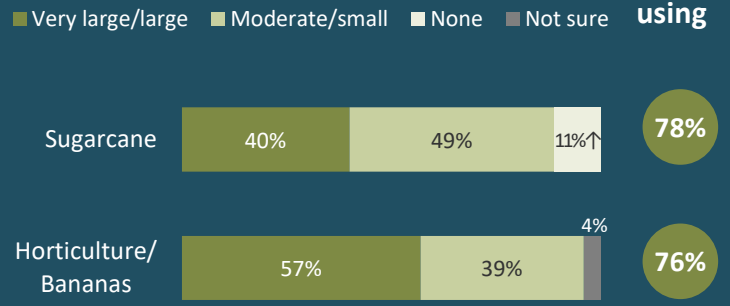


REASONS FOR USING (TOP 3)		Especially noted by:
Financial reasons	52%	Sugarcane
Maintain/improve productivity	50%	Horticulture/bananas
Improve soil health	36%	Horticulture/bananas

BARRIERS TO USING (TOP 3)		Especially noted by:
Financial	39%	Sugarcane
Weather/seasonal issues	36%	Both segments
Time	12%	Horticulture/bananas

Expected positive impact

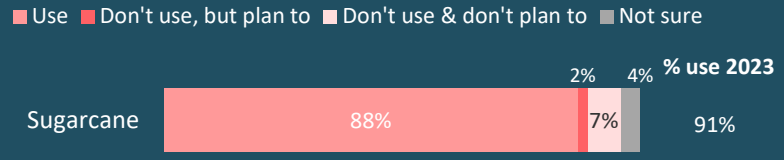
% 'extremely' or 'very' confident in using



Results for impact and confidence were statistically consistent with 2023

PESTICIDE MANAGEMENT PRACTICES – PROMPTED PRACTICES

88% use (91% 2023)



REASONS FOR USING (TOP 3)	
Maintain/improve productivity	45%
For financial reasons	38%
For the environment	32%

BARRIERS TO USING (TOP 3)	
Weather/seasonal issues	39%
Financial	34%
Government regulations	16%

Expected positive impact

% 'extremely' or 'very' confident in using

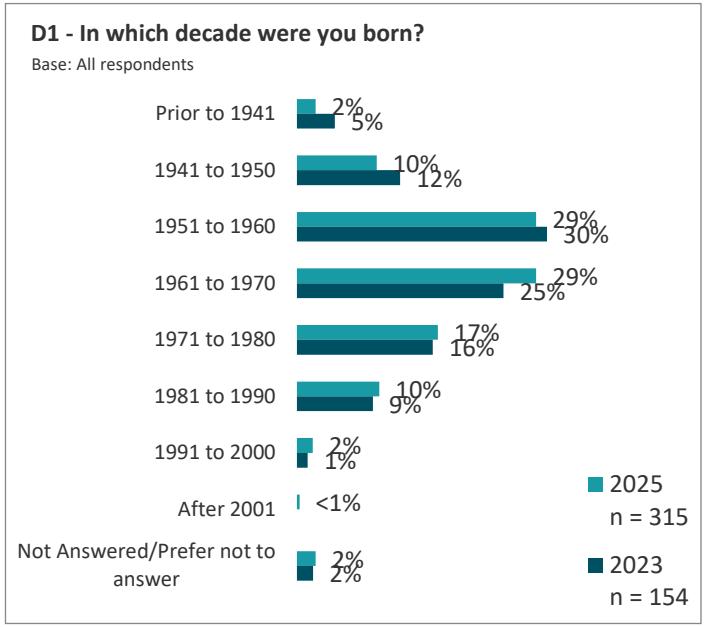
Results for impact and confidence were statistically consistent with 2023

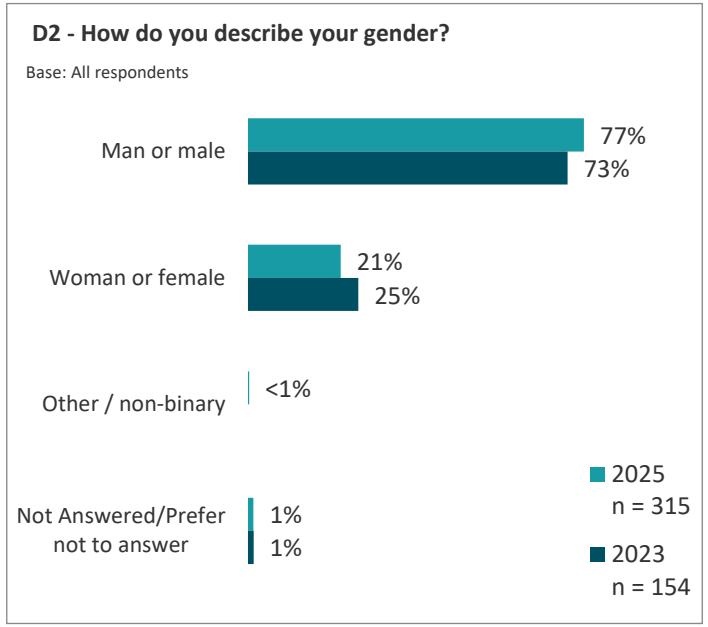
↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval; ^ Caution small cell size ▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

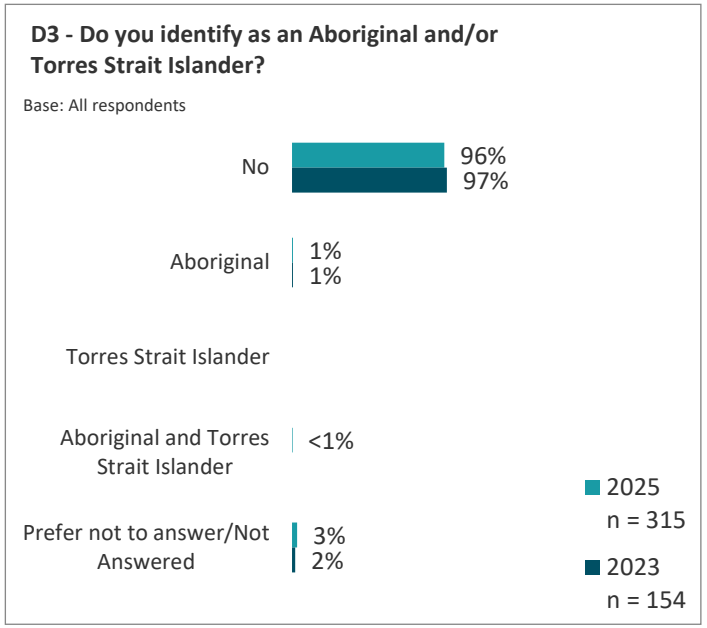
Detailed findings

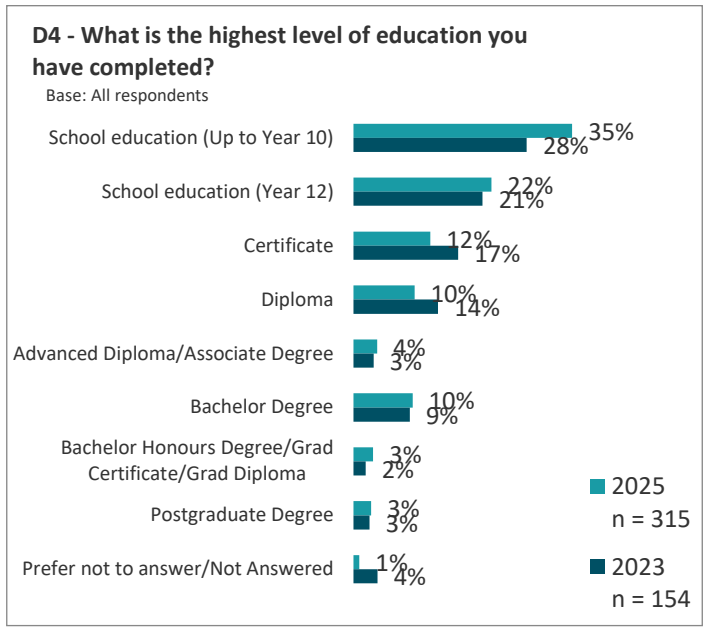
Respondent profile

Respondent Profile - Demographics





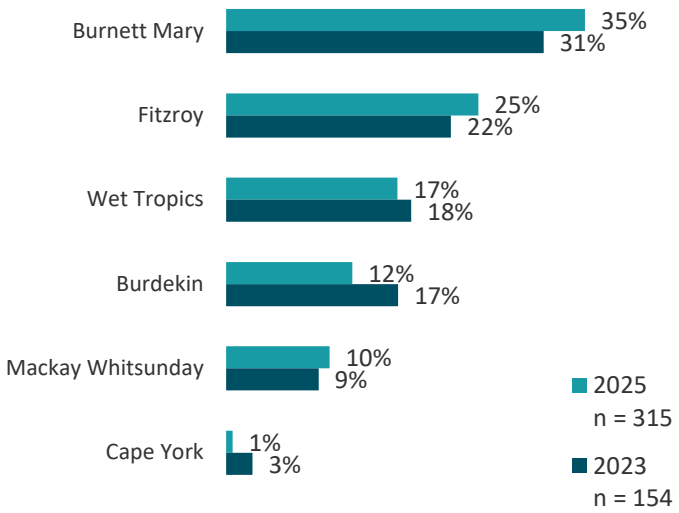




Respondent Profile - Farm Characteristics

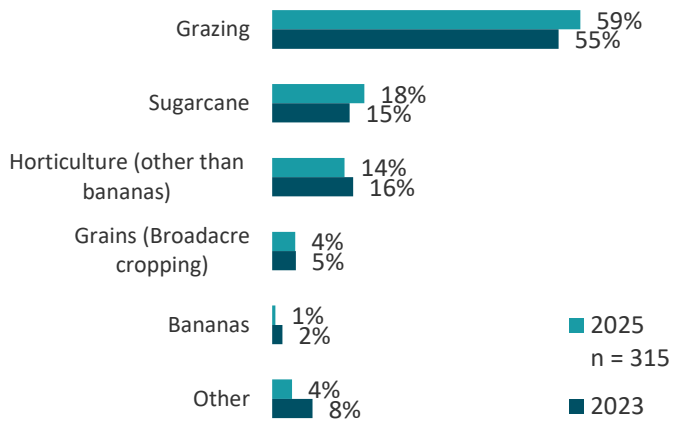
Region

Base: All respondents



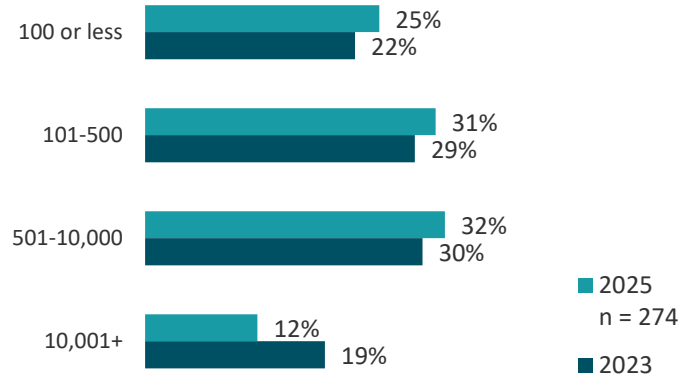
Q2 - Which type of agricultural commodity do you MAINLY grow or produce?

Base: All respondents



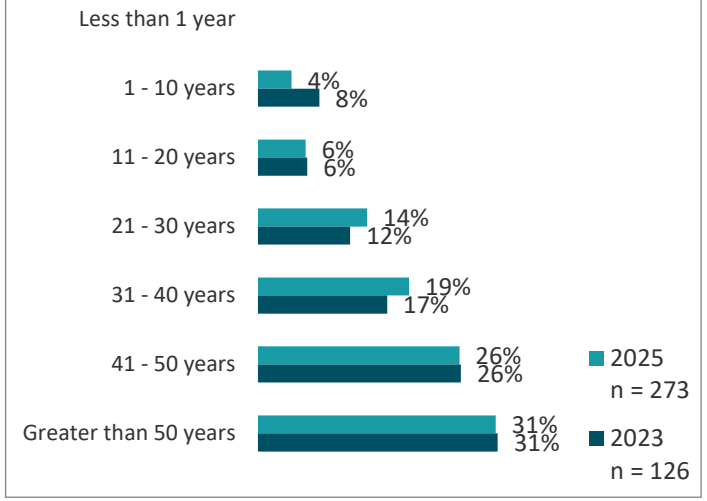
Q3 - Thinking about the commodity you MAINLY farm and including all properties currently under production/grazing, how many hectares of land would this involve?

Base: All relevant commodity producers providing an answer



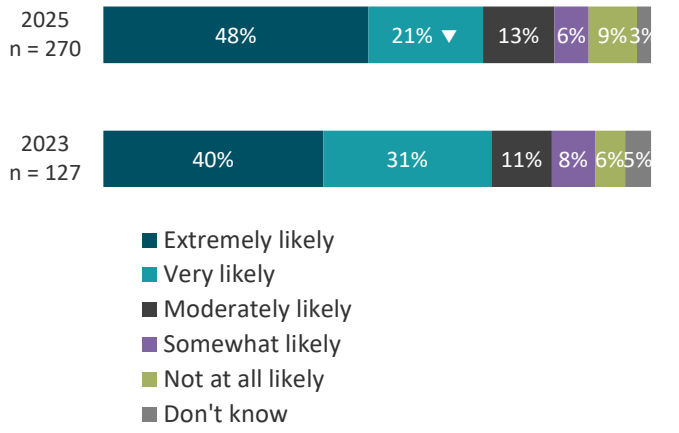
Q4 - How long have you been in the agricultural industry?

Base: All relevant commodity producers providing an answer



Q5 - How likely are you to be actively involved in operating your business for the next 5-10 years?

Base: All relevant commodity producers providing an answer



In the 2023 sample, 9 graziers and 6 horticulturalists incorrectly selected 'other commodity'. In the 2025 sample, 29 graziers incorrectly selected 'other commodity'. These respondents have been recoded as graziers/ horticulturalists, however some questions that were specific to graziers/ horticulturalists were skipped.

▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

1.0 Reef water quality program participation

Reader note:
Commentary throughout this report discusses findings by the total result as well as by sub-groups of interest (e.g. commodity, region, funded program participation and demographics). While not all differences discussed are statistically significant, they are mentioned in order to provide insight into trends in the data. The tables throughout highlight where results in one sub-group are statistically different to others.

1.1 Participation in funded Reef water quality programs

29% of respondents in relevant commodities (i.e. grazing, grains, sugarcane, bananas, horticulture) could recall having participated in any funded Reef water quality programs, for their main commodity, since 2013 (consistent with 31% in 2023).

Sub-group findings

Commodity findings

The highest participation rates were found among sugarcane growers (63%), graziers were the least likely to participate (18%). 22% of horticulture/banana growers and 36% of grain growers indicated involvement.

Among all commodity groups, participation was statistically consistent with 2023.

Regional findings

Mackay Whitsunday operators (58%) were the most likely regional segment to report participating in funded programs. Lowest program uptake was noted among respondents operating in the Burnett Mary (17%) or Cape York* (0%) regions. Participation in other regions was in line with the average.

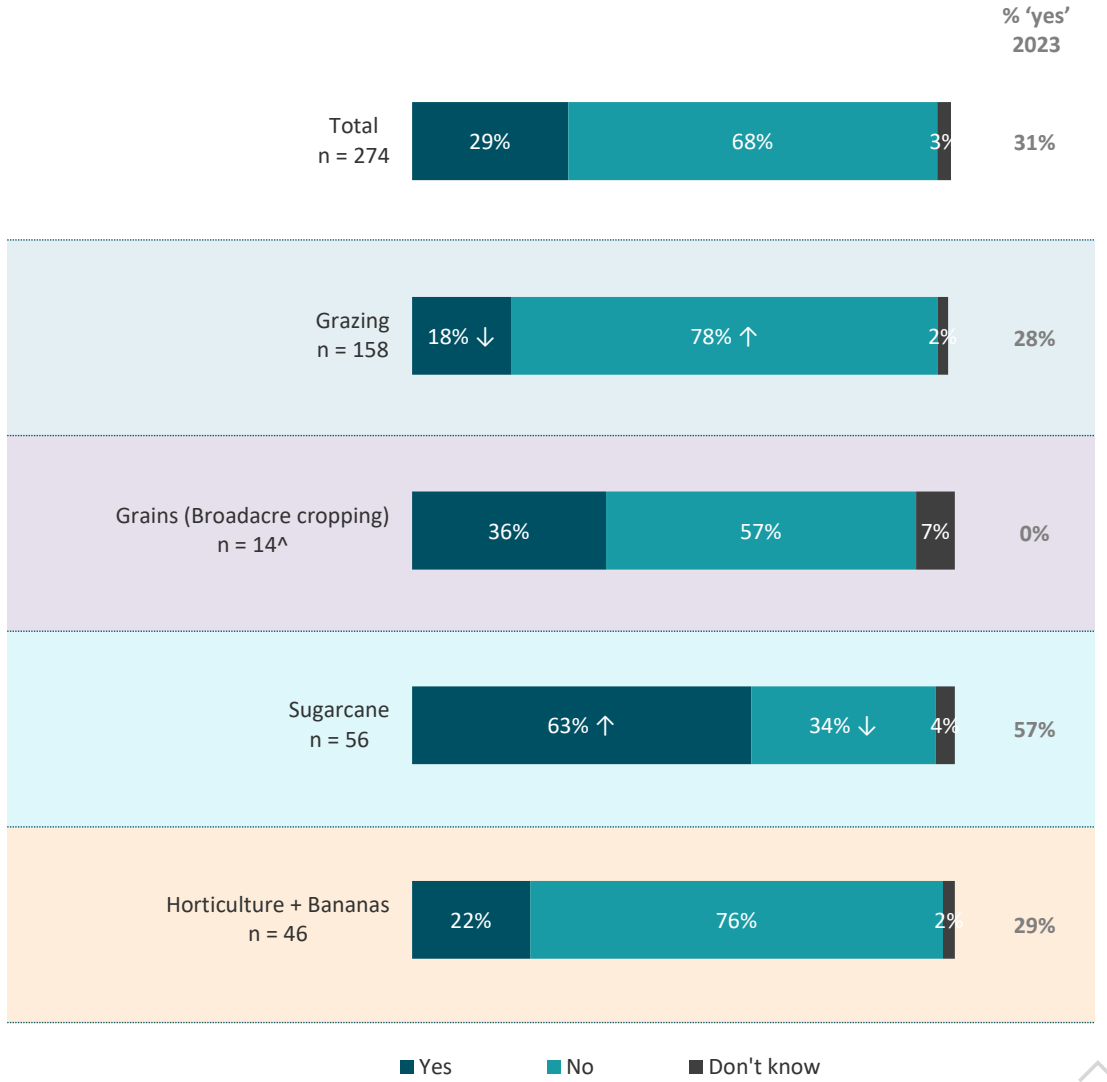
Other findings

Highest participation was noted among those born in 1971 or later (aged under 55 years) (42%) while lowest participation was evident among those born in 1960 or earlier (aged 65+ years) (21%).

Higher than average participation was also noted among those with a bachelor degree or above (44%), those who have been in the agriculture industry for 30 years or less (42%), or those with 101-500 hectares under production (42%) (29% average).

Q6 - Have you participated in any funded Reef water quality programs for your main commodity since 2013?

Base: All relevant commodity producers providing an answer 2025



↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

* Only 1 respondent from Cape York answered this question in 2025 ^ Caution small cell size

1.1 Participation in funded Reef water quality programs by region and reef program and demographics

Q6 - Have you participated in any funded Reef water quality programs for your main commodity since 2013? by Region & Reef Program

Column %		REGION					
	Total n = 274	Cape York n = 1^	Wet Tropics n = 48	Burdekin n = 35	Mackay Whitsunday n = 31	Fitzroy n = 59	Burnett Mary n = 100
Yes	29%		33%	37%	58% ↑	25%	17% ↓
No	68%	100%	67%	57%	39% ↓	68%	81% ↑
Don't know	3%			6%	3%	3%	2%

Q6 - Have you participated in any funded Reef water quality programs for your main commodity since 2013? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 274	1971 or later n = 71	1961 to 1970 n = 81	1960 or earlier n = 116	Male n = 213	Female n = 57	School education n = 154	Certificate/ Diploma /Advanced Diploma n = 73	Bachelor degree or above n = 45	30 yrs or less n = 65	31-50 yrs n = 123	51+ yrs n = 85	100 or less n = 68	101-500 n = 84	501-10,000 n = 89	10,001+ n = 33
Yes	29%	42% ↑	30%	21% ↓	28%	33%	22% ↓	32%	44% ↑	42% ↑	27%	22%	12% ↓	42% ↑	26%	39%
No	68%	49% ↓	69%	78% ↑	69%	63%	75% ↑	64%	53% ↓	51% ↓	72%	76% ↑	88% ↑	54% ↓	71%	55%
Don't know	3%	7% ↑	1%	1%	2%	2%	3%	3%	2%	6% ↑	2%			5%	2%	3%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

1.2 Reef water quality programs participated in

When prompted with a list of funded programs, the proportion of respondents in relevant commodities participating in each program was:

- Industry best management practice programs (19%, 26% 2023)
- Sediment reduction or gully remediation programs (15%, 15% 2023)
- Nutrient management planning programs (14%, 17% 2023)
- Chemical improvement programs (10%, 7% 2023)
- Irrigation management programs (3%, 6% 2023).

Participation in all programs was statistically consistent with 2023.

As in 2023, most participants had taken part in more than one of the prompted programs: 63% of program participants had taken part in two or more programs (70% in 2023). On average participants had experience of 2.2 programs (2.3 in 2023).

Sub-group differences

Commodity findings

Sugarcane growers were more likely than others to have participated in more than one program (86%, 63% average). In particular, they were more likely than others to have participated in nutrient management planning (52%), industry best management practice (50%), chemical improvement (38%) or irrigation management (14%) programs.

Graziers were *less* likely than others to have participated in industry best management practice (9%) (noting that there has not been a Grazing Best Management Practice Program since 2019), nutrient management planning (3%), chemical improvement (1%) or irrigation management (0%) programs. Since 2023, significant declines in participation among graziers were noted for industry best management practice (9% 2025, 18% 2023) and nutrient management planning (3% 2025, 12% 2023). In 2025, the program most likely to be participated in by graziers was sediment reduction (15%).

Among grain growers, the most reported programs were industry best management practice (29%), sediment reduction (29%), or nutrient management (21%).

Among horticulture/banana growers, the programs most likely to be participated in included industry best management practice (13%) or sediment reduction (9%).

Regional findings

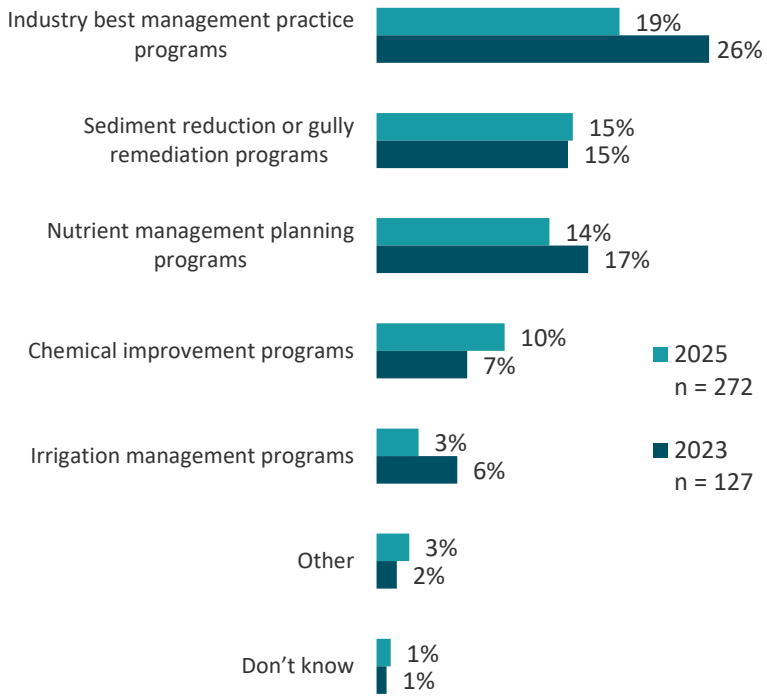
Participation in all programs was higher than average in the Mackay Whitsunday region. Participation in nutrient management was higher than average in the Wet Tropics region (these regions had a higher than average proportion of sugarcane respondents).

Participation in most programs was lowest in the Burnett Mary region (primarily grazing and horticultural respondents) reflecting on ground investment.

Burnett Mary respondents on average took part in 1.59 programs (the lowest regional average). More detail is provided in the tables following.

Q6a - Which of the following Reef water quality programs have you participated in?

Base: All relevant commodity producers providing an answer



Column %	2023 n = 40	2025 n = 79
One	30%	37%
2 or more	70%	63%
Average	2.33	2.23

1.2 Reef water quality programs participated in by commodity

Q6a - Which of the following Reef water quality programs have you participated in? by COMMODITY by Year

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas	
	2023 n = 127	2025 n = 272	2023 n = 76	2025 n = 156	2023 n = 7^	2025 n = 14^	2023 n = 23^	2025 n = 56	2023 n = 21^	2025 n = 46
Industry best management practice programs	26%	19%	18%	9%↓▼		29%	57%	50%↑	29%	13%
Sediment reduction or gully remediation programs	15%	15%	17%	15%		29%	22%	20%	5%	9%
Nutrient management planning programs	17%	14%	12%	3%↓▼		21%	39%	52%↑	14%	2%
Chemical improvement programs	7%	10%	4%	1%↓		7%	26%	38%↑		4%
Irrigation management programs	6%	3%	1%				17%	14%↑	14%	2%
Other	2%	3%	1%	4%			4%	2%		
Don't know	1%	1%	1%	1%						4%↑

Q6a - Among program participants, number of Reef water quality programs participated in. by COMMODITY by Year

Column %	**Total**		**Grazing**		**Grains (Broadacre cropping)**		**Sugarcane**		**Horticulture + Bananas**	
	2023 n = 40	**2025 n = 79**	**2023 n = 21^**	**2025 n = 29^**	**2023 n = 0^**	**2025 n = 5^**	**2023 n = 13^**	**2025 n = 35**	**2023 n = 6^**	**2025 n = 10^**
One	30%	37%	38%	55%		20%	23%	14%↓	17%	70%
2 or more	70%	63%	62%	45%		80%	77%	86%↑	83%	30%
Average	**2.33**	**2.23**	**2.00**	**1.72**		**2.40**	**2.92**	**2.80↑**	**2.17**	**1.60**

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

1.2 Reef water quality programs participated in by region and reef program

Q6a - Which of the following Reef water quality programs have you participated in? by Region & Reef Program

Column %		REGION						CROSS-PARTICIPATION IN REEF WATER QUALITY PROGRAMS				
	Total n = 272	Cape York n = 1^	Wet Tropics n = 48	Burdekin n = 35	Mackay Whitsunday n = 31	Fitzroy n = 57	Burnett Mary n = 100	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 26^	Irrigation mgt n = 9^
Industry best management practice programs	19%		29%	23%	39% ↑	19%	7% ↓	100%	84% ↑	62%	81%	78%
Sediment reduction or gully remediation programs	15%		10%	23%	32% ↑	23%	6% ↓	50%	46%	100% ↑	46%	44%
Nutrient management planning programs	14%		29% ↑	11%	39% ↑	9%	2% ↓	60%	100% ↑	40%	88%	89%
Chemical improvement programs	10%		17%	9%	35% ↑	4%	2% ↓	40%	62% ↑	29%	100%	89%
Irrigation management programs	3%			3%	19% ↑		2%	13%	22% ↑	10%	31%	100%
Other	3%					4%	5%	6%		7%		
Don't know	1%						3% ↑					

Q6a - Among program participants, number of Reef water quality programs participated in. by Region & Reef Program

Column %		REGION						REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 79	Cape York n = 0^	Wet Tropics n = 16^	Burdekin n = 13^	Mackay Whitsunday n = 18^	Fitzroy n = 15^	Burnett Mary n = 17^	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 26^	Irrigation mgt n = 9^
One	37%		6%	54%	33%	27%	65%	12%	8% ↓	29%	8%	
2 or more	63%		94%	46%	67%	73%	35%	88%	92% ↑	71%	92%	100%
Average	**2.23**		**2.56**	**1.85**	**2.83**	**2.20**	**1.59**	**2.69**	**3.14 ↑**	**2.48 ↑**	**3.46**	**4.00**

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

1.2 Reef water quality programs participated in by demographics

Q6a - Which of the following Reef water quality programs have you participated in? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 272	1971 or later n = 70	1961 to 1970 n = 81	1960 or earlier n = 116	Male n = 212	Female n = 56	School education n = 153	Certificate/ Diploma /Advanced Diploma n = 72	Bachelor degree or above n = 45	30 yrs or less n = 64	31-50 yrs n = 123	51+ yrs n = 84	100 or less n = 68	101-500 n = 84	501-10,000 n = 88	10,001+ n = 32
Industry best management practice programs	19%	30% ↑	19%	13% ↓	19%	18%	16%	19%	27%	31% ↑	18%	12% ↓	7% ↓	30% ↑	17%	22%
Sediment reduction or gully remediation programs	15%	21%	15%	12%	13%	23%	12%	17%	24%	19%	14%	15%	4% ↓	15%	17%	34% ↑
Nutrient management planning programs	14%	20%	16%	8% ↓	16%	7%	14%	11%	16%	20%	16%	5% ↓	4% ↓	29% ↑	10%	3%
Chemical improvement programs	10%	13%	10%	7%	11%	4%	10%	8%	9%	16%	10%	5%	6%	19% ↑	6%	3%
Irrigation management programs	3%	3%	6%	2%	4%		4%	3%	2%	3%	4%	2%	3%	6%	2%	
Other	3%	4%	2%	2%	1% ↓	7% ↑	1%	4%	4%	5%	2%	2%	1%	2%	5%	
Don't know	1%	4% ↑			1%	2%	1%		4% ↑	3%	1%			2%		3%

Q6a - Among program participants, number of Reef water quality programs participated in. by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 79	1971 or later n = 30	1961 to 1970 n = 24^	1960 or earlier n = 24^	Male n = 59	Female n = 19^	School education n = 34	Certificate/ Diploma /Advanced Diploma n = 23^	Bachelor degree or above n = 20^	30 yrs or less n = 27^	31-50 yrs n = 33	51+ yrs n = 19^	100 or less n = 8^	101-500 n = 35	501-10,000 n = 23^	10,001+ n = 13^
One	37%	37%	33%	42%	34%	47%	29%	39%	45%	33%	33%	47%	50%	26%	39%	54%
2 or more	63%	63%	67%	58%	66%	53%	71%	61%	55%	67%	67%	53%	50%	74%	61%	46%
Average	**2.23**	**2.23**	**2.29**	**2.08**	**2.37**	**1.79**	**2.56 ↑**	**1.96**	**1.95**	**2.30**	**2.39**	**1.84**	**2.25**	**2.49**	**2.17**	**1.62**

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

1.3 Efforts to reduce pollutant loss
(among non-program participants)

Of those who had not participated in any funded Reef water quality programs, 81% indicated they do use practices to reduce pollutant loss in run-off (e.g. chemicals, sediments or nutrients) (consistent with 86% in 2023). 15% did not use any (7% in 2023) while 2% were unsure.

Sub-group findings

Commodity findings

Among those who have not participated in funded programs, use of practices to reduce pollutant loss in run-off was higher than average (81%) among horticulture/banana growers (94%).

Graziers (who have not participated in funded programs) were more likely than other commodity producers to indicate they do not use practices to reduce pollutant loss in run-off (20%, 15% average).

Regional findings

All regions reported a high use of practices to reduce pollutant loss in run-off. These practices were most commonly reported in the Wet Tropics (91%), Burdekin (85%) and Fitzroy (85%). Use of practices to reduce pollutant loss in run-off was lower than average in Burnett-Mary (74%).

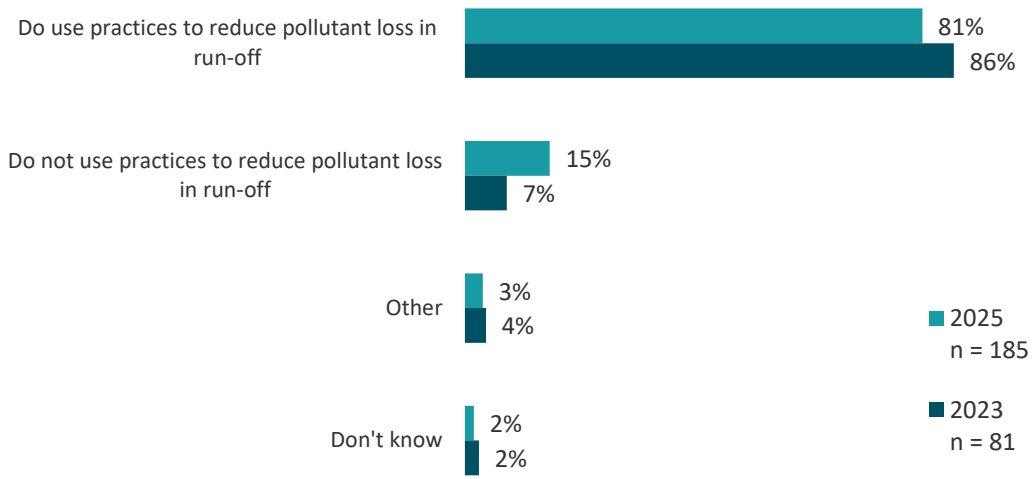
Other findings

Use of practices to reduce pollutant loss in run-off was higher among males than females (84%, 67% females).

Those more likely than average to indicate they do not use practices to reduce pollutant loss in run-off were those born in 1960 or earlier (aged 65+ years) (22%), females (31%), or those with school being their highest level of education (20%) (15% average).

Q6b - You answered 'No' to having participated in funded Reef water quality programs for your main commodity since 2013. Which of the following best describes your situation?

Base: Respondents who have not participated in funded programs



1.3 Efforts to reduce pollutant loss (among non-program participants) by commodity

Q6b - You answered 'No' to having participated in funded Reef water quality programs for your main commodity since 2013. Which of the following best describes your situation? by COMMODITY BY YEAR

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas	
	2023 n = 81	2025 n = 185	2023 n = 52	2025 n = 124	2023 n = 7^	2025 n = 8^	2023 n = 9^	2025 n = 19^	2023 n = 13^	2025 n = 34
Do use practices to reduce pollutant loss in run-off	86%	81%	85%	76%↓	86%	75%	89%	89%	92%	94%↑
Do not use practices to reduce pollutant loss in run-off	7%	15%	12%	20%↑		13%		5%		
Other	4%	3%	2%	3%			11%		8%	6%
Don't know	2%	2%	2%	1%	14%	13%		5%		

Base: Respondents who have not participated in funded programs

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

1.3 Efforts to reduce pollutant loss (among non-program participants) by region and demographics

Q6b - You answered 'No' to having participated in funded Reef water quality programs for your main commodity since 2013. Which of the following best describes your situation? by Region

Column %		REGION					
	Total n = 185	Cape York n = 1^	Wet Tropics n = 32	Burdekin n = 20^	Mackay Whitsunday n = 12^	Fitzroy n = 40	Burnett Mary n = 80
Do use practices to reduce pollutant loss in run-off	81%	100%	91%	85%	75%	85%	74% ↓
Do not use practices to reduce pollutant loss in run-off	15%		3% ↓	15%	25%	13%	19%
Other	3%		6%			3%	4%
Don't know	2%						4% ↑

Q6b - You answered 'No' to having participated in funded Reef water quality programs for your main commodity since 2013. Which of the following best describes your situation? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 185	1971 or later n = 35	1961 to 1970 n = 56	1960 or earlier n = 90	Male n = 147	Female n = 36	School education n = 115	Certificate/ Diploma /Advanced Diploma n = 47	Bachelor degree or above n = 23^	30 yrs or less n = 33	31-50 yrs n = 87	51+ yrs n = 65	100 or less n = 60	101-500 n = 44	501-10,000 n = 63	10,001+ n = 18^
Do use practices to reduce pollutant loss in run-off	81%	86%	88%	73% ↓	84% ↑	67% ↓	77%	87%	87%	76%	85%	77%	80%	77%	84%	78%
Do not use practices to reduce pollutant loss in run-off	15%	11%	5% ↓	22% ↑	11% ↓	31% ↑	20% ↑	4% ↓	9%	18%	10%	18%	13%	18%	11%	22%
Other	3%	3%	4%	3%	3%	3%	2%	6%	4%	3%	3%	3%	3%	2%	5%	
Don't know	2%		4%	1%	1%		2%	2%		3%	1%	2%	3%	2%		

Base: Respondents who have not participated in funded programs

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.0 Soil management

2.1 Soil management practices used

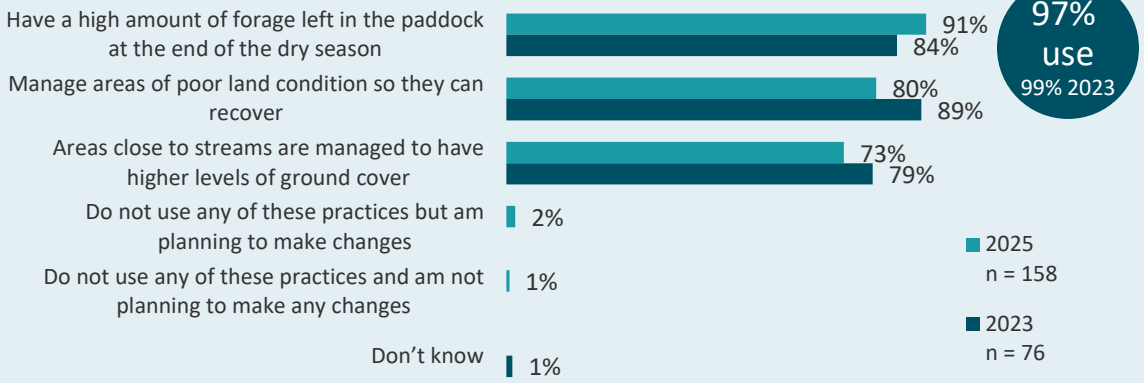
Overall 96% using prompted soil management Practices (96% 2023)

Almost all producers (96%) in 2025 reported using at least one of the prompted soil management practices. All findings were statistically consistent with 2023. A discussion of results is provided on the following page.

Q7. Thinking about your main commodity, which of the following soil management practices which can improve the quality of water in local waterways, do you use?

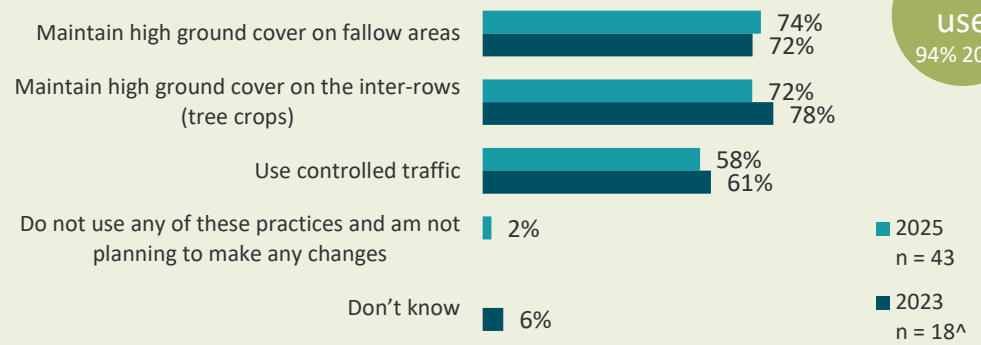
Grazing

97% use
99% 2023



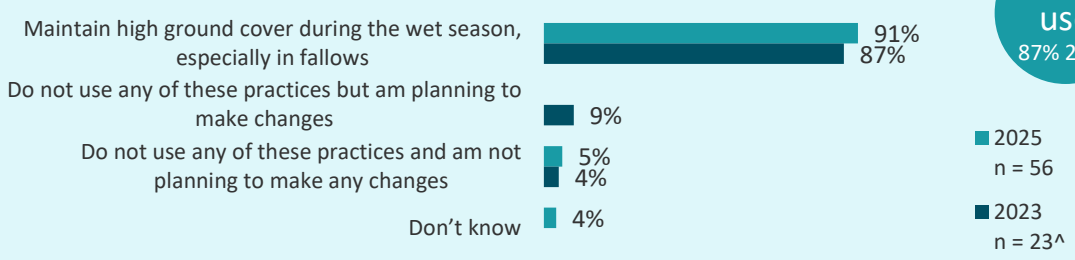
Horticulture

98% use
94% 2023



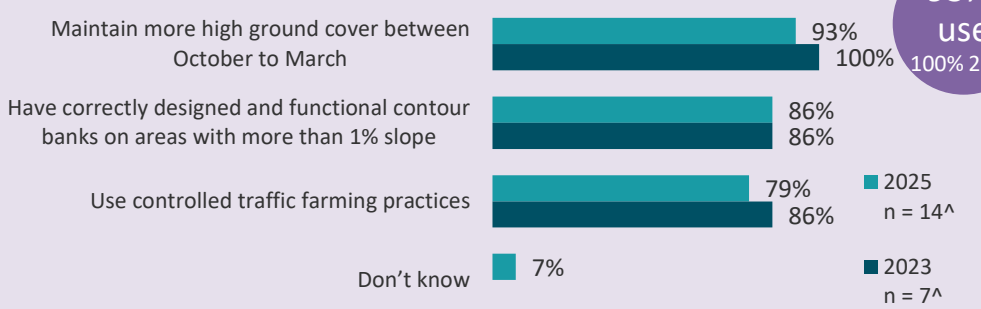
Sugarcane

91% use
87% 2023



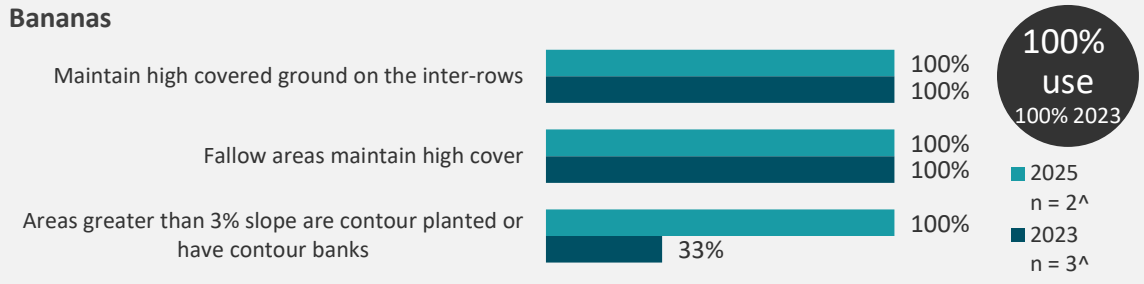
Grains

93% use
100% 2023



Bananas

100% use
100% 2023



^ Caution small cell size

2.1 Soil management practices used

Grazing	Grain	Sugarcane	Bananas	Horticulture
As in 2023, the majority of graziers in 2025 reported using the three practices prompted in the survey: • Have a high amount of forage left in the paddock at the end of the dry season (91%, 84% 2023) • Manage areas of poor land condition so they can recover (80%, 89% 2023) • Areas close to streams are managed to have higher levels of ground cover (73%, 79% 2023). 97% of graziers were engaged in at least one of the practices (99% 2023). 2% do not use the practices but were planning to make changes and 1% do not use and were not planning to.	93% of grain growers reported using the three practices prompted in the survey (100% 2023): • Maintain more high ground cover between October to March (93%, 100% 2023) • Have correctly designed and functional contour banks on areas with more than 1% slope (86%, 86% 2023) • Use controlled traffic farming practices (79%, 86% 2023). One respondent was unsure.	91% of sugarcane growers reported that they maintain high ground cover during the wet season, especially in fallows (87% 2023). 5% were not were not using the prompted practice and not planning to make changes (4% 2023) and 4% were unsure.	Both banana growers surveyed stated that they maintain high covered ground on the inter-rows, ensure fallow areas maintain high cover, and use contour planting or contour banks. In 2023, all 3 banana growers surveyed stated that they maintain high covered ground on the inter-rows and ensure fallow areas maintain high cover, with 1 of the 3 using contour planting or contour banks.	98% of horticulturalists reported using the three practices prompted in the survey (94% 2023): • Maintain high ground cover on fallow areas (74%, 72% 2023) • Maintain high ground cover on the inter-rows (tree crops) (72%, 78% 2023) • Use controlled traffic (58%, 61% 2023). 2% of horticulture respondents were not using the prompted practices and not planning to make changes (0% 2023).
Funded Reef water quality program participation – impact on soil management practices used				
Those who had not participated in funded programs since 2013 were less likely than those who had to indicate they: • Leave a high amount of forage (participants 100%, non 88%) • Manage areas of land so they can recover (participants 93%, non 78%). 72% of funded program participants and 73% of non-participants reported that they have higher levels of ground cover close to streams.	Those who had not participated in funded programs since 2013 were less likely than those who had to indicate they: • Use controlled traffic farming practices (participants 100%, non 67%) • Maintain more high ground cover between October to March (participants 100%, non 89%). 80% of funded program participants and 89% of non-participants reported that they have correctly designed & functional contour banks.	94% of funded program participants maintain high ground cover during wet season, compared with 86% of non-participants.	Neither of the two banana growers in our survey reported taking part in any funded Reef water quality programs. The results above are therefore based on non-program participants.	Those who had not participated in funded programs since 2013 were less likely than those who had to indicate they: • Use controlled traffic (participants 90%, non 48%). • Maintain high ground cover on fallow areas (participants 80%, non 73%) 60% of participants and 76% of non-participants reported they maintain high ground cover on the inter-rows (tree crops).

2.1 Soil management practices used by region and reef program

Q7 - Thinking about your main commodity, which of the following soil management practices which can improve the quality of water in local waterways, do you use? by Region & Reef Program

Column %			REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
		Total	Cape York	Wet Tropics	Burdekin	Mackay Whitsunday	Fitzroy	Burnett Mary	Yes	No /Not sure	Industry best mgt	Nutrient mgt	Sed. reduct./ gully remed.	Chemical improv't	Irrigation mgt
NET USE		**96%**	**100%**	**94%**	**94%**	**97%**	**98%**	**96%**	**97%**	**95%**	**96%**	**97%**	**98%**	**100%**	**100%**
Grazing (n=158)	NET USE	97%	100%	100%	100%	90%	98%	97%	100%	97%	100%	100%	100%	100%	
	Have a high amount of forage left in the paddock at the end of dry season	91%	100%	91%	100%	70%	96%	86%	100%	88% ↓	100%	100%	100%	100%	
	Manage areas of poor land condition so they can recover	80%	100%	82%	70%	80%	88%	75%	93%	78%	93%	100%	91%	100%	
	Areas close to streams are managed to have higher levels of ground cover	73%		82%	65%	80%	73%	74%	72%	73%	71%	100%	70%	100%	
Grains (n=14^)	NET USE	93%			100%		100%	86%	100%	89%	100%	100%	100%	100%	
	Use controlled traffic farming practices	79%			100%		83%	71%	100%	67%	100%	100%	100%	100%	
	Maintain more high ground cover between October to March	93%			100%		100%	86%	100%	89%	100%	100%	100%	100%	
	Have correctly designed & functional contour banks on areas >1% slope	86%			100%		100%	71%	80%	89%	75%	67%	75%	100%	
Sugarcane (n=56)	NET USE	91%		92%	78%	100%		83%	94%	86%	93%	97%	91%	100%	100%
	Maintain high ground cover during the wet season, especially in fallows	91%		92%	78%	100%		83%	94%	86%	93%	97%	91%	100%	100%
Bananas (n=2^)	NET USE	100%		100%						100%					
	Maintain high covered ground on the inter-rows	100%		100%						100%					
	Fallow areas maintain high cover	100%		100%						100%					
	Areas >3% slope are contour planted or have contour banks	100%		100%						100%					
Horticulture (n=43)	NET USE	98%		90%	100%	100%	100%	100%	100%	97%	100%	100%	100%	100%	100%
	Maintain high ground cover on the inter-rows (tree crops)	72%		80%	80%	60%	100%	67%	60%	76%	67%		50%	50%	
	Maintain high ground cover on fallow areas	74%		70%	80%	80%	50%	76%	80%	73%	100%	100%	100%	50%	100%
	Use controlled traffic	58%		70%	60%	60%	100%	48%	90%	48%	83%	100%	100%	100%	100%
Do not use any of these practices but am planning to make changes		1%					2%	2%		2%					
Do not use any of these practices and am not planning to make any changes		2%		4%	6%	3%			1%	2%	2%		2%		
Don't know		1%		2%				2%	1%	1%	2%	3%			

Results have been filtered by commodity (i.e. for grazing, percentages are based only on graziers (n=158) etc)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025 Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.1 Soil management practices used by demographics

Q7 - Thinking about your main commodity, which of the following soil management practices which can improve the quality of water in local waterways, do you use? by Demographics

Column %			AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
		Total	1971 or later	1961 to 1970	1960 or earlier	Male	Female	School education	Certificate/ Diploma /Advanced Diploma	Bachelor degree or above	30 yrs or less	31-50 yrs	51+ yrs	100 or less	101-500	501-10,000	10,001+
NET USE		**96%**	**93%**	**98%**	**97%**	**96%**	**96%**	**96%**	**96%**	**95%**	**91% ↓**	**98%**	**96%**	**96%**	**92% ↓**	**99%**	**100%**
Grazing (n=158)	NET USE	97%	95%	100%	99%	97%	98%	98%	96%	100%	94%	100%	97%	100%	91% ↓	99%	100%
	Have a high amount of forage left in the paddock at the end of dry season	91%	90%	93%	90%	92%	88%	91%	87%	95%	88%	90%	92%	88%	76% ↓	94%	100% ↑
	Manage areas of poor land condition so they can recover	80%	87%	93% ↑	69% ↓	76%	86%	72% ↓	87%	95%	82%	83%	76%	71%	74%	84%	84%
	Areas close to streams are managed to have higher levels of ground cover	73%	74%	83%	65%	75%	67%	72%	73%	73%	71%	78%	70%	79%	74%	69%	75%
Grains (n=14^)	NET USE	93%	100%	100%	83%	100%		88%	100%	100%	83%	100%	100%	100%	67%	100%	100%
	Use controlled traffic farming practices	79%	75%	100%	67%	85%		63%	100%	100%	67%	100%	50%	50%	33%	100%	100%
	Maintain more high ground cover between October to March	93%	100%	100%	83%	100%		88%	100%	100%	83%	100%	100%	100%	67%	100%	100%
	Have correctly designed & functional contour banks on areas >1% slope	86%	100%	75%	83%	92%		88%	75%	100%	83%	83%	100%	100%	33%	100%	100%
Sugarcane (n=56)	NET USE	91%	80%	90%	100%	90%	100%	94%	92%	75%	77%	97%	91%	88%	91%	100%	
	Maintain high ground cover during the wet season, especially in fallows	91%	80%	90%	100%	90%	100%	94%	92%	75%	77%	97%	91%	88%	91%	100%	
Bananas (n=2^)	NET USE	100%		100%	100%	100%		100%	100%			100%		100%	100%		
	Maintain high covered ground on the inter-rows	100%		100%	100%	100%		100%	100%			100%		100%	100%		
	Fallow areas maintain high cover	100%		100%	100%	100%		100%	100%			100%		100%	100%		
	Areas >3% slope are contour planted or have contour banks	100%		100%	100%	100%		100%	100%			100%		100%	100%		
Horti-culture (n=43)	NET USE	98%	100%	100%	94%	97%	100%	95%	100%	100%	100%	96%	100%	96%	100%	100%	
	Maintain high ground cover on the inter-rows (tree crops)	72%	69%	69%	76%	72%	75%	60%	91%	75%	75%	76%	50%	75%	71%	60%	
	Maintain high ground cover on fallow areas	74%	62%	85%	76%	74%	75%	75%	64%	83%	50%	84%	83%	67%	86%	80%	
	Use controlled traffic	58%	77%	62%	41%	62%	25%	65%	64%	42%	75%	48%	67%	46%	64%	100%	
Do not use any of these practices but am planning to make changes		1%	1%		1%	1%		1%	3%		2%		2%		2%	1%	
Do not use any of these practices and am not planning to make any changes		2%	4%	1%	1%	2%	2%	2%	1%	2%	5%	1%	1%	3%	4%		
Don't know		1%	1%	1%	1%	1%	2%	1%		2%	3%	1%		1%	2%		

Results have been filtered by commodity (i.e. for grazing, percentages are based only on graziers (n=158) etc)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025 Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.2 Reasons for using soil management practices

The main reasons producers do or would use the prompted soil management practices were:

- To improve soil health (60%, 65% 2023)
- To maintain and/or improve productivity (50%, 51% 2023)
- For the environment (30%, significantly fewer mentions than in 2023 - 43%)
- To stop erosion (26%, significantly more mentions than in 2023 – 6%).

In 2025, respondents were less likely than in 2023 to cite financial reasons (20%, 29% 2023), to improve the farm for future land managers (18%, 31% 2023), to make managing the farm easier (5%, 16% 2023), regulation compliance (3%, 9% 2023), or to meet consumer expectations (1%, 5% 2023). Other reasons are displayed in the adjacent chart.

Sub-group findings

Commodity findings

Improved soil health was the biggest motivator for sugarcane (71%), horticulture/banana (61%) and grains (79%) producers. Sugarcane growers were more likely than other segments to cite stopping erosion (36%, 26% average).

Graziers were more likely than other producers to cite maintaining/improving productivity (59%, 50% average), or for the environment (35%, 30% average). In comparison to 2023, graziers in 2025 were less likely to mention for the environment (35%, 49% 2023), to improve the farm for future land managers (22%, 39% 2023), or to make managing the farm easier (5%, 17% 2023). They were more likely than in 2023 to cite stopping erosion (21%, 7% 2023).

Regional findings

To maintain and/or improve productivity was most frequently mentioned in Fitzroy (primarily grazing respondents) (65%, 50% average).

Funded program participation findings

The views of program participants and non-participants were consistent, except for the benefit of improving soil health – program participants (69%) were more likely than non-participants (56%) to nominate this as a potential reason for using soil management practices.

Other findings

To stop erosion was more likely to be cited as a reason by those born in 1971 or later (aged less than 55 years) (36%) or males (29%) (26% average).

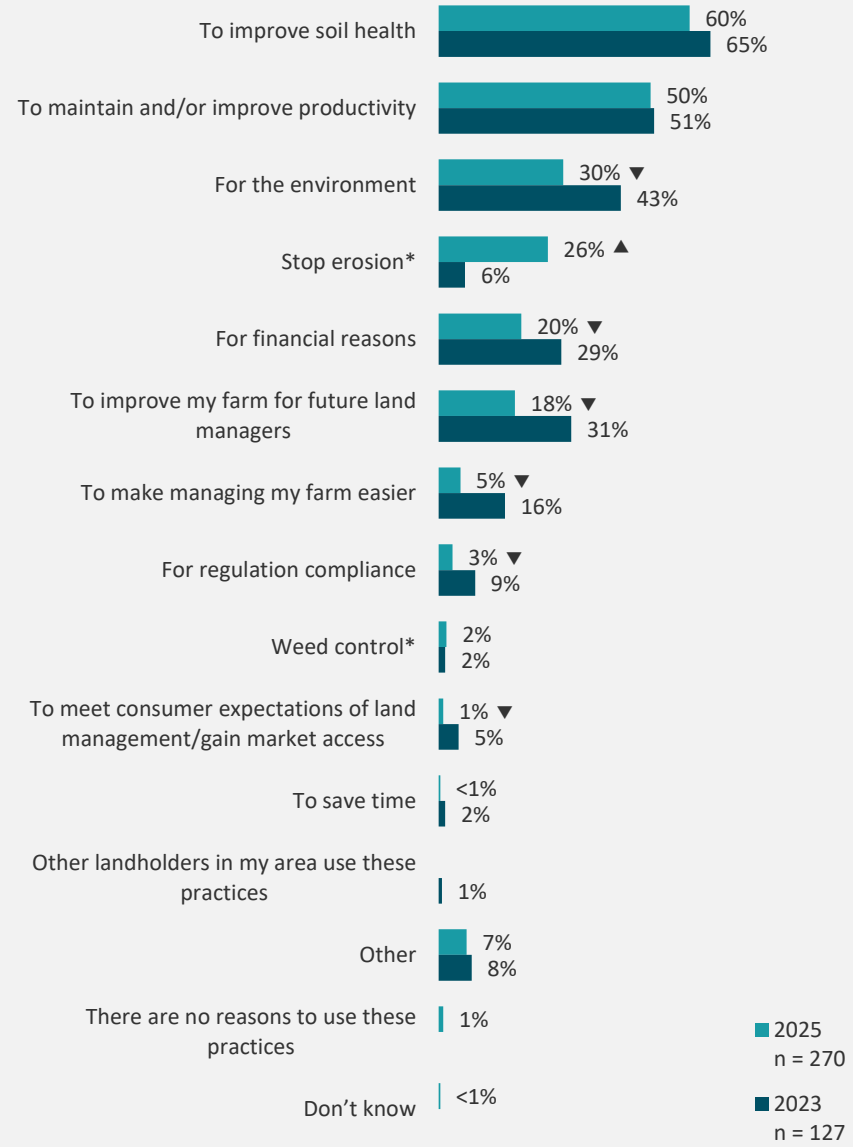
Females were more likely than males to nominate maintaining/improving productivity (63%, 47% males), improving the farm for future land managers (29%, 15% males), or meeting consumer expectations (4%, 0% males) as reasons for using soil management practices.

Other subgroup differences are outlined in the following tables.

* Only 2 banana respondents answered this question in 2025

Q8 - What are the THREE MAIN reasons for why you would or do use these soil management practices?

Base: All relevant commodity producers providing an answer



* Code added during analysis in recoding 'other' responses (not visible for respondents)

▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

2.2 Reasons for using soil management practices by commodity type

Q8 - What are the THREE MAIN reasons for why you would or do use these soil management practices? by COMMODITY by Year

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas	
	2023 n = 127	2025 n = 270	2023 n = 76	2025 n = 155	2023 n = 7^	2025 n = 14^	2023 n = 23^	2025 n = 55	2023 n = 21^	2025 n = 46
To improve soil health	65%	60%	61%	54%↓	57%	79%	74%	71%↑	71%	61%
To maintain and/or improve productivity	51%	50%	54%	59%↑	57%	50%	48%	35%↓	43%	41%
For the environment	43%	30%▼	49%	35%↑▼	43%	21%	30%	22%	38%	24%
Stop erosion*	6%	26%▲	7%	21%▲	14%	29%	4%	36%↑	5%	28%
For financial reasons	29%	20%▼	28%	17%	43%	36%	30%	24%	29%	17%
To improve my farm for future land managers	31%	18%▼	39%	22%▼	14%	21%	30%	7%↓	10%	17%
To make managing my farm easier	16%	5%▼	17%	5%▼	14%		17%	4%	10%	9%
For regulation compliance	9%	3%▼	5%	3%			17%	5%	14%	4%
Weed control*	2%	2%		1%↓			9%	5%		2%
To meet consumer expectations of land management/gain market access	5%	1%▼	4%	1%		7%	9%		5%	
To save time	2%	0%	1%	1%					5%	
Other landholders in my area use these practices	1%		1%							
Other	8%	7%	5%	8%	14%		9%	5%	14%	7%
There are no reasons to use these practices		1%		1%						2%
Don't know		0%						2%↑		

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

2.2 Reasons for using soil management practices by region and reef program

Q8 - What are the THREE MAIN reasons for why you would or do use these soil management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 270	Cape York n = 1^	Wet Tropics n = 47	Burdekin n = 35	Mackay Whitsunday n = 31	Fitzroy n = 57	Burnett Mary n = 99	Yes n = 77	No /Not sure n = 192	Industry best mgt n = 51	Nutrient mgt n = 36	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 25^	Irrigation mgt n = 9^
To improve soil health	60%		66%	49%	58%	63%	60%	69%	56% ↓	69%	78%	64%	76%	67%
To maintain and/or improve productivity	50%		49%	57%	32% ↓	65% ↑	46%	52%	49%	47%	33% ↓	64% ↑	16%	11%
For the environment	30%	100%	28%	29%	32%	33%	27%	31%	29%	29%	25%	36%	32%	
Stop erosion*	26%		32%	26%	26%	19%	27%	32%	23%	27%	36%	29%	40%	44%
For financial reasons	20%	100%	23%	26%	10%	23%	16%	19%	20%	24%	22%	14%	20%	22%
To improve my farm for future land managers	18%		17%	9%	23%	23%	18%	19%	18%	20%	8% ↓	19%	8%	
To make managing my farm easier	5%		6%		6%	4%	7%	6%	4%	4%	6%	7%	4%	11%
For regulation compliance	3%		4%	3%	6%	5%	1%	5%	3%	8%	6%	5%	4%	11%
Weed control*	2%			3%			4% ↑	3%	2%	2%	3%		4%	11%
To meet consumer expectations of land management/gain market access	1%		2%			2%	1%	3%	1%	4%	3%	5%	4%	
To save time	0%			3% ↑					1%					
Other	7%		2%	11%	6%	7%	7%	4%	8%	6%	8%	5%	8%	
There are no reasons to use these practices	1%		2%		3%		1%		2%					
Don't know	0%						1%		1%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.2 Reasons for using soil management practices by demographics

Q8 - What are the THREE MAIN reasons for why you would or do use these soil management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 270	1971 or later n = 70	1961 to 1970 n = 81	1960 or earlier n = 113	Male n = 211	Female n = 56	School education n = 151	Certificate / Diploma /Advanced Diploma n = 72	Bachelor degree or above n = 45	30 yrs or less n = 64	31-50 yrs n = 121	51+ yrs n = 84	100 or less n = 68	101-500 n = 82	501-10,000 n = 89	10,001+ n = 31
To improve soil health	60%	66%	68%	50% ↓	59%	61%	56%	63%	64%	72% ↑	60%	51%	66%	59%	57%	55%
To maintain and/or improve productivity	50%	43%	56%	50%	47% ↓	63% ↑	42% ↓	56%	67% ↑	44%	47%	61% ↑	46%	40% ↓	57%	68% ↑
For the environment	30%	27%	32%	28%	28%	38%	27%	36%	27%	30%	28%	32%	29%	27%	30%	35%
Stop erosion*	26%	36% ↑	23%	23%	29% ↑	14% ↓	26%	29%	20%	33%	23%	25%	19%	30%	30%	16%
For financial reasons	20%	24%	15%	20%	18%	23%	19%	21%	20%	20%	20%	19%	18%	20%	20%	23%
To improve my farm for future land managers	18%	16%	16%	21%	15% ↓	29% ↑	15%	21%	24%	19%	17%	18%	15%	17%	24%	13%
To make managing my farm easier	5%	3%	9%	3%	4%	9%	2% ↓	10% ↑	9%	5%	5%	6%	6%	11% ↑	1% ↓	
For regulation compliance	3%	4%	4%	2%	4%	2%	2%	6%	4%	3%	2%	5%	4%	1%	4%	3%
Weed control*	2%	4%	1%	1%	2%	2%	2%	1%	2%	2%	3%		4%	2%		
To meet consumer expectations of land management/gain market access	1%	3%		1%	0%	4% ↑	1%		4% ↑	3%		1%			3% ↑	
To save time	0%		1%		0%		1%				1%					3% ↑
Other	7%	10%	5%	5%	7%	7%	8%	4%	7%	6%	6%	8%	6%	7%	4%	13%
There are no reasons to use these practices	1%	1%		2%	1%	2%	2%			2%	1%	1%	1%	1%	1%	
Don't know	0%		1%		0%		1%				1%		1%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.3 Challenges with using soil management practices

The main challenges or barriers to using the prompted soil management practices were:

- Weather and seasonal issues (49%, 56% in 2023)
- Financial (36%, 44% 2023).

In comparison to 2023, respondents in 2025 were less likely to mention additional administrative work (5%, 22% 2023), concerns about production (4%, 10% 2025), or not having a positive impact on the environment (<1%, 3% 2025) as barriers.

Weed control* was more commonly mentioned as a challenge in 2025 (7%, 2% 2023).

17% indicated there were no challenges to using soil management practices (12% 2023).

Sub-group findings

Commodity findings

Sugarcane growers were more likely than others to cite weather and seasonal issues (64%, 49% average) or concerns about production (9%, 4% average). Financial barriers were more commonly cited by graziers (45%, 36% average). Horticulture/banana growers were the most likely segment to report there were no challenges with using soil management practices (33%, 17% average).

Regional findings

Respondents in the Wet Tropics were more likely than others to cite weather and seasonal issues (67%, 49% average). Weather was less commonly mentioned in Burnett Mary (35%).

Labour/equipment availability was more frequently mentioned by producers in Burdekin (26%, 13% average).

Growers in Fitzroy were more likely than others to cite not having the time (20%, 12% average) or it's not the way the farm was managed in the past (5%, 1% average).

Funded program participation findings

Those who had participated in funded Reef water quality programs over the past 10 years were more likely than non-participants to mention not having enough time (19%, 9% non-participants). Weed control was more frequently mentioned by non-participants (10%, 0 mentions among participants).

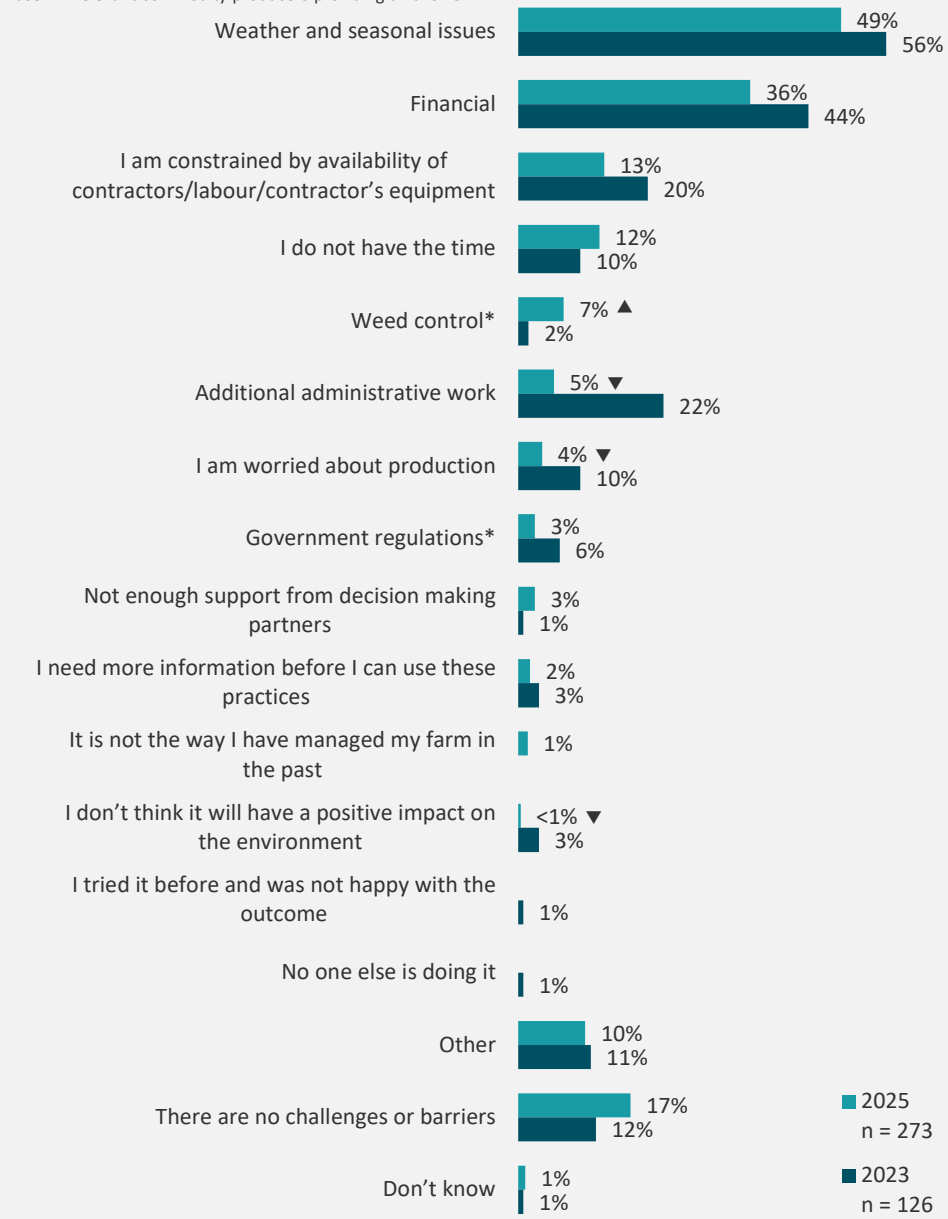
Other findings

Not having the time was most likely to be nominated by producers born in 1971 or later (aged less than 55 years) (20%, 12% average). Those born in 1960 or earlier (aged 65+ years) were more likely to indicate there were no challenges (25%, 17% average).

Financial barriers were more frequently cited by females (47%, 33% males) or those with 501-10,000 hectares under production (47%, 36% average).

Q9 - What are the THREE MAIN challenges or barriers to starting or continuing to use these soil management practices?

Base: All relevant commodity producers providing an answer



* Code added during analysis in recoding 'other' responses (not visible for respondents)

▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

2.3 Challenges with using soil management practices by commodity type

Q9 - What are the THREE MAIN challenges or barriers to starting or continuing to use these soil management practices? by COMMODITY by Year

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas	
	2023 n = 126	2025 n = 273	2023 n = 75	2025 n = 157	2023 n = 7^	2025 n = 14^	2023 n = 23^	2025 n = 56	2023 n = 21^	2025 n = 46
Weather and seasonal issues	56%	49%	61%	50%	29%	36%	61%	64%↑	43%	35%
Financial	44%	36%	48%	45%↑	57%	21%	35%	23%	38%	24%
I am constrained by the availability of contractors and labour/or contractor's equipment	20%	13%	23%	15%	57%	7%	13%	13%	5%	9%
I do not have the time	10%	12%	9%	14%	29%	14%		13%	14%	7%
Weed control*	2%	7%▲	3%	9%		21%		4%		
Additional administrative work	22%	5%▼	23%	6%▼	14%		30%	4%	14%	7%
I am worried about production	10%	4%▼	12%	2%▼		7%	9%	9%↑	5%	2%
Government regulations*	6%	3%	8%	3%			9%			7%
Not enough support from decision making partners	1%	3%	1%	2%				5%		2%
I need more information before I can use these practices	3%	2%	1%	3%			4%	2%	10%	
It is not the way I have managed my farm in the past		1%		3%						
I don't think it will have a positive impact on the environment	3%	0%▼	3%	1%			4%		5%	
I tried it before and was not happy with the outcome	1%						4%			
No one else is doing it	1%								5%	
Other	11%	10%	9%	12%	14%	14%	9%	4%	19%	11%
There are no challenges or barriers	12%	17%	9%	13%	14%	29%	17%	13%	14%	33%↑
Don't know	1%	1%					4%	2%		4%↑

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

2.3 Challenges with using soil management practices by region and reef program

Q9 - What are the THREE MAIN challenges or barriers to starting or continuing to use these soil management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 273	Cape York n = 1^	Wet Tropics n = 48	Burdekin n = 35	Mackay Whitsunday n = 31	Fitzroy n = 59	Burnett Mary n = 99	Yes n = 79	No /Not sure n = 192	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 26^	Irrigation mgt n = 9^
Weather and seasonal issues	49%	100%	67% ↑	60%	48%	53%	35% ↓	56%	46%	65%	62%	50%	65%	44%
Financial	36%		33%	29%	23%	44%	38%	41%	33%	40%	41%	52% ↑	42%	33%
I am constrained by the availability of contractors and labour/or contractor's equipment	13%		6%	26% ↑	6%	20%	10%	15%	12%	15%	8%	19%	4%	11%
I do not have the time	12%		10%	9%	10%	20% ↑	11%	19% ↑	9% ↓	17%	16%	26%	12%	22%
Weed control*	7%		8%	6%		10%	7%		10% ↑					
Additional administrative work	5%		2%	3%	13%	10%	3%	9%	4%	12%	3%	12%	4%	11%
I am worried about production	4%		4%	6%	10%	2%	2%	5%	3%	4%	5%	2%	12%	
Government regulations*	3%		6%	3%			3%	1%	3%			2%		
Not enough support from decision making partners	3%		2%		10% ↑	3%	1%	1%	3%	2%	3%	2%	4%	
I need more information before I can use these practices	2%		2%		3%	3%	1%	3%	2%			2%	4%	
It is not the way I have managed my farm in the past	1%					5% ↑	1%	1%	2%	2%	3%	2%		
I don't think it will have a positive impact on the environment	0%					2%			1%					
Other	10%			11%	3%	12%	16% ↑	5%	13%	4%	5%	7%	4%	
There are no challenges or barriers	17%		17%	9%	26%	10%	22%	16%	18%	13%	16%	14%	12%	22%
Don't know	1%			3%			2%	1%	1%	2%				

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.3 Challenges with using soil management practices by demographics

Q9 - What are the THREE MAIN challenges or barriers to starting or continuing to use these soil management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 273	1971 or later n = 71	1961 to 1970 n = 81	1960 or earlier n = 115	Male n = 212	Female n = 57	School education n = 153	Certificate / Diploma /Advanced Diploma n = 73	Bachelor degree or above n = 45	30 yrs or less n = 65	31-50 yrs n = 123	51+ yrs n = 84	100 or less n = 68	101-500 n = 84	501-10,000 n = 88	10,001+ n = 33
Weather and seasonal issues	49%	39% ↓	59% ↑	47%	50%	47%	48%	59%	36% ↓	43%	48%	57%	49%	49%	45%	64%
Financial	36%	42%	26% ↓	37%	33%	47% ↑	30% ↓	40%	47%	42%	31%	38%	25% ↓	32%	47% ↑	36%
I am constrained by the availability of contractors and labour/or contractor's equipment	13%	10%	19%	11%	11%	19%	12%	18%	11%	9%	13%	17%	9%	11%	16%	21%
I do not have the time	12%	20% ↑	16%	6% ↓	11%	18%	9%	16%	18%	17%	14%	7%	7%	12%	17%	12%
Weed control*	7%	6%	4%	10%	7%	7%	9%	3%	7%	11%	7%	4%	7%	5%	9%	6%
Additional administrative work	5%	7%	6%	3%	4% ↓	9%	4%	8%	7%	5%	4%	7%	3%	4%	7%	12%
I am worried about production	4%	4%	2%	4%	3%	5%	3%	4%	4%	3%	6%	1%	7%	2%	1%	6%
Government regulations*	3%	3%	5%	1%	3%	2%	2%	3%	4%	2%	3%	2%	3%	2%	1%	6%
Not enough support from decision making partners	3%	4%	1%	3%	2%	4%	3%	3%	2%	3%	2%	2%	4%	2%	2%	
I need more information before I can use these practices	2%		4%	2%	1%	4%	3%	1%		2%	2%	1%	4%		2%	
It is not the way I have managed my farm in the past	1%	3%		2%	1%	4%	1%	4% ↑		2%	1%	2%		1%	2%	3%
I don't think it will have a positive impact on the environment	0%				0%		1%				1%				1%	
Other	10%	15%	7%	8%	9%	14%	12%	7%	7%	15%	7%	12%	9%	13%	7%	15%
There are no challenges or barriers	17%	10%	14%	25% ↑	19%	12%	18%	14%	20%	9%	20%	20%	24%	17%	19%	
Don't know	1%	3%	1%		1%		1%	1%	2%	3%	1%		3%	1%		

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.4 Expectations of positive result from soil management practices

93% of producers in 2025 indicated they expect at least some positive result from using the prompted soil management practices (consistent with 96% in 2023). 3% did not expect a positive result (an increase from 0% in 2023) and 4% were unsure (4% 2023).

46% were expecting a large or very large positive result, 39% were anticipating a moderately positively result while 8% could envisage a small positive result.

Sub-group findings

Commodity findings

Graziers (96%) and grain growers* (100%) were more likely than average to anticipate a positive result (93% average).

Results within all commodity segments were statistically consistent with 2023, however most segments appear to have lower expectations of a large/very large result in 2025.

Regional findings

Respondents in Mackay Whitsunday (10%) or Burdekin (9%) were more likely than others to expect no positive result from soil management practices (3% average).

Funded program participation findings

Program participants (58%) were more likely than non-participants (42%) to expect a large or very large positive result.

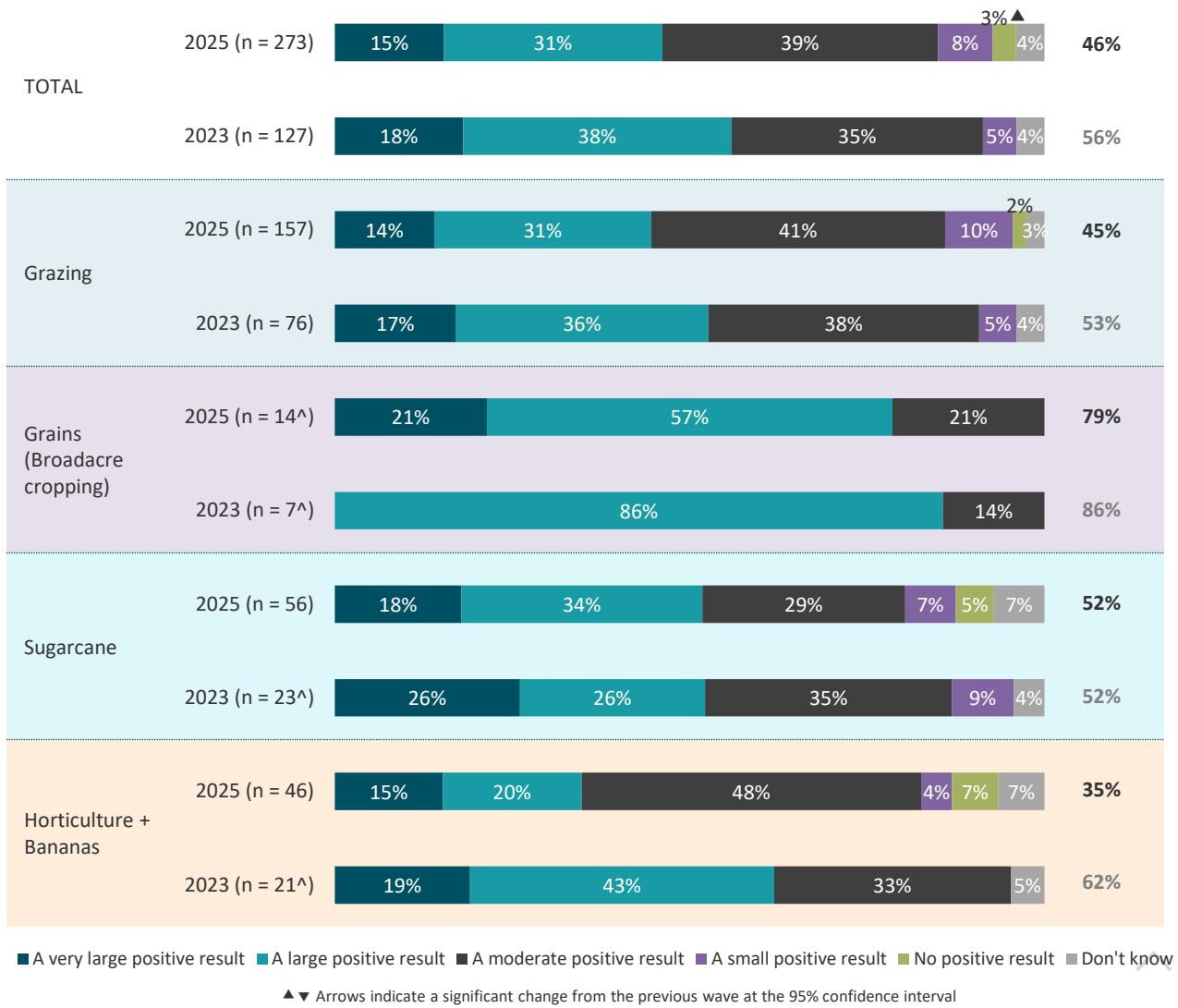
Other findings

Those with 100 or less hectares under production were more likely than others to be unsure if they would achieve a positive result (9%, 4% average).

* Only 14 grain respondents answered this question in 2025

Q10 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these soil management practices?

Base: All relevant commodity producers providing an answer



^ Caution small cell size

2.4 Expectations of positive result from soil management practices by region and reef program

Q10 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these soil management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 273	Cape York n = 1^	Wet Tropics n = 48	Burdekin n = 35	Mackay Whitsunday n = 31	Fitzroy n = 59	Burnett Mary n = 99	Yes n = 79	No /Not sure n = 192	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 26^	Irrigation mgt n = 9^
A very large positive result	15%		21%	14%	6%	17%	15%	23% ↑	13% ↓	25%	24%	24%	19%	11%
A large positive result	31%	100%	27%	29%	32%	37%	28%	35%	29%	35%	30%	29%	27%	56%
VERY LARGE/LARGE	46%	100%	48%	43%	39%	54%	43%	58% ↑	42% ↓	60%	54%	52%	46%	67%
A moderate positive result	39%		40%	46%	42%	29%	41%	33%	41%	31%	35%	36%	38%	22%
A small positive result	8%		8%	3%		14%	8%	4%	9%	6%	8%	5%	8%	
MODERATE/SMALL	47%		48%	49%	42%	42%	49%	37% ↓	50%	37%	43%	40%	46%	22%
NET POSITIVE	93%	100%	96%	91%	81% ↓	97%	93%	95%	92%	96%	97%	93%	92%	89%
No positive result	3%			9%	10% ↑		3%	4%	3%	4%	3%	7%	4%	11%
Don't know	4%		4%		10%	3%	4%	1%	5%				4%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.4 Expectations of positive result from soil management practices by demographics

Q10 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these soil management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 273	1971 or later n = 71	1961 to 1970 n = 81	1960 or earlier n = 115	Male n = 212	Female n = 57	School education n = 153	Certificate/ Diploma /Advanced Diploma n = 73	Bachelor degree or above n = 45	30 yrs or less n = 65	31-50 yrs n = 123	51+ yrs n = 84	100 or less n = 68	101-500 n = 84	501-10,000 n = 88	10,001+ n = 33
A very large positive result	15%	14%	17%	14%	15%	19%	11% ↓	21%	20%	14%	17%	14%	21%	12%	16%	12%
A large positive result	31%	37%	28%	30%	32%	26%	32%	29%	29%	35%	29%	30%	22%	31%	34%	39%
VERY LARGE/LARGE	46%	51%	46%	44%	46%	46%	43%	49%	49%	49%	46%	44%	43%	43%	50%	52%
A moderate positive result	39%	39%	42%	38%	39%	39%	39%	37%	42%	40%	37%	42%	38%	42%	36%	39%
A small positive result	8%	3%	9%	8%	8%	9%	10%	7%		6%	7%	10%	4%	8%	10%	6%
MODERATE/SMALL	47%	42%	51%	46%	47%	47%	50%	44%	42%	46%	44%	51%	43%	50%	47%	45%
NET POSITIVE	93%	93%	96%	90%	93%	93%	93%	93%	91%	95%	90%	95%	85% ↓	93%	97%	97%
No positive result	3%	6%	1%	3%	4%	2%	3%	4%	2%	5%	4%	1%	6%	5%	1%	
Don't know	4%	1%	2%	6%	3%	5%	4%	3%	7%		6%	4%	9% ↑	2%	2%	3%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.5 Confidence in ability to use soil management practices

Consistent with 2023, 97% of producers in 2025 were confident in their ability to use the prompted soil management practices. 68% were very or extremely confident (67% 2023) while 28% were moderately or somewhat confident in their abilities (29% 2023). 2% indicated they were not at all confident (0% in 2023).

Sub-group findings

Commodity

Graziers were less likely than other commodity producers to indicate they were extremely confident in their ability to use soil management practices (16%, 61% very/extremely confident). Horticulture/banana growers were more likely than others to be extremely confident (35%, 22% average).

Regional findings

Respondents in Mackay Whitsunday were less likely than other commodity producers to indicate they were confident (90%, 97% average).

Funded program participation findings

77% of funded Reef water quality program participants were very or extremely confident in their ability to use soil management practices, compared with 65% of non-participants.

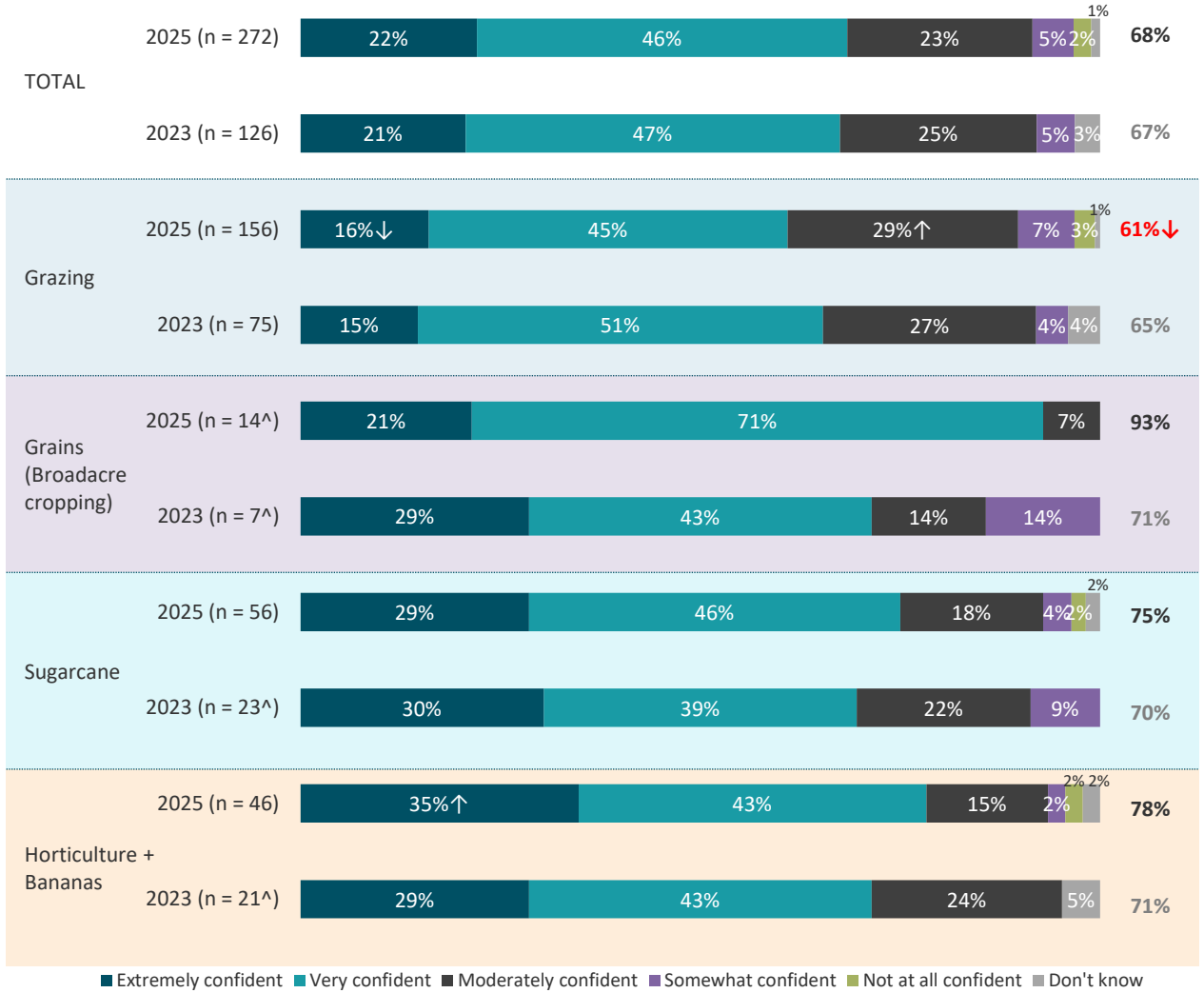
Other findings

Those born in 1961-1970 (aged 55-64 years) were more likely than others to be extremely confident (30%, 22% average).

Males were more likely than females to indicate they were very/extremely confident (73%, 52% females).

Q11 - How confident are you in your ability to use these soil management practices?

Base: All relevant commodity producers providing an answer



^ Caution small cell size ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

2.5 Confidence in ability to use soil management practices by region and reef program

Q11 - How confident are you in your ability to use these soil management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 272	Cape York n = 1^	Wet Tropics n = 48	Burdekin n = 35	Mackay Whitsunday n = 31	Fitzroy n = 59	Burnett Mary n = 98	Yes n = 79	No /Not sure n = 191	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 26^	Irrigation mgt n = 9^
Extremely confident	22%		31%	26%	23%	15%	20%	23%	22%	23%	32%	24%	31%	44%
Very confident	46%	100%	44%	40%	42%	53%	47%	54%	43%	56%	57%	57%	50%	56%
EXTREMELY/VERY	68%	100%	75%	66%	65%	68%	67%	77% ↑	65%	79%	89% ↑	81%	81%	100%
Moderately confident	23%		13%	17%	23%	27%	29%	18%	25%	17%	8% ↓	12%	15%	
Somewhat confident	5%		10%	11%	3%	3%	2%	3%	6%	2%	3%	2%	4%	
MODERATE/SOMEWHAT	28%		23%	29%	26%	31%	31%	20%	31%	19%	11% ↓	14%	19%	
NET CONFIDENT	97%	100%	98%	94%	90% ↓	98%	98%	97%	96%	98%	100%	95%	100%	100%
Not at all confident	2%			6%	6%		2%	3%	2%	2%		5%		
Don't know	1%		2%		3%	2%			2%					

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.5 Confidence in ability to use soil management practices by demographics

Q11 - How confident are you in your ability to use these soil management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 272	1971 or later n = 71	1961 to 1970 n = 81	1960 or earlier n = 114	Male n = 212	Female n = 56	School education n = 153	Certificate/ Diploma /Advanced Diploma n = 72	Bachelor degree or above n = 45	30 yrs or less n = 65	31-50 yrs n = 123	51+ yrs n = 83	100 or less n = 68	101-500 n = 83	501-10,000 n = 88	10,001+ n = 33
Extremely confident	22%	18%	30% ↑	19%	25% ↑	13%	22%	22%	22%	14%	26%	23%	28%	23%	19%	15%
Very confident	46%	54%	46%	44%	48%	39%	44%	49%	51%	57% ↑	45%	41%	44%	48%	43%	55%
EXTREMELY/VERY	68%	72%	75%	63%	73% ↑	52% ↓	66%	71%	73%	71%	71%	64%	72%	71%	63%	70%
Moderately confident	23%	21%	19%	26%	21%	34% ↑	26%	17%	22%	23%	22%	25%	25%	16%	30%	21%
Somewhat confident	5%	3%	6%	6%	4%	11% ↑	5%	7%	4%	3%	5%	7%	1%	8%	3%	9%
MODERATE/SOMEWHAT	28%	24%	25%	32%	25% ↓	45% ↑	31%	24%	27%	26%	27%	33%	26%	24%	33%	30%
NET CONFIDENT	97%	96%	100% ↑	96%	97%	96%	97%	94%	100%	97%	98%	96%	99%	95%	95%	100%
Not at all confident	2%	4%		2%	2%	2%	2%	4%		3%	2%	2%		4%	3%	
Don't know	1%			3% ↑	0%	2%	1%	1%			1%	1%	1%	1%	1%	

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.6 Respondent estimate other landholders using soil management practices

As in 2023, one in two producers felt that most or all landholders they know or know of are using at least one of the prompted soil management practices (49%, 47% 2023). 41% felt that some or half were using these practices (45% 2023), while 4% said none (2% 2023). 6% were unsure (6% 2023).

Sub-group findings

Commodity findings

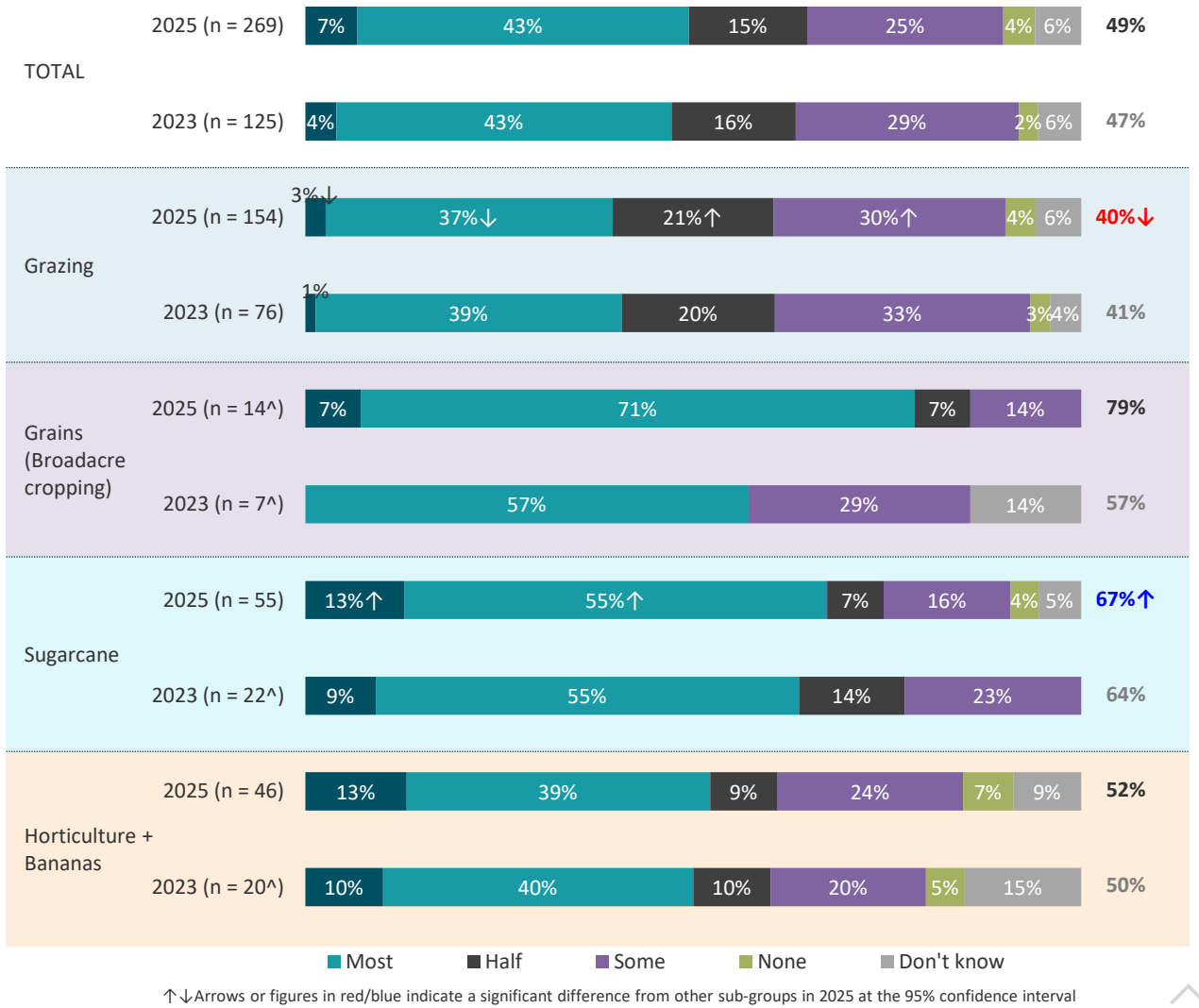
Soil management practices were most likely to be considered widespread by sugarcane growers (67% all/most) or grain growers (79%). 52% of those involved in horticulture/banana growing believed soil management is practiced by most or all landholders, while 40% of graziers surveyed believed the same.

Other findings

Males were more likely than females to feel all or most landholders were using the prompted soil management practices (54%, 35% females).

Q12 - Thinking about the landholders you know, or know of, what proportion do you think are using these soil management practices?

Base: All relevant commodity producers providing an answer



↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

^ Caution small cell size

2.6 Respondent estimate of number of landholders using soil management practices by region and reef program

Q12 - Thinking about the landholders you know, or know of, what proportion do you think are using these soil management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 269	Cape York n = 1^	Wet Tropics n = 47	Burdekin n = 34	Mackay Whitsunday n = 31	Fitzroy n = 58	Burnett Mary n = 98	Yes n = 76	No /Not sure n = 191	Industry best mgt n = 51	Nutrient mgt n = 36	Sed. reduct./ gully remed. n = 39	Chemical improv't n = 25^	Irrigation mgt n = 9^
All	7%		9%	9%	6%	3%	7%	7%	7%	8%	8%	5%	12%	11%
Most	43%	100%	45%	41%	52%	40%	41%	49%	40%	55%	64% ↑	46%	68%	67%
SUB-TOTAL ALL/MOST	49%	100%	53%	50%	58%	43%	48%	55%	47%	63%	72% ↑	51%	80%	78%
Half	15%		13%	18%	6%	24% ↑	13%	14%	16%	10%	11%	15%	8%	22%
Some	25%		23%	21%	23%	28%	28%	24%	26%	24%	17%	23%	8%	
None	4%		2%	6%	6%	2%	5%	4%	4%	2%		8%		
Don't know	6%		9%	6%	6%	3%	6%	3%	7%	2%		3%	4%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

2.6 Respondent estimate of number of landholders using soil management practices by demographics

Q12 - Thinking about the landholders you know, or know of, what proportion do you think are using these soil management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 269	1971 or later n = 71	1961 to 1970 n = 79	1960 or earlier n = 114	Male n = 210	Female n = 55	School education n = 151	Certificate/ Diploma /Advanced Diploma n = 72	Bachelor degree or above n = 44	30 yrs or less n = 65	31-50 yrs n = 120	51+ yrs n = 83	100 or less n = 68	101-500 n = 82	501-10,000 n = 87	10,001+ n = 32
All	7%	7%	4%	9%	9% ↑		10% ↑	3%	2%	5%	9%	5%	13% ↑	6%	3%	3%
Most	43%	37%	44%	44%	45%	35%	44%	36%	45%	37%	47%	42%	32% ↓	48%	46%	44%
SUB-TOTAL ALL/MOST	49%	44%	48%	53%	54% ↑	35% ↓	54%	39% ↓	48%	42%	56%	47%	46%	54%	49%	47%
Half	15%	18%	16%	13%	14%	18%	13%	19%	16%	18%	14%	14%	12%	6% ↓	22% ↑	28% ↑
Some	25%	31%	28%	20%	23%	36% ↑	21%	32%	30%	31%	23%	25%	25%	29%	24%	19%
None	4%	4%	3%	5%	4%	5%	4%	6%	2%	6%	3%	5%	7%	5%	2%	
Don't know	6%	3%	5%	9%	6%	5%	7%	4%	5%	3%	5%	8%	10%	6%	2%	6%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025;Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.0 Nutrient management

3.1 Nutrient management practices used

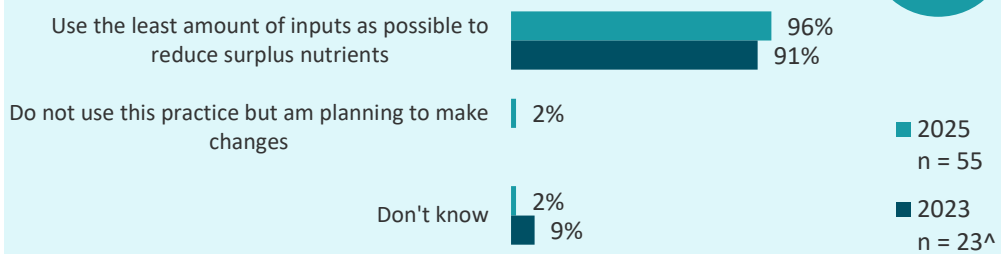
Overall 86% using prompted nutrient management practices (93% 2023)

96% of sugarcane, 73% of horticulturalists and both banana growers in our survey reported using at least one of the prompted nutrient management practices. A discussion of results is provided on the following page.

Q13. Thinking about your main commodity, which of the following nutrient management practices which can improve the quality of water in local waterways, do you use?

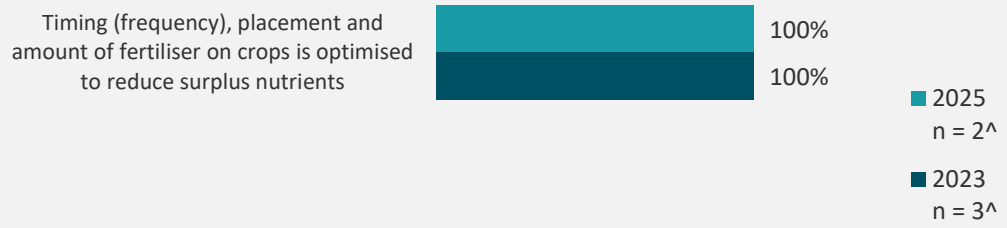
Sugarcane

96% use
91% 2023



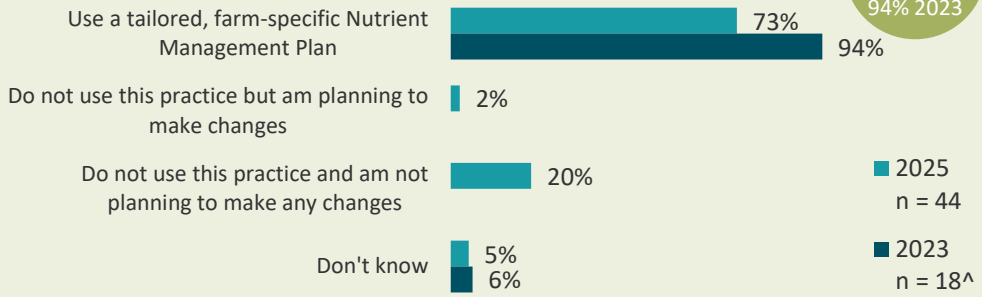
Bananas

100% use
100% 2023



Horticulture

73% use
94% 2023



^ Caution small cell size

3.1 Nutrient management practices used

Sugarcane	Horticulture	Bananas
96% of sugarcane growers reported that they use the least amount of inputs as possible to reduce surplus nutrients (91% in 2023). 2% stated they do not use the practice but were planning to make changes (0% 2023). 2% were unsure if they had used such a practice (9% 2023).	Although the decrease was not statistically significant, it appears horticulturalists were less likely than in 2023 to use a tailored, farm-specific Nutrient Management Plan (73% used in 2025, 94% in 2023). 20% stated they do not use the practice and were not planning to make changes (an increase from 0% 2023), while 2% indicated they do not use but were planning to make changes (0% 2023). 5% were unsure whether they were engaged in this practice (6% 2023).	Both banana growers stated that they ensure timing (frequency), placement and amount of fertiliser on crops is optimised to reduce surplus nutrients (also 100% in 2023).
Funded Reef water quality program participation – impact on nutrient management practices used		
100% of funded program participants reported using the least amount of inputs as possible to reduce surplus nutrients, compared with 90% of non-participants.	Among funded program participants, 90% of horticulturalists reported using a tailored, farm-specific nutrient Management Plan, compared with 68% of non-participants.	Neither of the two banana growers in our survey reported taking part in any funded Reef water quality programs. The results above are therefore based on non-program participants.

3.1 Nutrient management practices used by region and reef program

Q13 - Thinking about your main commodity, which of the following nutrient management practices which can improve the quality of water in local waterways, do you use? by Region & Reef Program

Column %			REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
		Total	Cape York	Wet Tropics	Burdekin	Mackay Whitsunday	Fitzroy	Burnett Mary	Yes	No /Not sure	Industry best mgt	Nutrient mgt	Sed. reduct./ gully remed.	Chemical improv't	Irrigation mgt
NET USE		**86%**		**97% ↑**	**79%**	**90%**	**100%**	**71%**	**98% ↑**	**77% ↓**	**100%**	**100%**	**93%**	**100%**	**100%**
Sugarcane (n=55)	NET USE	96%		100%	100%	93%		83%	100%	90%	100%	100%	100%	100%	100%
	Use the least amount of inputs as possible to reduce surplus nutrients	96%		100%	100%	93%		83%	100%	90%	100%	100%	100%	100%	100%
Bananas (n=2^)	NET USE	100%		100%						100%					
	Timing (frequency), placement and amount of fertiliser on crops is optimised to reduce surplus nutrients	100%		100%						100%					
Horticulture (n=44)	NET USE	73%		90%	40%	80%	100%	68%	90%	68%	100%	100%	75%	100%	100%
	Use a tailored, farm-specific Nutrient Management Plan	73%		90%	40%	80%	100%	68%	90%	68%	100%	100%	75%	100%	100%
Do not use this practice but am planning to make changes		2%				10%			2%	2%			7%		
Do not use this practice and am not planning to make any changes		9%		3%	14%			21%		16% ↑					
Don't know		3%			7%			7%		5%					

Results have been filtered by commodity (i.e. for sugarcane, percentages are based only on sugarcane respondents (n=23) etc)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.1 Nutrient management practices used by demographics

Q13 - Thinking about your main commodity, which of the following nutrient management practices which can improve the quality of water in local waterways, do you use? by Demographics

Column %			AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
		Total	1971 or later	1961 to 1970	1960 or earlier	Male	Female	School education	Certificate / Diploma /Advanced Diploma	Bachelor degree or above	30 yrs or less	31-50 yrs	51+ yrs	100 or less	101-500	501-10,000	10,001+
NET USE		**86%**	**86%**	**89%**	**84%**	**88%**	**57%**	**85%**	**92%**	**81%**	**88%**	**83%**	**94%**	**79%**	**91%**	**92%**	
Sugarcane (n=55)	NET USE	96%	93%	95%	100%	96%	100%	97%	100%	88%	100%	94%	100%	88%	100%	100%	
	Use the least amount of inputs as possible to reduce surplus nutrients	96%	93%	95%	100%	96%	100%	97%	100%	88%	100%	94%	100%	88%	100%	100%	
Bananas (n=2^)	NET USE	100%		100%	100%	100%		100%	100%			100%		100%	100%		
	Timing (frequency), placement and amount of fertiliser on crops is optimised to reduce surplus nutrients	100%		100%	100%	100%		100%	100%			100%		100%	100%		
Horticulture (n=44)	NET USE	73%	77%	79%	65%	78%	25%	65%	82%	77%	75%	69%	83%	72%	71%	80%	
	Use a tailored, farm-specific Nutrient Management Plan	73%	77%	79%	65%	78%	25%	65%	82%	77%	75%	69%	83%	72%	71%	80%	
Do not use this practice but am planning to make changes		2%	7%			2%		2%		5%		3%		2%		8%	
Do not use this practice and am not planning to make any changes		9%	7%	9%	11%	7%	29%	11%	4%	10%	12%	8%	6%	17% ↑	4%		
Don't know		3%		3%	5%	2%	14%	2%	4%	5%		5%		2%	4%		

Results have been filtered by commodity (i.e. for sugarcane, percentages are based only on sugarcane respondents (n=55) etc)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.2 Reasons for using nutrient management practices

The main reasons producers do or would use the prompted nutrient management practices were consistent with 2023:

- For financial reasons (52%, 57% 2023)
- To maintain and/or improve productivity (50%, 45% 2023)
- To improve soil health (36%, 34% 2023)
- For the environment (26%, 30% 2023)
- For regulation compliance (21%, 25% 2023).

In 2025 respondents were less likely than in 2023 to engage in the practices in order to improve the farm for future land managers (3%, 23% 2023). Other reasons are displayed in the adjacent chart.

Sub-group findings

Commodity findings

Regulation compliance was most commonly cited as a driver by sugarcane growers (33%) (7% among horticulture/banana growers).

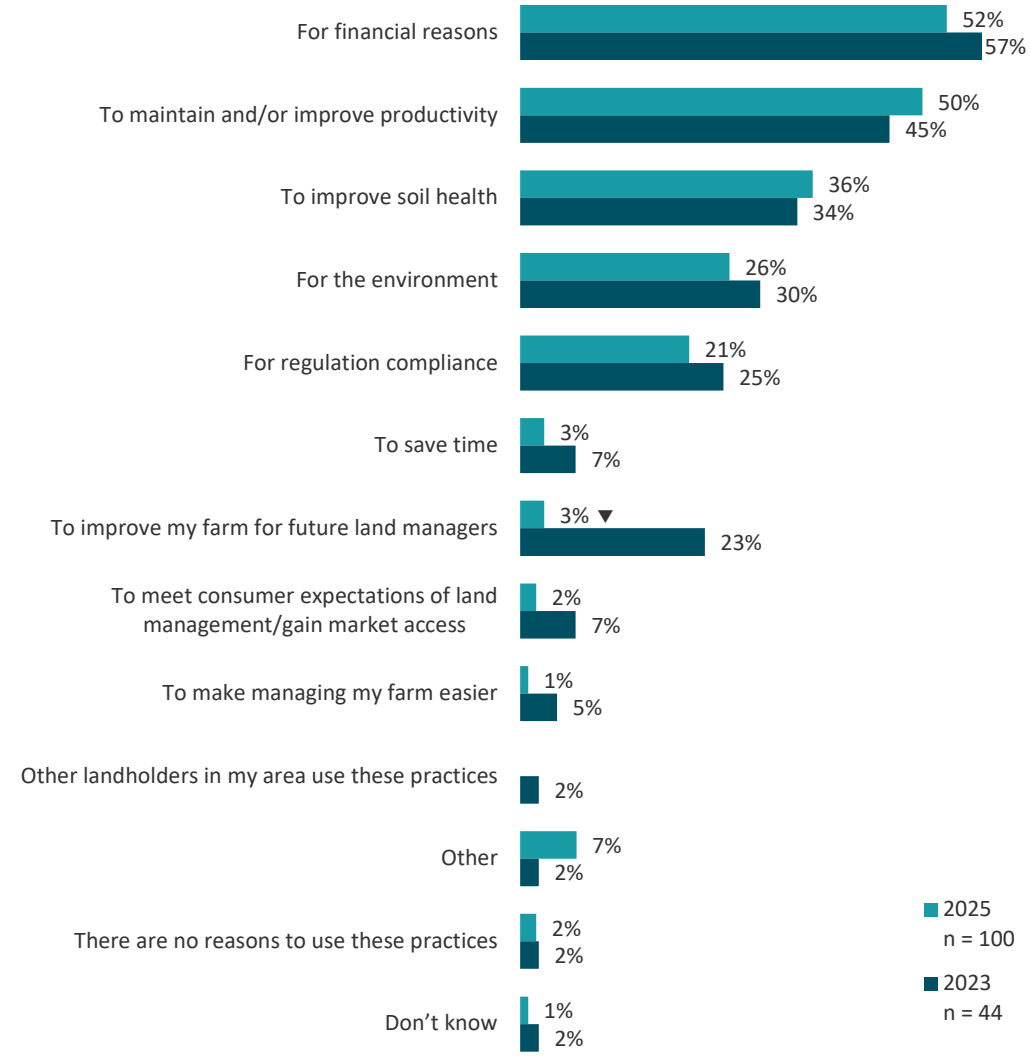
Horticulture/banana growers were more likely than sugarcane growers to cite improving soil health (47%) (27% among sugarcane growers).

Funded program participation findings

67% of funded program participants nominated financial reasons as a motivator to using nutrient management practices, compared to 41% among non-participants.

Q14 - What are the THREE MAIN reasons for why you would or do use these nutrient management practices?

Base: All relevant commodity producers providing an answer



▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

3.2 Reasons for using nutrient management practices by commodity type

Q14 - What are the THREE MAIN reasons for why you would or do use these nutrient management practices? by COMMODITY by Year

Column %	Total		Sugarcane		Horticulture + Bananas	
	2023 n = 44	2025 n = 100	2023 n = 23^	2025 n = 55	2023 n = 21^	2025 n = 45
For financial reasons	57%	52%	65%	60%	48%	43%
To maintain and/or improve productivity	45%	50%	35%	44%	57%	57%
To improve soil health	34%	36%	35%	27%↓	33%	47%↑
For the environment	30%	26%	22%	29%	38%	22%
For regulation compliance	25%	21%	35%	33%↑	14%	7%↓
To save time	7%	3%	9%		5%	7%
To improve my farm for future land managers	23%	3%▼	26%		19%	7%
To meet consumer expectations of land management/gain market access	7%	2%	4%	4%	10%	
To make managing my farm easier	5%	1%	9%	2%		
Other landholders in my area use these practices	2%				5%	
Other	2%	7%	4%	4%		11%
There are no reasons to use these practices	2%	2%			5%	4%
Don't know	2%	1%			5%	2%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

3.2 Reasons for using nutrient management practices by region and reef program

Q14 - What are the THREE MAIN reasons for why you would or do use these nutrient management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 100	Cape York n = 0^	Wet Tropics n = 37	Burdekin n = 14^	Mackay Whitsunday n = 20^	Fitzroy n = 2^	Burnett Mary n = 27^	Yes n = 44	No /Not sure n = 56	Industry best mgt n = 34	Nutrient mgt n = 30	Sed. reduct./ gully remed. n = 15^	Chemical improv't n = 22^	Irrigation mgt n = 9^
For financial reasons	52%		49%	64%	75%	50%	36%	67% ↑	41% ↓	68%	70%	73%	65%	78%
To maintain and/or improve productivity	50%		51%	36%	55%	50%	50%	49%	50%	59%	47%	47%	39%	33%
To improve soil health	36%		35%	21%	20%	50%	56%	30%	41%	21%	23%	27%	18%	22%
For the environment	26%		27%	29%	20%	100%	21%	31%	21%	29%	33%	20%	35%	33%
For regulation compliance	21%		22%	29%	35%		7%	29%	14%	29%	30%	20%	35%	22%
To save time	3%		3%	7%			4%		5%					
To improve my farm for future land managers	3%		3%		5%		4%	2%	4%	3%				
To meet consumer expectations of land management/gain market access	2%		5%					2%	2%	3%			4%	
To make managing my farm easier	1%				5%				2%					
Other	7%		3%		5%		18%	2%	11%	3%	3%		4%	11%
There are no reasons to use these practices	2%				5%		4%	2%	2%			7%		
Don’t know	1%						4%		2%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.2 Reasons for using nutrient management practices by demographics

Q14 - What are the THREE MAIN reasons for why you would or do use these nutrient management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 100	1971 or later n = 28^	1961 to 1970 n = 35	1960 or earlier n = 36	Male n = 93	Female n = 7^	School education n = 55	Certificate/ Diploma /Advanced Diploma n = 24^	Bachelor degree or above n = 20^	30 yrs or less n = 24^	31-50 yrs n = 59	51+ yrs n = 17^	100 or less n = 42	101-500 n = 47	501-10,000 n = 11^	10,001+ n = 0^
For financial reasons	52%	64%	51%	43%	53%	43%	49%	63%	52%	60%	56%	29%	45%	57%	58%	
To maintain and/or improve productivity	50%	50%	54%	46%	49%	57%	45%	46%	62%	60%	46%	47%	45%	53%	50%	
To improve soil health	36%	25%	34%	47%	33%	71%	33%	33%	50%	25%	34%	59%	43%	32%	27%	
For the environment	26%	29%	23%	24%	23%	57%	24%	38%	19%	32%	24%	24%	26%	26%	25%	
For regulation compliance	21%	21%	17%	24%	21%	14%	24%	17%	14%	20%	22%	18%	14%	26%	25%	
To save time	3%	4%	3%	3%	3%		2%	4%	5%	4%	3%		5%	2%		
To improve my farm for future land managers	3%		6%	3%	2%	14%		8%	5%		5%		5%	2%		
To meet consumer expectations of land management/gain market access	2%		6% ↑		2%			8%			2%	6%	5%			
To make managing my farm easier	1%			3%	1%		2%					6%	2%			
Other	7%	14%	3%	5%	6%	14%	5%	8%	10%	4%	8%	6%	10%	4%	8%	
There are no reasons to use these practices	2%	4%		3%	2%		4%				3%		2%		8%	
Don't know	1%		3%		1%				5%		2%		2%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.3 Challenges with using nutrient management practices

The most commonly mentioned challenges or barriers to using the prompted nutrient management practices were:

- Financial (39%, 48% 2023)
- Weather and seasonal issues (36%, 43% 2023).

12% of respondents were limited by time constraints (2% 2023).

In comparison to 2023, respondents in 2025 were less likely to mention additional administrative work as a barrier (4%, 23% 2023).

19% indicated there were no challenges or barriers to using nutrient management practices (16% 2023).

Sub-group findings

Commodity findings

There were no significant differences between growers in the barriers to using nutrient management practices, however horticulture/banana growers appeared slightly more likely to indicate there were no barriers (24%) (15% among sugarcane growers).

Regional findings

Weather barriers were most commonly mentioned by those in the Wet Tropics (49%) or Fitzroy* (100%) regions (36% average).

Funded program participation findings

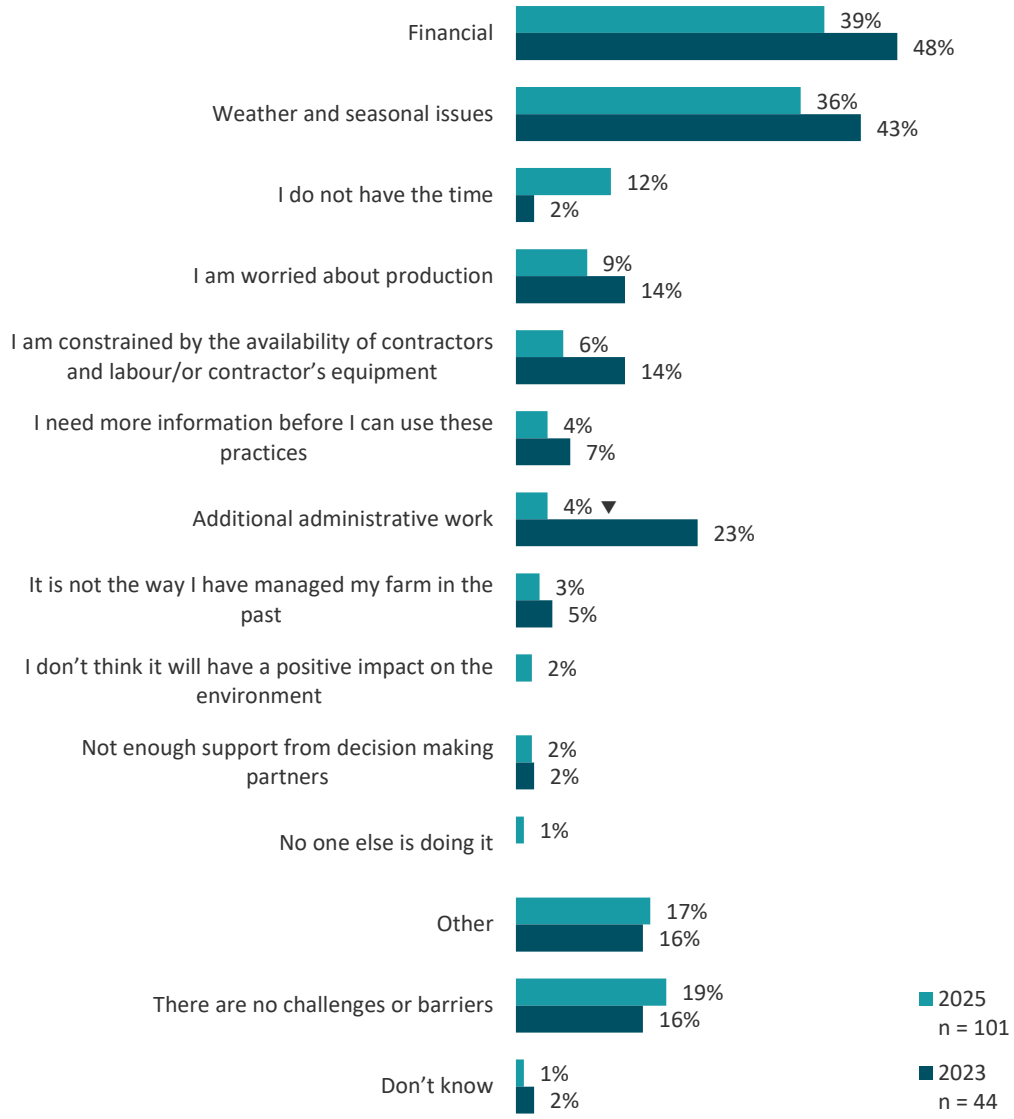
16% of funded Reef water quality program participants nominated concerns about production as a barrier to using nutrient management practices (compared to 4% among non-participants).

Other findings

Those with 101-500 hectares under production were more likely than others to cite financial barriers (49%, 39% average).

Q15 - What are the THREE MAIN challenges or barriers to starting or continuing to use these nutrient management practices?

Base: All relevant commodity producers providing an answer



▲▼Arrows indicate a significant change from the previous wave at the 95% confidence interval

* Only 2 Fitzroy respondents answered this question in 2025

3.3 Challenges with using nutrient management practices by commodity type

Q15 - What are the THREE MAIN challenges or barriers to starting or continuing to use these nutrient management practices? by COMMODITY by Year

Column %	Total		Sugarcane		Horticulture + Bananas	
	2023 n = 44	2025 n = 101	2023 n = 23^	2025 n = 55	2023 n = 21^	2025 n = 46
Financial	48%	39%	43%	44%	52%	33%
Weather and seasonal issues	43%	36%	52%	36%	33%	35%
I do not have the time	2%	12%	4%	7%		17%
I am worried about production	14%	9%	17%	11%	10%	7%
I am constrained by the availability of contractors and labour/or contractor's equipment	14%	6%	22%	9%	5%	2%
I need more information before I can use these practices	7%	4%	4%	4%	10%	4%
Additional administrative work	23%	4%▼	17%	2%	29%	7%
It is not the way I have managed my farm in the past	5%	3%	4%	5%	5%	
I don't think it will have a positive impact on the environment		2%		4%		
Not enough support from decision making partners	2%	2%	4%	2%		2%
No one else is doing it		1%				2%
I tried it before and was not happy with the outcome						
Other	16%	17%	22%	18%	10%	15%
There are no challenges or barriers	16%	19%	17%	15%	14%	24%
Don't know	2%	1%			5%	2%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

3.3 Challenges with using nutrient management practices by region and reef program

Q15 - What are the THREE MAIN challenges or barriers to starting or continuing to use these nutrient management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 101	Cape York n = 0^	Wet Tropics n = 37	Burdekin n = 14^	Mackay Whitsunday n = 20^	Fitzroy n = 2^	Burnett Mary n = 28^	Yes n = 45	No /Not sure n = 56	Industry best mgt n = 34	Nutrient mgt n = 30	Sed. reduct./ gully remed. n = 15^	Chemical improv't n = 23^	Irrigation mgt n = 9^
Financial	39%		46%	21%	35%		43%	42%	36%	38%	50%	53%	43%	33%
Weather and seasonal issues	36%		49% ↑	29%	25%	100%	25%	38%	34%	44%	33%	40%	22%	11%
I do not have the time	12%		5%	7%	15%		21%	7%	16%	6%	7%		4%	
I am worried about production	9%		8%	14%	15%		4%	16% ↑	4% ↓	15%	10%	20%	17%	11%
I am constrained by the availability of contractors and labour/or contractor's equipment	6%		5%	7%	10%		4%	9%	4%	12%	10%	7%	9%	11%
I need more information before I can use these practices	4%				10%		7%	2%	5%				4%	
Additional administrative work	4%			7%	10%		4%	7%	2%	9%	3%	13%	4%	11%
It is not the way I have managed my farm in the past	3%		5%		5%			4%	2%	6%	7%		4%	
I don't think it will have a positive impact on the environment	2%		3%		5%			4%		3%			9%	
Not enough support from decision making partners	2%		3%				4%		4%					
No one else is doing it	1%				5%			2%		3%	3%	7%	4%	11%
Other	17%		14%	29%	10%		21%	11%	21%	9%	13%	13%	17%	11%
There are no challenges or barriers	19%		19%	29%	20%		14%	16%	21%	18%	17%	7%	22%	22%
Don't know	1%			7%					2%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.3 Challenges with using nutrient management practices by demographics

Q15 - What are the THREE MAIN challenges or barriers to starting or continuing to use these nutrient management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 101	1971 or later n = 28^	1961 to 1970 n = 35	1960 or earlier n = 37	Male n = 94	Female n = 7^	School education n = 55	Certificate/ Diploma /Advanced Diploma n = 24^	Bachelor degree or above n = 21^	30 yrs or less n = 25^	31-50 yrs n = 59	51+ yrs n = 17^	100 or less n = 42	101-500 n = 47	501-10,000 n = 12^	10,001+ n = 0^
Financial	39%	43%	37%	38%	36%	71%	33%	38%	57%	44%	37%	35%	29%	49% ↑	33%	
Weather and seasonal issues	36%	29%	40%	38%	35%	43%	40%	38%	19%	32%	39%	29%	33%	38%	33%	
I do not have the time	12%	25%	9%	5%	11%	29%	9%	17%	14%	28%	8%		17%	11%		
I am worried about production	9%	11%	11%	5%	9%	14%	11%	8%	5%	8%	5%	24%	5%	13%	8%	
I am constrained by the availability of contractors and labour/or contractor's equipment	6%	11%	6%	3%	5%	14%	5%	13%		8%	5%	6%	5%	6%	8%	
I need more information before I can use these practices	4%	4%		8%	4%		4%		10%		7%		7%	2%		
Additional administrative work	4%	4%	6%	3%	4%		5%	4%		4%	3%	6%	5%	2%	8%	
It is not the way I have managed my farm in the past	3%	4%		5%	2%	14%	2%	4%	5%	4%	2%	6%	2%	4%		
I don't think it will have a positive impact on the environment	2%		3%	3%	2%		2%	4%			2%	6%	5%			
Not enough support from decision making partners	2%		6% ↑		2%			4%	5%		3%		5%			
No one else is doing it	1%		3%		1%		2%				2%		2%			
Other	17%	11%	26%	14%	17%	14%	11%	25%	24%	12%	24% ↑		21%	15%	8%	
There are no challenges or barriers	19%	18%	9%	27%	19%	14%	24%	13%	14%	20%	15%	29%	21%	13%	33%	
Don't know	1%	4%			1%				5%	4%			2%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.4 Expectations of positive result from nutrient management practices

92% of sugarcane, horticulture and banana growers in 2025 indicated they expect at least some positive result from using the prompted nutrient management practices (91% 2023). 48% expect a large or very large result (55% 2023). 6% did not expect any positive outcomes (2% 2023) while 2% were unsure (7% 2023).

Sub-group findings

Commodity findings

Sugarcane respondents were more likely than others to indicate they expected no positive result from nutrient management practices (11%) (0% among horticulture/banana growers).

Funded program participation findings

42% of program participants and 52% of non-participants were expecting a large or very large positive result.

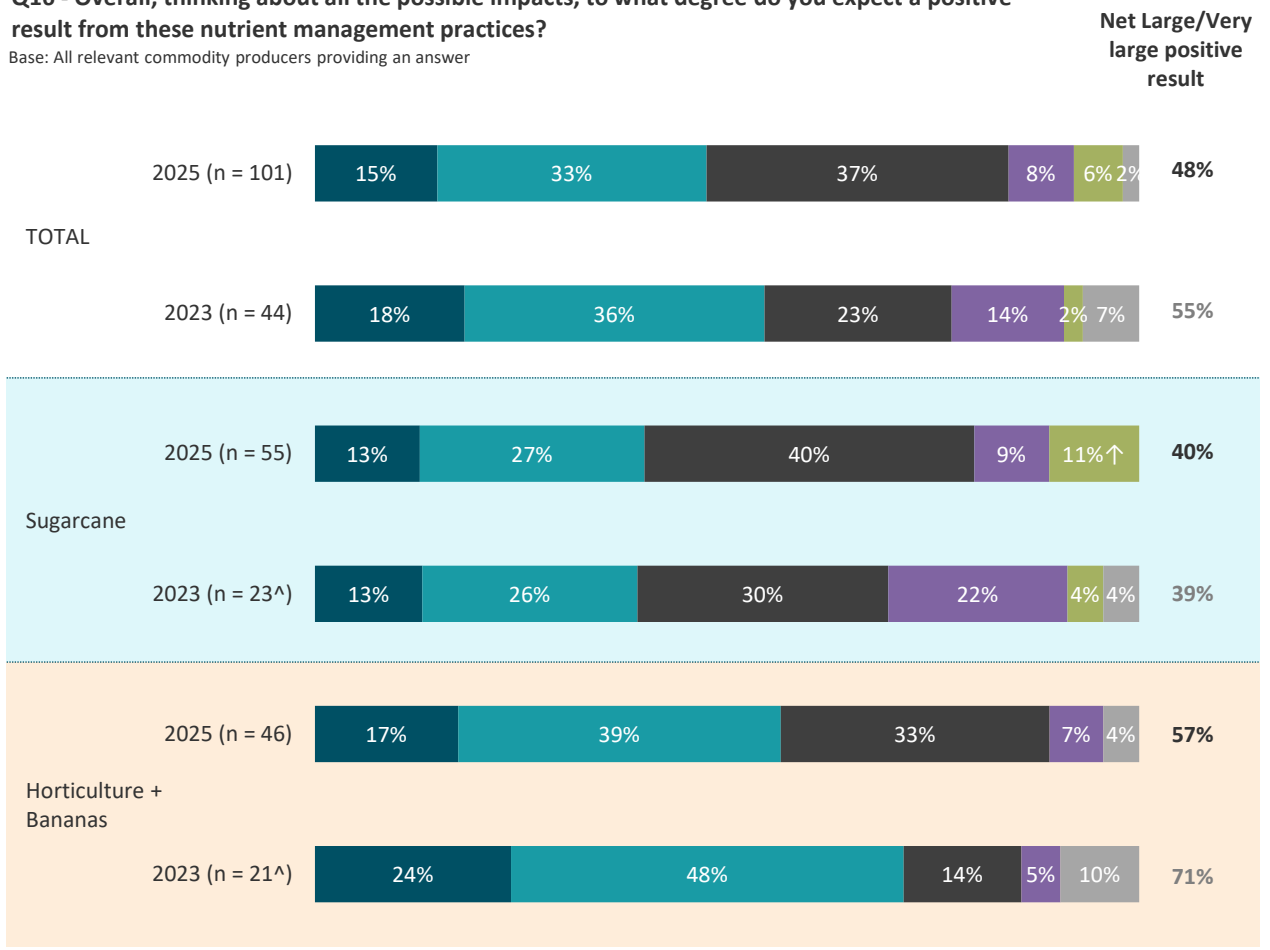
Other findings

Those born in 1961-1970 (aged 55-64 years) were more likely than others to expect a very large positive result (26%, 15% average).

Expectations for a large or very large positive result appeared to decrease as hectares under production increased (55% among those with 100 or less hectares, 45% 101-500 hectares, 33% 501-10,000 hectares) (no respondents with more than 10,000 hectares answered this question).

Q16 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these nutrient management practices?

Base: All relevant commodity producers providing an answer



↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

* Only 2 banana respondents answered this question in 2025

^ Caution small cell size

3.4 Expectations of positive result from nutrient management practices by region and reef program

Q16 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these nutrient management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 101	Cape York n = 0^	Wet Tropics n = 37	Burdekin n = 14^	Mackay Whitsunday n = 20^	Fitzroy n = 2^	Burnett Mary n = 28^	Yes n = 45	No /Not sure n = 56	Industry best mgt n = 34	Nutrient mgt n = 30	Sed. reduct./ gully remed. n = 15^	Chemical improv't n = 23^	Irrigation mgt n = 9^
A very large positive result	15%		19%	14%	10%		14%	18%	13%	21%	23%	13%	17%	11%
A large positive result	33%		35%	21%	35%		36%	24%	39%	24%	20%	20%	13%	11%
VERY LARGE/LARGE	48%		54%	36%	45%		50%	42%	52%	44%	43%	33%	30%	22%
A moderate positive result	37%		35%	36%	30%	100%	39%	42%	32%	44%	43%	33%	52%	56%
A small positive result	8%		3%	14%	15%		7%	11%	5%	6%	7%	27%	9%	11%
MODERATE/SMALL	45%		38%	50%	45%	100%	46%	53%	38%	50%	50%	60%	61%	67%
NET POSITIVE	92%		92%	86%	90%	100%	96%	96%	89%	94%	93%	93%	91%	89%
No positive result	6%		8%	7%	10%			4%	7%	6%	7%	7%	9%	11%
Don't know	2%			7%			4%		4%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.4 Expectations of positive result from nutrient management practices by demographics

Q16 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these nutrient management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 101	1971 or later n = 28^	1961 to 1970 n = 35	1960 or earlier n = 37	Male n = 94	Female n = 7^	School education n = 55	Certificate/ Diploma /Advanced Diploma n = 24^	Bachelor degree or above n = 21^	30 yrs or less n = 25^	31-50 yrs n = 59	51+ yrs n = 17^	100 or less n = 42	101-500 n = 47	501-10,000 n = 12^	10,001+ n = 0^
A very large positive result	15%	4%	26% ↑	14%	13%	43%	9%	21%	24%	8%	19%	12%	14%	17%	8%	
A large positive result	33%	32%	31%	32%	35%		40%	29%	19%	28%	36%	29%	40%	28%	25%	
VERY LARGE/LARGE	48%	36%	57%	46%	48%	43%	49%	50%	43%	36%	54%	41%	55%	45%	33%	
A moderate positive result	37%	43%	29%	41%	35%	57%	31%	42%	43%	48%	31%	41%	29%	38%	58%	
A small positive result	8%	18%	6%	3%	9%		9%	8%	5%	12%	7%	6%	5%	11%	8%	
MODERATE/SMALL	45%	61%	34%	43%	44%	57%	40%	50%	48%	60%	37%	47%	33%	49%	67%	
NET POSITIVE	92%	96%	91%	89%	91%	100%	89%	100%	90%	96%	92%	88%	88%	94%	100%	
No positive result	6%	4%	6%	8%	6%		9%		5%	4%	5%	12%	7%	6%		
Don't know	2%		3%	3%	2%		2%		5%		3%		5%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.5 Confidence in ability to use nutrient management practices

97% of sugarcane, horticulture and banana growers in 2025 were confident in their ability to use the prompted nutrient management practices (98% 2023).

77% were very or extremely confident (84% 2023) while 17% were moderately confident (an increase from 5% in 2023), and 3% were somewhat confident (9% 2023). 3% were not at all confident (0% 2023).

Sub-group findings

Funded program participation findings

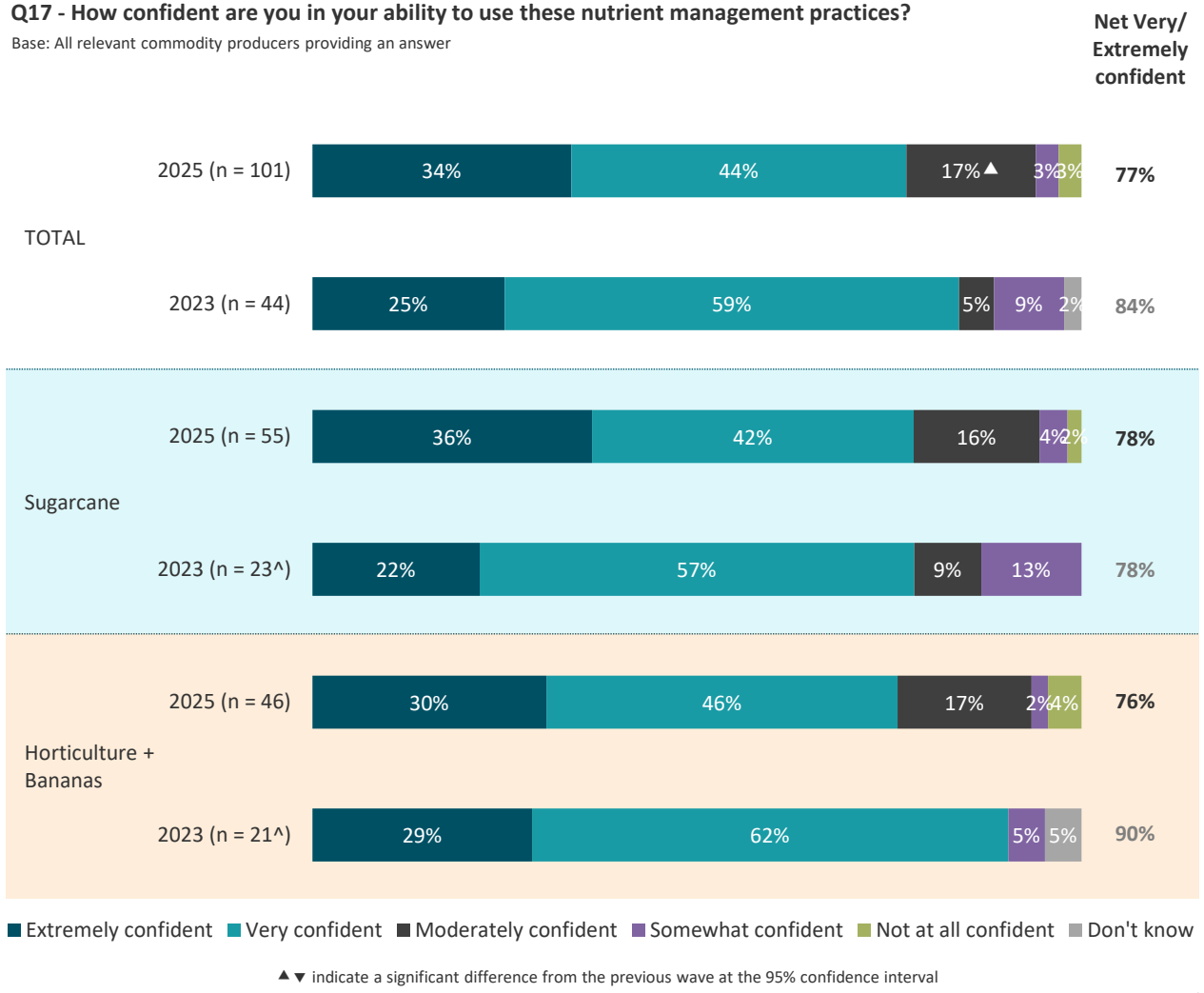
89% of funded Reef water quality program participants were very or extremely confident in their ability to use nutrient management practices, compared with 68% of non-participants.

Other findings

Findings were statistically consistent across other sub-groups.

Q17 - How confident are you in your ability to use these nutrient management practices?

Base: All relevant commodity producers providing an answer



▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

^ Caution small cell size

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

3.5 Confidence in ability to use nutrient management practices by region and reef program

Q17 - How confident are you in your ability to use these nutrient management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 101	Cape York n = 0^	Wet Tropics n = 37	Burdekin n = 14^	Mackay Whitsunday n = 20^	Fitzroy n = 2^	Burnett Mary n = 28^	Yes n = 45	No /Not sure n = 56	Industry best mgt n = 34	Nutrient mgt n = 30	Sed. reduct./ gully remed. n = 15^	Chemical improv't n = 23^	Irrigation mgt n = 9^
Extremely confident	34%		38%	43%	25%	50%	29%	33%	34%	35%	43%	33%	35%	22%
Very confident	44%		46%	36%	50%	50%	39%	56% ↑	34% ↓	59%	50%	53%	48%	67%
EXTREMELY/VERY	77%		84%	79%	75%	100%	68%	89% ↑	68% ↓	94%	93%	87%	83%	89%
Moderately confident	17%		11%	21%	15%		25%	7% ↓	25% ↑	6%	7%	7%	13%	11%
Somewhat confident	3%		3%		5%		4%	2%	4%				4%	
MODERATE/SOMEWHAT	20%		14%	21%	20%		29%	9% ↓	29% ↑	6%	7%	7%	17%	11%
NET CONFIDENT	97%		97%	100%	95%	100%	96%	98%	96%	100%	100%	93%	100%	100%
Not at all confident	3%		3%		5%		4%	2%	4%			7%		

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.5 Confidence in ability to use nutrient management practices by demographics

Q17 - How confident are you in your ability to use these nutrient management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 101	1971 or later n = 28^	1961 to 1970 n = 35	1960 or earlier n = 37	Male n = 94	Female n = 7^	School education n = 55	Certificate/ Diploma /Advanced Diploma n = 24^	Bachelor degree or above n = 21^	30 yrs or less n = 25^	31-50 yrs n = 59	51+ yrs n = 17^	100 or less n = 42	101-500 n = 47	501-10,000 n = 12^	10,001+ n = 0^
Extremely confident	34%	29%	34%	38%	32%	57%	36%	38%	24%	28%	34%	41%	36%	36%	17%	
Very confident	44%	43%	51%	35%	47%		44%	46%	38%	52%	41%	41%	40%	45%	50%	
EXTREMELY/VERY	77%	71%	86%	73%	79%	57%	80%	83%	62%	80%	75%	82%	76%	81%	67%	
Moderately confident	17%	21%	9%	22%	15%	43%	15%	17%	24%	16%	19%	12%	17%	17%	17%	
Somewhat confident	3%	4%	3%	3%	3%				14%	4%	2%	6%	2%	2%	8%	
MODERATE/SOMEWHAT	20%	25%	11%	24%	18%	43%	15%	17%	38%	20%	20%	18%	19%	19%	25%	
NET CONFIDENT	97%	96%	97%	97%	97%	100%	95%	100%	100%	100%	95%	100%	95%	100%	92%	
Not at all confident	3%	4%	3%	3%	3%		5%				5%		5%		8%	

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.6 Respondent estimate of number of landholders using nutrient management practices

65% of sugarcane, banana or horticulture growers in 2025 felt that most or all landholders they know or know of are using at least one of the prompted nutrient management practices (56% in 2023). 22% felt that some or half are using such practices (30% 2023), while 5% felt no landholders were using the practices. 8% were unsure (14% 2023).

Sub-group findings

Commodity findings

Nutrient management practices were most likely to be considered widespread by sugarcane growers (78% all/most). 50% of those involved in horticulture/banana growing thought nutrient management was practiced by most or all landholders.

Funded program participation findings

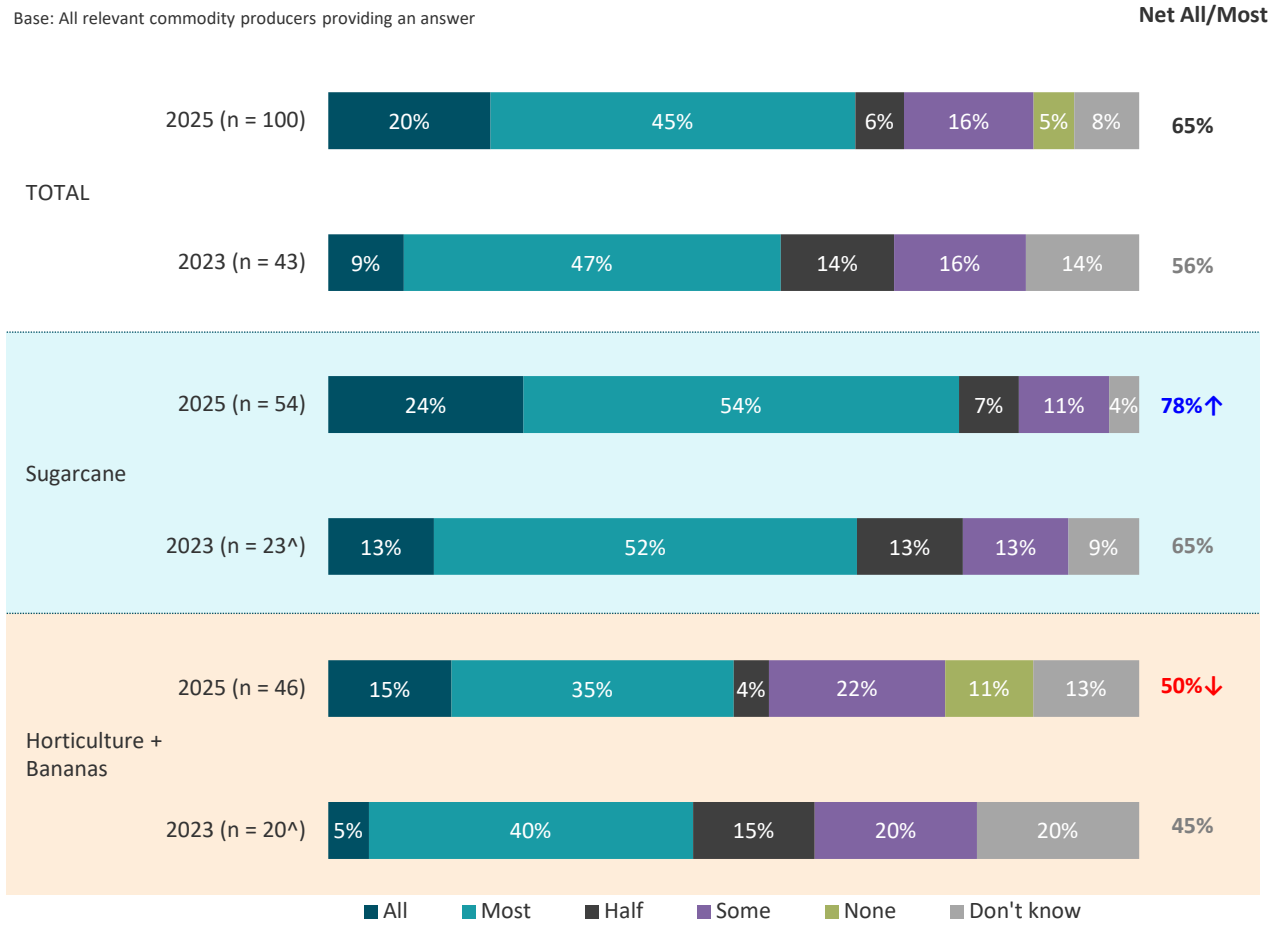
77% of funded program participants felt all or most landholders were using the prompted nutrient management practices, compared to 55% among non-participants.

Other findings

Those born in 1960 or earlier (aged 65+ years) were more likely than others to believe no landholders were using the prompted nutrient management practices (11%, 5% average).

Q18 - Thinking about the landholders you know, or know of, what proportion do you think are using these nutrient management practices?

Base: All relevant commodity producers providing an answer



↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

^ Caution small cell size

3.6 Respondent estimate of number of landholders using nutrient management practices by region and reef program

Q18 - Thinking about the landholders you know, or know of, what proportion do you think are using these nutrient management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 100	Cape York n = 0^	Wet Tropics n = 36	Burdekin n = 14^	Mackay Whitsunday n = 20^	Fitzroy n = 2^	Burnett Mary n = 28^	Yes n = 44	No /Not sure n = 56	Industry best mgt n = 33	Nutrient mgt n = 29^	Sed. reduct./ gully remed. n = 14^	Chemical improv't n = 22^	Irrigation mgt n = 9^
All	20%		19%	43%	10%	50%	14%	18%	21%	21%	17%	21%	14%	22%
Most	45%		50%	43%	65%	50%	25%	59% ↑	34% ↓	58%	66%	64%	73%	56%
SUB-TOTAL ALL/MOST	65%		69%	86%	75%	100%	39%	77% ↑	55% ↓	79%	83%	86%	86%	78%
Half	6%		8%				11%	7%	5%	9%	7%		5%	22%
Some	16%		14%		15%		29%	11%	20%	12%	10%	7%	5%	
None	5%		3%		5%		11%	2%	7%			7%		
Don't know	8%		6%	14%	5%		11%	2%	13%				5%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

3.6 Respondent estimate of number of landholders using nutrient management practices by demographics

Q18 - Thinking about the landholders you know, or know of, what proportion do you think are using these nutrient management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 100	1971 or later n = 28^	1961 to 1970 n = 35	1960 or earlier n = 36	Male n = 93	Female n = 7^	School education n = 54	Certificate/ Diploma /Advanced Diploma n = 24^	Bachelor degree or above n = 21^	30 yrs or less n = 25^	31-50 yrs n = 59	51+ yrs n = 16^	100 or less n = 42	101-500 n = 46	501-10,000 n = 12^	10,001+ n = 0^
All	20%	25%	17%	19%	22%		24%	17%	14%	28%	14%	31%	17%	24%	17%	
Most	45%	36%	46%	50%	43%	71%	46%	50%	33%	40%	47%	44%	36%	48%	67%	
SUB-TOTAL ALL/MOST	65%	61%	63%	69%	65%	71%	70%	67%	48%	68%	61%	75%	52% ↓	72%	83%	
Half	6%	11%	6%	3%	6%		4%	13%	5%	8%	5%	6%	2%	9%	8%	
Some	16%	14%	29% ↑	6% ↓	16%	14%	9% ↓	17%	33%	12%	20%	6%	19%	17%		
None	5%	4%		11% ↑	5%		6%	4%	5%		7%	6%	10%		8%	
Don't know	8%	11%	3%	11%	8%	14%	11%		10%	12%	7%	6%	17% ↑	2% ↓		

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.0 Irrigation management

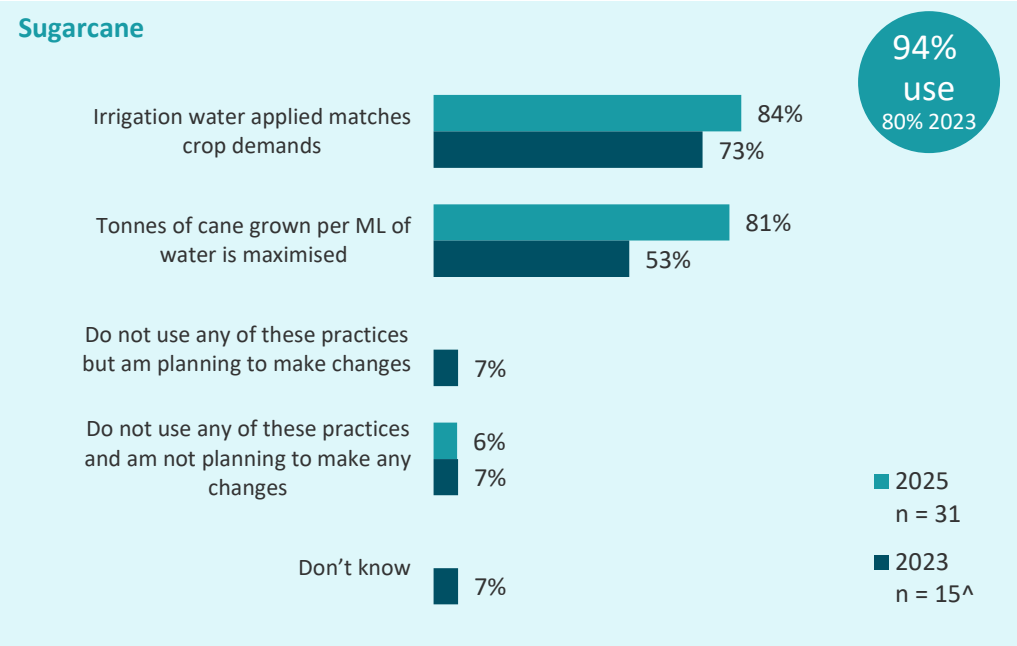
4.1 Irrigation management practices used

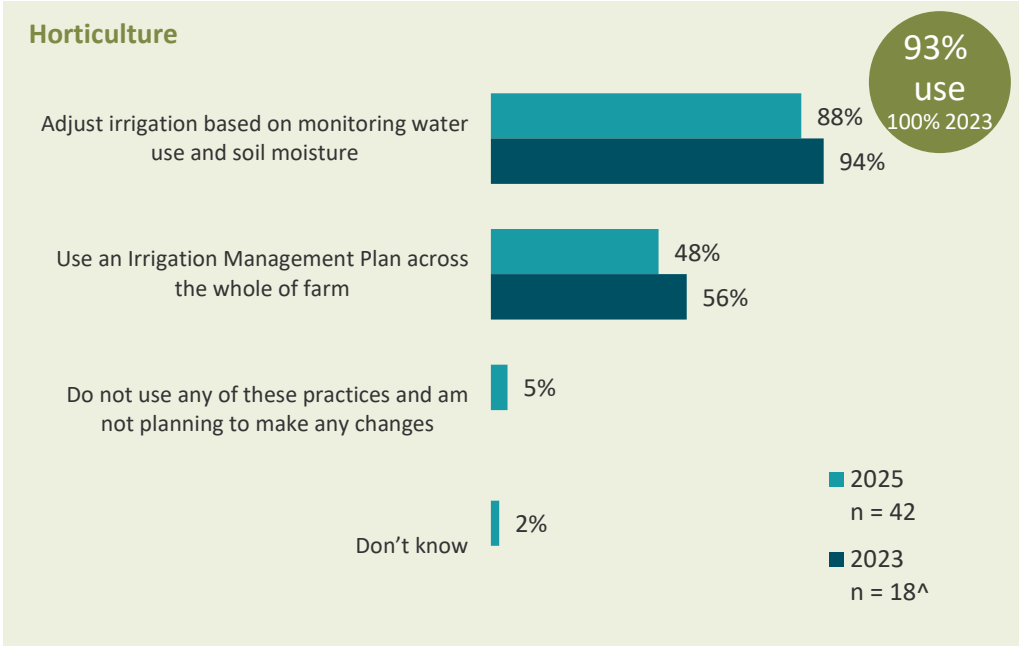
94% of sugarcane growers and 93% of horticulturalists (who irrigate*) reported using at least one of the irrigation management practices. Results were statistically consistent with 2023 (80% of sugarcane growers and 100% of horticulturalists were using the prompted practices in 2023).

* Those who do not irrigate could select 'not applicable' and were removed from the analysis on these questions.

Overall 93% using prompted irrigation management Practices (91% 2023)

Q19. Thinking about your main commodity, which of the following irrigation management practices which can improve the quality of water in local waterways, do you use?





* Respondents who did not consider irrigation management applicable have been removed from the irrigation management results.
Sugarcane: n=8 (35%) in 2023 and n=24 (43%) in 2025 did not consider irrigation management applicable.
Horticulture: n=2 (5%) in 2025 did not consider irrigation management applicable
^ Caution small cell size

4.1 Irrigation management practices used

Sugarcane	Horticulture
84% of sugarcane growers reported they ensure that irrigation water applied matches crop demands (73% 2023). 81% indicated they maximise the tonnes of cane grown per ML (53% 2023). 6% were not using any of the prompted practices and were not planning to make changes (7% 2023).	88% of horticulture respondents reported that they adjust irrigation based on monitoring water use and soil moisture (94% 2023). 48% agreed that they use an Irrigation Management Plan across the whole of farm (56% 2023). 5% were not using any of the prompted practices and were not planning to make changes (0% 2023) and 2% were unsure (0% 2023).
Funded Reef water quality program participation – impact on irrigation management practices used	
94% of funded program participants reported ensuring that irrigation water applied matches crop demands, compared with 69% of non-participants. 94% of funded program participants reported they maximise the tonnes of cane grown per ML , compared with 62% of non-participants.	100% of funded program participants reported that they adjust irrigation based on monitoring water use and soil moisture, compared with 84% of non-participants. Use of an Irrigation Management Plan across the whole of farm was consistent between participants and non-participants (50% funded program participants, 47% non-participants).

4.1 Irrigation management practices used by region and reef program

Q19 - Thinking about your main commodity, which of the following irrigation management practices which can improve the quality of water in local waterways, do you use? by Region & Reef Program

Column %			REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
		Total	Cape York	Wet Tropics	Burdekin	Mackay Whitsunday	Fitzroy	Burnett Mary	Yes	No /Not sure	Industry best mgt	Nutrient mgt	Sed. reduct./ gully remed.	Chemical improv't	Irrigation mgt
NET USE		**93%**		**100%**	**93%**	**89%**	**50%**	**96%**	**100%**	**89%**	**100%**	**100%**	**100%**	**100%**	**100%**
Sugarcane (n=31)	NET USE	94%		100%	100%	86%		100%	100%	85%	100%	100%	100%	100%	100%
	Irrigation water applied matches crop demands	84%		100%	78%	86%		80%	94%	69%	92%	92%	100%	91%	100%
	Tonnes of cane grown per ML of water is maximised	81%		67%	78%	79%		100%	94%	62%	92%	100%	80%	100%	100%
Horticulture (n=42)	NET USE	93%		100%	80%	100%	50%	95%	100%	91%	100%	100%	100%	100%	100%
	Adjust irrigation based on monitoring water use and soil moisture	88%		100%	80%	80%	50%	90%	100%	84%	100%	100%	100%	100%	100%
	Use an Irrigation Management Plan across the whole of farm	48%			40%	60%	50%	70%	50%	47%	50%	100%	50%	100%	100%
Do not use any of these practices but am planning to make changes															
Do not use any of these practices and am not planning to make any changes		5%			7%	11%	50%			9%					
Don't know		1%						4%		2%					

* Sugarcane n=24 (43%) & Horticulture n=2 (5%) did not consider irrigation management applicable and have been removed

Results have been filtered by commodity (i.e. for sugarcane, percentages are based only on sugarcane respondents (n=31) etc)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025 AND Exclude N/A at Q19; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.1 Irrigation management practices used by demographics

Q19 - Thinking about your main commodity, which of the following irrigation management practices which can improve the quality of water in local waterways, do you use? by Demographics

Column %			AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
		Total	1971 or later	1961 to 1970	1960 or earlier	Male	Female	School education	Certificate/ Diploma /Advanced Diploma	Bachelor degree or above	30 yrs or less	31-50 yrs	51+ yrs	100 or less	101-500	501-10,000	10,001+
NET USE		**93%**	**91%**	**95%**	**93%**	**93%**	**100%**	**95%**	**100%**	**80%**	**95%**	**95%**	**83%**	**88%**	**97%**	**100%**	
Sugarcane (n=31)	NET USE	94%	90%	100%	90%	93%		95%	100%	67%	100%	93%	83%	82%	100%	100%	
	Irrigation water applied matches crop demands	84%	80%	80%	90%	83%		86%	83%	67%	89%	80%	83%	73%	88%	100%	
	Tonnes of cane grown per ML of water is maximised	81%	70%	90%	80%	83%		86%	67%	67%	78%	87%	83%	64%	94%	67%	
Horticulture (n=42)	NET USE	93%	92%	92%	94%	92%	100%	95%	100%	83%	91%	96%	83%	91%	93%	100%	
	Adjust irrigation based on monitoring water use and soil moisture	88%	85%	92%	88%	87%	100%	95%	82%	83%	82%	92%	83%	83%	93%	100%	
	Use an Irrigation Management Plan across the whole of farm	48%	46%	42%	53%	49%	33%	37%	45%	67%	45%	52%	33%	48%	50%	40%	
Do not use any of these practices but am planning to make changes																	
Do not use any of these practices and am not planning to make any changes		5%	9%		7%	6%		5%		13%	5%	3%	17%	9%	3%		
Don't know		1%		5%		1%				7%		3%		3%			

* Sugarcane n=24 (43%) & Horticulture n=2 (5%) did not consider irrigation management applicable and have been removed

Results have been filtered by commodity (i.e. for sugarcane, percentages are based only on sugarcane respondents (n=31) etc)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025 AND Exclude N/A at Q19; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.2 Reasons for using irrigation management practices

The main reasons producers do or would use the prompted irrigation management practices were:

- For financial reasons (57%, 64% 2023)
- To maintain and/or improve productivity (55%, 48% 2023).

19% cited improving soil health (30% 2023) and 8% cited environmental reasons (a decrease from 24% in 2023).

Other reasons are displayed in the adjacent chart.

Sub-group findings

Commodity findings

Improving soil health was more commonly mentioned by horticulturalists (29%) than sugarcane growers (6%).

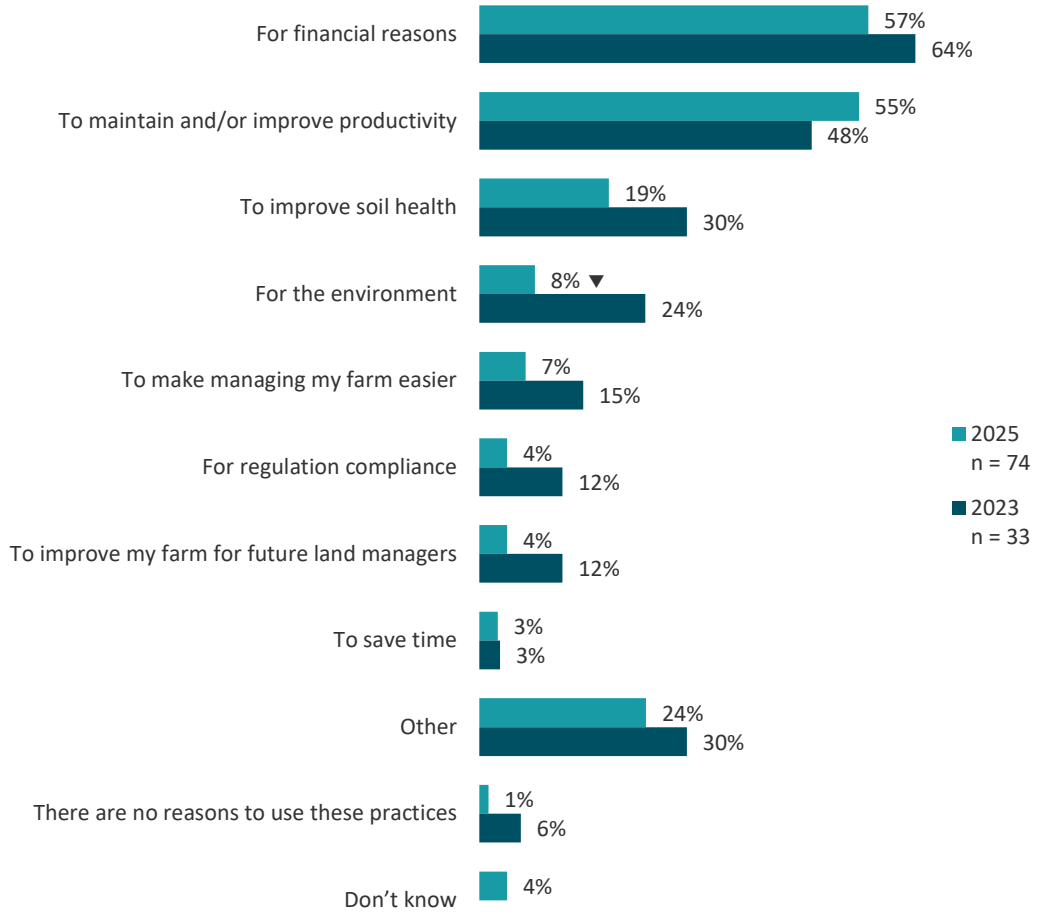
Other findings

Financial reasons were more commonly cited by those with 101-500 hectares under production (71%) and less frequently mentioned by those with 100 or less hectares (43%).

Maintaining and/or improving productivity was more frequently mentioned by those with 31-50 years experience in the agriculture industry (66%, 55% average).

Q20 - What are the THREE MAIN reasons for why you would or do use these irrigation management practices?

Base: All relevant commodity producers providing an answer



▲▼ Arrows indicate a significant change from the previous wave at the 95% confidence interval

4.2 Reasons for using irrigation management practices by commodity type

Q20 - What are the THREE MAIN reasons for why you would or do use these irrigation management practices? By COMMODITY by Year

Column %	Total		Sugarcane		Horticulture (other than bananas)	
	2023 n = 33	2025 n = 74	2023 n = 15^	2025 n = 32	2023 n = 18^	2025 n = 42
For financial reasons	64%	57%	73%	59%	56%	55%
To maintain and/or improve productivity	48%	55%	47%	63%	50%	50%
To improve soil health	30%	19%	33%	6%↓	28%	29%↑
For the environment	24%	8%▼	13%	9%	33%	7%
To make managing my farm easier	15%	7%	13%	9%	17%	5%
For regulation compliance	12%	4%	20%	6%	6%	2%
To improve my farm for future land managers	12%	4%	13%	3%	11%	5%
To save time	3%	3%	7%	6%		
Other	30%	24%	20%	13%↓	39%	33%↑
There are no reasons to use these practices	6%	1%	13%			2%
Don't know		4%		6%		2%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

4.2 Reasons for using irrigation management practices by region and reef program

Q20 - What are the THREE MAIN reasons for why you would or do use these irrigation management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 74	Cape York n = 0^	Wet Tropics n = 14^	Burdekin n = 14^	Mackay Whitsunday n = 19^	Fitzroy n = 2^	Burnett Mary n = 25^	Yes n = 28^	No /Not sure n = 46	Industry best mgt n = 19^	Nutrient mgt n = 14^	Sed. reduct./ gully remed. n = 9^	Chemical improv't n = 13^	Irrigation mgt n = 9^
For financial reasons	57%		43%	79%	58%	50%	52%	68%	50%	74%	71%	56%	69%	56%
To maintain and/or improve productivity	55%		43%	64%	63%	50%	52%	71%	46%	79%	71%	67%	77%	78%
To improve soil health	19%		21%	21%	16%	50%	16%	14%	22%	11%	7%	22%	8%	11%
For the environment	8%			7%	11%	50%	8%	11%	7%	11%	7%	11%	15%	
To make managing my farm easier	7%		7%	7%	16%			7%	7%	5%			8%	
For regulation compliance	4%				16%			11%		11%	14%	33%	15%	22%
To improve my farm for future land managers	4%				5%	50%	4%		7%					
To save time	3%				11%			7%		5%	14%	11%	15%	11%
Other	24%		43%	7%	11%		36%	11%	33%	11%	7%		15%	11%
There are no reasons to use these practices	1%			7%					2%					
Don’t know	4%				5%		8%	4%	4%		7%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.2 Reasons for using irrigation management practices by demographics

Q20 - What are the THREE MAIN reasons for why you would or do use these irrigation management practices? - Coded by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 74	1971 or later n = 23^	1961 to 1970 n = 23^	1960 or earlier n = 27^	Male n = 70	Female n = 3^	School education n = 40	Certificate/ Diploma /Advanced Diploma n = 18^	Bachelor degree or above n = 15^	30 yrs or less n = 20^	31-50 yrs n = 41	51+ yrs n = 12^	100 or less n = 35	101-500 n = 31	501-10,000 n = 8^	10,001+ n = 0^
For financial reasons	57%	65%	57%	48%	57%	67%	50%	61%	73%	65%	59%	42%	43% ↓	71% ↑	63%	
To maintain and/or improve productivity	55%	48%	61%	56%	56%	67%	55%	61%	47%	55%	66% ↑	25%	51%	58%	63%	
To improve soil health	19%	17%	22%	19%	17%	67%	18%	22%	20%	15%	24%	8%	23%	16%	13%	
For the environment	8%	13%		7%	9%		8%	11%	7%	15%	7%		11%	3%	13%	
To make managing my farm easier	7%	9%	4%	7%	7%		8%	6%	7%	5%	5%	17%	9%	3%	13%	
For regulation compliance	4%	4%	9%		4%		8%			5%	2%	8%	3%	6%		
To improve my farm for future land managers	4%			11%	3%		5%	6%			2%	8%	3%	3%	13%	
To save time	3%	4%	4%		3%		3%	6%		5%	2%			6%		
Other	24%	30%	22%	22%	24%	33%	18%	33%	33%	25%	24%	25%	34%	13%	25%	
There are no reasons to use these practices	1%	4%			1%				7%	5%			3%			
Don't know	4%		9%	4%	4%		5%		7%		7%		6%	3%		

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.3 Challenges with using irrigation management practices

The main challenges or barriers to using the prompted irrigation management practices were:

- Financial (43%, 52% 2023)
- Weather and seasonal issues (16%, 30% 2023)
- Constraints related to availability of contractors/equipment (15%, 18% 2023).

11% of respondents indicated they do not have the time (9% 2023).

28% indicated there were no challenges of barriers to using irrigation management practices (24% 2023).

Results were statistically consistent with 2023.

Sub-group findings

Commodity findings

Horticulturalists were more likely than sugarcane growers to indicate there were no challenges (40%, 13% among sugarcane growers).

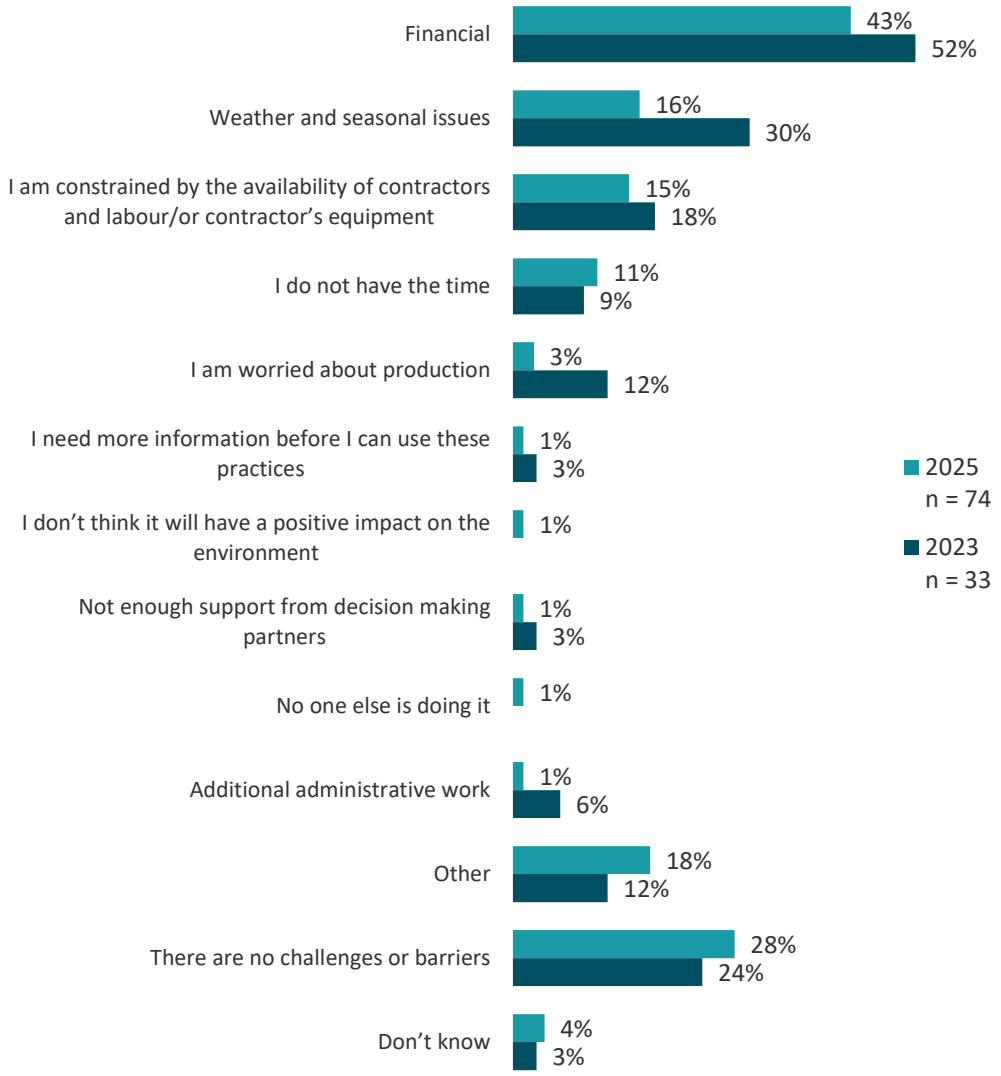
Other findings

Weather and seasonal issues was more commonly cited by those with 100 or less hectares under production (26%, 16% average).

Not having the time or labour/equipment constraints were more frequently mentioned by those with 101-500 hectares under production (23%, 3% among those with 100 or less hectares).

Q21 - What are the THREE MAIN challenges or barriers to starting or continuing to use these irrigation management practices?

Base: All relevant commodity producers providing an answer



4.3 Challenges with using irrigation management practices by commodity type

Q21 - What are the THREE MAIN challenges or barriers to starting or continuing to use these irrigation management practices? by COMMODITY by Year

Column %	Total		Sugarcane		Horticulture (other than bananas)	
	2023 n = 33	2025 n = 74	2023 n = 15^	2025 n = 32	2023 n = 18^	2025 n = 42
Financial	52%	43%	53%	50%	50%	38%
Weather and seasonal issues	30%	16%	33%	16%	28%	17%
I am constrained by the availability of contractors and labour/or contractor's equipment	18%	15%	27%	22%	11%	10%
I do not have the time	9%	11%	20%	16%		7%
I am worried about production	12%	3%	27%	3%		2%
I need more information before I can use these practices	3%	1%		3%	6%	
I don't think it will have a positive impact on the environment		1%				2%
Not enough support from decision making partners	3%	1%			6%	2%
No one else is doing it		1%		3%		
Additional administrative work	6%	1%	7%		6%	2%
Other	12%	18%		19%	22%	17%
There are no challenges or barriers	24%	28%	27%	13%↓	22%	40%↑
Don't know	3%	4%		6%	6%	2%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

4.3 Challenges with using irrigation management practices by region and reef program

Q21 - What are the THREE MAIN challenges or barriers to starting or continuing to use these irrigation management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 74	Cape York n = 0^	Wet Tropics n = 14^	Burdekin n = 14^	Mackay Whitsunday n = 19^	Fitzroy n = 2^	Burnett Mary n = 25^	Yes n = 28^	No /Not sure n = 46	Industry best mgt n = 19^	Nutrient mgt n = 14^	Sed. reduct./ gully remed. n = 9^	Chemical improv't n = 13^	Irrigation mgt n = 9^
Financial	43%		36%	57%	37%		48%	46%	41%	63%	57%	33%	46%	44%
Weather and seasonal issues	16%		14%	14%	26%		12%	21%	13%	21%	21%	22%	15%	11%
I am constrained by the availability of contractors and labour/or contractor's equipment	15%			14%	26%		16%	36%	2%	32%	36%	33%	31%	44%
I do not have the time	11%			7%	21%		12%	21%	4%	16%	21%		15%	11%
I am worried about production	3%			7%	5%			4%	2%	5%				
I need more information before I can use these practices	1%				5%				2%					
I don't think it will have a positive impact on the environment	1%					50%			2%					
Not enough support from decision making partners	1%				5%			4%		5%		11%		
No one else is doing it	1%				5%			4%					8%	
Additional administrative work	1%						4%		2%					
Other	18%		21%	21%	16%		16%	18%	17%	21%	29%	22%	23%	22%
There are no challenges or barriers	28%		43%	21%	21%	50%	28%	18%	35%	16%	14%	22%	23%	22%
Don't know	4%		7%				8%		7%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.3 Challenges with using irrigation management practices by demographics

Q21 - What are the THREE MAIN challenges or barriers to starting or continuing to use these irrigation management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 74	1971 or later n = 23^	1961 to 1970 n = 23^	1960 or earlier n = 27^	Male n = 70	Female n = 3^	School education n = 40	Certificate / Diploma /Advanced Diploma n = 18^	Bachelor degree or above n = 15^	30 yrs or less n = 20^	31-50 yrs n = 41	51+ yrs n = 12^	100 or less n = 35	101-500 n = 31	501-10,000 n = 8^	10,001+ n = 0^
Financial	43%	65%	48%	19%	43%	67%	48%	44%	33%	55%	44%	25%	40%	**52%**	**25%**	
Weather and seasonal issues	16%	4%	17%	26%	17%		20%	11%	7%	5%	22%	17%	26% ↑	6%	13%	
I am constrained by the availability of contractors and labour/or contractor's equipment	15%	30%	9%	7%	14%	33%	15%	17%	13%	30%	10%	8%	3% ↓	23%	38%	
I do not have the time	11%	17%	4%	11%	11%		15%	6%	7%	20%	7%	8%	3% ↓	23% ↑		
I am worried about production	3%		4%	4%	1%		5%					8%			25%	
I need more information before I can use these practices	1%	4%			1%				7%		2%		3%			
I don't think it will have a positive impact on the environment	1%			4%	1%		3%					8%		3%		
Not enough support from decision making partners	1%		4%		1%		3%				2%			3%		
No one else is doing it	1%			4%	1%		3%				2%		3%			
Additional administrative work	1%			4%	1%			6%			2%		3%			
Other	18%	30%	17%	7%	19%		15%	17%	27%	15%	22%	8%	14%	23%	13%	
There are no challenges or barriers	28%	13%	22%	48%	29%	33%	25%	33%	33%	20%	27%	50%	31%	23%	38%	
Don't know	4%		13%		4%		3%	6%	7%		7%		9%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.4 Expectations of positive result from irrigation management practices

92% of sugarcane and horticulture growers in 2025 indicated they expect at least some positive result from using the prompted irrigation management practices (91% 2023).

60% were expecting a large or very large positive result (70% 2023), 32% expected a moderate/small positive result (21% 2023). 4% anticipated no positive result (0% 2023) and 4% were unsure (9% 2023).

Results were statistically consistent with 2023.

Sub-group findings

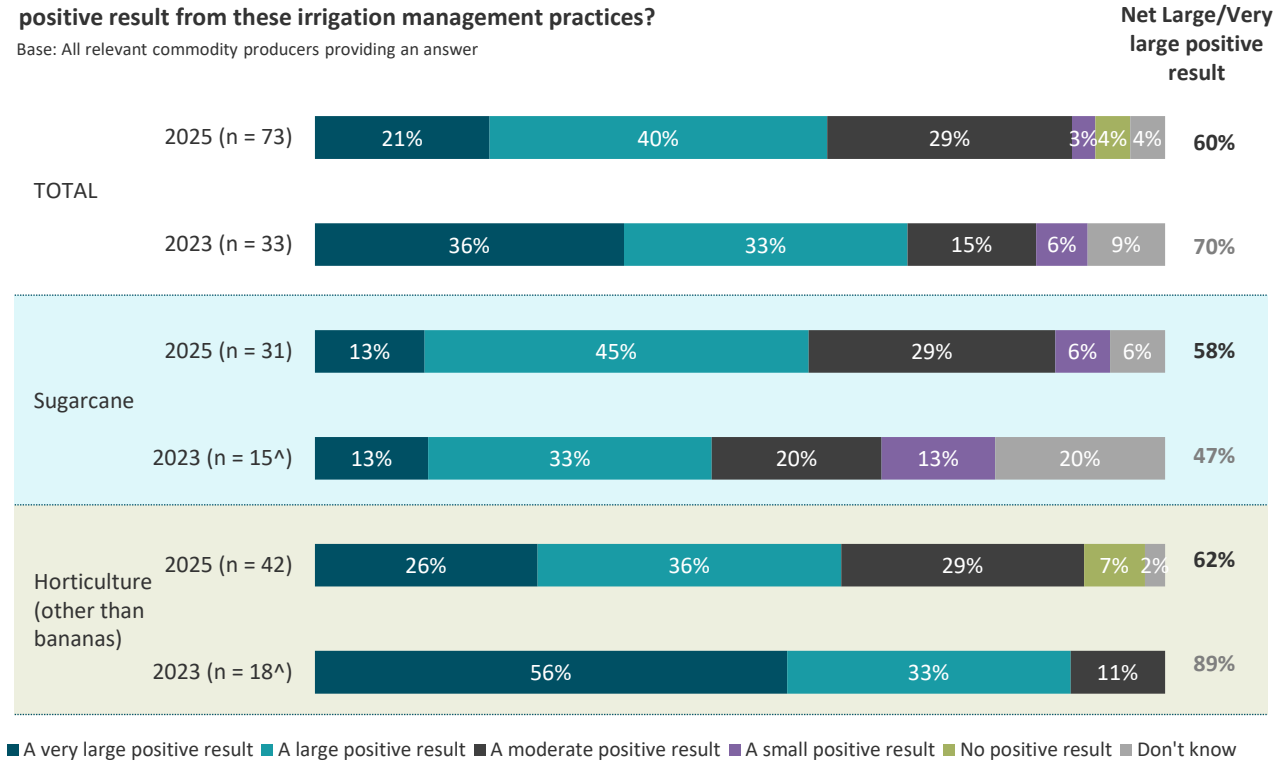
Commodity findings

Among sugarcane growers, 94% expected a positive result (80% 2023), the remaining 6% were unsure (20% 2023).

90% of horticulturalists expected at least a moderately positive result (100% 2023), 7% anticipated no positive result (0% 2023), and 2% were unsure (0% 2023).

Q22 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these irrigation management practices?

Base: All relevant commodity producers providing an answer



^ Caution small cell size

4.4 Expectations of positive result from irrigation management practices by region and reef program

Q22 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these irrigation management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 73	Cape York n = 0^	Wet Tropics n = 14^	Burdekin n = 14^	Mackay Whitsunday n = 18^	Fitzroy n = 2^	Burnett Mary n = 25^	Yes n = 27^	No /Not sure n = 46	Industry best mgt n = 18^	Nutrient mgt n = 13^	Sed. reduct./ gully remed. n = 9^	Chemical improv't n = 12^	Irrigation mgt n = 9^
A very large positive result	21%		29%	7%	17%		28%	7%	28%	6%				
A large positive result	40%		36%	43%	44%	50%	36%	59%	28%	61%	62%	44%	50%	56%
VERY LARGE/LARGE	60%		64%	50%	61%	50%	64%	67%	57%	67%	62%	44%	50%	56%
A moderate positive result	29%		21%	29%	33%		32%	26%	30%	28%	38%	33%	50%	44%
A small positive result	3%		7%	7%				4%	2%	6%		11%		
MODERATE/SMALL	32%		29%	36%	33%		32%	30%	33%	33%	38%	44%	50%	44%
NET POSITIVE	92%		93%	86%	94%	50%	96%	96%	89%	100%	100%	89%	100%	100%
No positive result	4%			7%	6%	50%		4%	4%			11%		
Don't know	4%		7%	7%			4%		7%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.4 Expectations of positive result from irrigation management practices by demographics

Q22 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these irrigation management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 73	1971 or later n = 22^	1961 to 1970 n = 23^	1960 or earlier n = 27^	Male n = 69	Female n = 3^	School education n = 40	Certificate/ Diploma /Advanced Diploma n = 17^	Bachelor degree or above n = 15^	30 yrs or less n = 19^	31-50 yrs n = 41	51+ yrs n = 12^	100 or less n = 35	101-500 n = 30	501-10,000 n = 8^	10,001+ n = 0^
A very large positive result	21%	18%	22%	22%	19%	33%	20%	18%	27%	16%	22%	17%	23%	20%	13%	
A large positive result	40%	45%	35%	37%	42%		45%	24%	40%	47%	39%	33%	37%	37%	63%	
VERY LARGE/LARGE	60%	64%	57%	59%	61%	33%	65%	41%	67%	63%	61%	50%	60%	57%	75%	
A moderate positive result	29%	23%	30%	33%	28%	67%	28%	47%	13%	26%	32%	25%	31%	30%	13%	
A small positive result	3%	5%	4%		3%			6%	7%	5%		8%		7%		
MODERATE/SMALL	32%	27%	35%	33%	30%	67%	28%	53%	20%	32%	32%	33%	31%	37%	13%	
NET POSITIVE	92%	91%	91%	93%	91%	100%	93%	94%	87%	95%	93%	83%	91%	93%	88%	
No positive result	4%	9%		4%	4%		5%		7%	5%	2%	8%	3%	3%	13%	
Don't know	4%		9%	4%	4%		3%	6%	7%		5%	8%	6%	3%		

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.5 Confidence in ability to use irrigation management practices

92% of sugarcane and horticulture growers in 2025 were confident in their ability to use the prompted irrigation management practices (97% 2023). 80% were very or extremely confident (91% 2023) while 12% were moderately or somewhat confident (6% 2023). 3% indicated they were not at all confident (0% 2023) and 5% were unsure (3% 2023).

Results were statistically consistent with 2023.

Sub-group findings

Commodity findings

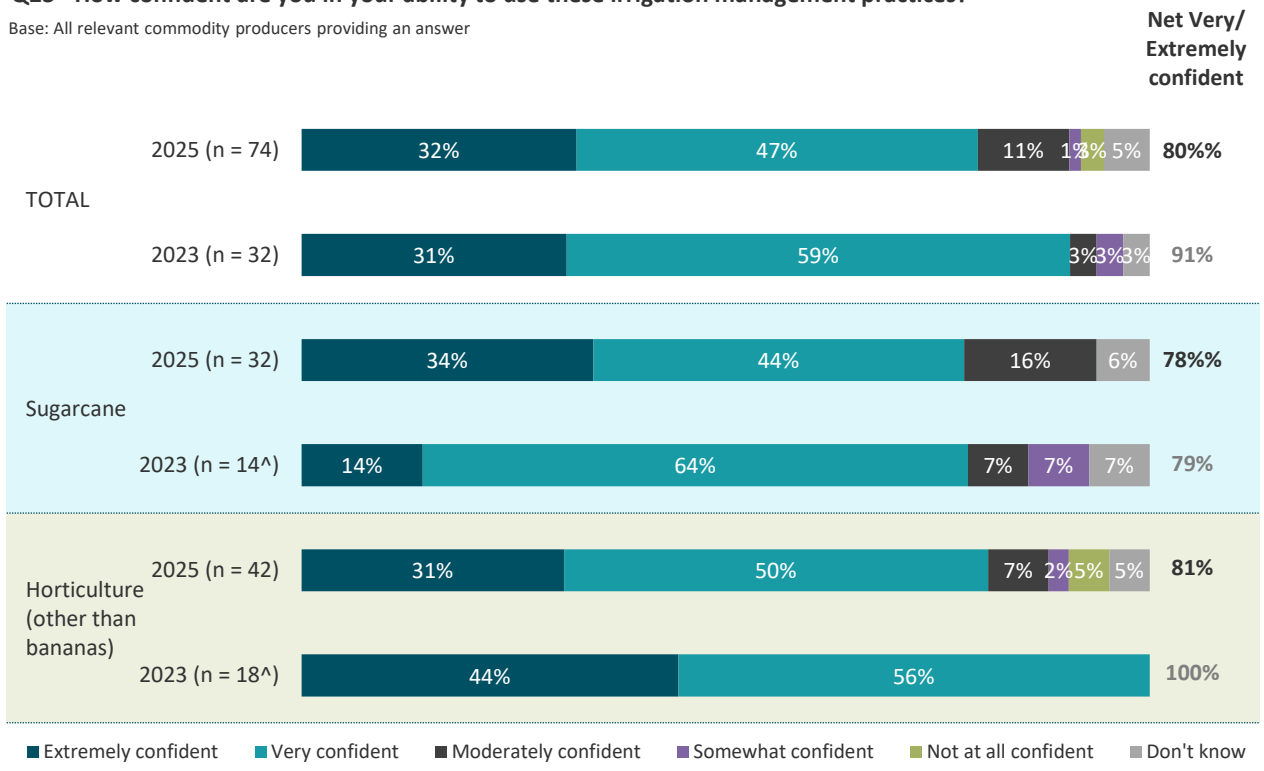
94% of sugarcane growers (93% 2023) and 90% of horticulture growers (100% 2023) were confident.

Other findings

Those with 101-500 hectares under production were more likely than others to be confident (100%, 92% average).

Q23 - How confident are you in your ability to use these irrigation management practices?

Base: All relevant commodity producers providing an answer



^ Caution small cell size

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

4.5 Confidence in ability to use irrigation management practices by region and reef program

Q23 - How confident are you in your ability to use these irrigation management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 74	Cape York n = 0^	Wet Tropics n = 14^	Burdekin n = 14^	Mackay Whitsunday n = 19^	Fitzroy n = 2^	Burnett Mary n = 25^	Yes n = 28^	No /Not sure n = 46	Industry best mgt n = 19^	Nutrient mgt n = 14^	Sed. reduct./ gully remed. n = 9^	Chemical improv't n = 13^	Irrigation mgt n = 9^
Extremely confident	32%		36%	36%	21%	50%	36%	25%	37%	26%	29%	33%	23%	22%
Very confident	47%		50%	50%	47%	50%	44%	54%	43%	58%	50%	33%	54%	56%
EXTREMELY/VERY	80%		86%	86%	68%	100%	80%	79%	80%	84%	79%	67%	77%	78%
Moderately confident	11%		7%	7%	21%		8%	14%	9%	16%	21%	22%	15%	22%
Somewhat confident	1%						4%	4%					8%	
MODERATE/SOMEWHAT	12%		7%	7%	21%		12%	18%	9%	16%	21%	22%	23%	22%
NET CONFIDENT	92%		93%	93%	89%	100%	92%	96%	89%	100%	100%	89%	100%	100%
Not at all confident	3%				5%		4%	4%	2%			11%		
Don't know	5%		7%	7%	5%		4%		9%					

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.5 Confidence in ability to use irrigation management practices by demographics

Q23 - How confident are you in your ability to use these irrigation management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 74	1971 or later n = 23^	1961 to 1970 n = 23^	1960 or earlier n = 27^	Male n = 70	Female n = 3^	School education n = 40	Certificate/ Diploma /Advanced Diploma n = 18^	Bachelor degree or above n = 15^	30 yrs or less n = 20^	31-50 yrs n = 41	51+ yrs n = 12^	100 or less n = 35	101-500 n = 31	501-10,000 n = 8^	10,001+ n = 0^
Extremely confident	32%	22%	39%	37%	33%	33%	38%	33%	20%	15%	39%	42%	29%	42%	13%	
Very confident	47%	52%	35%	52%	49%	33%	45%	61%	33%	60%	46%	33%	57%	39%	38%	
EXTREMELY/VERY	80%	74%	74%	89%	81%	67%	83%	94%	53%	75%	85%	75%	86%	81%	50%	
Moderately confident	11%	13%	17%	4%	11%		10%		27%	10%	7%	25%	3% ↓	19% ↑	13%	
Somewhat confident	1%			4%	1%				7%	5%					13%	
MODERATE/SOMEWHAT	12%	13%	17%	7%	13%		10%		33%	15%	7%	25%	3% ↓	19%	25%	
NET CONFIDENT	92%	87%	91%	96%	94%	67%	93%	94%	87%	90%	93%	100%	89%	100% ↑	75%	
Not at all confident	3%	9%			1%	33%	5%			5%	2%		3%		13%	
Don't know	5%	4%	9%	4%	4%		3%	6%	13%	5%	5%		9%		13%	

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.6 Respondent estimate of number of landholders using irrigation management practices

55% of sugarcane and horticulture growers in 2025 felt that most or all landholders they know or know of were using at least one of the prompted irrigation management practices (47% 2023). 30% felt that some or half were using (38% 2023), while 3% felt no landholders were using these practices (0% 2023). 12% were unsure (16% 2023).

Results were statistically consistent with 2023.

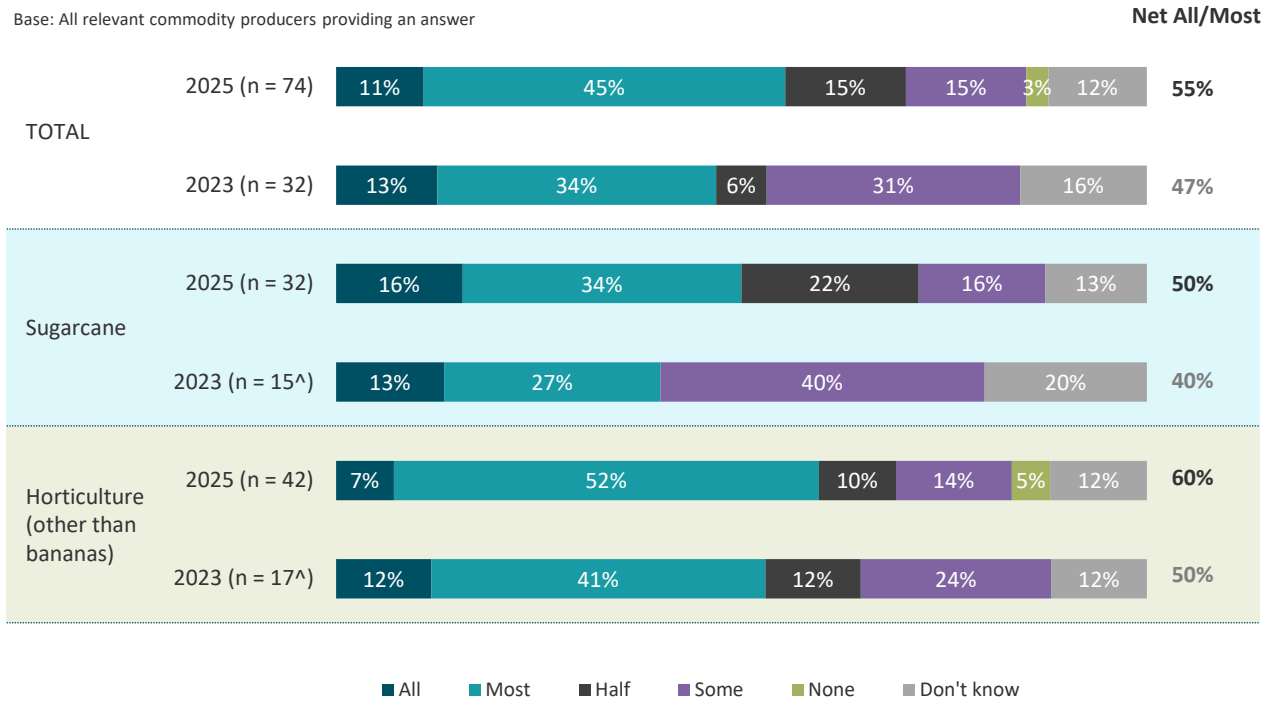
Sub-group findings

Commodity findings

50% of sugarcane (40% 2023) and 60% of horticulture growers (53% 2023) felt that most or all landholders are engaged in irrigation management practices.

Q24 - Thinking about the landholders you know, or know of, what proportion do you think are using these irrigation management practices?

Base: All relevant commodity producers providing an answer



^ Caution small cell size

4.6 Respondent estimate of number of landholders using irrigation management practices by region and reef program

Q24 - Thinking about the landholders you know, or know of, what proportion do you think are using these irrigation management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 74	Cape York n = 0^	Wet Tropics n = 14^	Burdekin n = 14^	Mackay Whitsunday n = 19^	Fitzroy n = 2^	Burnett Mary n = 25^	Yes n = 28^	No /Not sure n = 46	Industry best mgt n = 19^	Nutrient mgt n = 14^	Sed. reduct./ gully remed. n = 9^	Chemical improv't n = 13^	Irrigation mgt n = 9^
All	11%		14%	7%	11%		12%	11%	11%	16%	21%	22%	15%	22%
Most	45%		29%	43%	37%	50%	60%	43%	46%	42%	36%	33%	31%	33%
SUB-TOTAL ALL/MOST	55%		43%	50%	47%	50%	72%	54%	57%	58%	57%	56%	46%	56%
Half	15%		14%	14%	21%		12%	21%	11%	21%	21%		23%	22%
Some	15%		14%	21%	16%		12%	18%	13%	21%	21%	33%	23%	22%
None	3%				5%	50%		4%	2%			11%		
Don't know	12%		29%	14%	11%		4%	4%	17%				8%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

4.6 Respondent estimate of number of landholders using irrigation management practices by demographics

Q24 - Thinking about the landholders you know, or know of, what proportion do you think are using these irrigation management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 74	1971 or later n = 23^	1961 to 1970 n = 23^	1960 or earlier n = 27^	Male n = 70	Female n = 3^	School education n = 40	Certificate/ Diploma /Advanced Diploma n = 18^	Bachelor degree or above n = 15^	30 yrs or less n = 20^	31-50 yrs n = 41	51+ yrs n = 12^	100 or less n = 35	101-500 n = 31	501-10,000 n = 8^	10,001+ n = 0^
All	11%	4%	9%	19%	11%		15%	6%	7%	5%	10%	25%	14%	10%		
Most	45%	48%	39%	44%	44%	67%	43%	50%	40%	45%	49%	33%	51%	42%	25%	
SUB-TOTAL ALL/MOST	55%	52%	48%	63%	56%	67%	58%	56%	47%	50%	59%	58%	66%	52%	25%	
Half	15%	17%	17%	11%	14%	33%	13%	17%	20%	20%	12%	17%	9%	19%	25%	
Some	15%	17%	26%	4%	16%		13%	17%	20%	20%	15%	8%	6% ↓	23%	25%	
None	3%	4%		4%	3%		5%				2%	8%		3%	13%	
Don't know	12%	9%	9%	19%	11%		13%	11%	13%	10%	12%	8%	20%	3% ↓	13%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.0 Pesticide management

5.1 Pesticide management practices used

Overall 88% using prompted pesticide management Practices (91% 2023)

Sugarcane

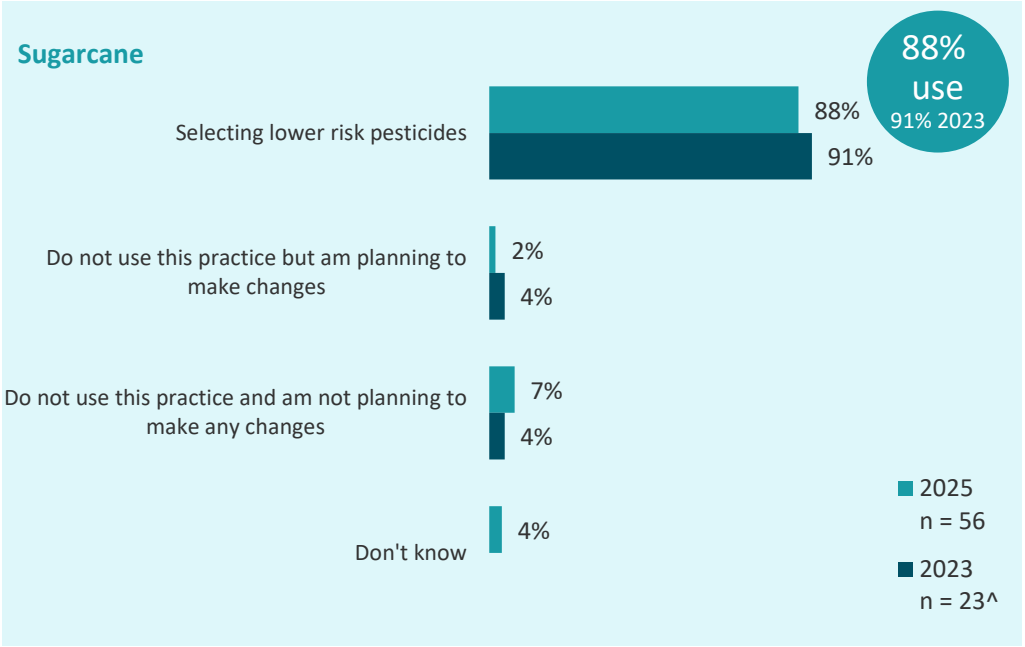
88% of sugarcane growers reported selecting lower risk pesticides to improve the quality of water in local waterways (91% in 2023).

2% were not using this practice but were planning to make changes (4% 2023), while a further 7% were not employing the practice and not planning change (4% 2023). 4% were unsure (0% 2023).

Funded Reef water quality program participation – impact on pesticide management practices used

Results were consistent between program participants and non-participants - 89% of funded program participants and 86% of non-participants reported selecting lower risk pesticides.

Q25. Which of the following pesticide management practices which can improve the quality of water in local waterways, do you use?



^ Caution small cell size

5.1 Pesticide management practices used by region and reef program

Q25 - Thinking about your main commodity, which of the following pesticide management practices which can improve the quality of water in local waterways, do you use? by Region & Reef Program

Column %			REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
		Total Sugarcane n = 56	Cape York n = 0^	Wet Tropics n = 25^	Burdekin n = 9^	Mackay Whitsunday n = 16^	Fitzroy n = 0^	Burnett Mary n = 6^	Yes n = 35	No /Not sure n = 21^	Industry best mgt n = 28^	Nutrient mgt n = 29^	Sed. reduct./ gully remed. n = 11^	Chemical improv't n = 21^	Irrigation mgt n = 8^
Sugarcane (n=56)	**NET USE**	**88%**		**92%**	**78%**	**81%**		**100%**	**89%**	**86%**	**89%**	**90%**	**91%**	**86%**	**100%**
	Selecting lower risk pesticides	88%		92%	78%	81%		100%	89%	86%	89%	90%	91%	86%	100%
	Do not use this practice but am planning to make changes	2%				6%			3%			3%			
	Do not use this practice and am not planning to make any changes	7%		8%	11%	6%			6%	10%	7%	3%	9%	10%	
	Don't know	4%			11%	6%			3%	5%	4%	3%		5%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.1 Pesticide management practices used by demographics

Q25 - Thinking about your main commodity, which of the following pesticide management practices which can improve the quality of water in local waterways, do you use? by Demographics

Column %			AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
		Total Sugarcane n = 56	1971 or later n = 15^	1961 to 1970 n = 20^	1960 or earlier n = 20^	Male n = 52	Female n = 3^	School education n = 35	Certificate / Diploma /Advanced Diploma n = 12^	Bachelor degree or above n = 8^	30 yrs or less n = 13^	31-50 yrs n = 31	51+ yrs n = 11^	100 or less n = 16^	101-500 n = 32	501-10,000 n = 8^	10,001+ n = 0^
Sugarcane (n=56)	**NET USE**	**88%**	**87%**	**95%**	**80%**	**88%**	**100%**	**83%**	**92%**	**100%**	**85%**	**94%**	**82%**	**88%**	**88%**	**88%**	
	Selecting lower risk pesticides	88%	87%	95%	80%	88%	100%	83%	92%	100%	85%	94%	82%	88%	88%	88%	
	Do not use this practice but am planning to make changes	2%			5%	2%		3%				3%			3%		
	Do not use this practice and am not planning to make any changes	7%	7%	5%	10%	8%		9%	8%		8%	3%	18%	13%	6%		
	Don't know	4%	7%		5%	2%		6%			8%				3%	13%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.2 Reasons for using pesticide management practices

The main reasons sugarcane growers do or would use the prompted pesticide management practices were:

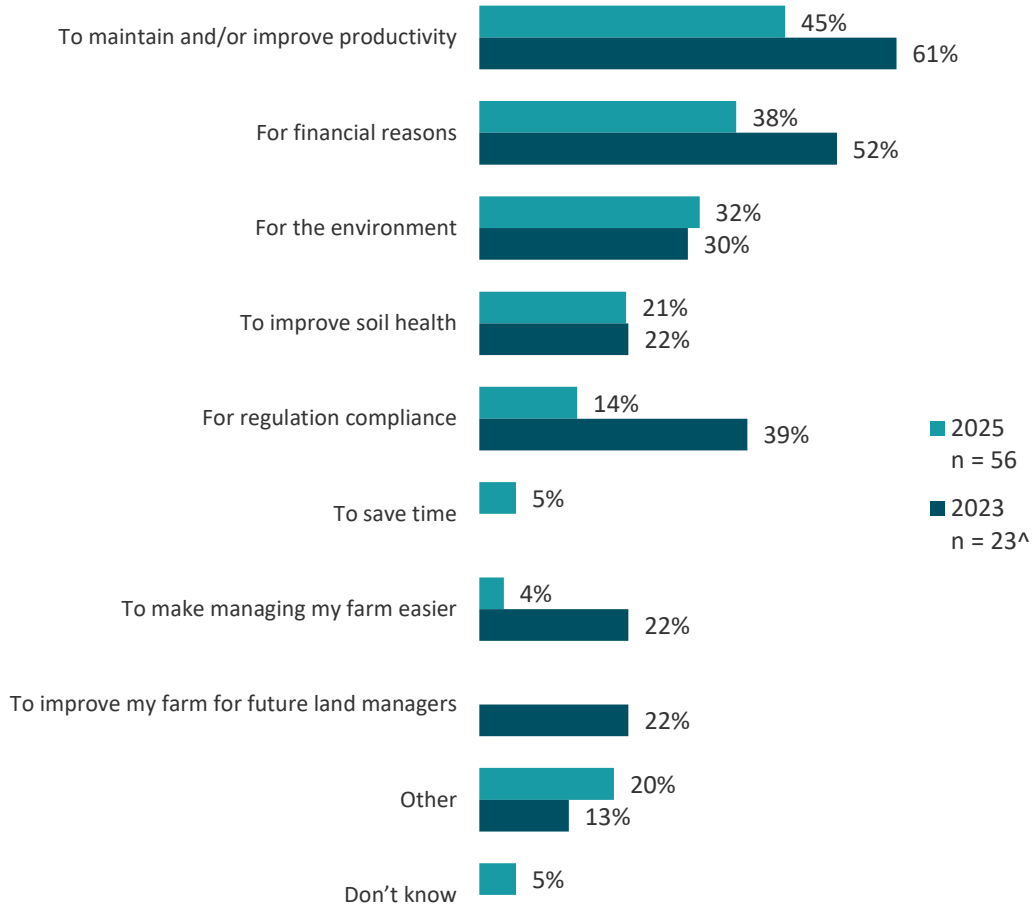
- To maintain and/or improve productivity (45%, 61% 2023)
- For financial reasons (38%, 52% 2023)
- For the environment (32%, 30% 2023)
- To improve soil health (21%, 22% 2023).

While the results are not significantly different it appears sugarcane growers in 2025 were less likely than in 2023 to cite regulation compliance (14%, 39% 2023), making the farm easier to manage (4%, 22% 2023), or improving the farm for future land managers (0%, 22% 2023).

Other reasons are displayed in the adjacent chart.

Q26 - What are the THREE MAIN reasons for why you would or do use these pesticide management practices?

Base: All sugarcane respondents providing an answer



^ Caution small cell size

5.2 Reasons for using pesticide management practices by region and reef program

Q26 - What are the THREE MAIN reasons for why you would or do use these pesticide management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total Sugarcane n = 56	Cape York n = 0^	Wet Tropics n = 25^	Burdekin n = 9^	Mackay Whitsunday n = 16^	Fitzroy n = 0^	Burnett Mary n = 6^	Yes n = 35	No /Not sure n = 21^	Industry best mgt n = 28^	Nutrient mgt n = 29^	Sed. reduct./ gully remed. n = 11^	Chemical improv't n = 21^	Irrigation mgt n = 8^
To maintain and/or improve productivity	45%		56%	44%	38%		17%	46%	43%	50%	45%	45%	48%	25%
For financial reasons	38%		40%	67%	25%		17%	40%	33%	46%	41%	55%	33%	38%
For the environment	32%		36%	22%	38%		17%	40%	19%	39%	45%	27%	43%	50%
To improve soil health	21%		16%	33%	19%		33%	17%	29%	21%	17%	9%	29%	38%
For regulation compliance	14%		16%	11%	19%			14%	14%	14%	14%	9%	10%	
To save time	5%		4%		13%			6%	5%	4%	3%		5%	
To make managing my farm easier	4%		8%					6%			7%	9%	5%	
Other	20%		12%	11%	25%		50%	29%	5%	25%	28%	36%	24%	50%
Don't know	5%				13%		17%	3%	10%		3%			

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.2 Reasons for using pesticide management practices by demographics

Q26 - What are the THREE MAIN reasons for why you would or do use these pesticide management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total Sugarcane n = 56	1971 or later n = 15^	1961 to 1970 n = 20^	1960 or earlier n = 20^	Male n = 52	Female n = 3^	School education n = 35	Certificate/ Diploma /Advanced Diploma n = 12^	Bachelor degree or above n = 8^	30 yrs or less n = 13^	31-50 yrs n = 31	51+ yrs n = 11^	100 or less n = 16^	101-500 n = 32	501-10,000 n = 8^	10,001+ n = 0^
To maintain and/or improve productivity	45%	47%	35%	55%	44%	67%	49%	50%	25%	54%	35%	64%	56%	38%	50%	
For financial reasons	38%	20%	50%	40%	38%	33%	37%	25%	50%	31%	39%	45%	25%	44%	38%	
For the environment	32%	27%	35%	30%	31%	67%	26%	42%	50%	31%	32%	36%	25%	38%	25%	
To improve soil health	21%	27%	25%	10%	21%	33%	14%	42%	25%	23%	23%	18%	38%	13%	25%	
For regulation compliance	14%	27%	10%	10%	13%	33%	9%	8%	38%	31%	13%		19%	13%	13%	
To save time	5%	7%	5%	5%	6%		3%		25%		10%		13%	3%		
To make managing my farm easier	4%		10%		2%	33%			25%		3%	9%	6%	3%		
Other	20%	20%	25%	15%	21%		26%	17%		15%	23%	18%	6%	28%	13%	
Don’t know	5%		5%	10%	4%		9%				6%		6%	3%	13%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.3 Challenges with using pesticide management practices

The most commonly noted challenges or barriers to selecting lower risk pesticides were:

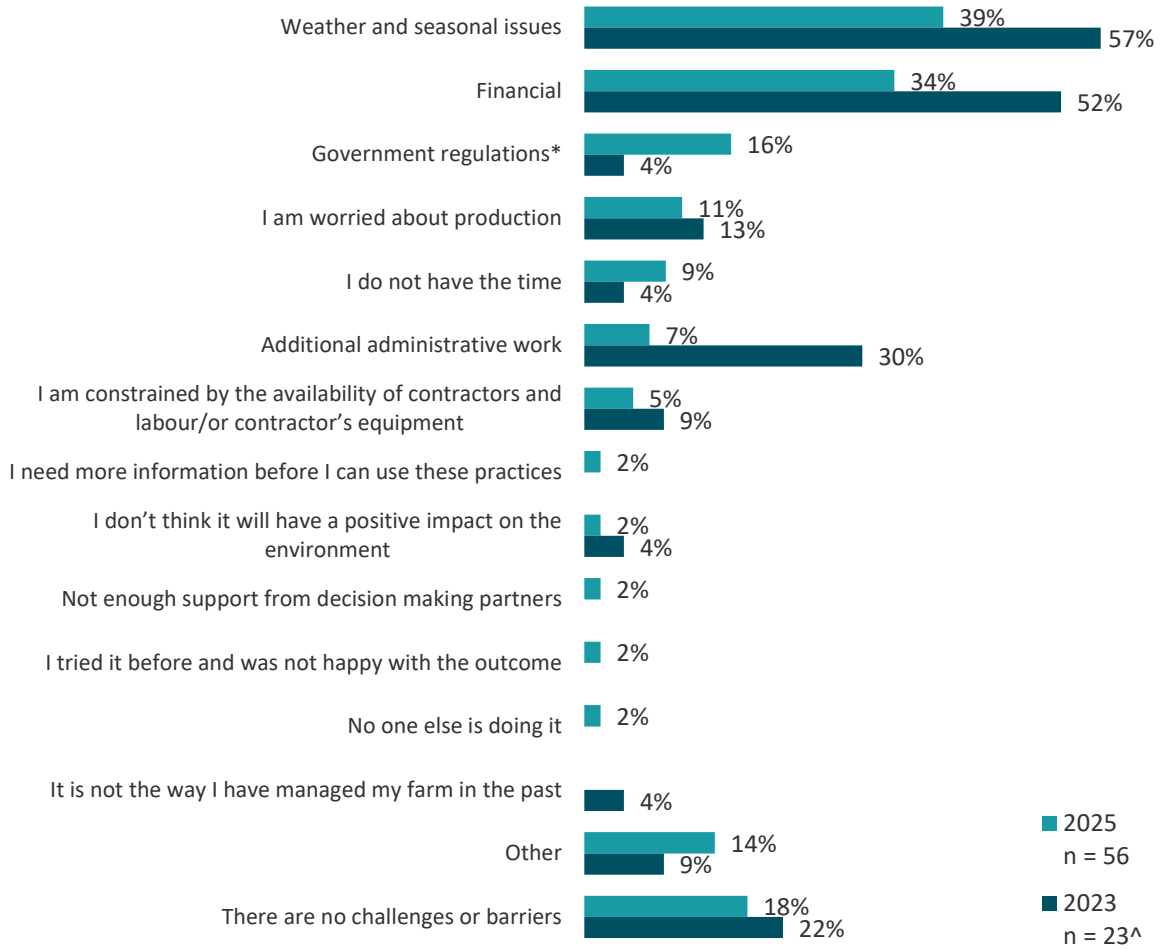
- Weather and seasonal issues (39%, 57% 2023)
- Financial reasons (34%, 52% 2023)
- Government regulations* (16%, 4% 2023)
- Concerns about production (11%, 13% 2023).

While the results are not significantly different it appears sugarcane growers in 2025 were less likely than in 2023 to cite weather and seasonal issues (39%, 57% 2023), financial (34%, 52% 2023), or additional administrative work (7%, 30% 2023) as barriers.

18% of sugarcane growers indicated there were no challenges or barriers to using pesticide management practices (22% 2023).

Q27 - What are the THREE MAIN challenges or barriers to starting or continuing to use these pesticide management practices?

Base: All sugarcane respondents providing an answer



^ Caution small cell size

* Code added during analysis in recoding 'other' responses (not visible for respondents)

5.3 Challenges with using pesticide management practices by region and reef program

Q27 - What are the THREE MAIN challenges or barriers to starting or continuing to use these pesticide management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total Sugarcane n = 56	Cape York n = 0^	Wet Tropics n = 25^	Burdekin n = 9^	Mackay Whitsunday n = 16^	Fitzroy n = 0^	Burnett Mary n = 6^	Yes n = 35	No /Not sure n = 21^	Industry best mgt n = 28^	Nutrient mgt n = 29^	Sed. reduct./ gully remed. n = 11^	Chemical improv't n = 21^	Irrigation mgt n = 8^
Weather and seasonal issues	39%		52%	11%	38%		33%	49%	24%	50%	48%	27%	43%	50%
Financial	34%		48%	11%	31%		17%	43%	19%	46%	41%	36%	33%	25%
Government regulations*	16%		4%	44%	19%		17%	17%	14%	18%	21%	27%	19%	25%
I am worried about production	11%		12%		13%		17%	11%	10%	7%	10%	9%	14%	
I do not have the time	9%		8%		13%		17%	11%	5%	11%	10%	9%	10%	25%
Additional administrative work	7%		4%		19%			9%	5%	7%	10%	18%	14%	25%
I am constrained by the availability of contractors and labour/or contractor's equipment	5%		4%	11%	6%			9%		11%	7%	9%	5%	
I need more information before I can use these practices	2%		4%					3%		4%	3%		5%	
I don't think it will have a positive impact on the environment	2%		4%						5%					
Not enough support from decision making partners	2%				6%			3%					5%	
I tried it before and was not happy with the outcome	2%		4%						5%					
No one else is doing it	2%		4%						5%					
Other	14%		8%	22%	13%		33%	14%	14%	14%	14%	18%	14%	13%
There are no challenges or barriers	18%		20%	22%	19%			14%	24%	14%	17%	9%	19%	

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.3 Challenges with using pesticide management practices by demographics

Q27 - What are the THREE MAIN challenges or barriers to starting or continuing to use these pesticide management practices? - Coded by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total Sugarcane n = 56	1971 or later n = 15^	1961 to 1970 n = 20^	1960 or earlier n = 20^	Male n = 52	Female n = 3^	School education n = 35	Certificate/ Diploma /Advanced Diploma n = 12^	Bachelor degree or above n = 8^	30 yrs or less n = 13^	31-50 yrs n = 31	51+ yrs n = 11^	100 or less n = 16^	101-500 n = 32	501-10,000 n = 8^	10,001+ n = 0^
Weather and seasonal issues	39%	33%	45%	35%	38%	67%	31%	42%	63%	46%	35%	45%	50%	38%	25%	
Financial	34%	47%	30%	30%	33%	67%	23%	42%	63%	46%	32%	27%	25%	31%	63%	
Government regulations*	16%	20%	25%	5%	15%	33%	17%	17%	13%	23%	19%		19%	19%		
I am worried about production	11%	7%	15%	10%	8%	67%	6%	8%	38%		19%		19%	9%		
I do not have the time	9%	13%	5%	10%	10%		9%	8%	13%	15%	3%	18%	6%	13%		
Additional administrative work	7%	7%	5%	10%	4%	33%	9%	8%		8%	6%		6%	6%	13%	
I am constrained by the availability of contractors and labour/or contractor's equipment	5%	13%	5%		4%	33%		25%		15%	3%			9%		
I need more information before I can use these practices	2%	7%			2%			8%		8%				3%		
I don't think it will have a positive impact on the environment	2%		5%		2%			8%			3%		6%			
Not enough support from decision making partners	2%			5%	2%		3%				3%		6%			
I tried it before and was not happy with the outcome	2%		5%		2%			8%			3%		6%			
No one else is doing it	2%		5%		2%			8%			3%		6%			
Other	14%	33%	5%	10%	15%		17%	8%	13%	15%	19%		13%	13%	25%	
There are no challenges or barriers	18%	7%	15%	30%	19%		23%	8%	13%	8%	13%	45%	6%	25%	13%	

* Code added during analysis in recoding 'other' responses (not visible for respondents)
^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

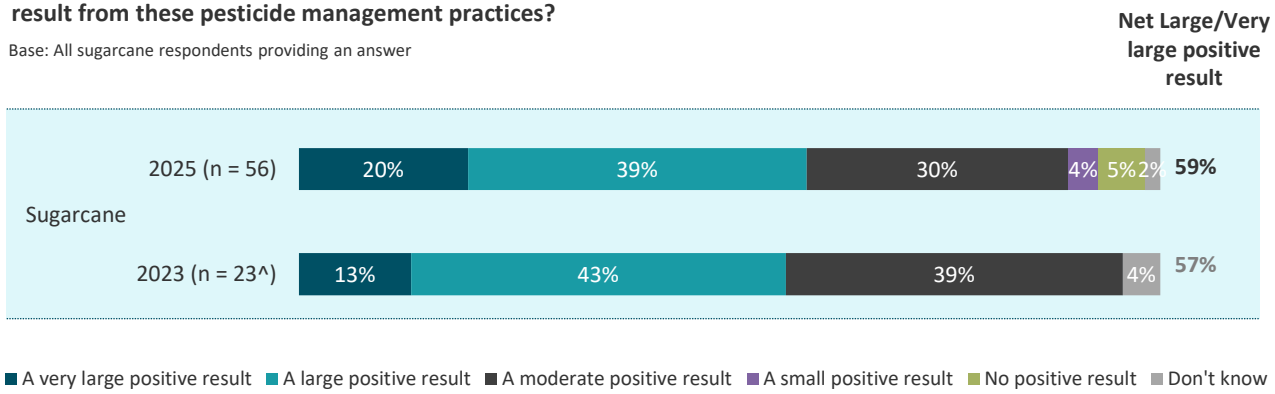
5.4 Expectations of positive result from pesticide management practices

93% of sugarcane growers in 2025 indicated they expect at least some positive result from using the prompted pesticide management practices (96% 2023).

59% expected a large/very large result (57% 2023). 34% expected a moderate/small positive result (39% 2023) while 5% anticipated no positive result (0% 2023). 2% were unsure (4% 2023).

Q28 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these pesticide management practices?

Base: All sugarcane respondents providing an answer



^ Caution small cell size

5.4 Expectations of positive result from pesticide management practices by region and reef program

Q28 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these pesticide management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total Sugarcane n = 56	Cape York n = 0^	Wet Tropics n = 25^	Burdekin n = 9^	Mackay Whitsunday n = 16^	Fitzroy n = 0^	Burnett Mary n = 6^	Yes n = 35	No /Not sure n = 21^	Industry best mgt n = 28^	Nutrient mgt n = 29^	Sed. reduct./ gully remed. n = 11^	Chemical improv't n = 21^	Irrigation mgt n = 8^
A very large positive result	20%		16%	33%	19%		17%	20%	19%	18%	21%	27%	24%	25%
A large positive result	39%		36%	44%	44%		33%	40%	38%	46%	41%	18%	38%	25%
VERY LARGE/LARGE	59%		52%	78%	63%		50%	60%	57%	64%	62%	45%	62%	50%
A moderate positive result	30%		36%	22%	19%		50%	31%	29%	29%	28%	36%	24%	25%
A small positive result	4%		4%		6%			3%	5%	4%	3%	9%	5%	13%
MODERATE/SMALL	34%		40%	22%	25%		50%	34%	33%	32%	31%	45%	29%	38%
NET POSITIVE	93%		92%	100%	88%		100%	94%	90%	96%	93%	91%	90%	88%
No positive result	5%		8%		6%			6%	5%	4%	7%	9%	10%	13%
Don't know	2%				6%				5%					

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.4 Expectations of positive result from pesticide management practices by demographics

Q28 - Overall, thinking about all the possible impacts, to what degree do you expect a positive result from these pesticide management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total Sugarcane n = 56	1971 or later n = 15^	1961 to 1970 n = 20^	1960 or earlier n = 20^	Male n = 52	Female n = 3^	School education n = 35	Certificate/ Diploma /Advanced Diploma n = 12^	Bachelor degree or above n = 8^	30 yrs or less n = 13^	31-50 yrs n = 31	51+ yrs n = 11^	100 or less n = 16^	101-500 n = 32	501-10,000 n = 8^	10,001+ n = 0^
A very large positive result	20%	13%	25%	20%	19%	33%	17%	33%	13%	23%	23%	9%	13%	22%	25%	
A large positive result	39%	40%	35%	40%	40%	33%	40%	42%	38%	46%	35%	45%	50%	41%	13%	
VERY LARGE/LARGE	59%	53%	60%	60%	60%	67%	57%	75%	50%	69%	58%	55%	63%	63%	38%	
A moderate positive result	30%	40%	25%	30%	31%	33%	29%	17%	50%	23%	32%	36%	25%	31%	38%	
A small positive result	4%	7%		5%	4%		6%			8%	3%		6%		13%	
MODERATE/SMALL	34%	47%	25%	35%	35%	33%	34%	17%	50%	31%	35%	36%	31%	31%	50%	
NET POSITIVE	93%	100%	85%	95%	94%	100%	91%	92%	100%	100%	94%	91%	94%	94%	88%	
No positive result	5%		15%		6%		6%	8%			6%	9%	6%	6%		
Don't know	2%			5%			3%								13%	

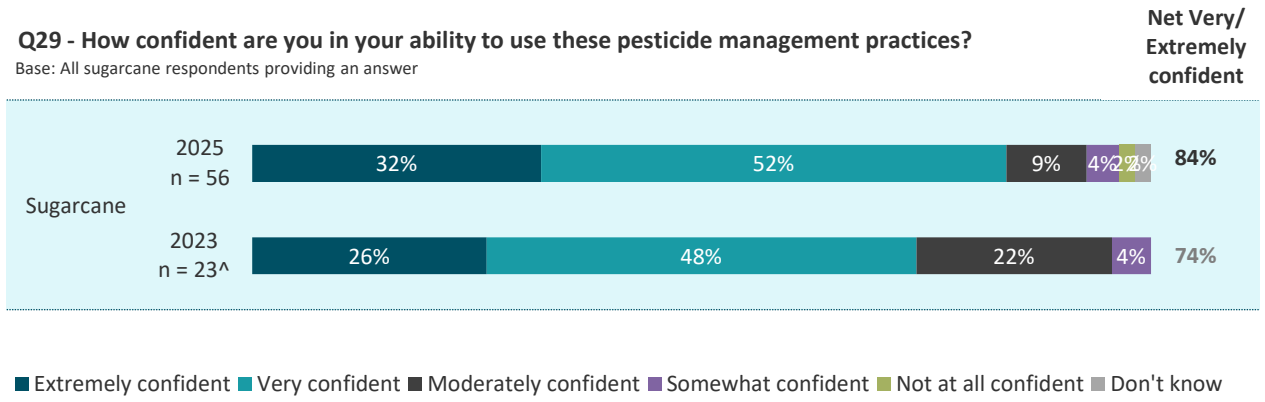
^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.5 Confidence in ability to use pesticide management practices

96% of sugarcane growers in 2025 were confident in their ability to use the prompted pesticide management practices (100% 2023). 84% were very or extremely confident (74% 2023) while 13% were moderately or somewhat confident (26% 2023) in their abilities. 2% were not at all confident (0% 2023) and 2% were unsure (0% 2023).

Q29 - How confident are you in your ability to use these pesticide management practices?

Base: All sugarcane respondents providing an answer



^ Caution small cell size

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

5.5 Confidence in ability to use pesticide management practices by region and reef program

Q29 - How confident are you in your ability to use these pesticide management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total Sugarcane n = 56	Cape York n = 0^	Wet Tropics n = 25^	Burdekin n = 9^	Mackay Whitsunday n = 16^	Fitzroy n = 0^	Burnett Mary n = 6^	Yes n = 35	No /Not sure n = 21^	Industry best mgt n = 28^	Nutrient mgt n = 29^	Sed. reduct./ gully remed. n = 11^	Chemical improv't n = 21^	Irrigation mgt n = 8^
Extremely confident	32%		32%	56%	19%		33%	31%	33%	29%	34%	55%	29%	25%
Very confident	52%		48%	33%	69%		50%	57%	43%	57%	55%	36%	57%	38%
EXTREMELY/VERY	84%		80%	89%	88%		83%	89%	76%	86%	90%	91%	86%	63%
Moderately confident	9%		12%		6%		17%	9%	10%	11%	7%	9%	10%	25%
Somewhat confident	4%		4%	11%				3%	5%	4%	3%		5%	13%
MODERATE/SOMEWHAT	13%		16%	11%	6%		17%	11%	14%	14%	10%	9%	14%	38%
NET CONFIDENT	96%		96%	100%	94%		100%	100%	90%	100%	100%	100%	100%	100%
Not at all confident	2%		4%						5%					
Don't know	2%				6%				5%					

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.5 Confidence in ability to use pesticide management practices by demographics

Q29 - How confident are you in your ability to use these pesticide management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total Sugarcane n = 56	1971 or later n = 15^	1961 to 1970 n = 20^	1960 or earlier n = 20^	Male n = 52	Female n = 3^	School education n = 35	Certificate/ Diploma /Advanced Diploma n = 12^	Bachelor degree or above n = 8^	30 yrs or less n = 13^	31-50 yrs n = 31	51+ yrs n = 11^	100 or less n = 16^	101-500 n = 32	501-10,000 n = 8^	10,001+ n = 0^
Extremely confident	32%	27%	40%	30%	31%	67%	31%	42%	25%	31%	29%	45%	31%	31%	38%	
Very confident	52%	60%	50%	45%	54%	33%	49%	50%	63%	54%	58%	36%	63%	59%		
EXTREMELY/VERY	84%	87%	90%	75%	85%	100%	80%	92%	88%	85%	87%	82%	94%	91%	38%	
Moderately confident	9%	13%		15%	10%		14%			8%	10%	9%		6%	38%	
Somewhat confident	4%		5%	5%	4%		3%		13%	8%		9%		3%	13%	
MODERATE/SOMEWHAT	13%	13%	5%	20%	13%		17%		13%	15%	10%	18%		9%	50%	
NET CONFIDENT	96%	100%	95%	95%	98%	100%	97%	92%	100%	100%	97%	100%	94%	100%	88%	
Not at all confident	2%		5%		2%			8%			3%		6%			
Don't know	2%			5%			3%								13%	

The online and telephone surveys labelled each point on the scale (including the mid-point as moderately confident). The hardcopy survey only labelled the anchors (e.g. Extremely confident and Not at all confident).

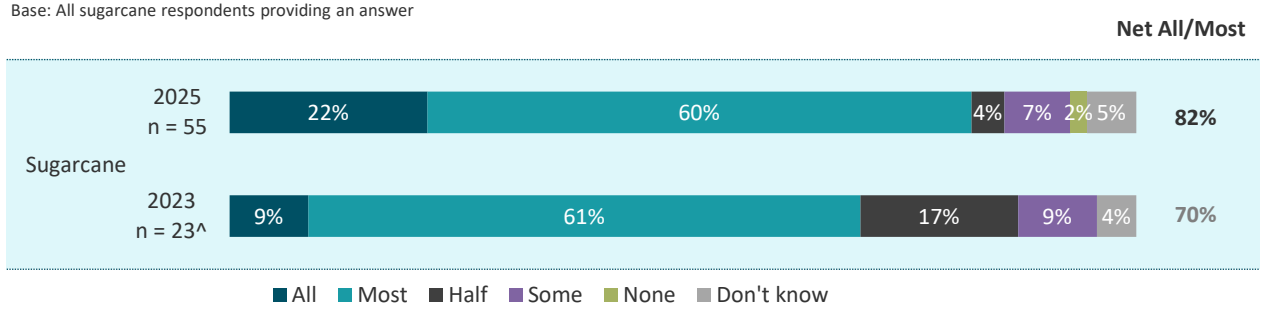
^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.6 Respondent estimate of number of landholders using pesticide management practices

82% of sugarcane growers in 2025 felt that most or all landholders they know or know of were using at least one of the prompted pesticide management practices (70% in 2023). 11% felt that some or half were using (26% 2023), while 2% felt no landholders were using such practices (0% 2023). 5% were unsure (4% 2023).

Q30 - Thinking about the landholders you know, or know of, what proportion do you think are using these pesticide management practices?

Base: All sugarcane respondents providing an answer



^ Caution small cell size

5.6 Respondent estimate of number of landholders using pesticide management practices by region and reef program

Q30 - Thinking about the landholders you know, or know of, what proportion do you think are using these pesticide management practices? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total Sugarcane n = 55	Cape York n = 0^	Wet Tropics n = 24^	Burdekin n = 9^	Mackay Whitsunday n = 16^	Fitzroy n = 0^	Burnett Mary n = 6^	Yes n = 34	No /Not sure n = 21^	Industry best mgt n = 27^	Nutrient mgt n = 28^	Sed. reduct./ gully remed. n = 10^	Chemical improv't n = 20^	Irrigation mgt n = 8^
All	22%		17%	22%	31%		17%	12%	38%	11%	11%	30%	15%	25%
Most	60%		71%	56%	44%		67%	76%	33%	78%	79%	70%	70%	63%
SUB-TOTAL ALL/MOST	82%		88%	78%	75%		83%	88%	71%	89%	89%	100%	85%	88%
Half	4%			11%	6%			3%	5%	4%	4%		5%	13%
Some	7%		8%		6%		17%	6%	10%	7%	7%		5%	
None	2%		4%						5%					
Don't know	5%			11%	13%			3%	10%				5%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

5.6 Respondent estimate of number of landholders using pesticide management practices by demographics

Q30 - Thinking about the landholders you know, or know of, what proportion do you think are using these pesticide management practices? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 55	1971 or later n = 15^	1961 to 1970 n = 20^	1960 or earlier n = 19^	Male n = 51	Female n = 3^	School education n = 34	Certificate/ Diploma /Advanced Diploma n = 12^	Bachelor degree or above n = 8^	30 yrs or less n = 13^	31-50 yrs n = 31	51+ yrs n = 10^	100 or less n = 16^	101-500 n = 31	501-10,000 n = 8^	10,001+ n = 0^
All	22%	27%	20%	21%	24%		26%	25%		31%	19%	20%	**38%**	**13%**	**25%**	
Most	60%	53%	60%	63%	59%	100%	59%	58%	63%	69%	55%	70%	44%	71%	50%	
SUB-TOTAL ALL/MOST	82%	80%	80%	84%	82%	100%	85%	83%	63%	100%	74%	90%	81%	84%	75%	
Half	4%	7%	5%		4%		3%	8%			6%			3%	13%	
Some	7%	13%	10%		8%		3%		38%		13%		6%	10%		
None	2%		5%		2%			8%			3%		6%			
Don't know	5%			16%	4%		9%				3%	10%	6%	3%	13%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

SUMMARY – Management practices used 2025

SOIL MANAGEMENT

NET USE		96%
Grazing (n=158)	NET USE	97%
	Have a high amount of forage left in the paddock at the end of dry season	91%
	Manage areas of poor land condition so they can recover	80%
	Areas close to streams are managed to have higher levels of ground cover	73%
Grains (n=14^)	NET USE	93%
	Use controlled traffic farming practices	79%
	Maintain more high ground cover between October to March	93%
	Have correctly designed & functional contour banks on areas >1% slope	86%
Sugarcane (n=56)	NET USE	91%
	Maintain high ground cover during the wet season, especially in fallows	91%
Bananas (n=2^)	NET USE	100%
	Maintain high covered ground on the inter-rows	100%
	Fallow areas maintain high cover	100%
	Areas >3% slope are contour planted or have contour banks	100%
Horticulture (n=43)	NET USE	98%
	Maintain high ground cover on the inter-rows (tree crops)	72%
	Maintain high ground cover on fallow areas	74%
	Use controlled traffic	58%
Do not use any of these practices but am planning to make changes		1%
Do not use any of these practices and am not planning to make any changes		2%
Don’t know		1%

NUTRIENT MANAGEMENT

NET USE		86%
Sugarcane (n=55)	NET USE	96%
	Use the least amount of inputs as possible to reduce surplus nutrients	96%
Bananas (n=2^)	NET USE	100%
	Timing (frequency), placement and amount of fertiliser on crops is optimised to reduce surplus nutrients	100%
Horticulture (n=44)	NET USE	73%
	Use a tailored, farm-specific Nutrient Management Plan	73%
Do not use this practice but am planning to make changes		2%
Do not use this practice and am not planning to make any changes		9%
Don't know		3%

IRRIGATION MANAGEMENT

NET USE		93%
Sugarcane (n=31)	NET USE	94%
	Irrigation water applied matches crop demands	84%
	Tonnes of cane grown per ML of water is maximised	81%
Horticulture (n=42)	NET USE	93%
	Adjust irrigation based on monitoring water use and soil moisture	88%
	Use an Irrigation Management Plan across the whole of farm	48%
Do not use any of these practices but am planning to make changes		
Do not use any of these practices and am not planning to make any changes		5%
Don’t know		1%

PESTICIDE MANAGEMENT

NET USE		88%
Sugarcane (n=56)	**NET USE**	**88%**
	Selecting lower risk pesticides	88%
Do not use this practice but am planning to make changes		2%
Do not use this practice and am not planning to make any changes		7%
Don't know		4%

Results have been filtered by commodity (i.e. for grazing, percentages are based only on graziers (n=158) etc); ^ Caution small cell size; Blank cells indicate no response; Filter: 2025

6.0 Land management practices

6.1 Support from industry groups

64% of all survey respondents in 2025 considered that the amount of support and advice provided by industry groups and/or peak bodies about land management practice was 'about right' (61% 2023). 24% felt there was not enough support and advice provided (26% 2023) , while 4% received too much (5% 2023). 8% of respondents were unsure (8% 2023).

Results were statistically consistent with 2023.

Sub-group findings

Commodity findings

Sugarcane growers were significantly more likely than other producers to indicate the amount of support and advice provided was 'about right' (79%, 64% average) or 'too much' (9%, 4% average).

Graziers were significantly *less* likely than other segments to indicate the amount of support and advice provided was 'about right' (58%, 64% average). 28% of graziers felt there was 'too little' support provided, 3% felt there was 'too much' and 10% were unsure.

79% of grain growers felt the support provided was 'about right' and 14% felt it was 'too little'. 7% were unsure.

61% of horticulture/banana growers felt the support provided was 'about right', 26% felt it was 'too little' and 2% felt it was 'too much'. 11% were unsure.

Funded program participation findings

78% of funded program participants felt the amount of support and advice provided was 'about right', compared to 59% among non-participants.

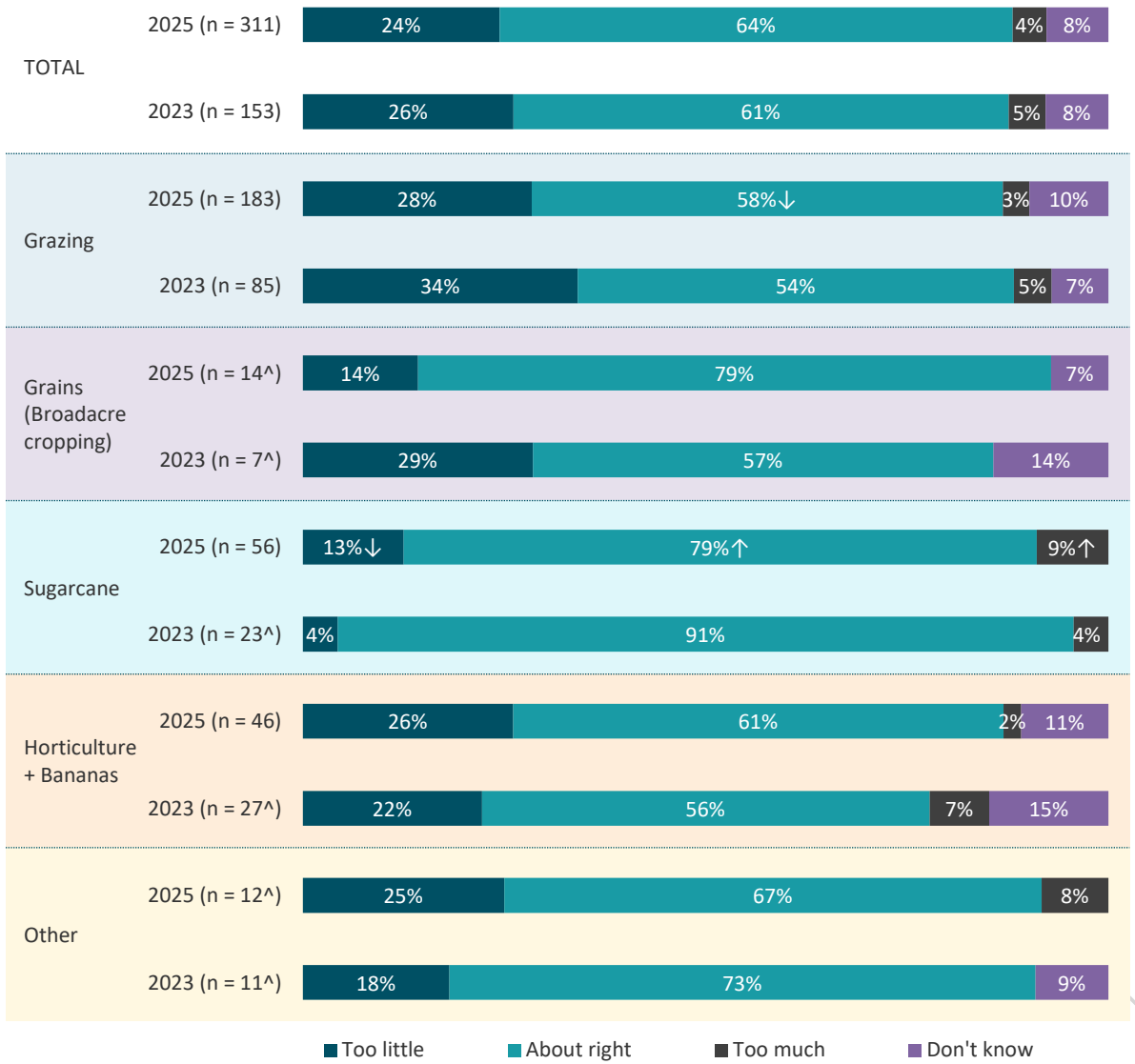
Other findings

Those born in 1971 or later (aged less than 55 years) were more likely to indicate there was 'too little' advice and support provided (33%, 24% average).

Those whose highest level of education was school were *less* likely than average to feel there was 'too little' advice and support provided (20%, 24% average).

Q31 - Generally, would you say the amount of support and advice provided by industry groups and/or peak bodies about land management practices is...?

Base: All respondents providing an answer



↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

^ Caution small cell size

6.1 Support from industry groups by region and reef program and demographics

Q31 - Generally, would you say the amount of support and advice provided by industry groups and/or peak bodies about land management practices is...? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 311	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 38	Mackay Whitsunday n = 32	Fitzroy n = 76	Burnett Mary n = 110	Yes n = 80	No /Not sure n = 192	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Too little	24%	50%	28%	18%	13%	26%	26%	18%	26%	10%	8% ↓	21%	12%	
About right	64%	50%	66%	66%	72%	62%	61%	78% ↑	59% ↓	83%	86%	72%	81%	89%
Too much	4%		2%	8%	9%	4%	3%	5%	4%	8%	5%	7%	8%	11%
Don't know	8%		4%	8%	6%	8%	10%		11% ↑					

Q31 - Generally, would you say the amount of support and advice provided by industry groups and/or peak bodies about land management practices is...? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 311	1971 or later n = 91	1961 to 1970 n = 90	1960 or earlier n = 123	Male n = 241	Female n = 66	School education n = 178	Certificate/ Diploma /Advanced Diploma n = 81	Bachelor degree or above n = 49	30 yrs or less n = 68	31-50 yrs n = 123	51+ yrs n = 82	100 or less n = 72	101-500 n = 83	501-10,000 n = 88	10,001+ n = 31
Too little	24%	33% ↑	21%	20%	22%	32%	20% ↓	28%	31%	25%	24%	22%	25%	22%	25%	19%
About right	64%	56%	70%	65%	64%	62%	65%	63%	63%	63%	66%	62%	57%	67%	65%	71%
Too much	4%	3%	3%	6%	5%	2%	5%	4%	2%	4%	2%	7%	6%	5%	2%	6%
Don't know	8%	8%	6%	9%	9%	5%	10%	5%	4%	7%	8%	9%	13%	6%	8%	3%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.2 Clarity of information from industry groups

46% of respondents felt the information provided by industry groups and/or peak bodies about land management practices was either somewhat clear or very clear (46% 2023). 34% rated the clarity of information as average/mid-point of scale* (35% 2023). 13% of producers believed the information provided was unclear (14% 2023). 6% were unsure (5% 2023).

Results were statistically consistent with 2023.

Sub-group findings

Commodity findings

Sugarcane growers were more likely than others to rate the information provided as clear (70%, 46% average), while graziers registered the lowest score (38% clear). Horticulture/banana growers were more likely than others to indicate the information was 'very unclear' (11%, 4% average) or were unsure (13%, 6% average).

Regional findings

In terms of region, highest ratings for information clarity were registered by Mackay Whitsunday producers (where there is a higher than average proportion of sugarcane respondents) (63%), while the lowest scores were observed among producers in the Fitzroy region (mainly grazing respondents) (35%) (46% average).

Other findings

Respondents who have been involved in the agriculture industry for more than 50 years were significantly less likely to feel the information provided was clear (35%, 46% average).

Those with 101-500 hectares under production were more likely than others to indicate the information was clear (55%, 46% average).

Q32 - Generally, is the information provided by industry groups and/or peak bodies about land management practices ...?

Base: All respondents providing an answer 2025

^ Caution small cell size

* The online and telephone surveys labelled each point on the scale (including the mid-point as average). The hardcopy survey only labelled the anchors (e.g. very unclear and very clear).

6.2 Clarity of information from industry groups by region and reef program

Q32 - Generally, is the information provided by industry groups and/or peak bodies about land management practices ...? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 311	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 38	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 109	Yes n = 80	No /Not sure n = 193	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Very clear	18%		21%	16%	28%	13%	19%	24%	17%	29%	35% ↑	19%	35%	33%
Somewhat clear	28%	50%	34%	24%	34%	22%	28%	31%	25%	31%	38%	26%	35%	22%
NET 'CLEAR'	46%	50%	55%	39%	63% ↑	35% ↓	47%	55%	42%	60%	73% ↑	44% ↓	69%	56%
Average/Midpoint	34%	50%	26%	50% ↑	25%	42%	30%	33%	34%	31%	19% ↓	40%	19%	33%
Somewhat unclear	10%		6%	8%	9%	13%	10%	11%	9%	10%	8%	16%	12%	11%
Very unclear	4%		8%			4%	4%	1%	5%					
NET 'UNCLEAR'	13%		13%	8%	9%	17%	14%	13%	13%	10%	8%	16%	12%	11%
Don't know	6%		6%	3%	3%	6%	9%		10% ↑					

The online and telephone surveys labelled each point on the scale (including the mid-point as average). The hardcopy survey only labelled the anchors (e.g. very unclear and very clear).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.2 Clarity of information from industry groups by demographics

Q32 - Generally, is the information provided by industry groups and/or peak bodies about land management practices ...? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 311	1971 or later n = 90	1961 to 1970 n = 90	1960 or earlier n = 124	Male n = 241	Female n = 66	School education n = 178	Certificate/ Diploma /Advanced Diploma n = 81	Bachelor degree or above n = 49	30 yrs or less n = 68	31-50 yrs n = 123	51+ yrs n = 83	100 or less n = 72	101-500 n = 83	501-10,000 n = 88	10,001+ n = 32
Very clear	18%	18%	24%	15%	19%	15%	19%	15%	22%	22%	20%	13%	19%	25%	16%	9%
Somewhat clear	28%	30%	24%	29%	29%	21%	25%	31%	35%	28%	30%	22%	25%	30%	25%	28%
NET 'CLEAR'	46%	48%	49%	44%	48%	36%	44%	46%	57%	50%	50%	35% ↓	44%	55% ↑	41%	38%
Average/Midpoint	34%	30%	34%	38%	32%	45% ↑	38%	35%	22%	32%	28%	43% ↑	29%	23% ↓	42% ↑	50% ↑
Somewhat unclear	10%	16% ↑	9%	5% ↓	9%	11%	6% ↓	12%	14%	12%	9%	8%	4%	12%	11%	9%
Very unclear	4%	2%	3%	4%	5%		4%	5%		1%	5%	4%	7%	5%	1%	
NET 'UNCLEAR'	13%	18%	12%	9%	14%	11%	10%	17%	14%	13%	14%	12%	11%	17%	13%	9%
Don't know	6%	4%	4%	9%	6%	8%	8%	2%	6%	4%	7%	10%	15% ↑	5%	5%	3%

The online and telephone surveys labelled each point on the scale (including the mid-point as average). The hardcopy survey only labelled the anchors (e.g. very unclear and very clear).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.3 Trustworthiness of information sources

Respondents were asked to indicate the extent to which they *trust* a range of sources for information or advice about land management practices.

Qualified private agronomists were the most widely trusted source of information (75%, 79% 2023), followed by:

- Industry peak or representative bodies (66%, 66% 2023)
- Queensland Department of Agriculture and Fisheries# (64%, 62% 2023)
- Chemical or fertiliser retailers (63%, 58% 2023).

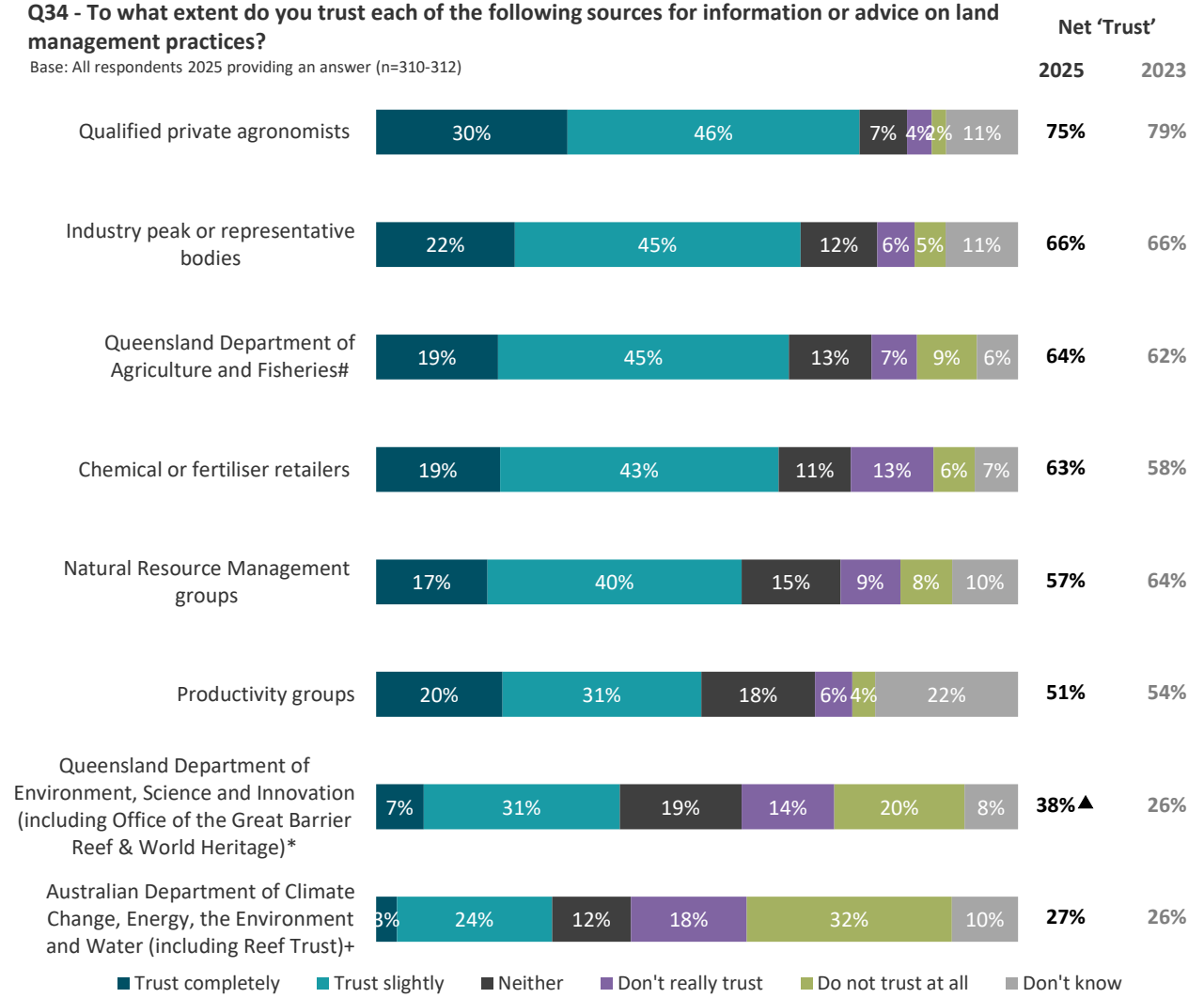
38% of respondents indicated they trust the Queensland Department of Environment, Science and Innovation (an increase from 26% in 2023 when referred to as Queensland government).

The Australian Department of Climate Change, Energy, the Environment and Water was the least widely trusted source of information, (27%, 26% 2023) (asked as Federal Government in 2023) .

Refer to the following slides for sub-group findings.

Q34 - To what extent do you trust each of the following sources for information or advice on land management practices?

Base: All respondents 2025 providing an answer (n=310-312)



▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

Asked as Queensland Department of Agriculture and Fisheries extension officers in 2023
* Asked as Queensland Government in 2023
+ Asked as Federal Government in 2023

The 2023 survey also included: Other growers/producers whose opinion I value (93% trust), Friends and family (77%) and Research institutions (72%). These were not included in 2025.

6.3 Trustworthiness of information sources by commodity type

Commodity findings

Sugarcane growers were more likely than others to trust qualified private agronomists (88%, 75% average), industry peak bodies (80%, 66% average), chemical or fertiliser retailers (84%, 63% average), or productivity groups (88%, 51% average). Sugarcane growers were *less* likely than others to trust the Queensland Department of Agriculture and Fisheries (53%, 64% average).

Graziers were more likely than others to trust Natural Resource Management groups (64%, 57% average) or the Australian Department of Climate Change, Energy, the Environment and Water (32%, 27% average). Graziers were *less* likely than others to trust qualified private agronomists (70%, 75% average), industry peak bodies (61%, 66% average), or productivity groups (42%, 51% average).

Trust of Natural Resource Management groups was lowest among horticulture/banana growers (37%, 57% average).

Q34 - To what extent do you trust each of the following sources for information or advice on land management practices? NET TRUST by COMMODITY BY YEAR

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas		Other	
	2023 n = 154	2025 n = 312	2023 n = 85	2025 n = 184	2023 n = 7^	2025 n = 14^	2023 n = 23^	2025 n = 56	2023 n = 27^	2025 n = 46	2023 n = 12^	2025 n = 12^
Qualified private agronomists	79%	75%	80%	70%↓	86%	93%	78%	88%↑	81%	78%	73%	67%
Industry peak or representative bodies	66%	66%	64%	61%↓	86%	57%	65%	80%↑	74%	74%	58%	64%
Queensland Department of Agriculture and Fisheries	62%	64%	65%	68%	57%	57%	48%	53%↓	70%	65%	50%	58%
Chemical or fertiliser retailers	58%	63%	49%	60%	29%	57%	82%	84%↑	77%	53%	50%	50%
Natural Resource Management groups	64%	57%	68%	64%↑	71%	57%	52%	54%	67%	37%↓	50%	33%
Productivity groups	54%	51%	49%	42%↓	57%	50%	87%	88%↑	48%	49%	42%	17%
Queensland Department of Environment, Science and Innovation (including Office of the Great Barrier Reef & World Heritage)*	26%	38%▲	23%	40%▲		43%	18%	38%	48%	33%	25%	25%
Australian Department of Climate Change, Energy, the Environment and Water (including Reef Trust)+	26%	27%	20%	32%↑▲		14%	23%	22%	52%	22%	25%	17%

Asked as Queensland Department of Agriculture and Fisheries extension officers in 2023
* Asked as Queensland Government in 2023
+ Asked as Federal Government in 2023
^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

6.3 Trustworthiness of information sources – subgroup findings

Sub-group findings

Regional findings

Compared with respondents in other regions, those in the Burnett Mary region were more likely than others to trust the Queensland Department of Agriculture and Fisheries (74%, 64% average) or the Australian Department of Climate Change, Energy, the Environment and Water (38%, 27% average).

Those in Burdekin were *less* likely than average to trust the Queensland Department of Agriculture and Fisheries (46%, 64% average), while those in Fitzroy were *less* likely than others to trust chemical or fertiliser retailers (51%, 63% average).

Funded program participation findings

Funded program participants were more likely than others to trust qualified private agronomists (84%, 73% among non-participants), industry peak bodies (76%, 61% non-participants), or productivity groups (65%, 48% non-participants).

Other findings

Males were more likely than females to trust qualified private agronomists (79%, 65% female), chemical or fertiliser retailers (67%, 50% female), or productivity groups (54%, 40% female).

Trust of chemical or fertiliser retailers was higher among those with a school-level education (70%) and lower among those with a bachelor degree or above (48%) or those with more than 10,000 hectares under production (41%) (63% average).

Trust of qualified private agronomists was lower among those with more than 50 years in the agriculture industry (66%) or those with more than 10,000 hectares under production (56%) (75% average).

Those with more than 10,000 hectares under production were less likely than others to trust the Australian Department of Climate Change, Energy, the Environment and Water (13%, 27% average).

6.3 Trustworthiness of information sources by region and reef program

Q34 - To what extent do you trust each of the following sources for information or advice on land management practices? NET TRUST by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 312	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 110	Yes n = 80	No /Not sure n = 194	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Qualified private agronomists	75%		79%	64%	84%	69%	81%	84% ↑	73%	87%	89%	77%	100%	100%
Industry peak or representative bodies	66%	50%	72%	59%	78%	63%	65%	76% ↑	61% ↓	77%	76%	79%	85%	89%
Queensland Department of Agriculture and Fisheries	64%	50%	63%	46% ↓	66%	60%	74% ↑	62%	65%	65%	56%	60%	56%	67%
Chemical or fertiliser retailers	63%		72%	56%	74%	51% ↓	66%	61%	63%	57%	73% ↑	53%	77%	78%
Natural Resource Management groups	57%	50%	45%	46%	56%	62%	63%	66%	54%	65%	68%	67%	73%	89%
Productivity groups	51%		62%	46%	66%	43%	48%	65% ↑	48% ↓	69%	78% ↑	52% ↓	69%	78%
Queensland Department of Environment, Science and Innovation (including Office of the Great Barrier Reef & World Heritage	38%		27%	38%	53%	31%	44%	30%	42%	31%	28%	31%	40%	56%
Australian Department of Climate Change, Energy, the Environment and Water (including Reef Trust)	27%		19%	21%	25%	23%	38% ↑	27%	30%	22%	19%	26%	28%	33%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.3 Trustworthiness of information sources by demographics

Q34 - To what extent do you trust each of the following sources for information or advice on land management practices? NET TRUST by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 312	1971 or later n = 90	1961 to 1970 n = 90	1960 or earlier n = 126	Male n = 241	Female n = 67	School education n = 179	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 49	30 yrs or less n = 67	31-50 yrs n = 124	51+ yrs n = 84	100 or less n = 72	101-500 n = 83	501-10,000 n = 88	10,001+ n = 32
Qualified private agronomists	75%	82%	80%	68% ↓	79% ↑	65% ↓	72%	78%	84%	84%	77%	66% ↓	75%	82%	77%	56% ↓
Industry peak or representative bodies	66%	73%	66%	62%	67%	64%	66%	64%	69%	70%	66%	61%	62%	72%	65%	59%
Queensland Department of Agriculture and Fisheries	64%	67%	70%	60%	63%	71%	62%	65%	73%	70%	64%	62%	68%	61%	65%	66%
Chemical or fertiliser retailers	63%	61%	64%	63%	67% ↑	50% ↓	70% ↑	56%	48% ↓	58%	65%	62%	61%	73% ↑	61%	41% ↓
Natural Resource Management groups	57%	61%	60%	52%	55%	65%	55%	63%	53%	64%	54%	58%	48%	55%	64%	69%
Productivity groups	51%	56%	49%	50%	54% ↑	40%	53%	45%	51%	51%	56%	48%	46%	65% ↑	49%	42%
Queensland Department of Environment, Science and Innovation (including Office of the Great Barrier Reef & World Heritage*	38%	44%	33%	37%	37%	42%	39%	38%	31%	45%	40%	30%	40%	37%	41%	31%
Australian Department of Climate Change, Energy, the Environment and Water (including Reef Trust)+	27%	31%	22%	30%	26%	35%	27%	30%	29%	33%	24%	33%	23%	29%	39% ↑	13% ↓

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.4 Field days, workshops, grower events and shed meetings

74% of respondents agreed that field days, workshops, grower events or shed meetings run in their area were well worth the effort of attending (69% 2023). 53% felt that such events were usually well attended by producers (57% 2023).

In 2025 respondents were more likely than in 2023 to indicate these opportunities were regularly available in their area (49%, 39% in 2023).

Sub-group findings

Commodity findings

Sugarcane growers were more likely than other commodity producers to agree events were worth the effort of attending (91%, 74% average), were well attended (68%, 53% average), or regularly available in their area (82%, 49% average).

Graziers were *less* likely than other commodity producers to agree events were well attended (47%, 53% average), or regularly available in their area (37%, 49% average).

Regional findings

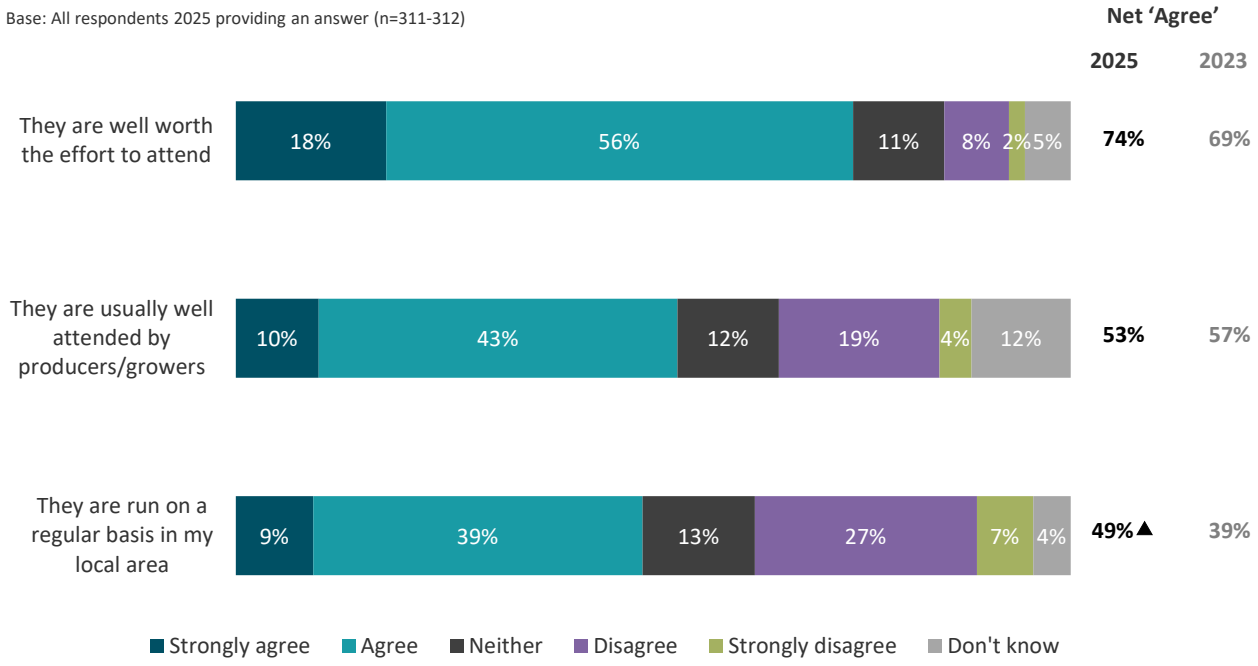
Those operating in the Fitzroy region were the least likely to agree such events were worth the effort to attend (62%, 74% average) or were well attended (43%, 53% average). Producers in the Wet Tropics (68%) were the most likely to agree events were well attended (53% average).

Funded program participation findings

Program participants were more likely than non-participants to agree events were worth the effort of attending (87%, 69% non-participants) or regularly available in their area (66%, 44% non-participants).

Q35 - How strongly do you agree with the following statements about field days, workshops, grower events or shed meetings that are run in your area for your main commodity?

Base: All respondents 2025 providing an answer (n=311-312)



^ Caution small cell size

6.4 Field days, workshops, grower events and shed meetings by commodity type

Q35 - How strongly do you agree with the following statements about field days, workshops, grower events or shed meetings that are run in your area for your main commodity? NET AGREE by COMMODITY BY YEAR

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas		Other	
	2023 n = 153	2025 n = 311	2023 n = 84	2025 n = 185	2023 n = 7^	2025 n = 14^	2023 n = 23^	2025 n = 56	2023 n = 27^	2025 n = 44	2023 n = 12^	2025 n = 12^
They are well worth the effort to attend	69%	74%	69%	74%	86%	64%	83%	91%↑	56%	64%	58%	50%
They are usually well attended by producers/growers	57%	53%	54%	47%↓	71%	50%	74%	68%↑	52%	62%	50%	42%
They are run on a regular basis in my local area	39%	49%▲	29%	37%↓	57%	57%	78%	82%↑	37%	56%	25%	33%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

6.4 Field days, workshops, grower events and shed meetings by region and reef program and demographics

Q35 - How strongly do you agree with the following statements about field days, workshops, grower events or shed meetings that are run in your area for your main commodity? NET AGREE by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 312	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 109	Yes n = 80	No /Not sure n = 194	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
They are well worth the effort to attend	74%	100%	81%	74%	74%	62% ↓	78%	87% ↑	69% ↓	92%	95%	84%	88%	100%
They are usually well attended by producers/ growers	53%	100%	68% ↑	44%	50%	43% ↓	56%	60%	51%	67%	70%	58%	77%	67%
They are run on a regular basis in my local area	49%	50%	60%	44%	63%	42%	46%	66% ↑	44% ↓	77%	81% ↑	56% ↓	85%	89%

Q35 - How strongly do you agree with the following statements about field days, workshops, grower events or shed meetings that are run in your area for your main commodity? NET AGREE by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 312	1971 or later n = 90	1961 to 1970 n = 89	1960 or earlier n = 126	Male n = 240	Female n = 67	School education n = 179	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 48	30 yrs or less n = 67	31-50 yrs n = 123	51+ yrs n = 84	100 or less n = 71	101-500 n = 84	501-10,000 n = 88	10,001+ n = 32
They are well worth the effort to attend	74%	79%	75%	71%	75%	74%	72%	73%	85%	78%	75%	69%	75%	76%	70%	78%
They are usually well attended by producers/growers	53%	57%	44% ↓	57%	55%	46%	55%	45%	60%	51%	57%	49%	56%	52%	52%	50%
They are run on a regular basis in my local area	49%	54%	46%	46%	51%	42%	48%	40%	63% ↑	57%	50%	45%	54%	50%	56%	31% ↓

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.5 Number of field days, workshops, grower events and shed meetings

As in 2023, opinions in 2025 were divided as to whether the number of field days, workshops, grower events or shed meetings run in their area for their main commodity were about right (46%, 47% 2023) or too few (46%, 43% 2023). Only 1% felt there were too many events (1% 2023), while 7% were unsure (10% 2023).

Sub-group findings

Commodity findings

Graziers (54%) were the commodity segment most likely to rate the number of field days, workshops, grower events or shed meetings as being too few (46% average). Sugarcane growers (68%) and horticulture/banana growers (62%) were more likely than others to indicate the number of events was 'about right' (46% average).

Regional findings

Those operating in the Wet Tropics region were the most likely to indicate the number of events was 'about right' (60%, 46% average).

Funded program participation findings

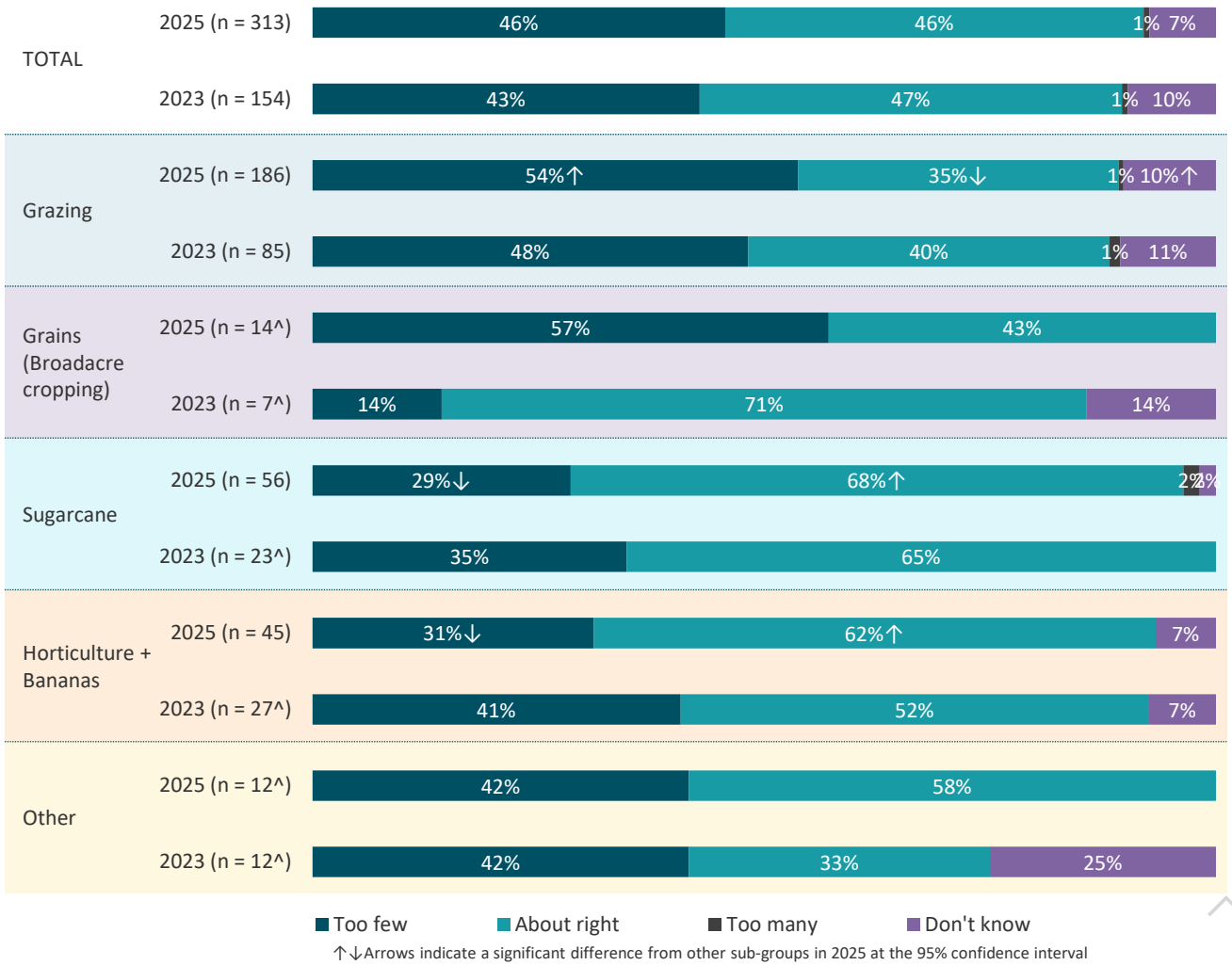
Program participants were more likely than non-participants to indicate the number of events was 'about right' (63%, 42% non-participants) or too many (3%, 0% non-participants). 49% of non-participants felt there were too few events (34% participants).

Other findings

Those born in 1971 or later (aged less than 55 years) were more likely than others to indicate there were too many events (2%, 0% among older respondents).

Q36 - Thinking about the number of field days, workshops, grower events or shed meetings that are run in your area for your main commodity, are there…?

Base: All respondents providing an answer



^ Caution small cell size

6.5 Number of field days, workshops, grower events and shed meetings by region and reef program and demographics

Q36 - Thinking about the number of field days, workshops, grower events or shed meetings that are run in your area for your main commodity, are there…? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 313	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 110	Yes n = 80	No /Not sure n = 195	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Too few	46%	100%	40%	49%	34%	52%	45%	34% ↓	49% ↑	35%	38%	35%	31%	22%
About right	46%		60% ↑	41%	50%	39%	46%	63% ↑	42% ↓	60%	59%	63%	65%	67%
Too many	1%			3%	3%			3% ↑		4%	3%	2%	4%	11%
Don't know	7%			8%	13%	9%	8%	1% ↓	9% ↑	2%				

Q36 - Thinking about the number of field days, workshops, grower events or shed meetings that are run in your area for your main commodity, are there…? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 313	1971 or later n = 90	1961 to 1970 n = 89	1960 or earlier n = 127	Male n = 241	Female n = 67	School education n = 180	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 48	30 yrs or less n = 67	31-50 yrs n = 123	51+ yrs n = 85	100 or less n = 71	101-500 n = 84	501-10,000 n = 89	10,001+ n = 32
Too few	46%	53%	44%	43%	44%	52%	47%	48%	42%	43%	46%	42%	41%	43%	44%	56%
About right	46%	40%	53%	46%	49%	37%	43%	49%	50%	48%	47%	48%	48%	50%	48%	41%
Too many	1%	2% ↑			1%		1%			1%	1%		1%			3%
Don't know	7%	4%	3%	10%	6%	10%	9%	4%	8%	7%	6%	9%	10%	7%	8%	

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.6 Participation in environmental markets initiatives

9% of respondents indicated they were currently involved or had been involved in environmental market initiatives. 33% expressed an interest in participating in the future, while 48% had not been involved and were unlikely to be involved in the future. 10% were unsure. This was a new topic in 2025.

Sub-group findings

Commodity findings

The segments most likely to have been involved in environmental initiatives were horticulture/banana (17%) and sugarcane (13%) growers.

Graziers (6%) and grain growers (7%) were less likely to have participated.

Funded program participation findings

Non-participants were more likely to indicate they had not been involved and were unlikely to be involved in the future (53%, 35% among participants). Participants were more likely to be unsure (17%, 8% non-participants).

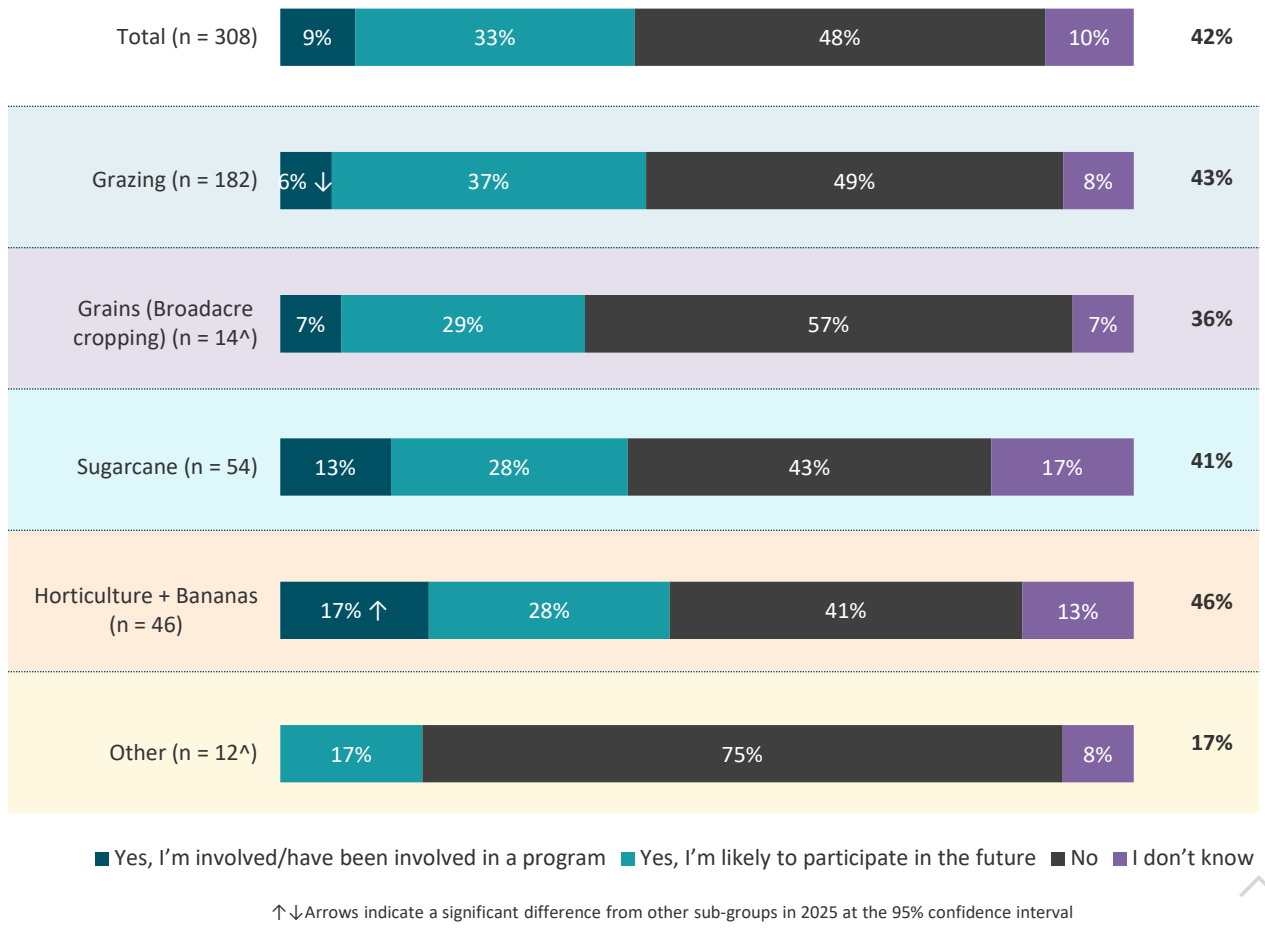
Other findings

Those more likely to express an interest in participating in the future were those born in 1971 or later (aged less than 55 years) (47%) or those with 501-10,000 hectares under production (44%) (33% average).

Those who were more likely to indicate they had not been involved and were unlikely to be involved in the future were those born in 1960 or earlier (aged 65+ years) (61%), those whose highest level of education was school (53%), or those who have been in the agriculture industry for more than 50 years (63%) (48% average).

Respondents were provided with the following information about environmental market initiatives:
You may have heard about opportunities for landholders to benefit from environmental markets (i.e. delivering water quality benefits to earn Reef Credits or undertaking a carbon farming project to earn Australian Carbon Credit Units). Environmental markets try to encourage landholders to change their land management practices by rewarding the landholder in return for delivering improved environmental outcomes.

Q36a - Would you be likely to participate in any environmental markets initiatives?
Base: All respondents providing an answer



↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

New in 2025; ^ Caution small cell size

6.6 Participation in environmental markets initiatives by region and reef program and demographics

Q36a - Would you be likely to participate in any environmental markets initiatives? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 308	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 38	Mackay Whitsunday n = 31	Fitzroy n = 76	Burnett Mary n = 108	Yes n = 78	No /Not sure n = 192	Industry best mgt n = 51	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 41	Chemical improv't n = 26^	Irrigation mgt n = 9^
Yes, I'm involved/have been involved in a program	9%		15%	11%	6%	5%	8%	14%	7%	14%	16%	15%	12%	
Yes, I'm likely to participate in the future	33%	50%	32%	26%	35%	38%	31%	35%	31%	33%	35%	29%	31%	33%
SUB-TOTAL YES	42%	50%	47%	37%	42%	43%	39%	49%	39%	47%	51%	44%	42%	33%
No	48%		42%	58%	39%	46%	53%	35% ↓	53% ↑	29%	38%	46% ↑	46%	44%
I don't know	10%	50%	11%	5%	19%	11%	8%	17% ↑	8% ↓	24%	11%	10%	12%	22%

Q36a - Would you be likely to participate in any environmental markets initiatives? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 308	1971 or later n = 90	1961 to 1970 n = 89	1960 or earlier n = 124	Male n = 240	Female n = 65	School education n = 176	Certificate/ Diploma /Advanced Diploma n = 81	Bachelor degree or above n = 48	30 yrs or less n = 68	31-50 yrs n = 119	51+ yrs n = 84	100 or less n = 70	101-500 n = 83	501-10,000 n = 87	10,001+ n = 31
Yes, I'm involved/have been involved in a program	9%	10%	13%	5% ↓	8%	11%	5% ↓	14%	15%	15%	9%	5%	10%	12%	7%	6%
Yes, I'm likely to participate in the future	33%	47% ↑	31%	23% ↓	35%	28%	35%	25%	40%	41%	31%	26%	26%	27%	44% ↑	29%
SUB-TOTAL YES	42%	57% ↑	45%	28% ↓	43%	38%	40%	38%	54%	56% ↑	40%	31% ↓	36%	39%	51% ↑	35%
No	48%	37% ↓	40%	61% ↑	48%	45%	53% ↑	48%	29% ↓	32% ↓	46%	63% ↑	50%	48%	41%	61%
I don't know	10%	7%	15%	10%	9%	17%	7% ↓	14%	17%	12%	13%	6%	14%	13%	8%	3%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.7 Reasons for participating in environmental markets initiatives

The main reasons provided by respondents for participating in environmental markets initiatives included:

- Financial incentives (43%)
- Environmental benefits (28%)
- Increased productivity of the land (23%).

Sub-group findings

Commodity findings

Sugarcane growers were less likely than other commodity producers to cite increased productivity of the land as a reason for participating (8%, 23% average).

Regional findings

Respondents in the Wet Tropics were more likely than others to cite the opportunity to diversify income sources and better manage risk (22%, 12% average). Respondents in the Mackay Whitsunday region were more likely than others to mention for future land managers (19%, 9% average).

Funded program participation findings

Participants were more likely than non-participants to cite financial incentives (55%, 39% non-participants) or the opportunity to diversify income sources and better manage risk (21%,9% non-participants).

Other findings

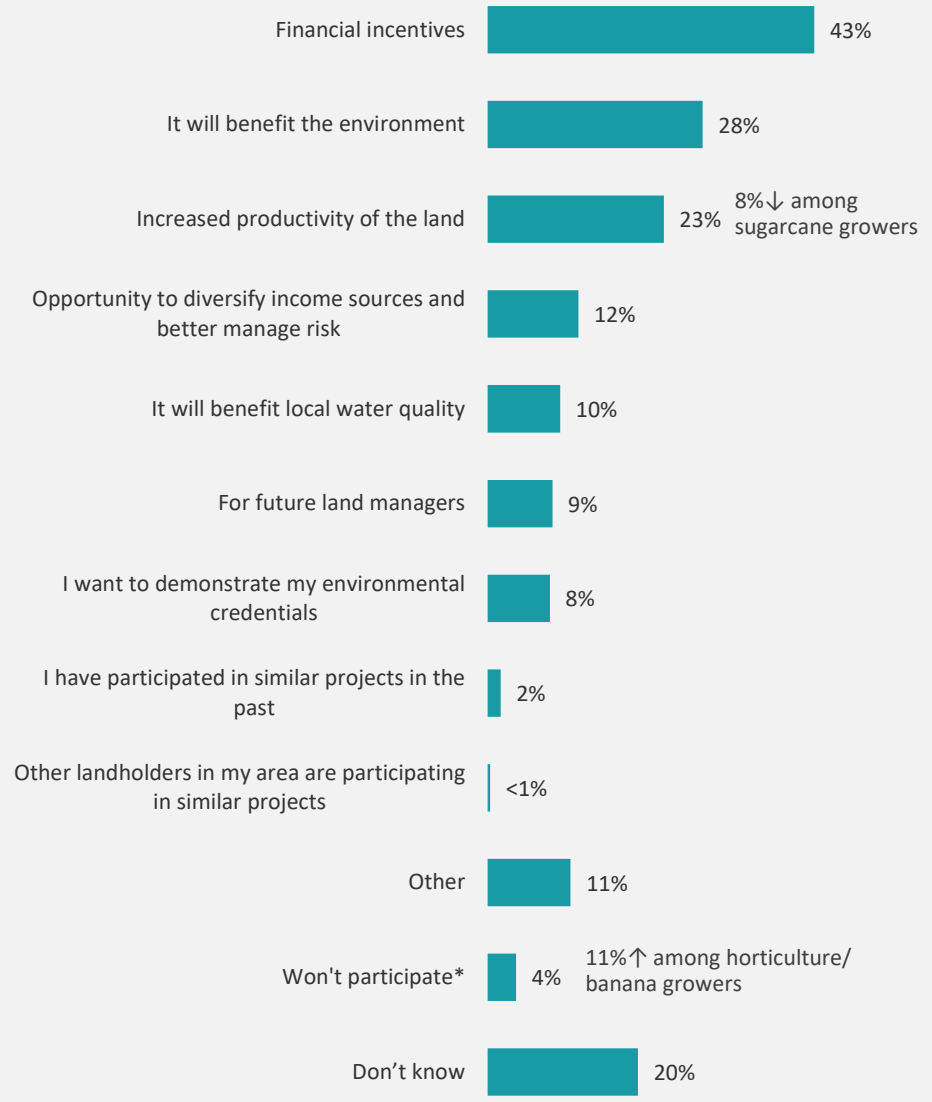
Financial incentives were more commonly mentioned by those with a bachelor degree or above (68%) or those with 101-500 hectares under production (55%) (43% average).

Environmental benefits were more commonly mentioned by those born 1961-70 (aged 55-64 years) (39%) or those with 100 or less hectares under production (38%) (28% average).

The opportunity to diversify income sources and better manage risk was more commonly mentioned by those with a bachelor degree or above (30%) or those born in 1971 or later (aged less than 55 years) (18%) (12% average).

Q36b - What would be the THREE MAIN reasons for participating?

Base: All respondents 2025 providing an answer (n=293)



↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

* Code added during analysis in recoding 'other' responses (not visible for respondents)

New in 2025

6.7 Reasons for participating in environmental markets initiatives by commodity type

Q36b - What would be the THREE MAIN reasons for participating? by COMMODITY

Column %	Total n = 293	Grazing n = 173	Grains (Broadacre cropping) n = 14^	Sugarcane n = 51	Horticulture + Bananas n = 44	Other n = 11^
Financial incentives	43%	42%	29%	47%	45%	45%
It will benefit the environment	28%	28%	43%	25%	27%	27%
Increased productivity of the land	23%	27%	43%	8% ↓	25%	9%
Opportunity to diversify income sources and better manage risk	12%	12%	14%	16%	9%	9%
It will benefit local water quality	10%	10%	14%	8%	9%	9%
For future land managers	9%	9%	7%	10%	7%	
I want to demonstrate my environmental credentials	8%	7%	7%	12%	9%	9%
I have participated in similar projects in the past	2%	2%		2%		
Other landholders in my area are participating in similar projects	0%		7%			
Other	11%	9%	21%	10%	16%	9%
Won't participate*	4%	2%			11% ↑	18%
Don’t know	20%	21%	21%	27%	11%	

* Code added during analysis in recoding ‘other’ responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.7 Reasons for participating in environmental markets initiatives by region and reef program

Q36b - What would be the THREE MAIN reasons for participating? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 293	Cape York n = 2^	Wet Tropics n = 50	Burdekin n = 37	Mackay Whitsunday n = 31	Fitzroy n = 72	Burnett Mary n = 101	Yes n = 75	No /Not sure n = 181	Industry best mgt n = 49	Nutrient mgt n = 34	Sed. reduct./ gully remed. n = 40	Chemical improv't n = 24^	Irrigation mgt n = 9^
Financial incentives	43%	50%	52%	43%	39%	40%	42%	55% ↑	39% ↓	53%	59%	50%	63%	56%
It will benefit the environment	28%	50%	28%	22%	35%	26%	30%	31%	28%	31%	35%	23%	38%	33%
Increased productivity of the land	23%	50%	8% ↓	19%	23%	28%	29%	24%	25%	29%	15%	20%	13%	22%
Opportunity to diversify income sources and better manage risk	12%		22% ↑	3%	6%	13%	12%	21% ↑	9% ↓	29%	21%	18%	4%	
It will benefit local water quality	10%		8%	8%	10%	13%	9%	12%	9%	10%	6%	10%	4%	11%
For future land managers	9%		8%	11%	19% ↑	6%	7%	12%	8%	14%	12%	15%	13%	
I want to demonstrate my environmental credentials	8%		8%	8%	6%	11%	7%	11%	7%	14%	15%	5%	13%	
I have participated in similar projects in the past	2%		2%			3%	2%	3%	1%	2%		5%		
Other landholders in my area are participating in similar projects	0%					1%		1%			3%			
Other	11%		12%	11%	10%	14%	9%	9%	11%	6%	6%	10%	8%	11%
Won't participate*	4%		2%	5%		3%	6%	3%	4%	2%		5%		
Don’t know	20%		20%	24%	32%	14%	19%	12%	20%	12%	15%	18%	17%	22%

* Code added during analysis in recoding ‘other’ responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.7 Reasons for participating in environmental markets initiatives by demographics

Q36b - What would be the THREE MAIN reasons for participating? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 293	1971 or later n = 88	1961 to 1970 n = 84	1960 or earlier n = 117	Male n = 228	Female n = 62	School education n = 166	Certificate/ Diploma /Advanced Diploma n = 77	Bachelor degree or above n = 47	30 yrs or less n = 64	31-50 yrs n = 112	51+ yrs n = 80	100 or less n = 66	101-500 n = 75	501-10,000 n = 87	10,001+ n = 29^
Financial incentives	43%	50%	50%	33% ↓	43%	42%	36% ↓	42%	68% ↑	47%	45%	40%	38%	55% ↑	38%	45%
It will benefit the environment	28%	24%	39% ↑	24%	27%	34%	30%	29%	23%	33%	28%	26%	38% ↑	25%	30%	10%
Increased productivity of the land	23%	24%	24%	21%	23%	26%	21%	25%	30%	30%	22%	25%	20%	17%	32%	34%
Opportunity to diversify income sources and better manage risk	12%	18% ↑	14%	6% ↓	11%	16%	7% ↓	12%	30% ↑	16%	16%	6% ↓	8%	15%	14%	17%
It will benefit local water quality	10%	3% ↓	10%	14%	10%	10%	11%	13%		5%	11%	14%	14%	7%	11%	7%
For future land managers	9%	9%	10%	7%	9%	8%	7%	16% ↑	4%	13%	8%	9%	12%	9%	7%	10%
I want to demonstrate my environmental credentials	8%	8%	13%	5%	8%	8%	7%	10%	11%	13%	8%	5%	8%	11%	7%	7%
I have participated in similar projects in the past	2%	2%		3%	1% ↓	5% ↑	1%	3%	2%	2%	1%	3%	2%	1%	2%	
Other landholders in my area are participating in similar projects	0%			1%	0%			1%			1%				1%	
Other	11%	15%	8%	9%	11%	10%	9%	14%	13%	16%	6%	13%	9%	8%	9%	24%
Won't participate*	4%	5%	2%	4%	5%		4%	3%	6%	3%	4%	4%	8%		5%	3%
Don't know	20%	15%	14%	27% ↑	20%	18%	24% ↑	18%	6% ↓	11%	21%	19%	17%	21%	18%	10%

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.8 Challenges to participating in environmental markets initiatives

The most commonly mentioned barriers to participating in environmental markets initiatives were a lack of awareness or knowledge (23%), cost (22%), and not having the time (21%).

14% were concerned about possible rule changes in the future, 13% felt it wouldn't positively impact their farm, and 13% mentioned uncertainty about monetary benefits/future prices of credits.

Sub-group findings

Commodity findings

Horticulture/banana growers were more likely than others to cite the lack of awareness/ knowledge about environmental markets (36%, 23% average).

Sugarcane growers were more likely than others to mention concerns about productivity (19%, 9% average) or a lack of trust for the organisations running it (12%, 4% average).

Regional findings

Respondents in Fitzroy were more likely than others to mention the risk of rule changes in the future (22%, 14% average). Those in Burdekin were more likely than others to mention concerns over regulatory restrictions/being locked in/interference in operations (16%, 8% average). Respondents in the Wet Tropics were more likely than others to mention a lack of trust for the organisations running it (10%, 4% average).

Funded program participation findings

Program participants were more likely than non-participants to cite the risk of rule changes (26%, 10% non-participants), uncertainty about monetary benefits (25%, 9% non-participants), or having received advice that it will not be beneficial (9%, 3% non-participants).

Other findings

Those born in 1971 or later (aged less than 55 years) were more likely than others to cite cost barriers (34%, 22% average) or concerns over regulatory restrictions/being locked in/ interference in operations (15%, 8% average).

Risk of rule changes in the future was more of a concern for females (23%), those with a bachelor degree or above (24%), or those with 501-10,000 hectares under production (23%) (14% average).

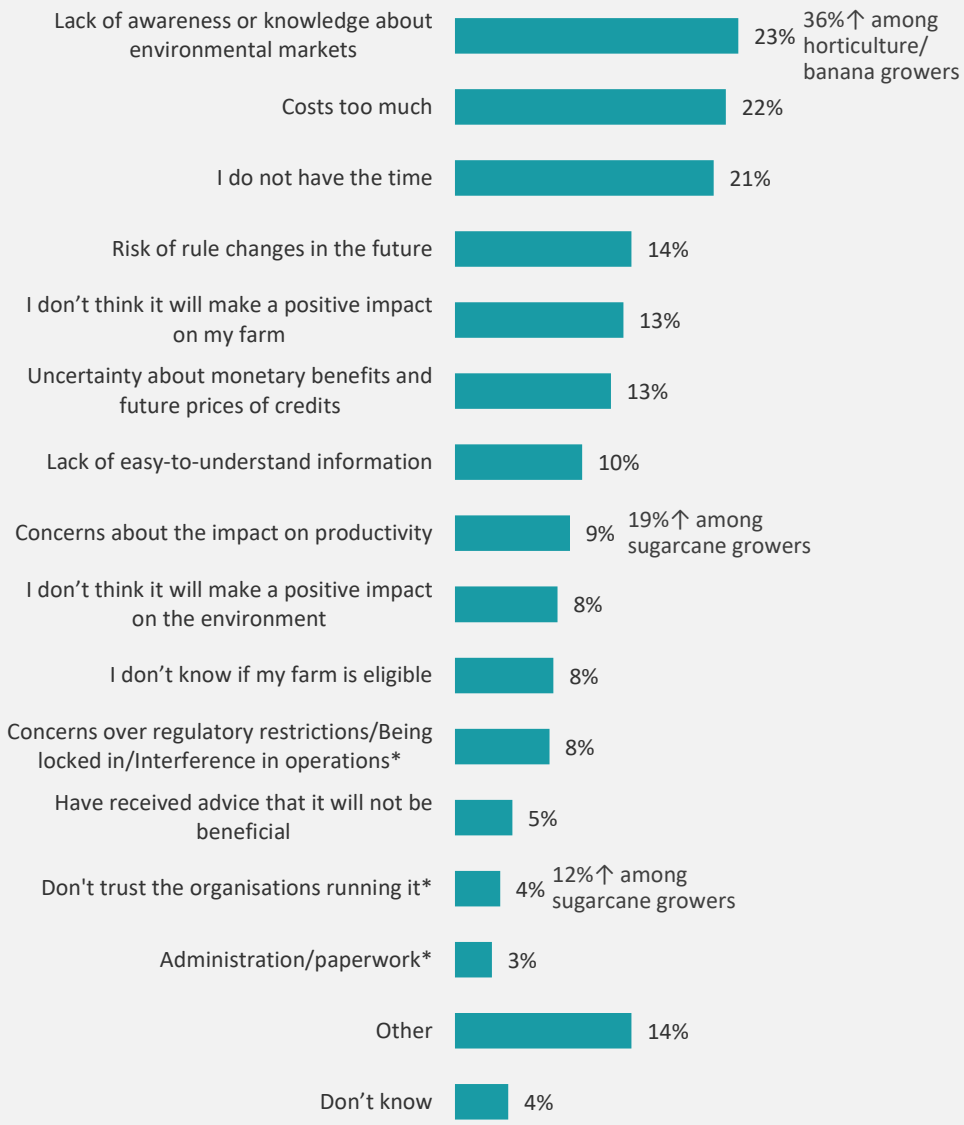
A lack of easy to understand information was more commonly mentioned by females (26%) or those with a bachelor degree or above (20%) (10% average).

Respondents with more than 10,000 hectares under production were more likely than others to mention concerns about the impact on productivity (23%, 9% average) or concerns over regulatory restrictions/being locked in/ interference in operations (20%, 8% average).

Other subgroup differences are shown in the tables on the following slides.

Q36c - What would be the THREE MAIN challenges or barriers to you participating?

Base: All respondents 2025 providing an answer (n=304)



* Code added during analysis in recoding 'other' responses (not visible for respondents)

↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

New in 2025

6.8 Challenges to participating in environmental markets initiatives by commodity type

Q36c - What would be the THREE MAIN challenges or barriers to you participating? by COMMODITY

Column %	Total n = 304	Grazing n = 181	Grains (Broadacre cropping) n = 14^	Sugarcane n = 52	Horticulture + Bananas n = 45	Other n = 12^
Lack of awareness or knowledge about environmental markets	23%	22%	21%	21%	36% ↑	
Costs too much	22%	19%	29%	19%	27%	42%
I do not have the time	21%	23%	14%	13%	22%	25%
Risk of rule changes in the future	14%	16%	29%	10%	4% ↓	25%
I don't think it will make a positive impact on my farm	13%	15%	14%	12%	11%	8%
Uncertainty about monetary benefits and future prices of credits	13%	12%	29%	13%	7%	17%
Lack of easy-to-understand information	10%	10%		10%	11%	17%
Concerns about the impact on productivity	9%	7%	14%	19% ↑	4%	8%
I don't think it will make a positive impact on the environment	8%	7%	14%	6%	11%	17%
I don't know if my farm is eligible	8%	10%		4%	7%	8%
Concerns over regulatory restrictions/Being locked in/Interference in operations*	8%	9%		4%	11%	
Have received advice that it will not be beneficial	5%	5%	7%	4%	2%	8%
Don't trust the organisations running it*	4%	2%		12% ↑		8%
Administration/paperwork*	3%	4%		2%		8%
Other	14%	13%	21%	13%	18%	17%
Don't know	4%	3%		8%	7%	

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.8 Challenges to participating in environmental markets initiatives by region and reef program

Q36c - What would be the THREE MAIN challenges or barriers to you participating? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 304	Cape York n = 2^	Wet Tropics n = 52	Burdekin n = 37	Mackay Whitsunday n = 32	Fitzroy n = 76	Burnett Mary n = 105	Yes n = 76	No /Not sure n = 190	Industry best mgt n = 50	Nutrient mgt n = 35	Sed. reduct./ gully remed. n = 41	Chemical improv't n = 25^	Irrigation mgt n = 9^
Lack of awareness or knowledge about environmental markets	23%		21%	27%	25%	20%	24%	22%	26%	24%	17%	24%	20%	33%
Costs too much	22%	50%	19%	14%	22%	25%	23%	21%	19%	20%	23%	20%	36%	11%
I do not have the time	21%	50%	21%	27%	16%	17%	22%	14%	22%	6%	14%	10%	12%	22%
Risk of rule changes in the future	14%		8%	5%	19%	22% ↑	13%	26% ↑	10% ↓	28%	11% ↓	34%	16%	11%
I don't think it will make a positive impact on my farm	13%		6%	16%	6%	20%	14%	14%	14%	10%	14%	17%	16%	11%
Uncertainty about monetary benefits and future prices of credits	13%		15%	5%	9%	14%	13%	25% ↑	9% ↓	32%	17%	24%	8%	11%
Lack of easy-to-understand information	10%		15%	5%	9%	12%	9%	12%	11%	14%	14%	15%	8%	
Concerns about the impact on productivity	9%		15%	11%	13%	7%	7%	13%	7%	16%	17%	7%	24%	11%
I don't think it will make a positive impact on the environment	8%		6%	8%	13%	11%	7%	7%	9%	8%	9%	12% ↑	8%	11%
I don't know if my farm is eligible	8%		4%	3%	9%	11%	10%	9%	9%	4%		10%	4%	
Concerns over regulatory restrictions/Being locked in/Interference in operations*	8%		4%	16% ↑	3%	9%	7%	9%	7%	8%	3%	10%	4%	
Have received advice that it will not be beneficial	5%	50%	4%	5%	3%	8%	2%	9% ↑	3% ↓	12%	6%	15%	8%	
Don't trust the organisations running it*	4%		10% ↑	5%	6%	1%	1%	5%	3%	8%	9%	2%	12%	
Administration/paperwork*	3%		2%		3%	4%	4%	4%	3%	2%	3%	5%	4%	11%
Other	14%		15%	5%	16%	12%	18%	13%	14%	10%	17%	12%	12%	22%
Don't know	4%		6%	3%	6%	1%	6%	1%	6%	2%	3%		4%	

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

6.8 Challenges to participating in environmental markets initiatives by demographics

Q36c - What would be the THREE MAIN challenges or barriers to you participating? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 304	1971 or later n = 88	1961 to 1970 n = 85	1960 or earlier n = 125	Male n = 234	Female n = 66	School education n = 173	Certificate / Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 46	30 yrs or less n = 66	31-50 yrs n = 117	51+ yrs n = 83	100 or less n = 68	101-500 n = 81	501-10,000 n = 88	10,001+ n = 30
Lack of awareness or knowledge about environmental markets	**23%**	**18%**	**24%**	**25%**	**23%**	**24%**	**23%**	**23%**	**22%**	**18%**	**27%**	**27%**	**31%**	**22%**	**23%**	**23%**
Costs too much	22%	34% ↑	19%	14% ↓	22%	21%	21%	17%	28%	27%	18%	17%	25%	20%	19%	10%
I do not have the time	21%	19%	22%	20%	20%	24%	23%	17%	20%	18%	17%	25%	15%	11% ↓	30% ↑	27%
Risk of rule changes in the future	14%	17%	14%	11%	11% ↓	23% ↑	9% ↓	17%	24% ↑	21%	9% ↓	18%	10%	10%	23% ↑	17%
I don't think it will make a positive impact on my farm	13%	9%	13%	17%	15%	9%	16%	11%	11%	14%	11%	18%	9%	16%	15%	17%
Uncertainty about monetary benefits and future prices of credits	13%	14%	15%	10%	11%	18%	8% ↓	16%	26% ↑	18%	11%	13%	7%	11%	19%	17%
Lack of easy-to-understand information	10%	14%	11%	7%	6% ↓	26% ↑	6% ↓	13%	20% ↑	17%	8%	12%	13%	14%	8%	10%
Concerns about the impact on productivity	9%	11%	8%	8%	10%	5%	9%	9%	9%	6%	12%	6%	9%	7%	5%	23% ↑
I don't think it will make a positive impact on the environment	8%	7%	9%	9%	7%	12%	8%	10%	9%	8%	10%	6%	13%	9%	6%	3%
I don't know if my farm is eligible	8%	6%	12%	6%	7%	9%	5% ↓	16% ↑	4%	8%	9%	10%	4%	11%	13%	3%
Concerns over regulatory restrictions/Being locked in/ Interference in operations*	8%	15% ↑	4%	6%	9%	5%	6%	7%	13%	17% ↑	4%	5%	3%	9%	6%	20% ↑
Have received advice that it will not be beneficial	5%	3%	4%	6%	4%	6%	3%	5%	9%	5%	3%	7%	1%	6%	5%	10%
Don't trust the organisations running it*	4%	1%	9% ↑	2%	5%		4%	2%	4%	3%	5%	1%	4%	5%	1%	3%
Administration/paperwork*	3%	5%	4%	2%	2%	6%	3%	2%	4%	6%	3%	1%	3%	2%	5%	
Other	14%	20% ↑	11%	13%	15%	11%	16%	17%	4% ↓	11%	19% ↑	10%	21%	15%	10%	7%
Don't know	4%	1%	2%	8% ↑	4%	3%	5%	4%	4%	3%	5%	5%	7%	5%	5%	

* Code added during analysis in recoding 'other' responses (not visible for respondents)

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.0 Actions that impact the Great Barrier Reef

7.1 Trustworthiness of science about the Great Barrier Reef

30% of respondents felt that science about the Great Barrier Reef water quality was trustworthy (5% completely, 25% somewhat) (29% trustworthy in 2023). 48% believed the science to be untrustworthy (18% completely, 30% somewhat) (46% untrustworthy in 2023). 14% were neutral (20% 2023) while 8% were unsure (5% 2023).

Results were consistent with 2023.

Sub-group findings

Commodity findings

Horticulture/banana growers were more likely than other growers to feel the science was 'completely trustworthy' (11%, 5% average) or 'neither trustworthy nor untrustworthy' (24%, 14% average). Sugarcane growers were more likely than others to feel the science was 'somewhat untrustworthy' (42%, 30% average).

In comparison to 2023, graziers in 2025 were less likely to indicate the science was 'completely untrustworthy' (18% 2025, 29% 2023).

Regional findings

Producers in the Burdekin region were more likely than others to consider the science to be 'completely untrustworthy' (33%, 18% average). Those in the Burnett Mary region were more likely than others to be unsure (12%, 8% average).

Funded program participation findings

29% of funded program participants and 30% of non-participants rated the science as trustworthy.

Other findings

Perceptions of trustworthiness appeared to decrease as age increased (37% rated as trustworthy for those born in 1971 or later, 30% for those born in 1961-1970, 26% among those born in 1960 or earlier).

^ Caution small cell size

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. Completely trustworthy and completely untrustworthy).

7.1 Trustworthiness of science about the Great Barrier Reef by region and reef program

Q37 - Would you say that science about the Great Barrier Reef water quality is…? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 311	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 108	Yes n = 80	No /Not sure n = 193	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Completely trustworthy	5%		4%		3%	8%	6%	4%	6%	6%	3%	5%		
Somewhat trustworthy	25%		17%	26%	28%	22%	31%	25%	23%	23%	27%	26%	35%	56%
NET TRUSTWORTHY	30%		21%	26%	31%	30%	37%	29%	30%	29%	30%	30%	35%	56%
Neither	14%		21%	10%	13%	14%	12%	14%	15%	10%	11%	9%	12%	
Somewhat untrustworthy	30%	100%	30%	26%	31%	30%	30%	36%	27%	38%	35%	35%	31%	33%
Completely untrustworthy	18%		23%	33% ↑	16%	22%	9% ↓	18%	19%	21%	22%	19%	23%	11%
NET UNTRUSTWORTHY	48%	100%	53%	59%	47%	52%	39% ↓	54%	46%	60%	57%	53%	54%	44%
Don't know	8%		6%	5%	9%	4%	12% ↑	4%	10%	2%	3%	7%		

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. Completely trustworthy and completely untrustworthy).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.1 Trustworthiness of science about the Great Barrier Reef by demographics

Q37 - Would you say that science about the Great Barrier Reef water quality is…? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 311	1971 or later n = 90	1961 to 1970 n = 89	1960 or earlier n = 126	Male n = 239	Female n = 67	School education n = 178	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 48	30 yrs or less n = 67	31-50 yrs n = 121	51+ yrs n = 85	100 or less n = 69	101-500 n = 84	501-10,000 n = 89	10,001+ n = 32
Completely trustworthy	5%	9% ↑	6%	2% ↓	5%	4%	4%	4%	8%	9%	4%	5%	7%	2%	8%	3%
Somewhat trustworthy	25%	28%	25%	25%	26%	25%	24%	27%	25%	28%	23%	21%	30%	14% ↓	33% ↑	9% ↓
NET TRUSTWORTHY	30%	37%	30%	26%	31%	30%	29%	30%	33%	37%	27%	26%	38%	17% ↓	40% ↑	13% ↓
Neither	14%	12%	15%	13%	10% ↓	27% ↑	10% ↓	18%	21%	16%	14%	15%	17%	13%	16%	13%
Somewhat untrustworthy	30%	31%	27%	32%	32%	24%	31%	27%	33%	33%	29%	28%	23%	42% ↑	21% ↓	34%
Completely untrustworthy	18%	18%	19%	17%	18%	15%	22%	16%	8%	12%	21%	20%	13%	19%	15%	38% ↑
NET UNTRUSTWORTHY	48%	49%	46%	49%	50%	39%	53%	43%	42%	45%	50%	48%	36% ↓	61% ↑	36% ↓	72% ↑
Don't know	8%	2% ↓	9%	11%	8%	4%	8%	9%	4%	1% ↓	9%	11%	9%	10%	8%	3%

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. Completely trustworthy and completely untrustworthy).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.2 Perceptions of Government regulations being evidence based

In 2025 opinions were divided as to whether the Government's regulations for protecting the Reef's water quality are based on at least some evidence (45%) (some evidence 35%, strong evidence 9%) or weak/no evidence (45%) (38% weak, 6% no evidence).

The proportion of respondents providing a rating of some/strong evidence significantly increased from 2023 (45% 2025, 33% 2023).

Sub-group findings

Commodity findings

In 2025, graziers were significantly more likely than in 2023 to agree regulations were based on at least some evidence (48% 2025, 26% 2023).

Regional findings

Producers in the Wet Tropics region were more likely than others to consider regulations were based on weak evidence (51%, 38% average).

Funded program participation findings

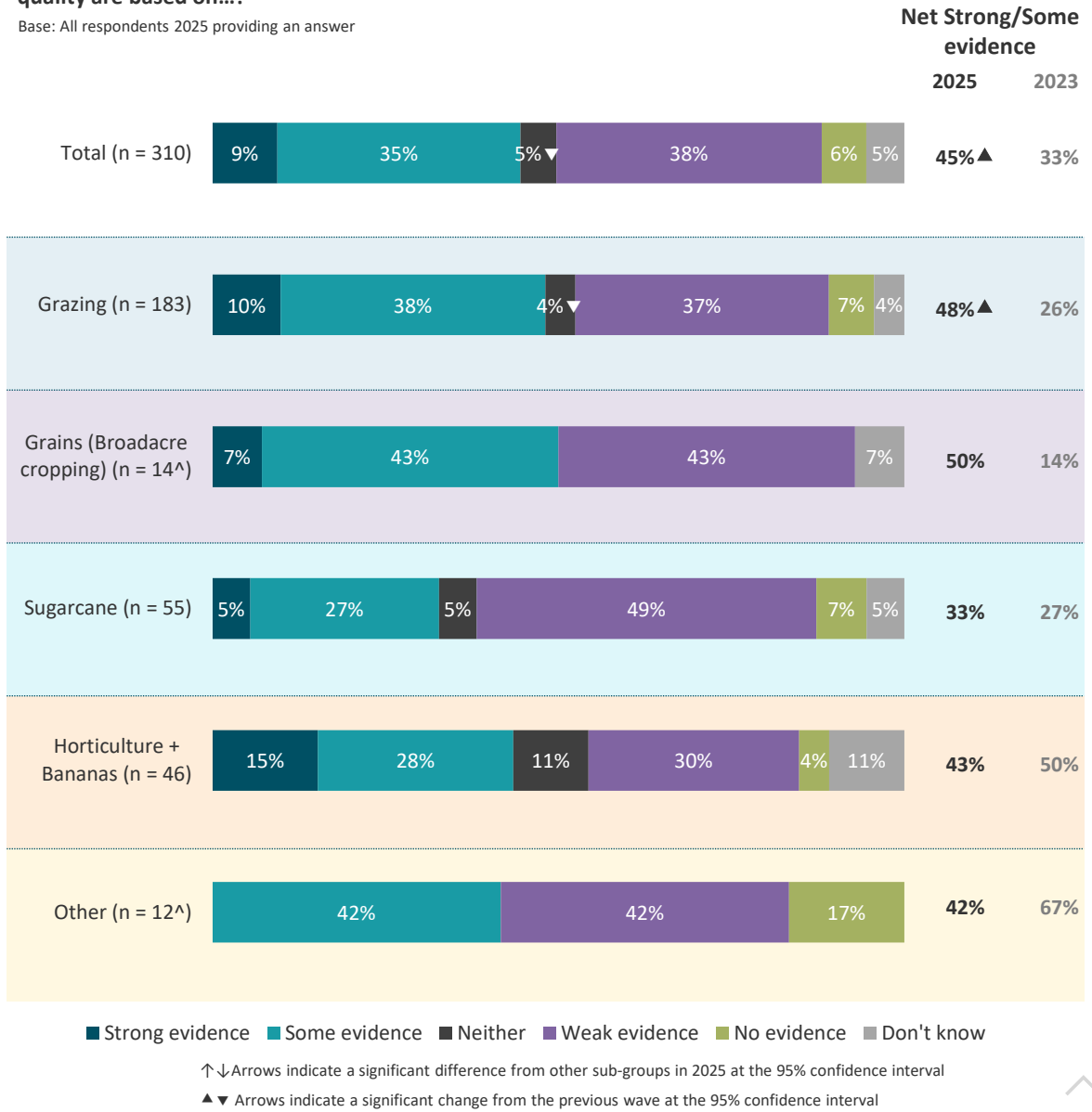
Funded program participants and non-participants were equally likely to consider regulations were based on some/strong evidence (43% participants, 44% non-participants) or weak/no evidence (48% participants, 44% non-participants).

Other findings

Younger producers (born in 1971 or later 53%) appeared more likely than their older counterparts (1961-1970 45%, 1960 or earlier 39%) to consider regulations were based on some/strong evidence.

Q38 - Would you say that the Government's regulations for protecting the Reef's water quality are based on…?

Base: All respondents 2025 providing an answer



^ Caution small cell size

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. Strong evidence and completely no evidence).

7.2 Perceptions of Government regulations being evidence based by region and reef program

Q38 - Would you say that the Government's regulations for protecting the Reef's water quality are based on…? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 310	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 107	Yes n = 80	No /Not sure n = 192	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Strong evidence	9%		6%	5%	6%	12%	12%	5%	11%	6%	5%	5%	4%	11%
Some evidence	35%	50%	30%	41%	31%	35%	36%	38%	32%	42%	41%	30%	35%	44%
NET 'STRONG/SOME EVIDENCE'	45%	50%	36%	46%	38%	47%	49%	43%	44%	48%	46%	35%	38%	56%
Neither	5%		4%	3%	13% ↑	5%	5%	8%	5%	8%	3%	7%	8%	11%
Weak evidence	38%	50%	51% ↑	36%	31%	39%	35%	44%	38%	40%	46%	51%	50%	33%
No evidence	6%		8%	10%	6%	9%	3%	4%	6%	4%	5%	2%	4%	
NET 'WEAK/NO EVIDENCE'	45%	50%	58% ↑	46%	38%	48%	37%	48%	44%	44%	51%	53%	54%	33%
Don't know	5%		2%	5%	13%		9% ↑	3%	7%			5%		

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. Strong evidence and completely no evidence).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.2 Perceptions of Government regulations being evidence based by demographics

Q38 - Would you say that the Government's regulations for protecting the Reef's water quality are based on…? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 310	1971 or later n = 90	1961 to 1970 n = 89	1960 or earlier n = 125	Male n = 239	Female n = 66	School education n = 177	Certificate/ Diploma /Advanced Diploma n = 81	Bachelor degree or above n = 49	30 yrs or less n = 67	31-50 yrs n = 121	51+ yrs n = 84	100 or less n = 70	101-500 n = 82	501-10,000 n = 89	10,001+ n = 32
Strong evidence	9%	13%	8%	8%	9%	12%	11%	10%	4%	16% ↑	10%	4% ↓	14%	6%	10%	6%
Some evidence	35%	40%	37%	31%	34%	41%	33%	36%	43%	42%	31%	32%	30%	30%	38%	38%
NET 'STRONG/SOME EVIDENCE'	45%	53% ↑	45%	39%	43%	53%	44%	46%	47%	58% ↑	40%	36%	44%	37%	48%	44%
Neither	5%	2%	9%	4%	5%	6%	3%	9%	6%	3%	7%	6%	9%	6%	4%	3%
Weak evidence	38%	34%	35%	43%	40%	33%	41%	38%	31%	33%	40%	45%	34%	48%	36%	41%
No evidence	6%	4%	8%	6%	6%	5%	7%	5%	6%	1%	6%	8%	4%	5%	4%	13%
NET 'WEAK/NO EVIDENCE'	45%	39%	43%	50%	46%	38%	47%	43%	37%	34% ↓	45%	54%	39%	52%	40%	53%
Don't know	5%	6%	3%	7%	6%	3%	6%	2%	10%	4%	7%	5%	9%	5%	7%	

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. Strong evidence and completely no evidence).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.3 Perceptions of the impact of water run-off on the Great Barrier Reef

Most respondents (82%) felt that the quality of water that runs off the land into waterways has at least some impact on the Great Barrier Reef (85% 2023). 22% noted the impact was large or very large (19% 2023), while 60% believed the impact to be only small or moderate (66% 2023). 7% felt the Reef was not impacted by the quality of water run-off (8% 2023). 11% were unsure (7% 2023).

Results were consistent with 2023.

Sub-group findings

Commodity findings

Sugarcane growers were more likely than other producers to indicate the quality of water run-off has a small impact on the Reef (47%, 32% average).

Regional findings

Those operating in the Burnett Mary region were more likely than others to indicate there was a large/very large impact (30%, 22% average), while those in the Wet Tropics (48%) or Burdekin (49%) regions were more likely than others to indicate there was a small impact (32% average).

Funded program participation findings

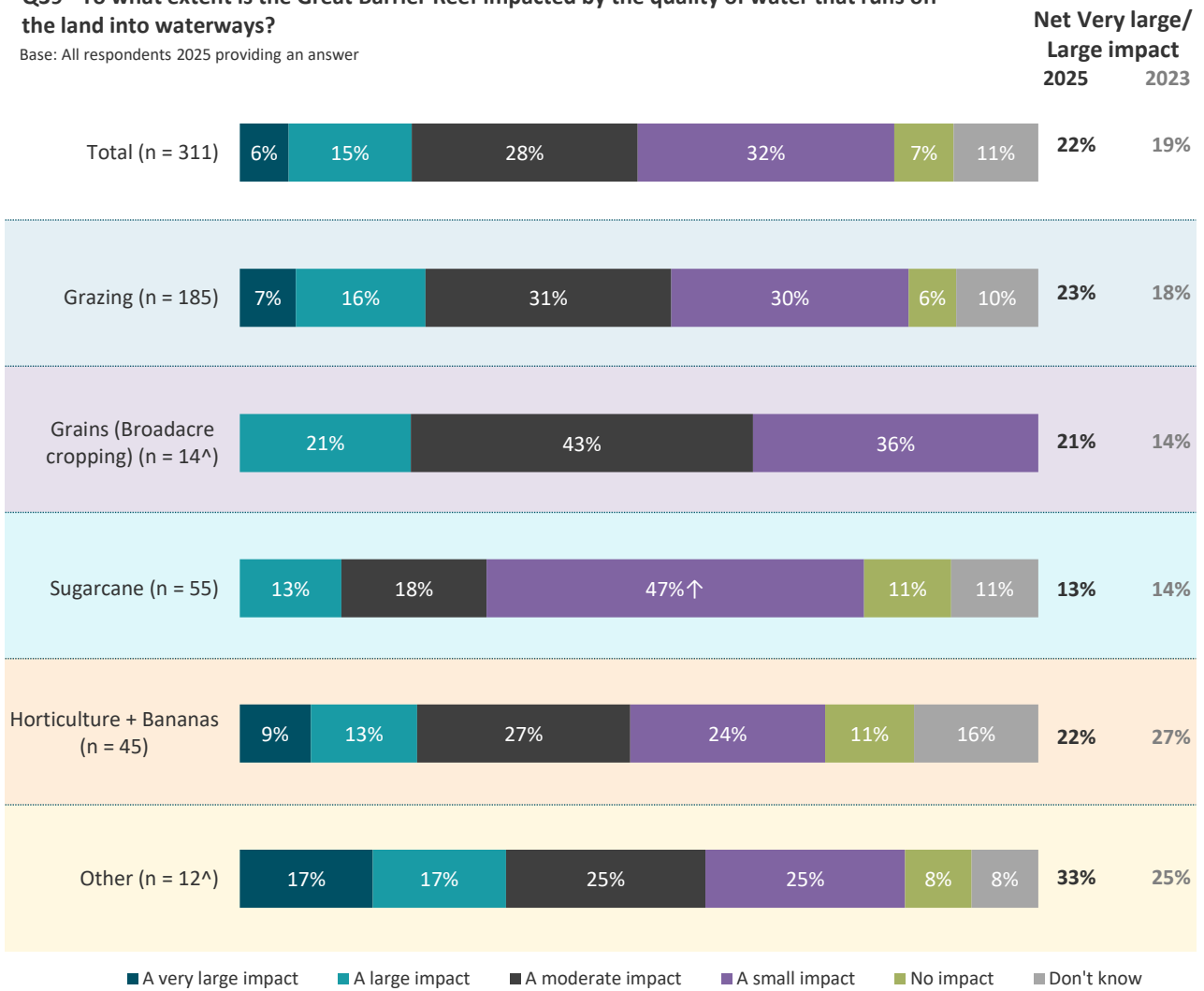
89% of funded program participants felt water run-off had at least some impact on the Reef, compared to 79% among non-participants.

Other findings

Those who have bee in the agriculture industry for 30 years or less were more likely than others to indicate there was a large/very large impact (31%, 22% average). Those with school as their highest level of education were more likely than others to indicate there was no impact (10%, 4% among those with higher levels of education).

Q39 - To what extent is the Great Barrier Reef impacted by the quality of water that runs off the land into waterways?

Base: All respondents 2025 providing an answer



^ Caution small cell size

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. A very large impact and no impact).

7.3 Perceptions of the impact of water run-off on the Great Barrier Reef by region and reef program

Q39 - To what extent is the Great Barrier Reef impacted by the quality of water that runs off the land into waterways? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 311	Cape York n = 2^	Wet Tropics n = 52	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 77	Burnett Mary n = 109	Yes n = 80	No /Not sure n = 192	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
A very large impact	6%		4%	5%	6%	4%	9%	6%	7%	4%	3%	7%		
A large impact	15%		8%	8%	9%	19%	21% ↑	9%	18%	8%	5%	9%	4%	
VERY LARGE/LARGE	22%		12%	13%	16%	23%	30% ↑	15%	24%	12%	8%	16%	4%	
A moderate impact	28%	100%	23%	23%	34%	31%	28%	31%	27%	33%	32%	35%	38%	56%
A small impact	32%		48% ↑	49% ↑	31%	30%	21% ↓	43% ↑	28% ↓	42%	46%	42%	38%	33%
MODERATE/SMALL	60%	100%	71%	72%	66%	61%	49% ↓	74% ↑	54% ↓	75%	78%	77%	77%	89%
NET 'IMPACT'	82%	100%	83%	85%	81%	84%	79%	89% ↑	79%	87%	86%	93%	81%	89%
No impact	7%		8%	8%	13%	5%	7%	8%	8%	10%	14%	5%	15%	11%
Don't know	11%		10%	8%	6%	10%	14%	4% ↓	14%	4%		2%	4%	

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. A very large impact and no impact).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.3 Perceptions of the impact of water run-off on the Great Barrier Reef by demographics

Q39 - To what extent is the Great Barrier Reef impacted by the quality of water that runs off the land into waterways? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 311	1971 or later n = 91	1961 to 1970 n = 90	1960 or earlier n = 124	Male n = 239	Female n = 67	School education n = 178	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 48	30 yrs or less n = 68	31-50 yrs n = 121	51+ yrs n = 84	100 or less n = 69	101-500 n = 84	501-10,000 n = 89	10,001+ n = 32
A very large impact	6%	7%	4%	7%	5%	9%	5%	9%	6%	10%	4%	7%	13% ↑	2%	8%	
A large impact	15%	14%	17%	15%	14%	21%	13%	15%	23%	21%	12%	15%	14%	15%	17%	9%
VERY LARGE/LARGE	22%	21%	21%	23%	19%	30%	19%	23%	29%	31% ↑	16% ↓	23%	28%	18%	25%	9%
A moderate impact	28%	35%	30%	23%	29%	25%	28%	26%	35%	26%	30%	26%	26%	26%	33%	22%
A small impact	32%	31%	33%	31%	34%	27%	33%	40%	17% ↓	26%	36%	31%	25%	37%	27%	47%
MODERATE/SMALL	60%	66%	63%	54%	63%	52%	60%	66%	52%	53%	65%	57%	51%	63%	60%	69%
NET 'IMPACT'	82%	87%	84%	77% ↓	82%	82%	79%	89%	81%	84%	81%	80%	78%	81%	84%	78%
No impact	7%	8%	4%	10%	8%	6%	10% ↑	4%	4%	6%	9%	7%	9%	11%	4%	6%
Don't know	11%	5%	11%	14%	10%	12%	11%	7%	15%	10%	10%	13%	13%	8%	11%	16%

The online and telephone surveys labelled each point on the scale (including the mid-point as neither). The hardcopy survey only labelled the anchors (e.g. A very large impact and no impact).

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.4 Perceptions of community actions and responsibility

Respondents were asked to reflect on their perceptions of community actions and responsibility more broadly.

Most respondents agreed with the following statements:

- It is the responsibility of everyone in my local area to try to reduce their impacts on the Great Barrier Reef (89%, 88% 2023)
- I feel morally obligated to reduce any impacts I might personally have on the Great Barrier Reef (84%, 82% 2023)
- Most people in my local area try to reduce any impacts they might have on the Great Barrier Reef (63%, 68% 2023).

32% agreed that they cannot make a personal difference in improving the health of the Great Barrier Reef (31% 2023). (57% disagreed, that is, they felt that they could personally make a difference) (56% 2023).

Sub-group findings

Commodity findings

Sugarcane growers were more likely than average to agree it is the responsibility of everyone in their local area to try to reduce their impacts on the Reef (98%, 89% average) and that most people in their local area try to reduce any impacts they might have on the Reef (80%, 63% average).

Graziers were *less* likely than others to agree they felt morally obligated to reduce any impacts they might personally have on the Reef (79%, 84% average).

Regional findings

Those operating in the Wet Tropics (77%) or Mackay Whitsunday (81%) regions were more likely than others to agree most people in their local area try to reduce any impacts they might have on the Reef (63% average).

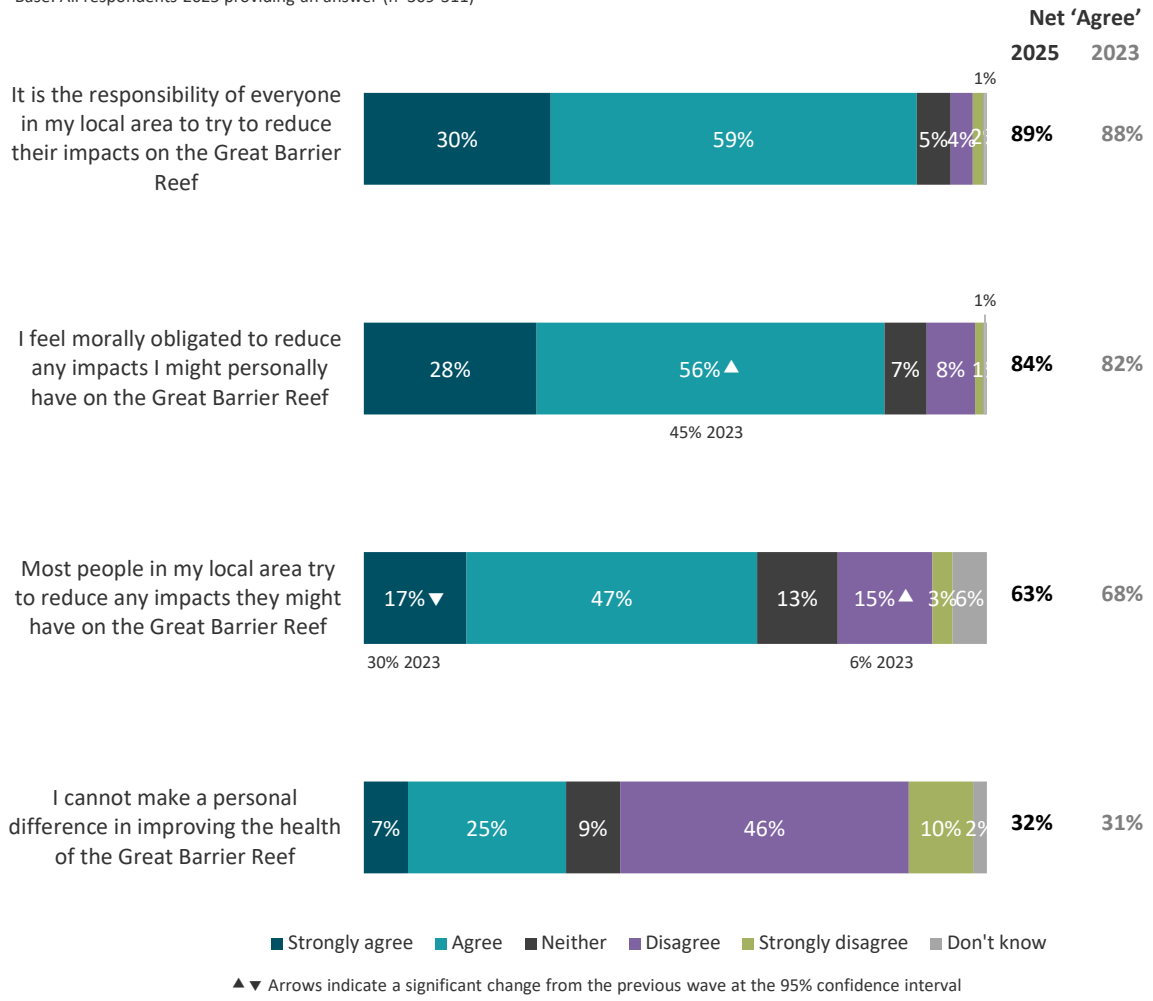
Other findings

Producers born in 1960 or earlier (aged 65+ years) were more likely than others to agree it is the responsibility of everyone in the local area to try to reduce their impacts on the Reef (94%, 89% average) and that they cannot make a personal difference in improving the health of the Reef (39%, 32% average).

Males were more likely than females to agree most people in their local area try to reduce any impacts they might have on the Reef (67%, 50% females).

Q40 - The following statements relate to the broader community in your local area (not just growers/producers) and yourself. Please rate your level of agreement with the following statements

Base: All respondents 2025 providing an answer (n=309-311)



7.4 Perceptions of community actions and responsibility by commodity type

Q40 - The following statements relate to the broader community in your local area (not just growers/producers) and yourself. Please rate your level of agreement with the following statements NET AGREE by COMMODITY BY YEAR

Column %	Total		Grazing		Grains (Broadacre cropping)		Sugarcane		Horticulture + Bananas		Other	
	2023 n = 153	2025 n = 308	2023 n = 84	2025 n = 182	2023 n = 7^	2025 n = 14^	2023 n = 23^	2025 n = 55	2023 n = 27^	2025 n = 45	2023 n = 12^	2025 n = 12^
It is the responsibility of everyone in my local area to try to reduce their impacts on the Great Barrier Reef	88%	89%	87%	86%	57%	93%	91%	98%↑	93%	89%	92%	83%
I feel morally obligated to reduce any impacts I might personally have on the Great Barrier Reef	82%	84%	76%	79%↓	86%	100%	83%	91%	93%	87%	92%	83%
Most people in my local area try to reduce any impacts they might have on the Great Barrier Reef	68%	63%	65%	61%	57%	64%	91%	80%↑	59%	53%	67%	58%
I cannot make a personal difference in improving the health of the Great Barrier Reef	31%	32%	37%	34%	14%	36%	39%	29%	19%	26%	17%	42%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; ↑↓Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval ▲▼ indicate a significant difference from the previous wave at the 95% confidence interval

7.4 Perceptions of community actions and responsibility by region and reef program

Q40 - The following statements relate to the broader community in your local area (not just growers/producers) and yourself. Please rate your level of agreement with the following statements NET AGREE by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 308	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 75	Burnett Mary n = 107	Yes n = 79	No /Not sure n = 191	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 42	Chemical improv't n = 26^	Irrigation mgt n = 9^
It is the responsibility of everyone in my local area to try to reduce their impacts on the Great Barrier Reef	89%	100%	96%	90%	88%	88%	85%	94%	87%	96%	97%	93%	96%	100%
I feel morally obligated to reduce any impacts I might personally have on the Great Barrier Reef	84%	100%	92%	77%	91%	80%	82%	89%	83%	88%	95%	88%	88%	100%
Most people in my local area try to reduce any impacts they might have on the Great Barrier Reef	63%	100%	77% ↑	77%	81% ↑	57%	50% ↓	71%	59%	73%	81%	71%	92%	100%
I cannot make a personal difference in improving the health of the Great Barrier Reef	32%		28%	38%	28%	34%	33%	23%	35%	25%	30%	19%	27%	11%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.4 Perceptions of community actions and responsibility by demographics

Q40 - The following statements relate to the broader community in your local area (not just growers/producers) and yourself. Please rate your level of agreement with the following statements NET AGREE by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 308	1971 or later n = 90	1961 to 1970 n = 88	1960 or earlier n = 125	Male n = 238	Female n = 66	School education n = 176	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 47	30 yrs or less n = 67	31-50 yrs n = 119	51+ yrs n = 84	100 or less n = 69	101-500 n = 83	501-10,000 n = 88	10,001+ n = 31
It is the responsibility of everyone in my local area to try to reduce their impacts on the Great Barrier Reef	89%	81% ↓	89%	94% ↑	89%	89%	89%	88%	91%	81% ↓	92%	92%	90%	89%	88%	90%
I feel morally obligated to reduce any impacts I might personally have on the Great Barrier Reef	84%	84%	85%	84%	85%	80%	82%	84%	92%	85%	87%	80%	83%	89%	84%	74%
Most people in my local area try to reduce any impacts they might have on the Great Barrier Reef	63%	61%	66%	62%	67% ↑	50% ↓	64%	63%	62%	51% ↓	68%	64%	59%	64%	60%	74%
I cannot make a personal difference in improving the health of the Great Barrier Reef	32%	28%	26%	39% ↑	32%	32%	35%	33%	21%	27%	31%	34%	34%	30%	30%	29%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.5 Websites visited for land management practice information

24% of respondents indicated they had visited at least one of the prompted websites in the past 12 months. This was a new question in 2025.

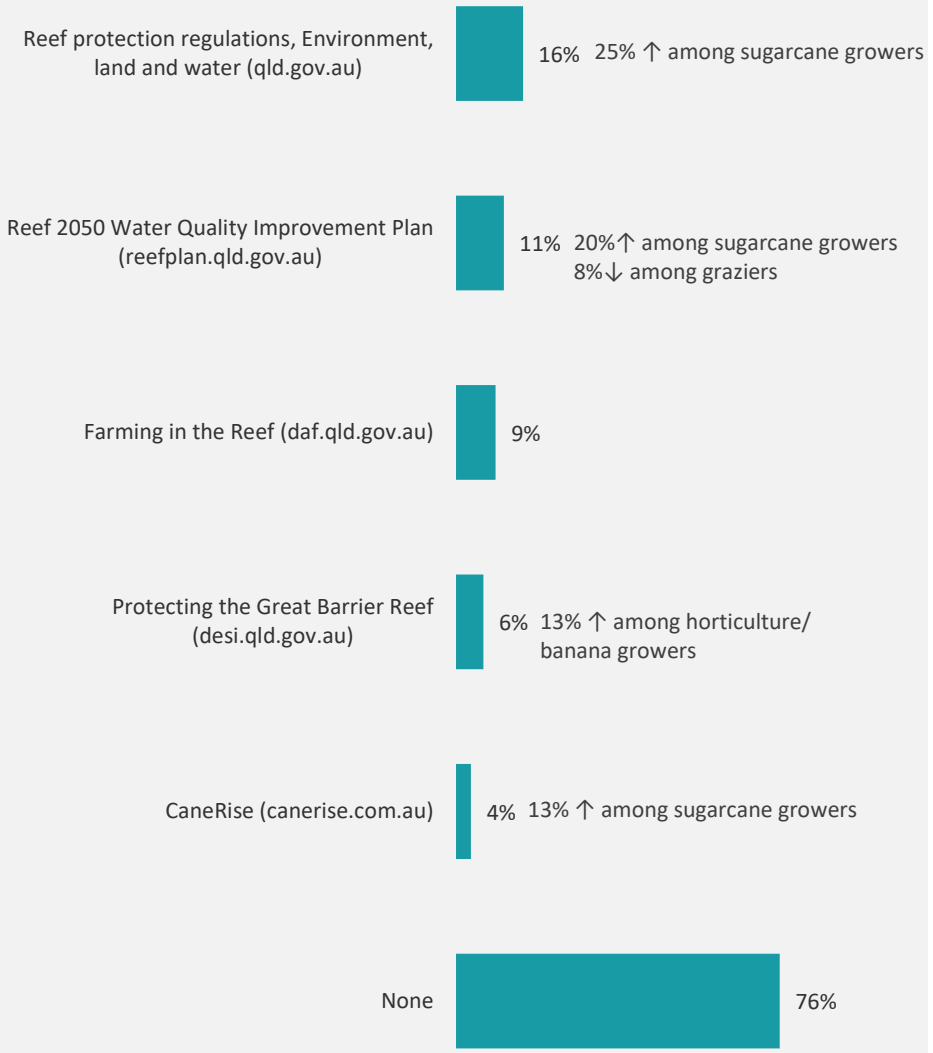
- 16% of all respondents had visited Reef protection regulations, Environment, land and water website. Higher usage was found among:
  - Sugarcane growers (25%)
  - Funded program participants (26%, 11% non-participants).
- 11% had visited Reef 2050 Water Quality Improvement Plan (reefplan.qld.gov.au). Higher usage was found among:
  - Sugarcane growers (20%)
  - Funded program participants (23%, 6% non-participants)
  - Those with a bachelor degree or above (24%).

  Lower than average usage was found among graziers (8%) or those in the Burnett Mary region (6%).
- 9% had visited Farming in the Reef (daf.qld.gov.au), higher among:
  - Those with a bachelor degree or above (18%)
  - Those who have been in the agriculture industry for 30 years or less (16%).
- 6% visited Protecting the Great Barrier Reef (desi.qld.gov.au), higher among:
  - Horticulture/banana growers (13%)
  - Those born in 1960 or earlier (aged 65+ years) (10%).
- 4% had visited CaneRise (canerise.com.au), higher among:
  - Sugarcane growers (13%)
  - Those in the Mackay Whitsunday region (16%)
  - Funded program participants (8%, 2% non-participants).

Those who were more likely than average to have not visited any of the prompted websites were those in the Burnett Mary region (83%), non-participants in funded reef programs (82%), males (78%), or those with school as their highest level of education (80%) (76% average).

Q41 - Which of the following websites have you visited in the last 12 months for land management practice information?

Base: All respondents 2025 providing an answer (n=313)



↑↓Arrows indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

New in 2025

7.5 Websites visited for land management practice information by commodity type

Q41 - Which of the following websites have you visited in the last 12 months for land management practice information? by COMMODITY

Column %	Total n = 313	Grazing n = 186	Grains (Broadacre cropping) n = 14^	Sugarcane n = 55	Horticulture + Bananas n = 46	Other n = 12^
Reef protection regulations, Environment, land and water (qld.gov.au)	16%	13%	14%	25% ↑	13%	25%
Reef 2050 Water Quality Improvement Plan (reefplan.qld.gov.au)	11%	8% ↓	7%	20% ↑	13%	17%
Farming in the Reef (daf.qld.gov.au)	9%	7%	7%	15%	11%	17%
Protecting the Great Barrier Reef (desi.qld.gov.au)	6%	4%		11%	13% ↑	
CaneRise (canerise.com.au)	4%			13% ↑	7%	8%
None	76%	78%	79%	67%	78%	67%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Total sample; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.5 Websites visited for land management practice information by region and reef program

Q41 - Which of the following websites have you visited in the last 12 months for land management practice information? by Region & Reef Program

Column %		REGION						PROGRAM PARTICIPANT (Q6)		REEF WATER QUALITY PROGRAMS PARTICIPATED IN (Q6a)				
	Total n = 313	Cape York n = 2^	Wet Tropics n = 53	Burdekin n = 39	Mackay Whitsunday n = 32	Fitzroy n = 78	Burnett Mary n = 109	Yes n = 80	No /Not sure n = 194	Industry best mgt n = 52	Nutrient mgt n = 37	Sed. reduct./ gully remed. n = 43	Chemical improv't n = 26^	Irrigation mgt n = 9^
Reef protection regulations, Environment, land and water (qld.gov.au)	16%	50%	17%	26%	22%	13%	11%	26% ↑	11% ↓	23%	24%	28%	27%	56%
Reef 2050 Water Quality Improvement Plan (reefplan.qld.gov.au)	11%		17%	15%	19%	10%	6% ↓	23% ↑	6% ↓	23%	30%	23%	27%	22%
Farming in the Reef (daf.qld.gov.au)	9%	50%	13%	5%	19%	9%	6%	14%	8%	17%	19%	12%	19%	33%
Protecting the Great Barrier Reef (desi.qld.gov.au)	6%		9%	10%	9%	4%	5%	9%	6%	10%	8%	12%	12%	11%
CaneRise (canerise.com.au)	4%		8%	3%	16% ↑	1%		8% ↑	2% ↓	10%	16% ↑	5%	19%	33%
None	76%	50%	72%	69%	69%	74%	83% ↑	63% ↓	82% ↑	63%	62%	60%	62%	33%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

7.5 Websites visited for land management practice information by demographics

Q41 - Which of the following websites have you visited in the last 12 months for land management practice information? by Demographics

Column %		AGE			GENDER		EDUCATION LEVEL			TIME IN AGRICULTURE INDUSTRY			HECTARES			
	Total n = 313	1971 or later n = 91	1961 to 1970 n = 90	1960 or earlier n = 126	Male n = 241	Female n = 67	School education n = 179	Certificate/ Diploma /Advanced Diploma n = 82	Bachelor degree or above n = 49	30 yrs or less n = 68	31-50 yrs n = 123	51+ yrs n = 84	100 or less n = 71	101-500 n = 84	501-10,000 n = 88	10,001+ n = 33
Reef protection regulations, Environment, land and water (qld.gov.au)	16%	13%	19%	16%	14%	22%	12%	20%	18%	15%	14%	18%	13%	18%	13%	21%
Reef 2050 Water Quality Improvement Plan (reefplan.qld.gov.au)	11%	9%	16%	9%	11%	12%	8%	9%	24% ↑	9%	14%	8%	7%	14%	10%	12%
Farming in the Reef (daf.qld.gov.au)	9%	12%	7%	10%	8%	13%	6% ↓	9%	18% ↑	16% ↑	7%	7%	10%	14%	7%	3%
Protecting the Great Barrier Reef (desi.qld.gov.au)	6%	3%	4%	10% ↑	7%	4%	6%	5%	8%	3%	7%	10%	6%	7%	6%	12%
CaneRise (canerise.com.au)	4%	4%	1%	5%	4%	1%	4%	2%	2%	3%	5%	2%	3%	6%	3%	
None	76%	76%	73%	78%	78% ↑	67%	80% ↑	76%	65%	76%	76%	76%	83%	74%	77%	67%

^ Caution small cell size; Blank cells indicate no response; 0% indicates less than 1%; Filter: 2025; Arrows or figures in red/blue indicate a significant difference from other sub-groups in 2025 at the 95% confidence interval

Appendices

A: Sample profile

D1 - In which decade were you born?

Column % n	2023 n = 154	2025 n = 315
Prior to 1941	5%	2%
	7	7
1941 to 1950	12%	10%
	19	30
1951 to 1960	30%	29%
	46	90
1961 to 1970	25%	29%
	38	90
1971 to 1980	16%	17%
	25	53
1981 to 1990	9%	10%
	14	31
1991 to 2000	1%	2%
	2	6
After 2001		0%
		1
Not Answered/Prefer not to answer	2%	2%
	3	7

D2 - How do you describe your gender?

Column % n	2023 n = 154	2025 n = 315
Man or male	73%	77%
	113	243
Woman or female	25%	21%
	39	67
Other / non-binary		0%
		1
Not Answered/Prefer not to answer	1%	1%
	2	4

D3 - Do you identify as an Aboriginal and/or Torres Strait Islander?

Column % n	2023 n = 154	2025 n = 315
No	97%	96%
	150	302
Aboriginal	1%	1%
	1	2
Torres Strait Islander		
Aboriginal and Torres Strait Islander		0%
		1
Prefer not to answer/Not Answered	2%	3%
	3	10

D4 - What is the highest level of education you have completed?

Column % n	2023 n = 154	2025 n = 315
School education (Up to Year 10)	28%	35%
	43	111
School education (Year 12)	21%	22%
	32	70
Certificate	17%	12%
	26	39
Diploma	14%	10%
	21	31
Advanced Diploma/Associate Degree	3%	4%
	5	12
Bachelor Degree	9%	10%
	14	30
Bachelor Honours Degree/Grad Certificate/Grad Diploma	2%	3%
	3	10
Postgraduate Degree	3%	3%
	4	9
Prefer not to answer/Not Answered	4%	1%
	6	3

A: Sample profile (continued)

Region

Column % n	2023 n = 154	2025 n = 315
Burnett Mary	31%	35%
	48	111
Fitzroy	22%	25%
	34	78
Wet Tropics	18%	17%
	28	53
Burdekin	17%	12%
	26	39
Mackay Whitsunday	9%	10%
	14	32
Cape York	3%	1%
	4	2

Q2 - Which type of agricultural commodity do you MAINLY grow or produce?

Column % n	2023 n = 154	2025 n = 315
Grazing	55%	59%
	85	187
Grains (Broadacre cropping)	5%	4%
	7	14
Sugarcane	15%	18%
	23	56
Bananas	2%	1%
	3	2
Horticulture (other than bananas)	16%	14%
	24	44
Other	8%	4%
	12	12

Q3 - Thinking about the commodity you MAINLY farm and including all properties currently under production/grazing, how many hectares of land would this involve?

Column % n	2023 n = 125	2025 n = 274
100 or less	22%	25%
	28	68
101-500	29%	31%
	36	84
501-10,000	30%	32%
	37	89
10,001+	19%	12%
	24	33

Q4 - How long have you been in the agricultural industry?

Column % n	2023 n = 126	2025 n = 273
Less than 1 year		
1 - 10 years	8%	4%
	10	11
11 - 20 years	6%	6%
	8	17
21 - 30 years	12%	14%
	15	37
31 - 40 years	17%	19%
	21	53
41 - 50 years	26%	26%
	33	70
Greater than 50 years	31%	31%
	39	85

Q5 - How likely are you to be actively involved in operating your business for the next 5-10 years?

Column % n	2023 n = 127	2025 n = 270
Extremely likely	40%	48%
	51	130
Very likely	31%	21%
	39	56
Moderately likely	11%	13%
	14	36
Somewhat likely	8%	6%
	10	17
Not at all likely	6%	9%
	7	24
Don't know	5%	3%
	6	7

In the 2023 sample, 9 graziers and 6 horticulturalists incorrectly selected 'other commodity'. In the 2025 sample, 29 graziers incorrectly selected 'other commodity'.
These respondents have been recoded as graziers/ horticulturalists, however some questions that were specific to graziers/ horticulturalists were skipped.

B: Sampling error chart

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options and post survey weighting and adjustments. Therefore MCR avoids the words “margin of error” as they are not able to be verified. All that can be calculated are different possible sampling errors with different probabilities of pure, unweighted, random samples with 100 response rates. These are only theoretical because no published surveys come close to this ideal. At the absolute minimum, sampling error based on various cell sizes for this survey could fall within the following ranges.

(at the 95 confidence level)

Sample size	10/90	20/80	30/70	40/60	50/50
100	±6.0	±8.0	±9.2	±9.8	±10.0
200	±4.2	±5.6	±6.5	±6.9	±7.0
300	±3.5	±4.6	±5.3	±5.7	±5.8
400	±3.0	±4.0	±4.6	±4.9	±5.0
500	±2.7	±3.6	±4.1	±4.4	±4.5
600	±2.4	±3.3	±3.7	±4.0	±4.1
700	±2.3	±3.0	±3.5	±3.7	±3.8
800	±2.1	±2.8	±3.2	±3.5	±3.5
900	±2.0	±2.4	±3.1	±3.3	±3.3
1000	±1.9	±2.5	±2.9	±3.1	±3.2
1100	±1.8	±2.4	±2.7	±2.9	±3.0
1200	±1.7	±2.3	±2.6	±2.8	±2.8
1300	±1.6	±2.2	±2.5	±2.7	±2.7
1400	±1.6	±2.1	±2.4	±2.6	±2.6
1500	±1.5	±2.0	±2.3	±2.5	±2.5
1600	±1.5	±2.0	±2.3	±2.4	±2.5
1700	±1.4	±1.9	±2.2	±2.3	±2.4
1800	±1.4	±1.9	±2.1	±2.3	±2.3
1900	±1.4	±1.8	±2.1	±2.2	±2.3
2000	±1.3	±1.8	±2.0	±2.2	±2.2
2100	±1.3	±1.7	±2.0	±2.1	±2.1
2200	±1.3	±1.7	±1.9	±2.1	±2.1
2300	±1.2	±1.6	±1.9	±2.0	±2.0
2400	±1.2	±1.6	±1.8	±2.0	±2.0
2500	±1.2	±1.6	±1.8	±1.9	±2.0

C: Questionnaire and primary approach letter