

Social monitoring as part of the Paddock to Reef program

Inclusion of social monitoring in reporting

The Paddock to Reef Integrated Monitoring, Modelling and Reporting Program (Paddock to Reef program) provides the framework for evaluating progress towards the Reef 2050 Catchment Water Quality Strategy indicators.

This includes assessing the adoption of improved agricultural management practices through a survey. All relevant projects funded through the Queensland Government Reef Water Quality Program and Australian Government Reef Trust are required to complete the survey.

The survey includes questions that are used to assess key factors that influence agricultural industries to adopt particular management practices. The social monitoring questions are linked to the land management questions that apply to an industry specific [water quality risk framework](#).

Completing the social questions is voluntary and responses to the survey are de-identified to protect respondents' confidentiality.

What do the questions assess?

A range of factors influence whether or not landholders will make changes to their farming practices. The social monitoring questions are designed to assess some of those factors.

A CSIRO report identified the key social themes that influence the adoption of new agricultural land management practices. The following themes were used to develop the first social monitoring survey.

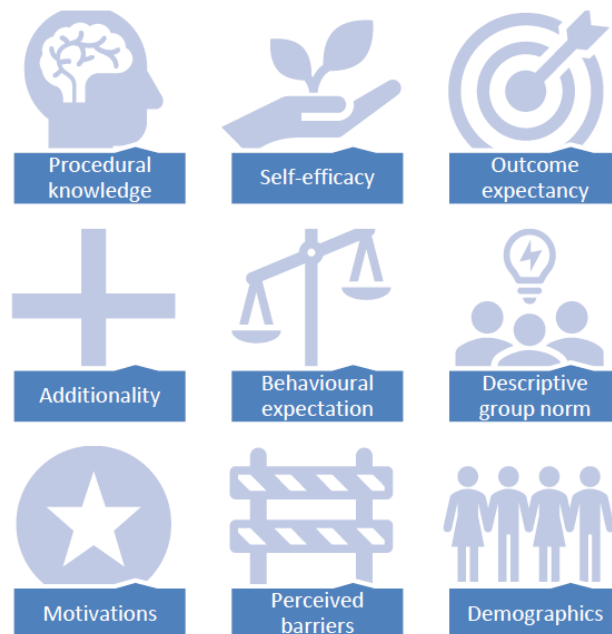


An additional question, attribution, was included to understand the extent to which landholders feel that different people, projects and grants contributed to practice change.



Perceptions of Practices survey

The social monitoring survey questions were reviewed in 2022 through a process of consultation, literature review, analysis of existing data, expert review and a survey pilot. The result is the Perceptions of Practices (PoP) survey which is now available for projects. The PoP survey gathers information on similar constructs to the social monitoring survey and now also includes some demographic questions.



What is the data used for?

The data is used to:

- provide project managers and extension staff with a clear understanding of project participants' attitudes and motivations to being involved in government funded projects, as well as barriers to practice uptake/change
- adaptively manage projects and design communication content to suit landholders
- develop a quantitative measure of a range of social factors that are related to innovation and stewardship
- inform the ongoing progress of agricultural communities (and eventually expanding to non-agricultural industries) towards the Reef 2050 Catchment Water Quality Strategy human dimension indicator
- align with regional report cards to include indicators of social factors that influence adoption.

How is the data protected?

The social monitoring and PoP data is protected under the same provisions as the Paddock to Reef management practice adoption data. The Australian and Queensland governments will not have access to any information that will identify individual landholders or the location of the survey respondent.

For more information on protecting and storing this data, please email the Management Practice Adoption team at P2R@dpi.qld.gov.au.

More information

More information about the Paddock to Reef program is available at www.reefplan.qld.gov.au or via email to OfficeoftheGBR@detsi.qld.gov.au.

