



## 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 Water Quality Improvement Plan targets.

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 now includes six social questions that are used to assess key factors that influence agricultural industries to adopt particular management practices. The social questions are linked to the land management questions that apply to an industry specific risk framework for water quality.

Completing the social questions is voluntary and responses to the survey are de-identified to prevent respondents being identified.

### What do the questions assess?

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

The CSIRO identified nine social themes that influence the adoption of new agricultural land management practices:



The first five of these themes have been used to develop the social questions. Data on the remaining themes will be collected via other methods. An additional question has been included to understand the extent to which landholders feel that different people, projects and grants contributed to practice change.

More information on the identification of the social themes can be found at:

[https://www.qld.gov.au/\\_\\_data/assets/pdf\\_file/0027/92961/rp190-social-indicators-report-csiro.pdf](https://www.qld.gov.au/__data/assets/pdf_file/0027/92961/rp190-social-indicators-report-csiro.pdf).



## **What will the data be used for?**

The data will be 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 Water Quality Improvement Plan human dimension target
- align with regional report cards to include indicators of social factors that influence adoption.

## **How will the data be protected?**

Social data will be 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@daf.qld.gov.au](mailto:P2R@daf.qld.gov.au).

## **More information**

More information about the Paddock to Reef program is available at [www.reefplan.qld.gov.au](http://www.reefplan.qld.gov.au) or via email to [OfficeoftheGBR@des.qld.gov.au](mailto:OfficeoftheGBR@des.qld.gov.au).