

JUNE 2021

The background of the cover features a photograph of several cows in a grassy field. The left side of the image is dark and semi-transparent, serving as a backdrop for the text. On the right, a vertical strip shows a clearer view of a brown and black cow looking towards the camera under a bright sky.

Feasibility study for a multi-purpose livestock & information exchange

FINAL REPORT

City of Greater Geelong

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Summary, conclusions and recommendations

THE NEED FOR A STUDY

The Geelong region is experiencing significant growth in population and expansion of residential housing into previous farming land. This change in land use and reduction in large-scale farming properties has resulted in reduced demand for some services to agriculture and a subsequent reduction in their provision. This included the closure of the Geelong Saleyards.

This closure has required peri-urban farmers (those adjacent to the urban fringe) in the region, who previously used this facility, to find alternative livestock selling and buying options. While alternative options were understood to be largely adopted, there was some level of community concern that the available options did not adequately address current or future need, and issues remained for the region's agricultural producers following the closure of the local facility.

There have been some options developed to resolve these issues, however there is a need to gather sufficient evidence to fully understand the problem, so options can be fully evaluated and their feasibility tested.

PROJECT OBJECTIVES

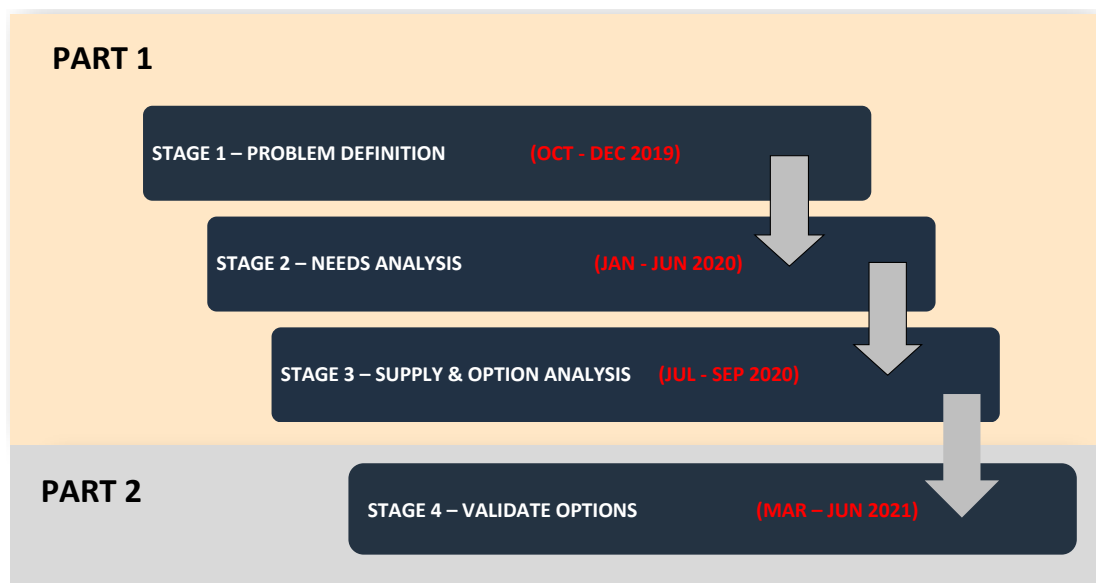
Therefore, the original objectives of the project were to:

1. Develop an understanding of peri-urban agriculture in the study area
2. Collect evidence (data and analysis), related to the current demand for a multi-purpose livestock and information exchange in the study area
3. Test the underlying problems experienced by peri-urban farmers through extensive community engagement
4. Collate and analyse information regarding the existing supply and use of available services, and programs to peri-urban farmers in the broader study area
5. Develop a short list of options that respond to the farmer's needs, and conduct a community engagement process to test and seek feedback regarding these options
6. Complete a cost/benefit analysis and location/implementation analysis to test the feasibility of the preferred options
7. Report the recommended options to the Project Manager and the Rural and Peri-urban advisory sub-committee.

As a result of the outcomes of the first three stages of this project (refer to section 1.4 and the relevant chapters), it was agreed that it would not be appropriate to proceed with meeting objective 6.

A FOUR-STAGED APPROACH

The project was delivered in four stages over a twenty-one month period from October 2019 to June 2021.



HOW TO READ THIS REPORT

The project was broken into four stages (refer to section 2 for more detail). The output of each stage was presented to the City and its Rural and Peri-urban Advisory Committee (the Advisory Committee) before proceeding with the next stage, so the output of each stage further informed the planned purpose and approach of the subsequent stage.

The four stages and when they were reported to the Advisory Committee were:

1. Problem definition - December 2019
2. Needs analysis - June 2020
3. Supply & Option analysis - September 2020
4. Validate options - June 2021.

Whilst this is the final report of the project, it is, in fact, the fourth in a series of reports that have reported on each stage of the project over a twenty-one month period. As such, it is a complete compendium of the three previous reports, including their contents, analysis, conclusions and recommendations, as they were reported at the time, plus the purpose, approach, findings and conclusions of stage 4 of the project.

The purpose of Stage 1 was to define “the problem” or identify issues by undertaking research and engagement at a regional level, that provided clear evidence of the demand for services by peri-urban farmers in the region. Thus, the findings of Stage 1 (refer to sections 3 & 4) helped define and refine what was required in Stage 2.

Stage 2 (refer to sections 5 & 6) sought to undertake more specific research and engagement with landholders and community members to provide clear evidence of the demand for services by peri-urban farmers in the study area. The survey results are reported as a combination of the actual number of responses received and as a percentage of the total number of valid responses received. This differs for each question, as some questions only applied to some respondents, e.g. questions regarding livestock sales only applied to those respondents with livestock.

The purpose of Stage 3 (refer to section 7) was to examine the services currently available to meet the demands identified in Stage 2, identify gaps in meeting these demands and recommend options to address these gaps. An analysis of existing facilities and services (both online and physical) provided to peri-urban farmers in the region was undertaken to establish what was currently available and how much these facilities and services were currently utilised.

The purpose of Stage 4 (refer to section 8) was to validate the preferred options recommended in Stage 3 via further community engagement. It was agreed that the City's Have Your Say website was the most appropriate engagement tool to use.

Thus, the report provides a chronology of events over the life of the project (refer to the following project timeline) and it is important that it is read and interpreted in that way, i.e. preliminary conclusions drawn in the earlier stages of the project informed what work was done next and should not be read as a final conclusion of the project. In fact, the arbitrary use of excerpts from the earlier stages of the report without due acknowledgement of the context at the time and the final conclusions drawn would be a misrepresentation of the findings of the project and a disservice to all in the community who contributed to it.

The final conclusion and recommendations of this project are those drawn at the end of stages 3 and 4 (refer to sections 7.7 and 8.6).

PROJECT TIMELINE

MONTH	TASKS
STAGE 1 – PROBLEM DEFINITION	
October 2019	Project commenced & presentation to Advisory Committee
November 2019	Data collection
December 2019	Stakeholder engagement, Stage 1 report & presentation to Advisory Committee
STAGE 2 – NEEDS ANALYSIS	
January 2020	Survey design
February 2020	Survey launched & focus groups
March 2020	Survey extended
April 2020	Telephone interviews
May 2020	1,000 surveys direct mailed
June 2020	Stage 2 report & presentation to Advisory Committee
STAGE 3 – SUPPLY & OPTIONS ANALYSIS	
July 2020	Research
August 2020	Research & Stage 3 Report
September 2020	Presentation to Advisory Committee
PROJECT RECESS	
October 2020	Project recess due to Council caretaker provisions, Council election and renewal of Advisory Committee membership
November 2020	
December 2020	Project recess due to desire for engagement activities to avoid the holiday period
January 2021	
STAGE 4 – VALIDATE OPTIONS	
February 2021	Determine engagement approach
March 2021	Survey design
April 2021	Have Your Say survey
May 2021	Final report
June 2021	Project completed

PERI-URBAN PROFILE

The study area (refer to Figure 1-1) was defined as the Statistical Areas of Golden Plains North, Golden Plains South, Lara, Geelong, Surf Coast and Winchelsea, which approximate the local government areas of the City of Greater Geelong, Golden Plains Shire and Surf Coast Shire. It was agreed to exclude Colac Otway Shire from the study area, as Colac has a livestock exchange.



Figure 1-1: Statistical Areas used in data analysis

The Australian Bureau of Statistics (ABS) identified a total of 616 agricultural properties in the study area with an Estimated Value of Agricultural Operations (EVAO) greater than \$40,000 in 2016. This is only 4% of the total number of rural properties in the study area (14,970) and a number equivalent to only 50% of the total number of properties greater than 100 hectares in size (1,246). Thus, it is obvious that many “agricultural properties”, as defined by the ABS, consist of more than one “rural property” and that the majority of “rural properties” are not engaged in agricultural production, or if they are, have an EVAO less than \$40,000.

The data also shows that 75% of agricultural properties in the study area have an EVAO less than \$350,000, which is considered by many in the agricultural industries to be the absolute minimum EVAO required for a stand-alone commercial farm business.

Furthermore, it is highly likely that many of the agricultural properties with an EVAO of less than \$150,000 (51%) would be operated part-time, in addition to another income generating activity (such as wages or other business income). This is consistent with the known characteristics of peri-urban farming communities elsewhere in Australia.

477 or 77% of all agricultural properties in the study area carry livestock, which may include dairy, beef, sheep or mixed enterprises, but does not include the intensive animal industries, such as pigs and chickens. Importantly, only 65 or 11% of these properties are located in Geelong and Surf Coast Statistical Areas, i.e. in the main peri urban areas of the study area. The balance of agricultural properties which carry livestock are

located in the Golden Plains North, Golden Plains South and Winchelsea Statistical Areas, which are further from the peri-urban fringe and closer to alternative livestock exchanges at Colac and Ballarat.

CONCLUSIONS

The analysis of the available data to describe the peri-urban profile shows that:

- There are some limitations in the ABS data, particularly in relation to smaller landholders and producers, as the ABS have increased the EVAO for data collection from \$5,000 to \$40,000, since 2016
- However, GIS data shows that there are 14,970 rural properties in the study area, of which 86% are less than 50 hectares in size and that the majority of these smaller rural properties are located in the peri-urban area adjacent to the urban and coastal fringe of the City and Surf Coast Shire
- 75% of agricultural properties in the study area have an EVAO less than \$350,000, which is considered by many in the agricultural industries to be the absolute minimum EVAO required for a stand-alone commercial farm business
- Furthermore, it is highly likely that many of the agricultural properties with an EVAO of less than \$150,000 (51%) would be operated part-time, in addition to another income generating activity (such as wages or other business income)
- 477 or 77% of all agricultural properties in the study area carry livestock, which may include dairy, beef, sheep or mixed enterprises, but does not include the intensive animal industries, such as pigs and chickens, and only 65 or 11% of these properties are located in the Geelong and Surf Coast Statistical Areas, i.e. in the main peri urban areas of the study area
- There were 40,873 cattle and 847,411 sheep in the study area in 2018 with 83% of sheep and cattle located in the Winchelsea, Golden Plains South and Golden Plains North Statistical Areas
- However, sheep numbers have increased in Surf Coast and Geelong and cattle numbers have decreased in Geelong and Lara, but shown a steady increase in Surf Coast.

STAGE 1 – PROBLEM DEFINITION

The purpose of Stage 1 was to define “the problem” or identify issues by undertaking research and engagement at a regional level, that provided clear evidence of the demand for services by peri-urban farmers in the region.

The peri-urban profile demonstrated that, despite the limitations of the data, most (75%) of the livestock in the region are located close to existing livestock exchanges at Colac and Ballarat. However, it also shows that there are a large number of small livestock producers located in the peri-urban area adjacent to the urban and coastal fringes of Geelong, Surf Coast and the Bellarine Peninsula. This is significant in terms of understanding the potential demand for a multi-purpose livestock exchange in the Geelong area.

Thus, to further define “the problem” the project engaged directly with key industry stakeholders to develop an understanding of the trends, issues and opportunities along the supply chain in the region.

Many of the industry stakeholders interviewed perceived that smaller livestock producers may be more likely to be non-compliant with animal traceability regulations and that this might lead to a greater biosecurity risk. However, there is little evidence to quantify the level of non-compliance (availability of relevant data) and the potential impacts of this perception.

Agriculture Victoria provided data regarding the number of active Property Identification Codes (PIC) registrations in the study area. However, the data presented was imperfect because of the difficulties outlined in the peri-urban profile, regarding the accurate number of small livestock producers in the study area. It also does not account for the regulatory environment in Victoria, which allows a producer to maintain livestock on more than one property within the same, or neighbouring localities, and operate under one PIC registration.

Thus, in RMCG's opinion, the data presented exaggerates the potential level of non-compliance because it would include many rural properties that do not have livestock, however, it does demonstrate that there is most likely some non-compliance in the study area and that it may be greater in the Geelong, Lara and Surf Coast Statistical Areas, i.e. those areas on peri-urban and coastal fringe of the study area.

Anecdotal evidence also suggests that peri-urban livestock farmers in the study area are facing some logistical and cost issues with the transportation of livestock to the available livestock exchanges in Colac, Ballarat and Mortlake. This is largely attributable to the smaller number of animals being sold per lot, the producers lack of transport infrastructure and the distance to the available facilities.

Therefore, it is very difficult to quantify the degree of the perceived problems faced by peri-urban farmers and the impact of these perceived problems, e.g. non-compliance and biosecurity risk. However, the interviews we conducted and the data we accessed, suggests that these issues require further investigation.

CONCLUSIONS

We concluded from our initial engagement with the key stakeholders in the study area that there were five key issues that required further research in Stage 2. Those issues and our preliminary conclusions about them from this initial engagement were:

1. The large number of livestock properties in the study area

- Most (75%) of the livestock in the region are located close to existing livestock exchanges at Colac and Ballarat, however there are a large number of small livestock producers located in the peri-urban area adjacent to the urban and coastal fringes of Geelong, Surf Coast and the Bellarine Peninsula, which is significant to understanding the potential demand for a multi-purpose livestock exchange

2. Compliance issues with smaller livestock producers creating an increased biosecurity risk

- There is a level of non-compliance amongst the large number of small livestock-producers in the study area, however, due to the lack of relevant data we were unable to quantify the level of non-compliance and estimate the potential impact of a biosecurity incident

3. Logistic and cost issues associated with the use of the available livestock exchange facilities

- Anecdotal evidence suggests that peri-urban livestock farmers in the study area are facing logistical and cost issues with the transportation of livestock to the available livestock exchanges in Colac, Ballarat and Mortlake. This is mostly due to the smaller number of animals being sold per lot, the producers lack of transport infrastructure and the distance to the available facilities

4. A reduction in programs and activities to support peri-urban farmers in the region

- Key stakeholders believe many small rural property holders do not understand best practice, particularly in relation to compliance, animal health and welfare, and land management (including control of weeds and pests), and that this information is not readily available locally

5. A lack of data to accurately determine the quantum of smaller livestock producers in the study area and the level of non-compliance.

- The lack of accessible accurate data makes it is very difficult to quantify the degree of the perceived problems faced by peri-urban farmers and the impact of these perceived problems, e.g. non-compliance and biosecurity risk.

STAGE 2 – ENGAGEMENT OVERVIEW

The purpose of Stage 2 was to further refine the work undertaken during Stage 1 to define “the problem” or identify issues by undertaking more specific research and engagement with landholders and community members to provide clear evidence of the demand for services by peri-urban farmers in the study area.

The following engagement activities were undertaken:

- Survey – online Survey Monkey and paper copy
- Focus Groups x 2 (Bannockburn, Lara)
- Bellarine Show – 1:1 listening posts, hard copy survey, focus group flyers
- 1:1 phone interviews
- Direct email submission.

The City made the decision to cancel or postpone all non-essential meetings and events, based on Victorian Government advice and requirements following the escalation of the COVID-19 pandemic in late March 2020. Two focus groups, scheduled for Bellarine and Moriac, were cancelled as a result. RMCG conducted an additional ten 30-minute phone interviews with farmers from across the region, as a substitute for these focus groups. The online survey deadline was also extended by two months, and the City wrote to 1,000 randomly selected residents from its rural landholders database, inviting them to participate in the survey.

Feedback was received from 266 people during the engagement period (from 30 January 2020 until the survey closed on 6 June 2020). They included:

- 237 survey responses
- 12 attended Focus Groups
- 8 phone interviews
- 2 individual email submissions
- 7 engagements at the Bellarine Show plus distribution of survey and focus group information.

The survey was structured to collect demographic information, however similar information was not collected at the focus groups or during the phone interviews.

The following observations can be made about the participants in the survey (refer to Figure 5-1 to Figure 5-6):

- Over half (56%) of the respondents were over the age of 55 years
- Respondents were well spread across the study area, with a higher percentage of respondents from the City (44%), reflecting the population and the additional surveys completed in response to the direct mail out
- Nearly two-thirds (63%) of respondents have lived at their property for more than 10 years
- Smaller property owners (farmers) are well represented – as indicated by property area and percentage of income generated from the property
- 93% respondents have livestock with 75% having either sheep or cattle.

We estimate that over 2,000 people were notified of the engagement activities during Stage 2, and of these 266 participated, giving a response rate of 13% (ignoring possible multiple engagements).

The demographic data shows that the sample included a representative range of farmers from the study area and a representative range of farm sizes (area and income range). However, there were limited responses from farmers under the age of 45 (25%) and who have lived on the property for less than 10 years (25%). Given the limited participation of this group/demographic in the engagements, it is important to note that their issues and problems are not well represented in this report and the subsequent conclusions.

STAGE 2 – RESULTS OF THE NEEDS ANALYSIS

The survey questions were designed to obtain information about the following:

- Demographics
- Farming type, size, location, livestock numbers
- Personal values
- Management issues and priorities
- Sources of information – where do they currently access farming information?
- Livestock sales
- Livestock compliance
- Other issues.

Questions were developed in consultation with the City and the Advisory Committee.

The format of the focus group sessions (and then later, the phone interviews) was designed to gather detailed insight into the issues and needs of participants, at both a group level and on an individual basis.

The phone interviews were semi-structured open-discussions with three main opening questions:

1. What issues / challenges are you currently facing?
2. What opportunities do you see for peri-urban farmers in the region?
3. What possible solutions do you know of that could address these challenges and opportunities?

CONCLUSIONS

An important objective of the engagement in Stage 2 was to test and validate the findings of Stage 1 with a wider audience of rural landholders. The results of this were:

1. Large number of small livestock producers in the study area
 - *Confirmed by the demographics of the survey respondents (refer to section 5.6)*
2. Compliance issues with smaller livestock producers – creating increased biosecurity risks
 - *Not confirmed – survey responses indicated that 152 of 162 respondents who farm livestock (93%) believe they are compliant.*
3. Logistic and cost issues associated with the use of available livestock exchange facilities
 - *Partly confirmed – survey results indicate of those with livestock 70 (43%) have issues buying or selling livestock, whilst 47 (28%) mentioned issues relating to logistics and costs*
4. Reduction in programs and activities in the region, to support peri-urban farmers in region
 - *Partly confirmed – survey findings included 52 of the 176 (30%) respondents who use their property for farming have issues related to lack of local saleyards, weed and pest control, rates being too high and the condition of roads*
5. Inadequate data to accurately determine the quantum of smaller livestock producers in the study area and level of non-compliance
 - *N/A – the data collected during Stage 2 engagements were not of significant quantum to improve on that already used during Stage 1*

The main management issues reported by peri-urban farmers who responded to the survey were:

- Weeds and pests on property - 125 (64%)
- Maintaining property infrastructure - 112 (57%)
- Managing livestock - 97 (49%)
- Water availability and supply - 96 (49%)

With regards to selling and buying livestock, of the 237 responses to the survey:

- 172 (73%) were using their rural property for farming
- Of these, 162 (94%) farmed livestock
 - 144 (85%) use methods other than saleyards to buy and sell livestock
 - 119 (72%) use saleyards to buy and sell livestock, mostly Ballarat (97) and Colac (47)
 - 48 (28%) do not use saleyards at all
 - 70 (43%) have issues buying and selling livestock
- 35 mentioned a Livestock Exchange in the Geelong region, as an option for addressing issues with buying and selling livestock – this is 22% of those farming livestock or 15% of all survey respondents.

With regards to accessing information:

- 73 (49% of 150 respondents) reported that they currently have difficulties accessing support and information from local government
- 54 (35% of 156 respondents) reported they have difficulty accessing information from State government organisations (such as Agriculture Victoria, Catchment Management Authorities, Water Corporations).
- However,
 - 61 (35% of 167 respondents) reported that they currently have access to everything they need
 - There is a strong preference for accessing information from family, friends and neighbours (134 or 78% of 171 respondents) and other farmers/landholders (126 or 76% of 165 respondents).

Thus, the level of demand for the following services can be defined as:

- A livestock exchange facility in the Geelong region – strong demand from a significant minority of livestock producers in the study area (22% of those farming livestock or 15% of all survey respondents)
- Improved support and access to information from local and State government – a high proportion of respondents currently having difficulty accessing support and information from local (49%) and State (35%) government organisations.

STAGE 3 – SUPPLY & OPTION ANALYSIS

The purpose of Stage 3 was to examine the services currently available to meet the demands identified in Stage 2, identify gaps in meeting these demands and recommend options to address these gaps. An analysis of existing facilities and services (both online and physical) provided to peri-urban farmers in the region was undertaken to establish what was currently available and how much these facilities and services were currently utilised.

This included thirteen (13) interviews with key stakeholders in the supply chain, including representatives of livestock buyers, agents, processors and carriers, Agriculture Victoria and Council staff. In addition to this, we reviewed the findings of the Corangamite Catchment Authority's 2019 social benchmarking report and researched operating models in other similar peri-urban regions.

The four main “problems” for which we sought to identify gaps and recommend options to address them were:

1. Concerns regarding an increased biosecurity risk
2. Difficulties trading small lots of livestock
3. Lack of support and service from local and State government
4. Access to information and education services

After examining the potential cause for these concerns, the evidence to support each concern, the existing options available to address these concerns and any identifiable gaps, we made the following recommendations with the accompanying rationale for these recommendations.

RECOMMENDATIONS

NOT RECOMMENDED

1. A multi-use, multi-purpose livestock and information exchange is not a recommended option to be progressed to Stage 4 because:

- It will not address the problems, issues and gaps identified by this project
- It will not provide a better option for livestock and information exchange than those already available to livestock producers in the region, including the sale of small lots
- There are other options that better address the gaps identified by this project and improve outcomes for livestock producers in the region.

RECOMMENDED

2. Quantify concerns about non-compliance

- Arrange for the Advisory Committee to be briefed by the Agriculture Victoria Biosecurity Program leaders
- Develop a collaborative approach to advocate for a greater understanding of the actual level of non-compliance and mitigation options – G21 Alliance, Victorian Farmers Federation, Advisory Committee, Agriculture Victoria
- Ensure peri-urban input into the development and operations of the Strengthening Victoria's Biosecurity System Program
- Councils to support and promote existing Agriculture Victoria biosecurity educational and extension programs

3. Promotion of available options to buy and sell livestock

- Increase awareness of existing livestock buying and selling options via:
 - Local government and other relevant organisations' (e.g. G21 Agri Collective) communications
 - Case studies to showcase examples of different options
 - Buyers, agents, processors and Auctions Plus to run a forum for farmers explaining buying and selling options
- Include options to promote buying and selling between producers for smaller lots
 - Investigate the demand for a regular (e.g. quarterly) farmer-to-farmer livestock sale, utilising existing facilities (e.g. Geelong Showgrounds)

4. Improve support and services from local government and associated bodies

- Increase promotion of existing Council programs, services and support
- Develop a key stakeholder communication strategy and implementation plan for improved communications with peri-urban farmers, including both local government and other relevant organisations (e.g. G21 Agri Collective)
- Initiate grants (small) for small landholders relating to priority areas (weeds, yards, water)
- Ensure Council staff are well connected with local farmers and are knowledgeable of priority issues
- Initiate an annual Rural & Peri-urban Advisory Committee and G21 Agri Collective joint forum

5. Increase uptake of existing information and education services

- Increase the awareness of existing services and available support (see number 3)
- Promote existing support services and training to increase farmers' access and usage of internet services
- Initiate an annual rural landholders forum or conference for the purposes of education, social networking and input to local government policy and programs.

6. Stage 4 should focus on the development of an implementation plan that prioritises and outlines how these recommendations should be implemented, rather than a business case.

STAGE 4 – VALIDATE OPTIONS

The purpose of Stage 4 was to validate the preferred options recommended in Stage 3 via further community engagement. It was agreed that the City's Have Your Say website was the most appropriate engagement tool.

The Advisory Committee suggested an additional option be added, regarding buying and selling livestock. This was in addition to the themes and options that were recommended in Stage 3. This option was:

Council exploring options for an innovative local livestock buying and selling exchange facility/service, developed specifically for small-scale farmers to trade a range of different species.

There were 44 responses to the Have Your Say survey compared to 266 engagements during Stage 2, including the survey (237) focus groups (12), phone interviews (8), email submissions (2) and personal engagements at the Bellarine Show (7).

The demographics of the respondents to the Have Your Say survey were slightly younger on average, more likely to come from the City of Greater Geelong, have larger farms, been at their current properties for a shorter period of time and were more likely to be livestock farmers.

The results show that there is:

- Majority support (29 of 44) for Council's participation in the biosecurity consultation and promotion of existing education and extension programs related to biosecurity
- A significant majority of survey respondents (38 of 44) who support Council exploring options for an innovative local livestock exchange, but little support for other options related to buying and selling livestock
- Strong support (32 of 44) for grants for peri-urban landholders, as well as increased promotion of relevant websites (29), improved connection between staff and landholders (29) and increased promotion of existing Council programs (26)
- Majority support for all options to improve information and education (27 of 44), with the exception of a greater variety of promotion methods (13).

Thus, the 44 respondents to the Have Your Say showed majority support for most options related to biosecurity, support and services from local government and associated bodies and information and education. There was a clear response in favour of Council exploring an innovative local livestock exchange to deal with issues associated with buying and selling livestock, but low support for the other options put forward to address this issue.

CONCLUSIONS

The responses to the Have Your Say survey support most of the options recommended in Stage 3 of the study and, in the main, reflect the responses received to the survey conducted in Stage 2 (thus, the recommendations in Stage 3). However, the significant majority of respondents (38 or 81%) who support Council exploring options for an innovative local livestock exchange would appear at odds with the results of the Stage 2 survey, where only 22% of livestock farmers and 15% of survey respondents (35 respondents) expressed a preference to retain livestock exchanges.

In fact, the absolute number of respondents who supported livestock exchanges in both surveys is almost the same (i.e. stage 2 = 35 / stage 4 = 38), but the percentage differs significantly due to the significantly smaller number of respondents to the Have Your Say survey (i.e. stage 2 = 237 / stage 4 = 44).

In our opinion, the results of the Have Your Survey support our conclusion in Stage 2 (refer to section 6.7) that there is strong demand from a significant minority (35 – 38 respondents) of livestock producers in the study area for a livestock exchange facility in the Geelong region, however our recommendation not to pursue one remains unchanged for the reasons outlined in Stage 3 (refer to section 7.7).

1 Introduction

1.1 AGRICULTURE IN THE REGION

The G21 region is comprised of the municipalities of Geelong, Queenscliff, Surf Coast, Golden Plains and Colac Otway. The G21 region is Victoria's largest regional economy and one of Australia's largest centres of agribusiness. Agribusiness contributes 9% to the Gross Regional Product, employs 11% of the regional workforce and is 37% of the regional manufacturing workforce¹.

Thus, it is a significant industry. However, approximately 50% of the farmers in the region produce only 5% of the value of production in the region. These farmers are sometimes referred to as “lifestyle” farmers because their land ownership is not necessarily commercially motivated. This is a significant cohort of farmers, land managers and livestock managers that can be overlooked by traditional agricultural industry research and development bodies and the programs that they deliver to more commercially motivated farmers.

These “lifestyle” farmers, along with the commercial farmers still located amongst them, make up our “peri-urban” farmers, i.e. those who farm next to the urban fringe. These farmers face different challenges than those located further from urban development and require a different approach to service delivery to ensure those services that a priority to the whole community, such as animal health and welfare, biosecurity, land health and skills development, are delivered efficiently and effectively.

1.2 THE NEED FOR A STUDY

The region is experiencing significant growth in population and expansion of residential housing into previous farming land. This change in land use and reduction in large-scale farming properties has resulted in reduced demand for some services to agriculture and a subsequent reduction in their provision. This included the closure of the Geelong Saleyards, which was a service that was previously used by the peri-urban farmers in the region, including lifestyle and commercial farmers.

This closure has required peri-urban farmers (those adjacent to the urban fringe) in the region, who previously used this facility, to find alternative livestock selling and buying options. While alternative options were understood to be largely adopted, there was some level of community concern that the available options did not adequately address current or future need, and issues remained for the region's agricultural producers following the closure of the local facility.

There have been some options developed to resolve these issues, however there is a need to gather sufficient evidence to fully understand the problem, so options can be fully evaluated and their feasibility tested.

Future investment by the City of Greater Geelong (the City), its neighbouring municipalities, state government agencies and/or industry bodies in services to peri-urban farmers requires strong evidence that clearly defines the need, identifies a gap in service provision and the benefits that arise from investing in meeting those needs and filling that gap.

¹ Sustainable Agribusiness Strategy for the G21 Region, 2017.

1.3 PROJECT OBJECTIVES

The original objectives of the project, co-funded by the City and Surf Coast Shire, were to:

1. Develop an understanding of peri-urban agriculture in the study area
2. Collect evidence (data and analysis), related to the current demand for a multi-purpose livestock and information exchange in the study area
3. Test the underlying problems experienced by peri-urban farmers through extensive community engagement
4. Collate and analyse information regarding the existing supply and use of available services, and programs to peri-urban farmers in the broader study area
5. Develop a short list of options that respond to the farmer's needs, and conduct a community engagement process to test and seek feedback regarding these options
6. Complete a cost/benefit analysis and location/implementation analysis to test the feasibility of the preferred options
7. Report the recommended options to the Project Manager and the Rural and Peri-urban advisory sub-committee.

As a result of the outcomes of the first three stages of this project (refer to section 1.4 and the relevant chapters), it was agreed that it would not be appropriate to proceed with meeting objective 6.

1.4 HOW TO READ THIS REPORT

The project was broken into four stages (refer to section 2 for more detail). The output of each stage was presented to the City and its Rural and Peri-urban Advisory Committee (the Advisory Committee) before proceeding with the next stage, so the output of each stage further informed the planned purpose and approach of the subsequent stage.

The four stages and when they were reported to the Advisory Committee were:

- | | |
|-----------------------------|------------------|
| 1. Problem definition | - December 2019 |
| 2. Needs analysis | - June 2020 |
| 3. Supply & Option analysis | - September 2020 |
| 4. Validate options | - June 2021. |

Whilst this is the final report of the project, it is, in fact, the fourth in a series of reports that have reported on each stage of the project over a twenty-one month period. As such, it is a complete compendium of the three previous reports, including their contents, analysis, conclusions and recommendations, as they were reported at the time, plus the purpose, approach, findings and conclusions of stage 4 of the project.

The purpose of Stage 1 was to define “the problem” or identify issues by undertaking research and engagement at a regional level, that provided clear evidence of the demand for services by peri-urban farmers in the region. Thus, the findings of Stage 1 (refer to sections 3 & 4) helped define and refine what was required in Stage 2.

Stage 2 (refer to sections 5 & 6) sought to undertake more specific research and engagement with landholders and community members to provide clear evidence of the demand for services by peri-urban farmers in the study area. The survey results are reported as a combination of the actual number of responses received and as a percentage of the total number of valid responses received. This differs for each question, as some questions only applied to some respondents, e.g. questions regarding livestock sales only applied to those respondents with livestock.

The purpose of Stage 3 (refer to section 7) was to examine the services currently available to meet the demands identified in Stage 2, identify gaps in meeting these demands and recommend options to address

these gaps. An analysis of existing facilities and services (both online and physical) provided to peri-urban farmers in the region was undertaken to establish what was currently available and how much these facilities and services were currently utilised.

The purpose of Stage 4 (refer to section 8) was to validate the preferred options recommended in Stage 3 via further community engagement. It was agreed that the City's Have Your Say website was the most appropriate engagement tool to use.

Thus, the report provides a chronology of events over the life of the project (refer to section 2.8) and it is important that it is read and interpreted in that way, i.e. preliminary conclusions drawn in the earlier stages of the project informed what work was done next and should not be read as a final conclusion of the project. In fact, the arbitrary use of excerpts from the earlier stages of the report without due acknowledgement of the context at the time and the final conclusions drawn would be a misrepresentation of the findings of the project and a disservice to all in the community who contributed to it.

The final conclusion and recommendations of this project are those drawn at the end of stages 3 and 4 (refer to sections 7.7 and 8.6).

2 Approach

2.1 A PARTICIPATORY APPROACH

The project team aimed to:

- Actively engage the City, other G21 Councils, the Advisory Committee and peri-urban farmers to maximise the opportunity for success and ensure the outcome was achieved
- Seek to fully understand the needs of peri-urban farmers now and in the future
- Provide an evidence-based outcome to meet the needs of peri-urban farmers.

Thus, the approach involved:

- A participatory approach to engage with the client, the Advisory Committee and peri-urban farmers to truly understand their needs and facilitate “buy-in”
- A logical and methodical process for assessing the data (both quantitative and qualitative) and testing its validity with stakeholders to ensure there was a strong evidence base on which to build a plan
- A staged approach with written outputs and presentations at each stage to ensure the Advisory Committee was kept informed and engaged throughout the project.

2.2 A FOUR-STAGE APPROACH

The City sought a two-part project with the evidence gathered in Part 1 informing the content of Part 2, whilst Part 1 was composed of three distinct components, i.e. a demand analysis, a supply analysis and an option analysis.

As a result, the project team undertook the project in four stages, with the first three stages delivering the components of Part 1 and the fourth stage being the equivalent of Part 2 of the brief. This four-staged approach was essential to ensuring each stage of the process informed the next stage and actively involved the Advisory Committee in the decision-making process.

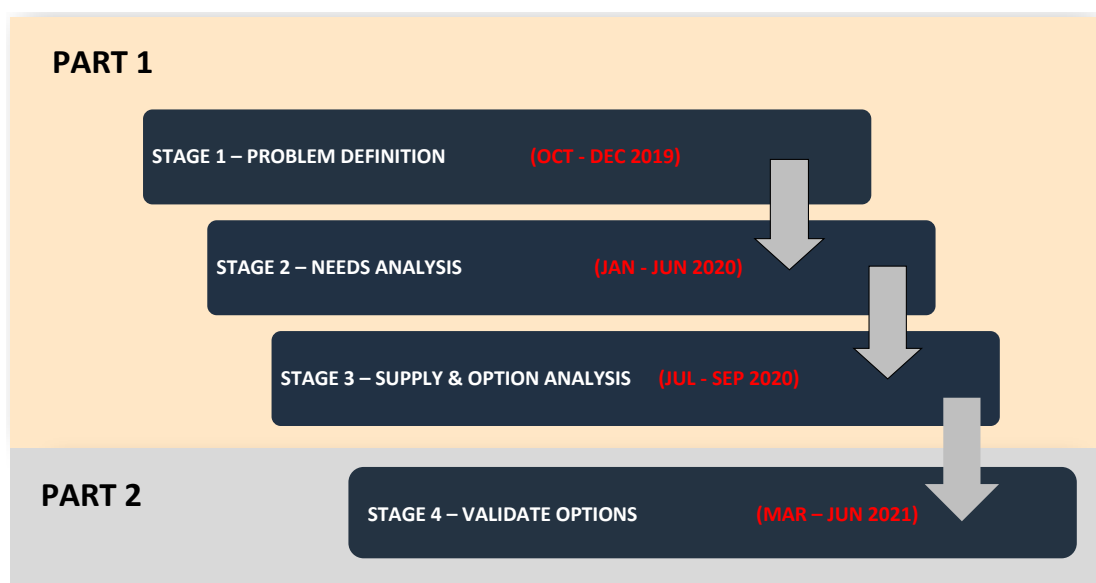


Figure 2-1: A four-stage approach

2.3 STAGE 1 – PROBLEM DEFINITION

Objective: To define “the problem”, or identify the issues, by undertaking research and engagement at a regional industry level that provides clear evidence of the demand for services by peri urban farmers in the region.

Tasks:

1. Inception meeting with Project Control Group
2. Review relevant research, strategies, policy and regulations
3. Data collection and analysis
4. Industry engagement – trends and issues (1:1 interviews)
5. Prepare draft report for Advisory Committee
6. Present findings to Advisory Committee

Output: A report which provides a clear understanding of peri-urban agriculture in the region, relevant policy & regulations, industry issues/future trends, pre- and post-farm gate issues and opportunities.

2.4 STAGE 2 – NEEDS ANALYSIS

Objective: To provide a comprehensive demand analysis, which fully understands the specific service needs of peri-urban farmers in the region and tests and validates the analysis and conclusions made in stage 1.

Tasks:

1. Engagement with peri-urban farmers – focus groups
2. Engagement with peri-urban farmers – survey
3. Collate findings and report
4. Present report to the Advisory Committee

Output: A report which builds on the information presented in Stage 1 to provide a clear understanding of the service needs of peri-urban farmers in the region, and the issues and opportunities that are important to them.

2.5 STAGE 3 – SUPPLY & OPTION ANALYSIS

Objective: To identify the existing services in the region and the gaps in service provision for the needs identified, and undertake a preliminary option analysis to identify a range of feasible options to fill these gaps.

Tasks:

1. Review existing studies and analyse information from 1.4 (Industry engagement – trends and issues via 1:1 interviews)
2. Review existing services in the study area
3. Preliminary investigation of potential options
4. Collate findings and draft report
5. Workshop options with Advisory Committee
6. Prepare report with recommendations for stage 2.

Output: A report outlining the findings of the supply and option analysis and providing a short list of options to investigate during stage 4.

2.6 STAGE 4 – VALIDATE OPTIONS

Objective: The original objective of this stage was to validate the preferred option(s) via community engagement and more thoroughly investigate the feasibility of the option(s), including location / implementation analysis and a cost benefit analysis.

Tasks:

1. Community engagement
2. Draft report
3. Present Report to Advisory Committee
4. Finalise report.

Output: The original output sought for this stage was a feasibility study of the preferred option(s), supported by community engagement, location / implementation analysis and cost benefit analysis.

Note: As a result of the outcomes of the first three stages of this project, it was agreed that it would not be appropriate to proceed with meeting objective 6 (refer to section 0). Thus, the original objective and output for this stage, which is outlined above, was modified, with the agreement of the City, Surf Coast Shire and the Advisory Committee, to validate the options recommended and deliver further community engagement via a survey on the City's Have Your Say webpage. The heading of chapter 8 reflects this agreed change.

2.7 CONSULTATION & ENGAGEMENT

The project team completed the following consultation:

- Industry engagement – trends and issues (1:1 interviews)
- Engagement with peri-urban farmers – focus groups
- Engagement with peri-urban farmers – survey
- Review existing services in the study area
- Community engagement – have your say page

The project team met with the Project Control Group and the Advisory Committee as follows:

- Inception meeting with Project Control Group
- Present draft stage 1 report to the Advisory Committee
- Present draft stage 2 report to the Advisory Committee
- Workshop options with Advisory Committee

More detail of the specific engagement activities and number of people engaged is described in chapter 5 and sections 8.2 and 8.3.

2.8 PROJECT TIMELINE

MONTH	TASKS
STAGE 1 – PROBLEM DEFINITION	
October 2019	Project commenced & presentation to Advisory Committee
November 2019	Data collection
December 2019	Stakeholder engagement, Stage 1 report & presentation to Advisory Committee
STAGE 2 – NEEDS ANALYSIS	
January 2020	Survey design
February 2020	Survey launched & focus groups
March 2020	Survey extended
April 2020	Telephone interviews
May 2020	1,000 surveys direct mailed
June 2020	Stage 2 report & presentation to Advisory Committee
STAGE 3 – SUPPLY & OPTIONS ANALYSIS	
July 2020	Research
August 2020	Research & Stage 3 Report
September 2020	Presentation to Advisory Committee
PROJECT RECESS	
October 2020	Project recess due to Council caretaker provisions, Council election and renewal of Advisory Committee membership
November 2020	
December 2020	Project recess due to desire for engagement activities to avoid the holiday period
January 2021	
STAGE 4 – VALIDATE OPTIONS	
February 2021	Determine engagement approach
March 2021	Survey design
April 2021	Have Your Say survey
May 2021	Final report
June 2021	Project completed

3 Peri-urban profile

3.1 SOURCES, INDICATORS AND AREAS

The following sources and indicators were used to describe the peri-urban profile of the region:

- Geographic Information System (GIS) data available for 2019 – to analyse rural zoned property numbers and distribution
 - Rural zones of <2ha, 2-20ha, 20-50ha, 50-75ha, 75-100ha, >100ha
- Australian Bureau of Statistics (ABS) data – 2006 - 2018 to analyse farming property by size, commodity and region distribution
 - Data available for businesses with Estimated Value of Agricultural Output (EVAO) >\$50,000 per year
 - Commodity data for livestock numbers, cropping area and type
 - Property size ranges - <50ha, 50–100ha, 100–500ha, >500ha.

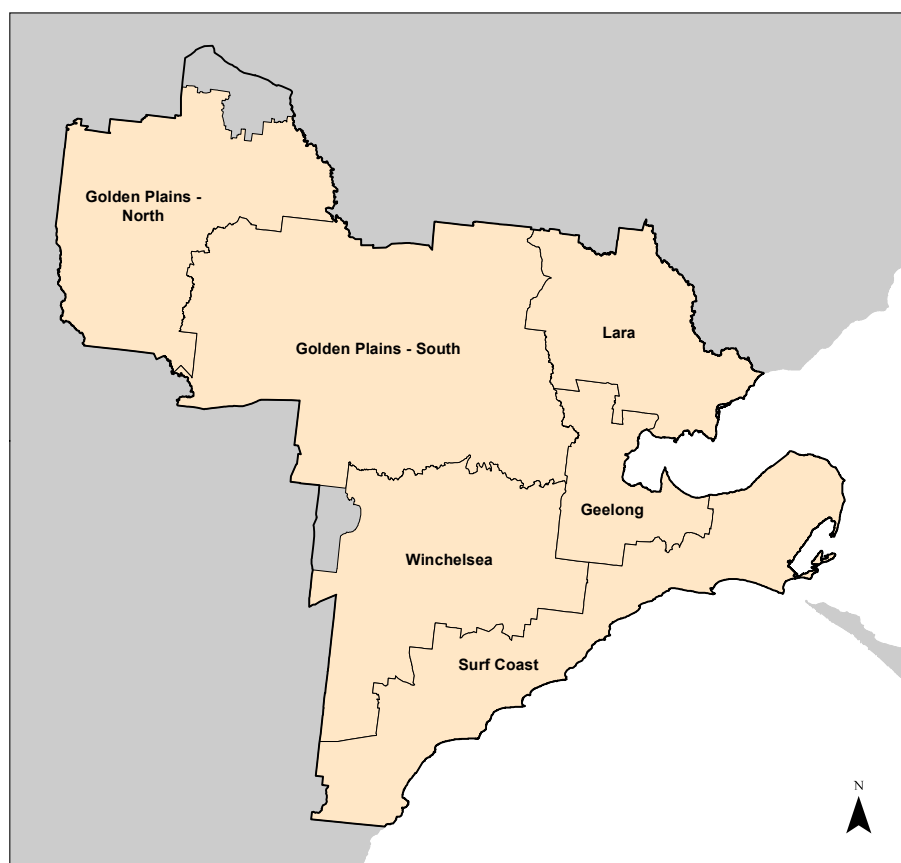


Figure 3-1: Statistical Areas used in data analysis

The boundaries of the Statistical Areas (SAs) used in this study are shown in Figure 3-1. It is important to note that the Advisory Committee agreed to exclude Colac Otway Shire from the study area, as Colac has a livestock exchange. Furthermore, these SAs do not align with the local government boundaries and, in particular, the area named Surf Coast consists of the Bellarine Peninsula (City of Greater Geelong) and the coastal component of Surf Coast Shire. These SAs have been used to compare the current data with historically used boundaries, including those used in the G21 Agribusiness Strategy.

3.2 DATA LIMITATIONS

There are some limitations in the ABS data, particularly in relation to smaller landholders and producers. ABS data for agricultural property numbers, output and commodity were previously collected for businesses with an EVAO of \$5,000 and above, however, since 2016 this limit has been increased to \$40,000 and above.

This change means that the ABS data is only partly useful for analysing smaller agricultural producers, because many producers with smaller sized properties are likely to have an EVAO below \$40,000. This change also makes it difficult to analyse the changes and trends of the smaller producers over time.

There are other limitations to the available data collected regarding smaller farming properties, particularly if their properties are operating as a 'hobby' rather than a 'business'. It is likely that there will be some peri-urban farmers who will not be declaring any taxable income from the sale of farm products and therefore, not captured in the ABS data.

Our analysis of the data discovered that there are far fewer properties in the ABS data compared with the GIS data, which may be due to:

- Landholders with EVAO <\$40,000
- Landholders without agricultural production
- Landholders with agricultural production but are classed as non-commercial / hobby farmers.

3.3 PROPERTY DISTRIBUTION BY SIZE

GIS data from 2019 was used to understand the distribution of rural zoned properties by size across the study area. The number of rural properties by statistical area is presented in Table 3-1 and Figure 3-2 shows the spatial distribution of these rural properties in the study area.

Table 3-1: Rural property holdings by statistical area 2019

LOCATION	NUMBER OF RURAL ZONED PROPERTIES BY SIZE						
	< 2 ha	2-20 ha	20-50 ha	50-75 ha	75-100 ha	>100 ha	TOTAL
Geelong	1,103	770	407	33	13	205	2,531
Golden Plains - North	772	856	117	53	49	188	2,035
Golden Plains - South	523	725	247	107	61	456	2,119
Lara	476	986	135	62	47	128	1,834
Surf Coast	1,016	1,092	453	145	39	44	2,789
Winchelsea	461	808	521	172	97	207	2,266
Total	4,815	6,119	1,906	575	309	1,246	14,970
Percentage of total	32%	41%	13%	4%	2%	8%	100%

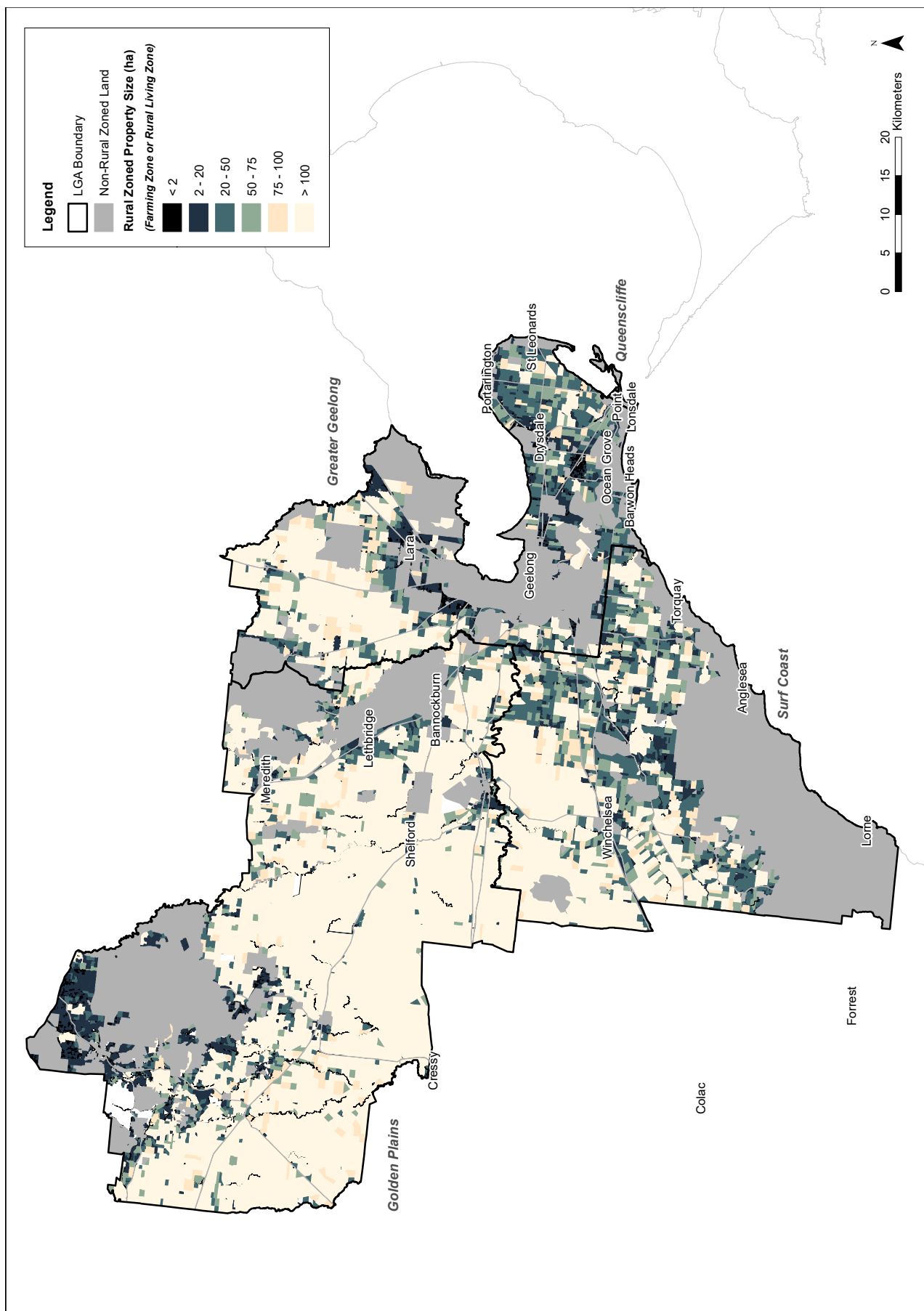


Figure 3-2: Map of rural zoned properties by size in the study area

The data shows that:

- There are 14,970 rural properties in the study area
- Surf Coast and Geelong statistical areas have the most rural properties and Lara the least
- 86% of rural properties in the study area are less than 50 hectares in size
- Of these smaller properties (<50 ha), 38% are in the statistical areas of Surf Coast and Geelong
- The majority of rural properties are less than 50 hectares in each of the Statistical Areas
- Golden Plains South has the largest number of rural properties greater than 100 ha
- Golden Plains North, Golden Plains South and Winchelsea have a larger proportion of rural properties that are greater than 50 hectares.

Thus, the majority of smaller rural properties are located in the peri-urban area adjacent to the urban and coastal fringe of the City and Surf Coast Shire.

3.4 AGRICULTURAL OUTPUT

ABS data was used to analyse the EVAO for properties in the study area for 2016. As explained earlier, there are considerably less properties in the ABS data set compared to the GIS data. The ABS data set identifies a total of 616 agricultural properties in the study area with an EVAO greater than \$40,000 in 2016.

This is only 4% of the total number of rural properties identified in the study area in 2019 and a number equivalent to only 50% of the total number of properties greater than 100 hectares in size. Thus, it is obvious that many “agricultural properties”, as defined by ABS, consist of more than one “rural property” and that the majority of “rural properties” are not engaged in agricultural production, or have an EVAO less than \$40,000.

Figure 3-3 shows the proportion of agricultural properties in the study area by EVAO in 2016.

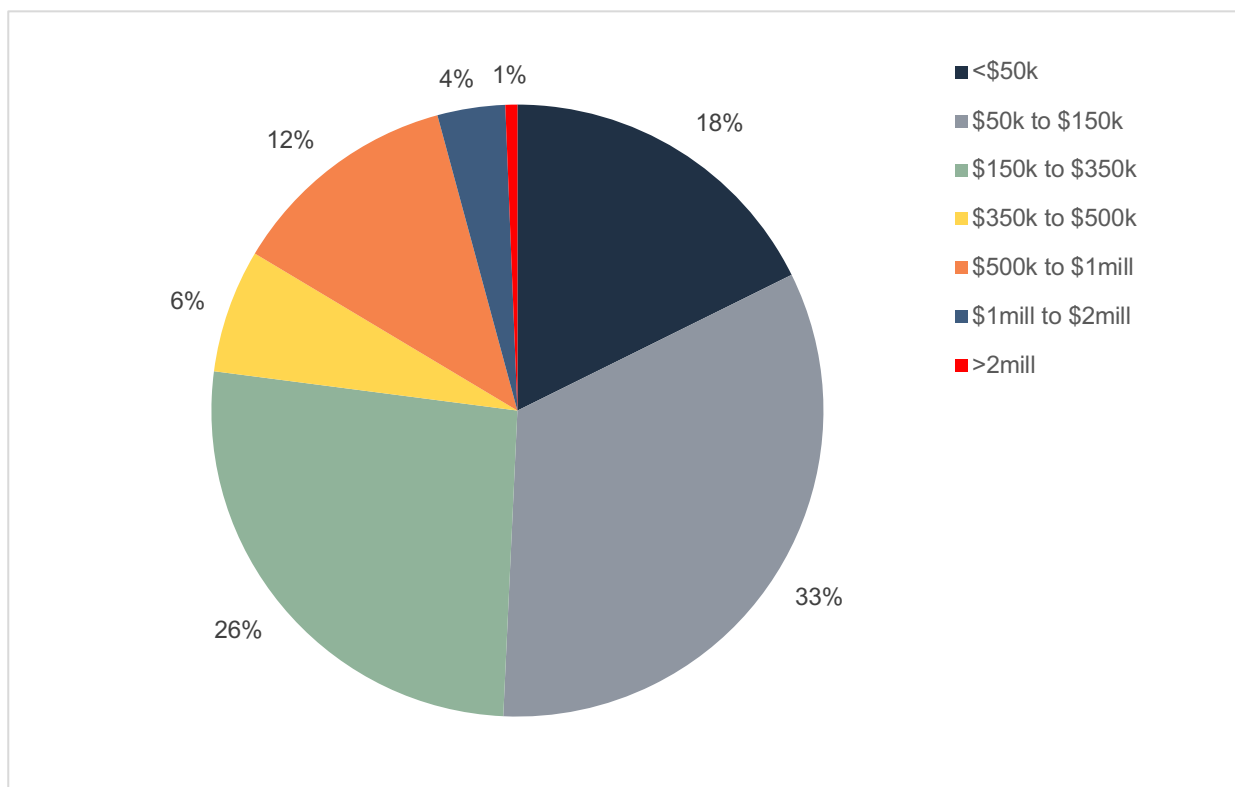


Figure 3-3: Number of properties by EVAO for 2016

The data shows that 75% of agricultural properties in the study area have an EVAO less than \$350,000, which is considered by many in the agricultural industries to be the absolute minimum EVAO required for a stand-alone commercial farm business.

Furthermore, it is highly likely that many of the agricultural properties with an EVAO of less than \$150,000 (51%) would be operated part-time, in addition to another income generating activity (such as wages or other business income).

This is consistent with the known characteristics of peri-urban farming communities elsewhere in Australia.

3.5 ENTERPRISE TYPE

Figure 3-4 shows the number of agricultural properties by enterprise by Statistical Area. It is very obvious from the figure that the overwhelming number of agricultural properties in the study area are livestock properties. In fact, 477 or 77% of all agricultural properties in the study area carry livestock, which may include dairy, beef, sheep or mixed enterprises, but does not include the intensive animal industries, such as pigs and chickens. Importantly, only 65 or 11% of these properties are located in Geelong and Surf Coast, i.e. in the main peri urban areas of the study area.

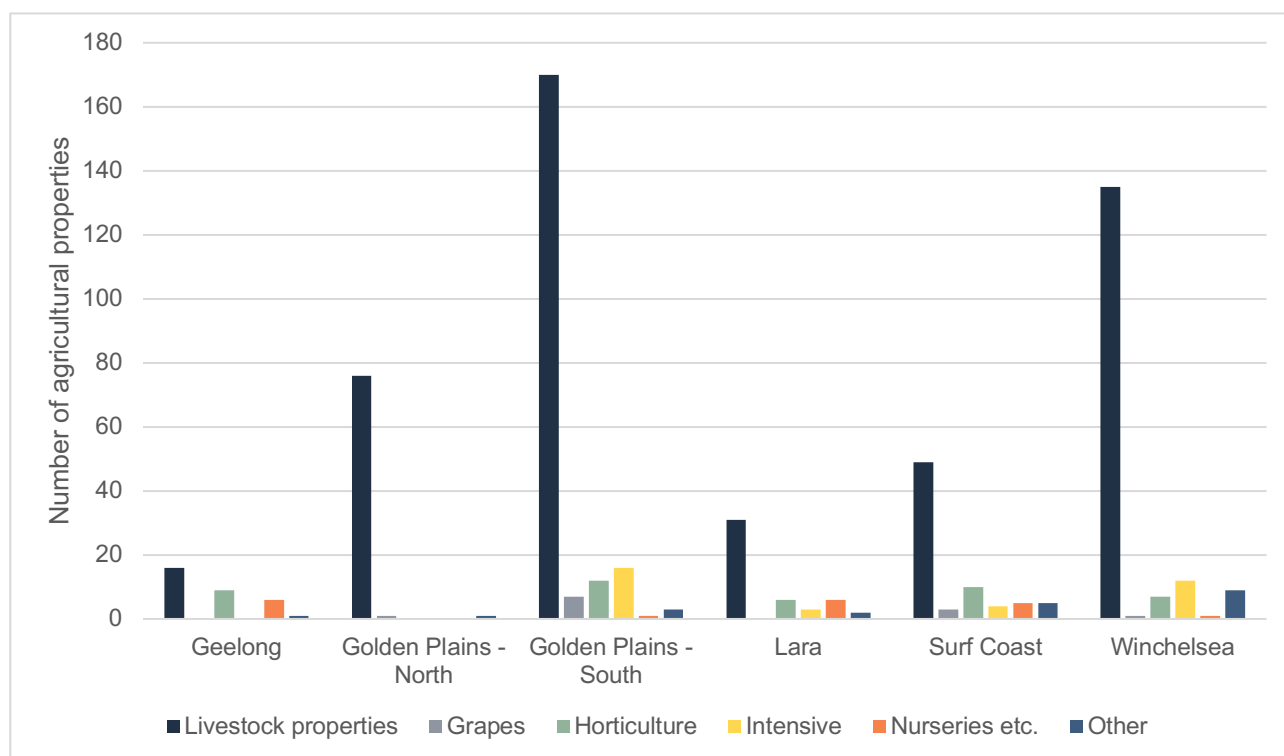


Figure 3-4: Number of agricultural properties by location and enterprise type

3.6 LIVESTOCK NUMBERS

ABS statistics report that there were a total of 40,873 cattle and 847,411 sheep in the study area in 2018. Figure 3-5 shows the number of livestock properties by size in 2016 and Figure 3-6 shows the number of sheep and cattle by Statistical Area in 2018.

The data shows that:

- The majority of livestock properties with an EVAO >\$40,000 are larger than 100 hectares
- 83% of sheep and cattle are located in the Winchelsea, Golden Plains South and Golden Plains North Statistical Areas.

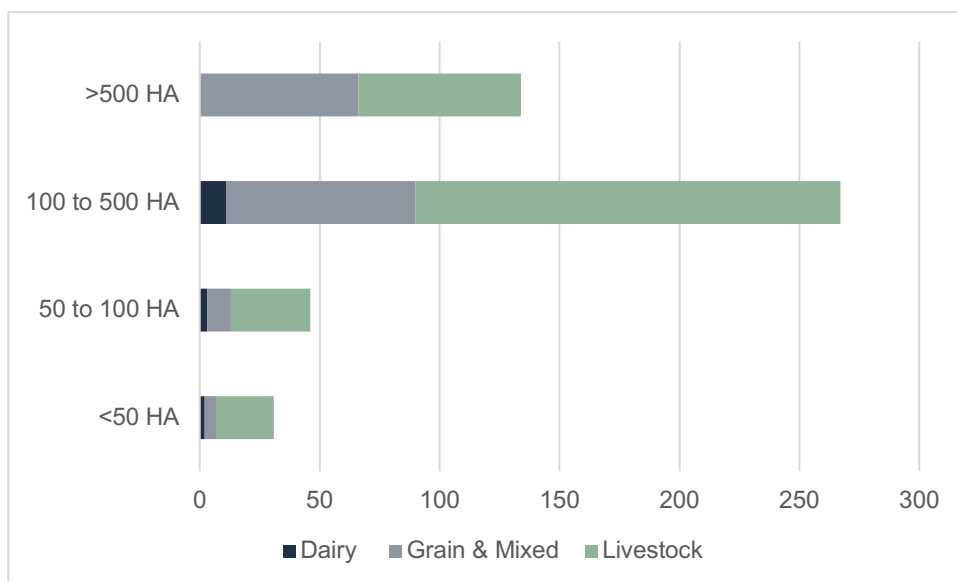


Figure 3-5: Number of livestock properties by size 2016

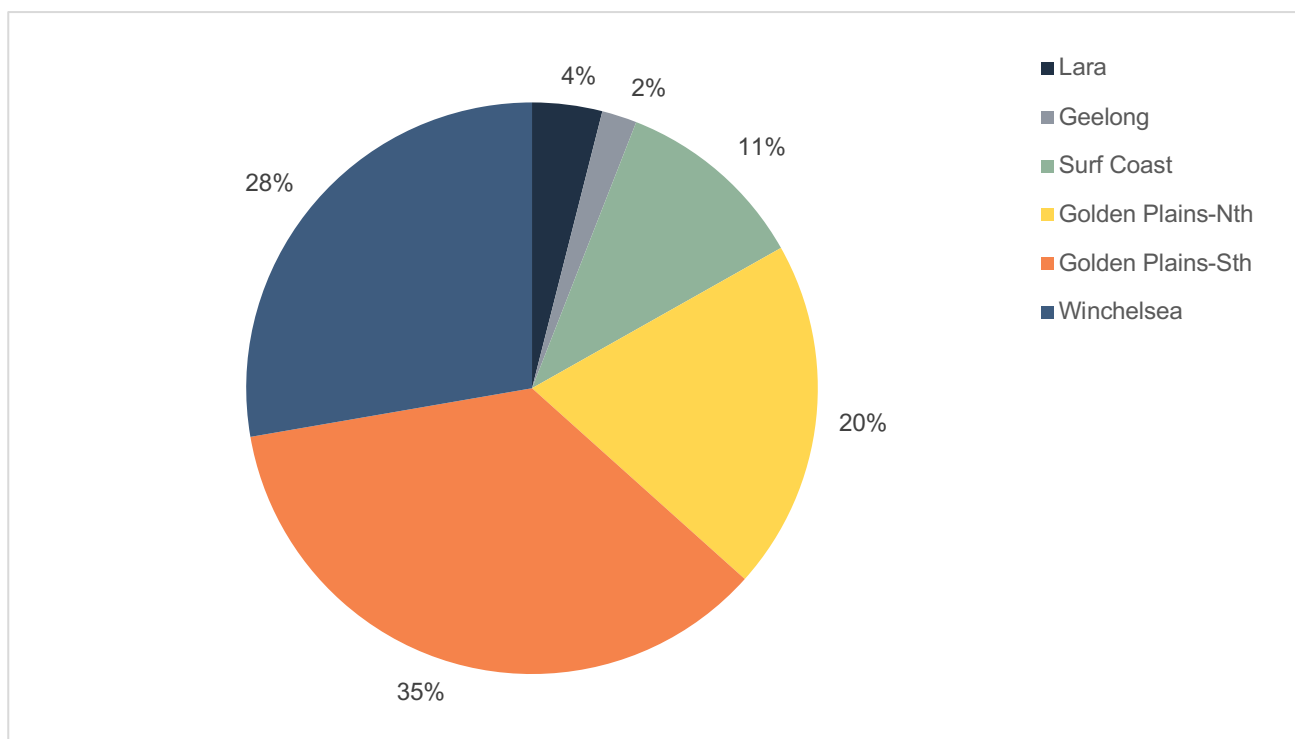


Figure 3-6: Distribution of sheep and cattle by Statistical Area in 2018

Error! Reference source not found. and Figure 3-8 show sheep and cattle numbers for the three Statistical Areas closest to Geelong (Geelong, Lara and Surf Coast) in order to see the trends in the peri-urban farms over time.

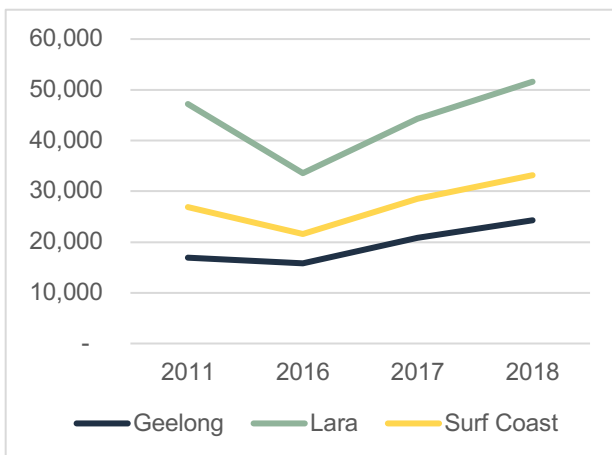


Figure 3-7: Sheep numbers over time

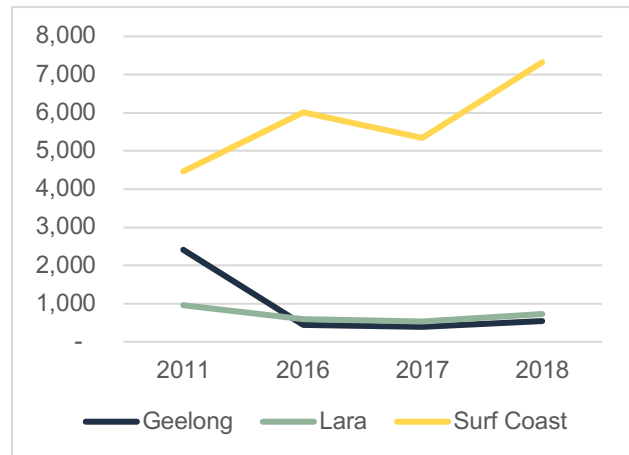


Figure 3-8: Cattle numbers over time

The figures show that sheep numbers decreased in 2016, but have increased beyond their 2011 numbers in 2018, especially in Surf Coast and Geelong. Cattle numbers have decreased in Geelong and Lara, but shown a steady increase in Surf Coast.

3.7 CONCLUSIONS

The analysis of available data to describe a peri-urban profiles shows that:

- There are some limitations in the ABS data, particularly in relation to smaller landholders and producers, as the ABS have increased the EVAO for data collection from \$5,000 to \$40,000, since 2016
- However, GIS data shows that 14,970 rural properties in the study area, of which 86% are less than 50 hectares in size and that the majority of these smaller rural properties are located in the peri-urban area adjacent to the urban and coastal fringe of the City and Surf Coast Shire
- 75% of agricultural properties in the study area have an EVAO less than \$350,000, which is considered by many in the agricultural industries to be the absolute minimum EVAO required for a stand-alone commercial farm business
- Furthermore, it is highly likely that many of the agricultural properties with an EVAO of less than \$150,000 (51%) would be operated part-time, in addition to another income generating activity (such as wages or other business income)
- 477 or 77% of all agricultural properties in the study area carry livestock, which may include dairy, beef, sheep or mixed enterprises, but does not include the intensive animal industries, such as pigs and chickens, and only 65 or 11% of these properties are located in the Geelong and Surf Coast SAs, i.e. in the main peri urban areas of the study area
- There were 40,873 cattle and 847,411 sheep in the study area in 2018 with 83% of sheep and cattle located in the Winchelsea, Golden Plains South and Golden Plains North Statistical Areas
- However, sheep numbers have increased in Surf Coast and Geelong and cattle numbers have decreased in Geelong and Lara, but shown a steady increase in Surf Coast.

4 Stage 1 – Problem definition

4.1 PURPOSE

The purpose of Stage 1 was to define “the problem” or identify issues by undertaking research and engagement at a regional level, that provides clear evidence of the demand for services by peri-urban farmers in the region.

In particular, it focussed on:

- Peri-urban agriculture in the region – numbers, sizes, distribution, trends
- Current and potential issues associated with biosecurity, traceability, animal welfare.

Thus, the findings of Stage 1 helped define and refine what was required in Stage 2 (refer to section 5), as it sought to understand the specific service needs of peri-urban farmers in the region and validate the findings reported below by engaging with them directly.

4.2 APPROACH

In order to achieve the desired outcomes of Stage 1, it was necessary to gather strong evidence that had been validated by key stakeholders. This was achieved by having the right balance between engagement, research and analysis and reporting.

The following tasks were carried out:

- An inception meeting with the Project Control Group
- An initial meeting with a sub-committee of the Rural and Peri-Urban Advisory Committee
- A desktop review of the relevant research, strategies, policies and regulations
- The development of a profile of peri urban agriculture in the region (refer to section 3)
- Consultation with key industry stakeholders to develop an understanding of the trends, issues and opportunities along the supply chain.

4.3 FIVE KEY ISSUES

Many issues and opportunities associated with the peri-urban farming community in the study region were raised during this stage. However, we identified five key issues that were specifically related to the project’s objectives.

They were:

1. The large number of livestock properties in the study area
2. Compliance issues with smaller livestock producers potentially creating an increased biosecurity risk
3. Logistic and cost issues associated with the use of the available livestock exchange facilities
4. A reduction in programs and activities to support peri-urban farmers in the region
5. A lack of data to accurately determine the quantum of smaller livestock producers in the study area and the level of non-compliance.

The following sections discuss each of these issues in more detail, including the relevant findings of the research, data collection and analysis, and industry engagement tasks.

4.4 LARGE NUMBERS OF LIVESTOCK PROPERTIES

THE ISSUE

The study area has a diverse range of rural property holdings. The Project Team collated and evaluated the available data to further understand the variety of rural land holdings in the study area and the associated agricultural production. This profile is presented in section 3.

In summary, the key findings of the profile were:

- The majority of rural properties in the study area are less than 50 hectares in size
- A large portion of the smaller properties (<50ha) are in the Geelong and Surf Coast (including the Bellarine Peninsula) statistical areas
- Most rural properties carry grazing livestock
- In excess of 75% of the livestock are in the Golden Plains South, Golden Plains North and Winchelsea Statistical Areas
- There is limited data available to support further detailed understanding of livestock numbers and output on smaller properties.

IMPLICATIONS

The analysis presented in section 3 shows that there are a large number of livestock properties in the study area. This is due to a number of factors, including: climate, topography, soil type, land-use history, access to markets, proximity to Melbourne, urban growth and local amenities.

The analysis demonstrates that, despite the limitations of the data, most (75%) of the livestock in the region are located close to existing livestock exchanges at Colac and Ballarat. However, it also shows that there are a large number of small livestock producers located in the peri-urban area adjacent to the urban and coastal fringes of Geelong, Surf Coast and the Bellarine Peninsula. This is significant in terms of understanding the potential demand for a multi-purpose livestock exchange in the Geelong area.

4.5 COMPLIANCE & BIOSECURITY

THE ISSUE

Many of the industry stakeholders interviewed perceived that smaller livestock producers may be more likely to be non-compliant with animal traceability regulations and that this might lead to a greater biosecurity risk. However, there is little evidence to quantify the level of non-compliance (availability of relevant data) and the potential impacts of this perception.

Biosecurity risk is part of any livestock supply chain and Australia is one of the cleanest livestock producing countries in the world. Nationally, there is a strong regulatory process in place that aims to ensure that any issues with meat products can be traced back to the animal's locations. This system has been established to slow and then stop the spread of exotic livestock diseases in Australia.

The specific concerns of the stakeholders interviewed were:

- Lack of registrations for Property Identification Codes (PIC)
- Lack of use of National Livestock Identification System (NLIS) ear tags
- Transfer (and sale) of livestock without the use of a National Vendor Declaration (NVD) forms
- Sale of animals through platforms that do not necessitate the use of the above, e.g. Facebook – however, since these interviews were completed, Facebook is now ensuring compliance.

In most cases, these concerns were supported by anecdotal evidence and the experiences of individuals. Industry and government research supports the assertion that lack of compliance can pose a threat to biosecurity throughout the supply chain.

Some comments made during the industry engagement process include:

“I have a small block of land and I personally don’t own any livestock, however my neighbour keeps a couple of sheep to keep the grass down and they certainly don’t have NLIS ear tags.”

“One fellow had 75 lambs he wanted to sell. When I asked him for the correct paper work (NVD) he didn’t know what I was talking about. I explained it to him and suggested he go online to sign up for a PIC, but 4 weeks later he told me he’d sold them to a mate who had it all covered.”

“Some smaller farmers take their small numbers of animals to a local farmer (bigger). He tags them all and sells them on behalf of the small ones.”

“There is a known network (to some) to sell your livestock without being compliant . . . but I’ll leave it to you to find out more about that.”

LEVEL OF NON-COMPLIANCE

One of the key problems about the perceived lack of compliance is being able to measure it. The above examples are all anecdotal and, in order to validate the level of non-compliance, it is important to have evidence of the problem and its cause so that the most appropriate action can be taken to address it.

There is a level of non-compliance in all regulatory systems and measuring it can be difficult. Agriculture Victoria provided data regarding the number of active PIC registrations in the study area. This information is presented in Table 4-1, along with this number of PICs as a percentage of all rural zones properties and all rural zoned properties greater than two hectares (GIS 2019 data). Greater than two hectares was used to eliminate purely residential properties and identify those more likely to carry livestock.

The data presented in Table 4-1 is imperfect because of the difficulties outlined in section 3 regarding the accurate number of small livestock producers in the study area. It also does not account for the regulatory environment in Victoria, which allows a producer to maintain livestock on more than one property within the same, or neighbouring localities, and operate under one PIC registration².

Table 4-1: Current active PICs in the study area

STATISTICAL AREA	NUMBER OF ACTIVE PICS	% OF ALL RURAL PROPERTIES	% OF RURAL PROPERTIES >2HA
Geelong	459	18%	32%
Golden Plains North	533	26%	42%
Golden Plains South	1,063	50%	67%
Lara	442	24%	33%
Surf Coast	805	29%	45%
Winchelsea	1,111	49%	62%
TOTAL	4,413	32%	48%

² <https://agriculture.vic.gov.au/farm-management/property-identification-codes/property-identification-codes-pic>

In RMCG's opinion, the data presented exaggerates the potential level of non-compliance because it would include many rural properties that do not have livestock (refer to section 3.5), however, it does demonstrate that there is most likely some non-compliance in the study area and that it may be greater in the Geelong, Lara and Surf Coast statistical areas, i.e. those areas on peri-urban and coastal fringe of the study area.

IMPLICATIONS

Data on biosecurity risks, exotic disease outbreaks or human health issues resulting from contaminated animal products was unavailable. However, one key stakeholder suggested that the lack of biosecurity incidents demonstrated that the perceived problem with smaller livestock properties was not as great as some thought and that it might explain why it was not a high priority for government regulators.

It was also suggested by another stakeholder that the biosecurity risk is deemed to be lower with smaller livestock producers because they are less likely to pass it on (because they are less connected to other livestock), despite having a higher risk of contracting an exotic disease. Whereas a larger commercial sized operation may be less likely to contract a disease, but will be more likely to pass it on. It is the transfer of animals that is deemed to be the higher risk component of the overall management of national biosecurity.

We can conclude from the research completed in Stage 1 that there may be some level of non-compliance amongst the large number of small livestock-producers in the study area. This may pose an increased biosecurity risk, however, due to the lack of relevant data we were unable to quantify the level of non-compliance and estimate the potential impact of a biosecurity incident.

4.6 USE OF AVAILABLE SALEYARDS

THE ISSUE

It was reported that livestock producers that choose to sell sheep and cattle through saleyards in Colac, Ballarat and Mortlake are experiencing issues with costs and logistics, particularly in relation to small lots of livestock.

This is an issue that was well researched during the process that investigated the future of the Geelong Saleyards. Most of those we spoke to during the industry engagement process were well informed of the impact of the closure of the Geelong Saleyards and the issues associated with the extra costs and logistics.

Those engaged during Stage 1 were not aware of any particular cases where producers had avoided using the existing facilities, however there were several examples given of the types of issues being experienced.

Some direct quotes from respondents include:

"I find it difficult to take my cattle to Ballarat yards with my car and trailer. I feel very awkward amongst all the large trucks and loading ramps. It is not very user friendly for us smaller farmers."

"When I take a few different lots to Ballarat in my truck, it is really painful to unload. Every stock-agent has a different loading ramp and it can take me over an hour to unload."

"I saw a guy with a tandem trailer unloading some sheep at the Ballarat saleyards. I had a chat to him. He had come from Lara all the way and he still had another load to do. It had taken him all day to do 3 loads."

"We sell most of our animals direct these days, but we still have the odd lot of 15-20 which our buyer won't take (because the load is too small). I find it quite costly to cart them all the way to Ballarat or Mortlake. I just don't like the extra travel for the animals, as I don't think it's good for their health."

“I gave a quote to one lady to take her animals to the saleyards. It was going to be pretty costly per head, so I suggested she wait until I had a few other smaller loads to take – to keep the cost down. I said maybe next month. But the problem was she had run out of feed for them and wanted to get rid of them soon. But I didn’t hear back from her, so I don’t know what she did.”

“I am worried that it is cost prohibitive for some farmers to sell through the yards. By the time they pay for cartage that will be all their profit gone. But then if they sell to other farmers, or through some dodgy bloke I reckon they could get ripped off.”

IMPLICATIONS

Anecdotal evidence suggests that peri-urban livestock farmers in the study area are facing some logistical and cost issues with the transportation of livestock to the available livestock exchanges in Colac, Ballarat and Mortlake. This is largely attributable to the smaller number of animals being sold per lot, the producers lack of transport infrastructure and the distance to the available facilities.

4.7 PROGRAMS & ACTIVITIES FOR PERI-URBAN FARMERS

THE ISSUE

The key stakeholders identified that there has been a gradual reduction in the delivery of extension programs and educational activities aimed at farmers in the study area over a long period of time. Those consulted believe it is important to ensure there are a variety of ways that farmers can obtain information and support, especially given the large number of smaller livestock-properties in the region.

The key stakeholders identified a wide range of issues facing the peri-urban farming community. They believed a common theme for many of these issues was that many smaller landholders just did not know what was best practice, particularly in relation to compliance, animal health and welfare, and land management (including control of weeds and pests). There was also a suggestion that the reduction in locally run programs and activities has meant that this information was not readily available. These programs also give the opportunity for some of the larger farmers to meet with the newer and smaller farmers to offer practical advice and support.

Respondents from Agriculture Victoria suggested that a decrease in their staff numbers and funding had caused them to reprioritise their activities, meaning that running extension events for the peri-urban farmers (to help address some of these issues) was a low priority.

There was a view among many that when local events and workshops are held, they are always well attended and valued by those farmers in attendance. One of the local Landcare members stated:

“When we do run something, lots of different farmers turn up. We always get a good crowd. Some of the older ones come too and they love helping out the newer younger ones. We would run more if we had the extra funding and support.”

Another respondent suggested:

“It would be great to have workshops to talk about the basics of farming. How to build a fence, how to care for your animals, the ins and outs of weed control. It would be easy to have someone from the MLA or AgVic there to have a ‘help desk’ to help people register for a PIC too.”

As well as running programs to help farmers stay informed about the public good aspects of agriculture and farming in the region, it was also suggested that extra events and workshops would provide a good chance for socialisation in the local farming community.

IMPLICATIONS

The majority of the key stakeholders interviewed believe that there has been a steady reduction in the availability of programs and activities for peri-urban farmers in the study area. As a result, they believe many small rural property holders do not understand best practice, particularly in relation to compliance, animal health and welfare, and land management (including control of weeds and pests), and that this information is not readily available locally.

4.8 LACK OF INFORMATIVE DATA

There is a lack of available accurate and relevant data about peri-urban farmers, as discussed in section 3. This prevents the development of an in-depth understanding of the peri-urban farming community and the ability of authorities to accurately identify the quantum of perceived problems and design programs to address them.

The specific issues are:

- The ABS no longer collate data for agricultural enterprises with EVAO <\$40,000
- Small agricultural producers (hobby farmers) may not be operating a regulated business, therefore not declaring income or livestock transfers and sales and therefore data is not collected
- There is limited data to measure levels of non-compliance.

Therefore, it is very difficult to quantify the degree of the perceived problems faced by peri-urban farmers and the impact of these perceived problems, e.g. non-compliance and biosecurity risk. However, the interviews we conducted and the data we accessed, suggests that these issues require further investigation.

4.9 CONCLUSIONS

We can conclude from our initial engagement with the key stakeholders in the study area that there are five key issues that require further research in Stage 2. Those issues and our preliminary conclusions about them from this initial engagement are:

1. The large number of livestock properties in the study area

- Most (75%) of the livestock in the region are located close to existing livestock exchanges at Colac and Ballarat, however there are a large number of small livestock producers located in the peri-urban area adjacent to the urban and coastal fringes of Geelong, Surf Coast and the Bellarine Peninsula, which is significant to understanding the potential demand for a multi-purpose livestock exchange

2. Compliance issues with smaller livestock producers creating an increased biosecurity risk

- There is a level of non-compliance amongst the large number of small livestock-producers in the study area, however, due to the lack of relevant data we were unable to quantify the level of non-compliance and estimate the potential impact of a biosecurity incident

3. Logistic and cost issues associated with the use of the available livestock exchange facilities

- Anecdotal evidence suggests that peri-urban livestock farmers in the study area are facing logistical and cost issues with the transportation of livestock to the available livestock exchanges in Colac, Ballarat and Mortlake. This is mostly due to the smaller number of animals being sold per lot, the producers lack of transport infrastructure and the distance to the available facilities

4. A reduction in programs and activities to support peri-urban farmers in the region

- Key stakeholders believe many small rural property holders do not understand best practice, particularly in relation to compliance, animal health and welfare, and land management (including control of weeds and pests), and that this information is not readily available locally

5. A lack of data to accurately determine the quantum of smaller livestock producers in the study area and the level of non-compliance.

- The lack of accessible accurate data makes it is very difficult to quantify the degree of the perceived problems faced by peri-urban farmers and the impact of these perceived problems, e.g. non-compliance and biosecurity risk.

5 Stage 2 – Engagement overview

5.1 PURPOSE

The purpose of Stage 2 was to further refine the work undertaken during Stage 1 to define “the problem” or identify issues by undertaking more specific research and engagement with landholders and community members to provide clear evidence of the demand for services by peri-urban farmers in the study area.

5.2 APPROACH

Stage 2 focussed on ensuring a broad range of peri-urban landholders were engaged to ensure validation of the five key issues identified in Stage 1, as well as creating an opportunity to gain further understanding of any other issues or problems the peri-urban farming community are experiencing.

The following tasks were undertaken:

- Development and distribution of an online survey
- Focus groups at Bannockburn and Lara
- A listening post at the Bellarine Show
- Other activities to replace focus groups cancelled at Bellarine and Moriac due to the COVID-19 pandemic were:
 - Additional 1:1 phone interviews
 - Distribution of the survey, via surface mail, to 1,000 randomly selected rural landholders in the City.

Many issues and opportunities associated with the peri-urban farming community in the study region were raised during the consultations undertaken during Stage 2. The following sections outline the survey and engagements and provide details of the key issues raised during these consultations.

5.3 ENGAGEMENT PLAN

The engagement plan was based on the City’s Community Engagement Strategy, which is underpinned by the IAP2 Public Participation Spectrum. The engagement plan was finalised with input from the Rural and Peri-urban Advisory Committee. The intention of the project was to work with the community to ensure their aspirations and concerns were directly reflected in the alternatives developed and provide feedback on how community input influenced the conclusions and recommendations of the project.

5.4 ENGAGEMENT ACTIVITIES

The following engagement activities were undertaken:

- Survey – online Survey Monkey and paper copy
- Focus Groups x 2 (Bannockburn, Lara)
- Bellarine Show – 1:1 listening posts, hard copy survey, focus group flyers
- 1:1 phone interviews
- Direct email submission.

The City made the decision to cancel or postpone all non-essential meetings and events, based on Victorian Government advice and requirements following the escalation of the COVID-19 pandemic in late March 2020.

Two focus groups, scheduled for Bellarine and Moriac, were cancelled as a result. RMCG conducted an additional ten 30-minute phone interviews with farmers from across the region, as a substitute for these focus groups. The online survey deadline was also extended by two months, and the City wrote to 1,000 randomly selected residents from its rural landholders database, inviting them to participate in the survey.

The results presented in the following section are drawn from all of the various engagements (focus groups, surveys, interviews and direct submissions), unless otherwise specified. Some people participated in multiple engagement activities, but because the survey was completed anonymously, the number of those who participated in more than one activity cannot be confirmed.

5.5 HOW WERE PEOPLE NOTIFIED?

Rural landholders in the region were encouraged to participate in the survey via the following methods:

- Email distribution of survey link and focus group notices
- Print media
- Social media – the City, Surf Coast Shire, Golden Plains Shire, RMCG, Landcare networks
- Newsletters
- Have your Say – website
- Word of mouth – Advisory Committee members and other interested participants
- Bellarine Show – direct conversations, flyers
- Distribution of paper copy survey by Advisory Committee members
- Direct mail out.

Specifically, the release of the survey was communicated through:

- Two articles written by Councillor Mason (City of Greater Geelong) for the Springdale Messenger
- Public Notice in City of Greater Geelong's City News, 21 March 2020
- Public Notice in The Weekly Times, 25 March 2020
- Public Notice in The Bellarine Time, 26 March 2020
- City of Greater Geelong Councillor Update
- City of Greater Geelong Economic Development Newsletter, twice
- City of Greater Geelong Facebook posts, 3 (including posts about Focus Groups)
- Updated City of Greater Geelong Facebook posts, 3, with new deadline for survey submissions and information about cancelled Focus Groups
- February 2020 edition of the Golden Plains Business News (<https://bit.ly/3akACOE>), which goes to a database of over 600 businesses
- Golden Plains Shire social media posts (Facebook, Twitter and LinkedIn) on 7 February 2020 and 3 March 2020
- Shared with and/or incorporated into the newsletters of Torquay Landcare (~150 member distribution list), Barrabool Hills Landcare (~150 member distribution list), Upper Barwon Landcare, and (possibly) Bellarine Landcare

Emails titled "Please Share" were sent to communicate the release of the survey, the change in the date of submission, and the schedule of Focus Groups to:

- Rural & Peri-urban Advisory Committee and sub-committee members
- Economic Development Staff at Golden Plains Shire and Surf Coast Shire
- Agriculture Victoria

- The G21 Agri Collective Executive Group
- G21 Alliance
- City of Greater Geelong Mayor and Councillors Office
- Regional Development Victoria
- Corangamite Catchment Management Authority
- Barwon South West Waste and Resource Recovery Group
- Surf Coast Agribusiness Network (~135 members)
- Torquay Landcare (~150 member distribution list), Barrabool Hills Landcare (~150 member distribution list), Upper Barwon Landcare, and (possibly) Bellarine Landcare

These emails were written in a way that recipients could forward them directly to their contacts and recipients were asked to do so. Coming from a recognised source, it was thought this was a more direct route to achieve email contact with potential respondents to the survey, and attendance at the Focus Groups.

Hardcopy surveys were also made available for distribution via letter box drop throughout the Bellarine, and during the Focus Groups. Nine hardcopies were submitted. The nine hardcopy surveys were collected from distribution in the Bellarine and during the Focus Groups.

Table 5-1: Focus group details

LOCATION	VENUE	DATE	TIME
Bellarine Show	Drysdale	Sunday 8 March	All day
Bannockburn	Shire Hall	Tuesday 10 March	7.15 pm – 8.45 pm
Lara	Lara Community Hall	Thursday 12 March	7.15 pm – 8.45 pm
Bellarine	Marcus Hill Hall	Monday 16 March	7.15 pm – 8.45 pm
Moriac	Moriac Community Hall	Tuesday 17 March	7.15 pm – 8.45 pm

Focus groups were initially scheduled and promoted as per the details in Table 5-1.

Two focus groups (Bellarine and Moriac) were subsequently cancelled due to the outbreak of the COVID-19 pandemic at the time. Signs were posted on the doors of Marcus Hill Hall and Moriac Community Centre to ensure that anyone who did not receive the cancellation notice had a phone number to call. Telephone interviews were provided to those people who had RSVP'd for these two Focus Groups.

To compensate for not hosting two Focus Groups the deadline for online submissions of the survey was extended to 4 April 2020 and telephone interviews were extended to include 10 more respondents.

In addition, the City undertook a direct mail out, inviting rural landholders to participate in the online survey in April 2020. This mail out went to 1,000 rural landowners, who were randomly selected from the rural landowner database of 3,922 rural residents within the City. These additional surveys were distributed to complement those already completed online and extend and replace some of the engagements that were to be undertaken prior to the outbreak of the COVID-19 pandemic.

5.6 WHO PARTICIPATED?

Feedback was received from 266 people during the engagement period (from 30 January 2020 until the survey closed on 6 June 2020). They included:

- 237 survey responses
- 12 attended Focus Groups
- 8 phone interviews
- 2 individual email submissions
- 7 engagements at the Bellarine Show plus distribution of survey and focus group information.

The survey was structured to collect demographic information, however similar information was not collected at the focus groups or during the phone interviews.

The following observations can be made about the participants in the survey (refer to Figure 5-1 to Figure 5-6):

- Over half (56%) of the respondents were over the age of 55 years
- Respondents were well spread across the study area, with a higher percentage of respondents from the City of Greater Geelong (44%), reflecting the population and the additional surveys completed in response to the direct mail out
- Nearly two-thirds (63%) of respondents have lived at their property for more than 10 years
- Smaller property owners (farmers) are well represented – as indicated by property area and percentage of income generated from the property
- 93% respondents have livestock with 75% having either sheep or cattle.

Our observations of the participants in the focus group and phone interviews were that they reflected a similar demographic spread to those who responded to the survey.

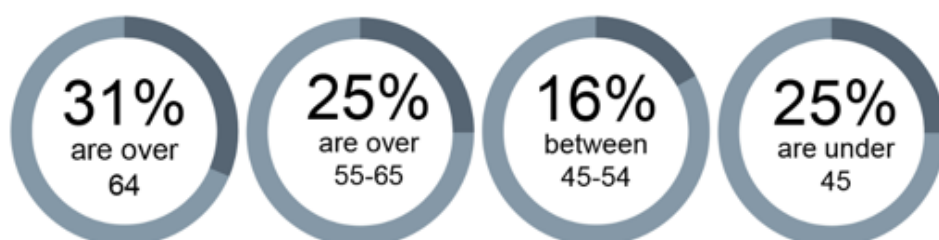


Figure 5-1: Age of survey respondents



Figure 5-2: Local Government Area

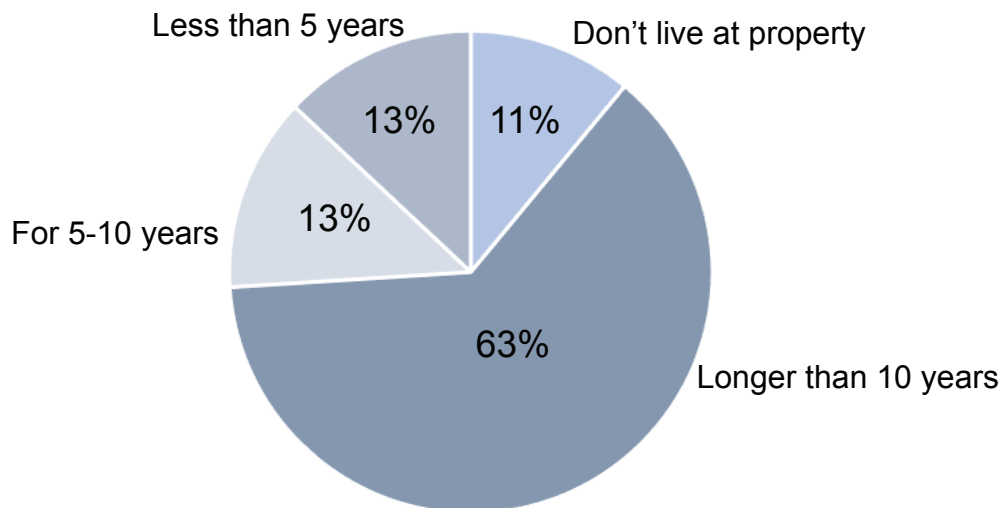


Figure 5-3: Respondents' time at current property

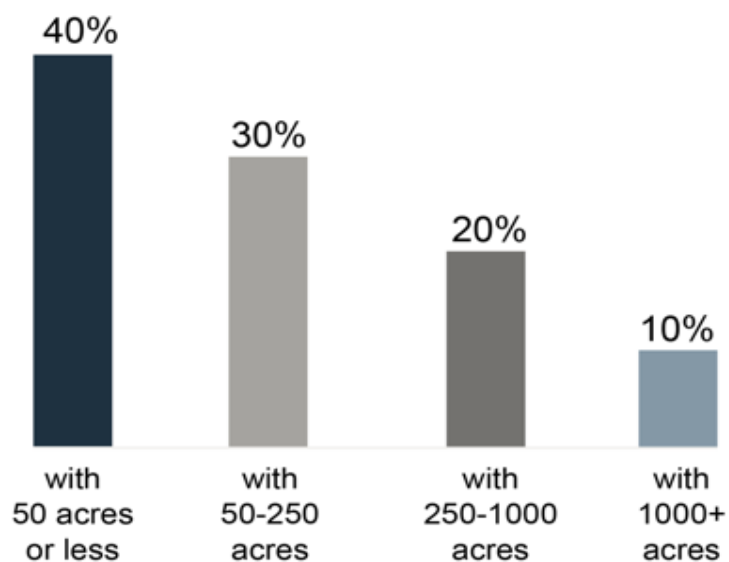


Figure 5-4: Property size of respondents'



Figure 5-5: Percentage of respondents' income generated from property

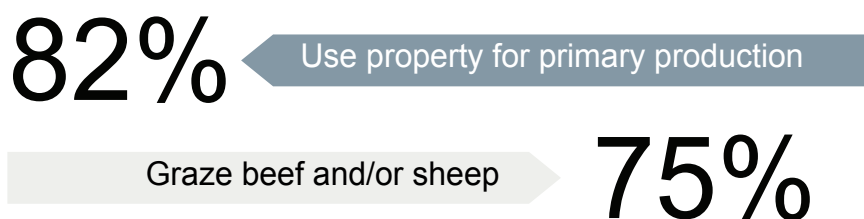


Figure 5-6: Respondents with livestock enterprises

5.7 REPRESENTATIVE RANGE OF PERI-URBAN FARMERS

We estimate that over 2,000 people were notified of the engagement activities during Stage 2, and of these 266 participated, giving a response rate of 13% (ignoring possible multiple engagements).

The demographic data presented in the previous section shows that the sample included a representative range of farmers from the study area and a representative range of farm sizes (area and income range). However, there were limited responses from farmers under the age of 45 (25%) and who have lived on the property for less than 10 years (25%).

Figure 5-7 compares the age of survey respondents with that of the City's agricultural workforce to provide some industry and regional context. It is important to note that the workforce data is taken from those 'employed' in the agricultural industry, which may be different to those landholders who participated in the survey (i.e. may not be classed as being employed in the agricultural workforce).

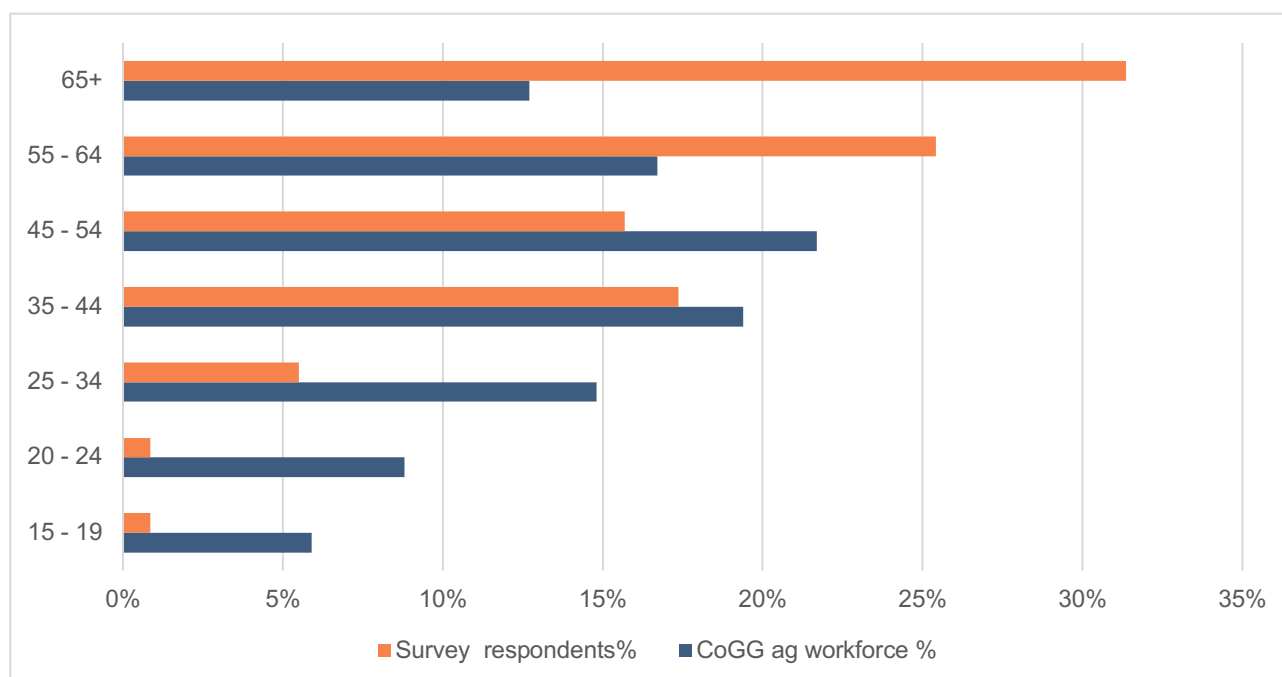


Figure 5-7: Comparison of ages of survey respondents and the City agricultural workforce 2019

Those farmers, who are younger and/or newer to the region, may have different needs and issues to those who are more experienced, older and have lived on their property for longer. These differences may relate to lifestyle, farming techniques, experiences, networks and issues/problems. Given the limited participation of this group/demographic in the engagements, it is important to note that their issues and problems are not well represented in this report and the subsequent conclusions.

5.8 WHAT DID WE ASK THEM?

PURPOSE

Feedback was sought to ensure a thorough understanding of the issues and needs being experienced by peri-urban farmers in the study area during the various types of consultations (survey, focus groups, phone interviews). The consultations were also designed to collect ideas from participants, as to how these needs might be met and how their issues could be resolved.

SURVEY

The survey questions were designed to obtain information about the following:

- Demographics
- Farming type, size, location, livestock numbers
- Personal values
- Management issues and priorities
- Sources of information – where do they currently access farming information?
- Livestock sales
- Livestock compliance
- Other issues.

Questions were developed in consultation with the City and the Advisory Committee.

The survey was structured so that it was easy for participants to provide information, but there was also the opportunity for them to provide extra information if they wanted to. The survey had 31 questions in total and took approximately 10 minutes to complete. The results were then collected and reviewed in order to understand the issues, needs and possible solutions.

A copy of the survey questions is attached as Appendix 1 and the full results are attached as Appendix 2.

FOCUS GROUPS AND PHONE INTERVIEWS

The format of the focus group sessions (and then later, the phone interviews) was designed to gather detailed insight into the issues and needs of participants, at both a group level and on an individual basis.

The focus group agenda, outline and outcomes are attached as Appendix 3.

The phone interviews were semi-structured open-discussions with three main opening questions:

1. What issues / challenges are you currently facing?
2. What opportunities do you see for peri-urban farmers in the region?
3. What possible solutions do you know of that could address these challenges and opportunities?

6 Stage 2 – Results of the needs analysis

6.1 INTRODUCTION

The findings of the engagements are reported to test and validate the Stage 1 findings and also under a series of key themes, which were identified as the main issues and needs during the engagement activities. These key themes were:

1. Farm management issues and priorities
2. Selling livestock
3. Support for rural landholders
4. Seeking and accessing information.

Each of these themes, and the testing and validation of Stage 1, are discussed in the following sections.

6.2 TESTING & VALIDATION OF STAGE 1 FINDINGS

Five key issues were identified for further research and engagement in Stage 1. They were:

1. Large number of small livestock producers in the study area
2. Compliance issues with smaller livestock producers – creating increased biosecurity risks
3. Logistic and cost issues associated with the use of available livestock exchange facilities
4. Reduction in programs and activities in the region, to support peri-urban farmers in region
5. Inadequate data to accurately determine the quantum of smaller livestock producers in the study area and level of non-compliance.

These findings were tested and checked as part of the analysis of the engagement results.

The following table summarises the findings of the Stage 2 engagements, as they relate to the Stage 1 findings. More details on some of these issues are also provided in later section.

Table 6-1: Stage 1 findings analysis

ISSUE FROM STAGE 1	SUPPORTED BY STAGE 2 FINDINGS	ENGAGEMENT EVIDENCE
Large number of small livestock producers	Yes	Although not a large sample size (237), survey demographics supports this finding in principle. Demonstrated through survey responses: ▪ 70% Farm size <250 acres ▪ 85% Livestock producers ▪ 65% Farm income <75%
Compliance issues	No	Engagements included collating information regarding biosecurity concerns and non-compliance. While the focus groups had this issue raised, no specific examples were provided. Survey responses indicated that 152 of 162 respondents who farm livestock (93%) were compliant. Some respondents stated meeting compliance requirements as an issue – see below.

ISSUE FROM STAGE 1	SUPPORTED BY STAGE 2 FINDINGS	ENGAGEMENT EVIDENCE
Logistics and costs associated with existing saleyards	Partly	- Survey results indicate of those with livestock 70 (43%) have issues buy or selling livestock 47 (28%) mentioned issues relating to logistics and costs - Both focus groups raised this as a major concern - Phone interviews /direct contact – 7 out of 10 raised this issue.
Reduction in support programs and activities in region	Partly	Survey findings included 52 of the 176 (30%) respondents who use their property for farming have issues related to: - Lack of local saleyards - Weed and pest control - Rates being too high - Condition of roads - Both focus groups raised this as an issue of concern - Phone interviews /direct contact – 10 out of 10 raised this issue.
Lack of data	N.A	The data collected during Stage 2 engagements were not of significant quantum to improve on that already used during Stage 1.

6.3 MANAGEMENT ISSUES & PRIORITIES

The Stage 2 consultations were structured to collect information from peri-urban farmers related to the ‘demand’ for services in the region and, specifically, the potential demand for a ‘Multipurpose livestock and information exchange facility’.

The opportunity was also used to collect general information, regarding the personal priorities and issues of peri-urban farmers in the region. This was done to ensure we captured a full understanding of the key drivers and priorities, which would help us better understand the relative importance of demand for specific services.

The management issues that were of most concern to the respondents are reported and ranked in Table 6-2 (source: Survey data Question 11). Note that multiple responses were allowed and respondents were asked to select up to five issues.

Table 6-2: Management issues and priorities – survey question 11.

MANAGEMENT ISSUE	RANKING	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Weeds and pests on property	1	125	64%
Maintaining property infrastructure – fences, sheds, yards, vegetations	2	112	57%
Management of animals / livestock	3	97	49%
Water availability and supply	4	96	49%
Issues relating to neighbouring property	5	82	42%
Urbanisation	6	79	40%
Make a good return from the farm	7	74	38%

MANAGEMENT ISSUE	RANKING	NUMBER OF RESPONDENTS	% OF RESPONDENTS
Climate change	8	60	30%
Environmental concerns	9	59	30%
Not enough time on the property	10	33	17%
Lack of knowledge	11	14	7%
Other *	12	19	10%

*Other issues listed related to local saleyards (1%), council rates (<1%) and road condition (<1%).

6.4 SELLING LIVESTOCK

THE ISSUE

Some livestock producers in the region have problems buying or selling livestock.

Source: 70 respondents (43% of survey respondents with livestock) said they currently have issues buying or selling livestock. Most participants in the focus groups and 1:1 interviews also stated that they have problems buying and selling livestock and know other livestock producers who also have this problem.

SUPPORTING DATA

The following information is a section of data that was collected and analysed in order to better understand this issue.

TOP RANKING ISSUES WITH MANAGEMENT OF LIVESTOCK	
<i>(165 respondents to Q21)</i>	
Animal health and welfare	– 104 (63%)
Buying and selling animals	– 79 (48%)
Feeding animals	– 66 (40%)
Compliance with biosecurity regulations	– 64 (39%)
Cost of keeping animals	– 63 (38%)
Knowledge of animal management	– 32 (19%)

Problems selling livestock

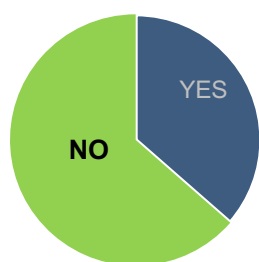


Figure 6-1: Problems selling livestock

Figure 6-1 reports that 70 people (43% of survey respondents with livestock) reported problems buying or selling livestock.

Use of saleyards – Figure 6-2 below outlines some of the survey data collected relating to saleyard use, including reasons why respondents do not use saleyards. These results are consistent with the feedback received during the other forms of engagements – focus groups, 1:1 interviews and direct feedback.

Issues with compliance – some respondents stated that they had issues with the compliance system and that it was a challenging system to use. This is a separate issue to that raised in Stage 1 – which was related to issues of non-compliance.

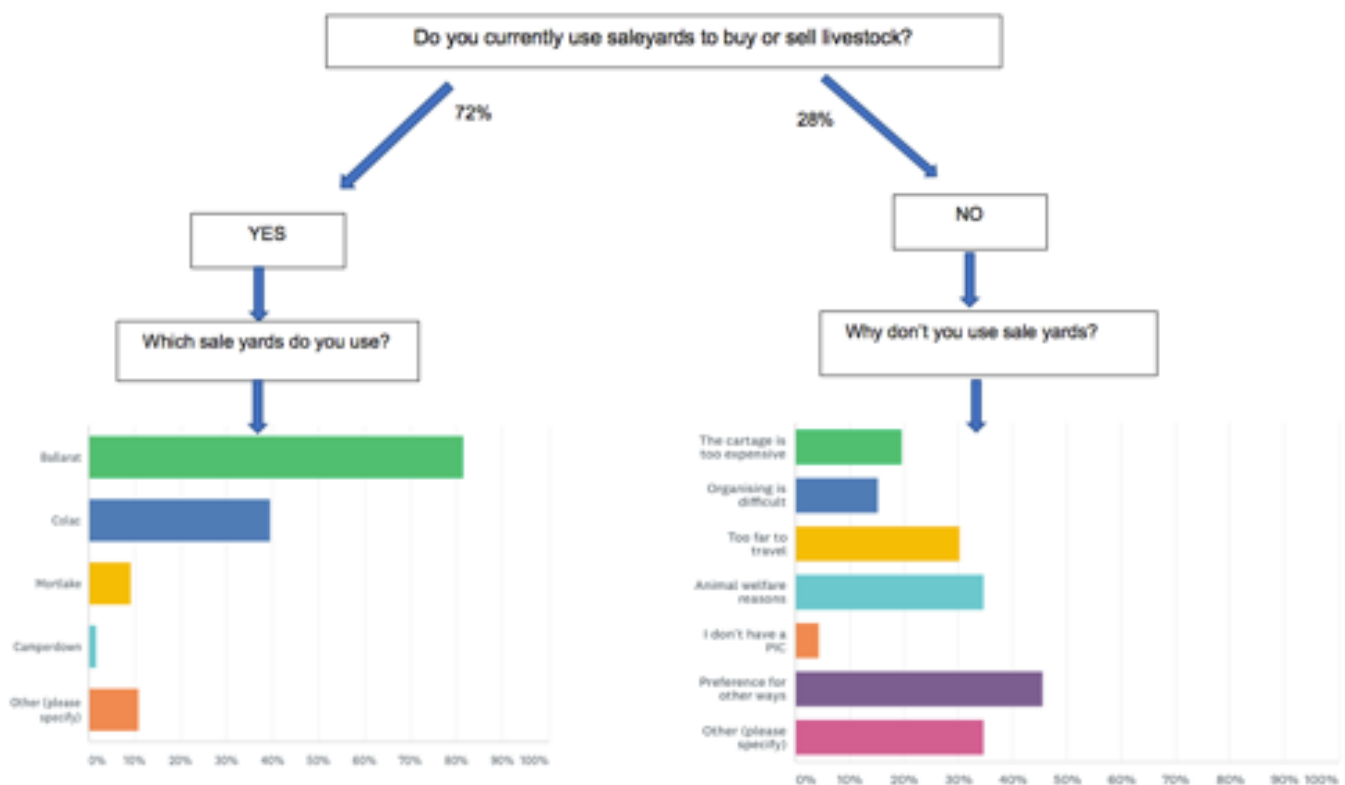


Figure 6-2: Flowchart of survey questions related to saleyard usage

Figure 6-2 shows that:

- 72% (or 119 respondents) currently use saleyards, of which:
 - 97 (82%) use Ballarat
 - 47 (40%) use Colac
 - 11 (9%) use Mortlake
 - 13 (11%) use other
- Of the 28% (48) who do not currently use saleyards:
 - 21 (46%) prefer to use other methods
 - 16 (35%) do not use them for animal welfare reasons
 - 14 (30%) too far
 - 9 (20%) cartage is too expensive
 - 7 (15%) organising is difficult.

It is important to note that 144 respondents (85% of respondents who farm livestock) use other methods than saleyards to buy and sell livestock. They include (NB multiple answers were appropriate):

- 88 (61%) Direct to end user
- 52 (36%) Direct through to other livestock owners
- 25 (17%) Online – e.g. Auctions Plus, Facebook, Gumtree
- 26 (18%) Other, including 13 (9%) at saleyards.

Only 15 respondents who farm livestock (9%) use saleyards as their only method of selling livestock.

WHY IS THIS AN ISSUE?

Livestock producers in the region buy and sell their animals through a range of means including using livestock exchange facilities in Ballarat and Colac, directly to abattoirs, through online agents (e.g. Auctions Plus) and other means. Different respondents noted challenges associated with using each of these options, which will be outlined further in the following sections.

WHO IS EXPERIENCING THE ISSUE?

70 (43%) respondents who farm livestock are experiencing an issue buying and selling livestock.

- 93 (57%) respondents who farm livestock reported having no issues buying and selling livestock

Of the 70 (43%) experiencing an issue:

- 28 (40%) are sheep producers and 28 (40%) are cattle producers
- The balance (14 or 20%) have other livestock or are mixed enterprises
- With smaller lots – both smaller farmers and larger farmers wanting to sell smaller lots
- Those who previously used the Geelong saleyards
- Livestock producers who have been farming in the region for >10 years and are generally older than 55 years of age
- Those with a preference for livestock exchanges (as opposed to other methods)
- Those located closer to Geelong and in particular on the Bellarine Peninsula.

WHAT DO THEY PERCEIVE AS THE CAUSE?

- The closure of Geelong Saleyards – previous users found it convenient and the issue was created when it closed
- Other livestock selling options are not preferred by all livestock producers and have other impacts.

WHAT IS THE PERCEIVED IMPACT?

The following is a list of impacts resulting from this issue:

- Increased costs associated with using currently available saleyards:
 - travel distance to other facilities – which varies depending on location and number of animals to sell
 - lack of convenience – timing issues potentially contributing to production losses and increased feed costs
- Animal welfare issues associated with cartage to other facilities – distance and time in truck
- Loss of social interaction – closure of Geelong saleyards has resulted in a loss of social interaction for the older generation of farmers
- Reduction in livestock carriers in the Geelong region – making it difficult to get timely, cost effective service
- Reduction in agricultural services and supply stores in the Geelong area – due to farmers spending their money in other areas (Ballarat and Colac).

FROM THE FOCUS GROUPS: WHAT DO THEY WANT?

In order to address the needs of livestock producers in the region, some possible solutions were discussed at length during the focus groups (12 attendees). Most of the ideas provided from all of the engagements fall into

the following two solutions, with the first solution having the greatest level of discussion at the focus group sessions:

New saleyards in the Geelong area – including consideration of the following:

- Multi species – horses, chooks, cattle, sheep, pigs, alpacas
- Smaller lots
- Hub for social, education, services
- Inclusion of pound, AgVic, Landcare, Animal Health, Vet
- Incorporate a website associated with this venue
- Truck wash.

MENTIONS :

- Focus groups: both Bannockburn and Lara (12 attendees)
- Survey: 35 (or ~15% of the sample) un-prompted comments from Q11, 14 & 18
- 1:1 interviews: 7 mentions (from 10 interviews)

Development of a livestock transfer station

- Pool together stock and take to other areas, or local buyer
- Outskirts of Geelong

MENTIONS :

- Focus groups: both Bannockburn and Lara (12 attendees)
- Survey: 3 mentions (~1% of sample)
- 1:1 interviews: 3 mentions (from 10 interviews)

6.5 SUPPORT FOR RURAL LANDHOLDERS

THE ISSUE

Lack of support for rural landholders from local and state government organisations.

This issue was raised in relation to seeking to understand where farmers currently get their information and support from (with regards to managing the property). Although not specifically prompted through direct questions, there were several mentions of a 'lack of support' in 'other comments' or through issues relating to rates, weed and pest control, road conditions, red-tape, planning, etc.

The survey results (refer to Q13) show that:

- 73 respondents (49% of 150 respondents) stated that they currently have difficulties accessing support and information from local government
- 54 respondents (35% of 156 respondents) stated they have difficulty accessing information from State Govt organisations (such as Agriculture Victoria, Catchment Management Authorities, Water Corporations).

Respondents source most of their current information and support from family, friends, neighbours and other farmers / landholders. Books, articles, media and rural service providers were also commonly mentioned (refer to Table 6-3).

Table 6-3: Sources of information and support, ranked by number currently using them (Q13)

SOURCE OF INFORMATION / SUPPORT	CURRENTLY USE	PREFER TO USE	DIFFICULTY USING	NOT APPLICABLE	TOTAL
Family, friends, neighbours	134	28	5	11	171
Other farmers / landholders	126	34	8	6	165
Books / articles	119	25	9	16	163
Media – print, radio, TV	109	21	10	29	163
Rural service providers – stock agents, sales reps	102	27	17	22	159
Farming industry groups/ Landcare	98	36	22	24	168
Paid advisors – vets, agronomists	90	21	20	37	161
Field days / Ag Shows	82	26	21	33	156
Social Media	64	8	20	62	154
Saleyards	61	16	39	43	153
Training / workshops/ conferences	57	25	25	48	152
State Govt Orgs	49	23	54	35	156
Local govt	22	9	73	51	150

Figure 6-3 presents data on what is currently preventing landholders from accessing information and services related to the management of their farm.

While the highest responses indicate respondents do not need information (34%), or have the time to access it (26%), the next main reasons are that services are unavailable (25%) or they are limited 25%.

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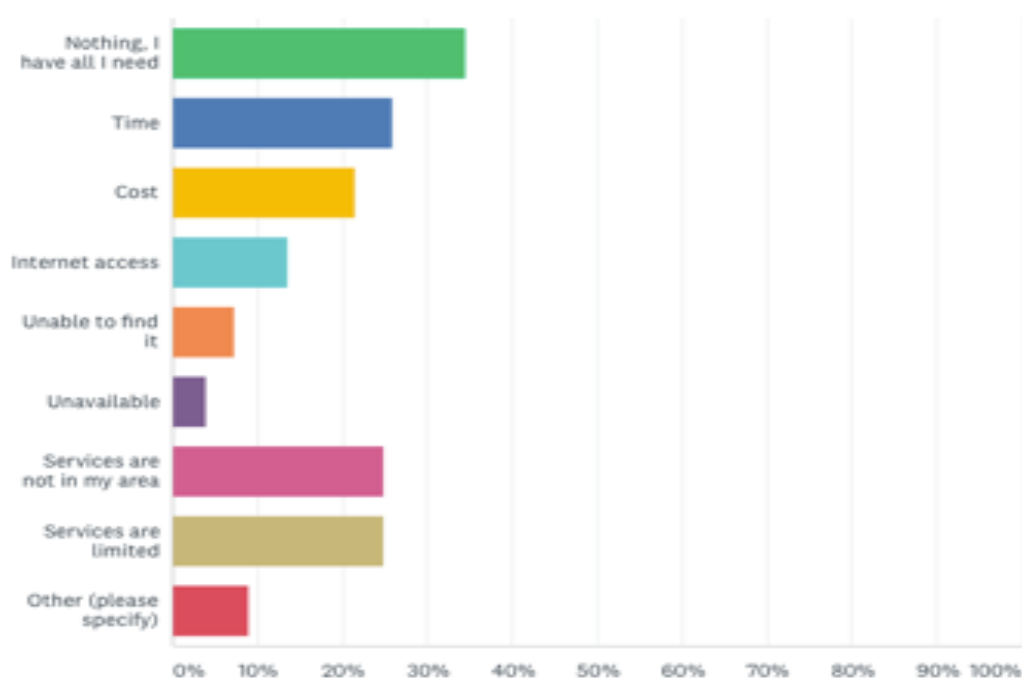


Figure 6-3: What is currently preventing you from accessing information and services that you prefer to use (Q14)?

All participants in the various engagements were asked to provide further information and explanation of issues raised. Given the general issues and priorities raised by survey participants (as provided in Table 6-2), specific examples of support were provided by respondents in relation to many of these issues. Some of these specific issues are currently serviced by local and state government. These are summarised in the box below.

WHAT OTHER NEEDS DO YOU HAVE IN RELATION TO PROPERTY MANAGEMENT?

Council rates are too high

- Survey mentions x 7
- Focus group – mentioned in both groups
- 1:1 interviews – 7 mentions

Weeds and pests

- Survey mentions x 15
- Focus group – mentioned in both groups
- 1:1 interview – 4 mentions

Local saleyards

- Survey mentions x 25
- Focus group – mentioned in both groups
- 1:1 interviews – 7 mentions

Roads

- Survey mentions x 7
- Focus group – mentioned in both groups
- 1:1 interviews – 3 mentions

UNDERSTANDING THE NEEDS AND THE ISSUES

It would appear that some respondents do not feel they are valued by local and state government. The respondents are concerned that if the rural sector is not appropriately supported then it will eventually stop. The regional and local strategic plans suggest that the rural landscape is a valued part of the local community, so the respondents believe it needs to be appropriately supported so that it can thrive.

WHO IS EXPERIENCING THE ISSUE?

A variety of peri-urban farmers in all the study area (all three council areas).

WHAT DO THEY PERCEIVE IS THE CAUSE?

The respondents believe that this issue is caused as a result of the following:

- High rates and a concern with lack of value
- Ineffective weed and pest control programs
- Lack of progress with rural landholder issues relating to water, roads, weeds and pests (specific examples have been provided – see survey and focus group notes)
- Low level of engagement with rural landholders
- Perceived lack of understanding of rural issues by local and state government.

WHAT IS THE PERCEIVED IMPACT?

The respondents believe that the impact is:

- Increase costs of rates – with reduced return (value for money)
- Perceived increase in roadside weeds with increase of fire fuel loads
- Perceived increase in weeds and pests – with a reported impact on farm production
- Lack of promotion of agriculture as a good career option
- Perceived increase in compliance (increased 'red tape').

FROM THE FOCUS GROUPS AND SURVEY: WHAT DO THEY WANT?

Focus group and survey respondents provided a variety of ideas and comments around this issue including:

- An increased understanding and connection to rural landholders through greater Council representation
- The employment of a rural liaison officer (eco-development officer), who comes from a farming background and can work with farmers, as well as internal stakeholders
- Increased consultation with rural industries
- Organised and locally run field days, discussion groups and education programs
- Assistance for landholders with grant applications
- Improved weed and pest control programs – particularly in relation to:
 - rabbits, kangaroos, wild dogs/cats
 - weeds and roadside vegetation
- A rating system created for rural landholders that is related to the income generating potential of the land.

MENTIONS :

- Focus Groups – both sessions generated ideas to address this issue
- Survey – 32 mentions (~14% of the sample) suggesting ideas to improve support
- 1:1 interviews – 4 participants suggested ideas in this area

6.6 SEEKING & ACCESSING INFORMATION

THE ISSUE

Information was sought to ensure a deeper understanding of where and how landholders currently access information in relation to the management of their properties. Seeking and accessing information was not directly raised as an issue or problem by participants in the consultations, however their feedback and input was sought in terms of developing an understanding of the potential demand for an 'information' exchange.

Councils were also keen to collect information regarding the access to and demand for information by peri-urban farmers so they can use this in their future communications.

As with the other issues, this information was collected through a variety of questions, including questions that sought to understand the key values of peri-urban farmers, property management issues, where they currently access information and what information (if any) they would like to access in the future.

From the data collated and analysed, it can be concluded that accessing information is not a major issue for peri-urban farmers in the region. With over 34% of survey respondents stating that they currently have access to everything they need and 26% stating that they do not have time to access information and services. Furthermore, when asked about specific topics, 25% of survey respondents stated that they do not require any more information (see Figure 6-3 and below). In support of this, participants in the focus groups and 1:1 activities did not raise this as an issue or problem.

UNDERSTANDING THE NEEDS AND THE ISSUES

Peri-urban farmers in the region have a variety of needs for information and support to help them successfully manage their properties. Depending on the age, experience, time available and priorities, this requirement varies from person to person, region to region and farm to farm.

WHAT TOPICS WOULD YOU LIKE MORE INFO ON?

(178 respondents to Q15)

▪ Weed and pest control	– 70 (39%)
▪ Pasture and crops	– 51 (29%)
▪ Water supply & availability	– 49 (28%)
▪ I do not require more info	– 45 (25%)
▪ General farm management	– 40 (22%)
▪ Impacts of climate change	– 40 (22%)
▪ Environmental management	– 38 (21%)
▪ Animal management	– 36 (20%)

From the data collected during this Stage, the following issues have been raised in relation to support and information preferences for peri-urban farmers in the region:

- 35% of survey respondents stated that they currently have access to everything they need and 25% say they do not require more information (refer to Figure 6-3)
- When they do want information or support, farmers have a preference to source information from those known to them (refer to Table 6-3):

- Friends, family, neighbours, other landholders
- Community groups, Landcare
- Key focus areas for information and services relate to the main management issues and priorities including (refer to box above):
 - Weeds and pest control
 - Pastures and crops
 - Water supply and availability

HOW ARE YOU CURRENTLY DEALING WITH YOUR FARM ISSUES?

(174 respondents to Q16)

▪ Working with neighbours, family, friends, other farmers	– 123 (71%)
▪ Learning and getting more info	– 95 (55%)
▪ Community groups / Landcare	– 52 (30)%
▪ Service providers	– 27 (16%)
▪ No issues to deal with	– 18 (10%)

WHAT DO THEY WANT?

Consultations were structured to obtain suggestions from the participants on how to improve the information available to peri-urban farmers in the region. Some have already been raised in the other themes, however other options for consideration include:

Development of a multi-purpose centre (and livestock exchange) to provide:

- Education services/training for peri-urban farmers – good way to connect new and experienced farmers
- Support centre for new landholders
- Agricultural education for local schools
- Promotion of agriculture and where food comes from
- Discussion groups for farmers
- Greater social connection between farmers
- AgVic training centre – biosecurity courses, how to use NLIS, etc.
- Increase interest in agriculture / farming careers.

Development of an online portal / hub for peri-urban farmers offering:

- Farming classifieds
- Links to local contractors / farm business services
- Promotion of local events
- Links to other events / regional activities
- Promotion of rural industries in the region
- Links to local farmers markets, food producers, farm gate products.

MENTIONS :

- Survey – 32 mentions (~14% of the sample) suggesting ideas to improve support
- Focus Groups – Bannockburn session generated ideas to address this issue
- 1:1 interviews – 2 participants suggested ideas in this area

6.7 CONCLUSIONS

An important objective of the engagement in Stage 2 was to test and validate the findings of Stage 1 with a wider audience of rural landholders. The results of this were:

1. Large number of small livestock producers in the study area
 - *Confirmed by the demographics of the survey respondents (refer to section 5.6)*
2. Compliance issues with smaller livestock producers – creating increased biosecurity risks
 - *Not confirmed – survey responses indicated that 152 of 162 respondents who farm livestock (93%) believe they are compliant.*
3. Logistic and cost issues associated with the use of available livestock exchange facilities
 - *Partly confirmed – survey results indicate of those with livestock 70 (43%) have issues buying or selling livestock, whilst 47 (28%) mentioned issues relating to logistics and costs*
4. Reduction in programs and activities in the region, to support peri-urban farmers in region
 - *Partly confirmed – survey findings included 52 of the 176 (30%) respondents who use their property for farming have issues related to lack of local saleyards, weed and pest control, rates being too high and the condition of roads*
5. Inadequate data to accurately determine the quantum of smaller livestock producers in the study area and level of non-compliance
 - *N/A – the data collected during Stage 2 engagements were not of significant quantum to improve on that already used during Stage 1*

The main management issues reported by peri-urban farmers who responded to the survey were:

- Weeds and pests on property - 125 (64%)
- Maintaining property infrastructure - 112 (57%)
- Managing livestock - 97 (49%)
- Water availability and supply - 96 (49%)

With regards to selling and buying livestock, of the 237 responses to the survey:

- 172 (73%) were using their rural property for farming
- Of these, 162 (94%) farmed livestock
 - 144 (85%) use methods other than saleyards to buy and sell livestock
 - 119 (72%) use saleyards to buy and sell livestock, mostly Ballarat (97) and Colac (47)
 - 48 (28%) do not use saleyards at all
 - 70 (43%) have issues buying and selling livestock
- 35 mentioned a Livestock Exchange in the Geelong region, as an option for addressing issues with buying and selling livestock – this is 22% of those farming livestock or 15% of all survey respondents.

With regards to accessing information:

- 73 (49% of 150 respondents) reported that they currently have difficulties accessing support and information from local government
- 54 (35% of 156 respondents) reported they have difficulty accessing information from State government organisations (such as Agriculture Victoria, Catchment Management Authorities, Water Corporations).
- However,
 - 61 (35% of 167 respondents) reported that they currently have access to everything they need
 - There is a strong preference for accessing information from family, friends and neighbours (134 or 78% of 171 respondents) and other farmers/landholders (126 or 76% of 165 respondents).

Thus, the level of demand for the following services can be defined as:

- A livestock exchange facility in the Geelong region – strong demand from a significant minority of livestock producers in the study area (22% of those farming livestock or 15% of all survey respondents)
- Improved support and access to information from local and State government – a high proportion of respondents currently having difficulty accessing support and information from local (49%) and State (35%) government organisations.

7 Stage 3 – Supply & option analysis

7.1 PURPOSE

The purpose of Stage 3 was to examine the services currently available to meet the demands identified in Stage 2, identify gaps in meeting these demands and recommend options to address these gaps. These recommendations would then be tested and validated via further community engagement in Stage 4.

7.2 APPROACH

An analysis of existing facilities and services (both online and physical) provided to peri-urban farmers in the region was undertaken to establish what was currently available and how much these facilities and services were currently utilised.

This included thirteen (13) interviews with key stakeholders in the supply chain, including representatives of livestock buyers, agents, processors and carriers, Agriculture Victoria and Council staff. In addition to this, we reviewed the findings of the Corangamite Catchment Authority's 2019 social benchmarking report and researched operating models in other similar peri-urban regions.

The four main “problems” for which we sought to identify gaps and recommend options to address them were:

1. Concerns regarding an increased biosecurity risk
2. Difficulties trading small lots of livestock
3. Lack of support and service from local and State government
4. Access to information and education services

7.3 CONCERNS REGARDING INCREASED BIOSECURITY RISK

POTENTIAL CAUSE OF CONCERN

This issue was raised due to the increasing numbers of part-time livestock farmers in the area and the concern that these farmers may be unaware of (or ignore) their compliance obligations and the risk of non-compliance. The concern was further enhanced by the closure of the Geelong Saleyards and the loss of some state government extension services in the region, which some perceived would lead to an increase in non-compliance and, therefore, an increase in the biosecurity risk.

EVIDENCE

STRONG EVIDENCE of an increase in the number of part-time livestock farmers (Source: ABS data, GIS mapping data, Project Survey, CCMA report)

LIMITED EVIDENCE to support the concern of higher levels of non-compliance and increased biosecurity risk (Source: Agriculture Victoria, Integrity Systems Company, Project Survey).

Survey respondents % compliance with PIC, NLIS, NVD



AGRICULTURE VICTORIA

- No change to biosecurity incidents in the region in recent years
- Livestock exchanges may not reduce biosecurity risk (they may increase the incidence of spread)
- Difficulty engaging with peri-urban farmers
- Focus on promotion of best practice
- Livestock Exchanges can be a good touch-point for Agriculture Victoria
- Unable to share data to quantify non-compliance.

EXISTING OPTIONS

- Strengthening Victoria's Biosecurity System – \$28m over 4-5 years
- Livestock Biosecurity Grants – administered by Agriculture Victoria from levies
- Whole farm planning (covers other knowledge areas too)
- Extension officers for biosecurity – workshops, NLIS usage, education, etc
- Focus on education, awareness, Facebook monitoring and support for producers to assist with compliance (cattle, sheep, chickens etc.).

GAPS

- A clear understanding of the current level of non-compliance in the region and its likely impact on the level of the biosecurity risk
- A clear understanding of what will mitigate any identified non-compliance
- A biosecurity program targeted at peri-urban farmers – with clear roles for producers, industry, local and State government (Does “Strengthening Victoria’s Biosecurity System” program address this?).

ADDRESSING THE GAPS

- Quantify concerns about non-compliance by developing a deeper understanding of the current and future level of compliance, its impact on the level of biosecurity risk and the programs in place to address it.

7.4 DIFFICULTIES TRADING SMALLER LIVESTOCK LOTS

POTENTIAL CAUSE OF CONCERN

There has been an increase in the use of informal methods for sales of smaller livestock lots and a trend away from selling via livestock exchanges. However, some livestock farmers have a preference to retain livestock exchanges (35 or 22% of livestock farmers in our survey).

There is also a perception that livestock agents and processors are not interested in buying smaller livestock lots and that the closure of the Geelong Saleyards would make it harder to sell small livestock lots, especially between farmers.

EVIDENCE

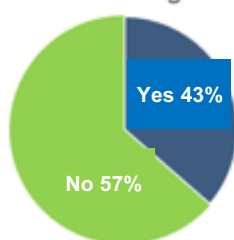
MEDIUM EVIDENCE (Source: Stakeholder interviews, Project Survey, focus groups and interviews, previous reports).

The project survey identified that the top ranking property management issues for farmers in the region were (% of survey respondents who identified the issue):

1. Weeds and pest on property = 64%
2. Maintaining property infrastructure = 57%
3. Management of animals = 49%
4. Water availability and supply = 49%

When specifically asked about problems selling livestock, they responded as follows:

Problems selling livestock



SURVEY RESULTS

- 85% of livestock producers use methods other than saleyards
- 61% sell direct to processors or other livestock owners
- 17% use online methods
- 10% use saleyards as their only method of selling
- 22% thought a local livestock exchange would help.

EXISTING OPTIONS

- Existing sale yards with competitive costs and market prices
- Auctions plus / online – no minimum lot number and increasing popularity with buyers and sellers
- Direct sales options in the region– Herds, Midfields, Greenham's, ALC plus others – including small lots
- Mobile Abattoir – Provenir new to the region (process cattle lots of 20-60 head negotiable)
- Stock and station agents – arrange for transport to saleyards, direct, online options – including small lots.

GAPS

- Options for small lot sales between farmers (identified by the subcommittee, not the survey)
- Improving peri-urban farmers' understanding of existing options, e.g. case studies demonstrating how peri-urban farmers sell livestock successfully using currently available options.

ADDRESSING THE GAPS

- Promote, support and increase awareness of available options to buy and sell livestock – including small lots and from landholder to landholder.

7.5 LACK OF SUPPORT & SERVICE FROM LOCAL & STATE GOVERNMENT

POTENTIAL CAUSE OF CONCERN

Feedback from the 1:1 interviews, focus groups and the additional comments in the survey suggest that there is a perception of a decreasing value of services for the rates farmers pay to local government. This is exacerbated as rates increase with increasing land values that farmers believe are unrelated to increased agricultural productivity. There are also concerns about weeds and pests on roadsides, and a lack of knowledge of Council activities and expenditure on rural issues.

EVIDENCE

MEDIUM EVIDENCE (Source: Project Survey, focus groups and interviews, CCMA report).

1. 30% of survey respondents reported issues relating to lack of support from local and state government
2. Focus groups and farmer interviews – reported issues relating to lack of support from local and state government
3. CCMA Social Benchmarking report – survey respondents rated the issue of ‘increasing land prices pushing up council rates’ as one of their top 5 Issues.

EXISTING OPTIONS

- Council road management/slashing plans, Council Reserves Management Plans
- Rabbit Control Plan (2020-24) and Serrated Tussock Working Group liaison
- Domestic Animal Management Plan (domestic cats and dogs)
- The City estimates expenditure of approximately \$500,000 p.a. on roadside weeds
- The City’s rural rebate – annual budget allocation depending on number of landholders
- Workshops and information sharing events – delivered by Surf Coast and the Corangamite Catchment Management Authority, attended by landholders from all G21 Council areas
- Plus many other services and support not mentioned.

GAPS

- Hard copy and/or online information specifically for peri-urban farmers relating to farm management issues and available services (Local Government and G21 Agri Collective)
- Rural Roadside Management Plan – The City and Surf Coast Shire
- Additional workshops, forums and conferences for peri-urban farmers
- Grants program specifically for rural landholders – priority areas
- Communication plan – key stakeholders in the region
- Lack of understanding of the City’s expenditure on rural programs and areas.

ADDRESSING THE GAPS

- Increase awareness of existing support and services, and seek ways to further improve support and services from local government and associated bodies.

7.6 ACCESS TO INFORMATION & EDUCATION SERVICES

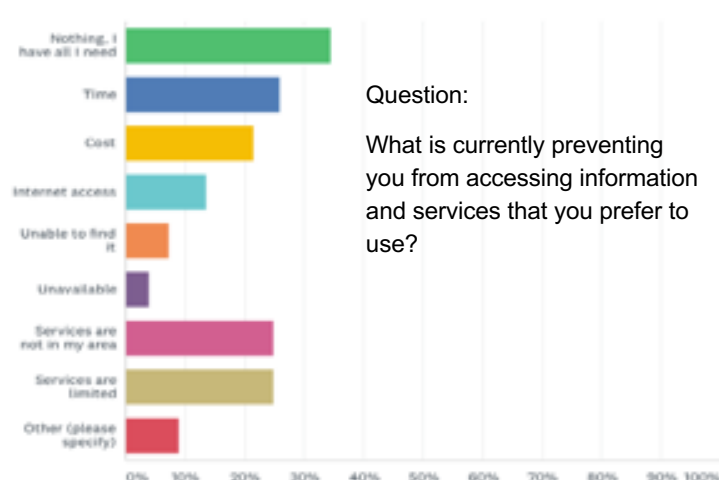
POTENTIAL CAUSE OF CONCERN

Increases in the number of part-time farmers has created concern relating to a lack of compliance and biosecurity risks. There is a concern there is a lack of access to and uptake of information and education services available to these landholders.

EVIDENCE

LIMITED EVIDENCE (Source: Project Survey, focus groups and interviews, CCMA report).

The survey identified what (if anything) was preventing access to information and services, and what topics peri-urban farmers would like more information on.



WHAT TOPICS WOULD YOU LIKE MORE INFO ON?

- Weed and pest control – 70 (39%)
- Pasture and crops – 51 (29%)
- Water supply & availability – 49 (28%)
- I don't require more info – 45 (25%)
- General farm management – 40 (22%)
- Impacts of climate change – 40 (22%)
- Environmental mngt. – 38 (21%)
- Animal management – 36 (20%)

The CCMA report identified changes in the use of different source of information between 2006 and 2019:

- Increased use in BOM (Bureau of Meteorology), Ag consultants/agronomist / stock agents, Local Government and internet
- Decreased use in newspapers, Landcare group / Network, mailed brochures/leaflets, field days, radio, government agencies and departments, CCMA, environment organisations, VFF.

EXISTING OPTIONS

- Online information
- Books, newspapers, journals – Libraries, books
- Groups - Landcare, VFF
- Direct connections – friends, family, neighbours
- Formal training – Gordon TAFE (Ag Bus)
- Professional advisors – agronomists, Vets
- Organised workshops, field days
- Council facilities for information sessions
- Council programs to facilitate online connection and usage.

GAPS

- Issues with internet access and usage, i.e. what blackspots exist in the region?
- Information is available – uptake and knowledge of where to find it may be an issue

- Readily-identifiable and well-known source for regionally specific information regarding farm management and livestock production – for both experienced and new farmers
- Encouraging landholders to access information required to ensure good property management and compliance.

ADDRESSING THE GAPS

- Increase uptake of existing information and education services.

7.7 RECOMMENDATIONS

NOT RECOMMENDED

1. A multi-use, multi-purpose livestock and information exchange is not a recommended option to be progressed to Stage 4 because:

- It will not address the problems, issues and gaps identified by this project
- It will not provide a better option for livestock and information exchange than those already available to livestock producers in the region, including the sale of small lots
- There are other options that better address the gaps identified by this project and improve outcomes for livestock producers in the region.

RECOMMENDED

2. Quantify concerns about non-compliance

- Arrange for the Advisory Committee to be briefed by the Agriculture Victoria Biosecurity Program leaders
- Develop a collaborative approach to advocate for a greater understanding of the actual level of non-compliance and mitigation options – G21 Alliance, Victorian Farmers Federation, Advisory Committee, Agriculture Victoria
- Ensure peri-urban input into the development and operations of the Strengthening Victoria's Biosecurity System Program
- Councils to support and promote existing Agriculture Victoria biosecurity educational and extension programs

3. Promotion of available options to buy and sell livestock

- Increase awareness of existing livestock buying and selling options via:
 - Local government and other relevant organisations' (e.g. G21 Agri Collective) communications
 - Case studies to showcase examples of different options
 - Buyers, agents, processors and Auctions Plus to run a forum for farmers explaining buying and selling options
- Include options to promote buying and selling between producers for smaller lots
 - Investigate the demand for a regular (e.g. quarterly) farmer-to-farmer livestock sale, utilising existing facilities (e.g. Geelong Showgrounds)

4. Improve support and services from local government and associated bodies

- Increase promotion of existing Council programs, services and support
- Develop a key stakeholder communication strategy and implementation plan for improved communications with peri-urban farmers, including both local government and other relevant organisations (e.g. G21 Agri Collective)
- Initiate grants (small) for small landholders relating to priority areas (weeds, yards, water)

- Ensure Council staff are well connected with local farmers and are knowledgeable of priority issues
- Initiate an annual Rural & Peri-urban Advisory Committee and G21 Agri Collective joint forum

5. Increase uptake of existing Information and education services

- Increase the awareness of existing services and available support (see number 3)
- Promote existing support services and training to increase farmers' access and usage of internet services
- Initiate an annual rural landholders forum or conference for the purposes of education, social networking and input to local government policy and programs.

6. Stage 4 should focus on the development of an implementation plan that prioritises and outlines how these recommendations should be implemented, rather than a business case.

8 Stage 4 – Validate options

8.1 PURPOSE

The original purpose of Stage 4 was to validate the preferred option(s) via community engagement and more thoroughly investigate the feasibility of the option(s), including location / implementation analysis and a cost benefit analysis.

The location / implementation analysis and a cost benefit analysis were removed from the stage with the agreement of the City, Surf Coast Shire and the Advisory Committee, given the recommendations made in Stage 3, i.e. it was deemed that these were not required. Thus, the revised purpose of Stage 4 was to validate the preferred options via community engagement.

8.2 APPROACH

The City's Have Your Say webpage was used to gather feedback from the community on recommendations 2 – 5 made in Stage 3 (refer to section 7.7).

Specifically, the survey asked:

1. Biosecurity

- Please tell us which of these activities you would like to see supported
 - Participate in Strengthening Victoria's Biosecurity System consultation
 - Councils to support existing AgVic biosecurity education/extension programs aimed at increasing producers' awareness of biosecurity issues and how to mitigate them

2. Buying and selling livestock

- Please tell us which of these activities you would like to see supported
- Increase awareness of existing livestock sales options via:
 - Local government websites
 - G21 Agri Collective website
 - Case studies to showcase examples of different options available electronically
 - Buyers / Agents / Processors / Auction Plus to run forums for farmers
- The Rural and Peri-urban sub-committee suggested an additional option be added to the question 2, regarding buying and selling livestock. This was in addition to the themes and options that were recommended in Stage 3. This option was:
 - *Council exploring options for an innovative local livestock buying and selling exchange facility/service, developed specifically for small-scale farmers to trade a range of different species.*

3. Support and services from local government and associated bodies

- Please tell us which of these activities you would like to see supported
 - Increase public awareness of existing council programs, services and support
 - Communication strategy / plan for key stakeholders relating to peri-urban farmers
 - Grants (small) for small landholders – relating to priority areas (weeds, yards, water)
 - Council website information for peri-urban landholders - specific webpages
 - Increase promotion of G21 Agri Collective website and include information about property management and livestock production

- Ensure appropriate Council staff are well connected with local farmers and knowledgeable about priority issues.

4. Information and education

- Please tell us which of these activities you would like to see supported
 - Increased awareness of existing services and support available
 - Promotion of existing support services/training to increase farmers' access and usage of internet /connectivity
 - An annual rural landholders forum / conference

8.3 PROMOTION

The same channels used to promote the initial survey were used to promote the Have Your Say page to the community throughout the G21 region (refer to section 5.5). The only exception to this was that there were no face-to-face focus groups and no direct mail-outs. This was due to the COVID-19 restrictions at the time and previous experience that the return rate for mail-outs is low.

Content was produced for public notices in the print media, articles in print media, articles in newsletters, and social media posts including:

- An edition of the Golden Plains Business News, which goes to a database of over 600 businesses
- Golden Plains Shire social media posts (Facebook, Twitter and LinkedIn)
- Newsletters of Torquay Landcare (~150 member distribution list), Barrabool Hills Landcare (~150 member distribution list), Upper Barwon Landcare, and (possibly) Bellarine Landcare
- Public Notice in The Weekly Times
- Public Notice in The Bellarine Times
- Public Notice in City of Greater Geelong's City News
- Articles written by Councillor(s) in City of Greater Geelong for localised newspapers
- City of Greater Geelong Councillor Update, Economic Development Newsletter, Facebook posts and updates

Emails titled "Please Share" to communicate the release of the Have Your Say page (along with a follow-up reminder), were sent to:

- Rural & Peri-urban Advisory Committee and sub-committee members
- Economic Development Staff at Golden Plains, Surf Coast Shire
- Surf Coast Agribusiness Network (~135 members)
- Torquay Landcare (~150 member distribution list), Barrabool Hills Landcare (~150 member distribution list), Upper Barwon Landcare, and (possibly) Bellarine Landcare
- Agriculture Victoria
- The G21 Agri Collective
- G21 Alliance
- City of Greater Geelong Mayor and Councillors Office
- Regional Development Victoria
- Corangamite Catchment Management Authority
- Barwon South West Waste and Resource Recovery Group

These emails were written in a way that recipients could forward them directly to their contacts. Coming from a recognised source, it was a more direct route to achieve email contact with potential respondents to the Have Your Say page.

8.4 COMPARISON OF SURVEY RESPONDENTS

There were 44 responses to the Have Your Say survey compared to 266 engagements during Stage 2, including the survey (237) focus groups (12), phone interviews (8), email submissions (2) and personal engagements at the Bellarine Show (7) (refer to section 5.6).

Table 8-1: Comparison of survey respondents

DEMOGRAPHIC	STAGE 2 SURVEY	STAGE 4 HAVE YOUR SAY
Age Profile:		
▪ > 64 years	31%	35%
▪ 55 - 64 years	25%	15%
▪ 45 – 54 years	16%	28%
▪ <45 years	25%	23%
Local Government Area:		
▪ the City	44%	59%
▪ Surf Coast	23%	26%
▪ Golden Plains	24%	11%
▪ Other	9%	4%
Farm area:		
▪ < 20 ha	40%	36%
▪ 20 – 100 ha	30%	26%
▪ 100 – 400 ha	20%	19%
▪ > 400 ha	10%	19%
Time at current property:		
▪ Don't live on property	11%	11%
▪ < 5 years	13%	23%
▪ 5 – 10 years	13%	21%
▪ > 10 years	63%	45%
Property used for:		
▪ Primary production	82%	89%
▪ Sheep and/or cattle	75%	83%

The data presented in Table 8-1 compares the demographics of the 237 respondents to the survey in Stage 2 with the 44 respondents to the Have Your Say in Stage 4. It deliberately uses percentages of the total number of respondents to allow a like-with-like comparison of the demographics of the respondents to both surveys. Actual numbers of responses to the questions asked in the Have Your Say survey are reported in the following sections to accurately reflect the level of support for each proposal.

The demographic comparison shows that Stage 4 compared to Stage 2 had:

- A very similar age profile, although there were more respondents in the 45 – 54 age range and less in the 55 – 64 age range
- Significantly more (+15%) respondents from the City and less from Golden Plains (-13%) and Other local government areas (-5%)
- Almost double the percentage of larger scale farmers (> 400 ha)
- A significantly larger percentage of landholders who had been at their current property for less than 10 years (46% vs 26%)
- A slightly higher proportion of primary producers and livestock farmers.

Thus, the demographics of the respondents to the Have Your Say survey were slightly younger on average, more likely to come from the City of Greater Geelong, have larger farms, been at their current properties for a shorter period of time and were more likely to be livestock farmers.

8.5 FINDINGS

The results of the Have Your Say survey are presented in Table 8-2. Refer to Appendix 4 for the full survey.

Table 8-2: Results of Have Your Say survey

QUESTION	NUMBER
Biosecurity – please tell us which of these activities you would like to see supported ▪ Council members, including farmers and landholders, to participate in Strengthening Victoria's Biosecurity System consultation ▪ G21 Councils to promote existing AgVic biosecurity education/extension programs aimed at increasing producers awareness of animal biosecurity issues and how to mitigate them ▪ Neither	29 (62%) 29 (62%) 9 (19%)
Buying and selling livestock Which of the following ways to increase your ability to trade livestock and improve your awareness of existing livestock trading options, would you like to see supported by Council? ▪ Case studies to showcase different options available to buy and sell livestock ▪ Increased promotion and availability of information and relevant websites ▪ An innovative online solution to buy and sell livestock ▪ Buyers / agents / processors / Auctions Plus host forums for farmers ▪ Council exploring options for an innovative local livestock buying and selling exchange facility/service, developed specifically for small-scale farmers to trade a range of different species	13 (28%) 15 (32%) 16 (34%) 11 (23%) 38 (81%)
Support and services from local government and associated bodies Please tell us which of these options you would like to see supported to improve the provision of council services to peri-urban landholders ▪ Increased promotion of existing council program, services and support to peri-urban land owners ▪ Provision of grants for peri-urban landholders – relating to management of priority issues such as pest plants and animals, and water management ▪ Increased promotion of relevant website information for peri-urban landholders – specific webpages ▪ Increased promotion of relevant websites (e.g. AgVic, StockPlus, AuctionsPlus, Landcare, G21 Agri Collective) which include information about property management, livestock production, livestock sales and agribusiness support ▪ Improved connection between City staff and local landholders who also have a good knowledge of priority issues	26 (55%) 32 (68%) 18 (38%) 29 (62%) 29 (62%)
Information and education – please tell us which of these activities you would like to see undertaken by Council ▪ Increased promotion of existing support services to increase farmers' access and usage of digital services ▪ Increased promotion of existing training available for peri-urban farmers ▪ An annual rural landholders forum / conference ▪ Greater variety of promotion methods (e.g. website, brochure, video, blogs, etc.)	25 (53%) 27 (57%) 27 (57%) 13 (28%)

The results show that there is:

- Majority support for Council's participation in the biosecurity consultation and promotion of existing education and extension programs related to biosecurity
- A significant majority of survey respondents who support Council exploring options for an innovative local livestock exchange, but little support for other options related to buying and selling livestock
- Strong support for grants for peri-urban landholders, as well as increased promotion of relevant websites, improved connection between staff and landholders and increased promotion of existing Council programs
- Majority support for all options to improve information and education, with the exception of a greater variety of promotion methods.

Thus, the 44 respondents to the Have Your Say showed majority support for most options related to biosecurity, support and services from local government and associated bodies and information and education. There was a clear response in favour of Council exploring an innovative local livestock exchange to deal with issues associated with buying and selling livestock, but low support for the other options put forward to address this issue.

8.6 CONCLUSIONS

The responses to the Have Your Say survey support most of the options recommended in Stage 3 of the study and, in the main, reflect the responses received to the survey conducted in Stage 2 (thus, the recommendations in Stage 3). However, the significant majority of respondents (38 or 81%) who support Council exploring options for an innovative local livestock exchange would appear at odds with the results of the Stage 2 survey, where only 22% of livestock farmers and 15% of survey respondents (35 respondents) expressed a preference to retain livestock exchanges.

In fact, the absolute number of respondents who supported livestock exchanges in both surveys is almost the same (i.e. stage 2 = 35 / stage 4 = 38), but the percentage differs significantly due to the significantly smaller number of respondents to the Have Your Say survey (i.e. stage 2 = 237 / stage 4 = 44).

In our opinion, the results of the Have Your Survey support our conclusion in Stage 2 (refer to section 6.7) that there is strong demand from a significant minority (35 – 38 respondents) of livestock producers in the study area for a livestock exchange facility in the Geelong region, however our recommendation not to pursue one remains unchanged for the reasons outlined in Stage 3 (refer to section 7.7).

Appendix 1 – Survey questions

Welcome to this survey!

We're keen to learn more about the needs of farmers in our region, in relation to the exchange of information and livestock, which are not currently being adequately serviced by available facilities, and what innovative responses could address these needs. We want to know what information you'd find useful to improve the running of your property and getting your stock to market.

We're inviting all farmers with animals in the City of Greater Geelong, Surf Coast Shire and Golden Plains Shire to participate in the survey. It will take around 10 minutes to complete and will be open until 18th February.

The results of the survey will be used to assess the feasibility of options for a livestock and information exchange, that supports farmers in the region. The study is a response to the decision that the saleyards in Geelong is no longer fit for purpose and has been shut down. The study is also in response to the perception that farmers in the region are currently underserved in relation to their access to adequate livestock trading and information resources.

This study is being conducted through a partnership involving community members and Council representatives from the City of Greater Geelong, Surf Coast Shire and Golden Plains Shire.

For more details please contact Tina Perfrement 0417217218 or email tperfrement@geelongcity.vic.gov.au

About you and your property

1. What is your age?

- | | |
|--------------------------------|---|
| ☐ Under 18 | ☐ 45-54 |
| ☐ 18-24 | ☐ 55-64 |
| ☐ 25-34 | ☐ 65+ |
| ☐ 35-44 | ☐ Prefer not to say |

2. Which shire is your property located?

- ☐ City of Greater Geelong
- ☐ Surf Coast Shire
- ☐ Golden Plains Shire
- ☐ Other

3. Where is your property located? Please name the area or nearest town

About your property

4. What is the size of your property?

- | | |
|---|---|
| ☐ Less than 2 ha (less than 5 acres) | ☐ 21 – 100 ha (or between 51 – 250 acres) |
| ☐ 2 – 10 ha (or between 5 – 25 acres) | ☐ 100 – 400 ha (or between 250 – 1000 acres) |
| ☐ 11 – 20 ha (or between 26 – 50 acres) | ☐ Greater than 400 ha (greater than 1000 acres) |

5. How long have you lived at this property?

- ☐ Less than 5 years
- ☐ 5 - 10 years
- ☐ More than 10 years
- ☐ I don't live on the property

6. Is your property used for farming / primary production?

- ☐ Yes - please go to the next question
- ☐ No - please go to question 9

About your farm

7. What is your **MAIN** farming activity?

- | | |
|--|--|
| ☐ Beef cattle grazing | ☐ Horticulture |
| ☐ Sheep grazing | ☐ Viticulture |
| ☐ Other livestock | ☐ Farm forestry |
| ☐ Dairy farming | ☐ Intensive animal production - ie. pigs, chickens |
| ☐ Cropping | ☐ Unknown |
| ☐ Irrigated pasture / cropping | |
| ☐ Other (please specify) | |

8. In order for us to understand the size and scale of your farm, please tell us approximately what % of your family income is generated from your property? When answered, please move to question 10.

- ☐ None
 ☐ 51 - 75%
- ☐ Up to 25%
 ☐ Greater than 75%
- ☐ 25 - 50%
 ☐ Rather not say

About your property

9. What do you **mainly** use your land for?

- ☐ Horses
 ☐ Tourism
- ☐ Keeping other animals (eg. goats, alpacas)
 ☐ Nothing
- ☐ Nature conservation
 ☐ Unsure
- ☐ Recreation
- ☐ Other (please specify)

--

What is important to you?

10. Thinking about your property, how important are each of the following?

[illegible]

11. In regards to the management of your property, please select the issues that are of most concern to you. Please select up to 5.

- ☐ Weeds and pests on my property
- ☐ Water availability and supply
- ☐ Management of animals / livestock
- ☐ Issues relating to neighbouring property – e.g. weeds, pests, animals
- ☐ Maintaining infrastructure – fencing, sheds, yards, vegetation
- ☐ Being able to make a good return from our farming business
- ☐ Lack of knowledge regarding farm/property management
- ☐ Urbanisation
- ☐ Climate change
- ☐ Environmental concerns – may include loss of native wildlife, degradation of soils, waterways, wetlands, native vegetation
- ☐ Not having enough time to spend on my property
- ☐ Other (please specify)

12. Thinking about the issues listed in the previous question, how are you progressing with addressing these issues? Please click on the star that best describes your situation

No progress

Slight progress

Some progress

Good progress

Excellent progress

N/A



Other (please specify)

Access to services and information

13. In terms of being supported and informed to manage your property, please choose from the following list, which do you currently use, which ones do you prefer to use, and which ones do you have difficulty using? Please tick those that apply

	Currently use	Prefer to use	Difficulty using	N/A
Media - print, radio, TV	☐	☐	☐	☐
Social Media - FaceBook Twitter etc	☐	☐	☐	☐
Family, friends, neighbours	☐	☐	☐	☐
Other farmers / landholders	☐	☐	☐	☐
Farming / industry groups including Landcare or community groups	☐	☐	☐	☐
State Government agencies – AgVic, Catchment Management Authorities, Water corps etc.	☐	☐	☐	☐
Local Government	☐	☐	☐	☐
Books, articles	☐	☐	☐	☐
Field days / Ag Shows	☐	☐	☐	☐
Training/workshops/conferences	☐	☐	☐	☐
Rural store	☐	☐	☐	☐
Rural service providers including stock agents, sales reps.	☐	☐	☐	☐
Sale yards	☐	☐	☐	☐
Paid advisors including Vet, accountants, agronomists, farm consultants	☐	☐	☐	☐

Other (please specify)

14. What is currently preventing you from accessing information and services that you prefer to use? Please choose any that apply

- | | |
|---|---|
| ☐ Nothing - I currently have access to everything I need | ☐ I don't know where to find it |
| ☐ Time | ☐ The information I need isn't available |
| ☐ Cost | ☐ Services are not in my local area |
| ☐ Internet access | ☐ Services are limited or not available |
| ☐ Other (please specify) | |

15. Which of the following topics, if any, would you like more information on? Please choose any that apply.

- | | |
|--|---|
| ☐ General farm management | ☐ Assistance with understanding compliance – e.g. buying and selling animals, traceability |
| ☐ Animal management – including feeding, welfare, disease, breeding | ☐ Environmental management |
| ☐ Weed and pest control | ☐ Emergency preparation and response |
| ☐ Pasture and crops | ☐ Impacts of climate change |
| ☐ Water supply and availability | ☐ I don't require more information |
| ☐ Other (please specify) | |

16. Thinking about the issues that you have with your property, how are you currently dealing with these?

- | | |
|--|---|
| ☐ By finding out more and learning | ☐ Working with Landcare and other community groups |
| ☐ Working with neighbours, friends and family | ☐ I am not doing anything |
| ☐ Working with & getting assistance from other landholders | ☐ I don't have any issues |
| ☐ Getting support from service providers – including govt departments | |
| ☐ Other (please specify) | |

17. Other than those already covered in previous questions, do you have any other needs with regards to the management of your property?

- ☐ No
- ☐ Yes - please specify

18. Do you have any other suggestions on how you could be better supported to manage your property and the issues of concern to you?

- ☐ No
- ☐ Yes - please provide further details

19. Do you currently have any livestock on your property?

- ☐ Yes - please move to the next question
- ☐ No - we won't need you to answer any further questions. This is the end of the survey. Thank you

About your livestock

20. What sort of livestock do you have and how many?

	How many?
Cattle	
Sheep	
Chickens	
Pigs	
Horses	

Other (please specify type and number)

21. Thinking about the management of livestock on your property, which of these issues are of most concern to you? Please tick the boxes that apply.

- ☐ Animal health and welfare
- ☐ Feeding animals
- ☐ Buying and selling animals
- ☐ Compliance with biosecurity regulations - including traceability, property identification
- ☐ Knowledge of how to best manage animals
- ☐ Cost of keeping animals - including feeding, fencing, vet etc
- ☐ Other (please specify)

22. Do you currently use sale yards / livestock exchanges to sell or buy livestock?

- ☐ Yes
- ☐ No - please go to question 24.

Sale yards

23. Which sale yards do you currently use? After answering please move to question 25.

- ☐ Ballart
- ☐ Colac
- ☐ Mortlake
- ☐ Camperdown
- ☐ Other (please specify)

Sale yards - reasons for not using

24. What are the main reasons you don't sell your livestock through sale yards? Please choose all relevant responses

- | | |
|--|---|
| ☐ The cartage is too expensive | ☐ Animal welfare reasons |
| ☐ It is difficult to organise | ☐ I don't have a Property Identification Code (PIC) or ear tags, so I can't sell through the yards |
| ☐ It is too far to the sale yards | ☐ I prefer to sell through different ways |
| ☐ Other (please specify) | |

Buying and selling livestock

25. When selling your livestock, do you use any of the following methods? Please select those that apply

- ☐ Direct to end user (abattoirs, feedlots etc. if applicable)
- ☐ Direct through other livestock owners
- ☐ Online - please list websites below
- ☐ Other (please specify)
Online (please list websites)

26. Do you currently have any problems buying or selling your livestock? Please explain.

☐ Yes

☐ No

Please provide further details

Compliance

27. Do you have an active Property Identity Code (PIC) for your property?

☐ Yes

☐ No

Compliance continued

28. Do you currently use National Livestock Identification System (NLIS) ear tags on your animals?

☐ Yes

☐ Not required

☐ No - please explain

29. Do you use National Vendor Declaration forms when you are selling or moving your livestock?

☐ Yes

☐ Not required

☐ No -please explain

Registering for a Property Identification Code (PIC)

30. Why don't you have an active Property Identification Code (PIC)?

- | | |
|---|--|
| ☐ I already have one | ☐ I have tried to get one but was not successful |
| ☐ I am not required to have one | ☐ I didn't know I needed one |
| ☐ I have chosen not to get one | ☐ I don't know how to get one |
| ☐ Other (please specify) | |

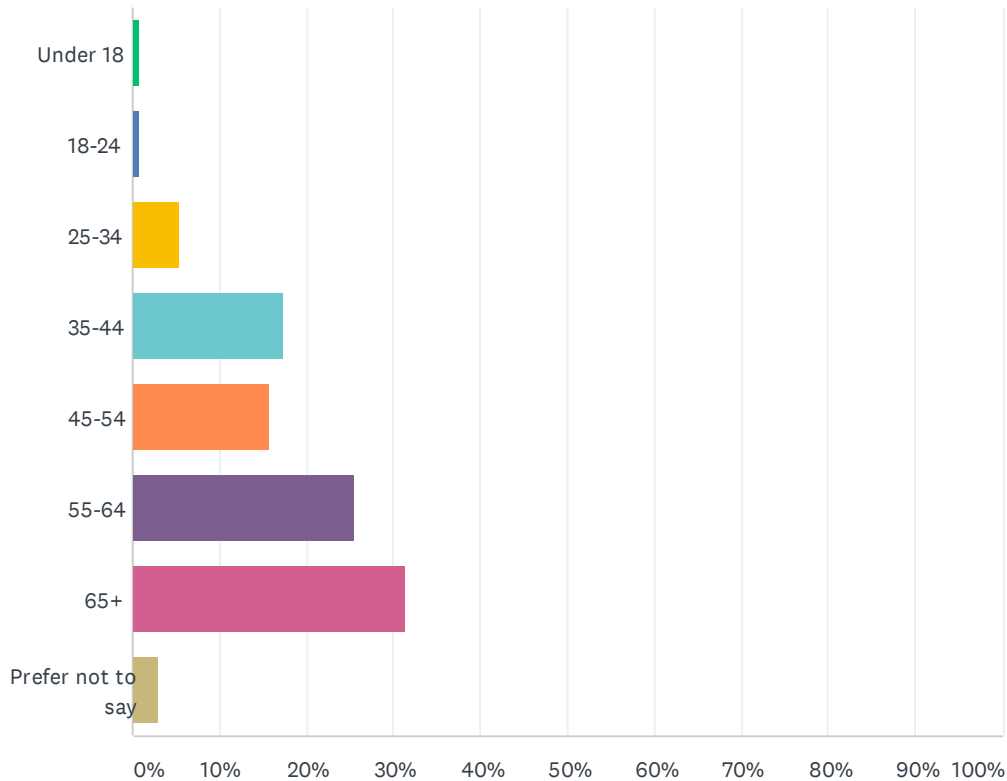
31. Do you intend to register for a PIC?

- ☐ I already have one
- ☐ Yes
- ☐ No - please explain

Appendix 2 – Survey results

Q1 What is your age?

Answered: 236 Skipped: 3

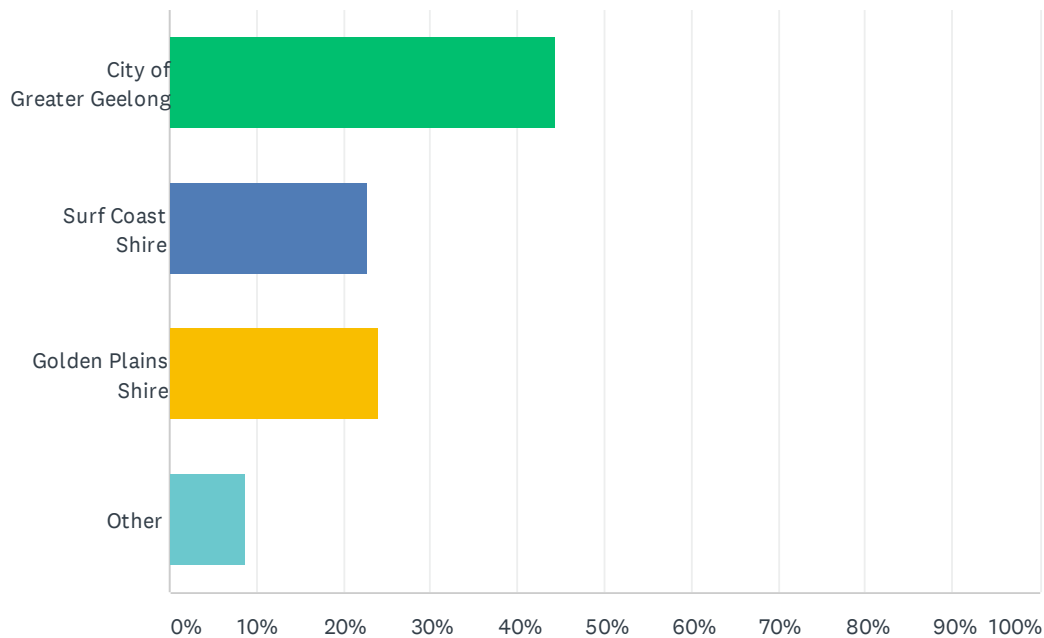


ANSWER CHOICES	RESPONSES	
Under 18	0.85%	2
18-24	0.85%	2
25-34	5.51%	13
35-44	17.37%	41
45-54	15.68%	37
55-64	25.42%	60
65+	31.36%	74
Prefer not to say	2.97%	7
TOTAL		236

Q2 Which shire is your property located?

Answered: 237 Skipped: 2

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES	RESPONSES	
City of Greater Geelong	44.30%	105
Surf Coast Shire	22.78%	54
Golden Plains Shire	24.05%	57
Other	8.86%	21
TOTAL		237

Q3 Where is your property located? Please name the area or nearest town

Answered: 231 Skipped: 8

Farming survey - Geelong, Surf Coast and Golden Plains

#	RESPONSES	DATE
1	anakie	6/16/2020 9:12 AM
2	Lara	6/16/2020 9:03 AM
3	Portarlinton	6/5/2020 9:37 AM
4	golden plains	6/4/2020 8:58 PM
5	Batesford	5/29/2020 4:59 PM
6	Drysdale	5/29/2020 2:57 PM
7	Wallington	5/27/2020 1:09 PM
8	lovely banks	5/27/2020 10:16 AM
9	Drysdale	5/24/2020 11:44 AM
10	freshwater creek	5/23/2020 4:20 PM
11	Bambra	5/23/2020 1:53 PM
12	Connewarre	5/23/2020 6:22 AM
13	Ceres	5/22/2020 2:49 PM
14	Lara	5/22/2020 12:34 PM
15	Little River	5/21/2020 11:34 PM
16	Moolap	5/21/2020 3:16 PM
17	Moorabool	5/21/2020 1:07 PM
18	ceres	5/21/2020 11:12 AM
19	anakie	5/20/2020 8:30 PM
20	Wallington	5/20/2020 12:01 PM
21	Ceres	5/20/2020 11:21 AM
22	Anakie	5/19/2020 6:42 PM
23	leopold	5/19/2020 5:00 PM
24	Connors rd Drysdale	5/19/2020 2:10 PM
25	lara	5/19/2020 1:38 PM
26	anakie	5/19/2020 1:05 PM
27	Waurm ponds	5/19/2020 9:31 AM
28	lara	5/19/2020 8:39 AM
29	Avalon 3212	5/19/2020 12:18 AM
30	Clifton Springs	5/18/2020 9:22 PM
31	Little river	5/18/2020 8:49 PM
32	Curlewis	5/18/2020 5:33 PM
33	Lara	5/18/2020 2:30 PM
34	Fyansford	5/18/2020 12:58 PM
35	Lara	5/18/2020 12:53 PM
36	Marcus Hill	5/18/2020 12:49 PM
37	Staffordshire Reef	5/15/2020 4:21 PM

Farming survey - Geelong, Surf Coast and Golden Plains

38	Rokewood	5/15/2020 6:18 AM
39	Beech Forest	5/1/2020 2:46 PM
40	Beech Forest	5/1/2020 1:42 PM
41	Barwon heads	4/28/2020 8:18 PM
42	Gnarwarre	4/26/2020 4:05 PM
43	Leopold	4/23/2020 12:10 PM
44	point lonsdale	4/19/2020 6:18 PM
45	Drysdale	4/19/2020 4:14 PM
46	Moorabool	4/16/2020 5:45 PM
47	Moriac	4/16/2020 2:23 PM
48	Barwon heads	4/15/2020 10:10 PM
49	inverleigh	4/11/2020 4:54 PM
50	Ocean Grove	4/8/2020 3:38 PM
51	borough of queenscliff	4/7/2020 9:35 PM
52	point lonsdale	4/7/2020 9:34 PM
53	Balliang	4/2/2020 4:54 PM
54	Connewarre	4/2/2020 3:57 PM
55	Portarlington	3/31/2020 9:40 AM
56	Portarlington	3/31/2020 9:35 AM
57	Portarlington	3/30/2020 3:35 PM
58	Swanbay	3/30/2020 3:29 PM
59	Drysdale	3/30/2020 3:23 PM
60	Marcus Hill	3/30/2020 3:16 PM
61	Inverleigh	3/28/2020 12:11 PM
62	Geelong	3/27/2020 11:41 PM
63	MARCUS HILL	3/27/2020 11:49 AM
64	MARCUS HILL	3/27/2020 11:49 AM
65	MARCUS HILL	3/27/2020 11:43 AM
66	WALLINGTON	3/27/2020 11:31 AM
67	Moolap	3/27/2020 11:18 AM
68	banockburn	3/26/2020 12:31 PM
69	Anakie	3/26/2020 8:44 AM
70	Mount Duneed	3/25/2020 7:34 PM
71	winchelsea	3/25/2020 3:30 PM
72	Ceres	3/24/2020 10:48 AM
73	Mount Duneed	3/21/2020 12:35 PM
74	Torquay	3/21/2020 8:25 AM
75	curlewis	3/20/2020 3:09 PM

Farming survey - Geelong, Surf Coast and Golden Plains

76	Freshwater Creek	3/17/2020 1:50 PM
77	Paraparap	3/17/2020 10:37 AM
78	Drysdale	3/17/2020 5:12 AM
79	Buckley	3/16/2020 10:44 PM
80	Drysdale	3/16/2020 5:01 PM
81	Drysdale/Ocean Grove	3/16/2020 2:50 PM
82	Southern Tablelands NSW	3/13/2020 8:26 PM
83	Inverleigh	3/13/2020 3:03 PM
84	Moolap	3/11/2020 9:59 PM
85	Inverleigh	3/11/2020 5:47 PM
86	Victoria	3/11/2020 12:55 PM
87	inveleigh	3/11/2020 8:40 AM
88	Lethbridge	3/10/2020 10:49 PM
89	Inverleigh	3/10/2020 5:19 PM
90	Inverleigh	3/10/2020 4:55 PM
91	Western Victoria	3/10/2020 4:39 PM
92	Portarlinton	3/10/2020 3:30 PM
93	Bannockburn	3/10/2020 12:51 PM
94	G	3/10/2020 10:23 AM
95	Waurm Ponds	3/9/2020 9:30 PM
96	North Geelong	3/9/2020 8:41 PM
97	Drysdale	3/9/2020 6:43 PM
98	Bellbrae	3/9/2020 6:10 PM
99	point lonsdale	3/8/2020 8:37 PM
100	Sutherlands creek	3/7/2020 2:23 PM
101	Freshwater Creek (2) and another at Deans Marsh	3/6/2020 9:06 AM
102	Inverleigh	3/5/2020 7:56 PM
103	drysdale	3/5/2020 3:27 PM
104	Ombersley	3/5/2020 9:45 AM
105	Sutherlands Creek	3/5/2020 7:42 AM
106	freshwater creek	3/4/2020 8:44 PM
107	Winchelsea	3/4/2020 6:41 PM
108	Connewarre	3/4/2020 6:31 PM
109	Anakie	3/4/2020 6:08 PM
110	Sheoaks	3/4/2020 5:35 PM
111	Bannockburn	3/4/2020 5:21 PM
112	Grenville	3/4/2020 4:58 PM
113	Teesdale	3/4/2020 4:18 PM

Farming survey - Geelong, Surf Coast and Golden Plains

114	Freshwater Creek	3/4/2020 4:01 PM
115	Anakie East	3/4/2020 3:37 PM
116	Wingeel	3/4/2020 1:56 PM
117	Batesford	3/4/2020 1:14 PM
118	newtown	3/4/2020 1:03 PM
119	gnarwarre	3/4/2020 12:00 PM
120	Freshwater Creek	3/4/2020 10:14 AM
121	Colac	3/4/2020 8:46 AM
122	teesdale	3/4/2020 8:23 AM
123	Sutherlands creek	3/4/2020 7:52 AM
124	Meredith	3/3/2020 9:00 PM
125	Lara	3/3/2020 8:39 PM
126	Inverleigh	3/3/2020 8:23 PM
127	Bannockburn	3/3/2020 7:33 PM
128	Bamganie	3/3/2020 7:31 PM
129	Shelford wingeel	3/3/2020 7:27 PM
130	Meredith	3/3/2020 7:04 PM
131	Freshwatercreek	3/3/2020 5:54 PM
132	Shelford	3/3/2020 1:07 PM
133	Birregurra	3/3/2020 12:03 PM
134	MT Moriac	3/1/2020 8:22 PM
135	Bannockburn	2/28/2020 3:20 AM
136	portarlinton	2/22/2020 11:14 PM
137	Marcus hill	2/22/2020 11:51 AM
138	Colac	2/22/2020 12:46 AM
139	Gnarwarre	2/21/2020 11:14 AM
140	swan bay	2/21/2020 11:09 AM
141	Mannerim	2/19/2020 8:01 PM
142	Barwon Heads	2/17/2020 3:07 PM
143	BALLIANG	2/17/2020 12:24 PM
144	Stonehaven	2/17/2020 10:34 AM
145	gheringhap	2/16/2020 3:30 PM
146	Drysdale	2/14/2020 2:22 PM
147	Drysdale	2/13/2020 6:23 PM
148	Drysdale	2/13/2020 5:47 PM
149	pt.Lonsdale	2/13/2020 9:37 AM
150	Barrabool	2/13/2020 2:54 AM
151	Wensleydale	2/12/2020 10:46 PM

Farming survey - Geelong, Surf Coast and Golden Plains

152	Rokewood	2/12/2020 6:16 PM
153	Drysdale	2/12/2020 5:16 PM
154	Geelong	2/12/2020 4:38 PM
155	Lethbridge	2/12/2020 3:32 PM
156	Stonehaven	2/12/2020 10:29 AM
157	Mount Duneed	2/12/2020 6:15 AM
158	gheringhap	2/11/2020 3:36 PM
159	Leopold	2/11/2020 2:40 PM
160	Lethbridge	2/11/2020 1:13 PM
161	Mount Duneed	2/11/2020 12:34 PM
162	Gheringhap	2/11/2020 10:25 AM
163	Inverleigh	2/11/2020 10:03 AM
164	Ceres	2/11/2020 8:23 AM
165	Indented head	2/10/2020 1:11 PM
166	Bambra	2/10/2020 11:36 AM
167	Gnarwarre	2/10/2020 10:02 AM
168	Marcus Hill	2/10/2020 7:25 AM
169	Drysdale	2/9/2020 9:04 PM
170	Swan Bay	2/9/2020 8:37 PM
171	Scarsdale	2/9/2020 3:21 PM
172	Moriac	2/9/2020 1:34 PM
173	Mannerim	2/9/2020 12:44 PM
174	Portarlington	2/9/2020 9:33 AM
175	Drysdale	2/8/2020 11:18 AM
176	Newington/ Wallington	2/8/2020 10:55 AM
177	She Oaks	2/8/2020 10:31 AM
178	Bannockburn	2/8/2020 7:59 AM
179	Mannerim	2/8/2020 5:58 AM
180	Clarendon	2/7/2020 9:06 PM
181	Mannerim	2/7/2020 8:43 PM
182	Moorabool Valley	2/7/2020 6:57 PM
183	Berringa	2/7/2020 6:56 PM
184	Inverleigh	2/7/2020 6:48 PM
185	Gnarwarre	2/7/2020 3:58 PM
186	Gherang	2/7/2020 1:07 PM
187	Lovely Banks	2/7/2020 9:29 AM
188	Inverleigh	2/7/2020 8:37 AM
189	Bellbrae	2/7/2020 8:21 AM

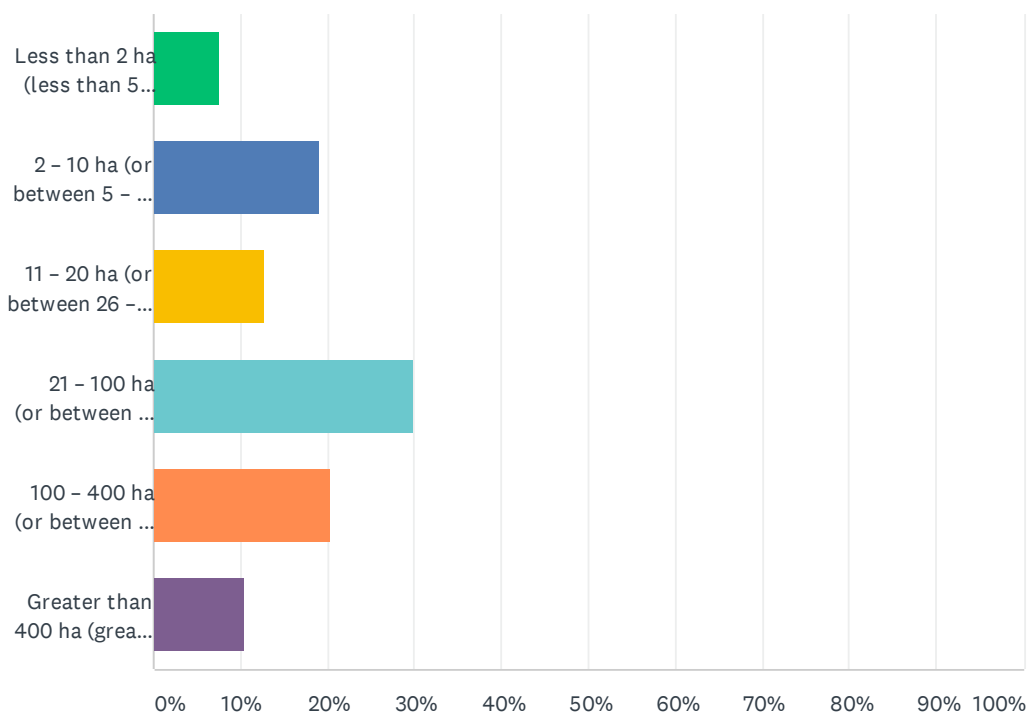
Farming survey - Geelong, Surf Coast and Golden Plains

190	Moriac	2/7/2020 8:19 AM
191	mount moriac	2/6/2020 10:53 PM
192	Bellbrae	2/6/2020 9:55 PM
193	Barrabool	2/6/2020 3:17 PM
194	Buckley	2/6/2020 1:54 PM
195	Bellbrae	2/6/2020 1:42 PM
196	paraparap	2/6/2020 1:06 PM
197	Stonehaven	2/6/2020 12:13 PM
198	Ceres	2/6/2020 11:32 AM
199	Modewarre	2/6/2020 10:55 AM
200	Ceres	2/6/2020 9:19 AM
201	Murgheboluc	2/6/2020 8:46 AM
202	Stonehaven	2/5/2020 9:47 PM
203	moriac	2/5/2020 9:05 PM
204	COGG AND SURFCOAST SHIRE	2/5/2020 4:47 PM
205	Barwon heads	2/5/2020 3:24 PM
206	Ombersley	2/5/2020 2:52 PM
207	Moriac	2/5/2020 2:08 PM
208	Paraparap	2/5/2020 2:01 PM
209	Meredith	2/5/2020 11:55 AM
210	She Oaks	2/5/2020 10:29 AM
211	Portarlington	2/5/2020 10:26 AM
212	Drysdale	2/5/2020 10:25 AM
213	Ocean grove	2/5/2020 8:13 AM
214	portarlington	2/4/2020 10:24 PM
215	bellarine	2/4/2020 8:41 PM
216	Barrabool	2/4/2020 12:26 PM
217	Gnarwarre	2/4/2020 11:23 AM
218	Gnawarre	2/4/2020 10:19 AM
219	inverleigh	2/4/2020 9:14 AM
220	Barrabool Hills	2/4/2020 7:38 AM
221	Lovely Banks	2/3/2020 10:13 PM
222	Moolap	2/3/2020 6:58 PM
223	Barrabool	2/3/2020 6:33 PM
224	Waurm Ponds	2/3/2020 4:10 PM
225	Rokewood	2/3/2020 3:03 PM
226	inverleigh	2/3/2020 9:25 AM
227	Bellbrae	1/31/2020 2:43 PM

228	Balliang east	1/31/2020 11:55 AM
229	Balliang east	1/31/2020 10:18 AM
230	Marcus Hill 3222	1/31/2020 9:46 AM
231	shelford	1/31/2020 9:16 AM

Q4 What is the size of your property?

Answered: 211 Skipped: 28

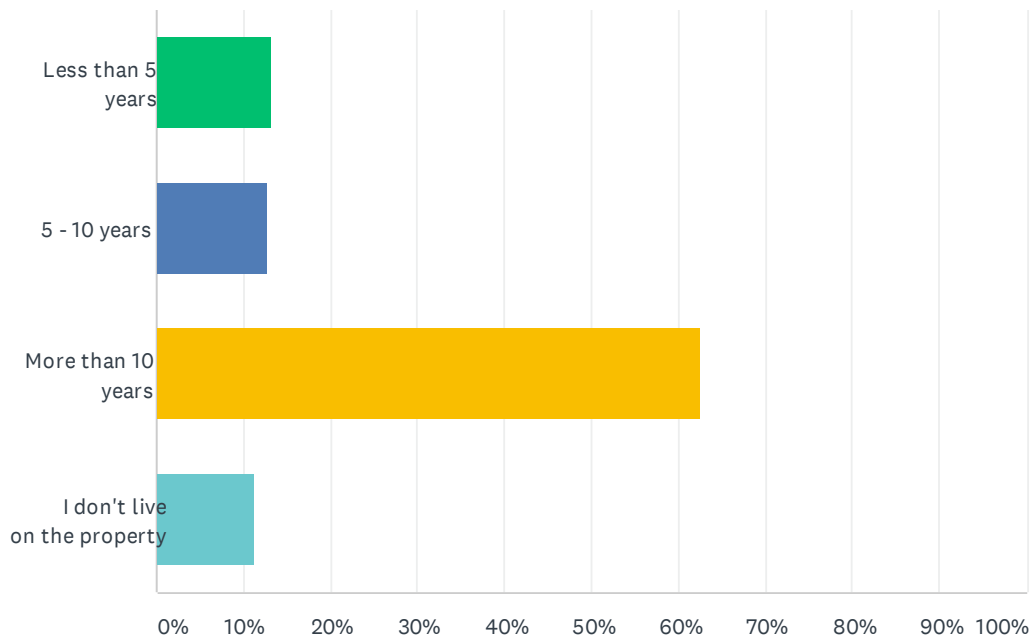


ANSWER CHOICES	RESPONSES	
Less than 2 ha (less than 5 acres)	7.58%	16
2 - 10 ha (or between 5 - 25 acres)	18.96%	40
11 - 20 ha (or between 26 - 50 acres)	12.80%	27
21 - 100 ha (or between 51 - 250 acres)	29.86%	63
100 - 400 ha (or between 250 - 1000 acres)	20.38%	43
Greater than 400 ha (greater than 1000 acres)	10.43%	22
TOTAL		211

Q5 How long have you lived at this property?

Answered: 211 Skipped: 28

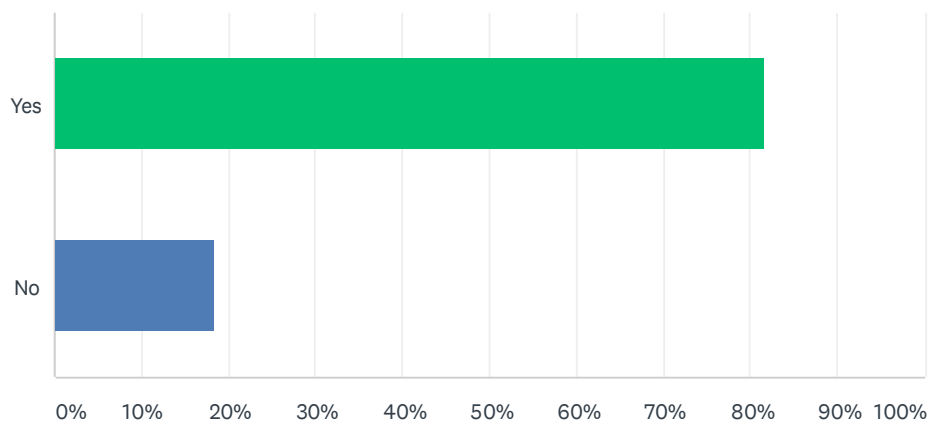
Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES	RESPONSES	
Less than 5 years	13.27%	28
5 - 10 years	12.80%	27
More than 10 years	62.56%	132
I don't live on the property	11.37%	24
TOTAL		211

Q6 Is your property used for farming / primary production?

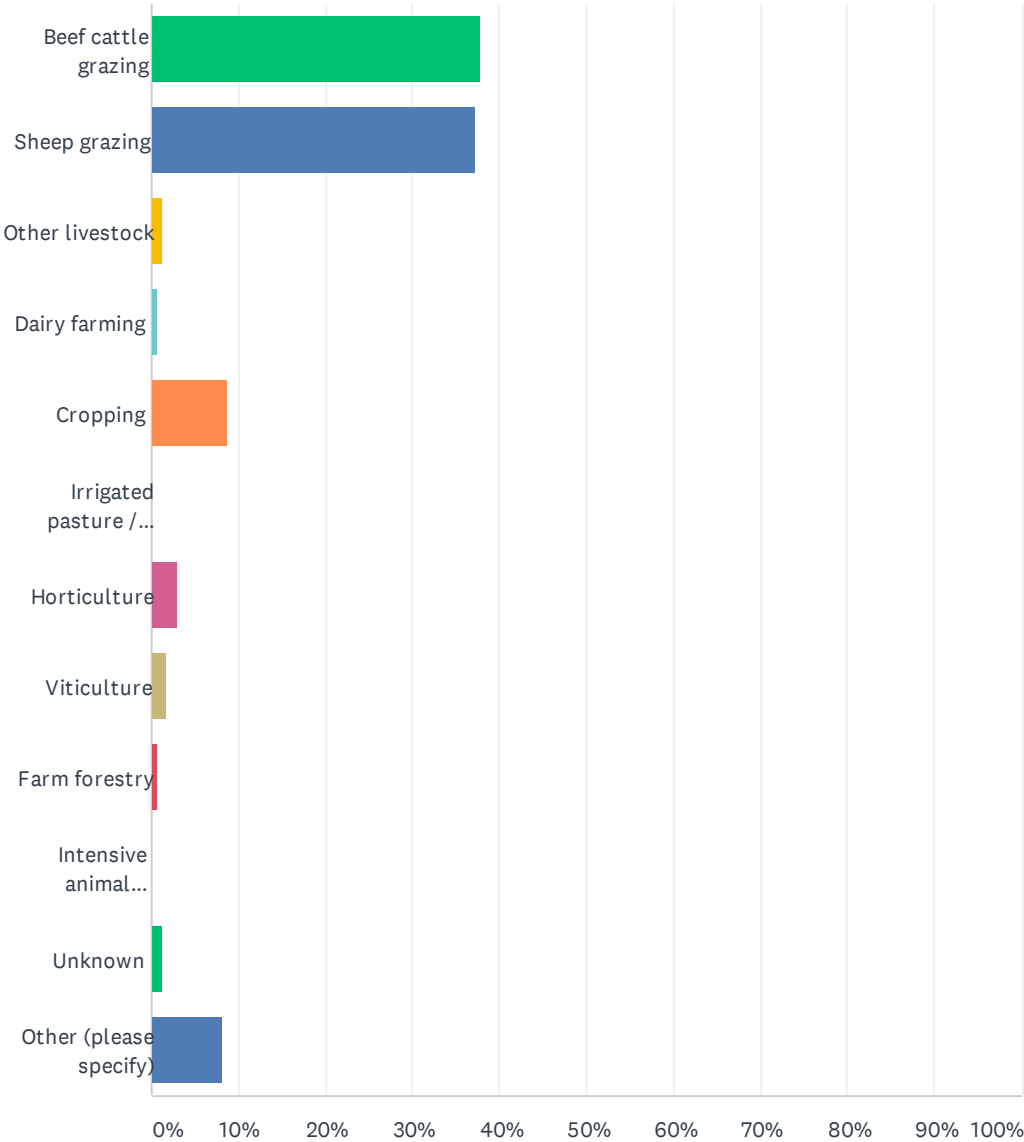
Answered: 211 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	81.52%	172
No	18.48%	39
TOTAL		211

Q7 What is your MAIN farming activity?

Answered: 172 Skipped: 67



Farming survey - Geelong, Surf Coast and Golden Plains

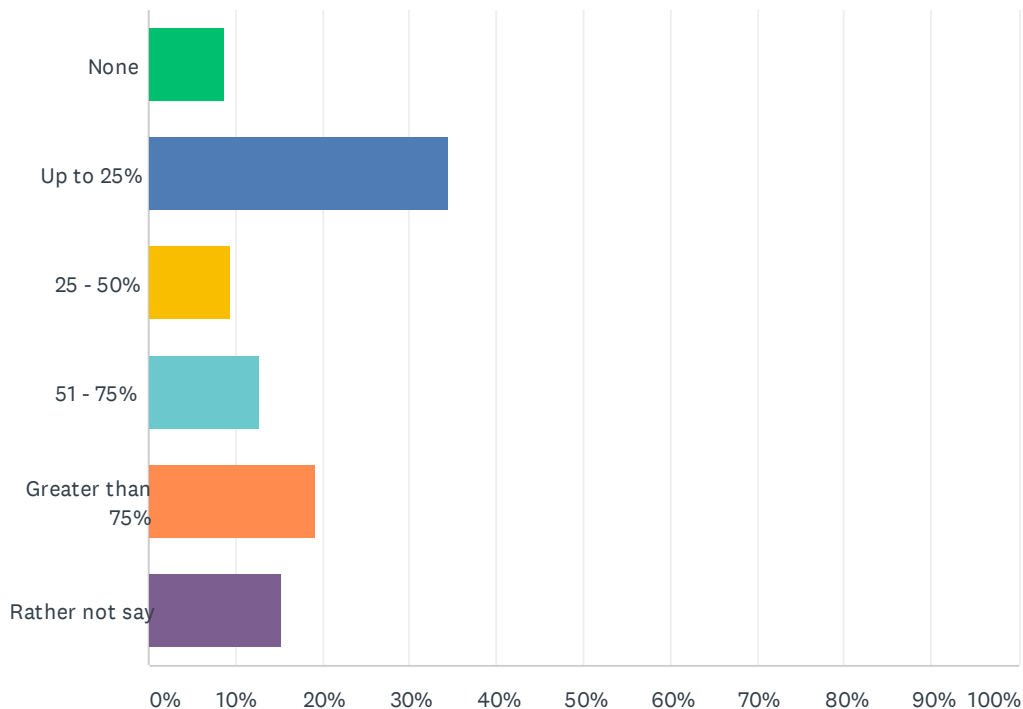
ANSWER CHOICES	RESPONSES	
Beef cattle grazing	37.79%	65
Sheep grazing	37.21%	64
Other livestock	1.16%	2
Dairy farming	0.58%	1
Cropping	8.72%	15
Irrigated pasture / cropping	0.00%	0
Horticulture	2.91%	5
Viticulture	1.74%	3
Farm forestry	0.58%	1
Intensive animal production - ie. pigs, chickens	0.00%	0
Unknown	1.16%	2
Other (please specify)	8.14%	14
TOTAL		172

#	OTHER (PLEASE SPECIFY)	DATE
1	Beef, Sheep, Cropping, Horses	3/30/2020 3:35 PM
2	Beef Cattle, Sheep grazing, Cropping	3/30/2020 3:24 PM
3	BEEF CATTLE GRAZING AND HORSES	3/27/2020 11:32 AM
4	Sheep and Horses	3/27/2020 11:19 AM
5	Beef Cattle breeding & grazing	3/6/2020 9:10 AM
6	cafe and education	3/4/2020 4:02 PM
7	Production of fat lambs and cropping	3/4/2020 3:39 PM
8	Beef and Sheep	3/4/2020 10:15 AM
9	Horse agistment	3/3/2020 5:55 PM
10	i would like information on how to increase the carbon in my soil so as to earn an income from it	2/22/2020 11:20 PM
11	mixed farming	2/5/2020 9:06 PM
12	Sheep and beef grazing	2/5/2020 11:56 AM
13	mixed farming / sheep (wool) and cropping	2/3/2020 9:27 AM
14	Livsetock	1/31/2020 12:18 PM

Q8 In order for us to understand the size and scale of your farm, please tell us approximately what % of your family income is generated from your property?

Answered: 171 Skipped: 68

Farming survey - Geelong, Surf Coast and Golden Plains

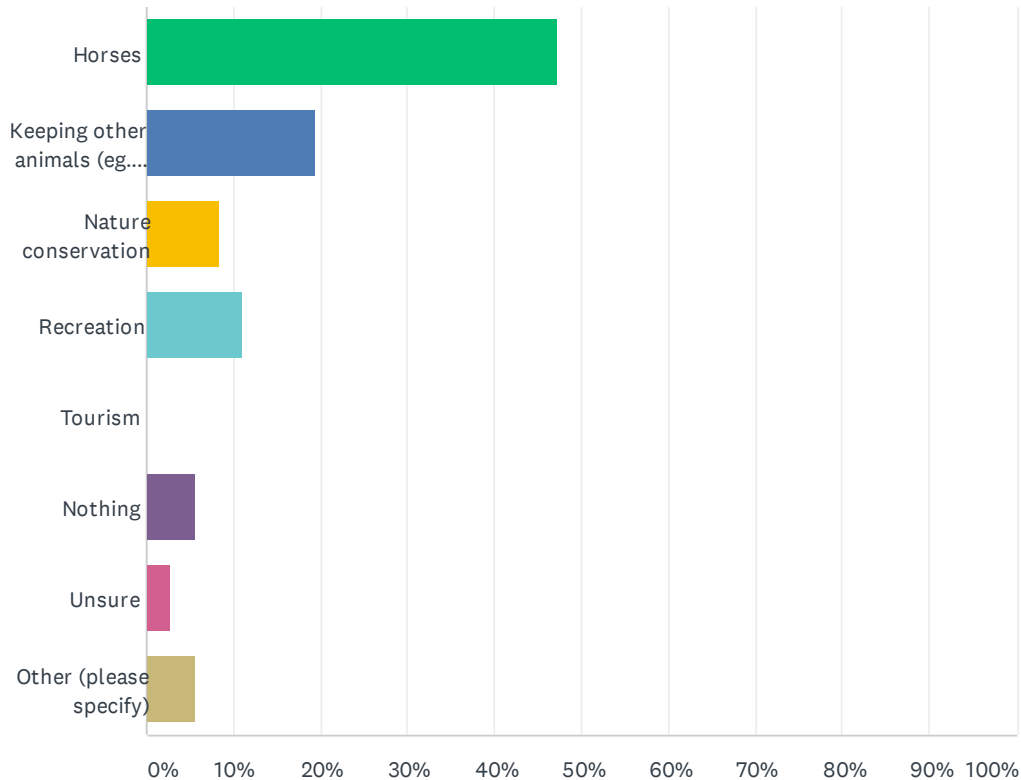


ANSWER CHOICES	RESPONSES	
None	8.77%	15
Up to 25%	34.50%	59
25 - 50%	9.36%	16
51 - 75%	12.87%	22
Greater than 75%	19.30%	33
Rather not say	15.20%	26
TOTAL		171

Q9 What do you mainly use your land for?

Answered: 36 Skipped: 203

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES	RESPONSES	
Horses	47.22%	17
Keeping other animals (eg. goats, alpacas)	19.44%	7
Nature conservation	8.33%	3
Recreation	11.11%	4
Tourism	0.00%	0
Nothing	5.56%	2
Unsure	2.78%	1
Other (please specify)	5.56%	2
TOTAL		36

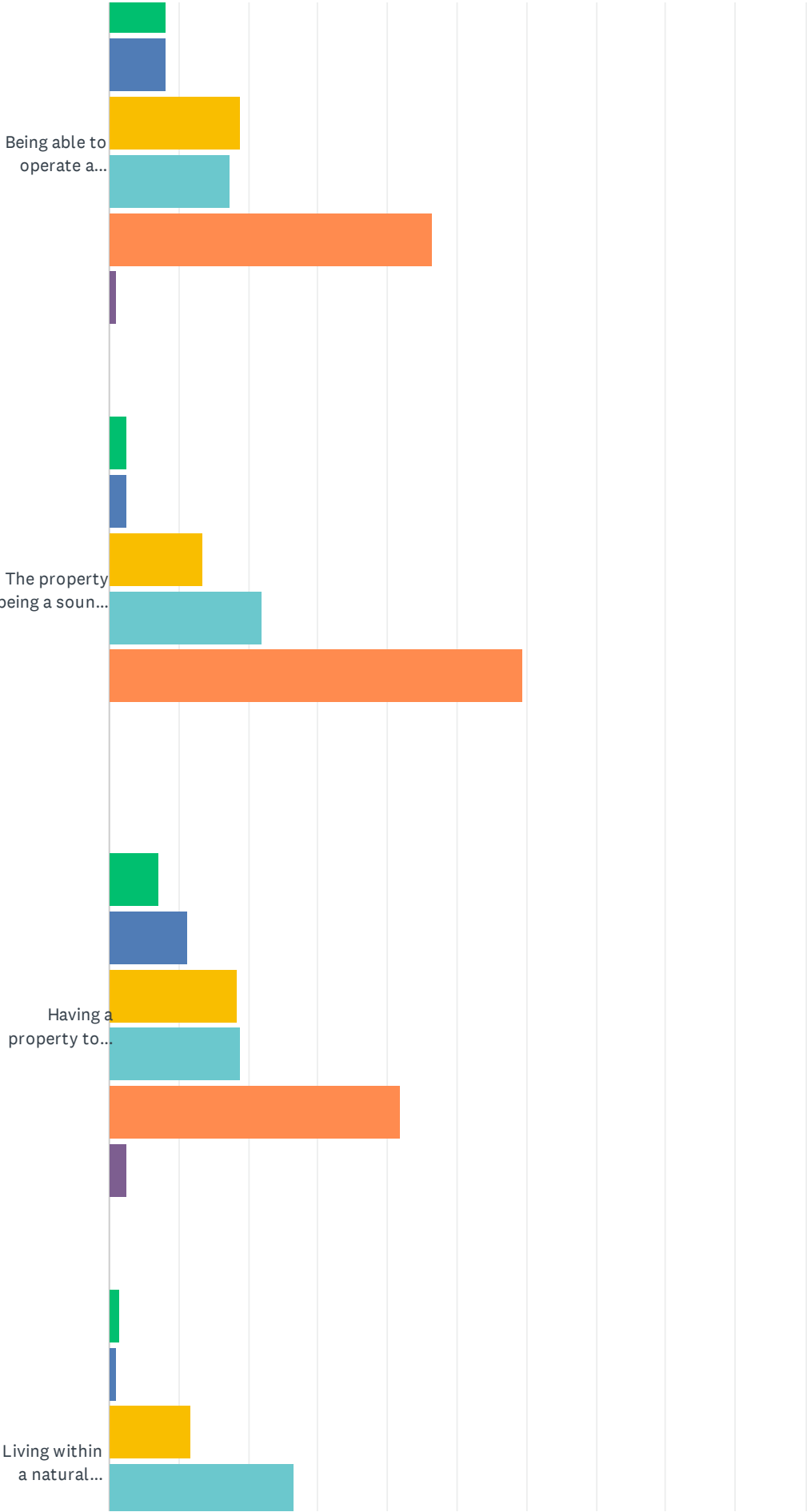
#	OTHER (PLEASE SPECIFY)	DATE
1	Growing vegetables and fruit	5/19/2020 9:32 AM
2	Residential	5/18/2020 9:23 PM

Q10 Thinking about your property, how important are each of the following?

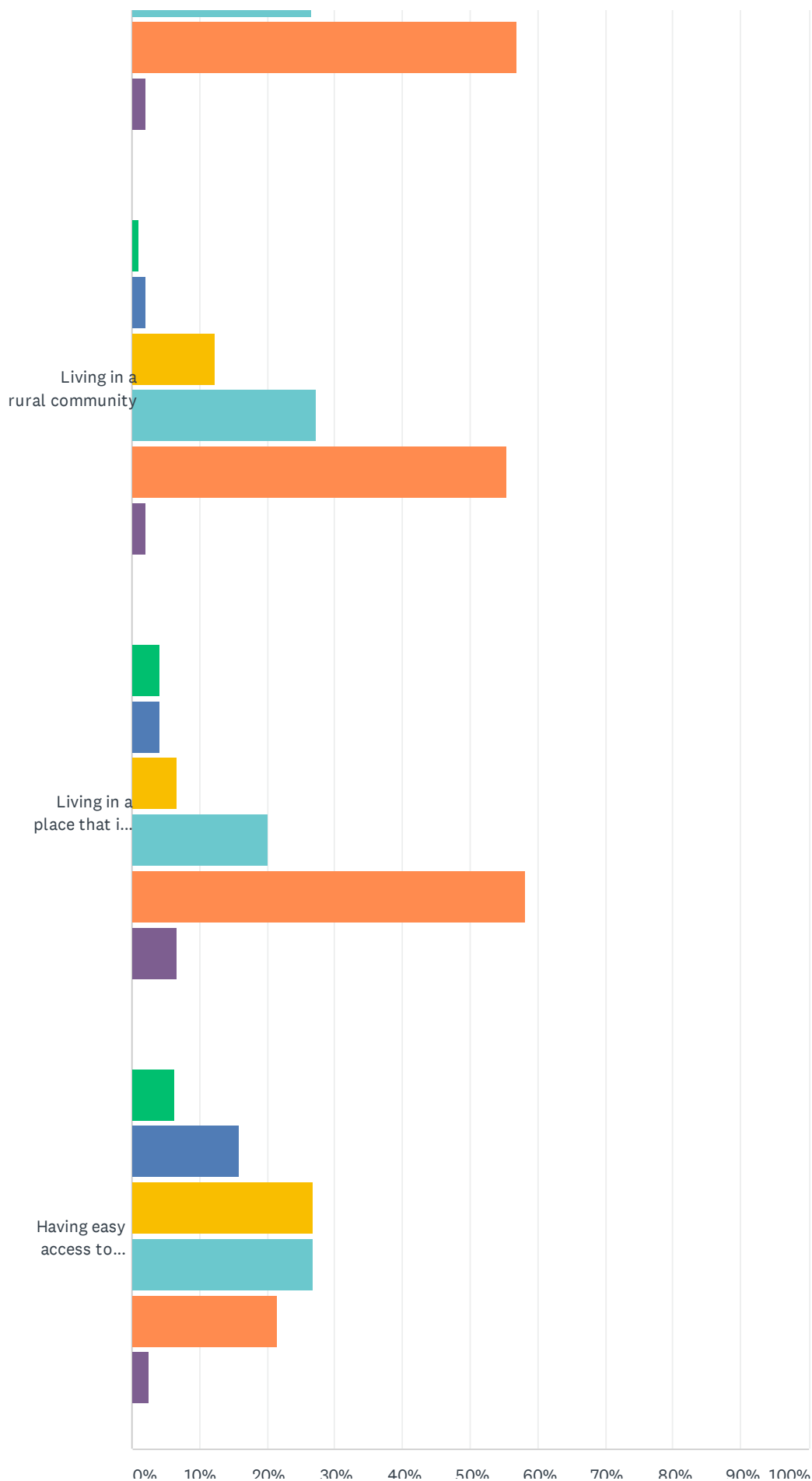
Answered: 198 Skipped: 41



Farming survey - Geelong, Surf Coast and Golden Plains



Farming survey - Geelong, Surf Coast and Golden Plains



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0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

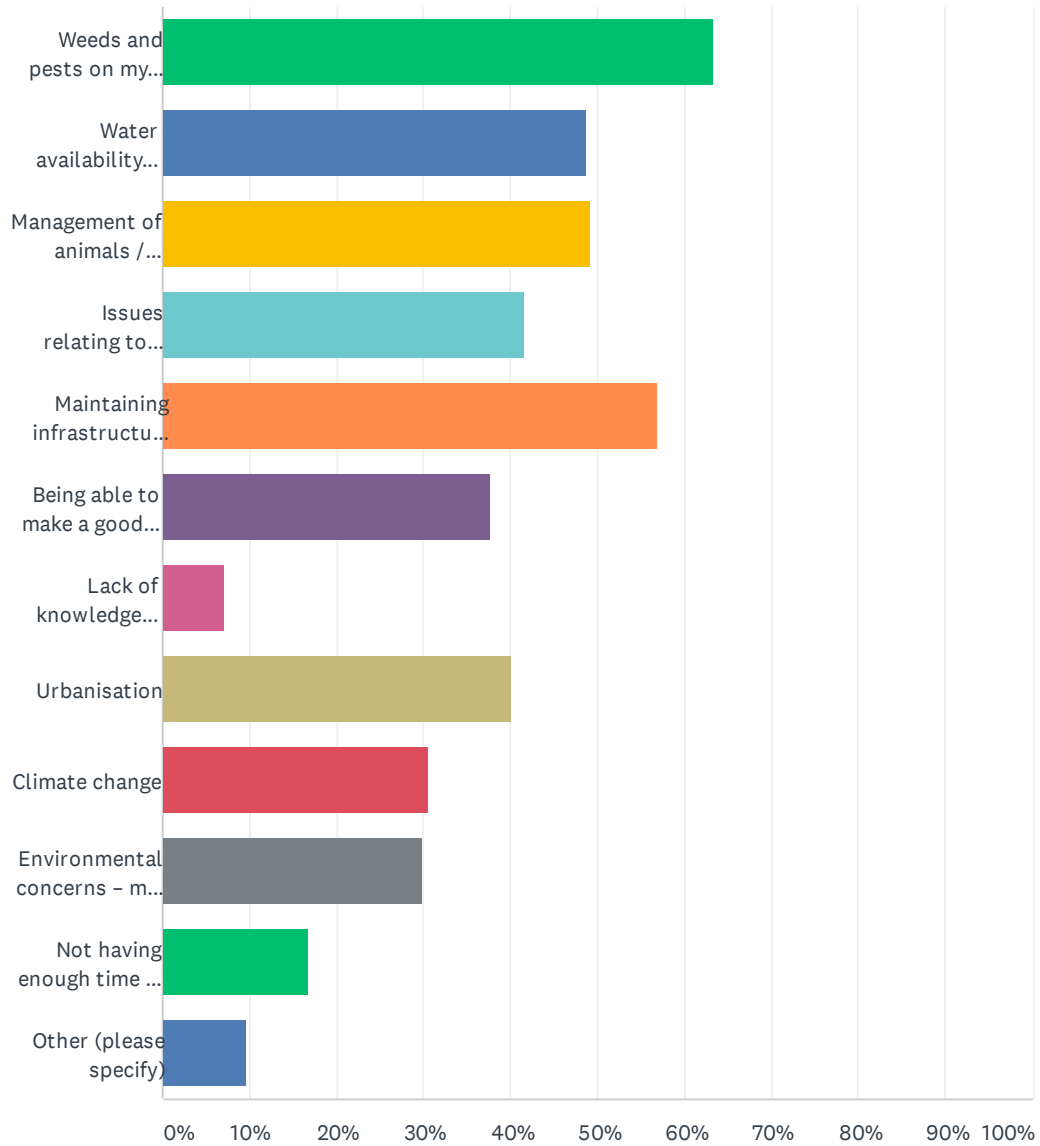
Not at all important
Hardly important
Reasonably important
Quite important
Extremely important
N/A

	NOT AT ALL IMPORTANT	HARDLY IMPORTANT	REASONABLY IMPORTANT	QUITE IMPORTANT	EXTREMELY IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Being able to operate a viable business from the land	8.16% 16	8.16% 16	18.88% 37	17.35% 34	46.43% 91	1.02% 2	196	3.87
The property being a sound long-term investment	2.56% 5	2.56% 5	13.33% 26	22.05% 43	59.49% 116	0.00% 0	195	4.33
Having a property to pass on to the next generation	7.14% 14	11.22% 22	18.37% 36	18.88% 37	41.84% 82	2.55% 5	196	3.79
Living within a natural environment	1.54% 3	1.03% 2	11.79% 23	26.67% 52	56.92% 111	2.05% 4	195	4.39
Living in a rural community	1.03% 2	2.05% 4	12.31% 24	27.18% 53	55.38% 108	2.05% 4	195	4.37
Living in a place that is suited to raise a family	4.12% 8	4.12% 8	6.70% 13	20.10% 39	58.25% 113	6.70% 13	194	4.33
Having easy access to recreational activities	6.19% 12	15.98% 31	26.80% 52	26.80% 52	21.65% 42	2.58% 5	194	3.43

Q11 In regards to the management of your property, please select the issues that are of most concern to you. Please select up to 5.

Answered: 197 Skipped: 42

Farming survey - Geelong, Surf Coast and Golden Plains



Farming survey - Geelong, Surf Coast and Golden Plains

ANSWER CHOICES	RESPONSES	
Weeds and pests on my property	63.45%	125
Water availability and supply	48.73%	96
Management of animals / livestock	49.24%	97
Issues relating to neighbouring property – e.g. weeds, pests, animals	41.62%	82
Maintaining infrastructure – fencing, sheds, yards, vegetation	56.85%	112
Being able to make a good return from our farming business	37.56%	74
Lack of knowledge regarding farm/property management	7.11%	14
Urbanisation	40.10%	79
Climate change	30.46%	60
Environmental concerns – may include loss of native wildlife, degradation of soils, waterways, wetlands, native vegetation	29.95%	59
Not having enough time to spend on my property	16.75%	33
Other (please specify)	9.64%	19
Total Respondents: 197		

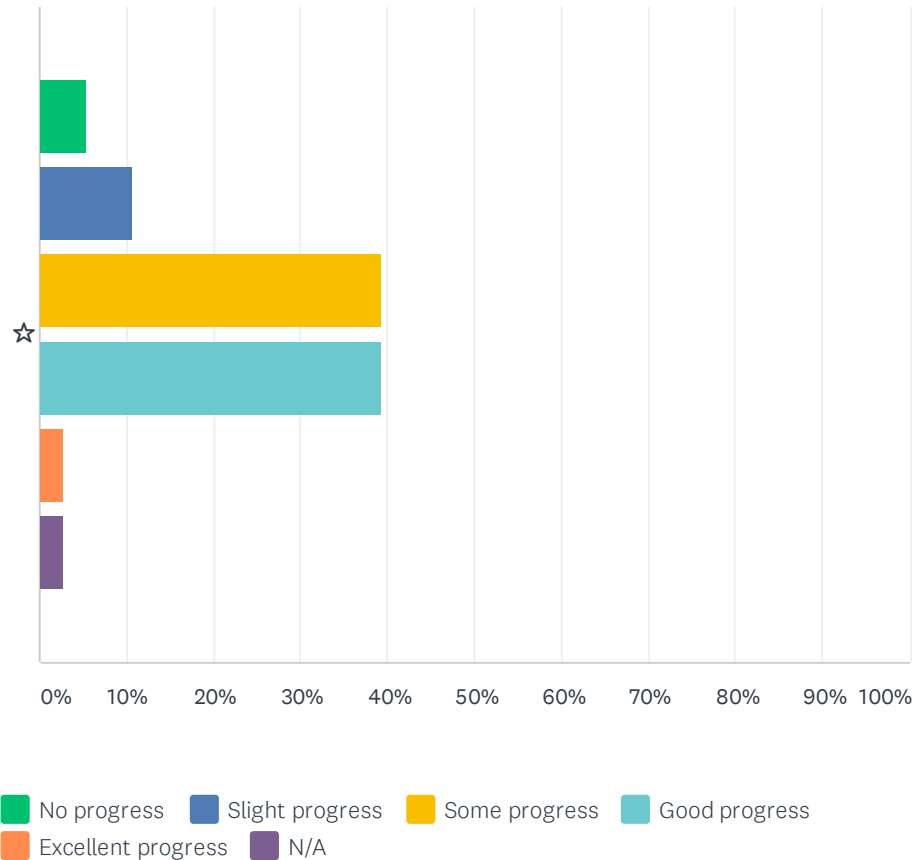
Farming survey - Geelong, Surf Coast and Golden Plains

#	OTHER (PLEASE SPECIFY)	DATE
1	Rate rises	6/16/2020 9:05 AM
2	a livestock selling centre for sheep closer to home than ballarat	5/23/2020 1:56 PM
3	Mosquito infestation	5/20/2020 12:04 PM
4	Water mains pressure is terrible	5/19/2020 9:34 AM
5	Biodiversity loss affecting viability of farming business and reducing ecological services.	4/26/2020 4:10 PM
6	road access for equipment and animal transport	4/16/2020 5:58 PM
7	Lack of insight / support from local council. Cost of rates compared to services provided	3/31/2020 9:42 AM
8	Fire risk not being able to clear. Rubbish on road side is a large fire risk. Portarlington/Queenscliff Roads	3/30/2020 3:30 PM
9	a lack of real representation for the importance of primary industries to COGG	3/27/2020 11:46 PM
10	Lack of local saleyards	3/25/2020 7:57 PM
11	Bring built out. Having a vineyard as well some uses are not well liked by neighbours (scareguns) however no weight is given to our practices when planning approval for nearby dwellings is sort	3/4/2020 7:56 AM
12	Urban sprawl	3/3/2020 8:25 PM
13	High council rates, poor roads, and lack of proactivity in our shire.	3/3/2020 1:13 PM
14	industrial activities in farming areas	2/11/2020 3:39 PM
15	Properties that gather junk causing rabbit havens and unsightliness, which degrade nearby property values. By Laws officers need to be given power to inspect problematic rural property and enforce laws relating to weed and vermin management and also excessive junk collectors and illegal dump sites.	2/8/2020 11:10 AM
16	Not having impossible overlays put on property that effects the management of the land in accordance with farming	2/7/2020 6:51 PM
17	proposal of a wind farm within the community of Gnarwarre	2/7/2020 4:00 PM
18	Being able to farm in an urban enviroment	2/5/2020 3:38 PM
19	Distance to Saleyards causes expense due to transport costs. Expensive	2/5/2020 2:10 PM

Q12 Thinking about the issues listed in the previous question, how are you progressing with addressing these issues? Please click on the star that best describes your situation

Answered: 186 Skipped: 53

Farming survey - Geelong, Surf Coast and Golden Plains

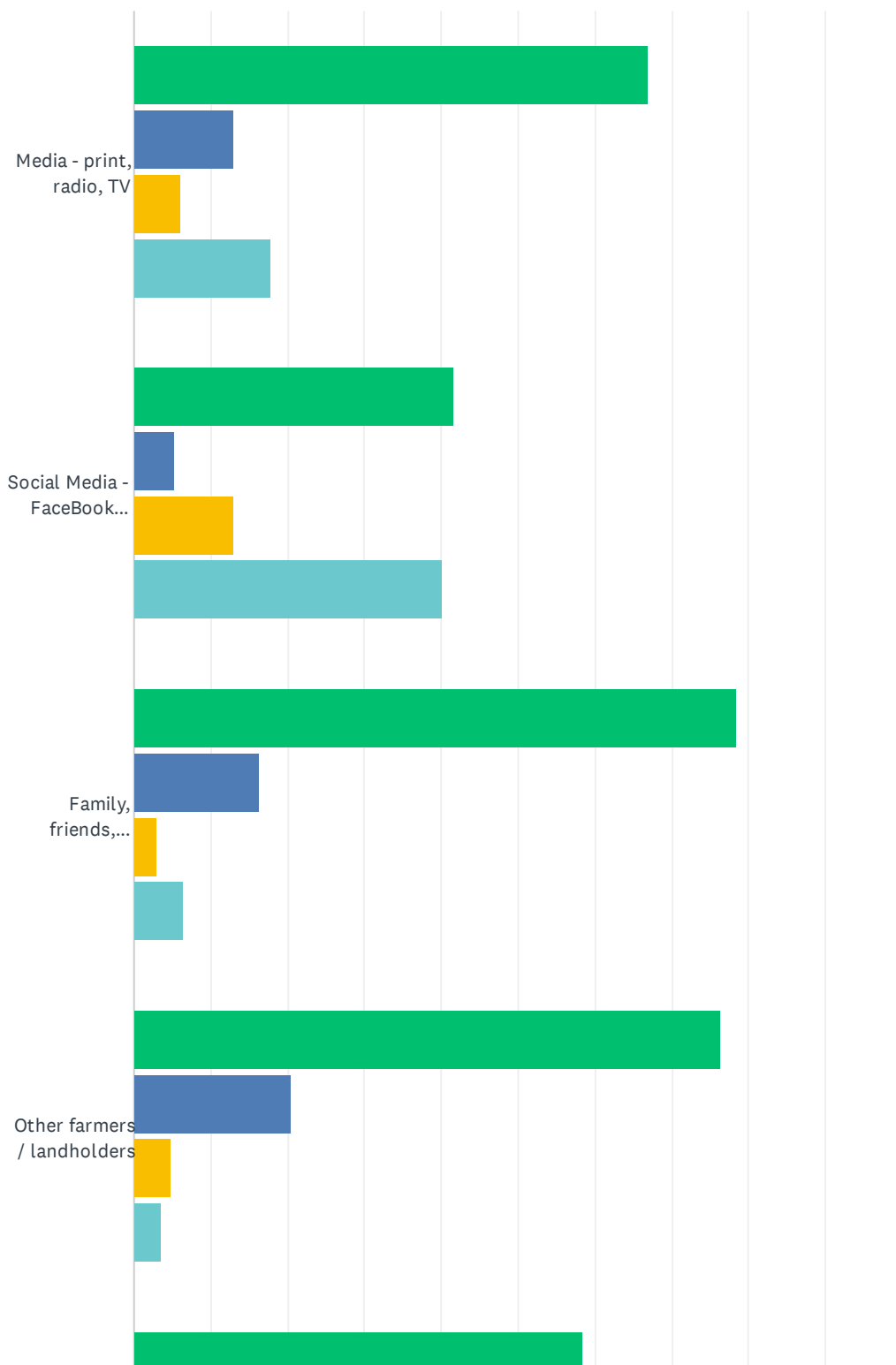


	NO PROGRESS	SLIGHT PROGRESS	SOME PROGRESS	GOOD PROGRESS	EXCELLENT PROGRESS	N/A	TOTAL	WEIGHTED AVERAGE
☆	5.38%	10.75%	39.25%	39.25%	2.69%	2.69%	186	3.24
	10	20	73	73	5	5		

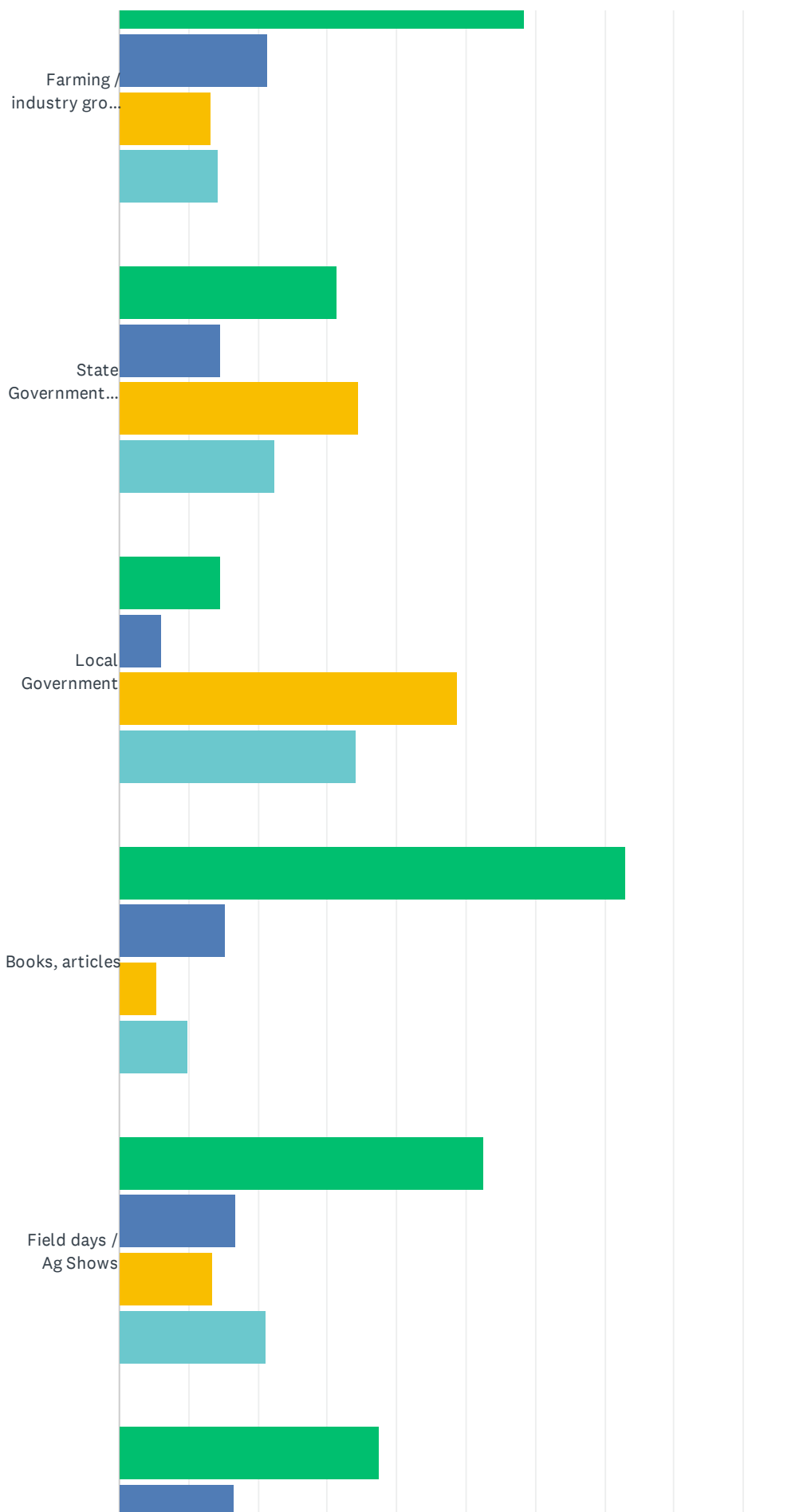
#	OTHER (PLEASE SPECIFY)	DATE
1	Some Progress - Not first 2	5/22/2020 2:52 PM
2	Weeds just keep coming back.	5/22/2020 12:36 PM
3	progress hampered by road access issues	4/16/2020 5:58 PM
4	Dog attacks of livestock	4/2/2020 4:00 PM
5	the developer culture leads the council	3/27/2020 11:46 PM
6	Excellent progress - your button not working	3/6/2020 9:11 AM
7	Can't control urbanisation	3/4/2020 2:00 PM
8	Most issue out of my control	3/3/2020 8:42 PM
9	Climate change is bigger than one farm to manage	3/3/2020 7:29 PM
10	The issues we can control we are making excellent progress on but the Shire is very much going backwards.	3/3/2020 1:13 PM
11	Good progress	2/22/2020 11:55 AM
12	COUNCIL ARE ALWAYS PASSING THE BUCK THEN ON RESPONSE	2/8/2020 11:25 AM
13	Only 2 of the 5 points, #1 & #5 above, are within my control and low profitability, typical of many farms, prevents me addressing these problems to the fullest extent.	2/7/2020 8:54 PM

Q13 In terms of being supported and informed to manage your property, please choose from the following list, which do you currently use, which ones do you prefer to use, and which ones do you have difficulty using?
Please tick those that apply

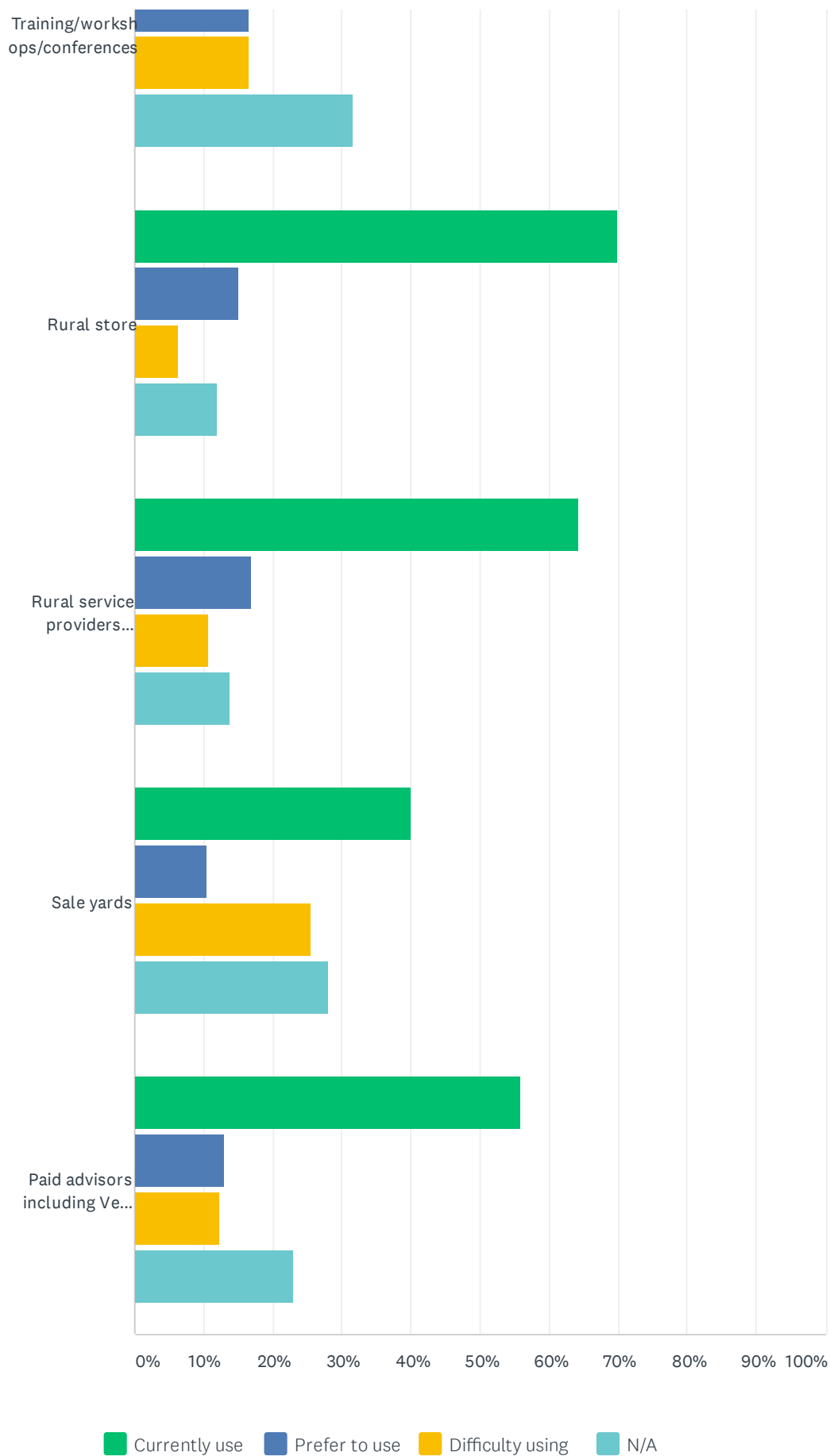
Answered: 181 Skipped: 58



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Farming survey - Geelong, Surf Coast and Golden Plains



Farming survey - Geelong, Surf Coast and Golden Plains

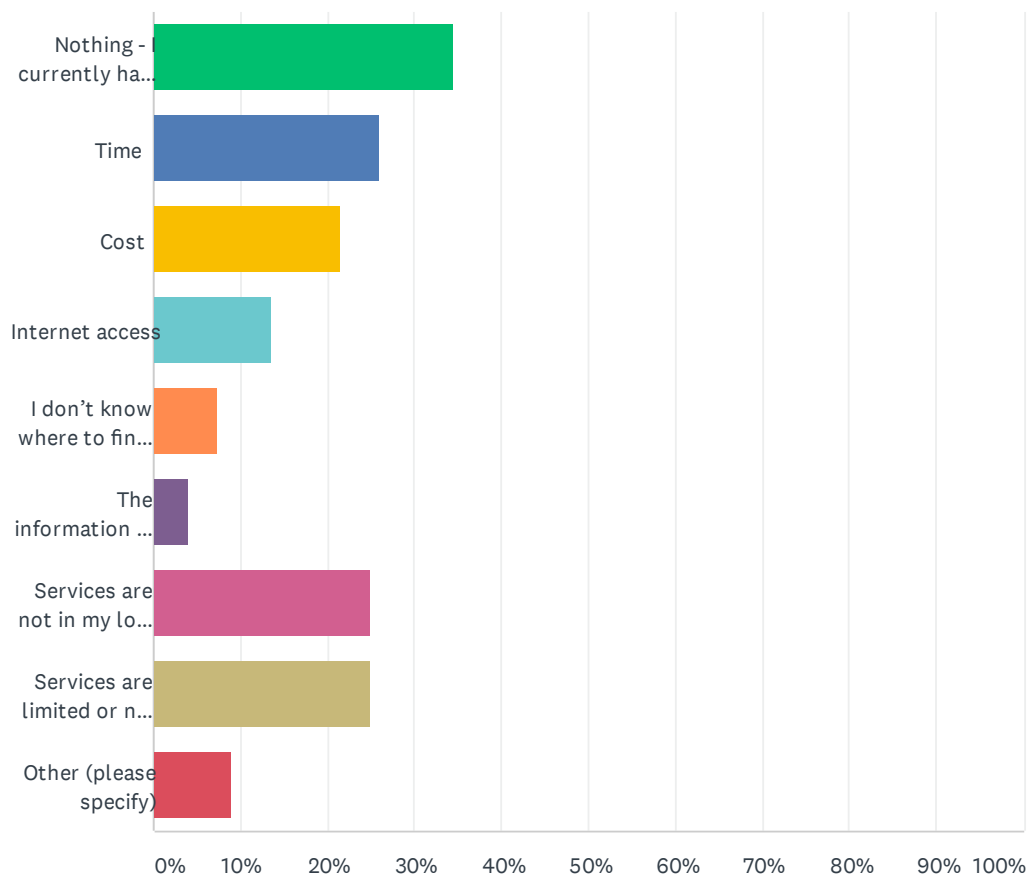
	CURRENTLY USE	PREFER TO USE	DIFFICULTY USING	N/A	TOTAL RESPONDENTS
Media - print, radio, TV	66.87% 109	12.88% 21	6.13% 10	17.79% 29	163
Social Media - FaceBook Twitter etc	41.56% 64	5.19% 8	12.99% 20	40.26% 62	154
Family, friends, neighbours	78.36% 134	16.37% 28	2.92% 5	6.43% 11	171
Other farmers / landholders	76.36% 126	20.61% 34	4.85% 8	3.64% 6	165
Farming / industry groups including Landcare or community groups	58.33% 98	21.43% 36	13.10% 22	14.29% 24	168
State Government agencies – AgVic, Catchment Management Authorities, Water corps etc.	31.41% 49	14.74% 23	34.62% 54	22.44% 35	156
Local Government	14.67% 22	6.00% 9	48.67% 73	34.00% 51	150
Books, articles	73.01% 119	15.34% 25	5.52% 9	9.82% 16	163
Field days / Ag Shows	52.56% 82	16.67% 26	13.46% 21	21.15% 33	156
Training/workshops/conferences	37.50% 57	16.45% 25	16.45% 25	31.58% 48	152
Rural store	69.81% 111	15.09% 24	6.29% 10	11.95% 19	159
Rural service providers including stock agents, sales reps.	64.15% 102	16.98% 27	10.69% 17	13.84% 22	159
Sale yards	39.87% 61	10.46% 16	25.49% 39	28.10% 43	153
Paid advisors including Vet, accountants, agronomists, farm consultants	55.90% 90	13.04% 21	12.42% 20	22.98% 37	161

#	OTHER (PLEASE SPECIFY)	DATE
1	No sale yards here ,	5/19/2020 2:21 PM
2	Also use information in Scientific journals	4/26/2020 4:18 PM
3	own research	4/16/2020 6:03 PM
4	NO YARDS CLOSE. EXPENSIVE TO TRANSPORT	2/8/2020 12:05 PM
5	Many other websites	2/6/2020 2:17 PM
6	You would have to be joking asking about the saleyards!!!	2/4/2020 8:48 PM

Q14 What is currently preventing you from accessing information and services that you prefer to use? Please choose any that apply

Answered: 177 Skipped: 62

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES	RESPONSES	
Nothing - I currently have access to everything I need	34.46%	61
Time	25.99%	46
Cost	21.47%	38
Internet access	13.56%	24
I don't know where to find it	7.34%	13
The information I need isn't available	3.95%	7
Services are not in my local area	24.86%	44
Services are limited or not available	24.86%	44
Other (please specify)	9.04%	16
Total Respondents: 177		

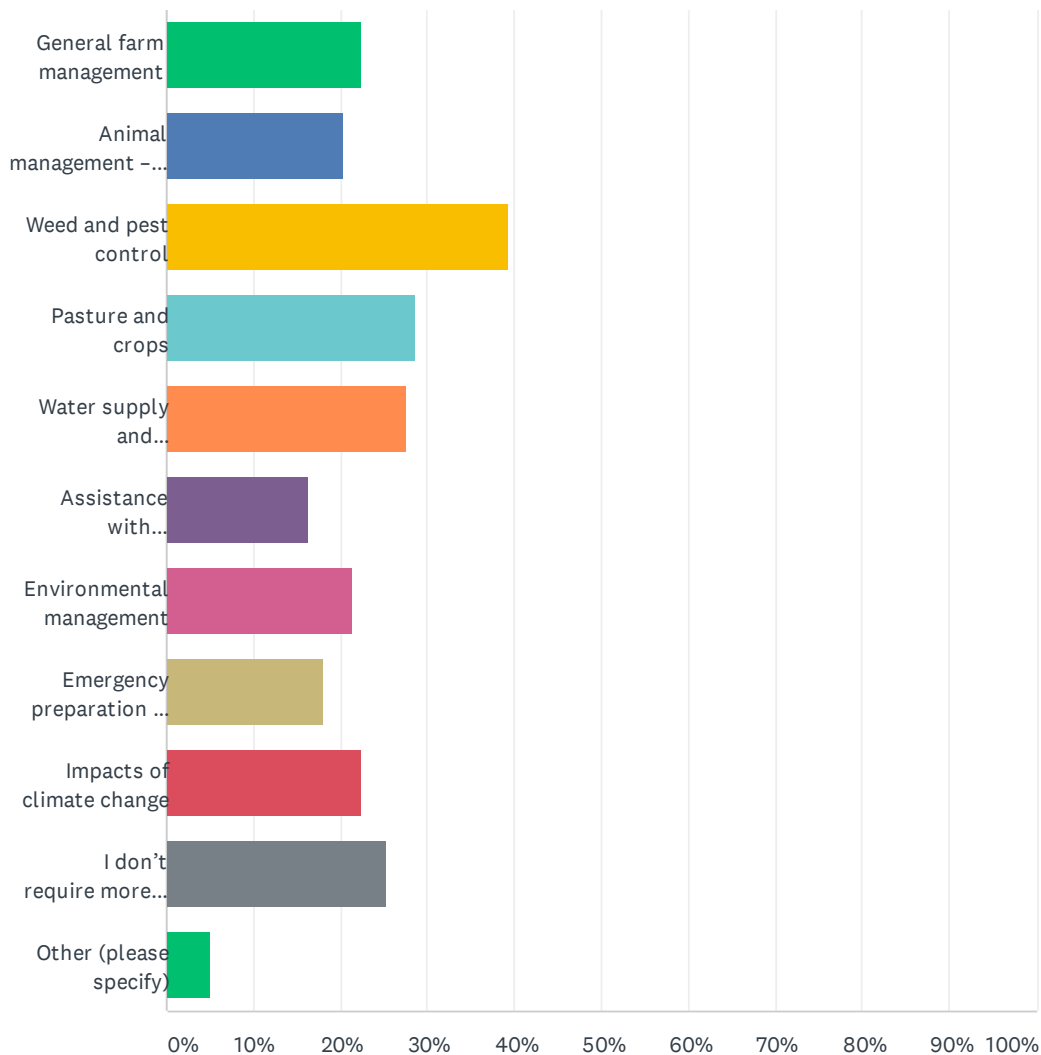
Farming survey - Geelong, Surf Coast and Golden Plains

#	OTHER (PLEASE SPECIFY)	DATE
1	Technical books as was previously a vet	6/16/2020 9:06 AM
2	Never qualify	5/20/2020 8:39 PM
3	Limited services in the Central Otways	5/1/2020 2:52 PM
4	Limited services in the Central Otways	5/1/2020 1:53 PM
5	I use what I can, some resources are unable	4/2/2020 4:07 PM
6	No local sale yards. Convoluted websites - LPA.MLA, CoGG. Little support for right to farm. Minimal consultation at state Govt. level	3/31/2020 9:45 AM
7	Sheep sales now in Ballarat, No internet services	3/30/2020 3:32 PM
8	NO SALEYARDS IN GEELONG	3/27/2020 11:34 AM
9	SALEYARDS TOO FAR AWAY	3/27/2020 11:23 AM
10	I know how to farm	3/3/2020 8:27 PM
11	Usually discover relevant service agencies whn question arises , learning on a needs basis	2/12/2020 10:58 PM
12	No saleyards in our immediate area .	2/11/2020 8:33 AM
13	ALL VERY WELL BUT NOTHING IS BEEN DONE OR HAPPENS	2/8/2020 12:05 PM
14	No current way of promoting livestock services to local farmers. We breed stud sheep and the Localised business model is not suitable. We need a local Bellarine field day	2/7/2020 7:01 PM
15	There is a lot that I do not know that I do not aware of	2/5/2020 9:56 PM
16	Have pretty good access do find it a bit intimidating going to saleyards with small number of livestock that look different to everyone elses, eg, black and white lambs	2/3/2020 3:14 PM

Q15 Which of the following topics, if any, would you like more information on? Please choose any that apply.

Answered: 178 Skipped: 61

Farming survey - Geelong, Surf Coast and Golden Plains



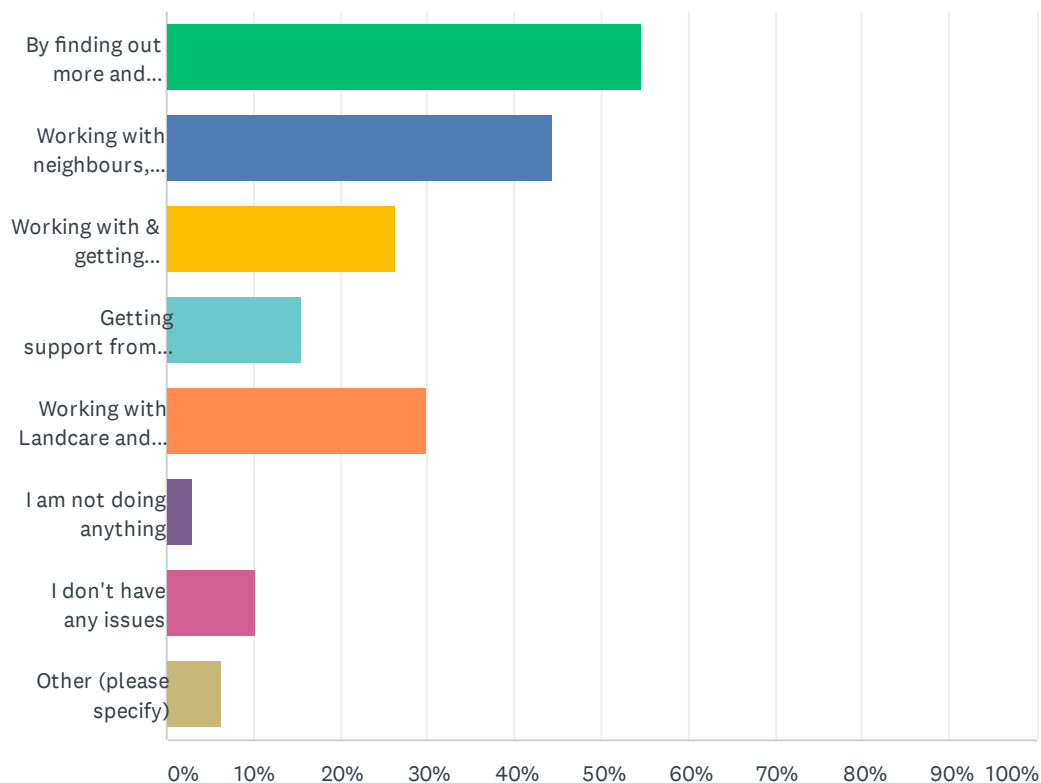
ANSWER CHOICES	RESPONSES	
General farm management	22.47%	40
Animal management – including feeding, welfare, disease, breeding	20.22%	36
Weed and pest control	39.33%	70
Pasture and crops	28.65%	51
Water supply and availability	27.53%	49
Assistance with understanding compliance – e.g. buying and selling animals, traceability	16.29%	29
Environmental management	21.35%	38
Emergency preparation and response	17.98%	32
Impacts of climate change	22.47%	40
I don't require more information	25.28%	45
Other (please specify)	5.06%	9
Total Respondents: 178		

Farming survey - Geelong, Surf Coast and Golden Plains

#	OTHER (PLEASE SPECIFY)	DATE
1	a future livestock selling centre servicing geelong and the bellarine regions	5/23/2020 2:04 PM
2	council help	5/20/2020 8:39 PM
3	More consultation required with rural community by state gov. Local VFF branch accessing education re LPA/MLA & livestock traceability currently.	3/31/2020 9:45 AM
4	Provision of local saleyards - taking stock to Miner's Rest is not viable	3/25/2020 8:05 PM
5	Accessability to local saleyards	3/17/2020 10:53 AM
6	Accessability to grants	3/5/2020 9:49 AM
7	carbon farming	2/22/2020 11:55 PM
8	ACCESS TO FARMING MACHINERY THAT DOES NOT COST. A LOT SMALL FARMERS DO NOT OWN EXPENSIVE EQUIPMENT FOE RABBITS AND WEED CONTROL MAYBE THE SHIRE COULD HAVE EQUIPMENT FOR US TO HIRE. EG SPRAYERS OR BURROW RIPPERS?? ALSO SHIRE MOWERS ARE SPREADING WEEDS THAT WE NEVER HAD BEFORE!!!!!!!!!!!!INSIE	2/8/2020 12:05 PM
9	Regenerative agriculture	2/3/2020 9:34 AM

Q16 Thinking about the issues that you have with your property, how are you currently dealing with these?

Answered: 174 Skipped: 65



Farming survey - Geelong, Surf Coast and Golden Plains

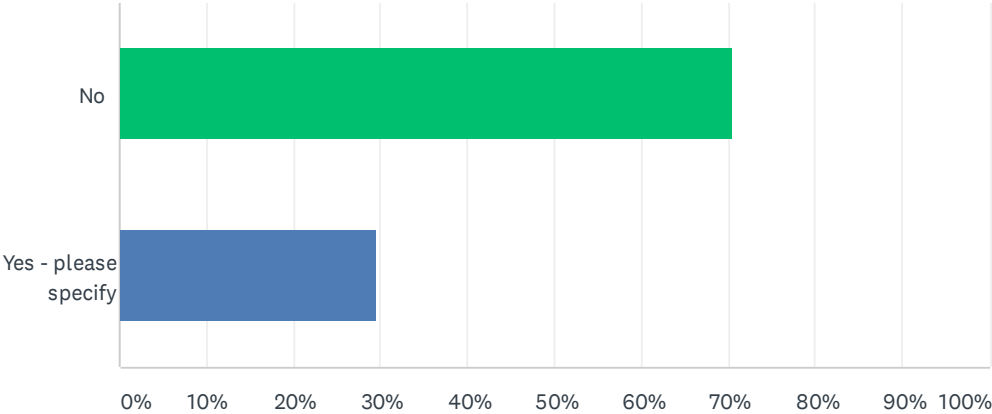
ANSWER CHOICES	RESPONSES	
By finding out more and learning	54.60%	95
Working with neighbours, friends and family	44.25%	77
Working with & getting assistance from other landholders	26.44%	46
Getting support from service providers – including govt departments	15.52%	27
Working with Landcare and other community groups	29.89%	52
I am not doing anything	2.87%	5
I don't have any issues	10.34%	18
Other (please specify)	6.32%	11
Total Respondents: 174		

#	OTHER (PLEASE SPECIFY)	DATE
1	sorting it out myself	5/20/2020 8:39 PM
2	Not doing anything on some of the issues due to time commitment.	4/26/2020 4:18 PM
3	Got dept don't help	4/2/2020 4:07 PM
4	Seeking support from Stock & Station Agents, informing politicians re country issues	3/25/2020 8:05 PM
5	No local saleyards	3/17/2020 10:53 AM
6	Main issues are urban development in Farm Zones and absentee landbankers	3/6/2020 9:16 AM
7	I do everything	3/4/2020 6:40 PM
8	Limitation of increased age	2/10/2020 11:52 AM
9	GETTING GOVT SUPPORT..... WHO ARE YOU KIDDING??? OUR CITY NEIGHBOURS THINK RABBITS AND FOXERS ARE CUTE. SO WHAT HOPE DO WE HAVE ASKING OUR NEIGHBOURS TO HELP WITH THESE VERMAN THEY NEED THE EDUCATION NOT THE FARMER	2/8/2020 12:05 PM
10	We are in fact selling up in part because of the lack of local government support.	2/4/2020 8:48 PM
11	Little or no support from Government Extension Officers these days	1/31/2020 9:58 AM

Q17 Other than those already covered in previous questions, do you have any other needs with regards to the management of your property?

Answered: 176 Skipped: 63

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES		RESPONSES	
No		70.45%	124
Yes - please specify		29.55%	52
TOTAL			176

Farming survey - Geelong, Surf Coast and Golden Plains

#	YES - PLEASE SPECIFY	DATE
1	Loss of local sale yards	6/16/2020 9:14 AM
2	Council rate charges are too high.	6/5/2020 9:42 AM
3	Help from Vic roads to remove dangerous vegetation on the fence line	5/29/2020 3:05 PM
4	ballarat sales yards it hard to access miss geelong sale yards	5/23/2020 4:29 PM
5	roadside weeds and rabbits	5/23/2020 2:04 PM
6	I am fed up with City of Greater Geelong not doing anything Or when they do I have to keep on and on about it. Yep it is a problem	5/20/2020 8:39 PM
7	Spray the mosquitos we currently can't go outside they are so horrendous	5/20/2020 12:10 PM
8	Rabbit control	5/19/2020 2:21 PM
9	Need more hours in the day!	5/19/2020 9:38 AM
10	Kangaroo management and control due to such high numbers, fence and pasture damage	5/18/2020 9:11 PM
11	Assistance with climate mitigation.	4/26/2020 4:18 PM
12	Local Saleyards	4/2/2020 5:04 PM
13	Expense of CoGG rates especially when compared with services provided.	3/31/2020 9:45 AM
14	Issue with road side fire hazard	3/30/2020 3:32 PM
15	SALEYARDS NEARBY	3/27/2020 11:23 AM
16	to far to take lambs etc to miners rest .	3/26/2020 12:37 PM
17	Support by Surf Coast Council to manage it's weeds inc serrated tussock and support to volunteers in CFA	3/25/2020 8:05 PM
18	Sale Yards	3/21/2020 8:34 AM
19	test	3/20/2020 3:11 PM
20	No local saleyards	3/17/2020 10:53 AM
21	Accessible Saleyards	3/16/2020 10:49 PM
22	Suitably qualified staff	3/13/2020 3:09 PM
23	sale yards closer to geelong	3/11/2020 8:46 AM
24	Fire preparedness ie slashing and clearing	3/10/2020 5:29 PM
25	Failure of Govt Agencies to manage weeds & pests on adjacent Crown Land	3/6/2020 9:16 AM
26	Council rates are ridiculous for what we get in return!! Expensive rubbish and recycling collection!!	3/4/2020 2:05 PM
27	delwp don't contribute to fencing costs	3/4/2020 1:16 PM
28	Property is located on gravel road that is often extremely bumpy and difficult to get trucks into	3/4/2020 10:25 AM
29	Just let me do it my way without interfering	3/3/2020 8:27 PM
30	government road rabbit control and road maintenance	2/22/2020 11:55 PM
31	Market outlets closer to my farm .Ballarat and Colac are 2hr trip and costly to access	2/22/2020 11:59 AM
32	less Red tape and charges	2/17/2020 12:39 PM
33	I can see an issue with really small landholders who have animals.They need to be looked after by one or all the stock agents when it comes to bio-security and animal sales. Arrangments need to be made and paid for. It would be so ineffecient to have a fully functioning sale yards for so small stock numbers.	2/14/2020 2:33 PM
34	Council rates are high for services received making farming not very profitable ,the farming rate	2/13/2020 10:24 AM

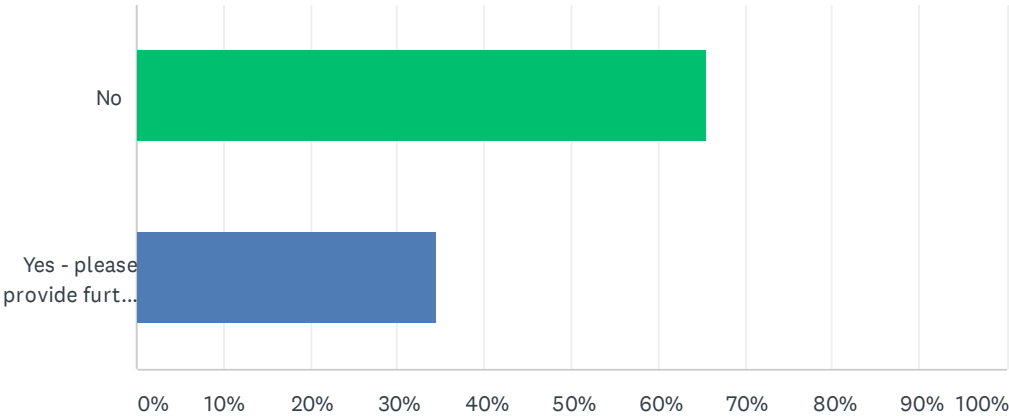
Farming survey - Geelong, Surf Coast and Golden Plains

	rebate could be increased .!	
35	road conditions, i had an electrician say that he wont bring his van down our gravel road.	2/11/2020 3:45 PM
36	Local cattle selling facilities	2/11/2020 2:49 PM
37	no proper road access to markets	2/9/2020 8:49 PM
38	Control of rabbits on council land	2/9/2020 12:54 PM
39	More information and assistance regarding implementation of regenerative farming practices, and less emphasis on industrial farming practices.	2/9/2020 9:43 AM
40	EROSION AND DUST ON AND BESIDE OUR DIRT ROADS. ALL SEEM TO PASS THE BUCK AGAIN COUNCIL PROBLEM ON VIC ROADS ?? MAYBE TELL US THE THE ANSWERS DIRECTLY. DUST POLUTION AFFECTING OUR TREES AND ORCHARDS IS A REAL PROBLEM . GRADERS ON OUR DIRT ROADS MAKING MORE ISSUES WITH GULLIES AND EROSION. THEY HAVE BECOME VERY VERY DANGEROUS ON WET DAYS AND WITH THE YOUNGER GENERATION THINKING THIS IS FUN. WE HAVE HAD MANY FENCES KNOCKED DOWN LEADING TO CATTLE LEFT WANDERING THE ROADS. MAYBE BETTER SIGNS OR LOCAL TRAFFIC SIGNS. NO THRU ROADS OR SIMPLY DANGEROUS WARNINGS. DUST RETARDENTS ?EEM	2/8/2020 12:05 PM
41	A local market option for selling cattle, especially store cattle to other SMALL local producers. Stock agents appear more interested in selling cattle through sale yards.	2/8/2020 11:19 AM
42	Ability to upgrade infrastructure without all the hoops to jump through and limitations placed on by council	2/8/2020 10:38 AM
43	Apart from field days which are usually held distant from the Bellarine, I have little opportunity to regularly network with farmers in my district. There is no "central gathering point" on a regular basis.	2/7/2020 9:09 PM
44	Marketing stud livestock locally is nearly impossible with no local farmer oriented medium. No field days or Bellarine farmer resources like a magazine or newspaper feature	2/7/2020 7:01 PM
45	A method to rid our property of Kikuyu weed organically.	2/6/2020 10:07 PM
46	Economic access to saleyards	2/6/2020 3:27 PM
47	Local saleyards for sheep & poultry	2/6/2020 2:17 PM
48	Better access to reliable affordable and fast internet; more information on managing soils and regenerative agriculture	2/5/2020 12:05 PM
49	No local saleyards available	2/5/2020 10:36 AM
50	Need for a local livestock saleyard.	2/4/2020 7:45 AM
51	No local accessible saleyards	2/3/2020 6:46 PM
52	Information on current Whole of farm/property best practice and environmental management. Incentives available.	1/31/2020 9:58 AM

Q18 Do you have any other suggestions on how you could be better supported to manage your property and the issues of concern to you?

Answered: 174 Skipped: 65

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES		RESPONSES	
No		65.52%	114
Yes - please provide further details		34.48%	60
TOTAL			174

Farming survey - Geelong, Surf Coast and Golden Plains

#	YES - PLEASE PROVIDE FURTHER DETAILS	DATE
1	You took our saleyards away and raised our rates by \$2k.	6/16/2020 9:14 AM
2	none given	6/16/2020 9:06 AM
3	missing local saleyards	5/24/2020 11:49 AM
4	land care projects funds	5/23/2020 4:29 PM
5	council could prune and remove overhanging trees that will fall on fences and road uses	5/23/2020 2:04 PM
6	easier access to local govt - where to access	5/22/2020 2:55 PM
7	Ask the Council to learn how to read a map to see where Anakie actually is. (some council workers are good)	5/20/2020 8:39 PM
8	Tussock control from surrounding properties, kangaroo culling	5/18/2020 9:11 PM
9	Council needs to run holistic pest management programs that deal with foxes, feral cats as well as rabbits which they currently deal with.	4/26/2020 4:18 PM
10	need saleyards in Geelong - transport costs getting too high to go to Ballarat	4/16/2020 6:03 PM
11	Better bio security on animal movements	4/2/2020 5:04 PM
12	Gov council need to understand that they are there for us. We are not here for them	4/2/2020 4:07 PM
13	More consultation with local, state and federal level	3/31/2020 9:45 AM
14	Have a closer Sale Yards	3/30/2020 3:19 PM
15	have a saleyards closer to geelong	3/26/2020 12:37 PM
16	Local saleyards must be re-established and CFA empowered to protect country people, and not directed by city based bureaucrats	3/25/2020 8:05 PM
17	Sale Yards	3/21/2020 8:34 AM
18	Local saleyards	3/17/2020 1:58 PM
19	Provide local saleyards	3/17/2020 10:53 AM
20	Farmer discussion groups	3/16/2020 2:55 PM
21	Resurfacing and widening roads	3/13/2020 3:09 PM
22	Local landholder support and information.	3/10/2020 5:29 PM
23	Shire to support farmers and have too much red tape for farmers and the rural industries to work through	3/10/2020 1:01 PM
24	Get Governemnet Agencies and Councils to take responsibility for managing pest plants and animals on roadside reserves and crown land	3/6/2020 9:16 AM
25	When is the urban sprawl going to stop and when are rates going to stabilise!	3/4/2020 2:05 PM
26	We are increasingly receiving planning permits applications for things in the farming zone that do not involve agriculture, there seems to be no point having a farming zone when we need to defend why a transfer station/helicopter landing site etc is not suitable for establishment in an area where agriculture is the primary landuse	3/4/2020 10:25 AM
27	Less government/compliance red tape	3/3/2020 8:45 PM
28	I don't feel there's a representation of farming in the shire at the GPS. Most of the support goes into the more populated areas such as Bannockburn.	3/3/2020 1:17 PM
29	practical responses from council instead of platitudes	2/22/2020 11:55 PM
30	have one source of all general information and where to go to get more detailed information	2/21/2020 11:23 AM
31	The vegetation area on the nature strip needs maintenance ongoing, the road on Princess Street is a traffic hazard due to amount of increased use and state of road	2/19/2020 8:06 PM

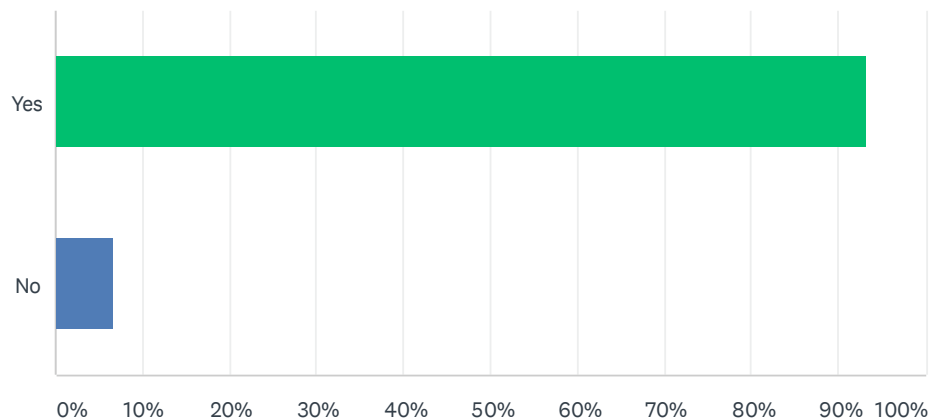
Farming survey - Geelong, Surf Coast and Golden Plains

32	Reduction of red tape, compliance, rates and taxes	2/13/2020 6:30 PM
33	Would be nice if council rangers were more farmer friendly	2/12/2020 5:21 PM
34	Able to find qualified workers	2/12/2020 3:37 PM
35	Council support for farms in city of greater Geelong	2/12/2020 6:23 AM
36	Have a better local council	2/11/2020 2:49 PM
37	Better access roads . Presently they are poorly maintained gravel .	2/11/2020 10:58 AM
38	Would like to have more small area contractors to contact.Most just do larger properties	2/11/2020 8:33 AM
39	a proper though road ,though Geelong	2/9/2020 8:49 PM
40	The local council could tidy up and reduce the fire hazard on the road reserve outside our property	2/9/2020 1:38 PM
41	enviromental support from Govenment agencies to control rabbits and weeds from council property	2/9/2020 12:54 PM
42	I HAVE ALREADY OUTLINED SOME SUGGESTIONS..... A SURVEY IS A GOOD IDEA BUT DONT LEAVE IT AT THAT..... DO SOMETHING AND DONT LET SHIRES AND COUNCILS PASS THE BUCK	2/8/2020 12:05 PM
43	A local on line market site for the sale of cattle and horses.	2/8/2020 11:19 AM
44	Greater assistance from the CoGG in clearing up rubbish along roadsides and the Bellarine Rail Trail, both areas being "hotbeds" for weeds. Provision of reticulated water would greatly assist livestock management and provide opportunities to consider additional farming activities which require reliable water supply, not necessarily in large volumes.	2/7/2020 9:09 PM
45	I would like to see a local field day supported by councils as a one stop shop, like the one that was started in Winchelsea. Facebook sales of animals is rife in the Bellarine and only the bigger farmers will liaise with stock agents.	2/7/2020 7:01 PM
46	Help with rabbit and hare control and local council to keep the road reserve free of fire hazards	2/7/2020 8:26 AM
47	A replacement for the saleyards should have been sourced before the closure of the Geelong Saleyards	2/6/2020 2:17 PM
48	Availability of markets CLOSE to the farm property for effective efficient cost effective sales of production	2/5/2020 9:56 PM
49	get rid off red tape	2/5/2020 9:10 PM
50	Provide information on how to attain grants and assistance.	2/5/2020 2:58 PM
51	Field and learning days for soil carbon sequestration and regenerative farming practices	2/5/2020 12:05 PM
52	Get on with it	2/5/2020 10:36 AM
53	Local VFF committee member who does not support the local neighbour s	2/5/2020 10:33 AM
54	COGG could actually recognise that land owners/ farmers make a contribution to the overall community . If it did that Council might actually do things to aid rather than intrude on our businesses.	2/4/2020 8:48 PM
55	Road maintenance and some services	2/4/2020 12:35 PM
56	Local Councils being more supportive of farmers in particular provision of saleyards, maintaining roads and controlling roadside weeds and rabbits.	2/3/2020 6:46 PM
57	Haveing a local sale yards,to sell off stock & not having to cart them a 150 ks round trip	2/3/2020 6:30 PM
58	Farm planning courses	2/3/2020 3:14 PM
59	Local government needs to understand agriculture more, each rural shire should have a eco development staff member who either comes from a Ag background or has a diploma of ag, so they can run and support ag in there shire.	2/3/2020 9:34 AM
60	Local accessibility to rural community support livestock sale yards and information exchange.	1/31/2020 9:58 AM

Cannot rely on commercial operations where there is emphasis on sales (eg environmental weeds are often sold in horticultural outlets) rather than environmental values.

Q19 Do you currently have any livestock on your property?

Answered: 181 Skipped: 58

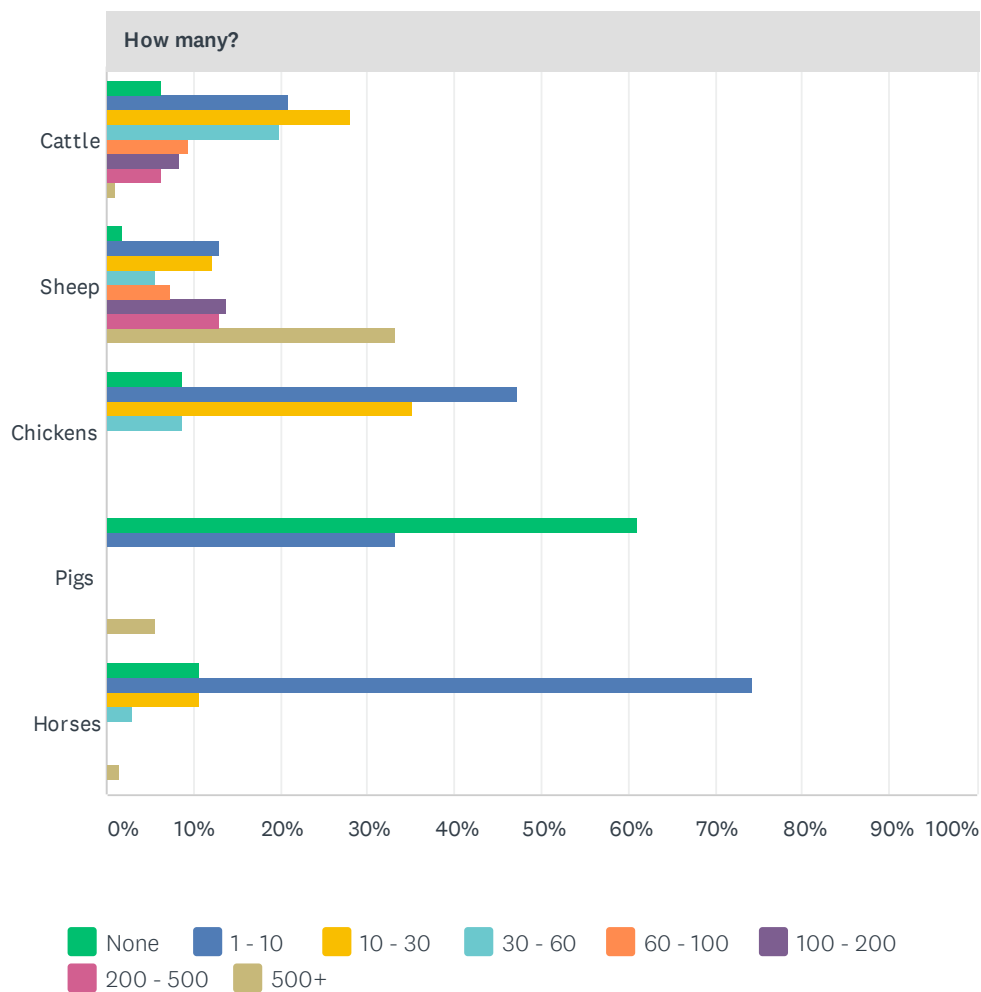


ANSWER CHOICES	RESPONSES	
Yes	93.37%	169
No	6.63%	12
TOTAL		181

Q20 What sort of livestock do you have and and how many?

Answered: 167 Skipped: 72

Farming survey - Geelong, Surf Coast and Golden Plains



How many?									
	NONE	1 - 10	10 - 30	30 - 60	60 - 100	100 - 200	200 - 500	500+	TOTAL
Cattle	6.25% 6	20.83% 20	28.13% 27	19.79% 19	9.38% 9	8.33% 8	6.25% 6	1.04% 1	96
Sheep	1.85% 2	12.96% 14	12.04% 13	5.56% 6	7.41% 8	13.89% 15	12.96% 14	33.33% 36	108
Chickens	8.77% 5	47.37% 27	35.09% 20	8.77% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	57
Pigs	61.11% 11	33.33% 6	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5.56% 1	18
Horses	10.61% 7	74.24% 49	10.61% 7	3.03% 2	0.00% 0	0.00% 0	0.00% 0	1.52% 1	66

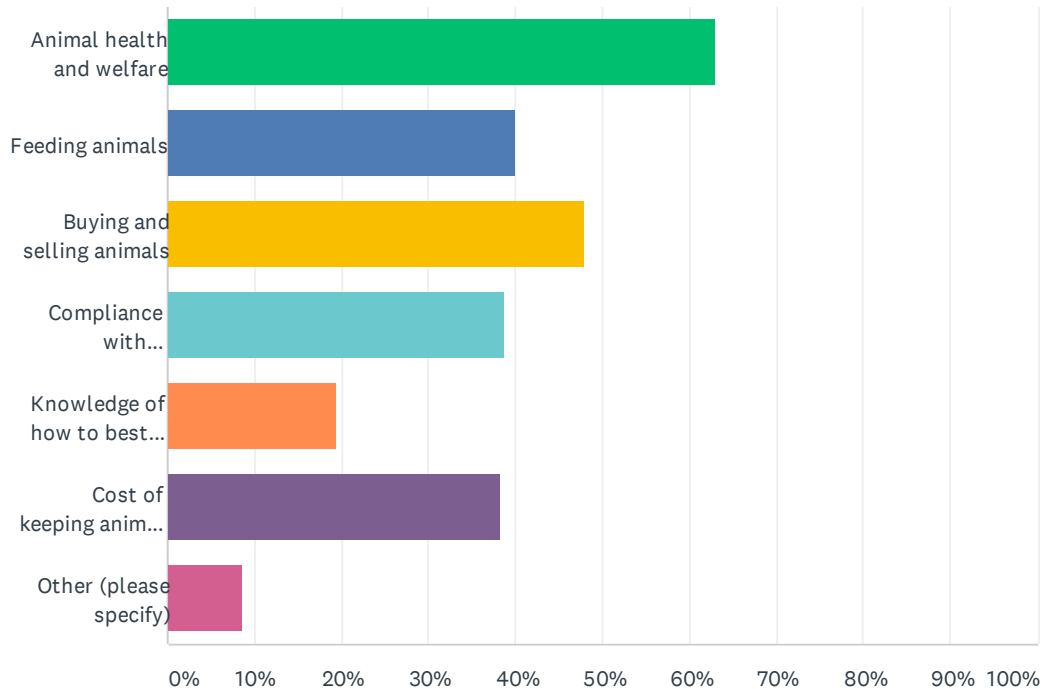
Farming survey - Geelong, Surf Coast and Golden Plains

#	OTHER (PLEASE SPECIFY TYPE AND NUMBER)	DATE
1	Dogs - registered kennel (up to 20)	6/16/2020 9:08 AM
2	Alpaccas 5	5/24/2020 11:49 AM
3	Bees	5/19/2020 9:39 AM
4	Working dog x 1	5/18/2020 9:13 PM
5	Goats x 2 Alpacas x 4	5/18/2020 2:36 PM
6	(Apis Mellifera) European honey Bees - 2 hives	4/26/2020 4:20 PM
7	2 Ducks	3/30/2020 3:19 PM
8	1 X ALPACA	3/27/2020 11:24 AM
9	Alpacas 15 goats 12	3/5/2020 9:50 AM
10	Alpaca - 1; Ducks 1-10	3/4/2020 5:05 PM
11	Try to add a few 000 for sheep! Not only hobby farmers in your shire!	3/4/2020 2:07 PM
12	Alpaca 2	3/4/2020 8:01 AM
13	Alpaccas 5	2/12/2020 5:22 PM
14	Llama x1	2/7/2020 4:03 PM
15	crap question if you don't have >1500 your not viable are you writing this survey just for hobby farmers	2/6/2020 1:12 PM
16	Alpaccas 7	2/5/2020 9:57 PM
17	Alpacas 15 goats 12	2/5/2020 2:59 PM
18	Beehives 50	2/4/2020 7:46 AM

Q21 Thinking about the management of livestock on your property, which of these issues are of most concern to you? Please tick the boxes that apply.

Answered: 165 Skipped: 74

Farming survey - Geelong, Surf Coast and Golden Plains



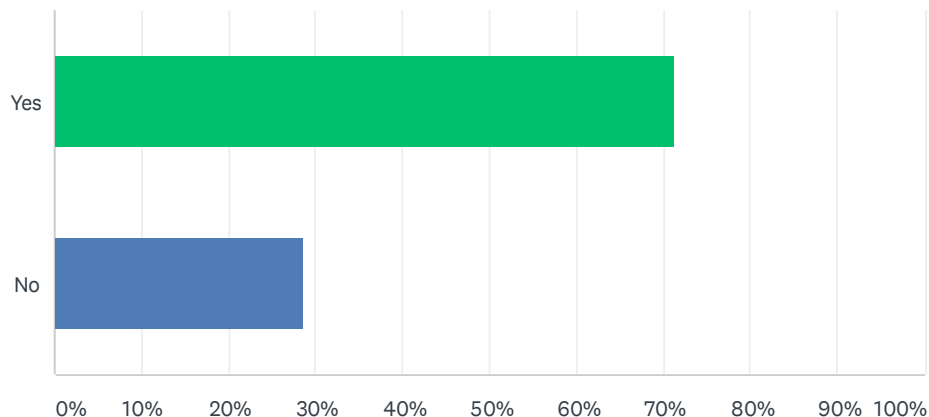
ANSWER CHOICES	RESPONSES	
Animal health and welfare	63.03%	104
Feeding animals	40.00%	66
Buying and selling animals	47.88%	79
Compliance with biosecurity regulations - including traceability, property identification	38.79%	64
Knowledge of how to best manage animals	19.39%	32
Cost of keeping animals - including feeding, fencing, vet etc	38.18%	63
Other (please specify)	8.48%	14
Total Respondents: 165		

Farming survey - Geelong, Surf Coast and Golden Plains

#	OTHER (PLEASE SPECIFY)	DATE
1	during drought it was difficult to feed animals - hobby farmers can't compete with large scale farmers	6/16/2020 9:08 AM
2	My animals are well cared for and are pets and my responsibility	5/20/2020 8:40 PM
3	road access in and out of property is difficult in wet weather which hampers care of animals. Have to WALK	4/16/2020 6:07 PM
4	accessing local contractors	4/16/2020 2:33 PM
5	Maintaining right to farm. Sale options and having local govt support this.	3/31/2020 9:47 AM
6	Inreased red tape and lack of support for primary industries - farm invasions, stock & equipment theft, roadside weeds	3/25/2020 8:07 PM
7	50 year beef producers Local saleyards vital Extra transport costs prohibitive	3/17/2020 11:01 AM
8	Vermin control and cost of stock loss	3/4/2020 8:01 AM
9	Urbanisation, right to farm and access to market	3/3/2020 8:46 PM
10	see 15 above	2/10/2020 11:55 AM
11	water	2/7/2020 9:41 AM
12	None. We keep up to date on issues regularly through a number of methods. One of the most useful in relation to livestock selling is the National Production Assurance scheme - Stand by What you Sell.	2/7/2020 8:50 AM
13	poor livestock of neighbours	2/6/2020 1:12 PM
14	How to maintain these animals without damaging the environment	1/31/2020 9:59 AM

Q22 Do you currently use sale yards / livestock exchanges to sell or buy livestock?

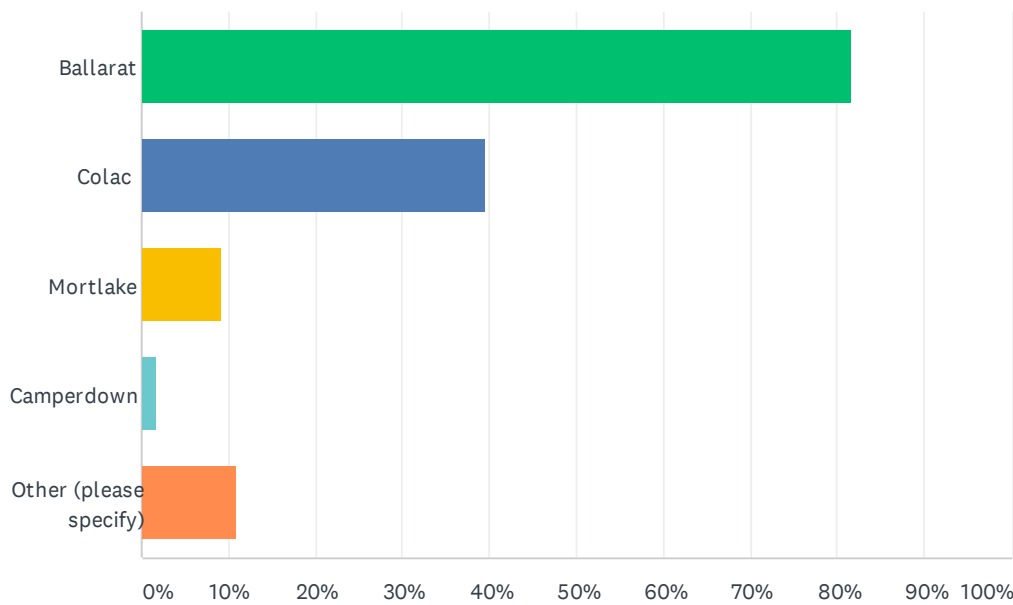
Answered: 167 Skipped: 72



ANSWER CHOICES	RESPONSES	
Yes	71.26%	119
No	28.74%	48
TOTAL		167

Q23 Which sale yards do you currently use?

Answered: 119 Skipped: 120



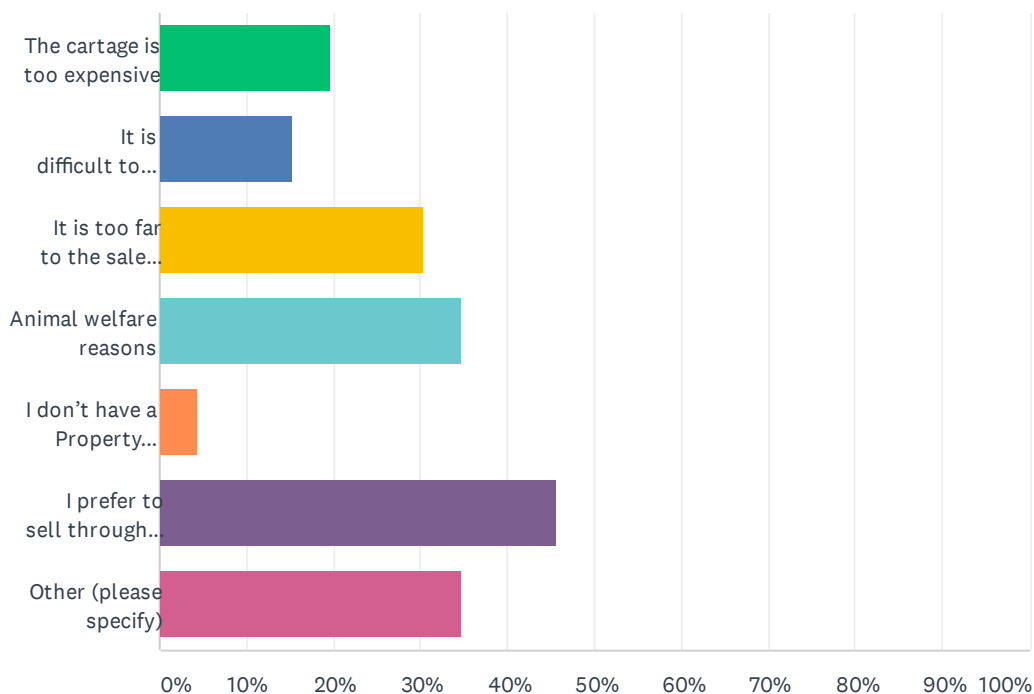
ANSWER CHOICES	RESPONSES	
Ballarat	81.51%	97
Colac	39.50%	47
Mortlake	9.24%	11
Camperdown	1.68%	2
Other (please specify)	10.92%	13
Total Respondents: 119		

Farming survey - Geelong, Surf Coast and Golden Plains

#	OTHER (PLEASE SPECIFY)	DATE
1	Would prefer Geelong	4/2/2020 5:06 PM
2	The only sheep saleyards for Bellarine	3/30/2020 3:33 PM
3	Pakenham VLE	3/6/2020 9:17 AM
4	Private	3/3/2020 8:46 PM
5	Online auctions for sheep and wool	3/3/2020 7:33 PM
6	Myrtleford/Wodonga/Wangaratta	2/9/2020 1:39 PM
7	ALL THAT IS THE PROBLEM. NO YARDS ARE CLOSE SOME HAVE EVEN GONE TO MELBOURNE. YOU NEED TO HAVE A VERY GOOD AGENT TO JUGGLE DATES AND THE MARKET TO SUIT YOU STOCK. NO SO EASY TO DO	2/8/2020 12:09 PM
8	Warrnambool	2/7/2020 9:13 PM
9	Wodonga	2/7/2020 8:27 AM
10	Certain animals are directed to the local abattoir Herds	2/5/2020 9:58 PM
11	I spell it Ballarat. It is verging on animal cruelty for Bella wine farmers to truck their animals to Miners Rest for sale. Thanks for your support COGG!	2/4/2020 8:50 PM
12	Online	2/3/2020 10:19 PM
13	sometimes direct to abbatoirs	1/31/2020 10:00 AM

Q24 What are the main reasons you don't sell your livestock through sale yards? Please choose all relevant responses

Answered: 46 Skipped: 193



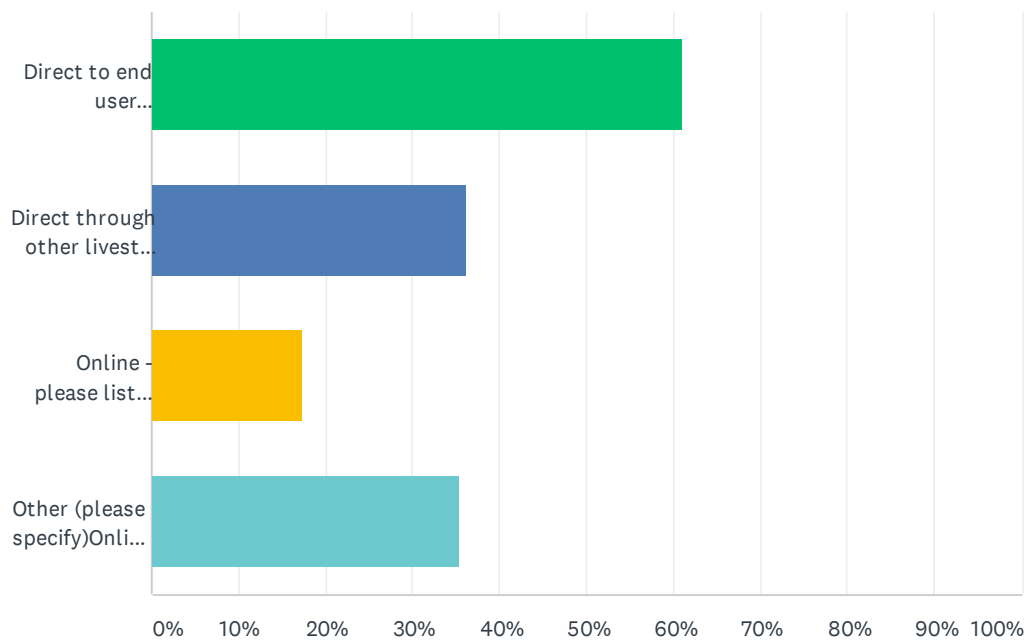
ANSWER CHOICES	RESPONSES	
The cartage is too expensive	19.57%	9
It is difficult to organise	15.22%	7
It is too far to the sale yards	30.43%	14
Animal welfare reasons	34.78%	16
I don't have a Property Identification Code (PIC) or ear tags, so I can't sell through the yards	4.35%	2
I prefer to sell through different ways	45.65%	21
Other (please specify)	34.78%	16
Total Respondents: 46		

#	OTHER (PLEASE SPECIFY)	DATE
1	saleyard stress	6/16/2020 9:09 AM
2	Sale yards do not sell English Riding Ponies	5/22/2020 2:57 PM
3	N/a - Haven't sold animals	5/21/2020 11:40 PM
4	I do not sell my animals	5/20/2020 8:41 PM
5	Animals slaughtered for consumption	5/20/2020 11:31 AM
6	We are not in this position yet	5/19/2020 9:40 AM
7	horses not sold through yards	5/18/2020 5:44 PM
8	I dont sell animals	5/18/2020 2:36 PM
9	Transport costs are duplicated, yard dues, buying cartels, not conducive to producing quality meat, on-line selling provides options to leave in the paddock, biosecurity & disease control, less transport pollution	5/1/2020 2:54 PM
10	Transport costs are duplicated, yard dues, buying cartels, not conducive to producing quality meat, on-line selling provides options to leave in the paddock, biosecurity & disease control, less transport pollution	5/1/2020 2:00 PM
11	Was Geelong but it went	3/30/2020 3:27 PM
12	Price	3/1/2020 8:27 PM
13	use a stock agent	2/21/2020 11:25 AM
14	We have not yet had the need, but will need to do so in the next 12 months	2/19/2020 8:08 PM
15	costs associated with yard fees, scanning etc.	2/7/2020 4:03 PM
16	All done through the agent	2/4/2020 11:32 AM

Q25 When selling your livestock, do you use any of the following methods? Please select those that apply

Answered: 144 Skipped: 95

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES	RESPONSES	
Direct to end user (abattoirs, feedlots etc. if applicable)	61.11%	88
Direct through other livestock owners	36.11%	52
Online - please list websites below	17.36%	25
Other (please specify)Online (please list websites)	35.42%	51
Total Respondents: 144		

Farming survey - Geelong, Surf Coast and Golden Plains

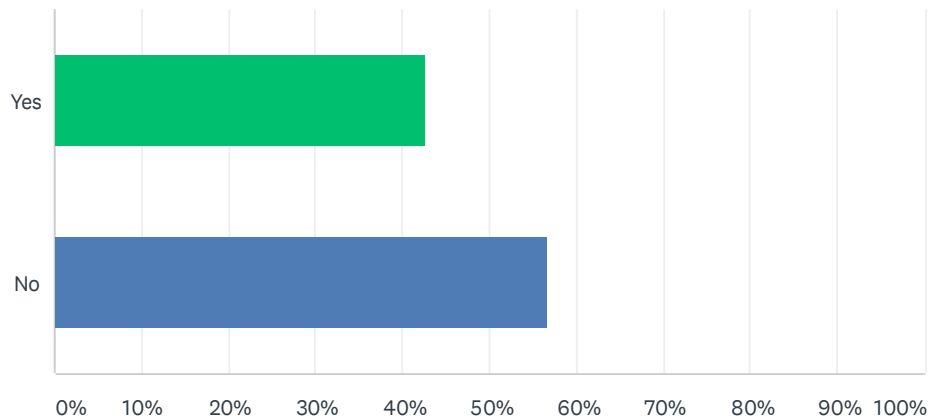
#	OTHER (PLEASE SPECIFY)ONLINE (PLEASE LIST WEBSITES)	DATE
1	saleyards	6/16/2020 9:15 AM
2	word of mouth	6/16/2020 9:10 AM
3	sell though sales yards	5/23/2020 4:31 PM
4	gumtree	5/23/2020 2:14 PM
5	Word of mouth	5/22/2020 2:58 PM
6	n/a	5/21/2020 11:40 PM
7	use agent	5/21/2020 11:18 AM
8	I do not sell them	5/20/2020 8:42 PM
9	Gumtree	5/20/2020 12:12 PM
10	Don't sell livestock	5/20/2020 11:31 AM
11	Gumtree	5/19/2020 9:40 AM
12	NA	5/18/2020 2:36 PM
13	Auctions Plus	5/1/2020 2:55 PM
14	Auctions Plus	5/1/2020 2:05 PM
15	through stock agent at yards to highest bidder	4/16/2020 6:09 PM
16	social media, gumtree	4/16/2020 2:36 PM
17	Adopt out under contract	3/31/2020 9:38 AM
18	Ballarat Sale Yards	3/30/2020 3:33 PM
19	FACEBOOK GROUPS	3/27/2020 11:25 AM
20	None of these	3/26/2020 8:51 AM
21	Through saleyards	3/17/2020 11:07 AM
22	Auctions Plus	3/16/2020 2:59 PM
23	Direct to Saleyards and to Private Export Orders	3/6/2020 9:19 AM
24	Auctions plus	3/5/2020 3:46 PM
25	to saleyards	3/4/2020 8:58 PM
26	Facebook, Gumtree	3/4/2020 5:06 PM
27	Soring run Herefords (social media)	3/4/2020 2:08 PM
28	Gumtree, horseyard, horsedeals	3/4/2020 1:25 PM
29	Saleyards.	3/4/2020 8:05 AM
30	Agents	3/3/2020 7:33 PM
31	Livestock carrier	3/3/2020 6:04 PM
32	Auctions plus	2/22/2020 12:03 PM
33	havent sold any yet, not sure how to? go through sale agent	2/21/2020 11:26 AM
34	na	2/16/2020 3:35 PM
35	S&S agent handles	2/13/2020 10:29 AM
36	saleyards	2/12/2020 6:25 PM
37	I haven't needed to sell as our horses will be with us for life	2/12/2020 10:37 AM

Farming survey - Geelong, Surf Coast and Golden Plains

38	Ballarat sale yards	2/11/2020 11:04 AM
39	THRU LIVESTOCK AGENT..... MOSTLY SOLD TO FEEDLOTS(YOUNG CATTLE) ABATTOIRS FOR THE OLDER CATTLE.	2/8/2020 12:16 PM
40	None of above.	2/8/2020 11:23 AM
41	Na	2/8/2020 10:40 AM
42	Agent	2/8/2020 6:06 AM
43	Saleyards & Geelong when it was in operation.	2/7/2020 9:16 PM
44	Facebook gumtree farmtender	2/7/2020 7:03 PM
45	facebook market place	2/7/2020 4:04 PM
46	Livestock agents	2/7/2020 9:42 AM
47	gumtree	2/6/2020 10:10 PM
48	Gumtree	2/5/2020 10:00 PM
49	Sale yards	2/5/2020 10:41 AM
50	Through stok agent at saleyards	2/3/2020 3:17 PM
51	Saleyards at Colac	1/31/2020 10:01 AM

Q26 Do you currently have any problems buying or selling your livestock? Please explain.

Answered: 164 Skipped: 75



ANSWER CHOICES	RESPONSES	
Yes	42.68%	70
No	56.71%	93
Total Respondents: 164		

Farming survey - Geelong, Surf Coast and Golden Plains

#	PLEASE PROVIDE FURTHER DETAILS	DATE
1	previously had issues selling animals due to lack of demand	6/16/2020 9:10 AM
2	marketing assistance	6/4/2020 9:03 PM
3	depend on stock agent	5/29/2020 3:07 PM
4	hard to get transport to ballarat	5/23/2020 4:31 PM
5	ballarat livestock selling centre is 90 minutes away from here .Sheep transported there are sold then reloaded for meat works etc probably the same time of travel. my sheep when sold in geelong were on a truck for 45 minutes with less stress in transporting and yarding.. Colac market operates one thursday in the month with only one meat buyer there and an average of about 20 sheep for auction on a good day. Less competition equals less for me. The geelong livestock centre was convenient to all sheep sellers..The cattle yards were well passed their use by date..Perhaps the geelong showgrounds could be revamped as a selling centre..Central to everyone..	5/23/2020 2:14 PM
6	Well educated horses sell easily	5/22/2020 12:38 PM
7	do not sell them	5/20/2020 8:42 PM
8	Time and distance involved to Ballarat Sale Yards	5/19/2020 12:34 AM
9	Distance now to Ballarat and increase transport costs	5/18/2020 9:17 PM
10	NA	5/18/2020 2:36 PM
11	Nothing is selling	5/18/2020 1:11 PM
12	Sourcing quality animals. Agents not prepared to "look outside the square!!" Poor value for agents commission unless negotiated.	5/1/2020 2:55 PM
13	Sourcing quality animals. Agents not prepared to "look outside the square!!" Poor value for agents commission unless negotiated.	5/1/2020 2:05 PM
14	My stock agent takes care of this	4/23/2020 12:29 PM
15	transport cost rising, difficulty in accessing property with transport in wet weather	4/16/2020 6:09 PM
16	Ballarat to far to travel	4/2/2020 5:09 PM
17	Cost & logistics to get to saleyards, monopoly of local slaughter house. Cannot attend sales	4/2/2020 4:11 PM
18	distance to sale yards is prohibitive	3/31/2020 9:48 AM
19	Distance to markets	3/30/2020 3:38 PM
20	WE have a truck but my husband is unable to drive at present	3/30/2020 3:33 PM
21	Will keep till easier to sell	3/30/2020 3:27 PM
22	Sale Yards are a long way!	3/30/2020 3:20 PM
23	HARD TO SELL ANIMALS QUICKLY WHEN I RUN OUT OF PASTURE	3/27/2020 11:25 AM
24	to far to ballarat	3/26/2020 12:40 PM
25	Totally unrealistic to expect farmers to cart livestock in excess of two hours to other side of Ballarat	3/25/2020 8:08 PM
26	Saleyards too far away	3/21/2020 8:36 AM
27	Cost of transport increased enormously as have to truck to Ballarat or Colac, compared to Geelong	3/17/2020 2:00 PM
28	Increased costs /time consuming because no local saleyards	3/17/2020 11:07 AM
29	Saleyards is too far away when factor in time and transport cost to an another regional Saleyards	3/16/2020 10:52 PM
30	Closing of geelong saleyards prevenst easy selling of tail enders, culls, etc	3/16/2020 2:59 PM

Farming survey - Geelong, Surf Coast and Golden Plains

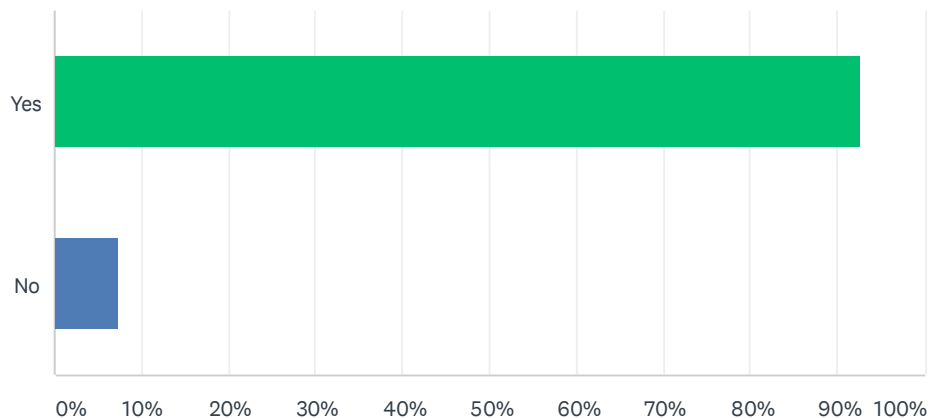
31	cost of travel to saleyards	3/11/2020 8:49 AM
32	Access to a client market that values coloured wool	3/10/2020 5:33 PM
33	have to hold stock longer to make the trip to Ballarat saleyards more cost effective	3/9/2020 6:22 PM
34	We have an excellent relationship with our Agent and negotiable commission rates	3/6/2020 9:19 AM
35	Cost	3/4/2020 6:43 PM
36	Distance and time	3/4/2020 6:23 PM
37	I usually put them for sale in social media in appropriate groups etc	3/4/2020 5:06 PM
38	Since the move away from Geelong saleyards I am unable to cart small numbers of livestock myself due to time and distance, it can be difficult to get transport during peak selling periods and I can no longer attend and purchase myself due to the time and distance	3/4/2020 10:28 AM
39	Hard to buy replacement stock at a sound value. Time needed to get to yards to buy etc v's still maintaining a full time job. Ballarat move has meant I've utilised direct to herds as a more streamlined selling method. Closer to home.	3/4/2020 8:05 AM
40	Access to local saleyard	3/3/2020 8:47 PM
41	Harder since Geelong closed	3/3/2020 8:28 PM
42	Transportation costs to Ballarat	3/3/2020 7:37 PM
43	Limited availability of livestock carrier	3/3/2020 6:04 PM
44	Occasionally small numbers need to be sold .costly to pay freight to distant markets .	2/22/2020 12:03 PM
45	Yes, small amount of livestock for sale so cost high	2/19/2020 8:09 PM
46	Transport can take eight hours to shift	2/17/2020 10:49 AM
47	not cheap1	2/13/2020 10:29 AM
48	Access to saleyards - I have significant concerns about cattle welfare with the long distance to Ballarat yards	2/13/2020 3:06 AM
49	No saleyards in Geelong	2/12/2020 5:24 PM
50	No local sale yards	2/11/2020 2:52 PM
51	Distance and cost	2/11/2020 11:04 AM
52	transparency of process	2/10/2020 11:57 AM
53	FINDING A MARKET AND DATE THAT SUITS.... ALSO THE TRUCKS FOR THE CARTAGE. MAYBE THE COUNCIL WOULD HELP WITH THE COST OF THAT????????? EVEN IF WE HAD A HOLDING FEEDLOT NEAR OUTER GEELONG TO HELP WITH AUCTION DATES THAT SUIT OUR STOCK?	2/8/2020 12:16 PM
54	The sale of store cattle options locally would help. A local online market place could help.	2/8/2020 11:23 AM
55	Travel costs	2/8/2020 6:06 AM
56	Yes the distance of transport to and from the farm is expensive and long distances put the animals under unnecessary stress	2/7/2020 9:16 PM
57	Not able to market accurately to farmers on the Bellarine	2/7/2020 7:03 PM
58	No pricing control. Have to be a complete price taker. Also concerns re transport costs and time in transit.	2/6/2020 3:31 PM
59	Distance to saleyards	2/6/2020 2:18 PM
60	no local salesyards	2/6/2020 1:13 PM
61	Freight costs to and from Ballarat (the nearest Saleyards impact on the profitability of sheep trading as a consequence we are moving to greater grain and hay production	2/5/2020 10:00 PM
62	Transport is expensive due to distance to Saleyards	2/5/2020 2:13 PM

Farming survey - Geelong, Surf Coast and Golden Plains

63	No local selling yards	2/5/2020 2:07 PM
64	Using NLIS to track livestock movements	2/5/2020 12:07 PM
65	No local sale yards	2/5/2020 10:41 AM
66	See above.	2/4/2020 8:51 PM
67	no local salesyard available	2/4/2020 7:47 AM
68	No saleyards in Geelong and ban of animal sales on Facebook	2/3/2020 10:20 PM
69	Difficult and expensive to organise to send small numbers of animals to sale yards as they are too far away	2/3/2020 7:07 PM
70	Have to travel too far, can't sell small lots efficiently, can't buy small lots efficiently. No markets for poultry.	2/3/2020 6:50 PM
71	No local sale yards,	2/3/2020 6:34 PM
72	Dont want to deal with people who I dont know when selling direct, nver know what price you're going to get when at saleyards, smaller lots often going for less \$ than they are really worthnwhen at saleyards	2/3/2020 3:17 PM
73	Rely on relationships established years ago in Colac. There is nothing local.	1/31/2020 10:01 AM

Q27 Do you have an active Property Identity Code (PIC) for your property?

Answered: 164 Skipped: 75

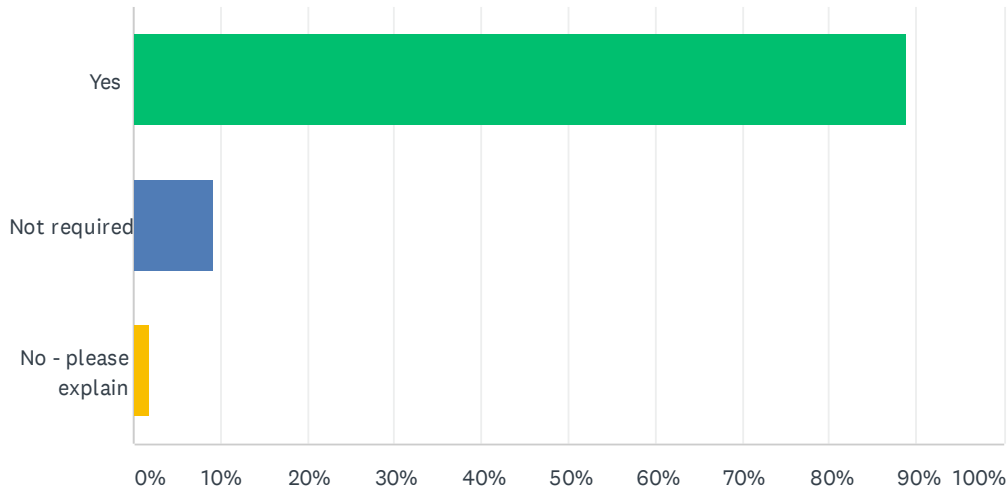


ANSWER CHOICES	RESPONSES	
Yes	92.68%	152
No	7.32%	12
TOTAL		164

Q28 Do you currently use National Livestock Identification System (NLIS) ear tags on your animals?

Answered: 153 Skipped: 86

Farming survey - Geelong, Surf Coast and Golden Plains



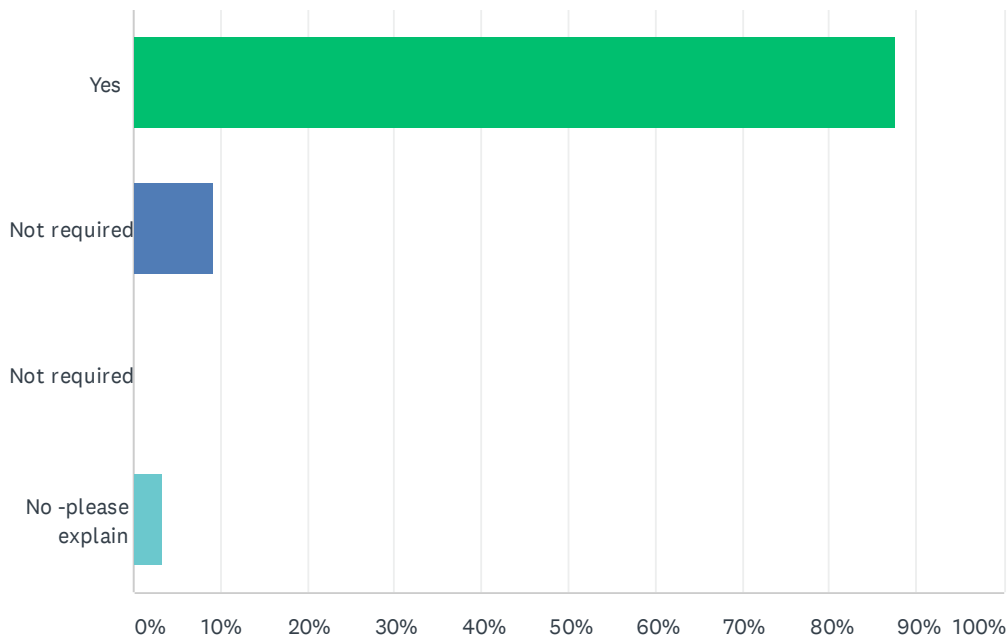
ANSWER CHOICES	RESPONSES	
Yes	88.89%	136
Not required	9.15%	14
No - please explain	1.96%	3
TOTAL		153

#	NO - PLEASE EXPLAIN	DATE
1	Cattle yes. Horses branded and registered	5/22/2020 2:59 PM
2	ONLY WHEN SELLING IN SALEYARD	3/27/2020 11:26 AM
3	I need to order the tags and I will when I receive them	2/12/2020 11:04 PM

Q29 Do you use National Vendor Declaration forms when you are selling or moving your livestock?

Answered: 153 Skipped: 86

Farming survey - Geelong, Surf Coast and Golden Plains



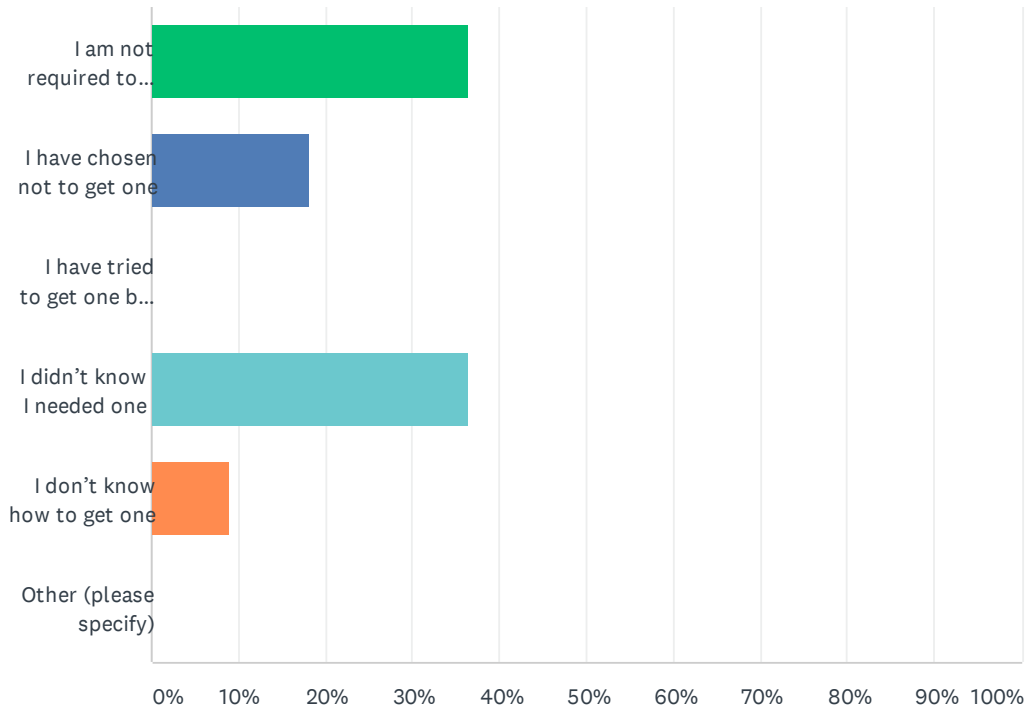
ANSWER CHOICES	RESPONSES
Yes	87.58% 134
Not required	9.15% 14
Not required	0.00% 0
No -please explain	3.27% 5
TOTAL	153

#	NO -PLEASE EXPLAIN	DATE
1	As above	5/22/2020 2:59 PM
2	AS PER ANSWER	3/27/2020 11:26 AM
3	havent sold any yet	2/21/2020 11:26 AM
4	Have not sold livestock as yet	2/19/2020 8:09 PM
5	Haven't sold stock yet	2/12/2020 11:04 PM

Q30 Why don't you have an active Property Identification Code (PIC)?

Answered: 11 Skipped: 228

Farming survey - Geelong, Surf Coast and Golden Plains



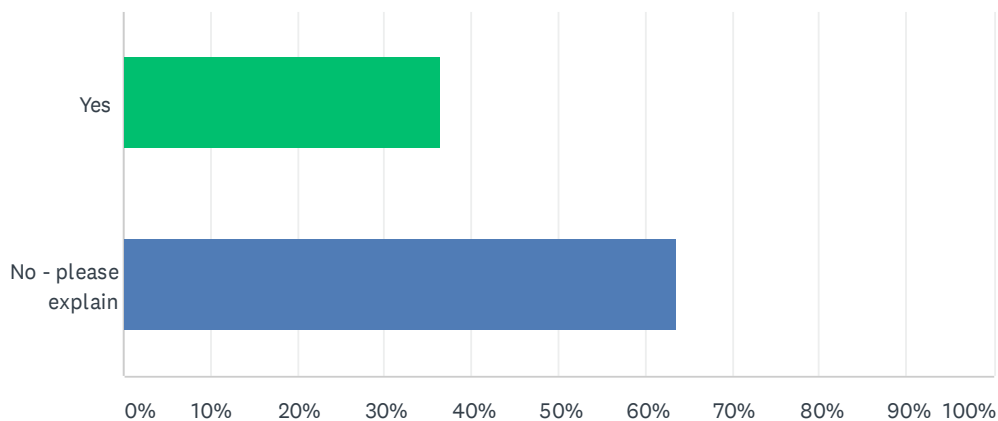
ANSWER CHOICES		RESPONSES	
I am not required to have one		36.36%	4
I have chosen not to get one		18.18%	2
I have tried to get one but was not successful		0.00%	0
I didn't know I needed one		36.36%	4
I don't know how to get one		9.09%	1
Other (please specify)		0.00%	0
TOTAL			11

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q31 Do you intend to register for a PIC?

Answered: 11 Skipped: 228

Farming survey - Geelong, Surf Coast and Golden Plains



ANSWER CHOICES	RESPONSES	
Yes	36.36%	4
No - please explain	63.64%	7
TOTAL		11

#	NO - PLEASE EXPLAIN	DATE
1	Do I need one?	6/5/2020 9:45 AM
2	Not enough land	5/19/2020 6:58 PM
3	I only have two horses	5/18/2020 1:03 PM
4	Will sell all up and not do again - too hard to market	3/30/2020 3:28 PM
5	Unsure if I require one	3/9/2020 6:49 PM
6	No	3/3/2020 8:28 PM
7	invasive	2/11/2020 3:52 PM

Appendix 3 – Focus group outline and outcomes

Focus Group notes

Attendees at the focus groups were asked to provide their individual thoughts on the following areas:

1. Challenges they are facing and they think others are faced with
2. Opportunities that could be explored, positive things about what they do
3. Solutions and ideas that might address these issues

After completing an individual form each – that asked each person to address these 3 areas, the attendees then all shared and discussed their ideas. Other thoughts were added as the session progressed.

BANNOCKBURN

ATTENDEES - 5

- Karen O’Keefe - Rokewood
- Deb Morrison - Bannockburn
- Tom Allen - Geelong
- Gordon Rough - Stonehaven
- Ray Goodman - Inverleigh

FEEDBACK

Challenges

- Cost of transport to sale yards
- Distance to sale yards
- Extra work to take small lots
- Sale yards – Ballarat – difficult to use
- Marketing – how to best promote sale of animals (stud) to other farmers in region
- Council regulations regarding zoning and overlays
- Rural living
- Urban growth
- Land prices – prevents those keen on ag to enter or expand
- Lack of support for rural merchandise stores in Geelong – without sale yards, spend money in other towns
- New entrants – how do they know who the agents are

Opportunities

- If people are buying small blocks, it is a good idea to run some livestock
- Good demand for livestock – small numbers and even individual animals
- Entry point for new livestock producers – smaller land holding, good for ag promotion
- Integrate a new facility into existing composting facility and truck wash
- Promote best practice on small acreage with the lifestyle benefits

- Tell best practice story – sell the niche story, environmentally responsible, good animal welfare.
- Close proximity to major farming areas
- Social interaction, great networks and farming connections
- Learning from others about farming
- To learn about where food comes from

Solutions

- Livestock transfer station – pool together to transport
- Livestock exchange for small producers – multi species
- Commercial opportunity at centre – rural store, equipment,
- Incorporate the pound, local AgVic Vet – Animal Health
- Horses, chickens
- Multi age users, connect the young with the old, the new with the experienced
- A hub for farm business, social and education
- Have an online auction / connected to this site?
- Biosecurity education
- Farm planning, programs incorporate Landcare
- Connect in with the Spirit of Tasmania, Geelong and livestock freight??
- Link in with Marcus Oldham – could they use it?
- Locally relevant publication/website for rural producers/ farmers
- education,
- buy and sell online – promote online regulated sales
- Local contacts – agents etc.
- Local relevant resources
- Promote events, activities,
- Local field day – eg. Great Southern Field Day – commercial, educational, showcase, food

LARA

ATTENDEES - 8

- Eric Sharkey – Balliang East
- Barry & Betty Miller - Anakie
- Terry Hedt – Little River
- Marlene Barber – Lovely Banks
- Ivan Barber – Lovely Banks
- Craig Richmond – Little River
- Lindsay Bryant – Little River

FEEDBACK

Challenges

- Rural rates and value for money
- Current sales at Ballarat and Colac are not on a convenient day – Monday in Geelong was good

- Keeping farm businesses in the area – supply stores and farm services
- No local services left – agents, machinery sales & repairs are now further away etc.
- Part time farmers
- Residential pets – dogs and cats
- Biosecurity issues with smaller land holders – weeds, pests, diseases
- Pests – foxes, dogs, cats, weeds
- Aging farmers – greater effort to travel and move about
- Distance to Ballarat
- Road to Ballarat – long drive, windy road
- Size of the centre – Ballarat is large.
- Less options for farm diversification – livestock farming is not promoted or supported
- Who will be the buyers of a new centre?
- Pressure to sub-divide – farmers may not want to.

Opportunities

- Social interaction between farmers – small and large. Assists with mental health
- Work with rural landholders to make properties better – improve the management
- Encourage and engage the younger generation
- Promote the careers of Ag and other services
- Promote understanding of Ag and where food comes from
- Assist with better management of smaller rural blocks
- Encourage people to work in the industry and on farms

Solutions

- Rates could be based on income earn capacity of property – not land value
- Transfer station
- Exchange Facility
 - Close to services
 - Outskirts of Geelong
 - Sale day – Monday
 - Truck wash
 - Education centre – encourage schools with Ag studies

Appendix 4 – Have Your Say survey

Have Your Say Geelong

Report Type: Form Results Summary
Date Range: 02-04-2021 - 29-04-2021
Exported: 30-04-2021 10:52:48

Closed

Information and livestock exchange options survey
[Information and livestock exchange options survey](#)

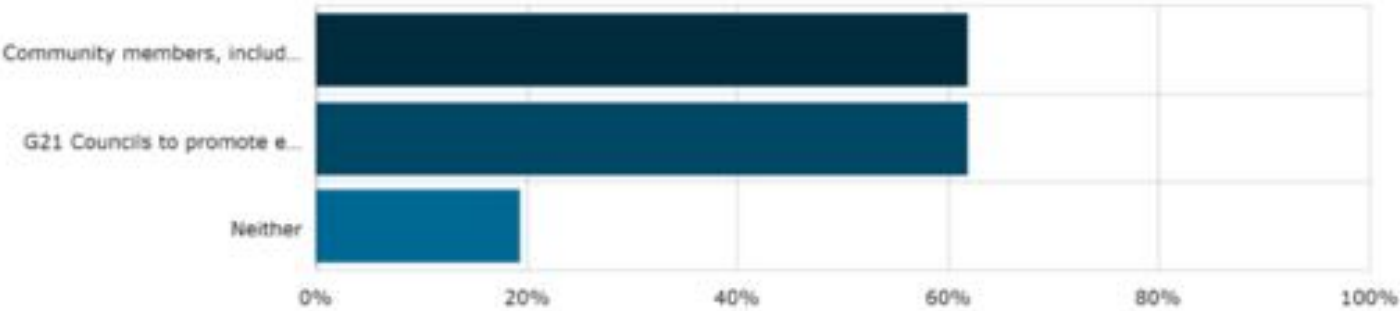
44
Contributors

47
Contributions

Contribution Summary

1. Please tell us which of these activities you would like to see supported: Required

Multiple Choice | Skipped: 0 | Answered: 47 (100%)



Answer choices	Percent	Count
Community members, including farmers and landholders, to participate in Strengthening Victoria's Biosecurity System consultation	61.70%	29
G21 Councils to promote existing AgVic biosecurity educational/extension programs aimed at increasing producers' awareness of animal biosecurity issues and how to mitigate them	61.70%	29
Neither	19.15%	9

2. Any other comments you would like us to consider?

Short Text | Skipped: 37 | Answered: 10 (21.3%)

Sentiment

No sentiment data

Tags

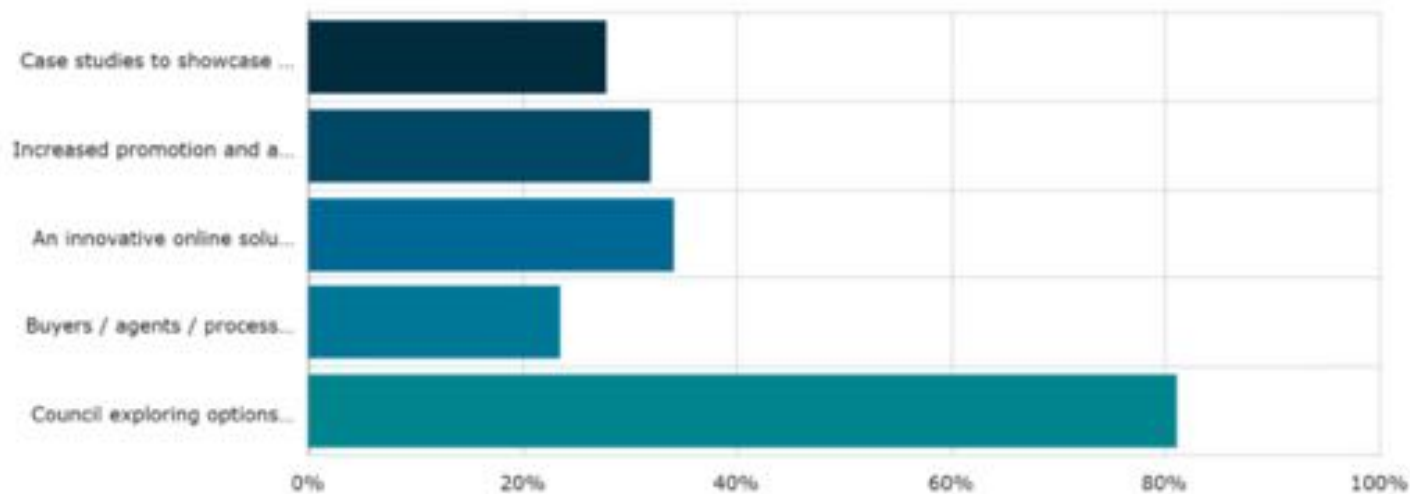
No tags data

Featured contributions

No featured contributions

3. Which of the following ways to increase your ability to trade livestock and improve your awareness of existing livestock trading options, would you like to see supported by Council: Required

Multiple Choice | Skipped: 0 | Answered: 47 (100%)



Answer choices	Percent	Count
Case studies to showcase different options available to buy and sell livestock	27.66%	13
Increased promotion and availability of information and relevant websites	31.91%	15
An innovative online solution to buy and sell livestock	34.04%	16
Buyers / agents / processors/ AuctionsPlus host forums for farmers	23.40%	11
Council exploring options for an innovative local livestock buying and selling exchange facility/service, developed specifically for small-scale farmers to trade a range of different species.	80.85%	38

4. Any other comments you would like us to consider?

Short Text | Skipped: 32 | Answered: 15 (31.9%)

Sentiment

No sentiment data

Tags

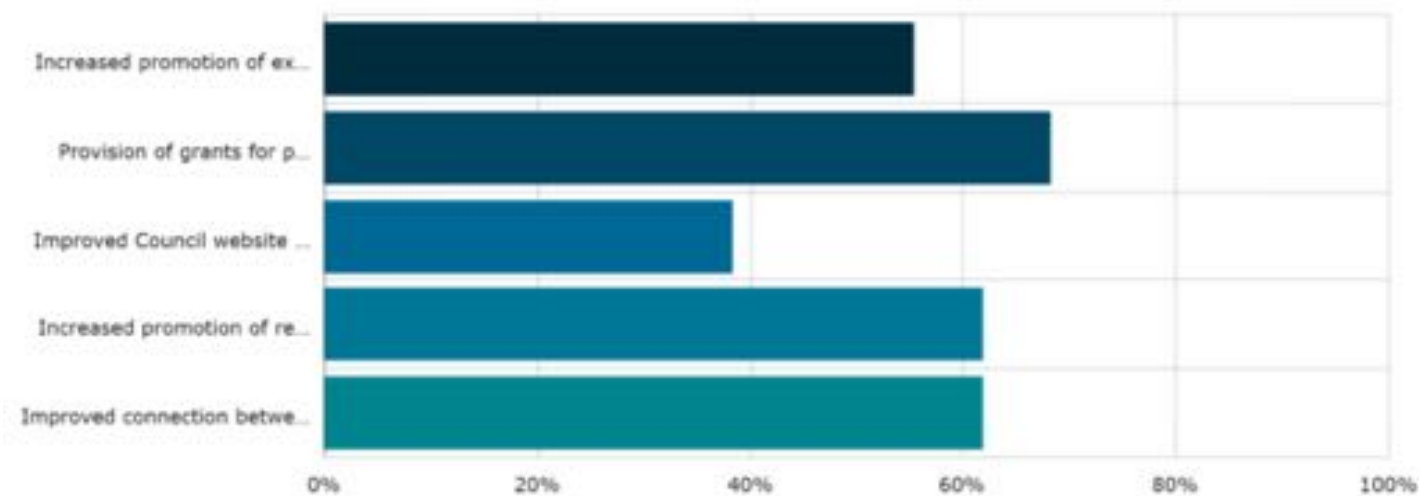
No tags data

Featured contributions

No featured contributions

5. Please tell us which of these options you would like to see supported to improve the provision of council services to peri-urban landholders Required

Multiple Choice | Skipped: 0 | Answered: 47 (100%)



Answer choices	Percent	Count
Increased promotion of existing council programs, services and support to peri-urban land owners	55.32%	26
Provision of grants for peri-urban landholders – relating to the management of priority issues such as pest plants and animals, and water management	68.09%	32
Improved Council website information for peri-urban landholders - specific webpages.	38.30%	18
Increased promotion of relevant websites (e.g. AgVic, StockPlus, AuctionsPlus, Landcare, G21 Agri Collective) which include information about property management, livestock production, livestock sales and agribusiness support.	61.70%	29
Improved connection between City staff and local landholders who also have a good knowledge of priority issues.	61.70%	29

6. Any other comments you would like us to consider?

Short Text | Skipped: 33 | Answered: 14 (29.8%)

Sentiment

No sentiment data

Tags

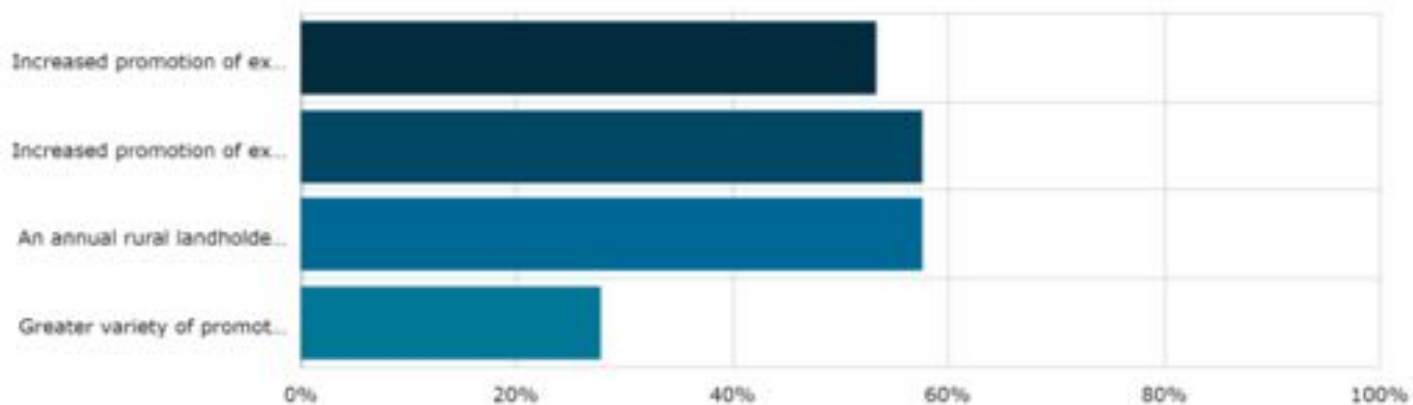
No tags data

Featured contributions

No featured contributions

7. Please tell us which of these activities you would like to see undertaken by Council Required

Multiple Choice | Skipped: 0 | Answered: 47 (100%)



Answer choices	Percent	Count
Increased promotion of existing support services to increase farmers' access and usage of digital services	53.19%	25
Increased promotion of existing training available for peri-urban landholders	57.45%	27
An annual rural landholders forum / conference	57.45%	27
Greater variety of promotion methods (e.g. website, brochure, video, blogs etc.)	27.66%	13

8. Any other comments?

Short Text | Skipped: 36 | Answered: 11 (23.4%)

Sentiment

No sentiment data

Tags

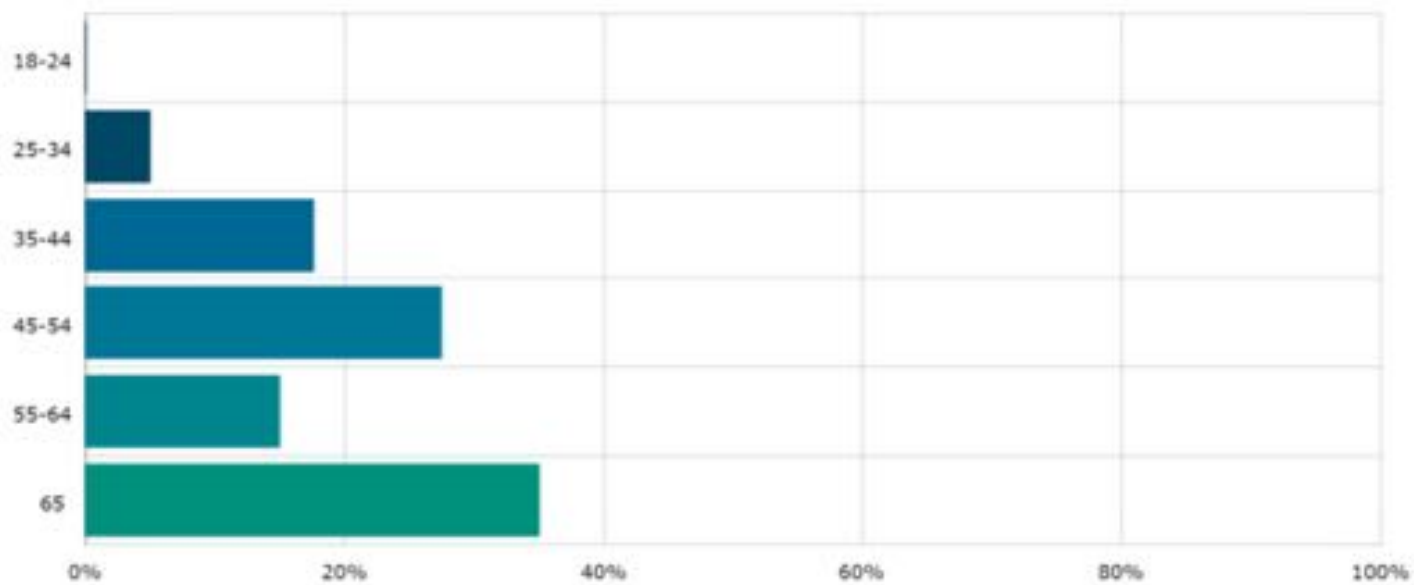
No tags data

Featured contributions

No featured contributions

9. Which age bracket do you fit into?

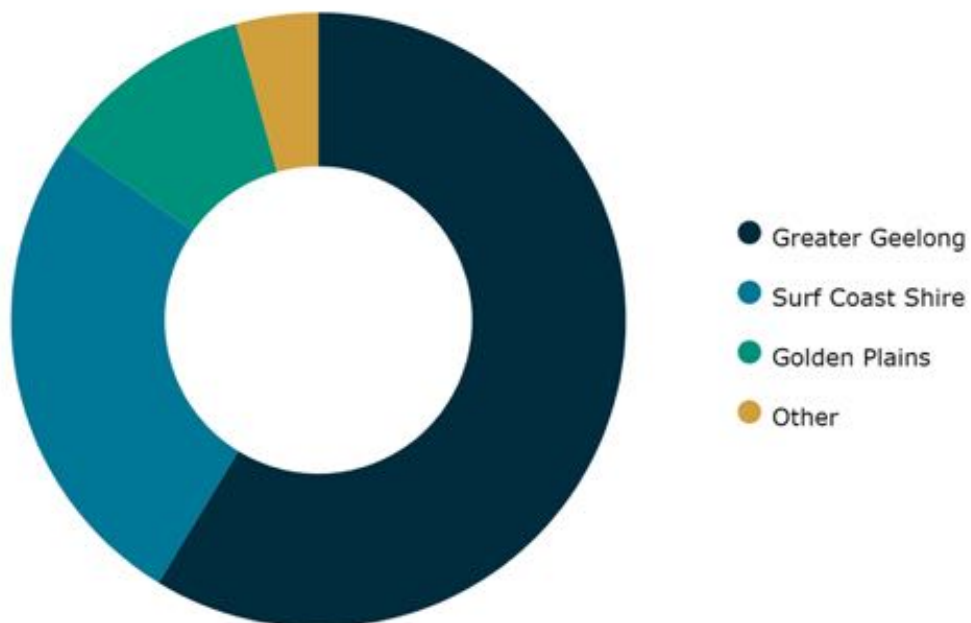
Dropdown | Skipped: 7 | Answered: 40 (85.1%)



Answer choices	Percent	Count
18-24	0%	0
25-34	5.00%	2
35-44	17.50%	7
45-54	27.50%	11
55-64	15.00%	6
65	35.00%	14
Total	100.00%	40

10. Which Shire is your property located in?

Multiple Choice | Skipped: 1 | Answered: 46 (97.9%)



Answer choices	Percent	Count
Greater Geelong	58.70%	27
Surf Coast Shire	26.09%	12
Golden Plains	10.87%	5
Other	4.35%	2
Total	100.00%	46

11. Where is your property located?

Short Text | Skipped: 1 | Answered: 46 (97.9%)

Sentiment

No sentiment data

Tags

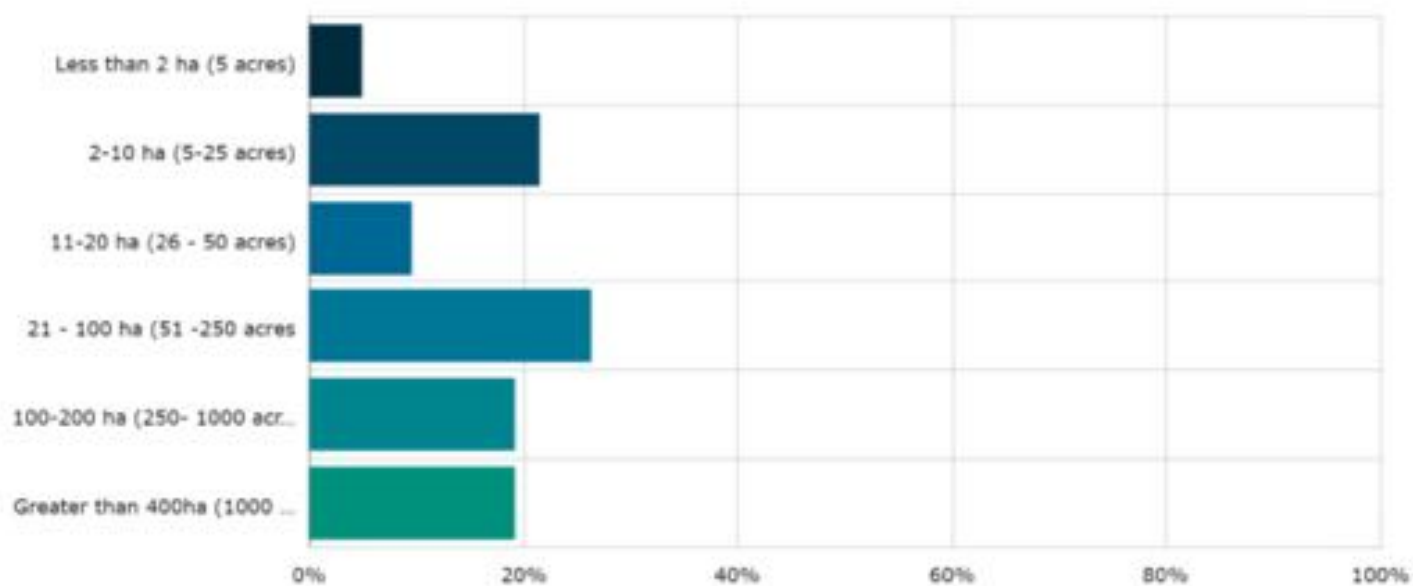
No tags data

Featured contributions

No featured contributions

12. What is the size of your property?

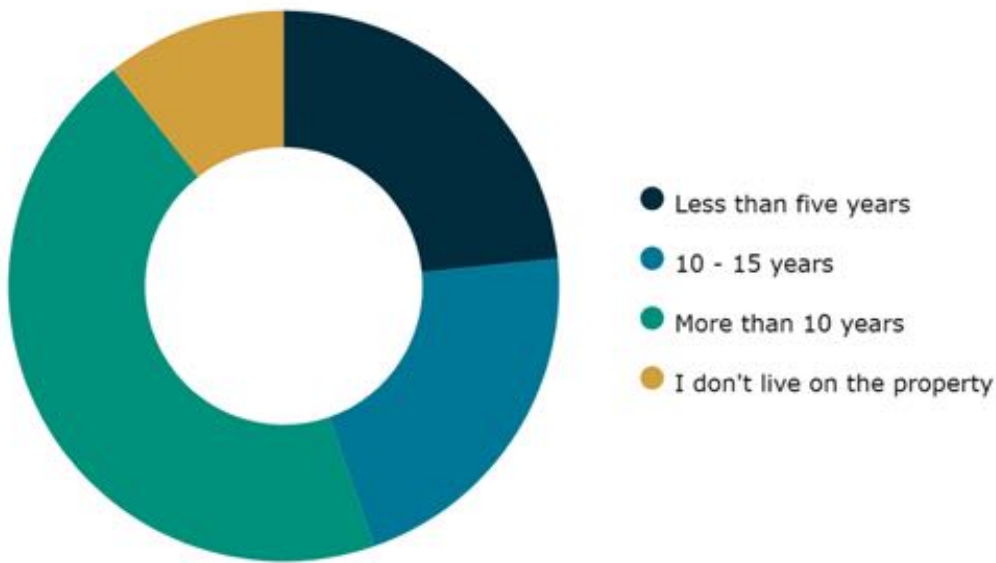
Dropdown | Skipped: 5 | Answered: 42 (89.4%)



Answer choices	Percent	Count
Less than 2 ha (5 acres)	4.76%	2
2-10 ha (5-25 acres)	21.43%	9
11-20 ha (26 - 50 acres)	9.52%	4
21 - 100 ha (51 -250 acres)	26.19%	11
100-200 ha (250- 1000 acres)	19.05%	8
Greater than 400ha (1000 acres)	19.05%	8
Total	100.00%	42

13. How long have you lived at this property

Multiple Choice | Skipped: 0 | Answered: 47 (100%)



Answer choices	Percent	Count
Less than five years	23.40%	11
10 - 15 years	21.28%	10
More than 10 years	44.68%	21
I don't live on the property	10.64%	5
Total	100.00%	47

14. Is your property used for farming/primary production?

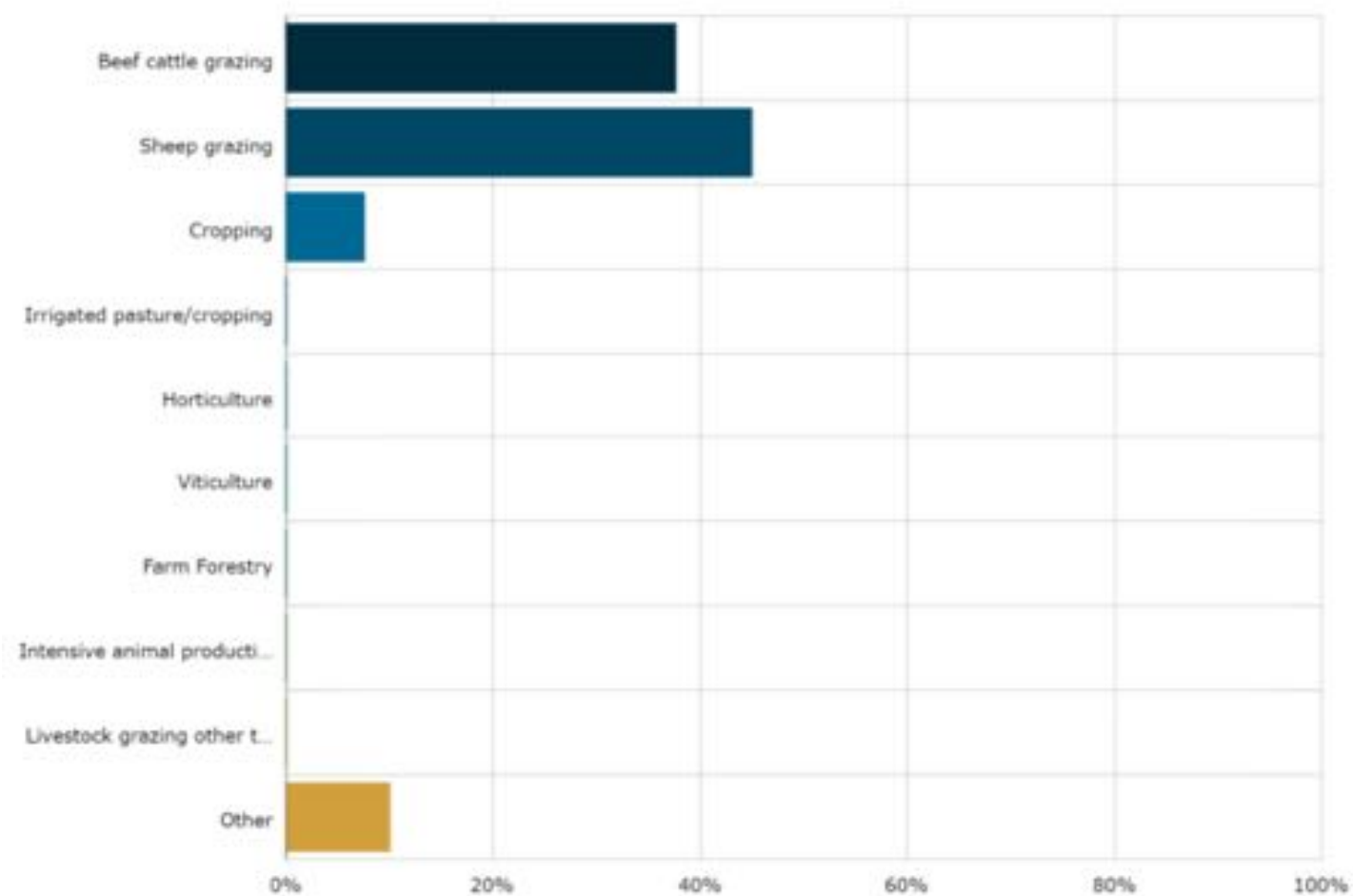
Dropdown | Skipped: 1 | Answered: 46 (97.9%)



Answer choices	Percent	Count
Yes	89.13%	41
No	10.87%	5
Total	100.00%	46

15. What is your main farming activity?

Dropdown | Skipped: 7 | Answered: 40 (85.1%)

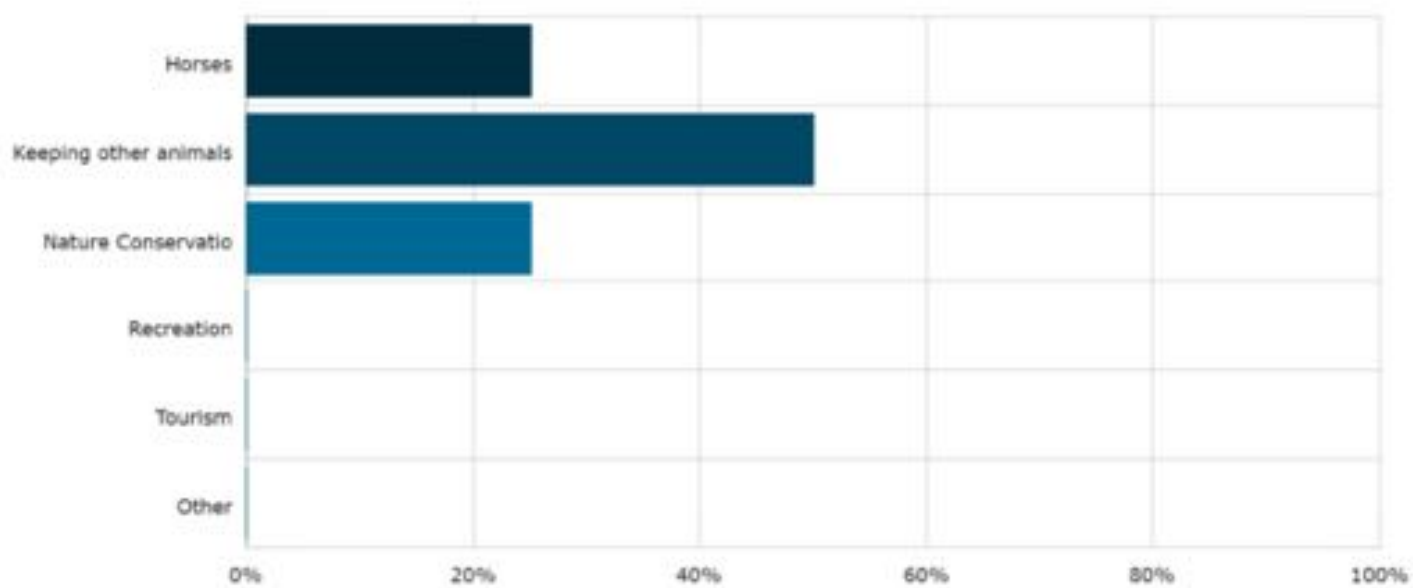


Answer choices	Percent	Count
Beef cattle grazing	37.50%	15
Sheep grazing	45.00%	18
Cropping	7.50%	3
Irrigated pasture/cropping	0%	0
Horticulture	0%	0
Viticulture	0%	0
Farm Forestry	0%	0
Intensive animal production (e.g. pigs, chickens etc)	0%	0
Livestock grazing other than beef or sheep	0%	0
Other	10.00%	4

Total	100.00%	40
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16. What do you mainly use your land for?

Dropdown | Skipped: 43 | Answered: 4 (8.5%)



Answer choices	Percent	Count
Horses	25.00%	1
Keeping other animals	50.00%	2
Nature Conservatio	25.00%	1
Recreation	0%	0
Tourism	0%	0
Other	0%	0
Total	100.00%	4

This report has been prepared by:

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Document review and authorisation

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