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Stakeholder and community engagement for industry-driven fruit fly area-wide management

Heleen Kruger

Plant Biosecurity Cooperative Research Centre



Research approach – Methods overview

The social and institutional aspects of industry-driven fruit fly area-wide management (AWM)

Phase 1 – Strengthening success at the local level (2013-14)

- Central Burnett
- The Riverina
- Young-Harden

Grower
survey
98 growers

Phase 2 –
Creating an enabling
environment (2015-16)
'Higher level' interviews
Document review

Socio-Ecological
Systems

Agricultural
Innovation
Systems



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Key findings

- AWM involve three components:
 - Institutions (formal and informal rules)
 - Social (all people involved)
 - Technology

- AWM programs are nested
 - Local
 - State/Territory
 - National
 - International

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Principle 1. The local social profile matters

Social enablers

- Homogenous local grower population
- High social capital
- Existing social mechanisms for monitoring
- Favourable ratio between supportive growers and risk contributors with little incentive to manage the pest

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Principle 2. Adaptive co-management needed



- When uncertainty and complexity are high
- Different knowledge systems need to be integrated
- Learning by doing and then adjust
- Social learning – learning together and from each other
- Help with common narrative and shared vision



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Principle 3. Local industries need help to help themselves

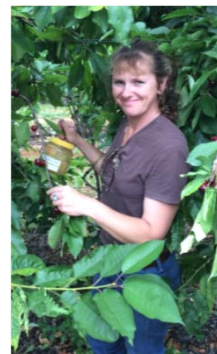
- AWM requires range of knowledge and capabilities
- Need to be readily accessible
- Requires rethink of the broader system, for example:
 - Minimise transaction cost to industry
 - Find alternative ways to reinstate lost functions
 - Capacity building



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Principle 4. Strong two-way connectivity with broader system

- Every AWM program is an experiment
- Innovation requires concurrent technological, social, organisational, and institutional change
- **Knowledge brokering**
 - Information translation
 - On-ground demand articulation
 - Network establishment
- **Interconnected innovation platforms**
 - collaborations between different stakeholders
 - across levels



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Principle 5. Institutional adjustment beyond voluntary approaches only

Education and awareness-raising

- Important, but not sufficient
- More reasons for non-compliance than 'not knowing'

Voluntary contributions

Usually unsustainable due to free-riding and 'opting out'

Smart regulation

- Combined policy measures fit for local context
- Backs-up industry-driven approaches and provides legitimacy

Examples of other policy measures to combine with education and awareness-raising:

- Devolved power
- Legislated income streams



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Questions and acknowledgements

Thank you

Heleen Kruger

heleen.kruger@agriculture.gov.au



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Prof. Rolf Gerritsen, Charles Darwin University

Dr. Susie Collins, DAWR

Dr. Michael Cole, previously Australian Department of Agriculture



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