

Stakeholder engagement

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Presentation covers

- **Why engage with stakeholders**
- **What does stakeholder engagement look like in research**
- **Identifying stakeholders**
- **Example**



Why engage with stakeholders?

Lots of reasons!

Some key ones for me:

- People strongly influence the welfare of animals under their control
- To improve welfare of farmed animals need to involve people
- To find solutions
- To change behaviour



When do we engage with stakeholders?



Research

- Identify
- Identify
- Develop
- Apply
- Conduct
- Share

Every step of the process



Extension

- Understanding barriers to adoption
- Developing training packages

Scientific advice



The AWSC regularly provide scientific advice, including for:

- National and international animal welfare standards and guidelines (including cattle,
- sheep, pigs, poultry, greyhounds)
- Industry and funding advisory committees
- Community advisory groups (e.g., RSPCA)
- State government animal welfare advisory committees

The AWSC is open to advise and consult to the animal health industry on a broad range of topics related to animal welfare.

Scientific advice

Recent consultancy work



- Development of RSPCA Approved Farming Scheme Standard for dairy cattle - literature review of key welfare issues
 - Hemsworth, L., Jongman, E., Verdon, M., Field, L.
- Scientific Review of pig welfare research to inform the development of the Australian Animal Welfare Industry Standards and Guidelines for Pigs.
 - Hemsworth, L., Lucas, M., Galea, R., Taylor, J., Wotherspoon, L., Hemsworth, P.
- Animal Group Chapter Research and Case Studies for the renewed Australian Animal Welfare Strategy Animal Group Research.
 - Cobb, M., Hemsworth, L.



Which stakeholders?

- Important to identify who the key stakeholders are
- Differ depending on:
 - The question being asked
 - The stage of research process
 - Industry
 - Practice looking to change or understand
- How to identify key stakeholders?
 - Knowledge of the industry
 - Asking the right questions – avoid assumptions
 - Consider interest and influence/power matrix

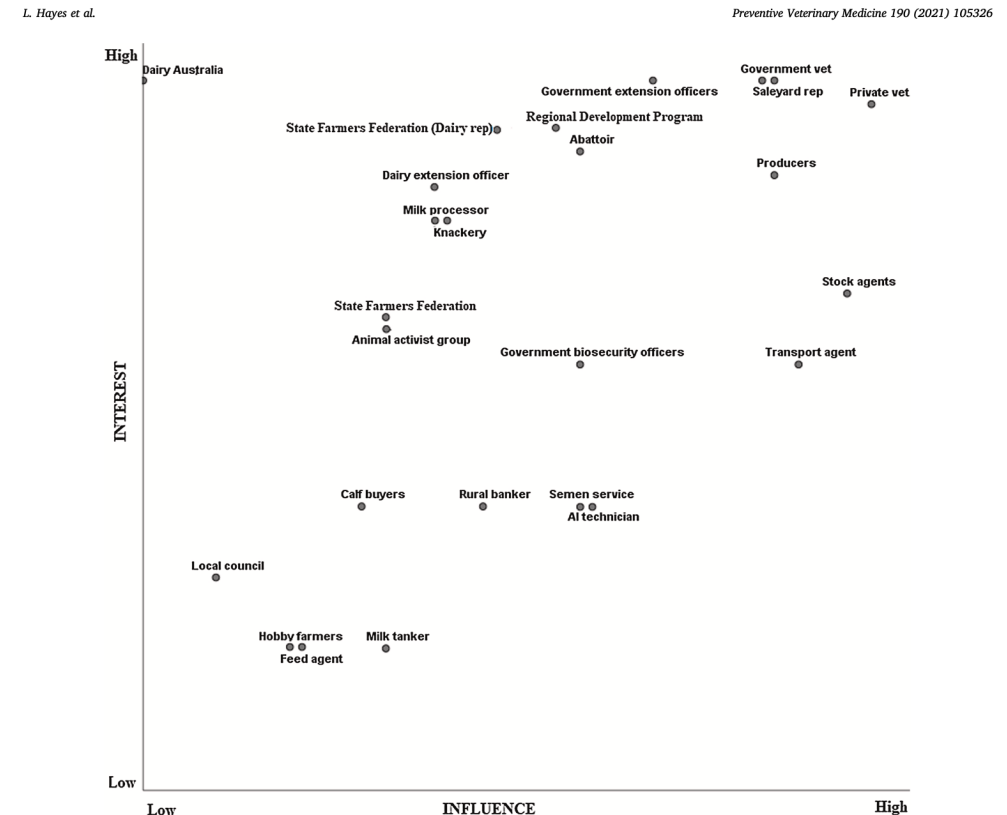


Fig. 2. Perception of level of interest and influence of the organisation on producers' animal health surveillance practices and/or the surveillance system-dairy cattle.



Stakeholder mapping

Hayes et al 2021

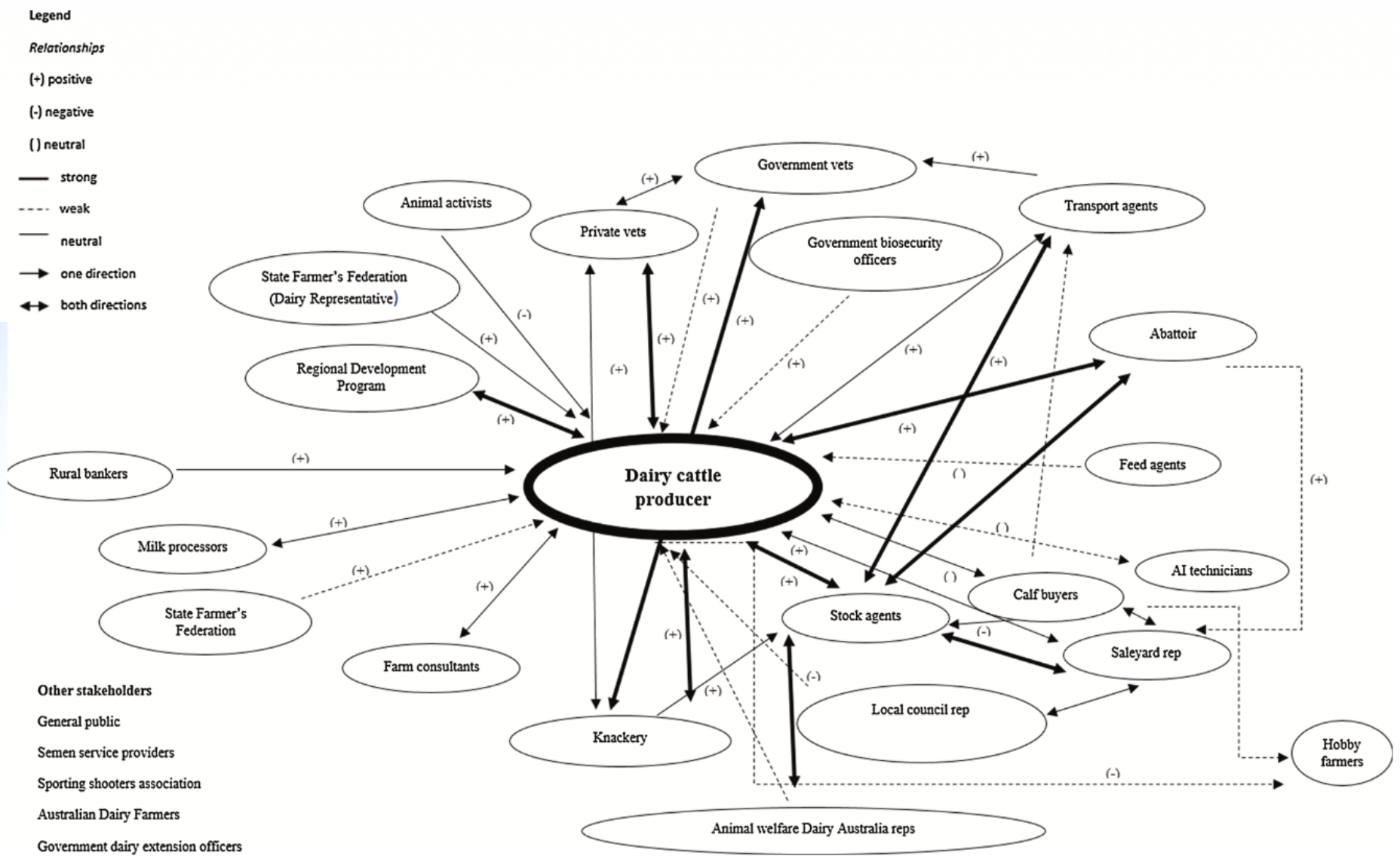


Fig. 1. Outcomes of a stakeholder mapping exercise conducted with dairy cattle producers and stakeholders.



Stakeholder mapping

Hayes et al 2021

- Different industries
- = different maps
- Different questions may lead to different maps

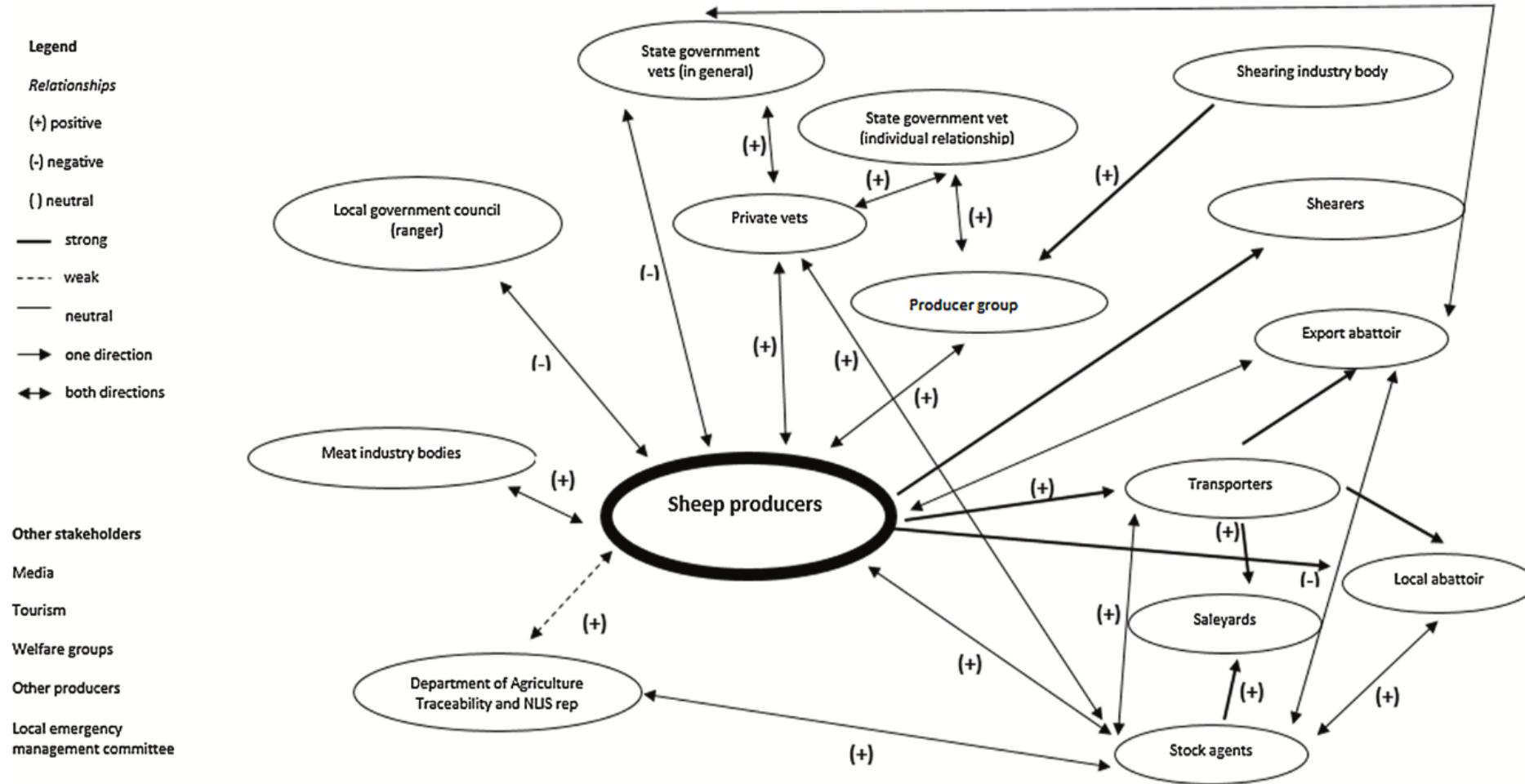


Fig. 3. Outcomes of a stakeholder mapping exercise conducted with sheep producers and stakeholders.



ProHand Pig Abattoir example

Status:

- existing training package but 20 years old
- Industry has changed!

Catalyst

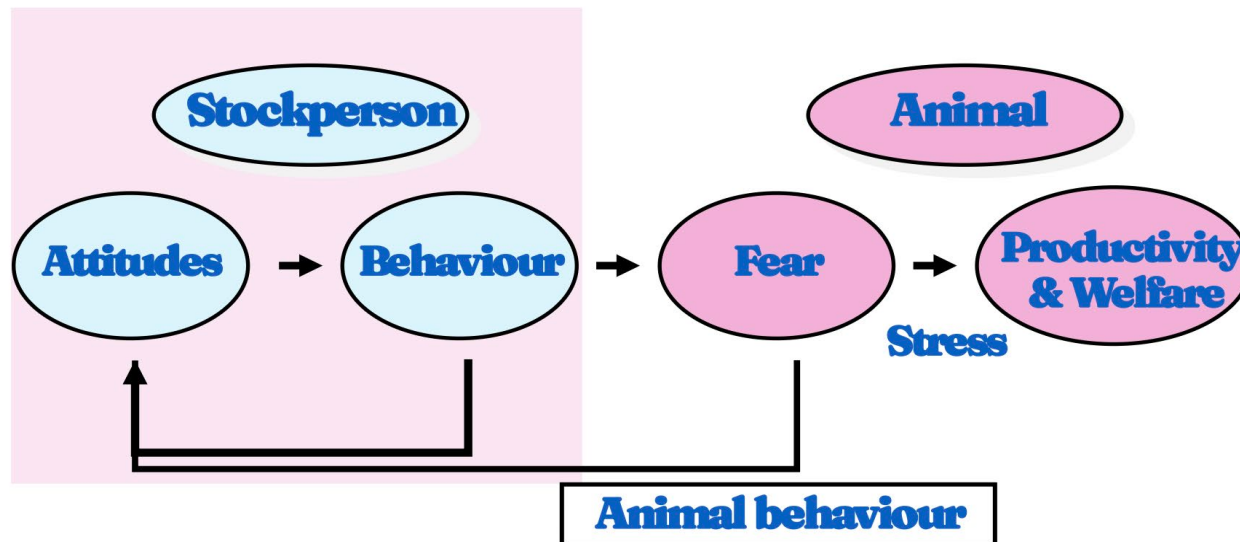
- Video of poor treatment in domestic abattoir
- Parliamentary enquiry into pig production in Victoria



ProHand Pig Abattoir example

Project

- Examining the relationships between:
- (1) abattoir stockperson attitudes and behaviour and
- (2) abattoir stockperson behaviour and pig fear behaviour





ProHand Pig Abattoir example

Project

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Update training package to reflect current systems

- increased automation
- back loader CO2 vs single file electrical stunning
- What else???





ProHand Abattoir example

Stakeholders

- Abattoirs
- Australian Pork limited
- Pork producers – vertical integration

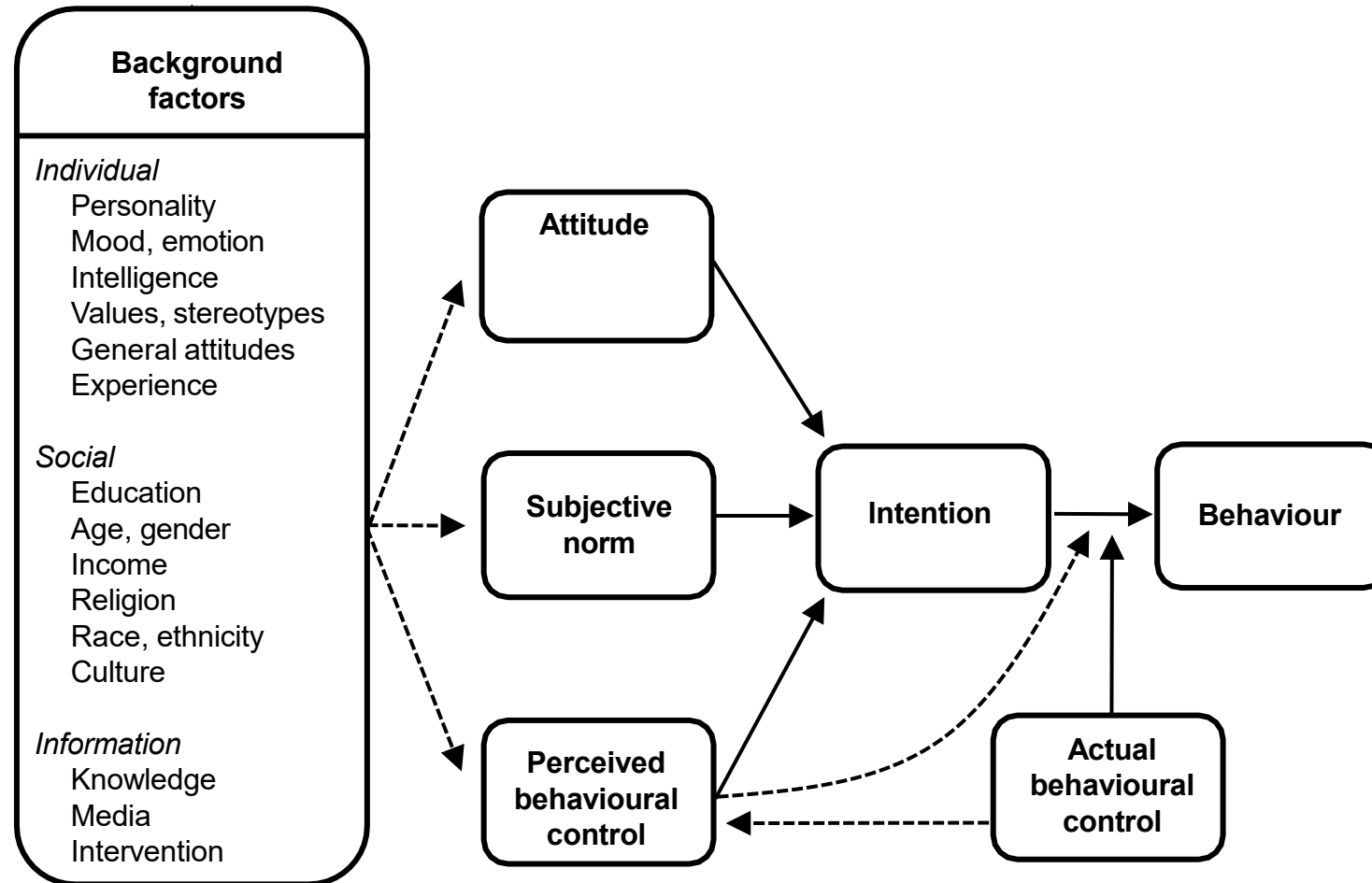
- Export abattoirs – good engagement
- Domestic abattoirs - poor engagement

Who in abattoirs:

- QA managers - training
- Stock managers
- Stock people



Theory of planned behaviour





References

Hayes, L., Manyweathers, J., Maru, Y., Loechel, B., Kelly, J., Kruger, H., Woodgate, R., & Hernandez-Jover, M. (2021) Stakeholder mapping in animal health surveillance: A comparative assessment of networks in intensive dairy cattle and extensive sheep production in Australia. *Preventive Veterinary Medicine*, Volume 190, 105326.

<https://doi.org/10.1016/j.prevetmed.2021.105326>

Hemsworth, P. H., & Coleman, G. J. (2011). Human-livestock interactions: The stockperson and the productivity and welfare of intensively farmed animals. (2nd ed.) CABI.



Thank you

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