



**widcorp**

water in drylands  
collaborative research program

## *In the Face of Change* **Barriers to landholders adopting change and embracing new opportunities**



## Overview

- Provide baseline information about knowledge, attitudes and expectations.  
Does this change over time?
- To see if different farmers have different needs and perceptions about opportunities from the WM pipeline.
- To identify the barriers and enablers that influence the uptake of opportunities.

## Knowledge, attitudes and expectations

### Knowledge about pipeline

most (66%) have some knowledge  
fewer (13%) have a great deal of knowledge

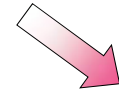


### Positive Attitude to pipeline (84%)

Less positive are intensive livestock producers

### Expectation

Unsure when and how much water



3

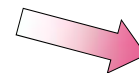
## Future Intentions

### Changes in water use

71% anticipate change – more to domestic  
26% anticipate no change

### New opportunities

25% have explored either  
intensification/diversification or new market  
opportunities



4

## Different farming styles

### Innovative

Knowledgeable and few concerns about pipeline

Satisfied with farm -seek out new ideas and knowledge

Business minded

### Experimental

Less knowledge and more concerns about pipeline

Less satisfied with farm – have shorter term goals

Less business minded

### Traditional

Less knowledge and more concerns about pipeline

Farm is a long term investment, value its tradition

Business minded

### Lifestylers

Small holdings

Off-farm income/retired

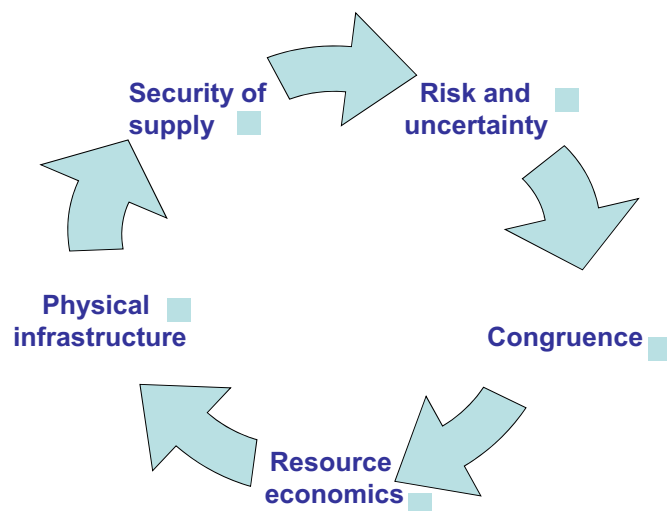
Try new ideas

Liveability on farm

Interest in livestock development

5

## Factors influencing the uptake of opportunities



6

## Issues - enablers

Uncertainty - how much and what will it cost

Perceived opportunity or lack of - what can we use it for

Landholder aspirations - possible mismatch

Enablers - certainty, infrastructure and capital (time, \$, labour)

7

## Opportunities and actions

**Potential 'innovators'** – there are 25% who have explored new opportunities – who, what and uptake rate

**Time and Observation** – want to wait and see, given 'survival mode' and perceived risk and uncertainty – change is incremental

**In the meantime...**

**'How-to' knowledge/Accurate information** – to make informed decisions about the potential of the pipeline for current and new farm enterprises

**Support** - that assists farmers to identify alternative enterprises, focus on activities which complement farm objectives, identify resource needs

8



**widcorp**  
water in drylands  
collaborative research program

**Thankyou**  
**Information and reports**  
[www.widcorp.com](http://www.widcorp.com)

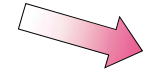



**Security of Supply**

A secure and more flexible water supply

Sense of security with options going forward...

'Expanding the farm, broadacre-wise would be a better way for us to go than diverging into different [enterprises]...if we've got a constant water supply'

Improve current farm practices 



10

## Risk and Uncertainty

Uncertainty about the cost, quantity and security of supply for new enterprises



The only [difference] it would make.. if you could irrigate ..10 acres ... not available yet ..probably won't be

... from what I can understand if we've got a livestock enterprise, we get enough water for our livestock enterprise, but there's no access to any new water

Wait and see

...well when it gets here I'll believe it, and then we might sort of check things out



11

## Congruence

Compatibility with current farming enterprise

... I can't see that this pipeline is going to make us [change], ...we're grain growers...

No... We're not really interested in livestock. Make a lot more money out of cropping

Just the age! ... probably another reason, there's no one to follow on...



12

## Resource economics

### Time, labour and capital outlay

... it's been seven tight years, any ideas ... in the back of our minds because it's just been survival mode

A lot of time and effort goes into running the farm  
.... if we were to take up something different, that would take time out of the farm

At present I can run the whole farm on my own. A piggery's a big labour issue

13

## Physical Infrastructure

### Barriers beyond the farm gate

### Supply chain - support industries and costs

### Market access

### Resource constraints

If I wanted to get into [intensive livestock] ...go somewhere else and buy one... **go south to a cooler climate**, into a **more reliable water supply** ..... **closer to the processing plant...** and where you had a **range of possible sources of grain**, ...or to **transport** it from another grain producing area

14