



Australian Government
Bureau of Rural Sciences

**Australian Animal Welfare Strategy
Stakeholder Analysis Phases 1- 4**

**Nicole A. Mazur, Cecily J. Maller,
Heather J. Aslin & Robert Kancans**

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Postal address:

Bureau of Rural Sciences

GPO Box 858

Canberra, ACT 2601

Internet: <http://www.brs.gov.au>

Foreword

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Executive Summary

Advancing animal welfare standards and practices through the AAWS

The Australian Animal Welfare Strategy (the AAWS) was endorsed by the Primary Industries Ministerial Council in May 2004 and seeks to promote and protect the welfare of all animals in Australia by developing and encouraging adoption of sound animal welfare standards and practices.

Different values and beliefs about animals and animal welfare affect the implementation of the AAWS

Achieving sound animal welfare practices is a key challenge for Australian governments, because different social sectors, organisations, the stakeholders affiliated with these sectors or organisations, and the wider community, have differing values, attitudes and belief systems. So 'animal welfare' is subject to varying interpretations, and what constitutes good animal welfare practices may be both controversial and contested. These varying values, interpretations and priorities may affect support for the AAWS and its implementation.

Successful implementation will depend on reaching and influencing all animal users in Australia

The scale and scope of the AAWS means that it must cover the care, uses, and direct and indirect impacts of human activity on all sentient species of animals in Australia, and it needs to involve all stakeholders involved with these animals. Most Australians are involved in using animals directly or indirectly. For successful implementation, the AAWS may need to reach all Australians and influence the behaviour of many.

Analysis has helped to identify stakeholders of the AAWS

This report provides the findings from a stakeholder analysis, which was undertaken to assist the Department of Agriculture, Fisheries, and Forestry's Animal Welfare Unit (AWU) to identify and understand the broad range of relevant stakeholders, what methods can be used to determine stakeholders' interests and capacities to support the AAWS, and information to underpin communication and engagement strategies.

The project was undertaken in four phases: Phase 1 clarified project goals and approach; Phase 2 involved listing and categorising stakeholder groups and consulting with key stakeholders; Phase 3 entailed analysing and summarising project findings; and Phase 4 directly surveyed stakeholders and reviewed the national and international literature on attitudes to animals and animal welfare.

Phases 1-3 identifies over 400 stakeholder organisations - demonstrates a complex stakeholder environment and many implementation challenges

Seven major groups of stakeholders were identified. These groups partly reflect broader social structures, which are used in most stakeholder analyses. These broad groups were subdivided into more specific areas of interest. These groupings were then used to identify some of the national and state stakeholders in each of the AAWS animal sectors.

A list of over 400 stakeholder organisations was compiled during Phases 1-3:

- Government: 62
- Advisory bodies: 32
- Education/research/training: 68
- Indigenous community: 12
- Industry/business: 102
- NGOs/Community interest groups: 95
- Other stakeholders (including the veterinary/animal health sector and stakeholders involved with zoos, wildlife parks and circuses): 32

Phase 4 explores public attitudes to animal welfare and stakeholder interests in, and capacities to, support the AAWS

Phase 4 explored Australian and international research surveying general public attitudes to animals and animal welfare issues, and investigated stakeholder's interests in particular animal welfare issues, their awareness of and involvement in the AAWS, and their main communication methods and preferences.

The phase had two main components. The first component was a stakeholder survey, which purposively sampled fifty national stakeholder organisations and used a questionnaire administered through email and the telephone. The second component was the research review of public attitudes to animals and animal welfare, which focused on Australian studies, key animal welfare issues, and/or animals relevant to the AAWS animal sectors.

Strong representation of the Industry sector in stakeholder survey sample

Forty of the fifty targeted stakeholder organisations responded to the survey. The majority of these respondents were members of an AAWS Sectoral Working Group or the Industry/Business sector. Approximately one-third were Non-Government Organisations (NGOs). Indigenous stakeholders and Advisory Bodies also responded.

Most respondents indicated that their main interest was in livestock/production sector animals, although a considerable number of respondents were primarily interested in animals in the wild.

Survey respondents perceive they have influence in animal welfare contexts

Approximately half of the respondents felt they had a moderate to high degree of influence in national and state/regional scale animal welfare issues. Approximately one-third perceived low to no influence at the local level.

Survey respondents rated four key issues as most important

From a list of eleven, respondents consistently rated four particular animal welfare issues as most important: developing consistent national standards and guidelines; preventing animal cruelty; facilitating the animal welfare debate in Australia; and understanding the general public's beliefs and attitudes towards animal welfare. It may be that respondents perceived these issues to be interrelated; hence they perceived them to be more important. Additionally, the high number of respondents with key interests in livestock/production animals may have affected these findings.

Survey findings demonstrate high awareness of the AAWS, varied levels of familiarity with it and strong interest in being involved in the implementation of the AAWS

The majority of respondents were aware of the AAWS, but not all of them were very familiar with it. Not surprisingly, those most familiar with the Strategy had some direct involvement with its design and planning (e.g. members of Sectoral Working Groups, and contact with staff from the Department of Agriculture, Fisheries and Forestry).

Most respondents indicated their interest in being involved in the future implementation of the AAWS, and saw a role in doing so through assisting in disseminating information and/or continuing to serve as a Sectoral Working Group member. In addition to using a range of conventional communication channels (e.g. newsletters/magazines, websites, email) respondents identified personal formal and informal contact with constituents as a key means to disseminating the AAWS.

These findings are consistent with respondents' preferred methods for receiving and disseminating information about animal welfare more generally. Preferred methods of receiving information were formal networks, email, and informal networks. Preferred methods for disseminating information were email, formal and informal networks, print media, and television.

Research review identifies knowledge gaps in understanding public attitudes to animal welfare issues and key factors influencing perceptions

The review of national and international research on public attitudes to animals and animal welfare identified a lack of research in this area, with most of the work focused on livestock animals.

These findings also revealed considerable differences in rural and urban residents' perceptions of animal welfare. Factors informing people's perceptions include gender, culture, religion, and socio-economics. Using animals was often supported where individuals perceived no alternatives, had low knowledge about animal use procedures, disliked animals, and/or saw the benefits of animal use outweighing its costs.

Findings particularly relevant to some of the AAWS Animal Sectors include public concern focused on the living conditions of livestock whereas farmers concerns were based on the physical condition of livestock animals

The research review also detected high interest by Australians in wildlife and a concomitant concern about protecting habitats. Public concerns about the welfare of livestock animals are often focused on living conditions and animals' ability to express natural (social) behaviours. Conversely, farmers' animal welfare concerns tended to focus on the physical condition of livestock animals.

Public concerns about livestock animals in Australia are growing. Interestingly, international research shows both farmers and consumers use particular coping strategies ('functional ignorance' about and 'collective non-responsibility' for animal welfare) in the hope of increasing government responsibility for animal welfare.

Recommendation 1:

The implementation of the AAWS will need to be supported by a clear, targeted communication strategy that is informed by stakeholder consultation

The AAWS Implementation Plan identifies the need to develop a communication strategy to help encourage stakeholder ownership of the AAWS. Communication strategies are most effective where stakeholders have input into their design and implementation and they include clearly articulated:

- communication principles, goals, and objectives;
- key messages for particular target audience (external and internal);
- communication channels; and
- frameworks and monitoring systems for evaluating the effectiveness of implementation.

Recommendation 2:

The AAWS Communication Strategy will need to be multi-layered and articulate clear and consistent messages

The Communication Strategy for the AAWS could have separate components which address:

- the goals and objectives of the AAWS;
- issues particular to each of the AAWS animal sectors; and
- broad issues that cut across all of the animal sectors.

A key role for the Communication Strategy would be to articulate the key messages that the AWU, the AAWS Advisory Committee and other key stakeholders wish to communicate, and to which target audiences. The stakeholder lists already provide a wide range of potential target audiences. It would be valuable to clarify whether the Communication Strategy should generate key messages about:

- animal welfare;
- the existence of the AAWS;
- the implementation of the AAWS;
- specific priority animal welfare issues; or
- all of the above.

Recommendation 3:

Stakeholder and constituent engagement with the AAWS is likely to depend on direct contact

Stakeholders value face-to-face contact when receiving and disseminating information about animal welfare. In addition to using email and the internet, formal and informal networks are critical for engaging stakeholder organisations and their respective constituents in promoting good animal welfare practices and disseminating the AAWS.

Stakeholders with direct involvement in the AAWS process, and/or who have regular contact with staff of the Department, were more familiar with the AAWS. It would be helpful to explore ways to facilitate greater familiarity and engagement with the AAWS among a broad range of stakeholders (e.g. using some form of direct contact such as regional workshops to build understanding of and identify ways to help disseminate the Strategy). A summary of suggested methods for use in the Communications Strategy includes: informal networks (e.g. through colleagues); formal networks (e.g. conferences, meetings); email; and the internet.

Recommendation 4:

More extensive stakeholder surveys required

The purposive sampling strategy employed for the stakeholder survey was useful in targeting a variety of the 400+ organisations on the stakeholder list. However, the sample used for the stakeholder survey cannot be said to be statistically representative of all the organisations on that list. Additional and more extensive surveying of this type of stakeholder would assist the AWU in better understanding the interests and capacities of a broader range of organisations to support the ongoing implementation of the AAWS.

Recommendation 5:

Stakeholder surveys should examine positions, influence, specific activities and capacity

Additional stakeholder surveys could focus on:

- identifying the type and composition of membership of organisations;
- identifying why stakeholders view certain animal welfare issues as important, as well as determining their positions on those issues;
- examining specific examples of how stakeholders (currently or potentially) support and promote the AAWS and why they feel they have particular degrees of influence;
- identifying stakeholders' needs (if any) for means of support to help promote and/or disseminate the AAWS.

Recommendation 6:

Further social research required to address gaps in knowledge

Regular public opinion surveys based on nationally representative samples could be used to monitor public awareness of and concern about contemporary animal welfare issues. Repeat surveys would provide valuable baseline data against which the effectiveness of the AAWS Communications Strategy could be measured and new/emerging issues could be identified and monitored.

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Introduction

Background to the AAWS

The Animal Welfare Unit (AWU) of the Product Integrity Animal and Plant Health Division (PIAPH) of the Department of Agriculture, Fisheries and Forestry is implementing the Australian Animal Welfare Strategy (the AAWS) in partnership with stakeholders. The AAWS provides a strategic national framework to achieve the vision that:

The welfare of all animals in Australia is promoted and protected by the development and adoption of sound animal welfare standards and practices.

The AAWS takes an approach to animal welfare that recognises the importance of factors such as culture, societal values, economics, the environment and innovation, as well as a scientific base. The goals of the AAWS are to achieve:

- an enhanced national approach and commitment to ensure high standards of animal welfare based on a concise outline of current processes;
- effective communication, education and training across the whole community to promote an improved understanding of animal welfare; and
- sustainable improvements in animal welfare based on national and international benchmarks, scientific evaluation and research, taking into account changes in whole of community standards.

In May 2004, the AAWS was endorsed by the Primary Industries Ministerial Council (PIMC), which requested that an Implementation Plan be developed in consultation with key stakeholders. In September 2005, the AAWS National Strategic Planning Workshop provided a national forum where key stakeholders discussed and endorsed the draft National Implementation Plan for the AAWS. At the Workshop, Working Groups were formed for each of the AAWS animal sectors (see Table 1) to develop actions plans for implementing the Strategy. Table 2 provides a summary of the key goals, objectives and activities of the AAWS.

Table 1: The AAWS animal sectors

The AAWS Animal Sectors	Definitions
Wild	Animals in the wild (e.g. Australian native animals, exotics including 'feral pest' species)
Work/recreation/sport/display	Animals used for commercial purposes in work, sport, recreation or on display (e.g. zoo animals, circuses, rodeos, race horses/dogs, working dogs/horses, etc.)
Companion	Animals kept for domestic and companionship (non-commercial) purposes (e.g. guide-dogs, pets - horses, dogs, cats, birds, etc.)
Aquatic	All sentient fish species including finfish, cephalopods and crustaceans, and marine mammals used for commercial and/or recreational purposes, as well as those for non-consumptive purposes (e.g. protected & non-protected species - dolphins, seals, whales)
Research/teaching	All animals used for research and teaching purposes (e.g. experimentation, instruction, display)
Livestock	Animals used in/for primary industries production (e.g. beef cattle, dairy, pigs, sheep (wool, meat), poultry (eggs, meat), deer, camelids, buffalo, etc)

Table 2: The AAWS Implementation Plan

Goal 1 – Enhanced national approach	Goal 2 – Sustainable improvements based on quality information	Goal 3 – Effective communication, education & training to build understanding
<i>Objectives</i>		
Sound administrative, legislative & planning mechanisms	Strengthen evaluative frameworks	Enhanced attitudes, skills, knowledge of animal users
Improved legislative consistency	Ensure community involvement	Australian communities' ownership of/ responsibility for the AAWS
Stakeholder ownership of the AAWS	Quality science for animal welfare standards	Improved (domestic/ international) access to information about Australian performance
Concise outline of current processes	Widespread dissemination of new research knowledge	Monitor international animal welfare developments
Effective & timely implementation & monitoring		
<i>Activities</i>		
Establish shared understanding of roles/responsibilities	Facilitate statistics development, collection, collation	Promote & disseminate quality information to encourage best practice
Support for coordinated delivery of animal welfare advice, policy, services	Promote acceptable practices for wildlife & pest management	Further develop and expand use of animal welfare studies and competency based training
Facilitate/promote revised codes of practice, standards, guidelines, legislation	Facilitate input to international processes, including benchmarking	Promote awareness of animal welfare legislation, standards, guidelines through various media
Encourage effective consultation/ communication for stakeholder ownership of the AAWS	Seek input from key advisory bodies, communities	Establish national consultative processes for significant animal welfare issues
Monitoring, review & reporting progress	Identify R&D needs & encourage investment	Identify processes for informing international bodies
Form nationally representative committee	Establish monitoring & dissemination processes for animal welfare research	Disseminate international information to key Australian stakeholder organisations

Background to the Stakeholder Analysis

As detailed in a Memorandum of Understanding between PIAPH and the Bureau of Rural Sciences (BRS), the Social Sciences Programme of the Bureau agreed to undertake a stakeholder analysis that would be used to help the AWU to:

- identify and understand the range of relevant stakeholders that need to be engaged for the effective implementation of the AAWS;
- identify different methods to determine stakeholder's views (including the general public), capacities and information needs relating to the AAWS; and
- this in turn would provide information to help the AWU develop communication and engagement strategies.

The Social Sciences Programme understood that the AWU wished to gain a better understanding of stakeholders' views, interests and capacities regarding the goals and implementation of the AAWS, with a particular emphasis on effective communication approaches for the Strategy. The AWU was also interested in understanding the general public's attitudes towards animal welfare in Australia.

This analysis was undertaken in several phases:

- **Phase 1:** Clarification of analysis goals and approach; compilation of preliminary list of current and potential stakeholders of the AAWS and formulation of stakeholder group categories; secondary data analysis and stakeholder consultation; and a brief review of previous literature.

- **Phase 2:** Continued stakeholder consultation and analysis of secondary data to enable identification of stakeholders' roles, involvement and interests in the implementation of the AAWS;
- **Phase 3:** Summarise findings from Phases 1 and 2; recommend appropriate methods for stakeholder surveys (Phase 4); and
- **Phase 4:** Survey stakeholders and review the literature on public attitudes to animals in Australia to more fully identify stakeholders' interests in, and capacities to, support the AAWS.

Phases 1-3 were focused primarily on listing national-scale stakeholders. The goal for Phase 4 of the analysis was to assess the potential involvement of stakeholders in the implementation of the AAWS and in particular, managing and prioritising their involvement in the AAWS Communications Strategy. This step was critical in ensuring that the AAWS is efficiently and equitably implemented and achieves its long term goals and objectives. The aim of Phase 4 was to elicit information about stakeholder views on their organisations':

- interests in particular animal sectors and animal welfare issues;
- awareness of and current involvement in the AAWS; and
- main communications methods/channels, and their organisations' preferred communication methods/channels.

In addition to Phase 4, the AWU also commissioned two additional projects to inform the development of the Communications Strategy and the overall implementation of the AAWS: a communications stocktake of stakeholder's animal welfare campaigns, as well as a developmental research project.

The communications stocktake (undertaken by research consultants Solutions Marketing and Research Pty Ltd) aimed to document any animal welfare awareness communications activities that are taking place throughout Australia by taking a stocktake of a large number of jurisdictional, industry and community group activities. The stocktake was undertaken to identify common elements among these activities as well as to identify any gaps to inform the development of the AAWS Communications Strategy.

The developmental research project (undertaken by research consultants TNS Social Research) was qualitative market research (i.e. focus groups, paired groups and individual interviews) focusing on *unorganised/informal* interests in the AAWS, and a quantitative on-line survey. It aimed to identify the range of beliefs and attitudes towards animal welfare issues held by the general public. Individual interviews of primary producers were conducted to identify their beliefs and attitudes.

The specific objectives of the developmental research were to:

- identify how to reach the general public;
- clarify what key messages should be used; and
- use a stratified sample to identify priority groups (e.g. different ages, states/territories, rural/regional, Indigenous, and those from non-English speaking backgrounds).

In contrast, the work undertaken by the Social Sciences Programme had an explicit focus on the *organised* interests in the AAWS – the national stakeholder organisations identified in Phases 1-3 and the members of Working Groups who have (current and potential future) roles in supporting the AAWS. The two components of Phase 4 were a survey of national stakeholders as well as a research review of social surveys undertaken in Australia on public attitudes to animal welfare. This information would support the AWU in better understanding the general public's attitudes to animal welfare and positions on key animal welfare issues, and to also help inform the design of the developmental research project.

Structure of the Report

The remainder of this report is structured as follows: the next chapter provides some background information about the AAWS, explores some of the research on human connections with nature and animals, and discusses options for identifying stakeholders of the AAWS; this is followed by a chapter describing Phases 1- 3, including the methods used in these phases, the results of the stakeholder identification, and recommendations for the AAWS Communications Strategy; this is followed by a chapter describing the methods and results of the more detailed stakeholder analysis undertaken in Phase 4, including the findings of a survey and research review as well as the recommendations arising from this phase; and the final chapter contains a summary of the recommendations from Phases 1-4.

Background

There are strong community expectations of, and formal government commitments to, promoting and protecting the welfare of all animals in Australia (AAWS 2005). Achieving sound animal welfare practices is recognised as a key issue and challenge for Australian governments, particularly in the wake of recent high profile controversies such as those surrounding the *MV Cormo Express* and the live sheep export trade. Developing and encouraging adoption of desired animal welfare standards and practices remains a challenge for governments, because different social sectors, organisations, the stakeholders affiliated with these sectors or organisations, and the wider community, have differing values, attitudes and belief systems. This means that ‘animal welfare’ is subject to varying interpretations, and what constitutes good animal welfare practices may be both controversial and contested. Apart from this, animal welfare issues are a much higher priority and are more central to the agendas of some sectors, organisations and stakeholders than others. These varying values, interpretations and priorities affect support for the AAWS and the extent to which different groups are likely to support its implementation.

Key Distinctions to be Made

Some important distinctions need to be made when talking about how humans interact with and use other animals. Commonly, a distinction is made between ‘consumptive’ and ‘non-consumptive’ uses, the former referring to uses which generally require animals to be killed and made into products for human use; and the latter to uses which do not require killing (for example, wildlife tourism and use of companion animals). Some consumptive uses, for example shearing sheep and milking cows, may not require animals to be killed, although other uses of the same animals do require killing. On the other hand, non-consumptive uses are not necessarily benign and may raise important animal welfare issues. Both consumptive and non-consumptive uses may involve either domestic or wild animals. Different considerations and interests (moral, legal, scientific) may be involved according to whether the animals are domesticated or wild, and in the case of wild animals, whether they are native to Australia, introduced, or considered pests or ‘ferals’. This raises sometimes difficult questions about the biological, taxonomic and moral status of the animals concerned.

The AAWS is intended to cover all uses of sentient animals. The term ‘sentient’ means ‘Having sense perception, conscious’; or ‘Experiencing sensation or feeling’ (see www.dictionary.com). While ‘conscious’ is a difficult concept, ‘sentient’ in the sense of having sensations or feelings could include any animal with sensory organs. This probably includes all animals from the simplest to the most complex. In the description of the AAWS animal sectors, the Aquatic Animals sector is defined as including ‘All sentient fish species including finfish, cephalopods and crustaceans, and marine mammals used for commercial and/or recreational purposes, as well as those for non-consumptive purposes (e.g. protected and non-protected species - dolphins, seals, whales)’ (AAWS 2005). This implies a restricted interpretation of ‘sentient’.

Turning to some of the other terms important to this study, in the social sciences and humanities, values are a major focus of interest and the term ‘value’ is used in many different ways. In sociology and psychology, values are interpreted as being relatively enduring and consistent aspects of people’s mental life, and are seen as relating to broader belief systems or ideologies which people draw upon in making decisions (Rokeach 1968, Schwartz 1992). People use values as criteria to select and justify actions, and to evaluate people, non-human organisms, objects or events. When used in this sense, values are sometimes termed ‘held values’ (Brown 1984).

‘Attitudes’, on the other hand, are generally seen as being more specific in nature and orientation than values, and as being directed towards to specific objects or classes of objects (including living organisms). Attitudes also reflect beliefs and influence individual actions in relation to the object of the attitude. Some researchers consider that attitudes are hierarchically organised and refer to ‘primary’, ‘secondary’ and ‘tertiary’ attitudes.

In the sense used here, ‘belief’ refers to the mental acceptance of the truth or validity of something, and particularly when used in the plural, can refer to a belief system or ideology that is closely linked to underlying values.

Each individual develops his or her basic values, attitudes, beliefs and corresponding behaviour in the context of a particular culture and society. These mental characteristics and associated actions are learnt as part of the broader processes called acculturation and socialisation. Factors influencing people’s values and attitudes include a wide range of aspects of their society, culture and immediate situation, including their family context and lifestyle, religious beliefs, the values and attitudes of the groups they mix with, and their exposure to other social influences like the mass media. As they mature, people often tend to seek out particular groups and roles (professional, interest-based, political etc.) that are consistent with their values, and experience in these groups or roles in turn tends to reinforce their tendency to perceive problems and solutions in the ways that are typical of their peers or colleagues.

The outcome is that different individuals from different backgrounds may have different values, attitudes and beliefs that will influence how they perceive and react to new issues or problems they face. The way problems are perceived and ‘framed’ influences how these problems are understood, who participates in problem-solving and how, and what values will be favoured by actions and results (Bardwell 1991, Clark et al. 2000, R. Harding 1998, Swaffield 1998).

Scope of the AAWS and Relevant Studies

Turning to the AAWS itself, key features to note are that:

- It is a national strategy seeking to promote and protect the welfare of all animals;
- Its successful implementation relies upon a wide range of stakeholders – who need to be aware of and (positively) engaged in the Strategy. In particular:
 - A range of organisations, groups and individuals has a role to play in achieving good animal welfare practices;
 - Some of those stakeholders will be well aware of and support the mission of the AAWS and have clear and direct roles in animal welfare;
 - Others may have less direct roles, and varying levels of awareness and overall support for the AAWS overall and for different parts thereof;
- To the extent that they have been and/or are made aware of the AAWS, the responses of this wide range of stakeholders will be partly informed by their various values, attitudes and beliefs associated with animals in general, and animal welfare in particular.

The scale and scope of the Strategy mean that it must cover all uses of sentient animals in Australia, and that it needs to involve all users of these animals. Most Australians are involved in using animals in one way or another, either directly through owning companion animals or livestock, or through workplace roles that confer responsibilities for animals; or indirectly as ‘consumers’ of animal-based products or experiences (e.g. eating meat, whale watching). For successful implementation, the AAWS may need to reach all Australians and influence the behaviour of many.

From a social sciences’ perspective, this suggests that these topics are relevant:

- Previous studies and the categories they have developed to describe people’s values, attitudes and beliefs about:
 - The relationships between humans, non-human nature and the environment; and
 - Animals as a subset of non-human nature.
- Studies of what determines people’s values, attitudes and beliefs, how these social characteristics relate to their behaviour, and how behaviour can be influenced.

Studies from the broad field of human-animal relationships can help understand people's different value positions and their origins, and can help improve government interactions with stakeholders. Both the social sciences and the humanities deal with human-animal relationships, including disciplines like sociology, psychology, social and cultural anthropology, geography, political science, history, and moral philosophy (see the reviews in Arluke 2002, Emel et al. 2002, Mellor et al. 1998). A number of Australian scholars have contributed prominently to this field, notably Peter Singer whose book *Animal Liberation* (1977) is often considered to be the 'Bible' of the animal rights and animal liberation movements.

Previous categories developed to describe values and attitudes towards animals can be used in the preliminary and later stages of a comprehensive stakeholder analysis to help understand the positions taken by particular stakeholders and the community on animal welfare issues in general, and the AAWS in particular. An appreciation of the range of factors that can influence how people interpret a situation, and that there are many possible perspectives on every situation and its key problems or challenges, is essential in achieving real world policy outcomes (Dryzek 1997, R. Harding 1998).

Values and Attitudes towards Nature and Environment

Western moral philosophers who write about these issues often refer to underlying value positions termed 'anthropocentric' versus 'bio-' or 'eco-centric' positions (Fox 1990, Sylvan and Bennett 1994). Anthropocentric positions are those in which human interests are held to be central and paramount, while ecocentric positions are ones that stress that humans are part of larger ecosystems, one among many species, and part of rather than above nature. These value positions are often related to corresponding views about animals. The anthropocentric position is allied with the view that humans are entitled to use animals for any legitimate purposes (although not necessarily without taking the animal's welfare or suffering into account); while the ecocentric position is associated with the view that animals have intrinsic value (value in their own right), and that their interests need to be weighed up against human interests when particular uses are being considered. The anthropocentric position may also be related to an instrumental and utilitarian approach to animals, while the ecocentric position is more associated with the opposite. Ecocentrism is also taken to emphasise ecological limits to growth rather than a belief that continual growth and development is both possible and desirable. These value positions and the differences between them are measured in many social surveys that use an attitudinal value scale called the 'New Environmental Paradigm' (NEP), sometimes also called the 'New Ecological Paradigm', and originally devised by United States' researchers Dunlap & Van Liere (1978).

The environmental value spectrum is also sometimes described in terms of 'technocentrism' versus ecocentrism (Drengson 1980). The technocentric position is taken to emphasise the importance of rational, scientific approaches that value non-human nature – including animals – primarily in utilitarian and instrumental terms. The focus is on advanced technologies and economic frameworks used to achieve material well-being for humans, rather than on their impacts on environment and animals.

A further social value typology that may be related to attitudes to the environment and to animals is the 'Materialist/Post-Materialist' value scale. This scale has been applied in many large-scale, cross-national social surveys over several decades, particularly by United States' political scientist Ronald Inglehart and his colleagues (Inglehart 1990, 1997). Several Australian researchers have discussed possible links between positions on the Materialist/Post-Materialist value scale and attitudes to animals (Aslin and Norton 1995, Franklin et al. 2001), and this is discussed further below. Interest in exploring these links relates to the very well-substantiated observations that post-materialist values are on the rise in many western nations and the expectation that this has implications for changes in other kinds of social values and attitudes.

Broad value positions do not occur in mutually exclusive categories but are of course part of a continuum or spectrum. People are likely to support variants of these positions without having an

analytical framework for them or being familiar with the underlying philosophies they are based upon. The positions are highly abstract and, in a particular situation, people's responses are likely to be greatly influenced by the nature of the issue or environment and, in the case of animal-related issues, the individual animal or species involved, and not by their adherence to an idealised value position.

Further complexities arise when we are dealing with people from other cultures with different philosophical traditions and views about human-animal relationships from those associated with the Western tradition. For example, Australian Aboriginal world views are very different from those of Anglo-Australians, and some Anglo-Australian concerns about animals may be irrelevant or incomprehensible to traditional Aboriginal people (Aslin and Bennett 2005, Rose 1995).

Values and Attitudes towards Animals

Values and attitudes towards animals can be viewed as a more specific subset of broader values and attitudes towards nature and environment. One of the best-known categorisations of attitudes to animals is that developed by Kellert and colleagues in the United States (Kellert 1987, Kellert and Berry 1980), and subsequently applied in several other nations (Benzaken 1992, Kellert 1993, Mordi 1991, Shulz 1986). Kellert and his colleagues have written extensively about these attitudes over the years since the categories were first developed.

On the basis of interviews and by examining the literature, Kellert (1993) distinguished nine basic attitudes towards animals in the United States, and developed attitudinal scales to measure them in social surveys (Table 3). He found that the most common attitudes in the United States at the time were humanistic, moralistic, utilitarian and negativistic. These varied attitudinal positions and their relative frequency helps to explain why social conflicts are inherent in many animal-related issues. There are fundamental differences between humanistic and moralistic attitudes on one hand, and utilitarian and negativistic ones on the other. Kellert & Berry (1980) found that support for the different attitudinal positions was significantly linked to other socio-economic characteristics including age, gender, ethnicity, education, income, place of residence (urban-rural, region), and religion.

Serpell (1986) has written a very widely-read book examining how pet-keeping has developed in most human societies, and the nature of the relationships between people and their pets. More specifically, Serpell & Paul (1994) examine the influence that keeping pets has on development of attitudes to animals in general, concluding that positive attitudes to animals are promoted through a sense of familiarity and closeness, a prominent feature of the relationship between people and their pets. They also emphasise the influence of childhood experiences on the development of attitudes to animals, and the need to understand the origins of people's behaviour in their early experiences (Serpell and Paul 1994).

Inglehart's Materialist/Post-materialist value scale (Inglehart 1990, 1997) does not include any items directly asking about attitudes either to animals or to the environment, but the questions asked do tap into views about social inclusiveness ('Give people more say in government decisions'), and protecting civil rights ('Protect freedom of speech'), which are rated as more important by post-materialists than materialists. It has been argued that people who have post-material values may also extend their support for social inclusiveness to animals, and their support for protecting individual rights to protecting animal rights. This kind of relationship was not supported in one restricted analysis of survey responses conducted by Franklin et al. (2001), who argue that this is because the materialist/post-materialist scale is inherently anthropocentric and only refers to human society. But it may also be that, as Kellert's (1980; 1993) categories show, attitudes to animals are complex and multi-dimensional and may require more sophisticated analyses. Other studies have shown strong links between support for post-material values and support for environmentalism as measured by the

NEP (for example, see Millbrath 1985). In other words, post-materialists tend to be environmentalists too.

Table 3: Basic attitudes towards animals (Source: Kellert & Berry 1980, Kellert 1993)

Scale	Definition	Common behavioural expressions
Naturalistic	Primary focus on an interest and affection for wildlife and the outdoors.	Outdoor wildlife-related recreation (bird/wildlife observation)
Ecologistic	Primary concern for the environment as a system, for interrelationships between wildlife species and natural habitats.	Conservation support, activism and membership, ecological study
Humanistic	Primary interest and strong affection for individual animals such as pets or large wild animals with strong anthropomorphic associations.	Pet ownership, wildlife tourism, casual zoo visitation
Moralistic	Primary concern for the right and wrong treatment of animals, with strong opposition to presumed overexploitation and/or cruelty towards animals.	Animal welfare support/ membership, kindness to animals
Scientistic	Primary interest in the physical attributes and biological functioning of animals.	Scientific study/ hobbies, collecting
Aesthetic	Primary interest in the physical attractiveness and symbolic appeal of animals.	Nature appreciation, art, wildlife tourism
Utilitarian	Primary interest in the practical value of animals, or in the subordination of animals for the practical benefits of people.	Consumption of furs, raising meat, hunting
Dominionistic	Primary interest in the mastery and control of animals.	Animal spectator sports, trophy hunting, animal training
Negativistic	Primary orientation on avoidance of animals due to indifference, dislike, or fear.	Cruelty, overt fear, avoidance

It is widely accepted that support for post-material values is increasing in many western nations because successive generations are growing up in circumstances of increasing affluence and material security. Along with these changes have come changes in attitudes to animals with a shift towards more compassionate, protective and empathetic attitudes. These shifts are reported to be ‘relatively popular and diffused’ throughout society (Franklin et al. 2001, Macnaughten and Urry 1998). Manfredo, Teel & Bright (2003) conducted social surveys conducted in six western states of the United States. On the basis of this work, they argue that increasing affluence, education, urbanisation, and residential mobility are driving a marked shift away from traditional, utilitarian attitudes towards wildlife towards protectionist views (Manfredo et al. 2003). Franklin & White (2001) analyse articles from one Australian newspaper (*The Mercury*) over the period 1949 to 1998, and conclude that there is clear evidence of a shift to what they term ‘zoocentrism and sentimentality’. They use the term ‘zoocentric’ in opposition to anthropocentric to indicate ‘the recognition of animals as full or partial moral subjects’ (Franklin and White 2001). This shift is associated with increased interest in native animals and a decline in stories on angling and hunting.

These kinds of observations on changing attitudes tend to be supported by recent popular responses to animal welfare issues in Australia. These include, for example, the responses to the plight of the sheep on the *MV Cormo Express*, and to recent shark attacks on humans in several Australian states (in which relatives of victims upheld the rights of sharks, even ‘man-eaters’, to exist as an important component of the marine environment, pointed out that humans were intruding on their environment, and did not call for the sharks to be hunted and killed). Responses to the first issue could be seen as

reflecting a widespread moralistic attitude towards domestic animals in Australian society, and in the case of the second issue, a prevailing naturalistic or ecologicistic attitude towards wildlife.

Relationships between Values, Attitudes, Beliefs and Behaviour

The work of social scientists in measuring values and attitudes via social surveys is often criticised because of the complexity of the relationships between values, attitudes and beliefs as measured by responses to these surveys, and other aspects of people’s behaviour. It may be difficult to demonstrate direct links or consistency between the values or attitudes people express at an abstract level in a social survey and their actual day-to-day behaviour (Vinning 2003).

Cary, Webb & Barr (2002) have reviewed the work of Stern (Stern 1992), Stern, Dietz & Kalof (1993), Stern & Dietz (1994), and Stern, Dietz & Guagnano (1995), and developed a framework for depicting the link between values and beliefs and an individual’s behaviour in the context of environmental values and concerns (see Figure 1).

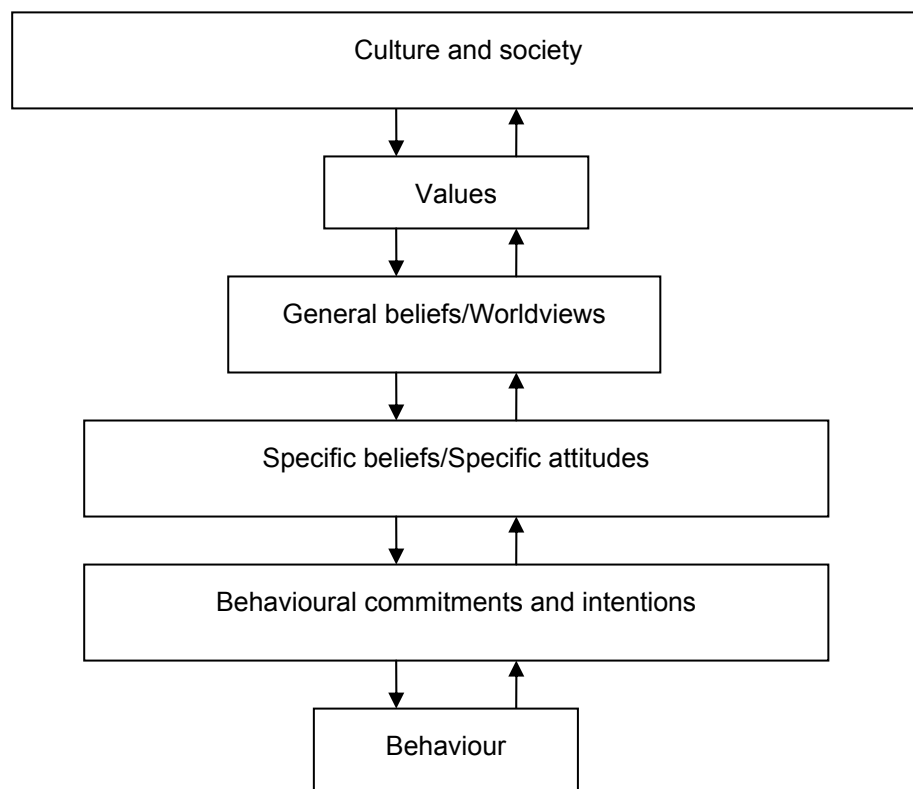


Figure 1: Diagrammatic representation of the relationships between values and behaviour (after Cary et al. 2002)

There are two-way interactions between the components, with the items towards the top of the diagram (values, general beliefs, worldviews) less changeable and more enduring than those towards the bottom. Basic values, value priorities, and perceived conflicts with values, influence what people attend to and are interested in, while more specific beliefs and attitudes are most closely related to people’s behaviour.

Values, Attitudes and Policy Decisions

Different values towards the environment and views of human relationships with nature and other animals are often at the heart of debates about environmental and natural resource issues. Conflicts

about these issues are among the most intractable problems facing decision makers, and constructive solutions are needed (Connelly and Knuth 2002, Shindler and Brunson 1999, Taylor and Braithwaite 1996).

Notwithstanding the qualifications made about links between values and behaviour, in discussing endangered species' issues, Kellert (1994) emphasises the fundamental influence of human values on behaviour, and suggests that values are often insufficiently considered or treated in an intuitive or stereotypical fashion. A consistent problem has been underestimating the significance of value differences among critical social groups essential to policy implementation. Policy makers often make limited use of information about value and attitudinal positions to clarify the value differences among opposing groups, educate varying constituencies, or work towards conflict resolution. They often appear to assume that supplying more information will resolve differences (presumably in the direction desired by their agencies), in the belief that the differences are the result of ignorance. Proponents and opponents of endangered species conservation typically use knowledge not to address basic value differences but to reinforce their own established attitudes towards relevant issues and their right to make the final decisions as 'the experts' (Miller and Jones 2005). This reflects a stress on cognitive (knowledge-based) versus affective (emotionally-based) dimensions of human values and beliefs.

Similarly, Harding (1998) points out that different views on environmental issues can lead to tensions at any stage of decision making, as people attend to and interpret information differently. Controversy is often seen as disputes over facts, but is mostly about a clash of values. A failure to acknowledge the values of different stakeholders and incorporate this into decisions can lead to further conflicts or tensions which in turn lead to additional costs (time, plan changes); difficulties in obtaining approval for policies, programmes or projects; and also to inappropriate decisions.

Understanding why people may be opposed to a particular policy proposal, strategy or plan may enable decision makers to sensitively address concerns in a way that can encourage acceptance and possibly support. Moving beyond entrenched positions and conflicts requires understanding and exploration of what people value and what potential there is to find common ground among them and move towards achieving shared aspirations (Creighton et al. 1997, Taylor and Braithwaite 1996).

Stakeholder Analysis

Who are the stakeholders of the AAWS?

There are different ways to define 'stakeholders'. This project relies on a modified definition of 'stakeholder', which is drawn from Grimble & Wellard (1997), Petts and Leach (2000) and Aslin & Brown (Aslin and Brown 2002). A stakeholder is any individual or group (organised or unorganised) who has an interest in a particular issue or system. That interest can be financial, moral, legal, personal, community-based, direct or indirect. Stakeholders can be government agencies, industry, non-government organisations (NGOs) and individuals. Stakeholders can operate at any level: from global or international down to the household level. Stakeholders can *affect* (determine) decisions or actions and some are *affected by* decision or actions (positively or negatively). Stakeholders may be involved in an issue at varying levels of activity: some are highly active, while others are totally passive. Stakeholders also have varying degrees of influence in decision-making around a particular issue. Stakeholders can also include those who choose not to declare their 'stake', but who still have a 'right to know' if their interests may be affected.

Stakeholders can also be thought of as belonging to different kinds of 'communities'. The term 'community' is subject to debate and varying use. It generally refers to individuals and groups who collectively make up the social groupings of a locality, region or nation and tend to be *outside* the formal structures of industry and government (Dore and Woodhill 1999). This project recognises Black & Hughes's (2001) contention that most people identify with and participate in a mosaic of both

geographical communities and ‘communities of interest’. The former - communities of place - are identified by physical boundaries that separate one group of people from another. People may be close to the centre of a community or more peripheral to it. Some people are not clear about what their community is, and may in fact identify with a range of geographical communities.

Communities of interest are created when people draw their sense of community from interest or functional groups, such as work-related or sporting groups. In this way, the community people identify with becomes a subjective judgement about both what group(s) identify with and which provide them with a particular sense of identity. *Communities of practice* are groups of people who share similar goals and interests. To reach those goals, they use common practices, tools and language, and hold similar beliefs and values. Communities of practice also share learning experiences through collaboration and reflection.

There are a range of communities (place, interest, and practice-based) which are *stakeholders* in the AAWS. Their interest in animal welfare and/or the AAWS may be related to the fact that they are part of a geographical community and/or belong to interest or practice groups relevant to animal welfare (e.g. primary producers, veterinary profession, or animal rights advocacy groups).

All these stakeholder communities need to be aware of and embrace good animal welfare principles and practices, if the AAWS is to achieve its mission. It is important to recognise that these stakeholders are also part of a larger social system in which animal welfare issues are embedded, and their role in that system is informed by their various interests and situations. Understanding stakeholder contexts is necessary to determine their inclinations and capacities to support implementation of the AAWS. Stakeholder analysis is a tool that can be used to better understand the various animal welfare stakeholders and their communities. This knowledge in turn can help ensure effective, efficient and equitable targeting of resources for the AAWS Implementation Plan.

Understanding Stakeholders

Stakeholder analysis as a method originated in business management and is now used in the public and private sectors. It is applied to widely varying subject areas, such as health-care policy, natural resource management, and economic development. Generally speaking, stakeholder analysis is a tool to help identify people and groups who may be affected by or have some kind of interest in a situation, process or action. Depending on the context in which it is applied, stakeholder analyses will vary in terms of their goals, definitions of ‘stakeholders’, depth of the analysis, and the degree of stakeholder participation in the analysis (Figure 2).

Most researchers agree that a key goal for stakeholder analysis is to gain a better understanding of the various communities of interest involved in a particular issue or process. However, the goals of the analysis are closely linked to how ‘stakeholders’ are defined. As discussed earlier, these definitions can vary. Some will place more emphasis on the economic aspects of stakeholders’ interests (Grimble and Wellard 1997), thereby potentially restricting the breadth of the analysis to a particular audience (e.g. those with a financial interest in a decision or programme). Others embrace a much broader definition of ‘stakeholders’ (Aslin and Brown 2002, Petts and Leach 2000), which in turn increases the scale of the analyses and influences the frameworks and methods used to carry out the analysis.

Allen & Kilvington (2001), Harding (2002), and Jennings & Lockie (2002) strongly emphasise a participatory approach to stakeholder analysis. They assert that stakeholders need to be part of the analysis, providing general information about their values, aspirations and interests, as well as practical details about how they can/want to support the programme or policy in question. Jennings & Lockie (2002) and Grimble & Wellard (1997) warn that without a good understanding of multiple interests and objectives of different communities of interest, conflicts in natural resource management settings cannot be equitably and sustainably resolved. Coastal management and other natural resource situations are characterised by a diverse range of individuals, groups and organisations with common and/or competing interests operating at variety of spatial scales (Jennings and Lockie 2002). These

analyses and situations reflect many aspects stakeholder context of the AAWS. As stated earlier, there are a wide range of interests in and positions on animal welfare, which are manifest at varying scales and degrees of intensity. The AAWS stakeholder environment is highly diverse and complex, and requires a thorough understanding of the wide range of views. Given that social systems are subject to continuous change, stakeholder analysis is ideally an iterative process. As new information is gained (purposefully or opportunistically), stakeholder information is updated and revised, and there are opportunities to deepen the analysis (Varvasovszky and Brugha 2000). Various parameters are used to guide stakeholder analyses of differing degrees of complexity (see Table 4).

Table 4: Stakeholder analysis factors.

Source	Steps/parameters to guide SA
Allen & Kilvington (2001)	Characteristics of key stakeholders (<i>e.g. individual, group, organisation; type of organisation, etc.</i>) Interests of stakeholders <ul style="list-style-type: none"> - <i>their expectations of project</i> - <i>likely benefits</i> - <i>resources able to commit/not commit</i> - <i>conflicting interests</i> - <i>views of other stakeholders</i> Influence & importance of stakeholders Strategies for involving stakeholders
Varvasovszky & Brugha (2000)	Role/involvement in the issue/project Interest in the issue <ul style="list-style-type: none"> - <i>high, medium, low</i> Influence, resources available to use <ul style="list-style-type: none"> - <i>high, medium, low</i> Position of different issues/directions <ul style="list-style-type: none"> - <i>supportive, mixed, non-supportive</i> Impact of issue/policy on stakeholder
Grimble & Wellard (1996)	Active or passive stakeholders <ul style="list-style-type: none"> - <i>Affect (determine) decisions/actions, affected by (positively, negatively)</i> Importance (priority of their needs) Degree of influence on projects/processes
Harding (2002)	Listing of key groups and subgroups & their representatives Type & degree of interest in the issue/project/policy Nature and degree of influence <ul style="list-style-type: none"> - <i>Primary (permission, approval, support needed to reach goals; directly affected by project/policy)</i> - <i>Secondary (indirectly affected)</i> - <i>Tertiary (not involved/affected, but can influence opinions)</i> Resources to provide <ul style="list-style-type: none"> - <i>time, skills, experience, information, funding</i> Knowledge <ul style="list-style-type: none"> - <i>level of awareness</i> - <i>how obtain information about issue/project/policy</i> Networks <ul style="list-style-type: none"> - <i>nature of links to other groups</i> Attitudes towards issues/project/policies Values <ul style="list-style-type: none"> - <i>beliefs, norms, & values of groups</i>

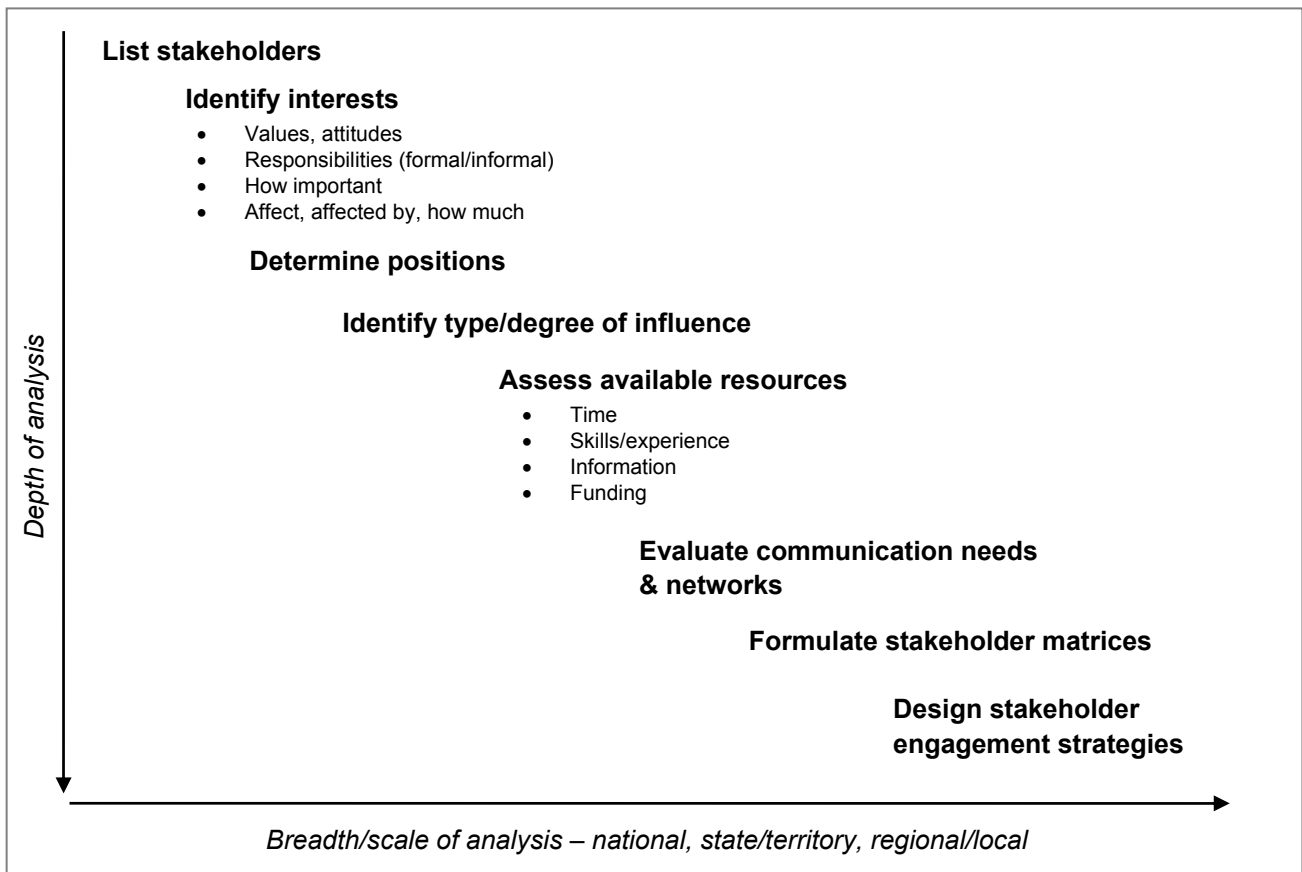


Figure 2: Varying degrees of complexity in stakeholder analyses

It is very common for stakeholder analyses to be focused on identifying stakeholders' interests and degree of influence. The analyses can be undertaken to varying degrees of breadth and depth (see Figure 2). For the AAWS stakeholder analysis, the scale of inquiry (breadth) was primarily focused on identifying national level stakeholders, however, there are a multitude of stakeholders whose interests are focused at a state, regional and/or local level. Stakeholder analysis grows in complexity (depth) where:

- both the type and degree of stakeholders interests and influence are explored;
- positions on different issues are identified;
- the type and degree of stakeholders' influence is examined;
- the resources stakeholders have to support the action are documented (e.g. time, funds, skills/experience, information);
- stakeholders information needs and communications networks are identified;
- matrices are developed (with stakeholders along one axis and classification criteria on the other), to help target priority stakeholders; and
- stakeholders are asked how they can be best involved and strategies for consultation and engagement are designed and implemented.

For example, Jennings & Lockie (2002) used interviewing and documentary analysis to identify stakeholders' key values and aspirations regarding coastal areas and their experience of and preferred ways to be involved in coastal zone management. These data were then used to 'map' areas of conflict and collaboration in those decision making processes and to identify pathways to more effectively address the conflict (Jennings and Lockie 2002).

Phases 1-3: Identifying Stakeholders

Methods

Action Research

An action research approach was used to conduct the first three phases of this research (Cherry 1999). ‘Action research’ is an approach that simultaneously with the research process itself pursues some kind of ‘action’ (e.g. change). Often this is achieved by alternating between action and critical reflection, and in the latter stages of the work continually refining methods, data and interpretation in light of what has been learned in the earlier stages of the work.

An action research process often takes shape as the participants (researchers and clients alike) build their understanding of what is being addressed and how. Action research processes are also inherently participatory – they involve the people who affect and/or are affected by some proposed action or change. Given the participatory nature of stakeholder analysis (e.g. stakeholders needed to provide information about their values, interests, and capacities), an action research approach was needed to meet the project goals and objectives.

Project Planning and Implementation

The part of the project was undertaken in three key phases, during which the Social Sciences Programme sought the active involvement of staff from the PIAPH – Animal Welfare Unit, members of the AAWS Implementation Advisory Committee, and a range of national stakeholders of the AAWS.

Phase 1: Clarify project goals and approach, compile listing of stakeholders, and formulate stakeholder typologies.

The tasks of Phase 1 were undertaken primarily through weekly meetings between staff of the Social Sciences Programme and the AWU. During these meetings, the project participants discussed and confirmed relevant AAWS policy and programme contexts, including available resources. These discussions also enabled participants to further refine the project’s goals and objectives and establish key parameters to guide the analysis. In addition, a review of the scientific literature from the broad field of human-animal relationships was undertaken. This information provided consideration of how different values and beliefs about animals and animal welfare might affect the implementation of the AAWS.

As discussed earlier, stakeholder analyses are undertaken to varying degrees of breadth and depth. Given the broad scale and scope of the AAWS and the limited time and resources for the project, it was agreed that the stakeholder analysis would be limited to listing and describing key national and state/territory organisations, and formulating a broad typology that could be used to identify other stakeholders, and supplying that information on a CD-ROM to AWU in order to establish an AAWS stakeholder database. This CD-ROM would contain a list of the stakeholder organisations’ website addresses.

An iterative process was used to compile the stakeholder lists and formulate the typologies. Stakeholder organisations were identified through discussions with and lists supplied by the AWU, as well as analysis by scientists from the Social Sciences Programme. An understanding of Western social systems and its sectors provided the foundation of the stakeholder typology, which was further refined by analysing the type of organisations that were being compiled through discussions with the AWU, and the analysis undertaken by the Social Sciences Programme.

Phase 2: Continued identification of stakeholders

During Phase 2, scientists from the Social Sciences Programme continued to meet with the AWU staff to compile the stakeholder typologies and lists. At this time, substantive planning began to involve key

AAWS stakeholders in the project. Two key consultative mechanisms were designed and implemented in conjunction with AWU staff and their planned events:

1. **Teleconference with the AAWS Implementation Advisory Committee:** Committee members were asked to comment on the stakeholder typologies (were they accessible, comprehensive), the inclusivity of the stakeholder lists, and the design of a workshop session on stakeholder analysis to be held during the AAWS National Strategic Planning Workshop in September 2005.
2. **Workshop session at the AAWS National Strategic Planning Workshop:** As part of the Workshop Program, a special session was held so that national AAWS stakeholders could contribute to the project. Workshop attendees were briefed about the Stakeholder Analysis project. They then moved into break-out groups according to their most relevant AAWS animal sector and were asked to:
 - Review the list of stakeholders and identify any organisations/individuals they felt had been left out;
 - Identify those stakeholders who needed to be directly involved in the implementation of AAWS; and
 - Discuss ways to involve and communicate with stakeholders.

Given the limited amount of time for this session, participants were largely restricted to addressing the first of the three tasks. However, they were invited to send further comments to the Social Sciences Programme following the completion of the workshop.

Phase 3: Summarise findings from Phases 1 and 2, and recommend appropriate methods for stakeholder surveys

The information gathered during the teleconference and the workshop was used to further revise and update the stakeholder typologies and lists. Where workshop participants made substantive comments about consultation processes, these were used to help formulate the project's conclusions and recommendations.

Weekly meetings between the Social Sciences Programme and the AWU resumed after the workshop. Additional consultation with PIAPH Communications was also sought. Key outcomes from the National Workshop most relevant to the stakeholder analysis were discussed, particularly how the design and implementation of Phase 4 could support and be coordinated with formulating and implementing an AAWS Communication Strategy.

Results - Identification of Stakeholders

Stakeholder Categories

Figure 3 provides the basic categories of major AAWS stakeholders, which was developed by synthesising literature findings and information gathered through consultations with the AWU and major AAWS stakeholders. This typology illustrates the myriad ways of conceptualising 'who are the AAWS stakeholders', and points to the number and inherent complexity of AAWS stakeholders.

At the top of the diagram are eight major groupings of stakeholders who are likely to have some interest in animal welfare policy (government, education/research organisations, indigenous communities, industry, NGOs, the general public). These groupings partly reflect some broader societal structures that are applicable to identifying stakeholders in many different contexts. They are also multi-layered: they subdivide into more specific interest areas, which are discussed in more detail below.

These structures are relevant to the six Animal sectors identified in the AAWS (see Table 1), and can be used to help identify the full range of Sectoral Group stakeholders. For example, in the Wild Sectoral Group there will be government agencies, advisory bodies, research funders/providers, veterinarians, education and training professionals, community groups, Indigenous communities, and

members of the general public who will be interested in the welfare of Australian (wild and captive) wildlife. The listing and typology of stakeholders for this project also included assigning each stakeholder organisation to one (or more) AAWS Animal sector (see example in Table 5). The full stakeholder lists for this project have been provided separately on a CD-ROM.

Table 5: Example of select stakeholder listing for national level advisory groups

Stakeholder group	Subgroup	Organisation	AAWS Sector	Organisation description
Primary industry	Animal Welfare	National Consultative Committee on Animal Welfare (NCCAW)	All	Non-statutory body which assesses/ advises Australian Govt on national implications of animal welfare issues; advises on national codes of practice, policies, guidelines & legislation; liaises w/ AWWG.
		Australian Animal Welfare Strategy Advisory Committee	All	Advisory Committee for the AAWS will provide advice to the Minister for Agriculture, Fisheries and Forestry, through the Department, in the development of a comprehensive implementation plan for the AAWS
		NHMRC – Animal Welfare Committee	Research/ teaching	To support excellence in research, health advice, and research and health ethics that leads to improvement in the health of all Australians; Animal Welfare Committee provide advice on all matters pertaining to the conduct and ethics of animal experimentation; develop codes of practice.

Broad Stakeholder Groups and Subgroups

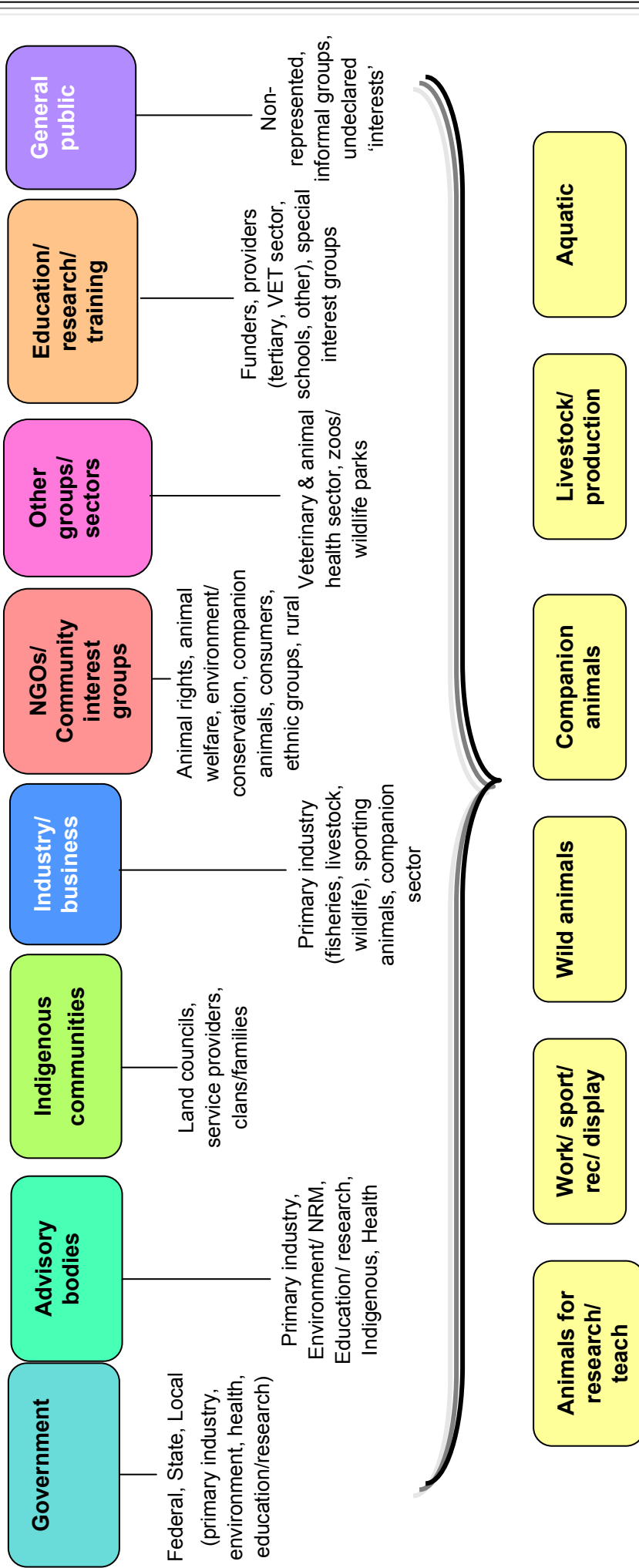


Figure 3: Categories for Australian Animal Welfare Strategy stakeholders

Figure 3 also indicates that stakeholders' interests will be focused at different scales – nationally, at a state/territory level, and/or on regional/local matters. The major focus in this project has been on identifying national stakeholders. There has also been an intentional focus on listing formal, organised stakeholder interest groups, as opposed to the range of stakeholders whose interests in animal welfare may not be declared or who may not be represented by formal organisations (e.g. the general public).

The following discussion provides a more detailed description of the major stakeholder groups (Government, Advisory bodies, etc.). It also cross-references those groups with the AAWS animal sectors, and quantifies the number of organisations that were identified during this project.

Government Stakeholder Grouping

There is a range of government committees and agencies that are directly and indirectly involved in animal welfare which include the areas of primary industries; environmental and natural resource management; research, education, and training; and Indigenous affairs (see Table 6). Table 6 also shows that there are several peak government fora which consult, coordinate and integrate action across the Australian and state/territory Governments. For example, PIMC coordinates action on primary industries matters. It is supported by the Primary Industries Standing Committee (PISC) and several subcommittees. The Primary Industries Health Committee (PIHC) is a key stakeholder in animal welfare matters – it reports to PISC on a range of animal health and welfare matters, and is supported by the Animal Health Committee, the Animal Welfare Working Group (AWWG), and others.

Table 6: Categories of government stakeholders in animal welfare/the AAWS

Group	Subgroup	The AAWS Animal Sectors	No. of national/state organisations identified to date
Government: Ministerial Councils, Standing Committees, Advisory Committees, Subcommittees	Primary industries	All, livestock/production	8*
	Environment/natural resource management		6*
	Research/education/training		
	Indigenous		1*
Australian, state/territory Government Agencies	Primary industries	All, livestock/production, research/teach, aquatic	5 national 11 state/territory**
	Environment/natural resource management	Wild, all, aquatic, livestock/production	3 national 9 state/territory
	Research/education/training	All, research/teach	1 national
	Indigenous	All	1 national 7 state/territory
Local Governments		All	1 national 9 state/territory***
		TOTAL	62

* National bodies only

** States/territory's departments of primary industries can have 2-5 branches involved in animal welfare

*** Includes state/territory local government associations and/or government departments responsible for local government

Under the Australian Constitution, state and territory governments have primary responsibility for animal welfare within Australia. Each state and territory government has laws to prevent cruelty and to promote the welfare of animals by legislating standards for their care and treatment. Most states and territories have incorporated the Australian model codes of practice for the welfare of animals under their jurisdiction's 'Prevention of Cruelty to Animals' legislation. The Australian (Federal) Government has responsibility for trade and international agreements. It also seeks national consistency in animal welfare standards and practices.

At the state/territory level, several agencies share responsibility for animal welfare – these arrangements vary in Australia's states/territory jurisdictions. In some cases (Western Australia, Northern Territory), departments for local government have overarching animal welfare responsibilities. Many agencies responsible for primary industries (agriculture, fisheries, forestry) are likely to be most concerned with animal welfare matters relating to livestock, while agencies responsible for environmental conservation will primarily consider issues relating to Australian wildlife. In most cases, there are state-level animal welfare advisory committees, which provide advice to the respective state/territory Minister responsible for animal welfare, on animal welfare issues and initiatives, including public opinion, legislative amendments, policies, strategies and programmes.

Local government also has a role in animal welfare, most frequently domestic/urban animal management. Depending on the state/territory's prevention of cruelty legislation, Councils may oversee animal pounds or be assigned powers enabling them to forbid ownership of dangerous dog breeds. Local government councils may also play a role in disseminating information to the general public about animal welfare.

Advisory Body Stakeholder Grouping

Table 7 shows that there is a range of advisory bodies which provide support to federal and state/territory government agencies with animal welfare responsibilities. These groups are often non-statutory bodies, whose members have expertise in education/research, industry/business, government and veterinary science. There is a system of advisory bodies that has a specific focus on animal welfare matters. At the national level, the AAWS Advisory Committee was formed to provide advice to the Minister through the Department, and agency staff on the development of an implementation plan for the Strategy. Its members represent a range of interests, including veterinary, industry, research and education, and government. Each state/territory has an animal welfare advisory committee that provides advice to a designated Minister and government agency about animal welfare legislation, enforcement, codes of practice and other matters. Given their overarching animal welfare briefs, these national and state/territory bodies are relevant to all the AAWS animal sectors.

Table 7: Categories of advisory group stakeholders in animal welfare/the AAWS

Group	Subgroup	The AAWS Animal Sectors	No. of national/state organisations identified to date
Primary industry	Animal welfare, Biosecurity	All, livestock, aquatic, work/rec/display, companion	4 national 9 state/territory
Environment/NRM		All, wildlife, aquatic, work/rec/display	4 national 1 state/territory
Research/Education/Training		Research/teach	3 national 6 state/territory
Health		Research/teach	3 national
Indigenous affairs		All	2 national
		TOTAL	32

Table 7 shows that there are other advisory groups that are both directly relevant to animal welfare (such as animal ethics committees), and a range of other groups with related interests which are relevant to several animal sectors of the AAWS.

Education/Research/Training Sector Stakeholder Grouping

This sector includes organisations which are responsible for funding research (research and development corporations), providing research, education and training services (government agencies, tertiary, vocational education and training, schools and private sectors), and groups with specific subject-related interests (see Table 8). Their interests span each of the AAWS animal sectors, but for many of the stakeholder organisations listed in this project there appeared to be the strongest interest in/and relevance to the AAWS livestock/production animals, and animals used for research and teaching.

Table 8: Categories of education/research/training sector stakeholders in animal welfare/the AAWS

Group	Subgroup	The AAWS Animal Sectors	No. of national/state organisations identified to date
Research funders	Research & Development Corporations	Livestock, aquatic, research/teach	3 national
Research/education/training providers	Government agencies	Livestock, research/teach, aquatic, wild, work/rec/display	12 national 1 state/territory
	Tertiary (higher education) sector	Research/teach, all, livestock, companion	28 state/territory
	VET sector	Livestock, all, aquatic	3 national 4 state/territory
	Secondary & primary sectors	All	
	Private sector	All, livestock	
Special interest groups	Agriculture/rural	Livestock, research/teach	2 national
	Animal-based research/teaching	Research/teach	2 national
	Environmental education	All, wild, research/teach	5 national 8 state/territory
TOTAL			68

Indigenous Stakeholder Grouping

Chapter 2 noted that Australia's Indigenous community will have very different perspectives on animal welfare from those of Anglo-Australians who form the majority of the Australian population. Indigenous societal structures are also different and warrant particular consideration when seeking to engage and consult with them regarding the implementation of the AAWS. Table 9 provides a structure that can help identify Indigenous community interests in animal welfare, which are likely to span all of the AAWS sectors. Land councils in various regions support Indigenous people to manage their natural and cultural heritage. At the national level, the Indigenous Advisory Council advises the Minister on Indigenous people's roles in operation of the *Environment Protection Biodiversity Conservation Act 1999* (EPBC Act). There is also a national network of Indigenous Land Management Facilitators, which helps Indigenous Australians address land management needs and access funding for land management initiatives. The National Indigenous Council and the Indigenous

Coordination Centres in the states/territories administer government programmes and services for Indigenous peoples.

Table 9: Categories to help identify Indigenous stakeholders in animal welfare/the AAWS

Group	Subgroup	The AAWS Animal Sectors	No. of national/state organisations identified to date
National representative bodies/ Major land councils	National & regions	All	2 national 2 state/territory
Indigenous Coordination Centres	States/territories & regions	All	8 state/territory
Communities, clans & families	Regions & local	All	[numerous]
TOTAL			12

Industry/Business Stakeholder Groupings

There are numerous industry sectors that are animal welfare/AAWS stakeholders (see Table 10). Five major sub-categories were designated for this sector: primary industries, animal transport, sporting industries, tourism and the companion animal sector. Three of these sectors: primary industries, sporting and companion animal sectors, were sufficiently diverse to warrant further subgroupings of different sectors.

The primary industry stakeholder organisations generally consist of peak national lobby groups which seek to represent the interests of major producers of agricultural commodities, such as the National Farmers' Federation or Australian Woolgrowers' Association. Their activities include marketing, research and development, strategic policy development, and providing information for members. A majority of these stakeholders would primarily belong to the AAWS Livestock/production Animal sector. The Animal Transport stakeholders have interests closely aligned to primary industries stakeholders, given that many of them transport livestock. Parts of this industry would also transport animals used in sporting industries.

The sporting sector includes industries which use animals for commercial purposes in sports, such as dog and horse racing and rodeos. These stakeholder organisations represent the (commercial and non-commercial) interests of their members, but also function as governing bodies for the particular sport establishing and administering rules, performance standards, and policies. Their interests are most directly relevant to the AAWS animal sector that covers animals used for work, sport, recreation or display.

The Companion Animal sector primarily includes the pet industry – retailers and wholesalers, animal breeders and trainers, and the national and state/territory peak bodies designated to represent the commercial pet industry in Australia.

Another major group of stakeholders in the industry/business sector includes the tourism industry, particularly 'ecotourism'. This type of tourism is primarily focused on ecologically sustainable nature-based activities, which foster environmental and cultural understanding and appreciation. Activities involving wildlife such as whale watching would be an example.

Table 10: Categories for industry/business sector stakeholders of the AAWS

Group	Subgroup		The AAWS Animal Sectors	No. of national/state organisations identified to date
Primary industry	General		Livestock	4 national 7 state/territory
	Fisheries	Aquaculture	Aquatic, research/teach	1 national
		Wild fisheries	Aquatic	1 national
		Recreational fishing Ornamentals		1 national
	Extensive Livestock		Livestock	12 national 9 state/territory
	Intensive Livestock & Poultry		Livestock, research/teach	8 national 6 state/territory
	Other (native, exotics)		Livestock, wild, work/rec/display	9 national 4 state/territory
	Retail/wholesalers, processors, exporters		Livestock	3 national
Animal transport			Livestock, work/rec/display	2 national 4 state/territory
Sporting industries	Horses		Work/rec/display, companion	6 national 14 state/territory
	Dogs		Work/rec/display, companion	1 national 1 state/territory
	Others			
Companion animal sector	Pet shops, suppliers, animal care		Companion, work/rec/display	2 national 5 state/territory
	Professional animal breeders/ trainers		Companion	1 state/territory
Tourism	Ecotourism		Work/rec/display	1 national
			TOTAL	102

Table 11: Categories of other stakeholders in animal welfare/the AAWS

Group	Subgroup	The AAWS Animal Sectors	No. of national/state organisations identified to date
Veterinary/animal health sectors & groups		All, research/teach	5 national 2 state/territory
Zoos/wildlife parks & circuses		Work/rec/display	3 national 22 state/territory
TOTAL			32

Other Sectors (Veterinary, Zoos/Wildlife Parks) Stakeholder Groupings

Key stakeholders in animal welfare include members of the veterinary sector (see Table 11). This group includes the veterinary organisations that represent members of the veterinary profession (veterinarians, veterinary technicians and nurses), promote high standards of practice, and advance veterinary studies. Another major community of interest in this broad group includes the zoo and circus community.

NGOs/Community Interest Groups

A range of non-government organisations have an interest in animal welfare. Table 12 shows the different categories chosen to identify these organisations. The main groupings distinguish between the animal rights, animal welfare and environmental/wildlife conservation groups. This group of stakeholders also includes those groups with an interest in companion animals (fish, dogs, horses, cats, birds, exotics/wildlife), consumer affairs, and ethnic and rural issues. Animal protection groups (rights and welfare) have interests that cut across all of the AAWS animal sectors. Some organisations have special interests in particular sectors of the AAWS, such as Compassion in World Farming – a national organisation that is focused on livestock/production animals. NGOs with an environmental focus could be said to be most relevant to the Wild sector, although some groups' activities could be said to be most relevant to the Aquatic Animal sector (e.g. the Australian Marine Conservation Society). A range of organisations with interests in companion and sporting animals, and in particular species and breeds (e.g. horses, dogs, cats), were identified.

Table 12: Categories of NGO/community interest group stakeholders in animal welfare/the AAWS

Group	Subgroup	The AAWS Animal Sectors	No. listed
Animal rights		All, livestock, work/rec/display	6 national 9 state/territory
Animal welfare		All, livestock, companion, wild	5 national 13 state/territory
Environmental & wildlife conservation		Wild, aquatic, work/rec/display	17 national 2 state/territory
Companion/sporting animals	General (includes hunting)		5 national
	Aquatic		1 national 5 state/territory
	Horses		4 national
	Dogs		4 national 17 state/territory
	Cats		1 national
	Birds		2 national 2 state/territory
	Exotics/wildlife		
Consumers			2 national
NESB/Ethnic			1 national
Rural			2 national
TOTAL			95

The remainder of the stakeholder organisations seek to represent and provide services for consumers, communities from diverse cultural/linguistical backgrounds, and rural/regional communities.

General Public

As mentioned earlier, the AAWS needs to reach many Australians, as most, directly and indirectly, use animals. Not all users of animals may realise they have an interest in animal welfare, or belong to or are represented by formal stakeholder organisations or groups associated with the AAWS. For the purposes of identifying target audiences, this group of people can be considered part of the general public. Government agencies, including the Department, will work with communication specialists who will advise on strategies to reach the general public with programme information.

National Strategic Planning Workshop – Session 4 outcomes

The AAWS National Strategic Planning Workshop was organised to provide a national forum whereby key stakeholders could discuss and endorse the draft National Implementation Plan for the AAWS and meet in sectoral working groups that would further develop actions plans for implementing the Strategy. During Session 4 of the Workshop, workshop participants contributed to the stakeholder analysis by identifying:

- what stakeholders they believed were left off the list of national and state/territory lists;
- which stakeholders should be directly involved in the AAWS implementation; and
- ways to communicate with stakeholders not directly involved.

Stakeholders undertook these tasks at the workshop, and 25 of them offered additional comments through email the week after the workshop. Their input included endorsement for the workshop and supplying additional names of stakeholder organisations in their respective animal sectors of the AAWS. Their additional comments are discussed below.

Stakeholder categories and assignment of stakeholders to particular animal sectors of the AAWS

Several stakeholders preferred to be identified differently in the broad stakeholder groupings and/or in the AAWS animal sectors (e.g. shift from NGOs/community interest groups to industry/business, identifying with animal welfare groups not animal rights groups). Similarly, stakeholders from the AAWS Aquatic Animal Sectoral Group believed there was considerable overlap among the AAWS animal sectors and that identifying a separate aquatic sector was problematic. They thought that creating ‘terrestrial’ and ‘aquatic’ subcategories within each of the AAWS animal sectors would be more appropriate than the current arrangement.

Philosophical positions and their implications for animal welfare policy

One workshop participant identified different stakeholder motivations for embracing good animal welfare practices and the subsequent value of using diverse policy instruments. This could be considered the ‘carrot and stick’ approach: regulations to punish acts of cruelty and incentives and arguments that demonstrate the benefits of good animal welfare practices, such as increased value and productivity derived from unstressed livestock. It was argued that certain industries were sufficiently advanced in their understanding of animal welfare to warrant self regulatory approaches.

Several stakeholders engaged in the debate about whether ‘lower order’ creatures (fish, crustaceans, cephalopods) feel pain in the same way as higher order animals do. They argued that attributing sentience to these creatures could damage the credibility of the AAWS and its measures. Comments made in Chapter 2 on the meaning of ‘sentient’ should be noted.

A few stakeholders were uncomfortable with distinguishing between animal ‘rights’ and animal ‘welfare’ groups. One stakeholder suggested that these groups’ interests were not necessarily mutually exclusive, rather they held a range of values and positions and preferred different advocacy strategies. Another stakeholder suggested that the term ‘animal protection group’ would better capture where the mutual interests of these groups lay.

Communication and Consultation

During the workshop and through email correspondence, several stakeholders offered their views about communication and consultation for the AAWS and its implementation. Those comments included the following:

- A key goal for the Communication Strategy should be to identify ways to communicate with stakeholders not directly involved in the implementation of the AAWS;
- Related to the point above, the Communication Strategy needs to identify ways to implement clear, coordinated and consistent messages, especially if some kind of behaviour change is desired.

Consultation for stakeholders *not* directly involved in implementing the AAWS might utilise tools such as regular email updates and intermittent meetings in regional areas:

- The Communication Strategy should be designed in consultation with the AAWS Sectoral Working Groups to identify what issues need to be addressed and what messages are required for which target audiences; and
- There should also be further and on-going consultation with AAWS Sectoral Working Groups (and key subgroups within those sectors) regarding the structure of their stakeholder/communication networks and their preferences and capacities for disseminating information about the AAWS to their constituencies.

Conclusions and Recommendations from Phases 1-3

The scale and scope of the AAWS covers all uses of sentient animals in Australia and needs to involve users of these animals. As all Australians use animals, directly and/or indirectly in some way, the implementation of the AAWS needs to reach all Australians and influence the behaviour of many people. In order to do so, however, it is important to understand the range of values, beliefs, and attitudes people hold towards non-human nature in general, and sentient animals in particular, as well as how those perspectives influence their positions on and involvement in animal welfare matters.

Studies from the social sciences and humanities have improved our understanding of the different values and attitudes people have towards animals. While these typologies have different features, they all tend to identify the different types and degrees of moral consideration people accord onto non-human nature in general, and animals in particular. It is widely accepted that in many western nations there have been substantial changes in attitudes to animals with a shift towards more compassionate, protective and empathetic attitudes, as discussed earlier.

Yet, the significance of value differences among key social groups for implementing policy has been underestimated. Differences arising among participants in decision-making processes are often attributed to a lack of knowledge about ‘facts’, which is often addressed by supplying more information about the issue. When the value differences underlying disputes are not acknowledged, conflicts often escalate, which then leads to additional costs (time, plan changes), policy and programme approval delays, and/or inappropriate decisions. Understanding why people take different – and often opposing - stances towards a particular policy proposal, strategy or plan may enable decision-makers to sensitively address concerns in a way that can encourage acceptance and possibly support.

As demonstrated here, stakeholder analysis is one tool to help identify people and groups who may be affected by or have some kind of interest in a situation, process or action. There are varied approaches and tools used in stakeholder analysis, but a key goal for all analyses is to gain a better understanding of the various people involved in a particular issue or process.

Key Findings

This project has demonstrated how diverse and complex stakeholders of the AAWS are. Over 400 different stakeholder groups were identified:

- Government: 62
- Advisory bodies: 32
- Education/research/training sector: 68
- Indigenous community: 12
- Industry/business: 102
- NGOs/Community interest groups: 95
- Veterinary/animal health: 32

Given resource limitations and the project's focus on identifying national stakeholders of the AAWS, there are likely to be many more organisations and groups which should be added to the stakeholder lists. Some of the gaps in the analysis reveal opportunities to undertake more work on the broad stakeholder groups (see Table 13).

Table 13: Recommendations to obtain further information for stakeholders of the AAWS

Stakeholder groups	Additional information suggested
Government	<ul style="list-style-type: none"> • Stakeholders in the states/territories with direct interests and roles in nationally-significant animal welfare issues (e.g. all of the Animal Welfare Advisory Committees) • State/territory agencies responsible for research, education and training; state/territory agencies that oversee the administration of local government - stakeholder lists primarily contain listings of national and state/territory local government associations
Advisory bodies	<ul style="list-style-type: none"> • Full range of state/territory Animal Welfare Ethics Committees; • Other major national and/or state/territory advisory bodies for health, Indigenous, and environmental/ conservation matters
Education/ Research/Training	<p>Funders</p> <ul style="list-style-type: none"> • Supplement listing of R&D corporations with listing of charitable foundations that may have national and/or state/territory-level interests in providing funding for (research, education or training) animal welfare related projects <p>Providers</p> <ul style="list-style-type: none"> • Not all listing of universities specify relevant schools or departments • VET providers operating at the state/territory level • Identification of ways to represent the schools sector, which could be done by consulting with the state/territory Government agencies responsible, as well as with education associations or interest groups. • Identify any organisations representing interests of private sector trainers/consultants • Identify private schools and networks <p>Special interest groups</p> <ul style="list-style-type: none"> • Some national groups lists, may be other relevant groups • Analysis of state/territory-based organisations • Professional associations (e.g. Science Teachers Association)
Indigenous	<ul style="list-style-type: none"> • Remainder of state/regional land councils • Identify Indigenous community leaders
Industry/Business	<p>Primary industry</p> <ul style="list-style-type: none"> • Broad interest groups (e.g. National Farmers' Federation) - more comprehensive listing at state/territory level <p>Primary industry – Fisheries</p> <ul style="list-style-type: none"> • Three key national bodies listed, further analysis of range of state/territory-based associations and groups given this sector's diversity <p>Primary industry – Extensive and intensive livestock</p> <ul style="list-style-type: none"> • State/territory organisations to support comprehensive listing of national groups • Breed societies (national and state/territory not covered) <p>Primary industry – Other (exotic & native wildlife, food chain)</p> <ul style="list-style-type: none"> • State/territory organisations to support comprehensive listing of national groups

	<ul style="list-style-type: none"> Identify other stakeholders in the ‘food chain’ – processors, wholesalers, retailers (national and state/territory) <p>Animal transport</p> <ul style="list-style-type: none"> state/territory organisations/groups <p>Sporting animals</p> <ul style="list-style-type: none"> restructure categories for the horse industry more comprehensive listing (national, state/territory) of dogs sector <p>Companion</p> <ul style="list-style-type: none"> state/territory organisations for pet industry animal breeder or trainers’ organisations at national and state/territory level <p>Tourism</p> <ul style="list-style-type: none"> other ecotourism organisations (national, state/territory) other national tourism interest groups
Other	<p>Veterinary</p> <ul style="list-style-type: none"> Include the 8 state and territory Divisions of the Australian Veterinary Association (AVA), and the 23 Special Interest Groups; the Australian College of Veterinary Scientists (ACVSc) and the 17 Chapters of the College, and the Australasian Veterinary Boards Council (AVBC) representing state and territory Veterinary Registration Boards and 9,000 registered veterinarians
NGOs/Community interest groups	<p>Animal rights, welfare, environmental/wildlife conservation</p> <ul style="list-style-type: none"> state/territory organisations for environmental/wildlife conservation <p>NESB/Ethnic, consumers, rural</p> <ul style="list-style-type: none"> additional coverage at national and state/territory level broader community groups (e.g. sentinel communities)

Recognising and Valuing Diversity

The existing (and future) stakeholder lists illustrate not just the sheer size of the animal welfare stakeholder community, but also its diversity. These place-based, interest-based and practice-based stakeholder communities have divergent values and beliefs about animal welfare, which in turn informs their interests and capacities to support animal welfare initiatives, such as the AAWS. The AAWS Animal Working Groups include stakeholders with different interests, and some Working Groups will embody a wider range of different interests and positions than others. For example, the Companion Animals sector covers a very wide range of species, a very large number of users, and a wide range of suppliers and service providers (training, pet care, grooming, veterinary, etc.) The Working Groups’ ability to design and implement Action Plans will largely depend on their ability to operate cohesively in the face of such diversity. It will be important to encourage:

- Awareness, understanding and acknowledgement of the different values and interests that influence people’s different animal welfare positions and practices; and
- Explorations of what people value and what potential there is to find common ground.

Information to Support the AAWS Communication Strategy

The AAWS Implementation Plan identifies the need to develop a communication strategy in order to help meet Objective 3 – to involve all stakeholders in ownership of the AAWS (AAWS 2005). Communication strategies are most effective where there are clearly articulated communication principles, goals, and objectives (external and internal); key messages for particular target audiences; communication channels; and frameworks and monitoring systems for evaluating the effectiveness of its implementation. The AAWS Stakeholder Analysis project has identified important information that can support the design and implementation of the AAWS Communication Strategy:

- Consideration should be given to postponing the communication activities already identified in the AAWS Implementation Plan (e.g. Goal 3, Activity 22 – establish a website for the AAWS) until the consultants for the Communication Strategy are selected. This would ensure that those activities are consistent with and support the new Communication Strategy’s goals, objectives, messages, target audiences, and tools.

- The Communication Strategy could be structured according to the goals and objectives of the AAWS and the AAWS Implementation Plan. The utility of this approach depends on the desired key messages that PIAPH, the AAWS Advisory Committee and the Sectoral Working Groups wish to convey. It may also be helpful to consider sub-structures within the Communication Strategy that accommodate the different issues that are particular to each of the AAWS animal sectors. There will also be broad issues that cut across all of the AAWS animal sectors, for which more general messages could be designed (e.g. the existence of the AAWS).
- The stakeholder categories and lists have already identified a range of potential target audiences. It will also be important to make some distinctions between key audiences. The Department's communication strategy distinguishes between its 'internal' and 'external' audiences. For the AAWS, similar distinctions could be made between the general public (unaligned, unrepresented) and those directly involved in implementing the AAWS (aligned, represented; e.g. the Department, the AAWS Advisory Committee, and the AAWS Sectoral Working Groups).
- A key role for the Communication Strategy would be to articulate the key messages that PIAPH-AWU, the AAWS Advisory Committee and other key stakeholders wish to communicate, and to which target audiences. In particular, it would be valuable to clarify whether the Communication Strategy should generate key messages about:
 - animal welfare;
 - the existence of the AAWS;
 - the implementation of the AAWS;
 - specific priority animal welfare issues; or
 - all of the above.
- It will be essential to identify and prioritise key animal welfare issues and ways to address them.
- Given that the six Sectoral Working Groups of the AAWS share responsibility for implementing the AAWS and its Communication Strategy, they should have the opportunity to contribute to the design of the Communication Strategy – particularly identifying key messages and implementation. Participants at the National Strategic Planning Workshop expressed strong interest in and support for a communication strategy that had sound and consistent messages. Given their diverse values and beliefs about animal welfare and the AAWS, the views of Sectoral Working Group members will need to be considered when determining the Communication Strategy's key messages. In addition, the different groups represented in the Sectoral Working Groups will have varying capacities and preferences for supporting the implementation of the AAWS and the Communication Strategy. They will need to be closely consulted about how they communicate with their constituent groups and their awareness of other animal welfare communications initiatives.
- Members of the AAWS Sectoral Working Groups will also benefit from clarification about the relationship between and timing of developing the AAWS Action Plans and the Communication Strategy. That is, will the Action Plans articulate the Working Groups' responsibilities – if any – to assist in implementing the AAWS Communication Strategy?
- Given the AAWS scale and focus, consultation, research and information dissemination processes should target national umbrella groups. Many of the organisations identified in this project have state/territory chapters or sections. However, their reporting structures and consultation measures are likely to vary, and further information is needed about these matters.

Information for Phase 4

As indicated in the MOU between the AWU and the Social Sciences Programme, an outcome of Phases 1-3 was to include recommendations for the fourth phase in the AAWS Stakeholder Analysis. Chapter 2 (see Figure 2) discusses the different levels of analysis in stakeholder analyses.

Investigations often begin by identifying who stakeholders are, and depending on available time and resources, proceed with more detailed analysis of identifying their interests, positions, levels of influence and communications needs and networks.

Phases 1-3 were focused primarily on *listing* national-scale stakeholders. Phase 4 would more fully identify stakeholders' interests in and capacities to support the AAWS, which is a necessary part of ensuring the Strategy's efficient and effective implementation. The recommendations for Phase 4 and how they were implemented are outlined in the next chapter.

Recommendations for the Communications Strategy of the AAWS

- *Recommendation: The implementation of the AAWS will need to be supported by a clear, targeted communication strategy that is informed by stakeholder consultation*

The AAWS Implementation Plan identifies the need to develop a communication strategy to help encourage stakeholder ownership of the AAWS. Communication strategies are most effective where stakeholders have input into their design and implementation and they include clearly articulated:

- communication principles, goals, and objectives;
 - key messages for particular target audience (external and internal);
 - communication channels; and
 - frameworks and monitoring systems for evaluating the effectiveness of implementation.
- *Recommendation: The AAWS Communication Strategy will need to be multi-layered and articulate clear and consistent messages*

The Communication Strategy for the AAWS may have separate components which address:

- the goals and objectives of the AAWS;
- issues particular to each of the AAWS animal sectors; and
- broad issues that cut across all of the AAWS animal sectors.

A key role for the Communication Strategy would be to articulate the key messages that the AWU, the AAWS Advisory Committee and other key stakeholders wish to communicate, and to which target audiences. The stakeholder lists already provide a wide range of potential target audiences. It would be valuable to clarify whether the Communication Strategy should generate key messages about:

- animal welfare;
- the existence of the AAWS;
- the implementation of the AAWS;
- specific priority animal welfare issues; or
- all of the above.

Phase 4: Surveying Stakeholders and Reviewing Research

Key Stakeholders

The goal for this part of the analysis would be to assess stakeholders' interests in and capacity to support the AAWS and its implementation (see Figure 4). It would elicit information about stakeholders' views on:

1. the importance of the AAWS, how they are affected by it or affect it, and what kind of influence they have on the AAWS;
2. more specific information about what resources they have to support the AAWS implementation, their main communications methods and channels, and their organisational affiliations/networks; and
3. incorporation of/referral to the AAWS strategic policy and work plans.

Data from Phase 4 would be used to formulate strategies for managing and prioritising stakeholder involvement, and to identify future challenges and opportunities and how best to manage them.

The key research tools used in this component of the project would be a survey. The sampling strategy would need to reflect the diverse interests in animal welfare, and it is suggested that a purposeful sampling strategy be used to obtain a cross section of interests (across and within the AAWS Sectoral Working Groups).

General public

The AAWS intends to reach and potentially influence all animal users in Australia. In order to measure its success in achieving this goal, it is important to better understand the general public's attitudes to animal welfare and positions on key animal welfare issues. This component of the project would entail a review of relevant social surveys done in Australia on Australian public attitudes to animal welfare and development of a standardised approach to monitoring public opinions. Given the changeable nature of public opinion, regular public opinion surveys using a consistent approach can be used to help measure community awareness of and concern about contemporary issues, such as animal welfare.

The AAWS Stakeholder Database

The information gathered on stakeholders in Phases 1 – 3 provides an important foundation for building a workable stakeholder database. Phase 4 as well filled in some of the gaps discussed above in Table 13. In addition, it is recommended that further information on the stakeholder organisations be obtained in future research (and included in the database), such as:

1. Scale of operations/jurisdictions covered; and
2. Organisational structure and composition of membership

Given the dynamic nature of social systems, the stakeholder list will need to be regularly updated as stakeholders' information is likely to change over time. In addition, further stages of the stakeholder analysis will provide new and more in-depth information about stakeholders' interests and capacities to support the AAWS implementation.

In addition, the database could be developed into a broader animal welfare communications portal, enabling visitors to the site to access parts of the AAWS database (e.g. basic information about the focus of the organisation) and provides links to a comprehensive range of animal welfare websites. Examples of these kinds of communications portals can be found in the Australian Development Gateway maintained by AusAID (<http://www.developmentgateway.com.au>) (AusAID 2005), and the Australian Government's Agriculture Portal (<http://www.agriculture.gov.au>) (Australian Government 2005).

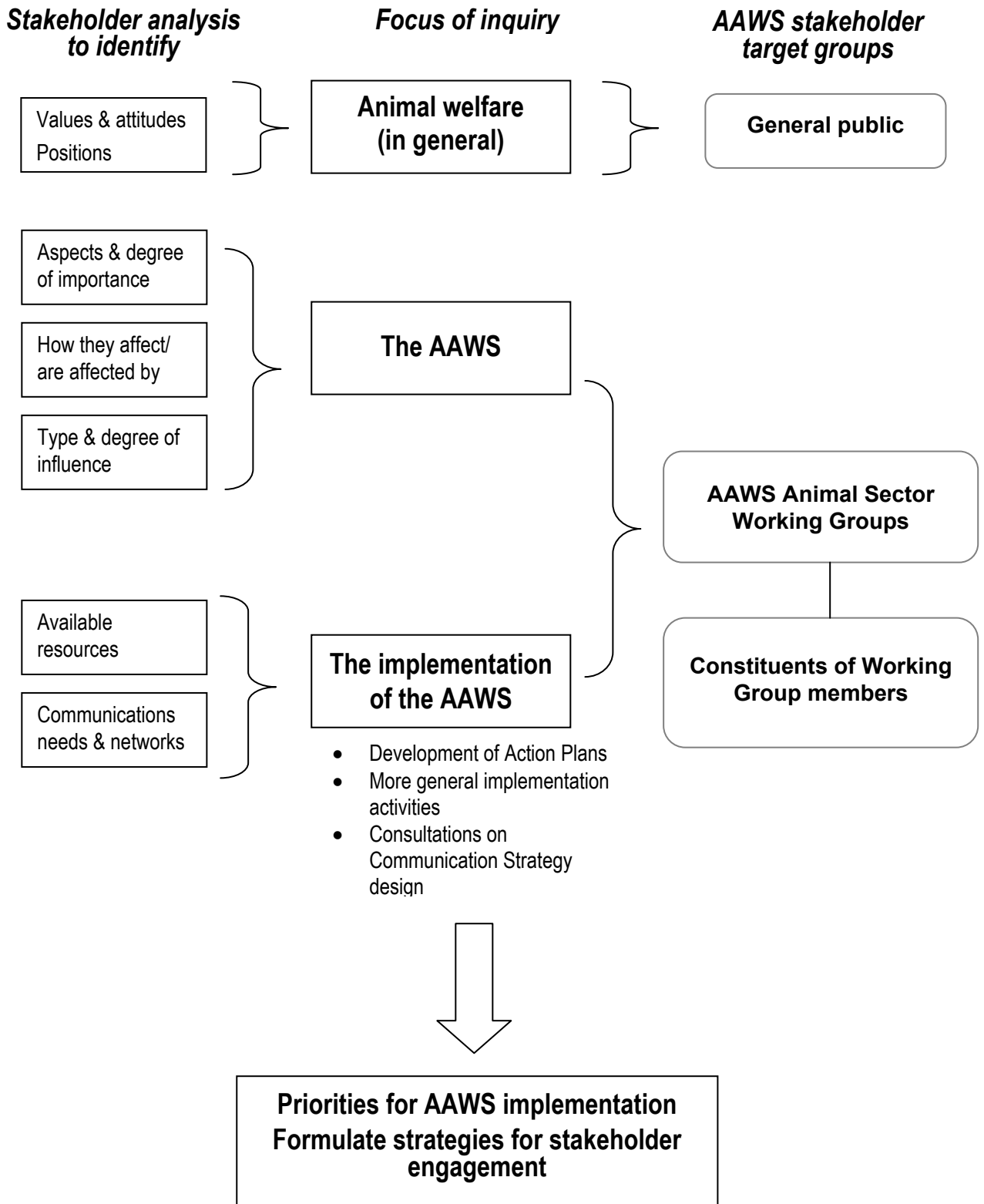


Figure 4: Recommended research approach for Phase 4 – Stakeholder analysis

Methods

The following describes the two main components of Phase 4. As mentioned earlier, extensive consultation between staff of the AWU and the Social Sciences Programme was carried out to clarify the methods for Phase 4.

A) Survey of Stakeholder Organisations

Purpose

As a result of consultations with the AWU, it was determined that the survey component of Phase 4 would provide valuable and timely information (both for the development of the AAWS Communications Strategy and the continuing AAWS Action Plan process) if it were focused on identifying the interests and communication preferences of certain stakeholders. Those stakeholders included Working Group members and their constituent groups, as well as other organisations which have had less direct involvement in the specific and/or broader development and implementation of the AAWS.

Sample

Due to the exploratory nature of the research a combination of stratified and purposive nonprobability sampling (Creswell 1998) was considered most appropriate. Stakeholder organisations from both the AAWS sectors and the stakeholder groupings identified in Phase 1-3 were included in the sample. Due to time constraints it was decided to limit the sample to no more than 50 organisations.

Gap analysis was undertaken to identify those stakeholders who been involved in the AAWS to a lesser degree (Appendix A). Further refinement of the sample was achieved using a set of criteria (Morse and Richards 2002) developed in consultation with the AWU. The criteria were inclusion of:

- a variety of organisations to reflect the diversity and interests in animals;
- national organisations in preference to state or territory bodies;
- Working Group members not already interviewed in previous research (by the Social Sciences Programme);
- other Working Group members and/or stakeholders nominated by the AWU, including all animal welfare organisations that are members of a Working Group.

Further advice on stakeholders who may have not been involved in the Strategy to date was sought from Working Group members, particularly to identify potential Indigenous stakeholders - few of whom were included in previous phases.

Questionnaire Design

Preliminary stakeholder profiling undertaken by the Social Sciences Programme (via interviews with 25 stakeholders) created a profile of particular animal welfare issues pertinent to each sector, determined stakeholders' involvement in the AAWS, and their perceptions of the potential impact of the AAWS. The interview schedule used for the stakeholder profiling formed the basis of the design of the Phase 4 questionnaire.

The design was modified to meet the central objective of Phase 4 - to elicit information about the views of stakeholders on their organisation's:

- interests in particular animal sectors and welfare issues;
- awareness of and current involvement in the AAWS; and
- main communication methods/channels, and their preferred methods/channels.

The questionnaire (see Appendix B) was divided into four sections based on the above:

- Section 1 – Stakeholder Organisation General Information;
- Section 2 – Animal Interests and Issues;

- Section 3 – The Australian Animal Welfare Strategy; and
- Section 4 – Communication Methods and Preferences.

The animal interests and issues included in Section 2 were reviewed by the AWU Secretariat Members for each sector to confirm that the list was inclusive of each sector's key issues. For the communications component (Section 4), questionnaires from successful surveys undertaken by the Social Sciences Programme with a communications focus (e.g. Aquaculture in the Port Phillip Bay Region Community Survey 2003) were consulted and used as a guide.

In total, the questionnaire comprised 15 questions across the four sections, with 15 closed items (questions with pre-coded response categories), and two open-ended items to enable participants to offer additional comments. Comments on the questionnaire design were sought from a mentor to the AAWS Animal Welfare Advisory Committee. The questionnaire was modified according to their comments before it was distributed for pre-testing.

Pre-testing

Pre-testing of the questionnaire was carried out by seeking advice from two senior Advisory Committee members, who commented on its design and content.

Piloting

The questionnaire was piloted by four Canberra-based stakeholders (including three Working Group members) who were asked to complete the questionnaire taking note of the following:

- time taken to complete the questionnaire;
- logical flow of questions;
- identification of any nonsensical questions;
- identification of any questions that were irrelevant;
- any questions they felt were missing;
- any missing or unsatisfactory categories/options.

Their comments were discussed in consultation with the AWU and the questionnaire was modified accordingly.

Administration

The survey was administered via email and the telephone. Stakeholder organisations were telephoned initially, and if they agreed to participate, they were given an option to complete the questionnaire by telephone or by email. If they chose to participate by telephone, they could do so at the time of the initial telephone call or alternatively they could request a more convenient time. If they chose to participate via email, they were sent an email message with the questionnaire attached to complete in their own time. Follow up telephone calls were made to remind respondents to complete the questionnaire, provide support, and/or re-direct the questionnaire to the appropriate organisational representative where necessary.

B) Research Review

Purpose

The implementation of the AAWS requires broad public support. There are several key animal welfare issues, characterised by public controversy, that can create conflicts among the AAWS stakeholders and potentially impede the AAWS implementation. These conflicts are underpinned by the different attitudes people have to animals and animal welfare. There is a modest amount of information available about stakeholders' views on animal welfare issues, however it remains unclear what values

and beliefs the general public holds in relation to animals and animal welfare issues. The research review sought to shed some more light on public perspectives by:

- Identifying social surveys on public attitudes to animals and animal welfare issues with a particular focus on Australia;
- Identifying the implication of those findings for the AAWS implementation;
- Assessing how well previous surveys cover key animal welfare issues of interest to the Department and key stakeholders of the AAWS; and
- Providing advice on the need for further nationally-representative surveys on Australian public attitudes to animals/animal welfare issues.

Parameters

Phases 1 to 3 demonstrated the existence of different values and beliefs about animals and animal welfare, and explain how those perspectives are a more specific subset of broader values and attitudes towards nature and environment, and stress the importance of understanding such phenomenon. The aim of the research review was not to seek further background on the theoretical underpinnings of Australian attitudes to animals. Rather it sought to review social surveys of public attitudes to animals and animal welfare issues. Studies were considered for the review if they focussed on/included:

- key (Australian) animal welfare issues (e.g. live animal export);
- coverage of the AAWS animal sectors (or the species and activities therein);
- surveys and research conducted in Australia (as the first priority), or surveys implemented in United States/North America and Western Europe (as second priority);
- larger scale, quantitative survey instruments targeting regionally/nationally representative samples of the general public.

The research review was formatted as a matrix (Appendix C). The matrix included a listing of the surveys found through the literature search, including:

- the year the survey was implemented;
- the surveys' purpose;
- the target population and sample characteristics;
- animal sectors of the AAWS (or species and activities included in those sectors) covered;
- key animal welfare issues addressed; and
- a brief summary of the main findings.

Further in-depth written analysis of the literature was carried out, as presented in the results section 'Attitudes to Animal Welfare Survey Literature' below.

Results - Survey of Stakeholders

Respondents

Out of the 50 stakeholders invited to participate in the research, 40 stakeholders participated. Of these, the majority were Sectoral Working Group members or from the Industry/Business sector. Around one third were Non-Government Organisations (NGOs). Only one Indigenous stakeholder and one Advisory Body took part (Figure 5).

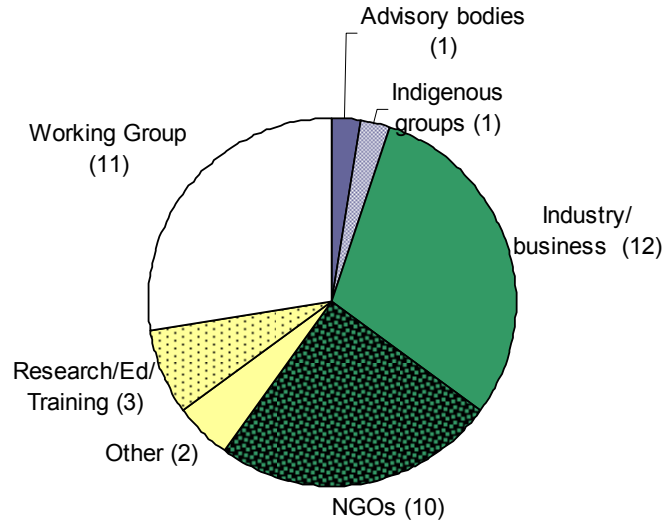


Figure 5: Numbers of respondents belonging to the AAWS stakeholder types (n=40)

Stakeholder Organisations – General Information

Level of Operation

Respondents could select multiple options to describe the scale/s at which they felt their organisation mainly operated at, ranging from an international to a local level (Figure 6). A wide variety of combinations were reported, many of which occurred at low percentages (e.g. 2%), hence these are not included in Figure 6.

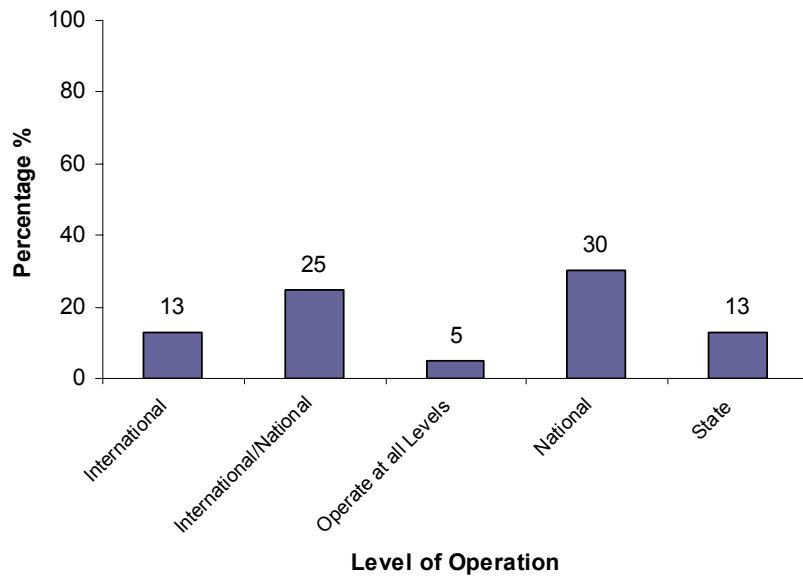


Figure 6: The level of operation of stakeholder organisations (n=40)

Twelve respondents reported that their organisation operated at a national scale (30%), although 25% (n=10) also reported that their organisation operated at an international scale in addition to a national scale. Thirteen percent (n=5) reported that their organisation operated only at either an international or a state level, while a small percentage reported that their organisation operated at all scales (i.e. international, national, state, regional, and local) (n=2, 5%), (Figure 6).

Degree of Influence

Respondents were asked to rate the degree of influence respondents felt that their organisation has in relation to animal welfare issues (n=38): 53% (n=20) indicated they had a moderate/high degree of influence at the national level, 54% (n=20) indicated that they had a moderate/high degree of influence at the state/regional level, and 47% (n=18) felt they had a moderate/high degree of influence locally (Figure 7). Interestingly, 34% (n=13) of respondents indicated that they believed their organisation to have none/low influence locally (Figure 7).

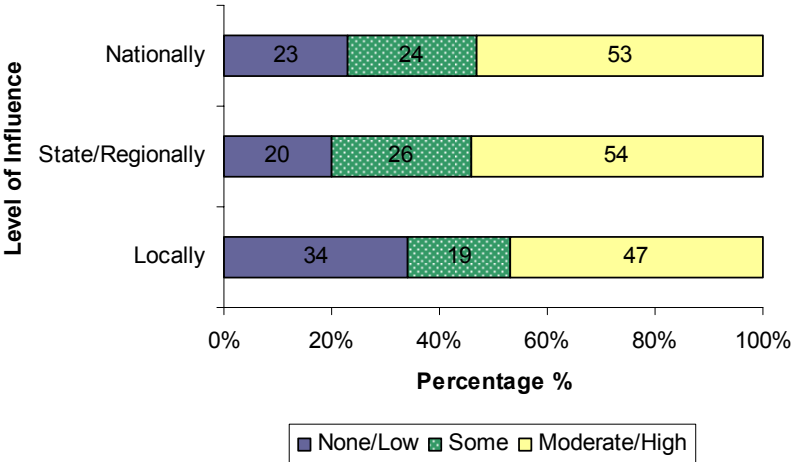


Figure 7: Stakeholder organisations level of influence in relation to animal welfare at national, state/regional, local scales (n=38)

Respondents' Roles

In terms of survey respondents' roles within their organisation (Figure 8), the majority were other executives (e.g. deputy manager) (n=9, 22%), although a similar number were CEOs (n=7, 18%) or presidents (n=7, 18%). Unlike for the Communications Stocktake commissioned by the AWU, very few respondents were communications or marketing officers (n=1, 2%). Only 10% (n=4) reported they were animal welfare officers.

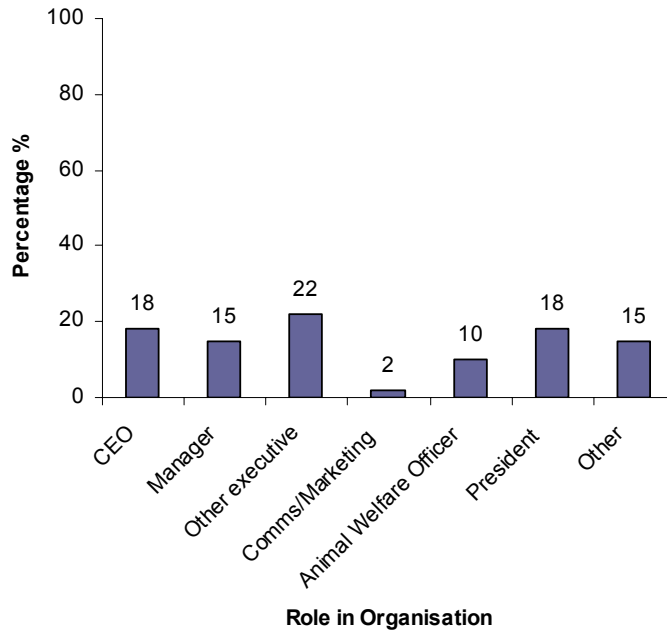


Figure 8: Respondents role in their organisation (n=40)

Membership Levels

When describing the number of members their organisation has, thirteen (32%) of respondents indicated that their organisation had quite a low membership (0-100 members) (Figure 9). However, nine (22%) responded that their organisation had high membership (>5000) (Figure 9). Six respondents (15%) indicated that their organisation had between 251-500 members, four (10%) indicated that their membership was from 101-250 members, and three respondents (7%) indicated that their memberships were between 501-1000, 1001-2000, and 2001-5000 respectively (Figure 9).

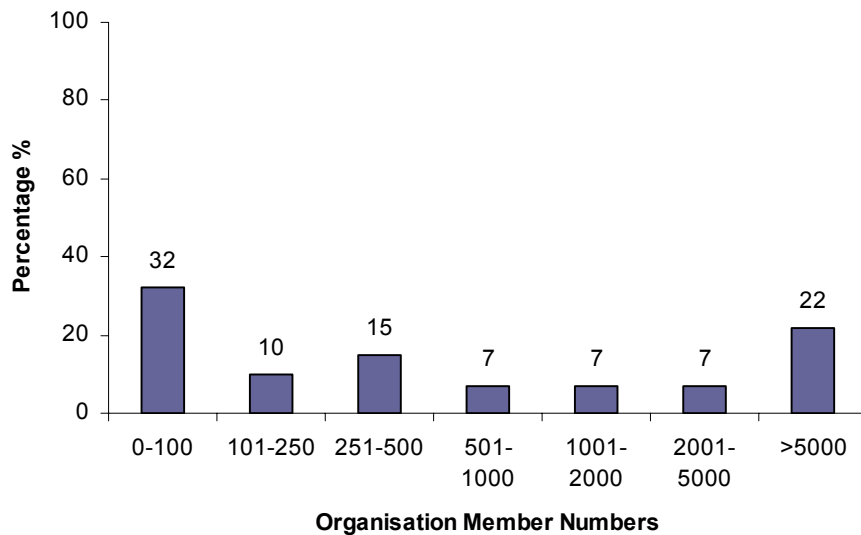


Figure 9: Stakeholder organisation's membership numbers (n=40)

Respondents were asked to describe their organisations' main activities. Table 14 lists the range of activities undertaken, which also illustrate different ways in which these organisations conduct their business. Three main types of organisation were represented, including peak industry bodies, NGOs/community interest groups, and organisations involved in education, research and/or health (Table 14). A broad range of activities were described for each type of organisation, ranging from representation and advocacy of member interests to governments, public education and awareness campaigns, and the delivery of health care and education (Table 14).

Table 14: The range of activities undertaken by respondent's organisations in conducting their business

Type of respondent organisations	Description	Range of Activities
Peak industry bodies	Organisations representing a range of primary industry sectors and zoo/circus sectors	<ul style="list-style-type: none"> • Represent and advocate for member interests to Commonwealth and state Governments on key issues (e.g. trade, animal welfare, marketing, etc.) • Training & education • Accreditation • Increasing market access and product demand • Research & development • Advice/services for members
NGOs/ Community interest groups	A range of non-governmental organisations with varied interests, including animal welfare, animal rights, wildlife conservation & rehabilitation, sporting and game animals	<ul style="list-style-type: none"> • Public education and awareness campaigns • Fund and/or conduct research and other projects • Range of promotional and advocacy/lobbying activities relevant to organisations' interests • Training activities for members/public • Fundraising • Provision of services (e.g. wildlife rescue & rehabilitation, cruelty enforcement)
Education/research and health	Organisations (governmental and non-governmental) that provide research/education or health services and/or have specific subject-related interests	<ul style="list-style-type: none"> • Conduct scientific research and provide scientific advice • Science communication and promotion • Delivery of health care & education • Professional development & support • Advocacy • Conduct conference & professional forum • Representation on government committees

Animal Interests & Issues

When asked to nominate their organisation's main area of interest, the majority of respondents indicated that it was animals in the livestock sector or animals in the wild (Figure 10). This may be explained to some degree by the sample having a high representation of stakeholders from the livestock/production industries. The remainder of responses were spread relatively evenly across the other sectors of the AAWS (Figure 10). Only two respondents felt their organisation was concerned with animals not covered by the AAWS sectors.

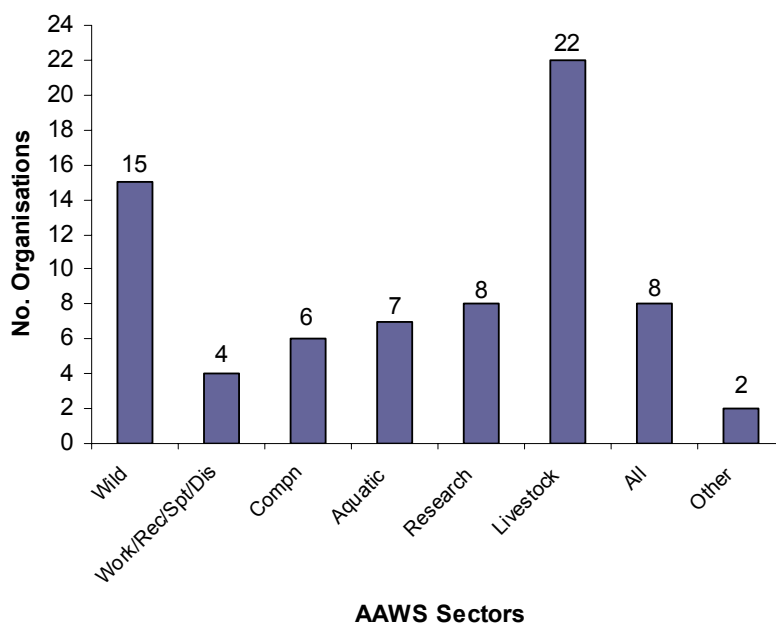


Figure 10: The number of stakeholder organisations interested in each of the AAWS animal sectors (n=40)

Importance of Specific Animal Welfare Issues

Respondents were asked to indicate the degree of importance (to their organisation) of a number of animal welfare related issues. Figure 11 illustrates that nearly all of the respondents considered the development of consistent national standards and guidelines for animal welfare as important/very important, and similarly, respondents also rated preventing animal cruelty as important/very important. Facilitation of the animal welfare debate in Australia was also rated important/very important by the majority of respondents. Furthermore, a high percentage considered understanding the general public’s beliefs and attitudes towards animal welfare as important/very important (Figure 11).

Other issues rated as important/very important by the majority of respondents included: humane population control of feral (invasive) animals habitat protection for native Australian animals; the use of animals for scientific purposes; conditions of livestock during transport; developing regulations for appropriate use of animals for work/recreation/sport/display; identification of the extent of unreported animal welfare incidents; encouraging responsible pet ownership. These issues are summarised in Table 15.

Table 15: Specific animal issues considered of most importance to stakeholder organisations

Issue
<ul style="list-style-type: none"> • Preventing animal cruelty • Development of consistent national standards and guidelines for animal welfare • Facilitation of the animal welfare debate in Australia • Understanding the general public’s beliefs and attitudes towards animal welfare • Humane population control of feral (invasive) animals • The use of animals for scientific purposes • Conditions of livestock during transport • Developing regulations for appropriate use of animals for work/recreation/sport/display • Identification of the extent of unreported animal welfare incidents • Encouraging responsible pet ownership

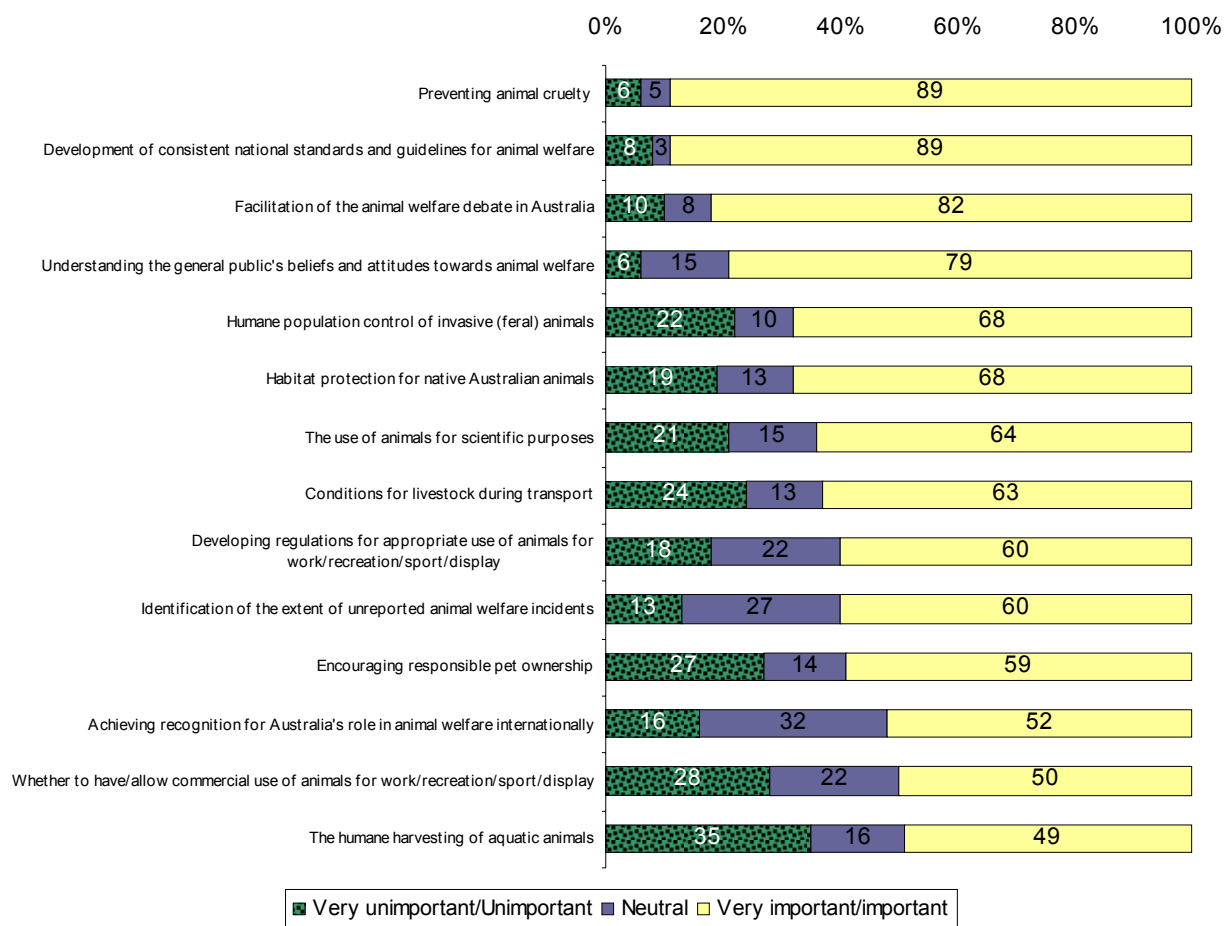


Figure 11: Level of importance of specific animal welfare issues to stakeholder organisations (n=40)

The AAWS

Eighty-eight percent (n=35) of respondents reported that their organisation had heard of the AAWS. When asked to indicate how familiar their organisation was with the AAWS, one-third (n=21, 60%) of respondents reported that they were familiar/very familiar, while (n=8, 23%) indicated that they were moderately familiar, and 17% (n=6) reported that they were unfamiliar/very unfamiliar with the Strategy.

Involvement in the AAWS

Of those respondents who stated that their organisation was familiar with the AAWS (n=32), more than two-thirds (n=22, 63%) reported that they have been involved in the design and/or implementation of the AAWS to date. In contrast, 34% (n=12) of respondent's organisations have not been involved, while one respondent was uncertain of their organisation's involvement.

Support of the AAWS & Interest in Future Involvement

Respondents who indicated that their organisation had heard of the AAWS (i.e. n=33) to date were asked to indicate how supportive they felt their organisation was of the Strategy. The majority (n=23, 70%) reported that they were supportive/very supportive, while 12% (n=4) indicated that they were moderately supportive, and only 6% (n=2) indicated they were unsupportive/very unsupportive. Twelve percent (n=4) reported that they were unsure of the degree of their organisation's interest in the AAWS.

All respondents were asked to indicate how interested their organisation would be in future involvement in the AAWS. Over seventy percent (n=29, 74%) of respondents described their organisation as being Interested/Very Interested in helping to disseminate information about the

AAWS, and to contribute to its implementation in the future. Nearly one-fifth (n=7, 18%) indicated that they were moderately interested, while only one organisation indicated that they were uninterested/very uninterested. Six percent (n=3) reported that they were not sure how interested in being involved their organisation was.

When asked to indicate how they might like to be involved in the AAWS in an open question however, seven (17.5%) respondents did not appear to be interested in further involvement with the AAWS' implementation (e.g. they either did not respond to the question or indicated directly that they were not interested). The remaining organisations (n=33, 82.5%) *were* interested in being involved, primarily through helping to disseminate information and/or continuing to serve as a Working Group member:

- Fifteen respondents (45%) indicated their willingness to help by disseminating information to their stakeholders through a range of communication channels. The most frequently mentioned vehicles for doing this included newsletters and/or magazines, websites and email. Respondents also identified direct contact with their constituents at conferences, stakeholder forums and meetings. Several respondents were open to suggestions and also indicated that a substantive role in information dissemination had funding implications.
- Eleven respondents (33%) pointed to their Working Group membership as a way to contribute to the AAWS' implementation in the future. Most of these respondents also indicated their interest in disseminating information, conducting education and/or research, and consulting with their stakeholders.
- The remaining respondents (22%) referred to other ways of being involved, including raising awareness, providing training packages, implementing Quality Assurance schemes, conducting relevant research, and being open to suggestions of ways to help.

Communication Methods & Preferences

In order to determine respondents' preferences for certain communication methods, it was useful to determine the variety of methods by which stakeholder organisations received information about animal welfare, as well as the types of methods they used to disseminate information about animal welfare to their members.

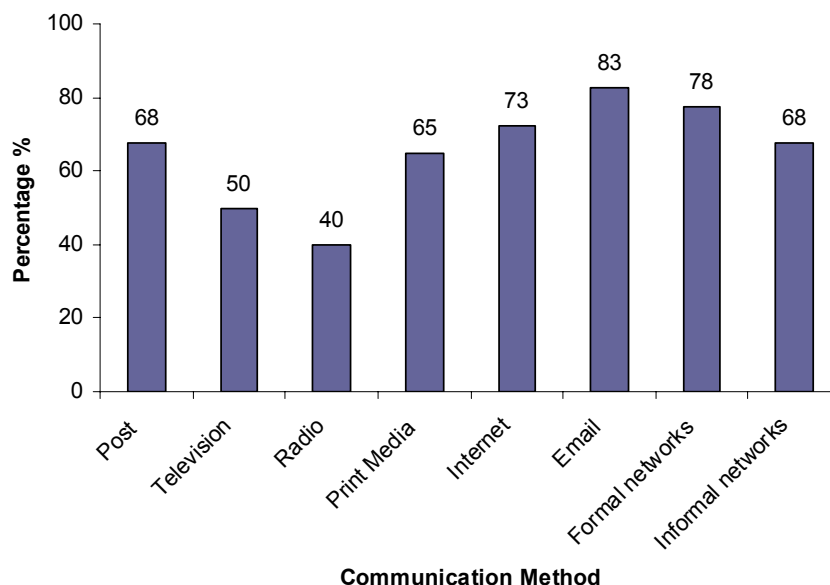


Figure 12: The methods by which stakeholder organisations receive information about animal welfare (n=40)

Figure 12 illustrates how respondents' organisations most commonly receive information about animal welfare. The majority of respondents indicated that their organisation received information via email (n=33, 83%), although formal networks (presentations at meetings and conferences) (n=31, 78%) and the internet (n=29, 73%) also scored highly (Figure 12). However, other methods also attracted relatively large percentages, in particular informal networks (word-of-mouth via colleagues) (n=27, 68%) and Australia Post (n=27, 68%) (Figure 12).

Respondents who indicated that they used a particular method were asked to rate its usefulness on a scale from 'not at all useful' to 'very useful'. Formal networks were rated as useful/very useful by 100% of respondents that used this method (n=31) (Table 16). Other methods that rated highly were: email (n=33, 94%); informal networks (n=27, 89%); and print media (n=23, 88%) (Table 16).

Table 16: Usefulness of methods by which respondent's organisations receive information about animal welfare (Note: Only those respondents who indicated their organisation received information by a particular method were able to rate its usefulness)

Method	Number of Respondents who Receive Information via this Method	No. Rating as Useful/Very Useful	% Useful/Very Useful
Formal networks	31	31	100
Email	33	31	94
Informal networks	27	24	89
Print Media	26	23	88
Internet	29	23	79
Television	20	13	65
Post	27	16	59
Radio	16	8	50

Respondents were also asked to indicate which methods their organisation uses to disseminate information (Figure 13). Results show that the most popular method nominated by respondents was email (n=26, 65%), although formal networks (presentations at meetings and conferences) (n=25, 63%), and informal networks (word-of-mouth via colleagues) attracted similar percentages. Again, the remaining methods were used at relatively high levels, although television and radio scored lower (n=5, 13% and 9, 23% respectively).

Again, respondents who indicated that they used a particular method were asked to rate its usefulness on a scale from 'not at all useful' to 'very useful' (Table 17). Email was rated useful by nearly 100% of respondents that reported they used it (n=25, 96%), followed closely by formal networks (n=23, 92%). Other methods that rated highly were: informal networks (n=21, 88%); print media (n=19, 83%); and television (n=4, 80%), although not many respondents used television as a method.

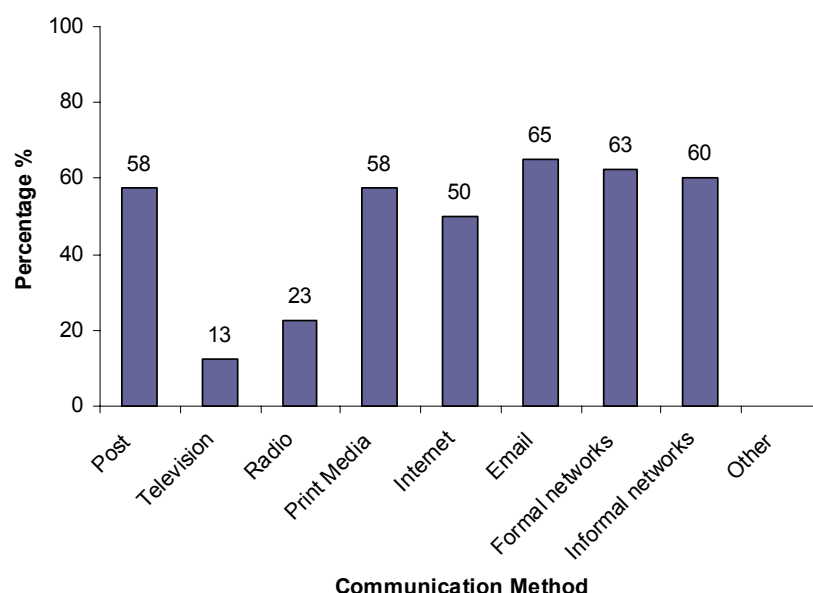


Figure 13: The methods by which stakeholder organisations use to disseminate information about animal welfare to their members (n=40)

Table 17: Usefulness of methods by which respondent's organisations disseminate information about animal welfare (*Note: Only those respondents who indicated their organisation disseminated information by a particular method were able to rate its usefulness*)

Method	Number of Respondents who Receive Info via this Method	No. Rating as Useful/Very Useful	% Useful/Very Useful
Email	26	25	96
Formal networks	25	23	92
Informal networks	24	21	88
Print Media	23	19	83
Television	5	4	80
Internet	20	14	70
Post	23	15	65
Radio	9	5	56

Other Comments

Eighteen respondents (45%) offered additional comments at the end of the survey (see Table 18). Their comments were generally focused on ways to improve the inclusiveness of the AAWS consultation processes, how welfare is defined and promoted in the livestock sector, designing targeted animal welfare communications, and animal welfare issues of importance to some stakeholders.

Table 18: Summary of other comments made by respondents

Effective stakeholder engagement with the AAWS implementation
<ul style="list-style-type: none"> • The AAWS is a good initiative, but its effectiveness is challenged by its huge scope and use of jargon • Need to identify more specific ways for stakeholders to support the AAWS, and identify how promoting the AAWS fits in with stakeholders' existing activities • Contributions to supporting the AAWS' implementation has resource implications • Should be more inclusive of other interests in animal welfare (e.g. wildlife health) and consideration of resource implications for cooperating organisations providing implementation assistance via their communications networks • Need to clarify differences between animal rights and animal welfare; need more inclusive process with implementation of the AAWS • Lack of consultation on animal welfare issues, policies and strategies with the goat sector • Animal welfare in the context of native animal conservation is often overlooked • Animal welfare practice and change in industry context • Industry needs to be proactive about animal welfare issues – how can the AAWS assist? • There's a need for effective communication of the status of animal welfare in Australia • Need to consider the costs of forcing too much change (re: animal welfare) too quickly on livestock producers, just for the sake of appeasing animal liberationists
Effective communication in unique and challenging settings
<ul style="list-style-type: none"> • Communication with Indigenous communities should rely on face-to-face mechanisms • Training a key component of communications about the AAWS • Need more effective communication about the necessity/benefits of mulesing • Importance of national animal welfare codes of practice that are linked to risk management and OHS codes in order to facilitate inter-state members • Challenge of maintaining (animal welfare) standards during difficult times (e.g. drought) • Agriculture courses should not be restricted from using animals due to overly strict welfare standards/practices
Animal welfare issues
<ul style="list-style-type: none"> • Interest is in a range of animal welfare issues: slaughter methods, handling of livestock, genetic modification of animals, strong penalties for welfare offenders, commercial harvesting of Australian wildlife, indigenous harvesting of wildlife • The need to improve the welfare of production animals

Results - Research Review: Attitudes to Animal Welfare

The Search

Electronic databases in The Department’s Library and the Australian National Library (including but not limited to, Academic Search Premier, Informit, APAIS, Health Source Academic, PubMed, and ScienceDirect) were searched intensively over a two week period. Combinations of the key search terms listed in Table 19 were used to generate search results.

Table 19: Key search terms used to identify relevant survey literature

Key Search Terms	
<ul style="list-style-type: none"> • Animal welfare • Animal rights • Animals • Social survey • Public opinion poll • Questionnaire 	<ul style="list-style-type: none"> • Poll • Market research • Perception • Attitude • Opinion

Search results were reviewed and assessed using a set of criteria (described in Table 20) to isolate the most relevant literature which was entered into a matrix alphabetically by the name of the first author (Appendix C). Google Scholar was also searched using the same search terms and criteria. Generally, articles satisfying three or more criteria were included in the matrix. In total, 41 full-text papers were reviewed and of these, 20 were included in the matrix.

Table 20: Criteria used in the literature search to isolate the articles most relevant to the AAWS

Criteria	
<ul style="list-style-type: none"> • Social surveys about public attitudes to animals • Research addressing key (Australian) animal welfare issues (e.g. live-export) • Coverage of the AAWS animal sectors (species, or activities therein) • Australian research (international research included if deemed relevant) 	<ul style="list-style-type: none"> • Large scale, quantitative surveys targeting regionally/nationally representative samples of the general public • Papers published in refereed journals • Recent articles (2001-2006) (older articles included if deemed relevant)

As well as the 20 articles included in the matrix, this section also draws on additional articles that were located subsequently in the research process and that fitted key search terms and relevant criteria.

Findings

Overall, there is a lack of published research on public attitudes towards animals and animal welfare, particularly in Australia. For the survey work that has been conducted (both in Australia and internationally), animal welfare is often a subset of broader attitudes investigated, for example attitudes about the environment (Mertig and Dunlap 2001), consumer behaviour (Makatouni 2002), or wildlife management (Anthony et al. 2004). From a more theoretical perspective, Phases 1 to 3 demonstrated that values and attitudes towards animals (which include values and attitudes about animal welfare) can be viewed as a specific subset of those relating to nature and the environment. Hence research that examines animal welfare as a subset of broader attitudes is highly relevant.

Table 21 summarises the survey literature from the matrix by: the location of the research; relevance to the animals in the AAWS sectors; and the animal welfare issues addressed. Although this review is by no means all-encompassing, Table 21 demonstrates that the majority of research to date has been conducted in Europe (and/or has a global perspective), is relevant to all of the AAWS animal sectors, and has mainly investigated public attitudes to animal welfare in general or consumer perceptions of animal derived products. The review uncovered very little research on attitudes to animal welfare from the United States, and the single article that was located was concerned with the Wild sector of the AAWS, focussing on the issue of wildlife protection (Table 21).

Research in the United Kingdom has covered animals in categories similar to several of the AAWS sectors, and the welfare issues investigated revolve around production methods and consumer perceptions and/or behaviour (Table 21). The survey work conducted in Australia does not differ dramatically from those studies located in Europe (and the UK), although as well as issues related to livestock/production animals, there appears to be an additional focus on animal welfare issues associated with wildlife (Table 21).

Table 21: Summary of articles from the literature matrix - showing the number of articles reporting research conducted in a range of countries, relevance to particular animal sectors of the AAWS, and the range and number of animal welfare issues covered

Survey Location	No.	The AAWS Sectors	No.	Animal Welfare Issues	No.
Australia & New Zealand	6	All	2	Wildlife feeding	1
		Wild	2	Perceptions of wildlife	1
		Companion	2	Threats to wildlife	1
		Livestock/Production	2	Pest management	1
				Meat consumption	1
				Live export	1
				Dairy cow welfare	1
				Animal welfare legislation	1
Global	8	All	4	Animal welfare generally	2
		Livestock/Production	2	Factors influencing societal perception of animal welfare	1
		Aquatic	1	Consumers' perceptions	3
		Research/Teaching	1	Consumer behaviour	1
				Producers' perceptions	1
				Animal husbandry	1
				Harvesting	1
				Wildlife protection	1
				Animal rights	1
				Animal testing	1
UK	5	All	3	Animal use	1
		Livestock/Production	2	Consumer behaviour	1
				Organic farming	2
				Animal welfare attitude scale	1
				Consumer willingness to pay for better animal welfare	1
				Cost-benefit analysis	1
US	1	Wild	1	Wildlife protection	1

Discussion

The following discussion presents an analysis of the survey literature on public attitudes to animals and animal welfare issues, and covers both international and Australian research. The coverage of animal welfare issues of interest to the AWU and key stakeholders in the available research/survey literature is assessed, including implications of these findings for the implementation of the AAWS.

International Research on Public Attitudes to Animals & Animal Welfare Issues

Although some international studies have addressed the welfare of animals in general, overall the focus of much of the research completed to date is on the welfare of farmed (i.e. livestock/production) animals. A recent paper by Boogaard et al. (2006) states that public perceptions of animal welfare are often approached from a consumer's perspective (e.g. Te Velde et al. 2002) which may explain the emphasis on this topic.

Research suggests that the general public's concerns about the welfare of production animals are mainly focussed on chronic situations, in particular living conditions, where there is a perception that outdoor/free-range animals have better welfare than those housed and reared indoors (Heleski et al. 2004, Storstad and Bjørkhaug 2003). This is due to the perceived importance of animals having the space to move freely and opportunities to express natural behaviours (Heleski et al. 2004). Interestingly, farmers' concerns are found to be more focussed on the physical condition of animals as opposed to their behavioural and/or social needs (Te Velde et al., 2002).

Te Velde et al. (2002) assessed the motivations underlying livestock farmers' and consumers' perceptions of animal welfare in The Netherlands. They conducted their analysis of farmers' and consumers' perceptions within a reference frame that included values, norms, convictions, interests and knowledge - all of which are interconnected (Te Velde et al. 2002). Farmers were found to assess animal welfare by the size and health of an animal reasoning that because the animal is growing it is healthy, and therefore has good welfare (Te Velde et al. 2002). This narrow definition contrasted with that of consumers, who incorporated both physical and mental wellbeing in their consideration of animal welfare (Te Velde et al. 2002), and like the findings reported by Heleski et al. (2004), were concerned about animals being able to exhibit natural behaviours (Te Velde et al. 2002).

Different Attitudes to Animals between Farmers and the General Public

As indicated by the above, it is evident that different types of people hold different beliefs, values and perceptions about the relationships between humans and animals (Beilharz 1988), and certain perceptions are associated with certain types of person. For example, in Norway organic consumers and organic farmers held a more negative perception of the welfare of livestock than conventional consumers and conventional farmers (Storstad and Bjørkhaug 2003). Further to the above, Te Velde et al. (2002) demonstrated that farmers' perceptions of animal welfare in livestock breeding were consistently positive, whereas consumers' perceptions were consistently negative. Also in The Netherlands, Boogaard et al. (2006) found that people in rural areas had a more positive perception of the welfare of farm animals than those in urban areas. Moreover, Boogaard and colleagues (2006) showed that people's perceptions of the life quality of farm animals was influenced by whether or not they had visited a farm or owned a pet. Pet owners and those who had not visited a farm perceived that farm animals had a lower quality of life than non-pet owners and those who had visited a farm (Boogaard et al. 2006).

Rural and Urban Differences in Perceptions

At the broadest level there appears to be two main perspectives, and these reflect the rural-urban divide. Rather than being a reflection of an individual's role in the production process, i.e. farmers versus consumers, these perspectives relate instead to a particular individual's personal experiences of farms and farming practices. Hence, those with farm knowledge and/or experience (i.e. farmers, those from farming backgrounds, and rural-dwellers) view current livestock production methods and standards more favourably than those without farm knowledge and/or experience (i.e. consumers in

urban areas, and urban-dwellers generally) (Boogaard et al. 2006, Storstad and Bjørkhaug 2003, Te Velde et al. 2002).

Harper and Makatouni (2002) explored the association of consumers' perceptions of organic food with animal welfare in the United Kingdom. Their findings indicated that consumers often considered organically produced foods as being welfare-friendly because they believed that 'organic' is equivalent to 'free-range' (Harper and Makatouni 2002). Aside from this, Harper and Makatouni (2002) demonstrated that consumers perceived products that were welfare-friendly to be healthier and have higher food safety standards than other foods, regardless of whether or not they reflected this perception in their purchasing behaviour.

Harper and Henson (2001) investigated consumer concerns about farm animal welfare and the impact on food choice in various European countries. They also found that perceptions of animal welfare are closely interlinked with perceptions about food safety, quality and what constitutes 'healthy' food choices (Harper and Henson 2001). Their research indicated that animal welfare is a concern to consumers because of its impact on their own wellbeing (through food consumption) and that good animal welfare standards are equated with good food standards (Harper and Henson 2001).

As reported in other literature (Blandford et al. 2000, Bracke et al. 2004), Harper and Henson (2001) also found that although consumers claimed they were willing to pay more for welfare-friendly products, at the point of purchase such claims are not translated into practice. They identified some of the barriers to purchasing which included lack of information about production methods, availability of products, lack of belief in the ability of individuals to make a difference, disassociation of the product from its animal origin, and the increased cost (Harper and Henson 2001). However, Harper and Henson (2001) found that although consumers believe they have the right to make informed food choices they also engage in 'voluntary ignorance' in order to abrogate responsibility for animal welfare, and "Therefore they may disassociate the product from the animal of origin, or claim that, even though they want more information, they do not trust the government or the food industry as sources of information" (Harper and Henson, 2001 p. 5).

Te Velde et al. (2002) found that consumers do not hold farmers accountable for animal welfare because they perceived that keeping and killing animals for meat is legitimate and because they recognised that farmers are responsible for feeding the rest of the population. Similar to Harper and Henson (2001), Te Velde et al. (2002) found that both farmers and consumers are implicit in a coping strategy of 'collective non-responsibility' and 'functional ignorance' where responsibilities for animal welfare are shifted onto policy makers.

One of the few studies to investigate attitudes towards animals other than those solely in livestock/production was conducted by Knight et al. (2003) in the United Kingdom. Knight and colleagues set out to distinguish attitudes towards different types of animal use (as indicated by the AAWS sectors), rather than animal use in general (Knight et al. 2003). Their research aimed to develop a theory of why people present different attitudes towards different types of animal use, which resulted in the emergence of a number of factors. In brief, the factors were: an individual's attitudes to animals *per se* (knowledge of animals and whether they liked or disliked them); their knowledge of animal-use procedures; the application of cost-benefit analysis (i.e. whether the benefit to humans outweighed the 'cost' to the animal); and perceptions of choice (whether the animal use is necessary in a particular situation) (Knight et al. 2003). These authors suggest further that the relationships between these factors are fluid, and it is a combination of these factors that mediate individual attitudes towards different types of animal use, and explains variations in their attitudes.

The relationships between the factors were presented as a model (Figure 14) to explain the processes occurring when individuals are considering their views on animal use. Personal factors that vary between people (such as knowledge of animals) influence cognitive processing (cost-benefit analysis and perceptions of choice) which in turn influences attitudes towards animal use (Knight et al. 2003).

For example, “Animal use was most likely to be supported when individuals perceived there to be no choice other than using animals, when little was known about animal use procedures, when liking animals was low, and when the benefits of using animals were perceived to outweigh the costs” (Knight et al., 2003 p. 312). Similar to other research (e.g. Harper and Henson, 2001, Te Velde et al. 2002), Knight et al. (2003) also report that although participants in their study lacked depth of knowledge about procedures in animal use they were complicit in maintaining their ignorance.

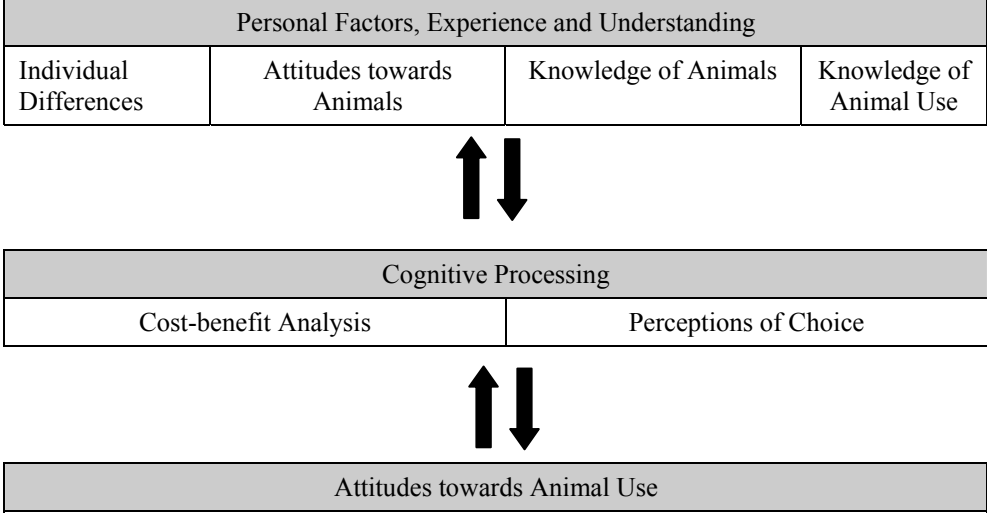


Figure 14: Attitudes towards animal use: A model (adapted from Knight et al., 2003 p. 313)

In summary, Knight et al. (2003) found that people were least supportive of using animals for entertainment and personal decoration (e.g. cosmetics, wearing fur), and were most supportive of animal use in medical research and teaching (Knight et al. 2003).

Apart from the research described above, it is difficult to determine the international public’s perception of the welfare of animals categorised in the AAWS sectors apart from livestock/production (i.e. aquatic animals, companion animals, animals in research/teaching, animals used for work/recreation/display and animals in the wild) due to a general lack of research on this topic, both internationally and within Australia. The following section reviews some of the available Australian research.

Australian Research on Public Attitudes to Animals & Animal Welfare Issues

Research in Australia on public attitudes to animals and animal welfare issues is still developing - hence there is a paucity of research upon which to draw. However, studies that have been undertaken in an Australian context are similar to those internationally where much of the published literature concerns the welfare of livestock/production animals (Beilharz 1988, Coleman et al. 2003, Coleman et al. 2000, Hemsworth and Coleman 2001, Lea and Worsley 2004, Morris 2000).

The typology of perspectives suggested in the previous section (those with and without farm experiences) may be of value when considering the Australian general public. Yet, the majority of people in Australia have moved from the country, and are therefore less likely to have had first-hand farm experiences. In fact, the last couple of hundred years has seen an extraordinary disengagement of humans from the natural environment (Maller et al. 2002) to the point where many people in urban areas are unaware of where and how their food is produced. This implies that a large proportion of the Australian population has little or no first-hand experience of farming, or the conditions in which animals are produced. Therefore it may be a logical assertion that in general, public concerns about the welfare of livestock/production animals in Australia are increasing. There is some support for this internationally, where increasing evidence of consumer concerns about animal welfare is being reported (Harper and Makatouni 2002).

In Australia, an early paper by Beilharz (1988) explored the politics of animal use in food production. In support of the 'rural/urban divide', Beilharz also suggested that urban and rural inhabitants of the Australian population will have differing views on the use of animals in livestock/production, and as discussed earlier, that those who have little experience of farming are more likely to be uninformed and therefore may have more negative perceptions about the welfare of animals than those with farm experience (Beilharz 1988). He goes further to state "There is now a distinct cultural difference between urban Australians and farmers concerning values related to animals (Beilharz 1988, p. 145). However, further large-scale Australian studies are required to explore this notion further.

Hemsworth and Coleman (2001) investigated public perceptions and animal welfare in the dairy industry. Although their paper was not reporting primary research, it highlighted some important issues. They noted that pastoral dairy production in Australia has a more positive welfare image than dairying practices in the northern hemisphere because the animals are kept less intensively and have the freedom to perform a wide range of natural behaviours (Hemsworth and Coleman 2001). Nonetheless there are some particular practices in this industry that Hemsworth and Coleman (2001) believe cause public concern, including induced calving, tail-docking, and other dairy husbandry practices. More importantly, however, Hemsworth and Coleman (2001) highlight that further research is needed on:

- assessing the general public's attitudes to, and knowledge of, animal welfare issues in the dairy industry;
- developing education programmes which inform the public on these issues; and
- developing industry strategies to proactively influence the direction of community opinion and government regulation.

It is probable that these issues are not specific to the dairy industry but relevant to all livestock/production industries in Australia, as well as the other sectors of the AAWS (in particular the Wild, Work/Recreation/Sport/Display, and Research and Teaching sectors).

Other Australian research relevant to the animals in the AAWS sectors is scarce. However, one of the few studies that has been undertaken on attitudes to wild animals is WildWatch - a large national survey of the Australian public, conducted online by the Australian Broadcasting Corporation (ABC) (The Australian Broadcasting Corporation 2004, 2006). The WildWatch survey was conducted in two parts: Part 1 was concerned with whether or not Australians actively encouraged wildlife into their backyards by feeding and habitat provision; and Part 2 was concerned with which native and introduced wild animals were perceived as pests. More than 28,000 people participated and the sample was largely representative of the Australian population (The Australian Broadcasting Corporation 2004, 2006). The findings from Part 1 indicated that 40% of households in each state/territory feed wildlife at their homes at least once a week (The Australian Broadcasting Corporation 2004). The biggest perceived threat to native wildlife was domestic pets (more than 60% of research participants), although barriers (such as roads) and lack of appropriate habitat also scored highly (35% and 28% of research participants respectively) (The Australian Broadcasting Corporation 2004). Findings from Part 2 showed that people perceived the biggest pest to be the Indian Myna (82%) followed closely by the Cane Toad (76%) (The Australian Broadcasting Corporation 2006). Yet only 6% supported the killing of native pest species, while 27% supported the killing of introduced species (The Australian Broadcasting Corporation 2006).

In terms of animals used in research and teaching, Tsuzuki et al. (1998) investigated attitudes to animal experiments among teachers in Australia, Japan and New Zealand. They surveyed biology and social studies teachers at randomly selected schools using a mail survey. Over two-thirds of Australian and New Zealand teachers stated they had ethical concerns about using animals in class (Tsuzuki et al. 1998). Overall, they found that more teachers expressed concern over animal use in New Zealand, than in Australia, and least concern was expressed by Japanese teachers (Tsuzuki et al. 1998). Tsuzuki et al. (1998) consider that some of the underlying factors in these national differences include culture, economy, policy and religion. They conclude, however, that the content of national guidelines for animal use in high school teaching, the length of time they have been in place, teachers' awareness of

the guidelines and teachers' experience with using animals appear to be the main factors in determining the level of concern expressed by teachers in the three countries (Tsuzuki et al. 1998). Interestingly, despite the presence of national guidelines in Australia, only 27% of biology and 7% of social studies teachers reported that they followed the available guidelines (Tsuzuki et al. 1998).

Apart from the research described above, there is some further work being undertaken on public attitudes to animals in Australia, namely at the University of Tasmania (by Adrian Franklin) and at the Animal Welfare Science Centre in Victoria. However, findings were not readily available at the time of writing. Also, there are some small industry conducted surveys (e.g. Smith, A. 2001, "Queenslanders attitudes towards everyday food items", Rural Industry Business Services Group, News 2) but these too are not readily available, and furthermore are not peer-reviewed.

Conclusions and Recommendations from Phase 4

Stakeholder Survey Limitations

While the stakeholder survey generated some valuable findings, as with all research there were some limitations associated with the survey. The purposive sampling strategy was useful in identifying a variety of stakeholder organisations, but cannot be said to be statistically representative of all identified and possible stakeholders of the AAWS. Therefore, findings should be generalised with caution (Czaja and Blair 1996). In addition:

- a contact person for each stakeholder was nominated by the AWU, or alternatively the CEO or equivalent was approached. This method has the underlying assumption that the person invited to participate on behalf of a particular organisation has views that are representative of that organisation;
- both timing of the survey and the sample of stakeholders surveyed overlapped considerably with that of the communications stocktake and although precautions were taken to minimise any potential effects, the response may have been affected; and
- the sample had a high number of respondents from the livestock/production sector and respondents who were part of Working Groups.

Summary of Survey Findings (Primary Data)

Forty out of fifty of the stakeholders participated in the survey and the majority of respondents were from the Industry/Business sector, or else were members of a Working Group. A considerable number also identified as NGOs.

In terms of the magnitude of stakeholder's memberships, the survey results showed that respondents' organisations appeared to be at opposite ends of the spectrum where they reported having either quite small memberships (i.e. less than 100 members) or quite large memberships (i.e. greater than 5000). This requires further exploration to determine whether 'members' are member-organisations and/or individuals. The main findings from the survey are discussed below.

Animal Welfare Issues of Most Importance

The four animal welfare issues that attracted respondents' greatest concern were:

- *The development of consistent national standards and guidelines*
- *Preventing animal cruelty*
- *Facilitation of the animal welfare debate in Australia*
- *Understanding the general public's beliefs and attitudes towards animal welfare as important/very important*

These findings suggest that respondents might consider these issues to be related. For example, respondents may see the development of national standards as a means of decreasing animal cruelty. Or perhaps they consider gaining a greater understanding of the general public's beliefs and attitudes towards animal welfare as a means of better facilitating the animal welfare debate in Australia and/or decreasing animal cruelty. Further research could explore this in more detail.

Familiarity and Support of the AAWS

The majority of respondents had heard of the AAWS however, not all respondents indicated that they were familiar with the underlying Strategy. It suggests that there are a considerable number of stakeholders who are not familiar with the detail of the AAWS, and therefore more extensive dissemination in the future may be required.

For those respondents who felt they were familiar with the AAWS and had been involved with the Strategy to date, findings showed that respondents' organisations had largely participated as a member of one of the AAWS Sectoral Working Groups (although some described other kinds of formal or direct contact with staff of The Department, e.g. providing policy advice).

Encouragingly, very few respondents were unsupportive of the AAWS. This finding was also reflected in the considerable number of respondents who indicated that their organisation was interested in future involvement, including disseminating information on the AAWS and aiding in its implementation.

These respondents primarily described their future involvement as disseminating information (to their stakeholders and members through a range of communications channels) and/or continuing to serve as a Working Group member.

Other vehicles for involvement suggested by respondents included newsletters and/or magazines, websites and email. Respondents also identified direct contact with their constituents at conferences, stakeholder forums and meetings. Several respondents were open to suggestions; however they also indicated that a substantive role in information dissemination had funding implications. Findings relevant to the AAWS Communications Strategy are discussed in more detail below.

Stakeholders' Communication Preferences

The survey findings demonstrate that respondents receive and disseminate information about animal welfare via a range of communications methods. Respondents mostly received information about animal welfare via Email, although Formal Networks (e.g. presentations at meeting, conferences) and the Internet were also prominent. The preferred methods in terms of their usefulness were Formal Networks, Email, Informal Networks (e.g. through colleagues), and Print Media (e.g. newspapers, magazines, journals and books).

Respondents mostly disseminated information via Email, although again, Formal Networks and Informal Networks were important. However, their preferred methods in terms of usefulness were Email and Formal Networks, although Informal Networks and Print Media were also popular.

From these findings it is evident that the communication methods most likely to be of use in the AAWS Communications Strategy are Email and both Formal and Informal Networks, because respondents received and disseminated information about animal welfare via these methods, as well as considered them to be the most useful.

It is worth considering that the methods chosen for further dissemination and communication of the AAWS need to be carefully thought-out and in particular, how specific stakeholders might be involved. The issue of resource support was raised by one respondent, and in the case of those stakeholders who do not have animal welfare as one of their organisations core goals this is understandable.

Summary of Research Review Findings (Secondary Data)

There is comparatively little research on public attitudes to animals and animal welfare both internationally and in Australia. It is worth noting that the research conducted to date does not cover all animals/animal issues in the AAWS sectors equally, with the bulk of research focused on the welfare of animals in the livestock/production sector. Hence, these findings should be considered in this light.

A key finding is that there appears to be considerable differences in the perceptions of people dwelling in rural compared to urban areas (partly explained by people's experience of/exposure to farming practices), as illustrated by several studies comparing the perceptions of farmers to consumers.

Other key findings are summarised via the following:

Factors Mediating Individual Attitudes & Perceptions

- Broad-level factors underlying individual perceptions about animal welfare (that can vary across and within societies, evident in national differences) include gender, culture, religion, and economy;
- Specific factors underlying individual perceptions about animal welfare include: individual attitudes to animals *per se*; knowledge of animal-use procedures; the application of cost-benefit analysis (i.e. whether the benefit to humans outweighs the 'cost' to the animal); and perceptions of choice (is animal use necessary, treatment of the animals);
- A combination of factors mediate individual attitudes towards animal welfare, e.g. animal use is most likely to be supported when individuals perceive there is no choice other than using animals, when little is known about the animal use procedures, when liking animals is low, and when the benefits of using animals are perceived to outweigh the costs;
- It is recognised that individual values influence attitudes and behaviour, and that many people perceive there is an 'animal hierarchy', with humans at the top; and
- Values influence perceptions about the use of different species, e.g. culling of wildlife compared to pest species.

Findings Specific to some of the AAWS Animal Sectors

- A considerable number of Australians are interested in wildlife and are aware of some of the threats to their continued survival;
- Welfare concerns about livestock/production animals are mainly focussed on chronic situations, in particular living conditions of the animals and their ability to express natural behaviours (i.e. social behaviours). For example, in contrast to dairy production overseas, dairy production in Australia has a more positive welfare image, because the animals are kept less intensively and have the freedom to perform a wide range of natural behaviours;
- Consumers often consider organically produced foods as being welfare-friendly;
- Products that are perceived as welfare-friendly are also perceived to be healthier and have higher food safety standards than other foods, regardless of whether or not this is reflected in purchasing behaviour;
- Good animal welfare standards are equated with good food standards;
- Although consumers declare they are willing to pay more for welfare-friendly products, at the point of purchase these claims are not translated into practice;
- In contrast to consumers' perceptions, the perceptions of farmers about animal welfare are focussed on the physical condition of animals as opposed to their behavioural and/or social needs;

- Consumers believe they have the right to make informed food choices, they also engage in ‘voluntary ignorance’ in order to abrogate responsibility for animal welfare;
- Farmers and consumers are implicit in a coping strategy of ‘collective non-responsibility’ and ‘functional ignorance’ where responsibilities for animal welfare are shifted onto policy makers.
- Public concerns about the welfare of livestock/production animals in Australia are increasing.

Recommendations from Phase 4

From the combined findings of the stakeholder survey and the research review, the following recommendations are made:

- *Recommendation: Methods for the AAWS Communications Strategy*

Obviously it will be important to employ a variety of methods in the AAWS Communications Strategy. It is clear from the survey findings above that stakeholders value the opportunity for face-to-face contact for both receiving and disseminating information about animal welfare. Consequently, in addition to disseminating information via email and the internet, the value of formal and informal networks for engaging stakeholder organisations and their respective constituents in promoting good animal welfare practices in general, and the dissemination of the AAWS in particular should be encouraged.

To achieve this, it would be valuable to explore stakeholders’ views on the specific goals and plans of the AAWS Communications Strategy and how consistent those are with their own promotional and communications goals and activities, as well as whether stakeholders feel they have the resources to support the AAWS’ on-going implementation. This issue might be particularly salient for stakeholder organisations whose core goals are broader than addressing animal welfare and/or who are pressed for human and/or other resources.

Summary of suggested methods for use in the Communications Strategy are:

- informal networks (e.g. word-of-mouth via colleagues);
 - formal networks (e.g. presentations at meetings and conferences);
 - email; and
 - the internet.
- *Recommendation: More extensive sampling and surveying of the stakeholders of the AAWS*
- The purposive sampling strategy employed for the stakeholder survey was useful in targeting a variety of the 400+ organisations on the stakeholder list. While the sample used for the stakeholder survey cannot be said to be statistically representative of all the organisations on that list, additional and more extensive surveying of this type of stakeholder would assist the AWU in better understanding the interests and capacities of a broader range of organisations to support the AAWS’ ongoing implementation.
- *Recommendation: Clarifying stakeholder interests, preferences & capacities*
- The Stakeholder Survey has generated valuable information about the AAWS stakeholder organisations. Some of the findings raise pertinent issues that could be explored in more detail through additional surveys:
- identifying organisations’ membership type (e.g. individuals versus organisational membership);
 - identifying *why* stakeholders identify certain animal welfare issues as important and examining their *positions* (agree/disagree) on those issues;

- more in-depth exploration of stakeholders influence and support for the AAWS (e.g. seeking specific examples of stakeholders' influence/support);
 - stakeholders with direct involvement in the AAWS process and/or who have regular contact with staff of the Department were more familiar with the Strategy. It would be helpful to explore ways to facilitate greater familiarity and engagement with the AAWS among a broad range of stakeholders (e.g. using some form of direct contact such as regional workshops to build understanding of and to identify ways to help disseminate the Strategy).
- *Recommendation: Addressing social research gaps*

As the research review identified, there is a lack of understanding of Australian public attitudes to animals and animal welfare, particularly their understanding of and feelings about specific animal welfare issues such as live transport. Also, much of the existing social research focuses on animals in the livestock/production sector.

Furthermore, public opinions are complex and dynamic, and therefore subject to change. Regular public opinion surveys based on nationally representative samples could be used to monitor public awareness of and concern about contemporary animal welfare issues. Repeat surveys would provide valuable baseline data against which the effectiveness of the AAWS Communications Strategy could be measured and new/emerging issues could be identified and monitored.

Recommendations

From the four phases of this research, the following six recommendations are made:

Recommendation 1: The Implementation of the AAWS will Need to be Supported by a Clear, Targeted Communication Strategy that is Informed by Stakeholder Consultation

The AAWS Implementation Plan identifies the need to develop a Communication Strategy to help encourage stakeholder ownership of the AAWS. Communication strategies are most effective where stakeholders have input into their design and implementation and they include clearly articulated:

- communication principles, goals, and objectives;
- key messages for particular target audience (external and internal);
- communication channels; and
- frameworks and monitoring systems for evaluating the effectiveness of implementation.

Recommendation 2: The AAWS Communication Strategy will need to be multi-layered and articulate clear and consistent messages

A Communication Strategy for the AAWS may have separate components which address:

- the goals and objectives of the AAWS;
- issues particular to each of the AAWS animal sectors; and
- broad issues that cut across all of the animal sectors.

A key role for the Communication Strategy would be to articulate the key messages that the AWU, the AAWS Advisory Committee and other key stakeholders wish to communicate, and to which target audiences. The stakeholder lists already provide a wide range of potential target audiences. It would be valuable to clarify whether the Communication Strategy should generate key messages about:

- animal welfare;
- the existence of the AAWS;
- the implementation of the AAWS;
- specific priority animal welfare issues; or
- all of the above.

Recommendation 3: Methods for the AAWS Communications Strategy

Obviously it will be important to employ a variety of methods in the AAWS Communications Strategy. It is clear from the survey findings above that stakeholders value the opportunity for face-to-face contact for both receiving and disseminating information about animal welfare. Consequently, in addition to disseminating information via email and the internet, the value of formal and informal networks for engaging stakeholder organisations and their respective constituents in promoting good animal welfare practices in general, and the dissemination of the AAWS in particular should be encouraged.

To achieve this, it would be valuable to explore stakeholders' views on the specific goals and plans of the AAWS Communications Strategy and how consistent those are with their own promotional and communications goals and activities, as well as whether stakeholders feel they have the resources to support the AAWS' on-going implementation. This issue might be particularly salient for stakeholder organisations whose core goals are broader than addressing animal welfare and/or who are pressed for human and/or other resources. Summary of suggested methods for use in the Communications Strategy are:

- informal networks (e.g. word-of-mouth via colleagues);
- formal networks (e.g. presentations at meetings and conferences);
- email; and
- the internet.

Recommendation 4: More extensive sampling and surveying Stakeholders of the AAWS

The purposive sampling strategy employed for the stakeholder survey was useful in targeting a variety of the 400+ organisations on the stakeholder list (from Phase 1-3 of the AAWS Stakeholder Analysis Project). While the sample used for the stakeholder survey cannot be said to be statistically representative of all the organisations on that list, additional and more extensive surveying of this type of stakeholder would assist AWU in better understanding the interests and capacities of a broader range of organisations to support the AAWS' ongoing implementation.

Recommendation 5: Clarifying stakeholder interests, preferences & capacities

The Stakeholder Survey has generated valuable information about the AAWS stakeholder organisations. Some of the findings raise interesting issues that could be explored in more detail through additional surveys:

- identifying organisations' membership type (e.g. individuals versus organisational membership);
- identifying *why* stakeholders identify certain animal welfare issues as important and examining their *positions* (agree/disagree) on those issues;
- more in-depth exploration of stakeholders influence and support for the AAWS (e.g. seeking specific examples of stakeholders' influence/support);
- stakeholders with direct involvement in the AAWS process and/or who have regular contact with staff of the Department were more familiar with the Strategy. It would be helpful to explore ways to facilitate greater familiarity and engagement with the AAWS among a broad range of stakeholders (e.g. using some form of direct contact such as regional workshops to build understanding of and to identify ways to help disseminate the Strategy).

Recommendation 6: Addressing gaps in social research

As the research review identified, there is a lack of understanding of Australian public attitudes to animals and animal welfare, particularly their understanding of and feelings about specific animal welfare issues such as live transport. Also, much of the existing social research focuses on animals in the livestock/production sector.

Furthermore, public opinions are complex and dynamic, and therefore subject to change. Regular public opinion surveys based on nationally representative samples could be used to monitor public awareness of and concern about contemporary animal welfare issues. Repeat surveys would provide valuable baseline data against which the effectiveness of the AAWS Communications Strategy could be measured and new/emerging issues could be identified and monitored.

Appendices

Appendix A – Gap Analysis Table

Appendix B – Stakeholder Survey Instrument

Appendix C – Research Review Matrix

Appendix A – Gap Analysis Table

	All Sectors	Animals in Research/teaching	Aquatic Animals	Livestock/production Animals	Companion Animals	Animals in the Wild	Animals in Work/sport/recreation/display
Government							
Ministerial, Committees						#	#
Oz, state/territory		## *	#####	##	##	#### *	##
Advisory bodies		#					
Primary industry	*	##			#		
Environment							
Research/Ed		##					
Health		# *					
Indigenous							
Research/Education/Training							
Funders							
Providers		####	#	###		#### **	
Special interest							
Indigenous					#		
Land councils							
Indigenous Coordination Centres							
Communities, clans							
Industry/business							
Primary industry		#	####	##### # ##### ### ***** **	#	##	
Animal transport							
Sporting							#### *
Companion					# *		
Tourism							
Other					##		
Vet/animal health							
Zoos, circuses, local government	*						##
NGOs							
Animal rights		#	#	#		# *	##
Animal welfare	**	#		#	####	#	#
Environment/conservation						# *	
Companion/sport					#### *		#
Consumers							
NESB/Ethnic							
Rural	*						

Legend

* – Interviewed previously by the Social Sciences Programme

– In Working Group (generally national stakeholders)

Appendix B – Stakeholder Survey Instrument



Australian Animal Welfare Strategy Stakeholder Questionnaire

SECTION 1: Stakeholder Organisation General Information

1. What is the full name of your organisation? **Please type/write in the box below:**

2. Which of the following best describes your main role in the above organisation? **Please mark (X) in the most appropriate box: (Mark ONE box only)**

- CEO Manager Other Executive
- Communication/Marketing Manager Animal Welfare Officer

Other (please specify):

3. At what scale/scales does your organisation operate? **Please mark (X) in the most appropriate box OR boxes:**

- International National State Regional Local

Other (please specify):

4. Approximately how many members does your organisation have? **Please mark (X) in the most appropriate box: (Mark ONE box only):**

- 0-100 101-250 251-500 501-1000 1001-2000
- 2001-5000 >5000

5. a) What is the key focus/purpose of your organisation? **Please type/write in the box below:**

b) Please describe the three main activities or functions of your organisation (e.g. representation, providing advice, campaigning) **Please type/write in the box below:**

1.
2.
3.

SECTION 2: Animal Interests & Issues

6. Which of the following animal sectors do you feel best describes your organisation’s main area of interest? **Please mark (X) in the most appropriate box OR boxes:**

- Wild animals – Australian native animals, exotics including 'feral pest' species
- Animals used in daily work/recreation/sport/display - Animals used for commercial purposes in work, sport, recreation or on display (e.g. zoo animals, circuses, rodeos, race horses/dogs, working dogs/horses, etc.)
- Companion animals - Animals kept for domestic and companionship (non-commercial) purposes (e.g. guide-dogs, pets - horses, dogs, cats, birds, etc.)
- Aquatic animals - All sentient fish species including finfish, cephalopods and crustaceans, and marine mammals used for commercial and/or recreational purposes, as well as those for non-consumptive purposes (e.g. protected & non-protected species - dolphins, seals, whales)
- Animals used in research/teaching – All animals used for research and teaching purposes (e.g. experimentation, instruction, display)
- Livestock - Animals used in/for primary industries production (e.g. beef cattle, dairy, pigs, sheep (wool, meat), poultry (eggs, meat), deer, camelids, buffalo, etc)
- All of the above - Covers **several or all** of the above animal sectors
- Other – **Please describe:**

7. The following is a selection of issues relating to animal welfare that have arisen out of previous research. We are **not** seeking **your organisation's position** in relation to these issues (i.e. agree, disagree). Rather, we are interested to know **how important** each topic is to your organisation. **PLEASE NOTE:** There is also an option for you to list any issues you feel are missing, and you can make additional comments at the end of this questionnaire.

Please rate the importance of each of these issues by writing the number in the box next to each issue that best matches how important your organisation considers the welfare issue using the following rating scale:

1 – Very unimportant 2 - Unimportant 3 - Neutral 4 – Important 5 - Very important

Welfare Issue	Importance (1-5)
Humane population control of invasive (feral) animals	
Conditions for livestock during transport e.g. domestic and live export	
Whether to have/allow commercial use of animals for work/recreation/sport/display	
Preventing animal cruelty	
Facilitation of the animal welfare debate in Australia	
Understanding the general public's beliefs and attitudes towards animal welfare	
Habitat protection for Australian native animals	
Achieving recognition for Australia's role in animal welfare internationally	
Developing regulations for appropriate use of animals for work/recreation/sport/display	
Identification of the extent of unreported animal welfare incidents	
Development of consistent national standards and guidelines for animal welfare	
Encouraging responsible pet ownership	
The humane harvesting of aquatic animals	
The use of animals for scientific purposes (e.g. research/teaching)	
Other animal welfare issue (Please type/write your response here):	

8. In general, what degree of influence do you feel your organisation has in relation to animal welfare issues at the following levels? **Please mark (X) in the most appropriate box (Mark ONE box only for each level):**

a) **Locally**

None Low degree Some degree Moderate degree High degree

b) **State/Regionally:**

None Low degree Some degree Moderate degree High degree

c) **Nationally:**

None Low degree Some degree Moderate degree High degree

SECTION 3: The Australian Animal Welfare Strategy

9. a) Have you/your organisation heard of the Australian Animal Welfare Strategy (the AAWS) developed by the Australian Government in partnership with industry, animal welfare groups and the community? **Please mark (X) in the most appropriate box:**

Yes No (if NO, please continue with Question 12)

b) **If YES**, how familiar do you feel your organisation is with the AAWS? **Please mark (X) in the most appropriate box (mark ONE box only):**

Very unfamiliar Unfamiliar Moderately familiar Familiar Very familiar Don't know

10. a) Has your organisation been involved in the design or implementation of the AAWS to date? **Please mark (X) in the most appropriate box (Mark ONE box only):**

Yes No Uncertain (If NO/UNCERTAIN please continue with Question 12)

b) If yes, please describe how your organisation has been involved. **Please type/write in the box below:**

11. In your opinion, how supportive do you feel your organisation is of the AAWS? **Please mark (X) in the most appropriate box (Mark ONE box only):**

Very unsupportive Unsupportive Moderately supportive Supportive Very supportive Not sure

12. a) In your opinion, how interested do you feel your organisation would be in helping to disseminate information about the AAWS and contribute to its implementation in the future? **Please mark (X) in the most appropriate box (Mark ONE box only):**

Very uninterested Uninterested Moderately interested Interested Very interested Not sure

b) If you feel your organisation would be interested in being involved with the AAWS in the future (e.g. via working groups or case studies of what is happening in your organisation), please describe how **(Please type/write in the box below):**

SECTION 4: Communication Methods & Preferences

13. In the table below, please indicate whether your organisation has **received** information about animal welfare via the following methods by marking (X) in the first right hand column.

For each of the methods you mark (X), **please also rate the USEFULNESS of that method using the following rating scale (by useful we mean the method provides you with information in a timely, accessible and reliable manner):**

Rating Scale:

1 - Not at all useful 2 - Not useful 3 - Neutral 4 - Useful 5 - Very useful

Communication Methods	Received (X)	Usefulness (1-5)
Postal Mail		
Television		
Radio		
Print Media (e.g. newspapers, magazines, journals, books)		
The Internet (world wide web)		
Email		
Formal networks (e.g. presentations at meetings/conferences)		
Informal networks (e.g. through colleagues)		
Other - Please specify (Type/write in below):.....		

14. In the table below, please indicate whether your organisation has **disseminated** information about animal welfare to its members or stakeholders via the following methods by marking (X) in the first right hand column.

For each of the methods you mark (X), **please also rate the USEFULNESS of that method using the following rating scale (by useful we mean the method provides your members/stakeholders with information in a timely, accessible and reliable manner):**

Rating Scale

1 - Not at all useful 2 - Not useful 3 - Neutral 4 - Useful 5 - Very useful

Communication Methods	Disseminated (X)	Usefulness (1-5)
Postal Mail		
Television		
Radio		
Print Media (e.g. newspapers, magazines, journals, books)		
The Internet (world wide web)		
Email		
Formal networks (e.g. presentations at meetings/conferences)		
Informal networks (e.g. through colleagues)		
Other - Please specify (Type/write in below):.....		

15. Are there any other comments you would like to make? **Please type/write in the box below:**

Thank you for participating in this survey!

Appendix C – Research Review Matrix

Structure of the Matrix

The matrix was divided into the following sections:

- A) Survey Research - includes studies using survey methodology as well as those using related methods (e.g. interviews, focus groups);
- B) Context Research - includes papers not necessarily reporting on primary research but those related to the context of community attitudes/perceptions towards animal welfare and similar issues.

A) 'Survey' Literature

The Australian Broadcasting Corporation (Online). 2006. <i>Wildwatch: About the Survey</i> . Available: http://www.abc.net.au/wildwatch/archive/default.htm (2006, accessed 12 April)				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
Year - 2004 Target Population - Australian public Sample Characteristics/ Method - Online survey, 27,364 responses	<p>To gather data from the public on wildlife living in or nearby backyards;</p> <p>To determine activities householders employ to encourage wildlife in their backyards;</p> <p>To determine their perceptions of threats to wildlife.</p>	Wild Companion	Wildlife feeding Personal values/perceptions of wildlife	<p>Australian's are actively engaged in attracting wildlife to their backyards;</p> <p>More than 25% of respondents from each state fed wildlife at their homes;</p> <p>More than 30% of respondents fed wildlife at least every 2-3 days;</p> <p>The biggest threat to wildlife perceived by respondents was domestic pets.</p>

The Australian Broadcasting Corporation (Online). 2006. <i>Wildwatch2: About the Survey</i> . Available: (2006, accessed 12 April)				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
Year - 2004 Target Population - Australian public Sample Characteristics/ Method - Online survey, 4,300 responses	<p>To find out which animals are perceived as problems by the Australian public, why they are perceived as a problem and how serious the problem is perceived to be;</p> <p>To gain insight into how supportive the community may be for possible control actions for pest animals using a series of imaginary scenarios based upon realistic human-wildlife conflicts.</p>	Wild Companion	Threats to native wildlife Pest management	<p>Nationally the most significant pest was the Indian Myna (82%), with Cane Toads ranked second in line at 76%, however this varied greatly across states;</p> <p>The most dramatic contrast in opinion was between the treatment of native and introduced species - very few people (an average of 6%) support the killing of natives, compared to 27% for introduced species.</p>

Anthony, M., Knuth, B., & Lauber, T. B. 2004. Gender and Citizen Participation in Wildlife Management Decision Making. <i>Society and Natural Resources</i> , 17: 395-411.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2000</p> <p>Target Population – U. S. general public</p> <p>Sample Characteristics/ Method – Mail survey, 395 participants.</p>	To compare the motivations and preferences of men and women toward citizen participation in wildlife-related decision.	Wild All	Wildlife protection/management Public perceptions	<p>Previous research has documented gender differences in wildlife-related attitudes, values and behaviours hence women need to be recognised as a unique and critical stakeholder group;</p> <p>Women placed greater importance than men on the opportunity for exchange of ideas between wildlife agencies and the public;</p> <p>The relative level of wildlife knowledge that men and women have may influence aspects of the consultation process that participants find important and the criteria they use to evaluate the success of the process.</p>

Austin, E, Deary, I., Edwards-Jones, G., & Arey, D. 2005. Attitudes to Farm Animal Welfare – Factor Structure and Personality Correlates in Farmers and Agriculture Students. <i>Journal of Individual Differences</i> , 26 (3): 107-120.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2005</p> <p>Target Population – Scottish Pig and Sheep farmers, Scottish agriculture students</p> <p>Sample Characteristics/ Method – Closed-item questionnaire designed to gauge attitudes to animal welfare compared across two samples: sample one - 123 Scottish sheep farmers, 70 Scottish</p>	To develop a welfare attitude scale (EFAWS – Edinburgh Farm Animal Welfare Scale).	Livestock/ Production	Farmers' attitudes to animal welfare Farmer's personality Development of an animal welfare scale	<p>Findings show that EFAWS is a reliable and meaningful measure of welfare attitudes which can be used in future research;</p> <p>The dimensions of the scale for Scottish farmers indicate applicability to other farmer groups;</p> <p>The study of welfare attitude/personality associations is a useful approach in understanding this important area;</p> <p>The EFAWS could also be used to assess the effects of interventions (for example provision of animal welfare information to farmers) by</p>

pig farmers; sample two - 166 male agricultural students, 70 female agricultural students (total 429).				providing pre- and post-intervention measures of animal welfare attitudes; There is also an opportunity to use the approach described here to gauge the attitudes of consumers.
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Bennett, R. & Blaney, R. 2000. Social Consensus, Moral Intensity and Willingness to Pay to Address a Farm Animal Welfare Issue. <i>Journal of Economic Psychology</i>, 23: 501-520.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
Year - 2000 Target Population – British Undergraduate University Students Sample Characteristics/ Method – Contingent valuation (CV) survey (method used by economists for valuing non-market goods - used to elicit the value that people place on goods that have a moral dimension); 164 participants (two discrete undergraduate classes completed a questionnaire, and a random sample of students were interviewed face-to-face).	To explore the impact of social consensus information on people's stated willingness to pay to address a farm animal welfare issue.	Livestock/ Production	Willingness of public to pay to increase animal welfare Public attitudes	The authors draw three tentative conclusions: i) additional information on social consensus concerning the moral dimensions of an issue (e.g. 'current opinion is that the present method of slaughtering pigs is wrong') presented to participants led to a greater perception of social consensus; ii) this increased perception of social consensus appears to result in a higher level of moral intensity associated with the issue; iii) the higher level of perceived social consensus and resultant increase in moral intensity gives rise to a higher willingness to pay by participants to address the issue.

Boogaard, B. K., Oosting, S. J., Bock, B. B. 2006 (in press). Elements of Societal Perception of Farm Animal Welfare: A Quantitative Study in The Netherlands. *Livestock Science*.

	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2006</p> <p>Target Population – Dutch public</p> <p>Sample Characteristics/ Method – Survey (4 point Likert scale) of 1074 randomly selected Dutch citizens.</p>	<p>To study societal perception of animal welfare in The Netherlands.</p>	<p>All</p>	<p>Public perception</p>	<p>Identified four factors of societal perception of animal welfare: Human-Animal Hierarchy (HAH); Use of Animals for Human Consumption (HC); Life Quality of Farm Animals (LQ); and Farmers' Image (FI).</p> <p>Perception was classified into the elements: Values; Convictions; Emotional Experiences (e.g. with pets); and Factual Knowledge.</p> <p>HAH and HC were mainly influenced by emotional experiences; LQ was influenced by values and emotional experiences and was the only element significantly influenced by values; FI was the only element influenced by factual knowledge; Pet owners and those without farm experiences perceived FI and LQ as being less positive than people without a pet or with farm experiences.</p>

Bracke, M., De Greef, K., & Hopster, H. 2005. Qualitative Stakeholder Analysis for the Development of Sustainable Monitoring Systems for Farm Animal Welfare. <i>Journal of Agricultural and Environmental Ethics</i> , 18: 27-56.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2005</p> <p>Target Population – Dutch stakeholders (organisations) of animal welfare issues (including producers, consumers, retailers, the government, scientists, and other representatives).</p> <p>Sample Characteristics/</p> <p>Method – Interviews, x 27 with representatives of each stakeholder group.</p>	To identify stakeholders' perceptions about monitoring animal welfare.	All	Animal Welfare Stakeholder perceptions (including consumers)	<p>Stakeholder perceptions were characterised in relation to the specific perspectives of each stakeholder, e.g. producers perceived animal welfare from a production point of view, consumers drew on visual images derived from traditional farming and from the animal's natural environments;</p> <p>All stakeholders considered animal welfare to be important but their opinions varied in the extent to which they weighted economic considerations relative to concern for the animals' welfare;</p> <p>There was considerable overlap between stakeholder perceptions of animal welfare, but there were also important differences in terms of evaluation paradigms.</p>

Frewer, L. J., Kole, A., Van de Kroon, S. M. A. & De Lauwere. 2005. Consumer Attitudes Towards the Development of Animal-Friendly Husbandry Systems. <i>Journal of Agricultural and Environmental Ethics</i> , 18: 345-367.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2005</p> <p>Target Population – Dutch consumers</p> <p>Sample Characteristics/</p> <p>Method – Pilot and two related surveys (welfare of pigs, welfare of farmed fish); 1000 participants (500 for each survey)</p>	To evaluate consumer understanding of animal husbandry and animal welfare issues.	Livestock/ Production Aquatic	Animal husbandry Consumer attitudes and preferences	<p>Findings indicated that consumers think about animal welfare in terms of two categories – animal health and the animal's living environment – but do not think about welfare issues at a more detailed level;</p> <p>Greater concern was expressed for pigs as opposed to fish;</p> <p>Consumer trust in labelling was an important issue.</p>

Harper, G. & Henson, S. 2001. *Consumer concerns about Animal Welfare and the Impact on Food Choice - EU FAIR CT98-3678*. Final Report, Centre for Food Economics Research (CeFER), Department of Agricultural and Food Economics, The University of Reading, United Kingdom

	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2001</p> <p>Target Population – European Union consumers (UK, Ireland, Italy, France, Germany)</p> <p>Sample Characteristics/</p> <p>Method – Focus groups (4 groups x 8 participants), in-depth interviews (60 participants), survey (500 participants per country, 2500 in total), and a workshop (30 participants).</p>	<p>To investigate and find means of addressing consumer concerns about farm animal welfare and the impact on food choice in the UK, Ireland, Italy, France and Germany.</p>	<p>Livestock/ Production</p>	<p>General welfare of farm animals</p> <p>Harvesting</p> <p>Food choice</p> <p>Consumer attitudes</p>	<p>Although consumers are concerned about farm animal welfare this concern is not a priority in food choice;</p> <p>Consumers use animal welfare as an indicator of other product attributes such as food safety and quality i.e. they equate good animal welfare standards with good food standards;</p> <p>Consumers define animal welfare in terms of natural lives and humane deaths;</p> <p>Although consumers claim they are willing to pay more for improved animal welfare at point of purchase this is not translated into practice;</p> <p>Barriers to 'animal-friendly' products identified include – lack of information about production methods, lack of availability of products, lack of belief in the ability of individual consumers to make a difference to animal welfare standards, disassociating the product from the animal of origin, and the increased cost of 'animal-friendly' products.</p>

Harper, G. & Makatouni, A. 2002. Consumer Perception of Organic Food Production and Farm Animal Welfare. <i>British Food Journal</i> , 104: 287-299.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2002</p> <p>Target Population – UK parents of children aged 4-11</p> <p>Sample Characteristics/</p> <p>Method – Focus groups (x 4, 6-8 participants).</p>	To identify beliefs of parents who buy and who do not buy organic food; the positive and negative attitudes towards organic food; the impact of attitudes on food choice; to model food choice behaviour.	All	Animal Welfare Public perceptions Public attitudes Consumer behaviour Organic food	Results indicate that participants confused organic products with free-range products; Although health and food safety concerns are the main motives for organic purchases, ethical concerns particularly in relation to animal welfare, play a significant role in the decision to purchase organic food; However results are consistent with other research demonstrating that consumers of organic food are primarily concerned about food safety issues.

Knight, S., Nunkoosing, K., Vrij, A., & Cherryman, J. 2003. Using Grounded Theory to Examine People's Attitudes Toward How Animals are Used. <i>Society & Animals</i> , 11 (4): 307-327.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2003</p> <p>Target Population – United Kingdom, adults</p> <p>Sample Characteristics/</p> <p>Method – 17 participants, semi-structured interviews.</p>	To examine why people have different attitudes towards different types of non-human animal use.	All	Attitudes towards animals Knowledge of animal use procedures Perceptions of choice Cost-benefit analysis	Findings indicate that cognitive processing, characteristics of the species of animal being used, and the type of animal use all influence public attitudes towards animal use.

Lea, E. & Worsley, A. 2004. What Proportion of South Australian Adult Non-vegetarians Hold Similar Beliefs to Vegetarians? <i>Nutrition and Dietetics</i>, 61 (1): 11-21.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2004</p> <p>Target Population – South Australian public</p> <p>Sample Characteristics/ Method – 1000 participants randomly selected from the telephone directory.</p>	To determine the proportion of non-vegetarians with similar beliefs as vegetarians, and to examine their personal characteristics.	All	Meat consumption Personal values	<p>15% of non-vegetarians shared similar beliefs about meat to vegetarians (labelled 'cognitive vegetarians');</p> <p>These vegetarians were less likely to eat red meat, less likely to identify as Anglo-Aust and more likely to be female and interested in vegetarianism.</p>

Makatouni, A. 2002. What Motivates Consumers to Buy Organic Food in the UK? Results from a Qualitative Study. <i>British Food Journal</i>, 104: 345-352.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2002</p> <p>Target Population – UK parents of children aged 4-12 who were consumers of organic food.</p> <p>Sample Characteristics/ Method – Interviews, 40 participants.</p>	To identify beliefs of parents who buy and who do not buy organic food; the positive and negative attitudes towards organic food; the impact of attitudes on food choice; to model food choice behaviour.	All	Public attitudes and life values Organic food	<p>Life values fell into three categories (in order of frequency): values centred on human wellbeing; values centred on animals' wellbeing; values centred on the environment.</p> <p>Life values centred on animals' wellbeing were differentiated into those values related to animals per se (i.e. animal welfare), and values related to animals that have an impact on humans (i.e. 'happy animals produce healthy products').</p> <p>Participants perceived organic food as a means of achieving individual/social values - but although values associated with animal welfare/the environment were considered important, their impact on human health was the most significant motive.</p>

Mertig, A. & Riley, D. 2001. Environmentalism, New Social Movement, and the New Class: A Cross-national Investigation. <i>Rural Sociology</i>, 66 (1): 113-136.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 1990</p> <p>Target Population – International general public</p> <p>Sample Characteristics/ Method – Secondary analysis of a cross-national survey (using face-to-face interviews) of Western Europe and the United States (18 nations).</p>	<p>To examine the idea that the general public distinguishes between two branches of environmentalism (nature conservation vs. general environmental protection); and to examine the degree to which support for environmental protection is related to other 'new social movements' such as wildlife protection and animal rights.</p>	<p>All</p>	<p>Wildlife protection Animal rights Public perceptions</p>	<p>A strong relationship between approval of environmental protection and wildlife protection was apparent across the 18 nations.</p> <p>While public support does not translate into activism a supportive public enhances the likelihood that social movements will achieve desired social changes.</p>

Phillips, C. J. 2005. Ethical Perspectives of the Australian Live Export Trade. <i>Australian Veterinary Journal</i>, 83 (9): 558-562.				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2005</p> <p>Target Population – Australian stakeholders including: farmers, other industry personnel, overseas consumers, the Australian public, veterinarians, assumed interests of transported animals.</p> <p>Sample Characteristics/ Method – <i>Full paper not available at time of publication</i></p>	<p>To examine the ethical perspectives of the live export trade.</p>	<p>Livestock/ Production</p>	<p>Live export</p>	<p>There are positive and negative aspects of the trade for each stakeholder group and the overall position of each individual reflects their perspective of the balance of these components;</p> <p>Consideration needs to be given to all stakeholders interests (including consumers and animals who are among the most affected by the trade) in debating whether live export should continue;</p> <p>Further research is needed to address the major welfare issues of the animals, openness on the part of the trade, and balance in media reporting.</p>

Pifer, L., Shimizu, K., & Pifer, R. 1994. Public Attitudes Towards Animal Research: Some International Comparisons. <i>Society & Animals</i> , 2 (2). Available http://www.psyeta.org/sa/sa2.2/pifer.html (2006, accessed 12 April).				
	Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - Various</p> <p>Target Population – International general public</p> <p>Sample Characteristics/ Method – Secondary analysis of surveys conducted in 15 different countries (which asked an identical question about the use of animals in scientific research).</p>	To move the study of attitudes toward animal research to a cross-cultural setting to further understanding of the public's attitudes towards animals in research.	Research/Teaching	Animal testing Public attitudes	<p>Findings do not support the idea that science education can negate the animal rights movement nor the idea that environmental concern is a predictor of interest in animal rights;</p> <p>Consistent with prior research the strongest relationship is found between gender and animal research concerns, although the authors concede that there may be underlying variables that have not been identified nor addressed.</p>

B) Context Literature

Blandford, D., Bureau, J-C., Fulponi, L., Henson, S. 2000. Potential Implications of Animal Welfare Concerns and Public Policies in Industrialized Countries for International Trade. <i>International Agricultural Trade Research Consortium "Global Food Trade and Consumer Demand for Quality"</i> , Montreal, June 26-27, 2000.			
Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - Various</p> <p>Description – Case study examining the current status of welfare measures both private and public in the European Union drawing on various previous studies.</p> <p>To move the study of attitudes toward animal research to a cross-cultural setting to further understanding of the public's attitudes towards animals in research.</p>	All	Public concerns about animal welfare	<p>Evidence suggests that EU consumers are concerned about the welfare of animals in the context of food production but that such concerns are not at the forefront of their minds;</p> <p>There is evidence that concern about animal welfare in food production is closely related to and may be confused with issues such as animal experimentation and pet ownership;</p> <p>Consumers may not change their food purchase behaviour even though they may be concerned about animal welfare – various reasons given as to why.</p>

Hemsworth, P. & Coleman, G. 2001. <i>Animal Welfare in the Dairy Industry and Public Perception. Australian Journal of Dairy Technology</i> , 56 (2): 130.			
Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2001</p> <p>Description – Discusses the concept of public perception and how it consists of general and personal attitudes in the context of the welfare of Australian dairy cows, and advocates further research.</p>	Livestock/ Production	Public perception Public attitudes Welfare of Dairy Cows	<p>Public perception comprises general and personal attitudes (general attitudes reflect people's opinions but are not necessarily reflected in behaviour, whereas personal attitudes are based on past experience in certain behavioural situations and direct behaviour);</p> <p>Personal attitudes have been shown to predict consumer behaviour much better than general attitudes.</p> <p>General attitudes can lead to policy and regulatory changes via their influence on politicians and regulatory bodies;</p> <p>Research is needed on assessing the general public's attitudes to and knowledge of animal welfare; developing education programmes which inform the public on these issues; and developing industry strategies to proactively influence the direction of community opinion and government regulation.</p>

Morris, M. 2000. <i>Animal Care Ethics, ANZZCART, and Public Perceptions of Animal Use Ethics. Journal of Agricultural and Environmental Ethics</i> , 13: 249-5-257.			
Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2000</p> <p>Description – Reviews public attitudes to animal use in Australia and New Zealand by inferring from survey results and political activity.</p>	All	Public attitudes/perceptions Animal welfare legislation	<p>Reports there is a lack of comprehensive Australian and New Zealand research into public perceptions of animal-based science;</p> <p>Finds research community is out of touch with public demands and has little understanding of some of the ethical concerns the public has with animal-based science;</p> <p>Public attitudes to animal experiments reveal a two-tiered approach incorporating both rights and utilitarian views;</p> <p>Pain and suffering is only justified if an equal/greater amount of human suffering can be alleviated– yet in Aust/NZ many experiments are agricultural not medical i.e. not alleviating human suffering and only 0.25% of animal use is for experimental purposes (i.e. most is for food).</p>

Parris, T. M. 2003. Exploring Attitudes Toward the Environment. <i>Environment</i> , July/August (6): 3.			
Purpose	AAWS Sectors/ Species/Activities	Animal Welfare Issues	Summary of Relevant Findings
<p>Year - 2003</p> <p>Description – To highlight some of the major survey efforts designed to measure public attitudes towards the environment.</p>	All	Public opinion Social, cultural and political change Attitudes towards the environment	Public opinion surveys are important fixtures influencing political campaigns, public policy, corporate design, and marketing of goods and services.

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