

# Perspectives on risk to local markets and industries

This project will assist community understanding of any potential impacts of onshore gas development on the image and place-of-origin branding of agricultural markets in south east South Australia.

## The Limestone Coast Region

The Limestone Coast Region in the south east of South Australia lies midway between Adelaide and Melbourne and covers an area of about 21,337 km<sup>2</sup>. It encompasses many of South Australia's key agricultural resource-based companies. Grazing forms the largest activity with cropping, viticulture and horticulture operating as some of the smaller industries.

### KEY POINTS

- Primary production in the south east of South Australia places great value on its 'clean and green' image and there is a perception that gas development in the area poses a risk to this branding.
- This project will examine the issue of perceived risk from onshore gas development on marketing in key agriculture, food and wine industries in the Limestone Coast region.
- The project will use interviews with representatives from local food and wine sectors, review relevant literature and conduct a large quantitative consumer study.
- Resulting information will help identify knowledge gaps for further research to advise primary industries and the gas industry, and inform future policy.



The Haselegrove 3 conventional gas exploration well head adjacent to commercial pine forestry operations near Penola

## What is new about this project?

Many GISERA studies have sought to identify any possible environmental and cultural impacts from gas development but few have fully examined the possible risks associated with markets, brands and consumer perceptions. The CSIRO study '[Understanding natural gas impacts and opportunities on agriculture in the South East of South Australia](#)' identified this as an important issue for further research. It found that local stakeholders value the 'clean

and green' image of the region and that some in the primary production industry, were not convinced that prominent or 'visual' gas development fitted within this regional image.

Other studies in the region have considered community wellbeing and local attitudes to gas development in the region. This project is the first in-depth study aiming to understand risk perspectives to local markets and industries.

## How the data will be collected

Researchers will interview representative stakeholders in local industries to identify and define the concerns and perceived risks to produce branded ‘clean and green’. They will undertake a review of relevant literature from Australia and overseas to glean insights into the issue of perceived risk in places where primary production co-exists with the resource industry. They will also consider techniques used to protect stakeholders from any adverse impacts. In the next phase, the researchers will conduct a large national consumer study – using the research expertise of agricultural economists from the University of Adelaide’s Centre for Global Food & Resources.

## What will be its outcome?

The project will provide a report on the role of marketing used by industries in this region and establish possible ways for managing risks to important markets. It will also provide advice to both the primary industries and gas industry on enhancing those market values associated with regional produce, while managing any perceived risks. It will also identify knowledge gaps where further research could inform future policy.



Conventional gas drilling rig

## What is the project timeline?

1 July 2020 – 31 March 2022

## When will the results be available?

Final reporting is expected in late 2021. All results will be published on the GISERA website at project completion in March 2022.

## Who is funding this project?

The project is co-funded by the Australian Government, the SA Government and CSIRO.

## MORE INFORMATION

Find out more [about the project](#)

Read about other [GISERA research in South Australia](#)

### ABOUT CSIRO's GISERA

The Gas Industry Social and Environmental Research Alliance (GISERA) is a collaboration between CSIRO, Commonwealth and state governments and industry established to undertake publicly-reported independent research. The purpose of GISERA is to provide quality assured scientific research and information to communities living in gas development regions focusing on social and environmental topics including: groundwater and surface water, biodiversity, land management, the marine environment, and socio-economic impacts. The governance structure for GISERA is designed to provide for and protect research independence and transparency of research. Visit [gisera.csiro.au](http://gisera.csiro.au) for more information about GISERA's governance structure, projects and research findings.

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