



Australia's National
Science Agency

GISERA | Gas Industry Social and Environmental Research Alliance

Progress report

Perspectives on risk to local markets and industries



Australian Government
Department of Industry, Science,
Energy and Resources



Supported by
Government of
South Australia



Progress against project milestones

Progress against milestones/tasks are approved by the GISERA Director, acting with authority in accordance with the [GISERA Alliance Agreement](#).

Progress against project milestones/tasks is indicated by two methods: [Traffic light reports](#) and descriptive [Project schedule reports](#).

1. Traffic light reports in the Project Schedule Table below show progress using a simple colour code:

- **Green:**

- Milestone fully met according to schedule.
- Project is expected to continue to deliver according to plan.
- Milestone payment is approved.

- **Amber:**

- Milestone largely met according to schedule.
- Project has experienced delays or difficulties that will be overcome by next milestone, enabling project to return to delivery according to plan by next milestone.
- Milestone payment is withheld.
- Milestone payment withheld for second of two successive amber lights; project review initiated and undertaken by GISERA Director.

- **Red:**

- Milestone not met according to schedule.
- Problems in meeting milestone are likely to impact subsequent project delivery, such that revisions to project timing, scope or budget must be considered.
- Milestone payment is withheld.
- Project review initiated by GISERA Director.

2. Progress Schedule Reports outline task objectives and outputs and describe, in the 'progress report' section, the means and extent to which progress towards tasks has been made.

Project schedule table

TASK NUMBER	TASK DESCRIPTION	SCHEDULED START	SCHEDULED FINISH	COMMENT
1	Project Commencement	Jul-20	Sep-20	Completed
2	Project Development	Oct-20	Dec-20	Completed
3	Project Study	Jan-21	Jun-21	Completed
4	Project Reporting	Jul-21	Dec-21	Report in final stages of peer review process. Will be completed by May 2022.
5	Communications and Knowledge Transfer	Jan-22	Mar-22	Project completion by June 2022.

Project schedule report

TASK 1: Project initiation and scoping

BACKGROUND

This project team includes staff from multiple organisations, disciplines and sites.

This initial phase will involve a significant level of communication in developing a shared vision and understanding of the project background and goals among the research team (including new collaborators). This includes consultation with local industry stakeholders. A subcontract is required to engage a collaborating university researcher for detailed study of possible market impacts and risks.

TASK OBJECTIVES

- 1) A team meeting to organise project requirements from the various team members, to outline timeframes and staff commitments for each task, and to identify key collaborators and stakeholders for involvement during Task 2.
- 2) Initial engagement with external collaborators and stakeholders as identified during initial project meeting.
- 3) Sub-contract with collaborating university complete.

TASK OUTPUTS AND SPECIFIC DELIVERABLES

Short progress report outlining outcomes of project meeting and initial engagements with external collaborators.

PROGRESS REPORT

This milestone is 100% complete. Membership of the Technical Reference Group (TRG) has been finalised and includes representatives of key local agricultural industries and the local community.

A representative of the research team from the University of Adelaide will join the TRG to assist with technical questions regarding the study and to provide expertise regarding issues of market risk. An initial meeting of the TRG has been convened and feedback from TRG members is being used in current efforts for Task 2. Subcontract with the University of Adelaide has been executed.

Task 2: Project Development

BACKGROUND

Study of risks to local brands and methods for managing these will require a good understanding of the key brands for local industry and possible mechanisms for impact on these from resource development. It will also require understanding of methods for studying these in a manner that does not inadvertently increase risk to brands by drawing them into the public debate about local gas development (an issue raised by stakeholders in project L.8). Such techniques exist and are employed in such circumstances. This task will determine the most appropriate qualitative and quantitative approaches for this study and will ensure that all appropriate approval procedures are followed.

TASK OBJECTIVES

To collate literature and understanding of the value of brand to key local industries, perceived risks to these from resource development, and techniques employed on these topics to protect stakeholders from adverse impacts. Most appropriate qualitative and quantitative methodologies identified and specified. Human Research Ethics Approvals to be obtained during this stage where required.

TASK OUTPUTS AND SPECIFIC DELIVERABLES:

A short report outlining the literature assembled, brands and impact mechanisms identified for further study, and research methods and processes to be followed.

PROGRESS REPORT

This milestone is 100% complete. Feedback from Technical Reference Group (TRG) has been considered by project team in selecting appropriate scope for brands and impact mechanisms. The project will focus in two main areas 1) Livestock industries from the Limestone Coast region, and 2) Risks to brands from perceptions regarding resource developments more generally. The project will take advantage of the University of Adelaide (Centre for Global Food & Resources) processes for consumer surveys, using techniques such willingness-to-pay methodologies, and will build on previous work undertaken on livestock industries. The second focus will fill an important research gap identified during the initial literature review undertaken within Task 2.

TASK 3: Project Study

BACKGROUND

An improved understanding of brands, mechanisms for impact and management will require methods that deal with concerns raised by stakeholders about inadvertent risks to brands through

involvement in community debate. Methods exist for the control of such risks and careful project development will have been completed during Task 2.

TASK OBJECTIVES

To complete a study as developed during Task 2 with ongoing project management to ensure appropriate protocols are followed.

TASK OUTPUTS AND SPECIFIC DELIVERABLES

A factsheet to be made public providing background to the agriculture, food and wine markets relating to primary production in the region, their value, and the extent and trends relating to regionally branded produce. This will set the context for the previously expressed concerns about market and brand risk and the justification for the focus of the upcoming study. A second brief report will include information about the selected research methods used (e.g. technique employed, size of study, demographics and geographical extent, etc as required).

PROGRESS REPORT

This milestone is complete.

This milestone originally required provision of a factsheet to be made public providing background to the agriculture, food and wine markets relating to primary production in the region, their value, and the extent and trends relating to regionally branded produce. This factsheet will now be developed using information gathered as part of the survey undertaken within this existing milestone (Task 3 - See following point). Analysis of this data will be undertaken as part of Task 4 and so this factsheet will now be delivered as part of the reporting provided in Task 4. No extension to Task 4 will be required.

A survey has been undertaken to provide a nationwide study exploring the food and environment related concerns, values and behaviours of Australians. This research will provide a better understanding of current views around food and the environment, as well as choices around the purchase and consumption of food. It is comprised of an online questionnaire conducted in September 2021 targeting a mix of Australian consumers (18+ years, sample size 1460 persons) from different states, urban and regional locations, age groups and genders. The survey will provide important information about the value placed by consumers on localised/regional branding whilst seeking to “minimize risk to brands arising from the research itself” as described in the project proposal (section 4) and raised by stakeholders in a previous project (*Understanding natural gas impacts and opportunities on agriculture in the South East of South Australia*). Survey questions explore knowledge of regional brands, purchasing of regional products, appreciation of commodities from different Australian food regions, perceived values underlying brands, perceived risks to regional brands. A range of commodities and food regions are included.


The survey was conducted under the Human Research Ethics approval from the University of Adelaide (Ethics Approval Number H-2018-173) to ensure that all research is conducted in line with National Statement on Ethical Conduct in Human Research 2007 (Updated 2018).

Variations to Project Order

Changes to research Project Orders are approved by the GISERA Director, acting with authority, in accordance with the GISERA Alliance Agreement. Any variations above the GISERA Director's delegation require the approval of the relevant GISERA Research Advisory Committee.

The table below details variations to research Project Order.

Register of changes to Research Project Order

DATE	ISSUE	ACTION	AUTHORISATION
16/07/2021	Delays with sub-contractor.	Milestone 3 extended from June 2021 to end of September 2021.	

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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, greenhouse gas emissions, 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.