



TasAgFuture Regional Report: Cradle Coast

This report provides a basic summary of the 169 responses of individuals from the Cradle Coast region. A total of 630 individuals participated in the survey from across Tasmania. Other reports showing data for specific regions and main agriculture or food business are available at utas.edu.au/tia/tasagfuture.

The final analysis of TasAgFuture survey data and the 100 in-depth interviews will be available on the TIA website in early 2019.

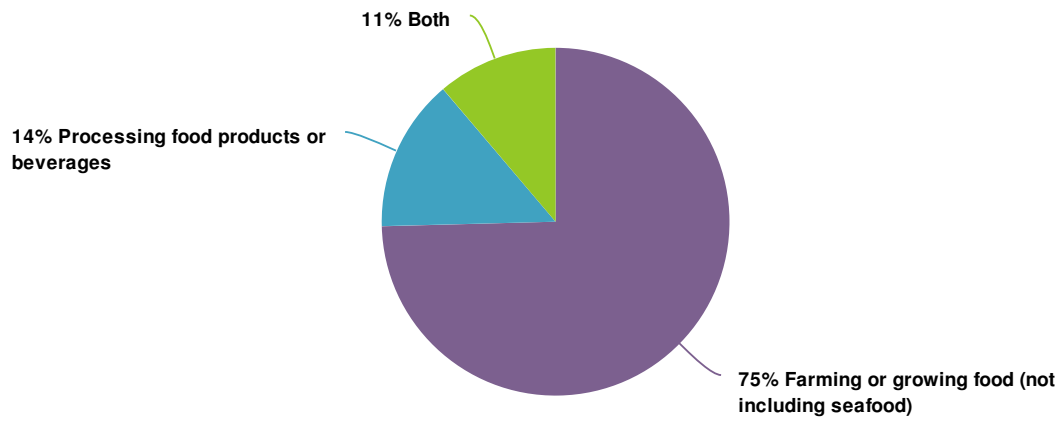
How to interpret the data contained in this report:

- Responses for each question have been summarised in a graph or data table.
- These graphs detail the percentage of individuals who responded to the relevant questions (excluding not applicable responses). It was not compulsory to answer all questions so the total number of responses is variable.
- You can access 'total responses' for each question by rolling your cursor over a specific part of any chart.
- Questions marked with ** summarise textual data that has been reclassified from questions with the "Other, please specify" option.
- In some cases, n/a responses and items with no responses have been removed for the purposes of this report.
- These preliminary results are based on raw data so should be interpreted with some caution.

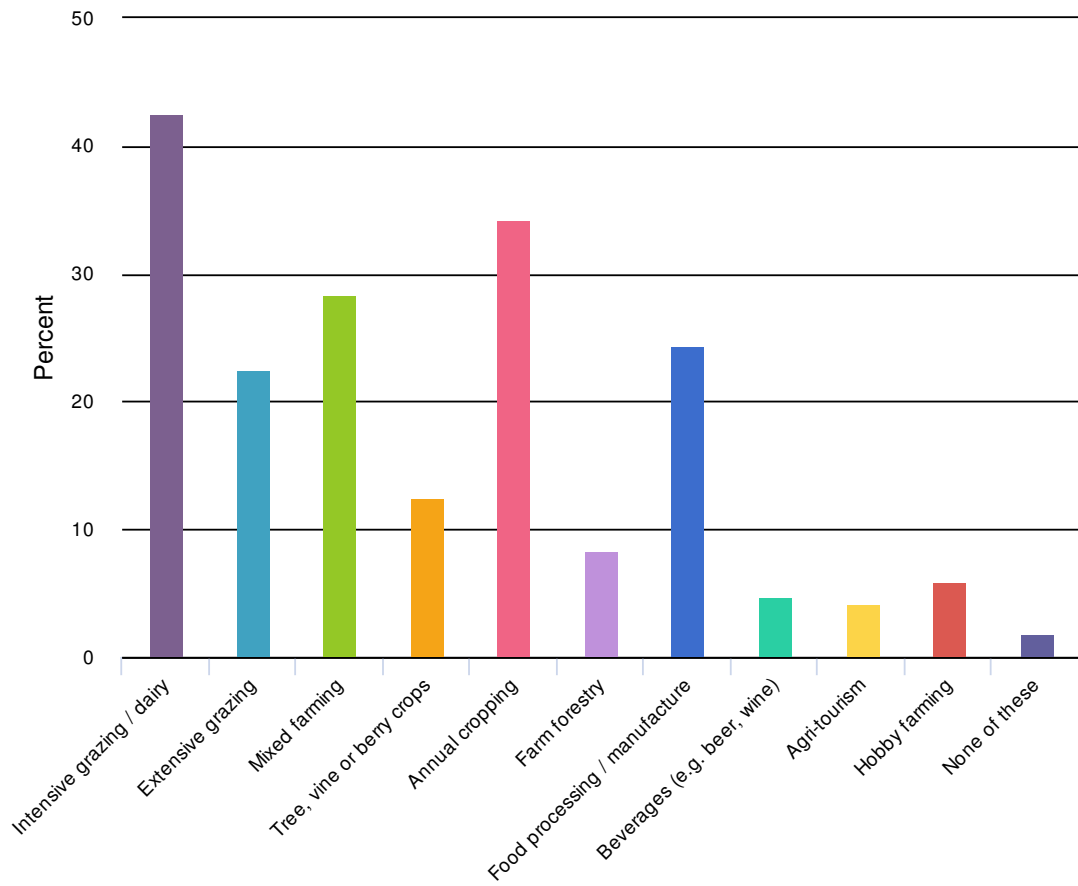
Some questions from the original survey have been omitted from this report in cases where the data was not relevant or was represented in a different question adequately.

Some questions have been added where data have been reclassified (e.g. postcodes became geographical region, year of birth became age cohorts). Question numbers in the report differ from the original survey.

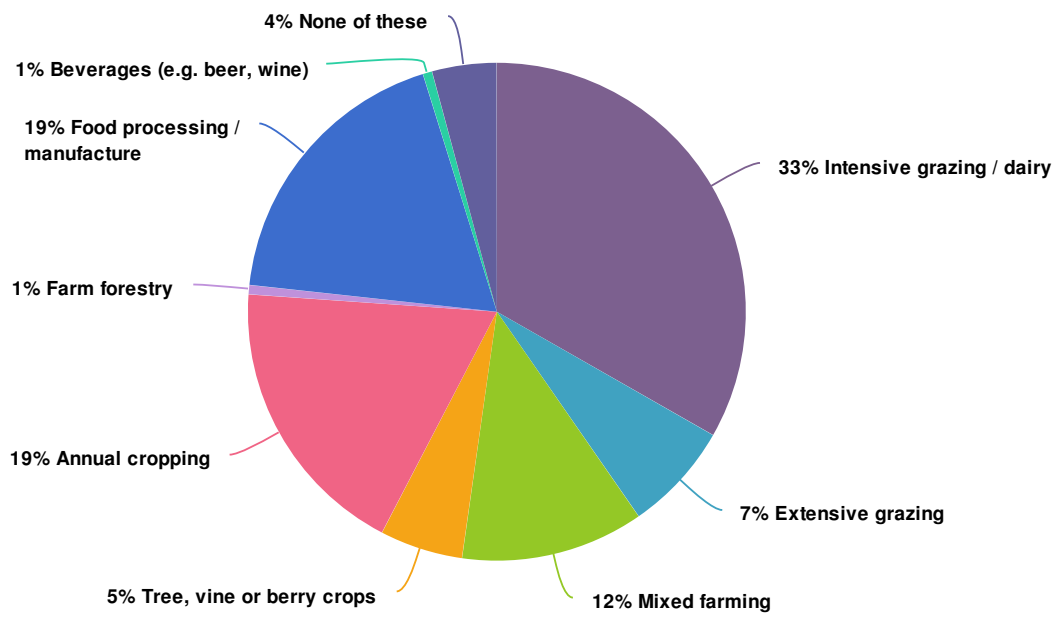
1. Do you work in, or own a business in the following sectors in Tasmania? (select all that are relevant)



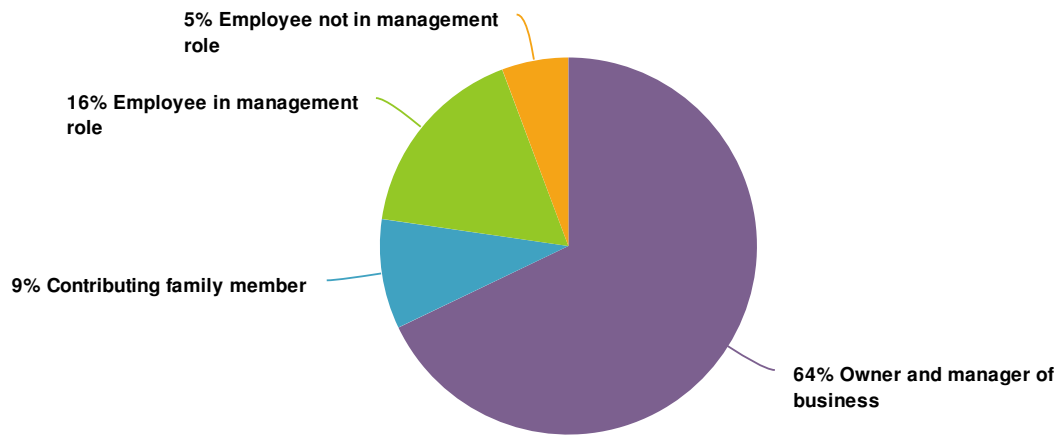
2. Which of the following are included in your business or work? (select all that are relevant)



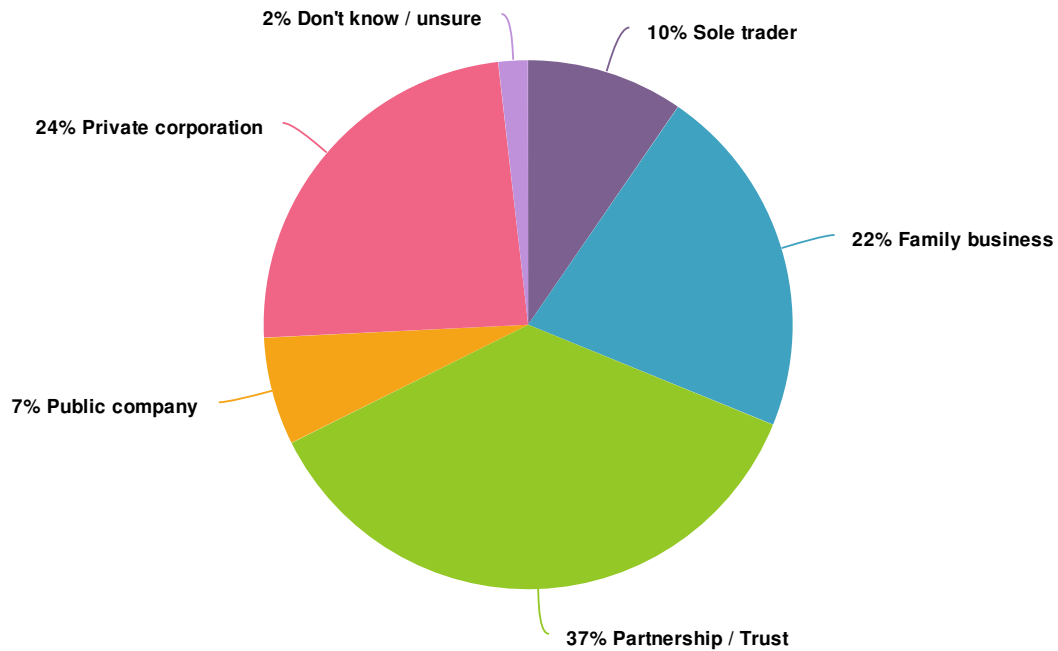
3. Which one of these is your main business or work? (select one)



7. What is your primary role in this business?



8. Which best describes the structure of the business?

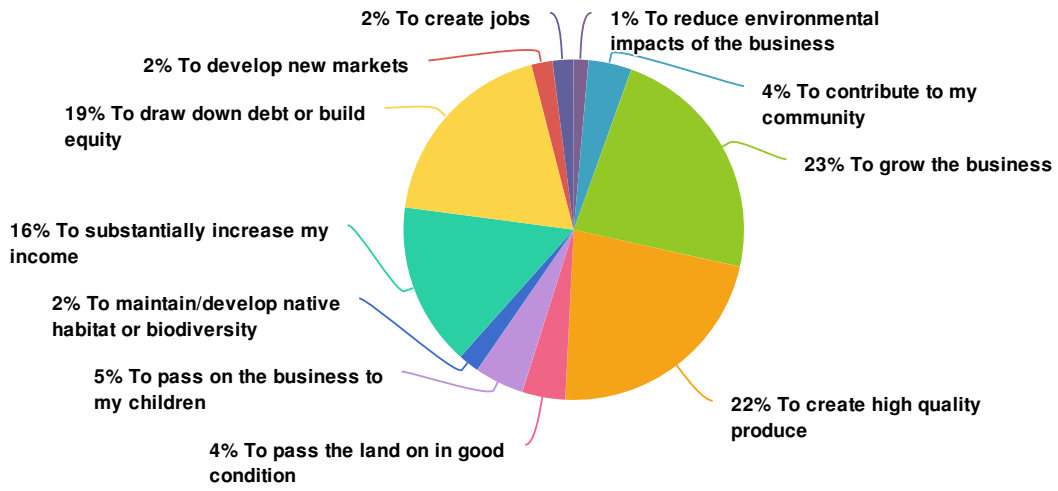


9. To you personally, how important are each of the following long-term goals?

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To grow the business Row %	40.1%	40.1%	15.3%	1.9%	2.5%	157
To develop new markets Row %	35.4%	36.1%	23.4%	3.2%	1.9%	158
To substantially increase my income Row %	38.1%	39.4%	17.5%	3.8%	1.3%	160
To draw down debt or build equity Row %	44.9%	36.7%	12.9%	3.4%	2.0%	147

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
To create high quality produce Row %	73.3%	26.1%	0.6%	0.0%	0.0%	161
To pass on the business to my children Row %	21.1%	33.8%	33.1%	9.0%	3.0%	133
To create jobs Row %	20.5%	39.7%	28.2%	9.0%	2.6%	156
To contribute to my community Row %	29.6%	50.3%	19.5%	0.6%	0.0%	159
To maintain/develop native habitat or biodiversity Row %	27.8%	45.6%	22.8%	3.2%	0.6%	158
To look after the land Row %	64.0%	31.1%	3.7%	0.6%	0.6%	164
To reduce environmental impacts of the business Row %	38.9%	48.8%	10.5%	1.9%	0.0%	162
To pass the land on in good condition Row %	59.2%	35.7%	3.2%	1.3%	0.6%	157
Totals Total Responses						164

10. Which one of these long-term goals is most important to you at the moment? (select one)



11. What motivates you? Please rate how important these drivers are for you.

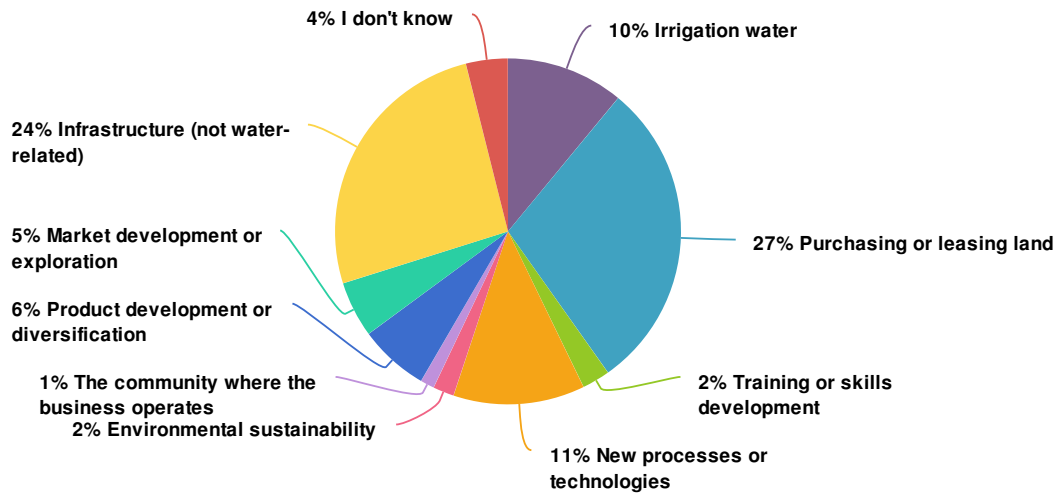
	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
Being recognised for being good at what I do Row %	23.8%	49.4%	18.9%	7.3%	0.6%	164
Making high profits or being well-paid Row %	21.1%	50.9%	23.0%	3.7%	1.2%	161
Being able to stay on the farm / in this place Row %	35.5%	45.2%	16.8%	1.9%	0.6%	155

	Very important	Important	Neither important or unimportant	Unimportant	Very unimportant	Responses
Giving something back to the land / place Row %	27.4%	54.3%	17.1%	0.6%	0.6%	164
Creating high quality produce / products Row %	58.2%	38.8%	3.0%	0.0%	0.0%	165
Doing work I enjoy Row %	58.7%	38.3%	3.0%	0.0%	0.0%	167
Being my own boss Row %	32.9%	44.5%	18.7%	3.2%	0.6%	155
Working outdoors Row %	27.8%	48.8%	19.8%	3.1%	0.6%	162
Having a lifestyle I enjoy Row %	52.1%	40.6%	7.3%	0.0%	0.0%	165
Totals Total Responses						167

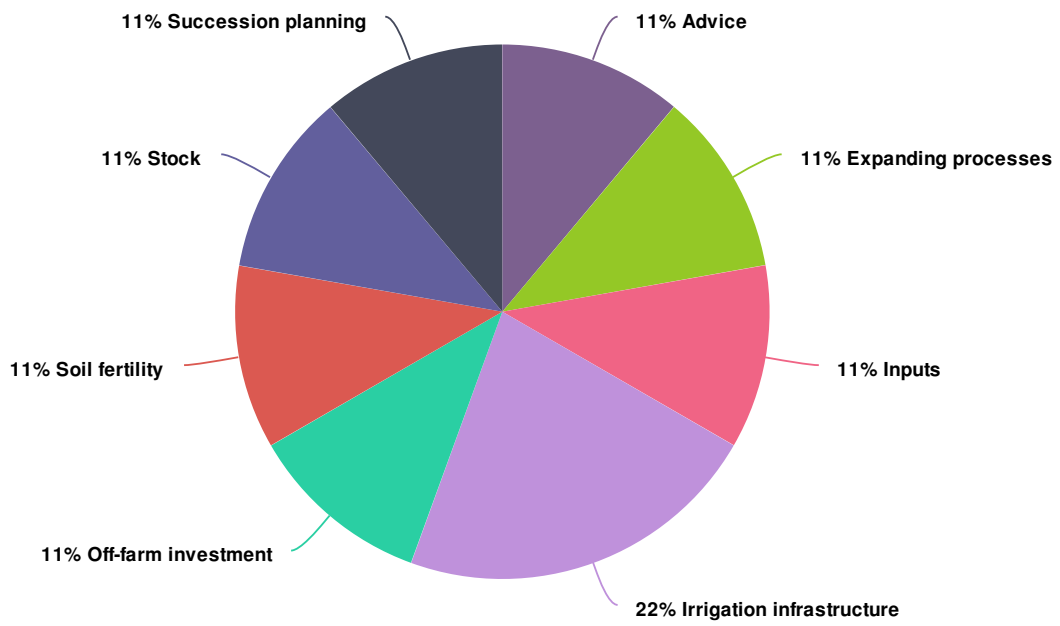
12. Reflect on your role in the business. Please indicate how strongly you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Responses
Most of my business activities are guided by the long-term objectives Row %	26.4%	57.1%	14.1%	1.8%	0.6%	163
I plan carefully before taking action Row %	28.9%	62.7%	7.2%	1.2%	0.0%	166
I spend time thinking about the future of the business Row %	44.2%	52.7%	1.8%	1.2%	0.0%	165
My actions are guided by what I've learnt from experience Row %	37.3%	53.6%	8.4%	0.6%	0.0%	166
I try to follow industry best practice Row %	33.1%	58.4%	7.2%	0.6%	0.6%	166
I often go with my gut feeling when making big decisions Row %	14.2%	44.4%	25.9%	14.2%	1.2%	162
I try new ways of doing things Row %	29.8%	58.4%	10.6%	1.2%	0.0%	161
I take measured risks Row %	19.4%	62.5%	11.9%	6.3%	0.0%	160
I invest time to learn new things Row %	32.9%	56.1%	9.8%	0.6%	0.6%	164
Totals Total Responses						166

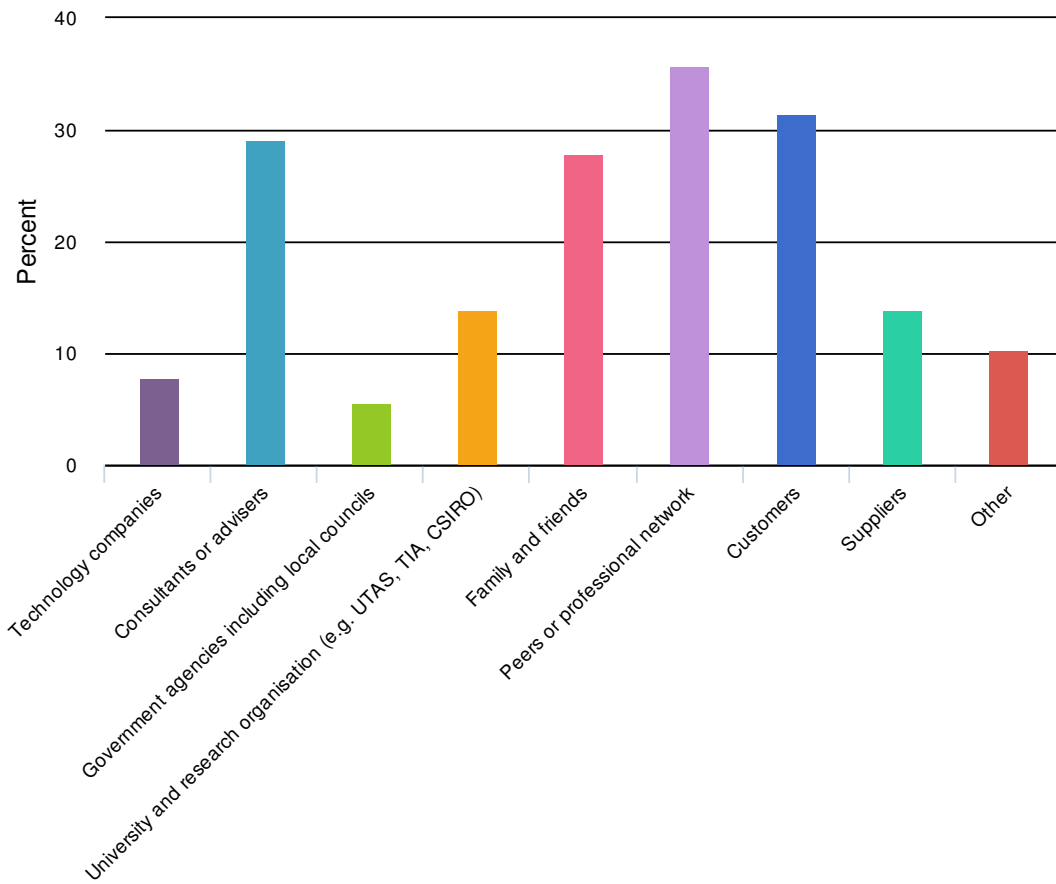
13. Over the last 5 years, in which one of the following did the business invest the MOST money? (select one)



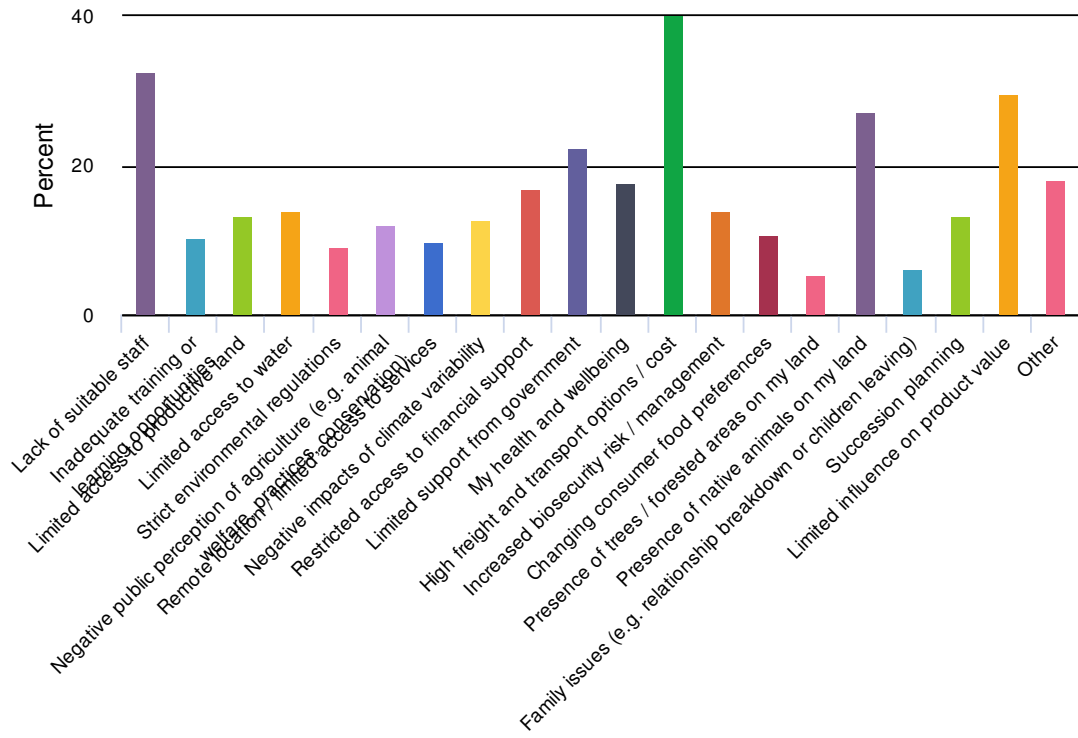
14. **Other areas of major business investment specified



15. Over the last 5 years, which of the following have influenced the business most positively? (select up to three options)



16. Please select the factors that are currently constraining the business from achieving its goals. (select as many as relevant)



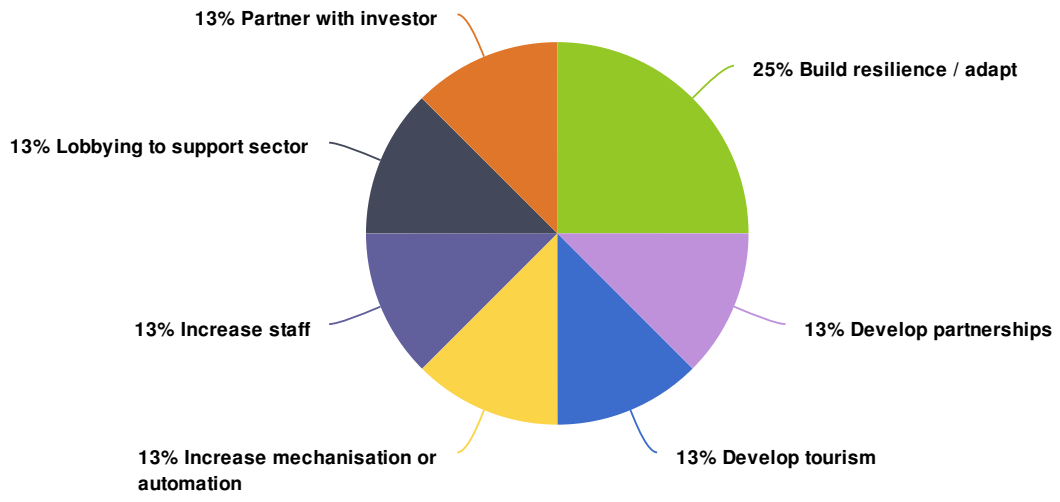
19. Please indicate how much you agree / disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	Not applicable	Responses
My family and/or local community provide me with support during hard times Row %	25.9%	50.0%	16.9%	1.8%	0.6%	4.8%	166
I often work alongside my neighbours or peers without expecting any financial return Row %	23.9%	42.9%	24.5%	1.8%	0.0%	6.7%	163
My social connections enable me to influence decisions in my region Row %	8.0%	31.9%	39.3%	11.0%	4.3%	5.5%	163
I am actively involved in local community groups (e.g. fire brigade, school, landcare, associations, clubs) Row %	21.7%	28.0%	21.7%	18.0%	5.0%	5.6%	161
Totals Total Responses							166

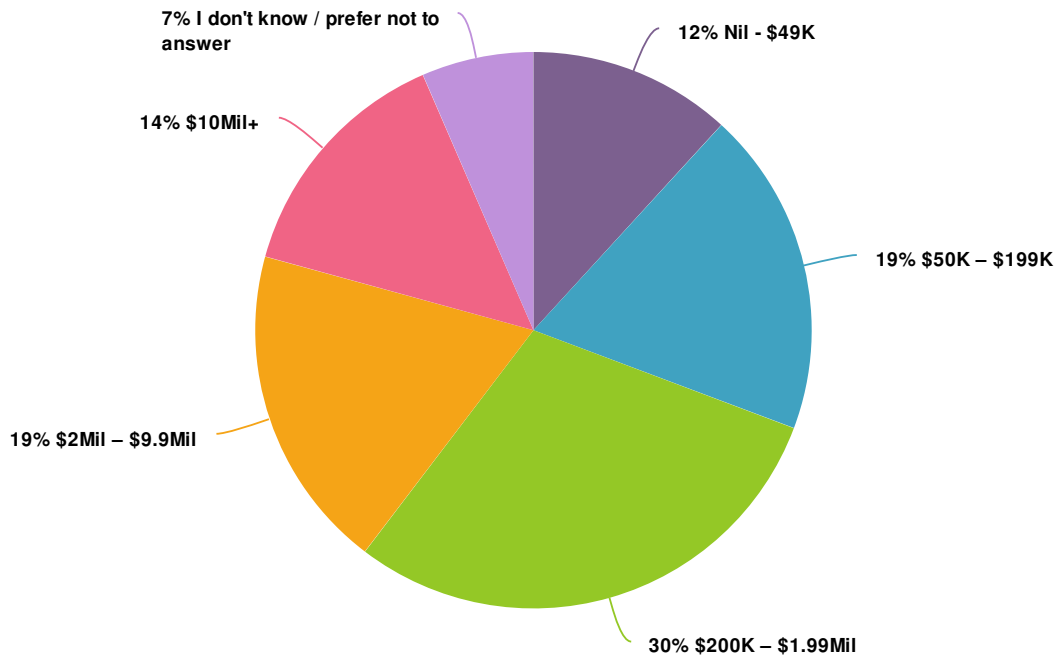
20. To prepare for the future, how likely is the business to adopt each of these strategies?

	Highly likely	Likely	Unsure	Unlikely	Highly unlikely	Responses
Invest in research and development Row %	20.8%	32.7%	25.8%	15.1%	5.7%	159
Expand current operations Row %	27.0%	31.4%	25.2%	9.4%	6.9%	159
Develop new products Row %	19.1%	26.8%	19.7%	24.2%	10.2%	157
Increase liquid assets Row %	9.5%	25.7%	40.5%	21.6%	2.7%	148
Sell the business Row %	7.2%	9.2%	19.6%	34.6%	29.4%	153
Integrate vertically (business spans more than one step of production, processing, marketing and retail) Row %	18.6%	16.0%	24.4%	27.6%	13.5%	156
Explore new markets for products Row %	28.0%	31.2%	15.9%	19.1%	5.7%	157
Invest in new technologies Row %	26.6%	37.3%	19.0%	13.9%	3.2%	158
Owners to retire soon Row %	9.2%	18.4%	16.3%	29.8%	26.2%	141
Diversify the business Row %	14.1%	35.3%	24.4%	17.3%	9.0%	156
Keep the business as it is now Row %	12.0%	20.9%	21.5%	32.3%	13.3%	158
Increase off-farm income (any income earned from work not related to the farm) Row %	13.0%	31.2%	21.0%	26.8%	8.0%	138
Totals Total Responses						159

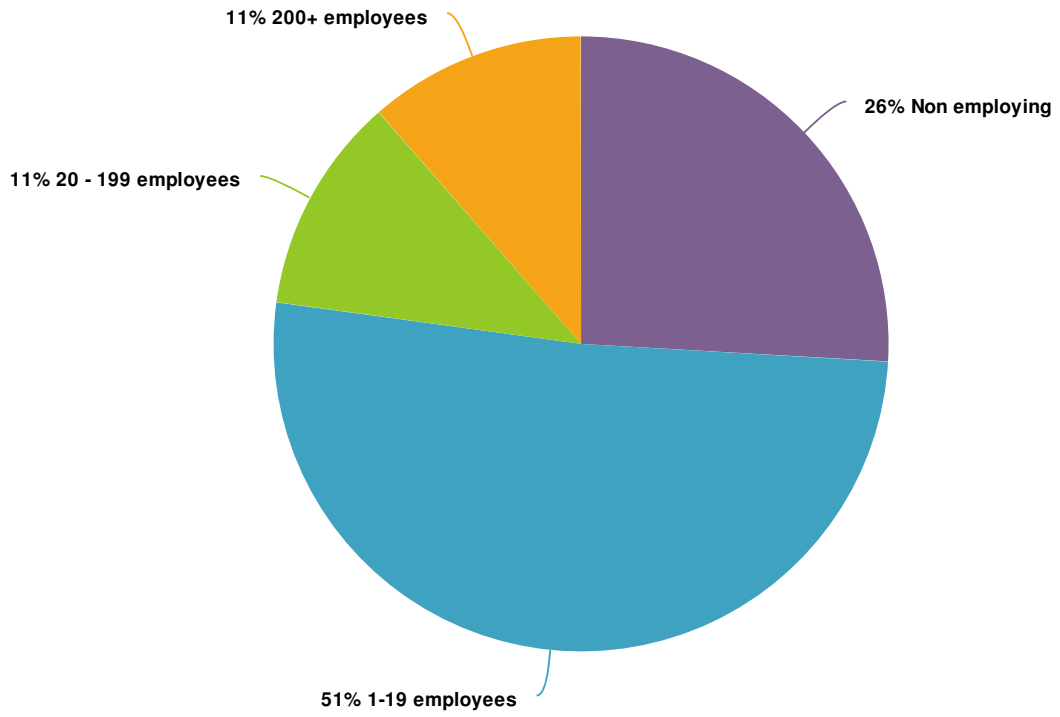
23. **Other strategies you are likely to adopt



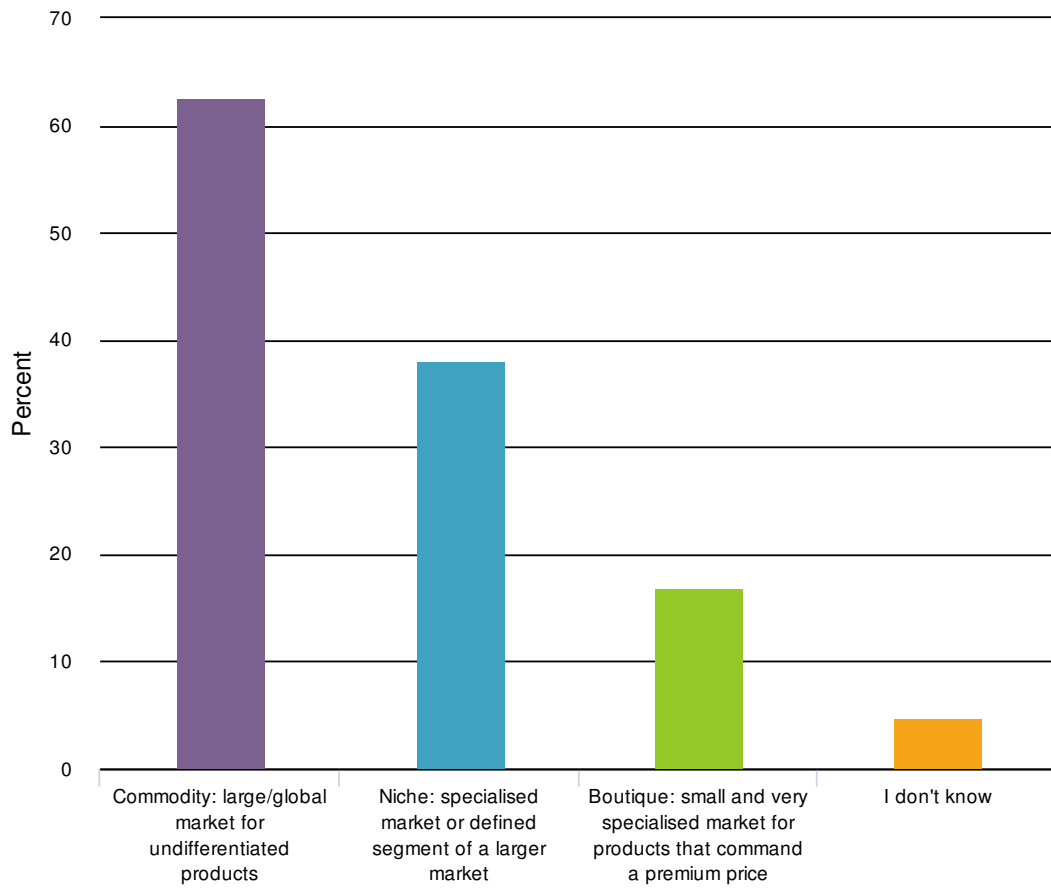
24. What was the average annual turnover of the main business you have worked at over the last 3 years?



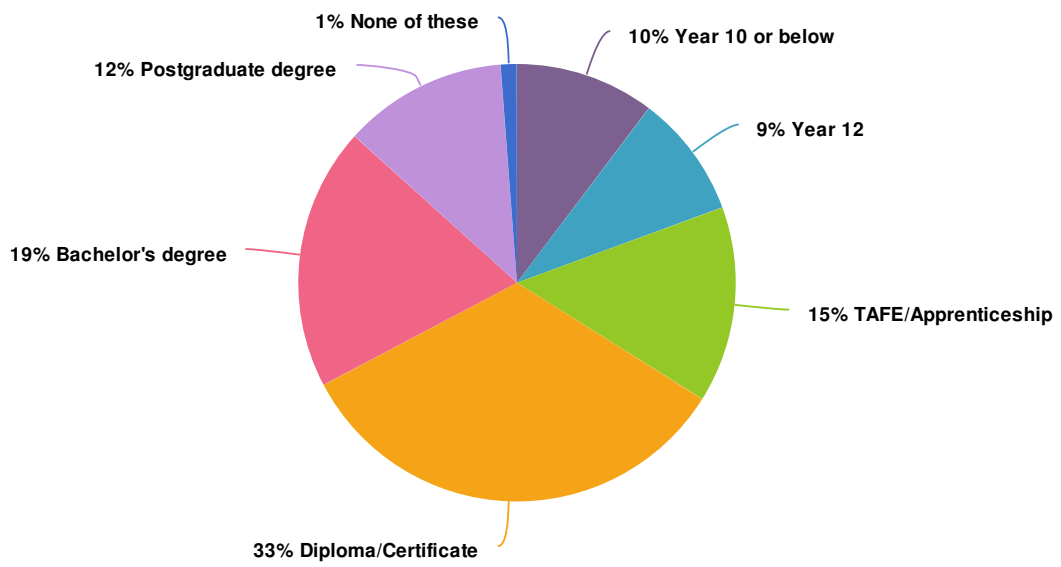
25. How many employees does the business have?



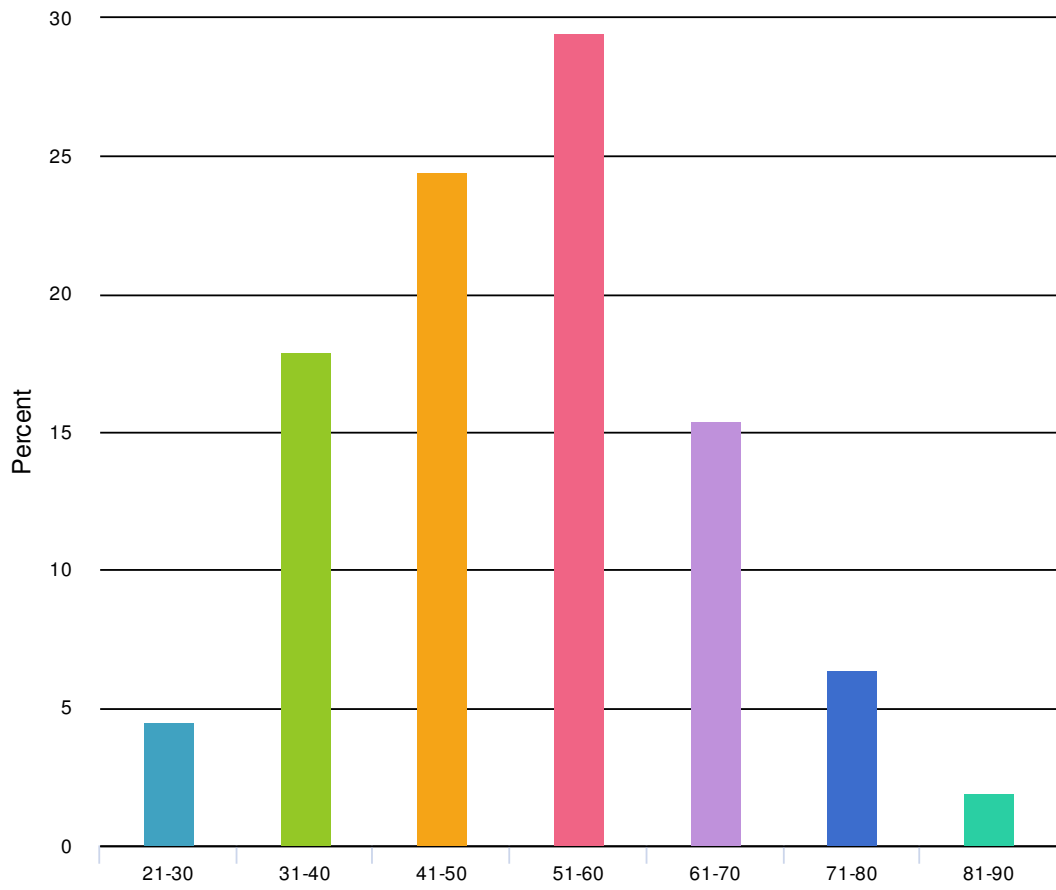
26. What sort of market do your products go into? (select all that are relevant)



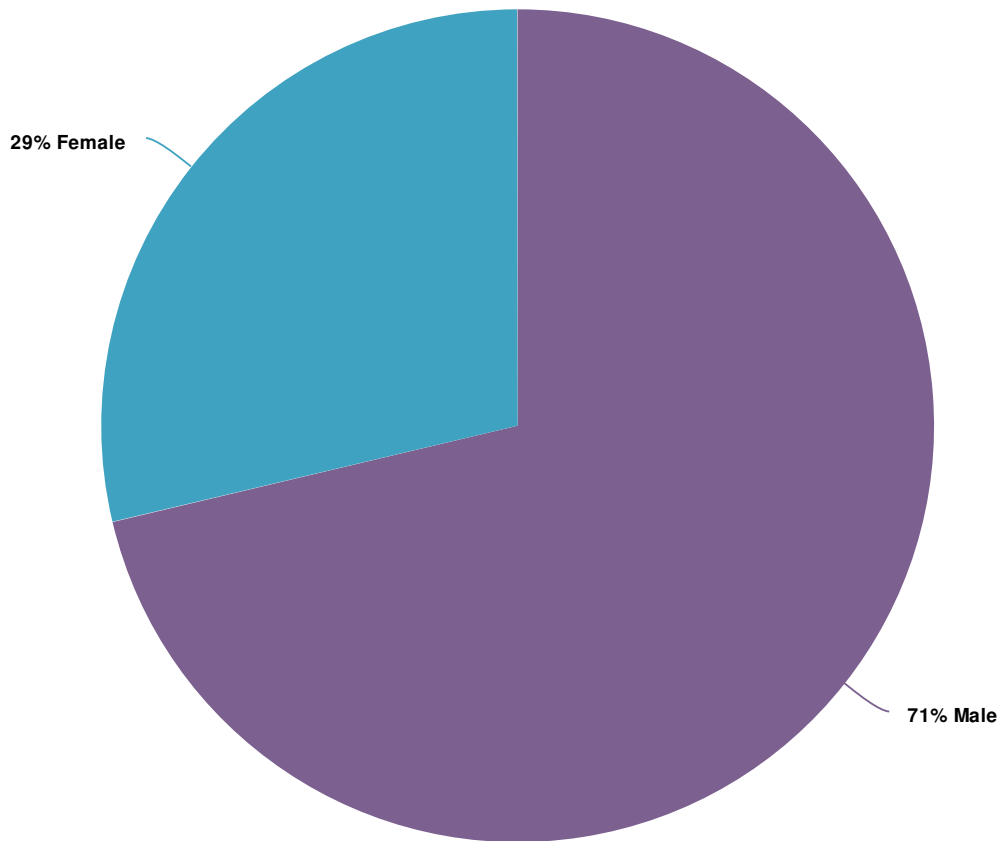
29. What is the highest level of education you have completed?



31. **What age cohort are you in? (reclassified from year of birth)



32. Your gender:



We hope you found this report informative. Additional reports summarising the data according to region and sector are available at utas.edu.au/tia/tasagfuture.