



AFI ROUNDTABLE 2018



www.australianeggs.org.au

A close-up photograph of a hand wearing a grey work glove, resting on a brick wall. The hand is positioned on top of a row of bricks, with the fingers slightly curled. The background is a blurred brick wall, suggesting a construction or building site. The overall tone is muted and professional.

BUILDING COMMUNITY TRUST



Trust is the new black

- Community interest in where food comes from
- Keep in step with community expectations
- Practical strategies



Three phase process

- Industry – Australian Eggs Sustainability Framework
- Cross sector - Community trust in Rural Industries
- Cross-supply chain - SAI Platform

Trust starts at home

- Change your culture, change your outcomes
- Long term investment
- The power of research

Pre-trust up-side

- Positive leadership narrative
- Insights for industry and community
- Investment in credibility as an information source



The pursuit of the possible

- Industry/sector commitment and engagement
- Research over comms, marketing & conjecture
- Lead, collaborate or fail





AFI ROUNDTABLE 2018



www.australianeggs.org.au