



**LIVECORP**  
THE AUSTRALIAN LIVESTOCK  
EXPORT CORPORATION



MEAT & LIVESTOCK AUSTRALIA

## Live exports – exploring trust

**4<sup>th</sup>**  
year of research

**6,575**  
participants

Data collected in February and June, 2024.  
All data displayed is from June's pulse survey.

## Value proposition of the live export industry

Participants considered the contribution of live exports in Australia and overseas, and areas of concern such as animal welfare. 76% agreed the benefits outweigh, or are equal to, the costs of the industry.

### How do you feel about the costs and benefits of the live export industry?



**41%** said the benefits outweighed the costs  
(35% in 2019)

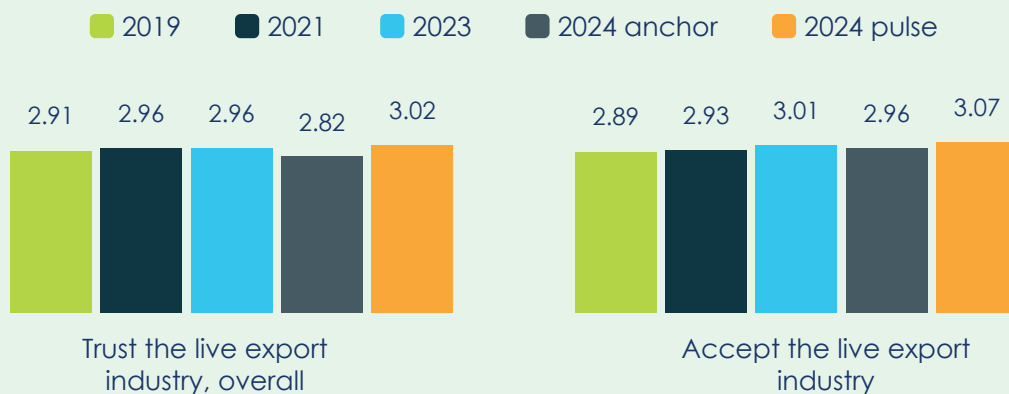


**35%** said the costs and benefits were equal  
(36% in 2019)

## Trust and acceptance



A gradual trend toward increased trust and acceptance highlights a strengthening of the relationship between the Australian community and the live export industry.



Ratings of agreement (means out of 5) on trust and acceptance measures, 2019 - 2024.

# What drives community trust in the live export industry



## INDUSTRY RESPONSIVENESS

**44%** agreed the live export industry is prepared to change its practices in response to community concerns (40% neutral; 16% disagree).

**52%** agreed that regulators are able to hold the live export industry accountable (33% neutral; 15% disagreed)



## REGULATION



## ANIMAL WELFARE STANDARDS

**64%** agreed that applying Australian welfare standards to our animals when sold overseas improves animal welfare standards in those countries.

**64%** agreed the live export of animals supports the improvement of diet and nutrition of people in overseas markets.



## IMPORTANCE OF THE INDUSTRY OVERSEAS

## Communication

**66%** of participants agreed information about the live export industry often portrays it in a negative light.



**76%** of participants agreed that there should be more balanced news coverage about the live export industry.