

Rural innovation systems-
do they help or hinder
integration?

Tony Gleeson

This is where I live

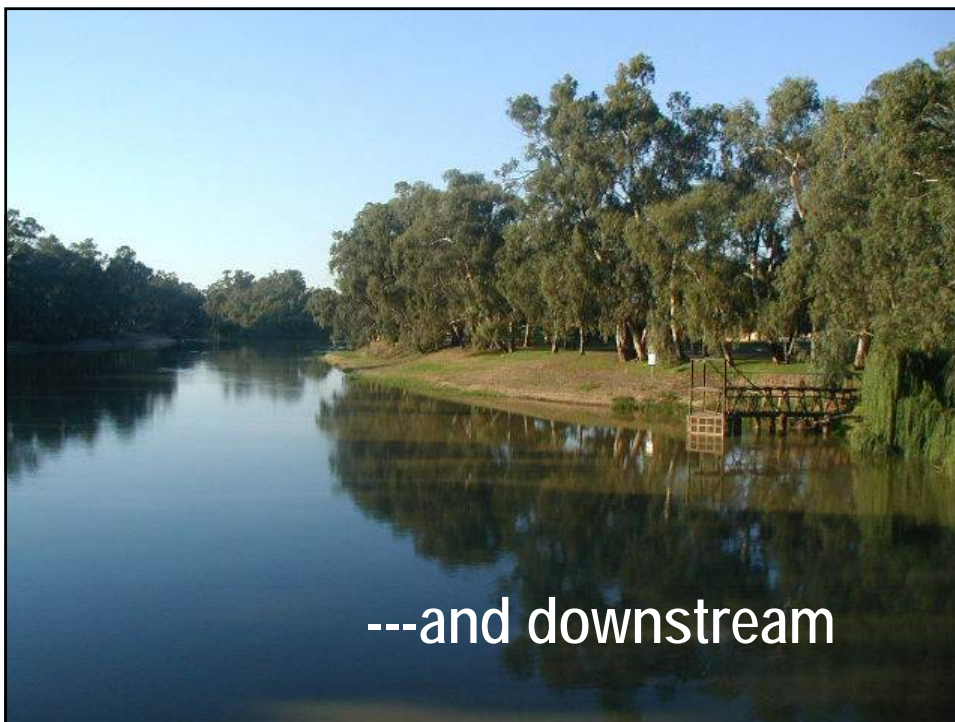
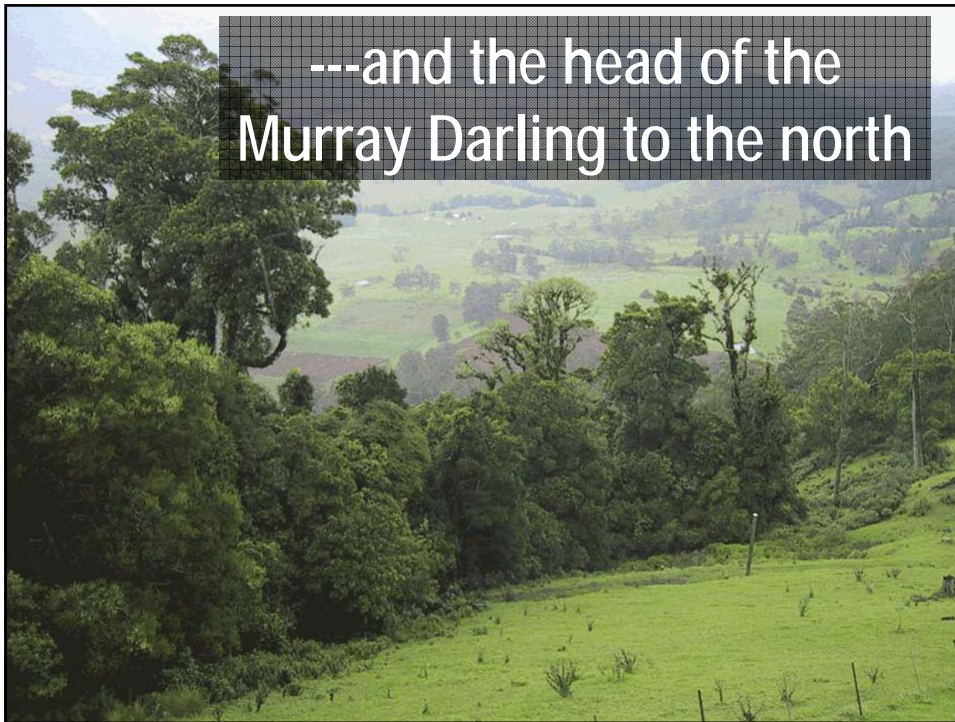


--and further out with cows



---with the Clarence
river to the East

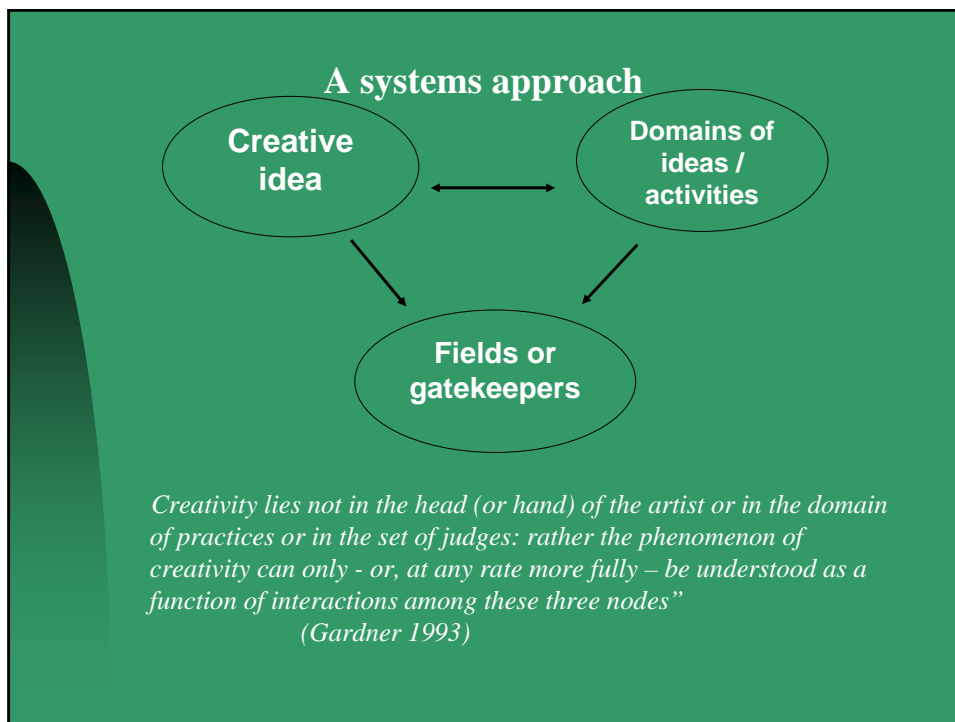


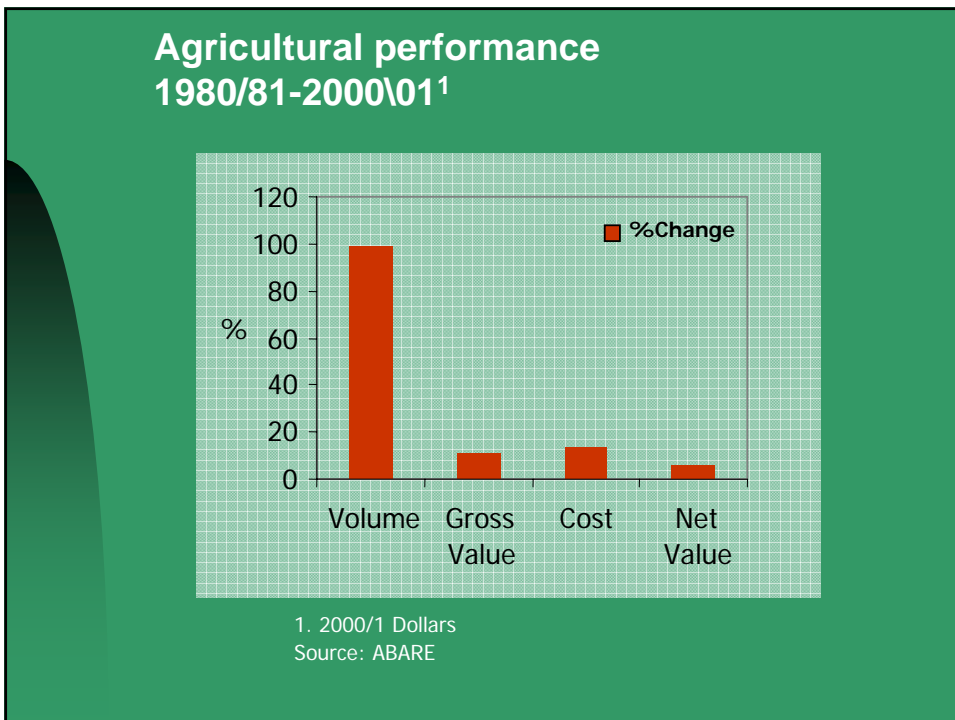


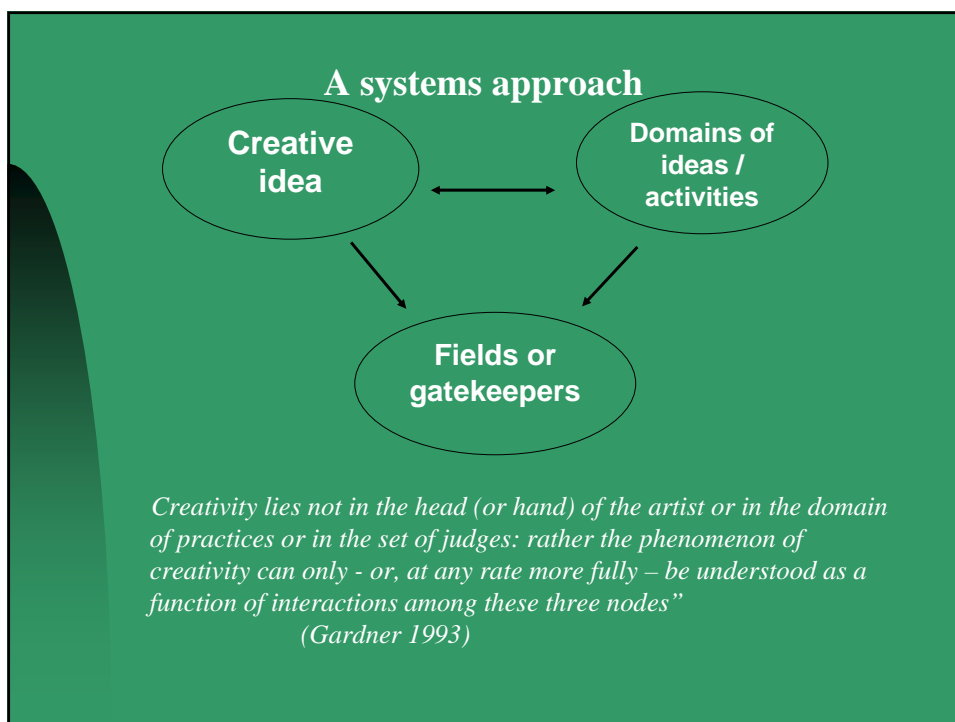
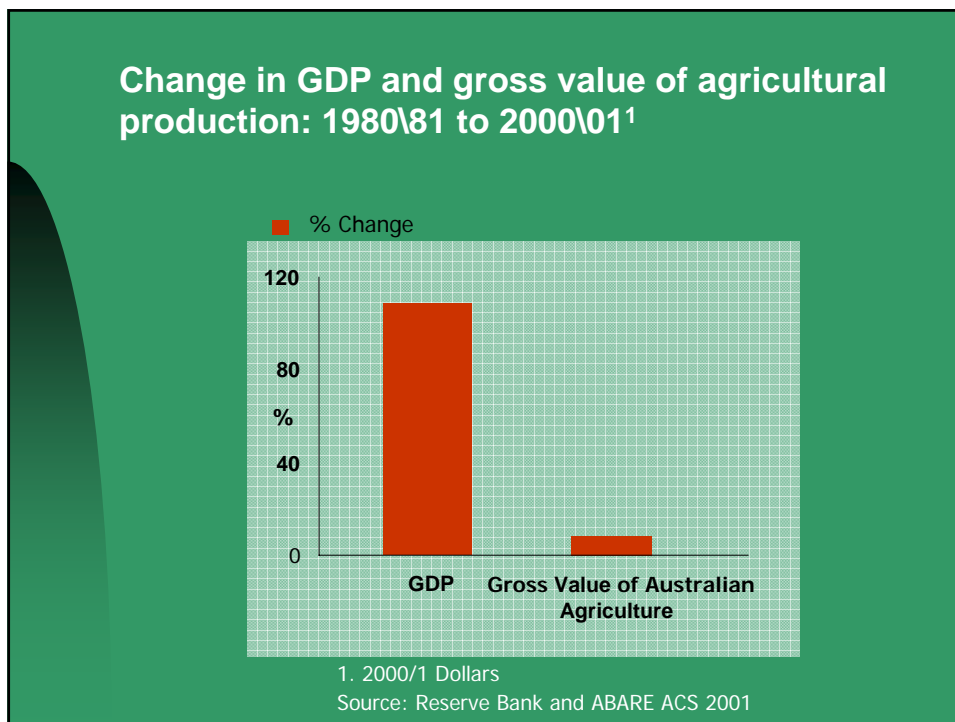
to the sea

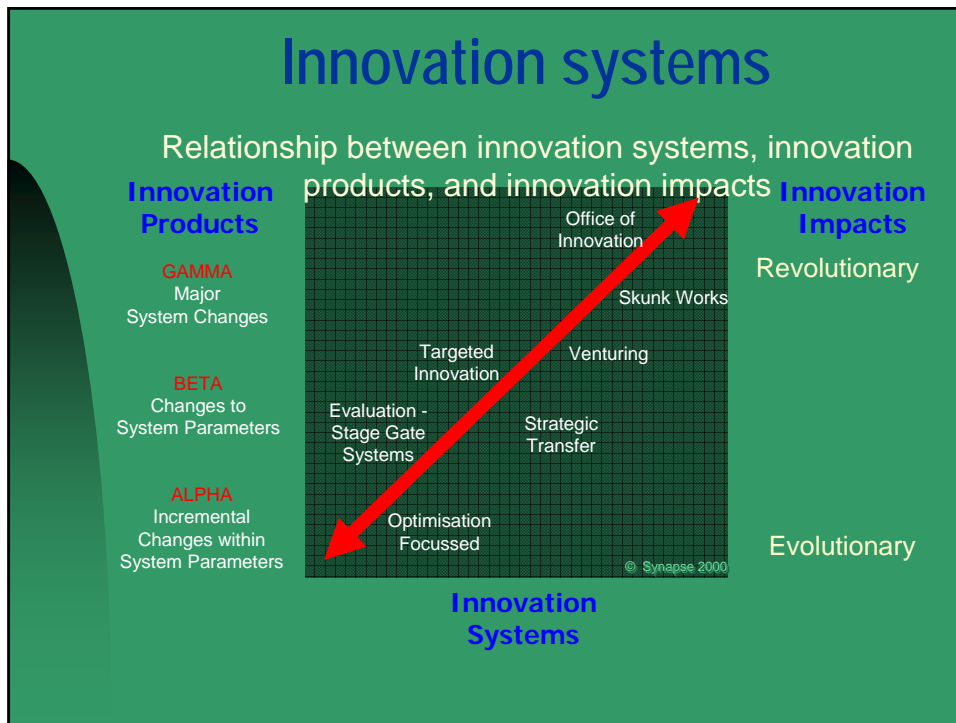


Rural innovation systems



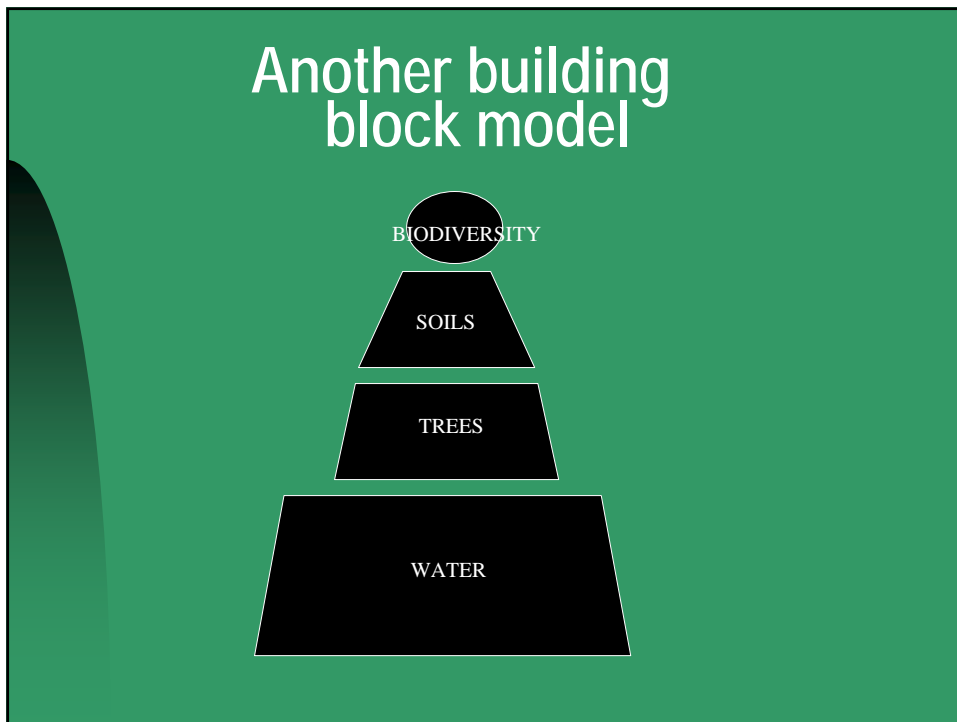
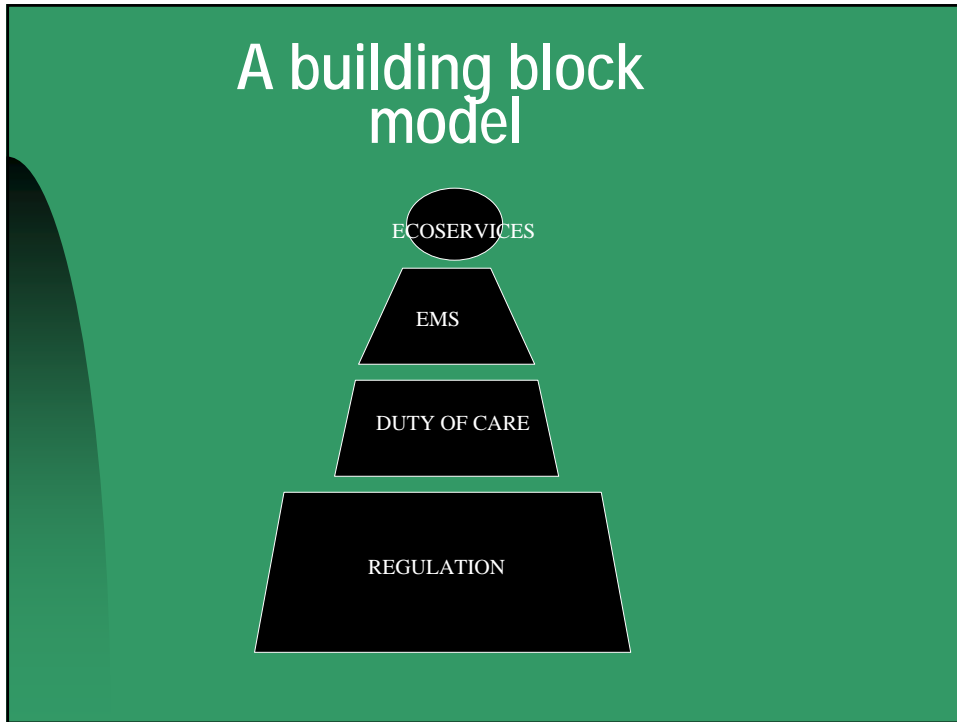






Sixty percent of Australian farms have 2 or more industries producing 70 percent of agricultural production by value (EVAO) June 01

Industry	One industry		Two industries		>Two industries	
	% Farms	% EVAO	% Farms	% EVAO	% Farms	% EVAO
All Industries	39	29	34	30	27	41
Sheep	11	3	35	23	54	74
Cotton	10	10	29	26	61	64
Beef	26	11	41	37	33	52
Fruit incl. grapes	59	52	25	25	16	23
Cereal grains	5	3	29	21	66	76

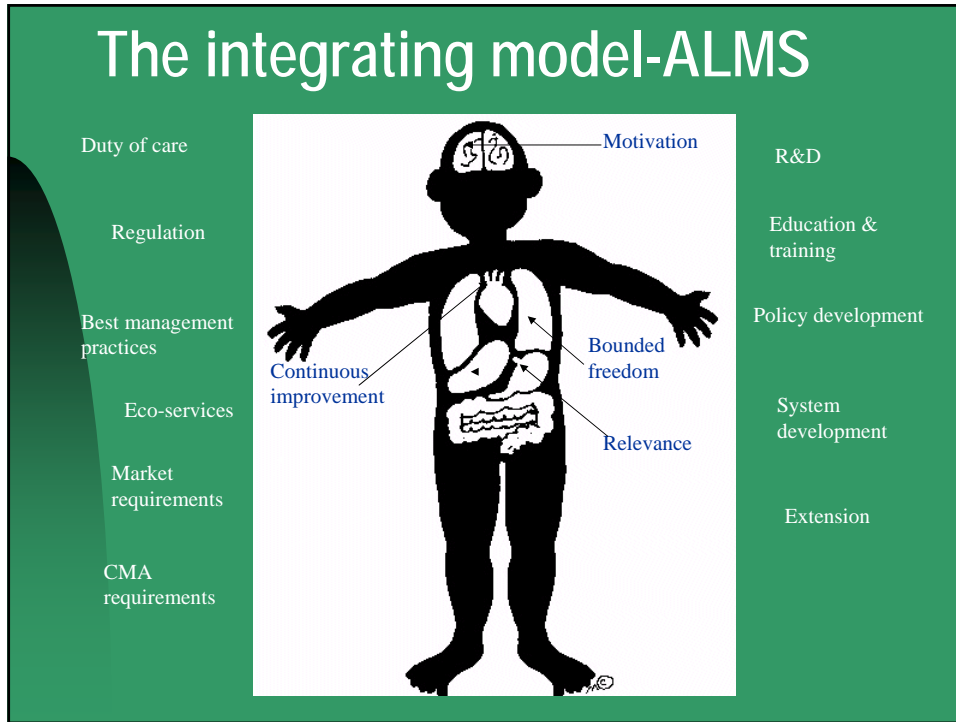


Design of the Australian Landcare Management System (ALMS)

Pup pack kills alligator



Need to modify landholder (pup) activity to manage environmental (alligator) impacts



Membership categories-largely determined by who audits



What to do ?

- Broaden beyond agriculture-ensure 'rural' means 'rural'
- Broaden systems, gatekeepers and domains within agriculture
- Reduce silos based on existing industries
- Increase effectiveness and efficiency of processes for accountability
- Implement a credible national system or systems to recognise improved environmental performance-to strengthen and enable public and private environmental drivers

It is not enough to teach people how to run faster

A time comes when people have to say this isn't working for everyone

We need many different ways to take us to many different places

(after Wiseman (1998) 'Global Nation')



We need spirit and a sense of wonderment