

## R-CV 9: Innovation in Industry

Conduct trials on a range of innovative practices relevant to industries in the Wet Tropics, to improve knowledge of the effectiveness of these approaches and increase the uptake of successful techniques.

This strategy delivers on these Regional Themes	Biodiversity	Biosecurity	Coastal Systems	Sustainable Industries	Water
	✓	✓		✓	✓
This strategy delivers on these Strategic Outcomes	Supportive, policies, plans and regulations	Collaborative, adaptive planning and action	Traditional Owner Benefits	Sustained and diverse resourcing	Community stewardship, values and action
		✓			✓

Outcome	<p>Conducting objective, scientific trials on new and innovative techniques provides:</p> <ul style="list-style-type: none"> <li>▪ Proof of their effectiveness, which will help bring the more successful ideas into the mainstream.</li> <li>▪ Opportunities to diversify conventional industries in the Wet Tropics, with the possibility of investigating not just new approaches, but whole new industries.</li> <li>▪ Opportunities for more diverse and resilient industries, contributing to regional employment and development.</li> </ul>
Justification	<p>Improving the science and knowledge underpinning new and more innovative approaches across a range of industries can help increase their uptake, resulting in more sustainable natural resource management, productivity and community outcomes. While there are some excellent innovative approaches already being used in various industries (eg. Alternatives to improving soil health and reducing fertiliser use), scientific investigation into their effectiveness, combined with good extension of results, could see their uptake improved. Practical demonstrations, or even model farms showcasing the techniques could be successful ways of spreading the message further. With good science to support innovative techniques and effective ways of promoting the results, some of these approaches could move into the mainstream.</p>
Key steps	<ol style="list-style-type: none"> <li>1) Create links with other projects involved with agricultural innovation – to ensure there is the right environment for sharing of ideas and to link in with relevant stakeholders.</li> <li>2) Develop and strengthen the links between farmers, industry and research organisations, to enable objective, robust experimentation on new and innovative approaches / industries.</li> <li>3) Develop extension products and a communication plan which clearly explains results, backed up by independent science.</li> </ol>
Feasibility considerations	<ul style="list-style-type: none"> <li>✓ There are already lots of people willing to think outside the square, routinely using and developing innovative approaches in a range of industries.</li> <li>✓ There is growing support and interest within industries, as well as the broader community, regarding new and different approaches.</li> <li>✗ A strategic approach is required to ensure best value for money and highest chance of making an impact.</li> <li>✗ Changes in practice can be difficult to introduce, but changes in <i>culture</i> can be even harder.</li> </ul>

Local Landscape Projects	Local Landscape Project	Location
	SC11 Alternatives to Fertiliser	Southern Cassowary Coast