



Australian Eggs Case Study

Executive Summary

Since 2018, Australian Eggs (AE) has partnered with Voconiq to build and manage the industry's social licence through a national, longitudinal community research program. The result is a step-change in national community trust, a clear understanding of what drives it, and a proven model for proactive, evidence-led engagement.

Crucially, the program has shifted the external risk environment - from sustained activist targeting to a stable, broadly supportive public context - through radical transparency and credible, third-party data.

The Problem

- High activist pressure on animal welfare issues
- Reactive media cycles shaping perception
- Limited visibility of mainstream community views
- Weak evidence base for engagement with regulators, stakeholders and industry members

The Strategy

Voconiq implemented Citizen Voices, a science-led engagement system:

- **Nationally representative + open sampling** to separate mainstream and 'highly engaged' views
- **Longitudinal tracking** to measure change over time
- **Path modelling** to identify causal drivers of trust and acceptance
- **Transparent reporting** to support consistent public communication

This shifted AE from reactive responses to proactive, data-driven engagement in parallel with their own Sustainability Report associated investments.

What Drives Social Licence (2025)

- **#1 Confidence in regulation** (primary driver of trust)
- **Industry responsiveness** (listening and adapting)
- **Perceived value** (nutrition, jobs, economic contribution)

Trust and acceptance are now **high and stable**, with more than two-thirds of Australians expressing strong acceptance.

Emerging Risk

- **Affordability pressure** driven by cost-of-living
- Increasing sensitivity to pricing and perceived fairness
- Price now nearly equal to production method in purchase decisions

This represents the primary forward-looking risk to social licence.

Impact

- **Sustained uplift in trust and acceptance** since baseline
- **Clear, quantified drivers of trust** to guide strategy
- **Credible evidence base** for government and stakeholder engagement
- **Organisational shift** from defensive to proactive engagement

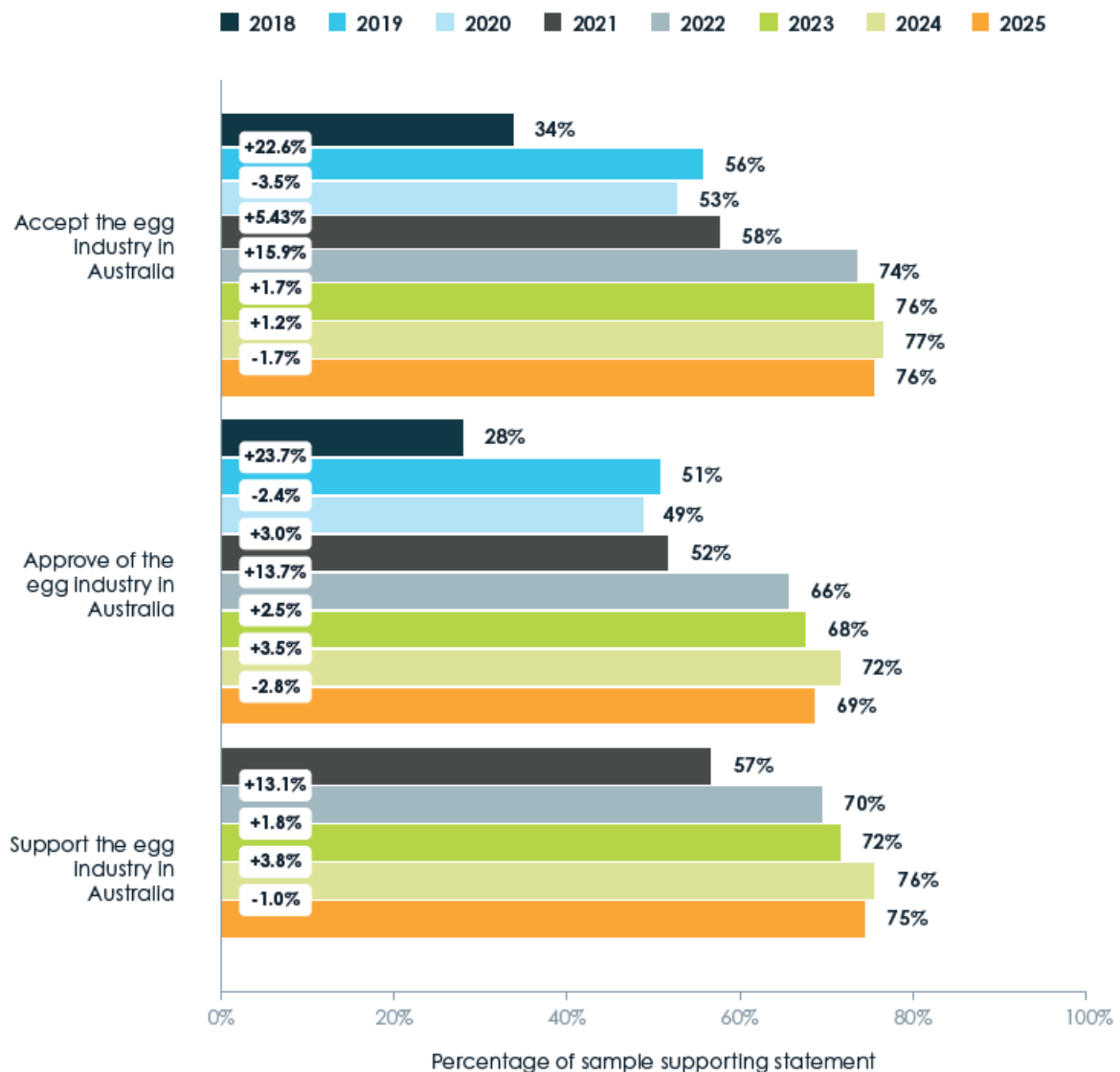


Fig. 1. Percentage agreement with key community sentiment outcome measures (SLO).



Strategic Outcome: Eliminating Activist Targeting

At program inception, activist groups were actively targeting the industry, shaping public narratives and creating reputational risk.

AE adopted a strategy of **radical transparency**, grounded in independent, national community research. This enabled the industry to:

- Demonstrate mainstream community sentiment with credibility,
- Contextualise activist perspectives within the broader population,
- Engage confidently and openly on contested issues.

Result: Activist targeting has effectively reduced to **zero**, replaced by a more balanced, evidence-informed public discourse.

Outcome

AE now operates with: - Strong, stable community trust - A clear, data-driven understanding of social licence drivers - Enhanced credibility with regulators and stakeholders - Scalable capability to manage emerging risks

Forward Priorities

- Reinforce **regulatory confidence and transparency**
- Maintain **visible responsiveness** to community expectations
- Strengthen communication of **industry value (nutrition, economy, jobs)**
- Address affordability through clear narratives on **cost, pricing, and value**

Bottom line: This program demonstrates a repeatable, scalable model for building and sustaining social licence at industry scale - transforming external risk into strategic advantage.