



For the national importance of Australian soils, a lot changed on 18 July 2019 in Dubbo when the PM addressed the National Bush Summit

The PM said the word 'soil' 39 times in his address

This didn't happen by accident – largely due to previous work by the National Soils Advocate

Prime Minister's national objective is to protect, restore and maintain the health of the agricultural landscape

- Reinstate the National Soils Advocate
- Develop a National Soils Strategy





The National Soils Advocate

Major
General
the Hon
Michael
Jeffery

What is the Advocacy?

The National Soils Advocate is raising awareness about the importance of conserving and improving agricultural soil and landscape conditions to incentivise change.



Why?

- The condition of our soils/landscape is deteriorating
- Agricultural production is not sustainable
- Farming communities are doing it tough
- Increasing populations – food security issues
- National ambition for a \$100b agricultural industry by 2030



Photo credit Wooleen

Objectives

Help to meet local sustainability issues (improve production and support viable rural communities)

Benefit Australia's environment and biodiversity

To meet global challenges, such as food security (both quality and quantity), increasing global population and scarcity of natural resources (water, soils) and climate change

What and how are we doing it?

What?

- Broad awareness raising by engaging with governments, land managers, industry and researchers about the importance of conserving and improving agricultural soil and landscape conditions.



How?

- Elevating the importance of soil health amongst policy makers and how improvements will benefit the environment, and the critical role soil plays in sustainable agricultural production and communities
- Provide information to a range of stakeholders, (focusing on information generated by others) raising awareness and increasing understanding of soil health
- Gaining the support of industry, governments and researchers regarding the need for action to improve soil health
- Identifying issues that are hindering soil health improvements and communicating this to policy makers and funders
- Providing leadership and coordinating efforts to improve soil health
 - Coordinating commonwealth government agencies involved in soil related issues
 - Being an active member of high level existing soil organisations
 - Supporting productive networks to facilitate sharing of knowledge and resources.
- Advocating for soil health globally, boosting sustainable productivity and addressing climate change.
- Providing input into the National Soils Strategy



So what is in it for me?

The National Soils Advocate does not represent government views, they are independent

Reporting directly to PM

Use the Advocacy –wisely



Outcome

To improve community/stakeholder understanding of the importance of soil issues to effect practice change to improve soil health



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