

OUR IMPACT 2026

A series of **case studies** that capture the unique impact of the Southern NSW Drought Resilience Adoption and Innovation Hub



SOUTHERN NSW
Innovation Hub

SUSTAINABLE AGRICULTURE,
LANDSCAPES AND COMMUNITIES



Building a shared understanding to improve producer support

Understanding Producer Pressures events are strengthening shared understanding of on-ground realities while driving meaningful cross-sector collaboration and action.

CONNECTING INDUSTRY AND GOVERNMENT

Originally launched by the Southern NSW Innovation Hub, the Understanding Producer Pressures events quickly became an important avenue for the NSW Government's Drought Coordinator – appointed in November 2025 to bolster support for drought-impacted communities – to connect with the organisations that work most closely with producers.

As a result, the roundtables brought together a broad mix of contributors, including representatives from the Federal and NSW Governments, the Rural Financial Counselling Service NSW, the Regional Investment Corporation, Rural Aid, the Rural Adversity Mental Health Program (RAMHP), along with banking sector partners, agribusiness consultants, and agricultural advisors.

BACKGROUND

This event format was established in late 2025 as a forum to bring together service providers and stakeholders from across sectors to build a shared understanding among service providers of the challenges facing primary producers.

These challenges – particularly dry seasonal conditions, financial stress and mental health – are complex and evolving. The invitation-only events provide a space for participants to hear directly from those working closely with producers, access timely information, and align responses across government, industry, finance and community services.

A TRUSTED FORUM FOR SHARED INSIGHTS

The importance of having a trusted space for open discussion and knowledge sharing around seasonal conditions and the challenges facing producers was highlighted through direct feedback from the participants. When asked in a survey, they gave the sessions average usefulness scores ranging from 8.4 to 9.6 out of 10, and some even awarded a perfect 10 out of 10.

As one attendee commented, *"It was super valuable to get an understanding of what things are really like on the ground, from those dealing directly with farmers."*

Another said, *"What a great workshop - I found it really informative and the discussion really relevant."*

Attendees also emphasised other benefits of the events, including the chance to hear diverse perspectives from different regions and industries and to receive timely updates on seasonal conditions and available support. These discussions also helped build broader awareness of the emerging pressures shaping producer decision making.



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DRIVING ACTION BEYOND THE WORKSHOPS

A key strength of the Understanding Producer Pressures events is their ability to translate insight into action. Between 80% and 100% of attendees reported they had shared, or intended to share, insights from the events with their teams and networks.

The workshops have also enabled stronger collaboration between organisations such as Local Land Services NSW, the Rural Adversity Mental Health Program, and Rural Financial Counselling NSW, with some going on to co-host targeted events to support primary producers.

Many participants also indicated they would refine their advisory approaches and identified information gaps they could help address. This feedback demonstrates that the events are influencing how stakeholders engage with producers and shaping decision-making across sectors.

STRENGTHENING LINKS ACROSS SECTORS

By bringing together diverse stakeholders at the Understanding Producer Pressures events, Southern NSW Innovation Hub is helping to bridge gaps between sectors and enable more coordinated and informed responses to producer challenges.

A participant from the May 2026 event said, *“For me the Hub is that valuable ‘community connector’ that can really help drive better understanding of the on-ground conditions...”*

Thank you for hosting such an informative event that brings together a great range of stakeholders.

PARTICIPANT
UNDERSTANDING PRODUCER PRESSURES EVENT
MAY 2026

The supported networking and relationships built between organisations have been a critical outcome of the series of events. They have now become a central point for exchanging information and coordinating responses, helping to create better alignment between policy, service delivery and on-ground realities.



Australian Government
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Future
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CONTINUING TO BUILD IMPACT

The Understanding Producer Pressures events held so far have shown how valuable structured opportunities for shared learning and collaboration can be, and the series will continue through the second half of 2026 and into 2027.

The discussion was really valuable, particularly around decision fatigue and drought declarations... [it] is really valuable in driving how we engage effectively with producers in future.

PARTICIPANT
UNDERSTANDING PRODUCER
PRESSURES EVENT



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