AGRI13001 *Social Licence to Operate*
Term 1 - 2018

Profile information current as at 18/05/2024 10:13 pm

All details in this unit profile for AGRI13001 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit introduces the principles and practices relevant to the social licence to farm. You will learn about the concept of the social licence to operate, the social obligations of farmers and identify drivers of social licence. You will also develop the skills to measure the levels and factors of the social licence to operate, and learn techniques for raising the level of social licence, using specific industry case studies and scenarios.

Details

Career Level: *Undergraduate*
Unit Level: *Level 3*
Credit Points: *6*
Student Contribution Band: *7*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Prerequisite AGRI11005 Agricultural Business Planning
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure (Higher Education Coursework)](#).

Offerings For Term 1 - 2018

- Bundaberg
- Emerald
- Mixed Mode
- Rockhampton

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**
Weighting: 40%
2. **Presentation and Written Assessment**
Weighting: 60%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Explain the principles of a social licence to operate.
2. Make an informed decision regarding the social obligation of farmers.
3. Apply the concepts and principles of a 'social licence to operate' to a business case in agriculture.
4. Present a case for the requirements of maintaining a durable 'social licence to operate'.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

	N/A Level		Introductory Level		Intermediate Level		Graduate Level		Professional Level		Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	**2**	**3**	**4**
1 - Written Assessment - 40%	•	•		
2 - Presentation and Written Assessment - 60%	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	**2**	**3**	**4**
1 - Communication	•	•	•	•
2 - Problem Solving		•	•	
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•	•		•
5 - Team Work			•	•
6 - Information Technology Competence			•	•
7 - Cross Cultural Competence		•	•	
8 - Ethical practice	•	•	•	•
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
1 - Written Assessment - 40%	•	•	•	•			•	•		
2 - Presentation and Written Assessment - 60%	•	•	•	•	•	•	•	•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Wordprocessing, spreadsheeting and powerpoint software; access to audio or video recording technology

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition (APA 6th edition)](#)
For further information, see the Assessment Tasks.

Teaching Contacts

Saba Sinai Unit Coordinator
s.sinai@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction - What is the Social Licence to Operate? Obligations of Farmers		

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Farmers and Community Engagement in Australia: Historical and Current Perspectives		

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Urban Rural Divide in Social Licence		

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Measuring Social Licence		

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Best Management Practices (BMPs) and Certification Schemes: Tools for Developing Social Licence		

Vacation Week - 09 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 1 Due
		Social Obligation of Farmers Essay Due: Vacation Week Monday (9 Apr 2018) 5:00 pm AEST

Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Rivers, Oceans and Air: Safeguarding Community Assets		

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Working Conditions and Social Licence to Farm		

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Agricultural Waste and Overstocking		

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Animal Welfare: Balancing Community Expectations and On-farm Necessities		

Week 10 - 14 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Native Title, Australian Indigenous Communities and Farming		

Week 11 - 21 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
Pesticides and Social Licence Issues		

Week 12 - 28 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
International Perspectives: Foreign Agribusinesses Investment in Australia and Farming in International Settings		

Review/Exam Week - 04 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 2 Due
		Social Licence Scenario Report Due: Review/Exam Week Tuesday (5 June 2018) 11:00 pm AEST

Exam Week - 11 Jun 2018

Module/Topic	Chapter	Events and Submissions/Topic

Term Specific Information

Beef Week 2018 will be held in Rockhampton from the 6th - 12th of May, Week 9. Students are encouraged to attend and network with industry representatives.

1 Social Obligation of Farmers Essay

Assessment Type
Written Assessment

Task Description
You are to select a prominent Australian "Social Licence to Farm" issue and write a 2000 word essay exploring the obligation of farmers, societal perspectives on the issue and strategies that can be employed to gain greater social licence. You may choose from the following issues or propose one (to be approved by the Unit Coordinator by 5PM Friday of week 2 - 09/03/2018):

· Livestock husbandry practices such as dehorning of cattle
· Native vegetation clearing
· Impacts of agriculture on the Great Barrier Reef
· Pesticide use
· Carbon footprint of livestock industries
· Feral animal management
· Water consumption (e.g. in Murray-Darling Basin)
· Foreign ownership of agricultural businesses/land
· Employment of Seasonal Workers

Your essay should follow the following format
1. Introduction (~400 words)
2. Body: with various subheadings, the names and content of which will depend on your issue (~1300 words)
3. Conclusion (~300 words)
4. References (APA Style)

In your essay you should:
1. Explain the concept of a Social Licence to Operate in the context of the problem you have selected
2. Discuss why it is a Social Licence Issue i.e. why do members of the public have an interest in the issue
3. Discuss current public sentiment(s) around the social licence issue e.g. are members of the public accepting of it, are there boycotts of agricultural products because of the social licence issue etc.
4. Discuss the social obligation of farmers with regards to the problem you have selected
5. Discuss strategies that farmers and agricultural industries can employ to gain a greater level of social licence
6. Include at least 10 references failure to use at least 10 references will attract a 5% penalty for every reference below this threshold. (i.e. 5 marks out of 100 for this assessment)

(References can be peer-reviewed journal articles, government reports, industry papers, media publications and other sources)

You must write your report in third person. Please note that penalties will apply for reports that do not meet the required word limit (within 10% over and 10% under the limit). This penalty will be 5% for every 100 words outside this range (i.e. 5 marks out of 100 for this assessment).

Assessment Due Date
Vacation Week Monday (9 Apr 2018) 5:00 pm AEST

Return Date to Students
Week 7 Monday (23 Apr 2018)

Weighting
40%

Minimum mark or grade
50%

Assessment Criteria
You will be marked on:
· Clear and professional written communication
· Ability to define social licence to operate
· Analysis of the social/cultural/economic/environmental impact of the social licence issue
· Analysis of the social obligation of farmers
· Analysis of societal perspectives on the issue

· Ability to formulate and present solutions to social licence issues
· Formatting and Referencing

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online

Learning Outcomes Assessed

- Explain the principles of a social licence to operate.
- Make an informed decision regarding the social obligation of farmers.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

2 Social Licence Scenario Report

Assessment Type
Presentation and Written Assessment

Task Description
Assessment 2 (60%) will be based on three components: written report (40%), presentation (15%) and peer marking (5%).

Based on a given scenario, you are to work in small groups (4-5 people) to write a 3000 word report outlining the steps that a proposed corporate farm should take to ensure it is granted and maintains a social licence to operate from the community. You will be provided with all of the specifications of the farm (size, stock numbers, foreign ownership composition, location etc.) and a brief summary of the demographics and socioeconomic situation of the community as well as the results of a survey into the community's views on relevant farming practices.

In the scenario provided, the corporation you are to write the report for takes social licence very seriously and recognises that gaining a social licence is a vital part of their obligations to the community. As such, that corporation's leadership team are willing to implement all of the measures that you and your team recommend in order to ensure that a social licence is granted. They have asked your team to prepare a 3000 word report that must be written in the following format:

1. Title
2. Introduction (~500 words):
    a. A suggested name for the farm
    b. Summary of the farm
    c. Explaining the concept of a social licence
3. Stakeholder Analysis (~400 words):
4. Initial community engagement strategy (~400 words)
5. Identification of social licence issues and how you will manage community expectations around these issues, including the strategies and innovations available to bring the farm's practices in line with community expectations. Keep in mind that some   issues will only be relevant to local community residents whilst others might also call for gaining a broader (state, national) social licence. (~1100 words)
6. Strategy for measuring and maintaining social licence (~400 words)
7. Conclusion (~200 words)
8. References

You will base your recommendations for social licence-gaining activities on a range of sources as well as the scenario information (farm specifications, a brief summary of the demographics and socioeconomic situation of the community, and the results of a survey into the community's views on relevant farming practices). You may reference information from a variety of sources including peer-reviewed journal articles, survey data, government reports, consultant reports, media sources and other reliable sources. You must include at least 10 references, failure to use at least 10 references will attract a 5% penalty for every reference below this threshold. (i.e. 5 marks out of 100 for this assessment)

You may write your report in first person plural (i.e. "we" "us") or in third person. Please note that penalties will apply for

reports that do not meet the required word limit (within 10% over and 10% under the limit). This penalty will be 5% for every 100 words outside this range. (i.e. 5 marks out of 100 for this assessment)

Your group will also submit a 15-minute PowerPoint or similar presentation (submitted as a video) developed for the scenario's local community outlining how you will seek to maintain a social licence, particularly in light of any changing community expectations (15%). Follow these instructions to convert a PowerPoint presentation to MP4 or WMV format: https://support.office.com/en-us/article/turn-your-presentation-into-a-video-c140551f-cb37-4818-b5d4-3e30815c3e83

Presentations shorter than 14 minutes and longer than 16 minutes will attract a 5% penalty. (i.e. 5 marks out of 100 for this assessment)
1. Outline of the farm
2. Explanation of Social Licence
3. Proposed activities of the farm
4. Actions to be taken to ensure that community licence is granted
5. How you will review community's expectations
6. How you will respond to these changing expectations

Assessment Due Date
Review/Exam Week Tuesday (5 June 2018) 11:00 pm AEST

Return Date to Students
Exam Week Friday (15 June 2018)

Weighting
60%

Minimum mark or grade
50%

Assessment Criteria
Peer assessment – this is for both the presentation and the report (Details on conducting the Self and Peer Assessment will be provided on Moodle)
For the report you will be marked on:
· Clear and professional written communication
· Ability to define social licence
· Ability to identify relevant stakeholders
· Ability to identify and analyse relevant social licence issues with respect to the scenario
· Quality of the various proposed community-related strategies
· Formatting and Referencing

For the presentation you will be marked on:

· Clear, professional and appropriate oral communication
· Ability to define social licence
· Ability to engage with the relevant audience
· The quality of the various proposed community-related strategies
· Formatting and Presentation

Referencing Style

- American Psychological Association 6th Edition (APA 6th edition)

Submission
Online Group

Learning Outcomes Assessed

- Explain the principles of a social licence to operate.
- Make an informed decision regarding the social obligation of farmers.
- Apply the concepts and principles of a 'social licence to operate' to a business case in agriculture.
- Present a case for the requirements of maintaining a durable 'social licence to operate'.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy

- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem