



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, 2012 – 2017 who drove the Prime Minister's national objective

To protect, restore and maintain the health of the agricultural landscape

- Reinststate the National Soils Advocate and provide support through the Department of the Prime Minister and Cabinet
- Develop a National Soils Strategy





The National
Soils Advocate

Major General
the Hon
Michael Jeffery

Office of the
National Soils
Advocate

What is the Advocacy?

The National Soils Advocate is undertaking broad awareness raising by engaging with governments, land managers, industry and researchers 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
- Support the national ambition for a \$100b agricultural industry by 2030



Objectives

- To turn this around – to help to meet local sustainability and regenerative issues while improving production and supporting 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

How are we doing it?



- 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 rural communities
- Gaining the support of industry, governments and researchers regarding the need for action to improve soil health
- Provide information to a range of stakeholders, (focusing on information generated by others) raising awareness and increasing understanding of soil health
- Listening to you, being visible and contactable - 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



Some good news

Generally a more positive reception to regenerative farming techniques

New technology and innovation is helpful

Reward for enhancing natural capital (soil, water, vegetation, fauna and biodiversity)



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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