

Social value of saleyards

Key findings

Participants



Observations of people interactions

6 Saleyards



Online survey

152 Participants



Interviews

105 Participants

Socialising



Observations of people interactions

- Multiple groups of people engaged in conversation and laughter
- Mixed generations and mixed age groups interacting



Online survey

60% of respondents come together for social interactions



Interviews

96% of respondents come together for social interactions

Belonging and connection



Observations of people interactions

- Shaking of hands
- Making eye contact
- Welcoming smiles
 - Tips of the hat
- Pats on the back (human touch)
- People taking time to sit and talk with elders (semi-retired or retired)



Online survey

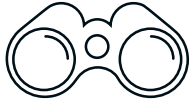
- Saleyards are an informal but critical space to build community and support
 - Gives a strong sense of identity and connection to the saleyard community



Interviews

- 78% of participants identified finding connection and belonging to the saleyard community
 - Saleyards are a place where people feel they fit in and feel connected with like-minded people
 - People have deeper conversations
 - People are not rushed

Information sharing and networking



Observations of people interactions

- People engaged in one on one conversations with agents and producers
- Producers talk to each other about genetics, feed, and weed problems after recent rain



Online survey

- 50% of participants identified networking as one of the main reasons to attend saleyards



Interviews

- 76% of participants identified networking as one of the main reasons they attend saleyards
- People learn from peers and agents

Impact of not being able to attend



Observations of people interactions

- Two sets of yards were at risk of closing
- People reported being angry about restrictions on attendance
- Taking social action/ having community meetings to keep saleyards operating



Online survey

- 50% of participants were not directly affected by COVID-19 due to their role in the industry
- Some reported feeling angry, frustrated and isolated
- Some people felt like their rights had been taken away



Interviews

- 57% experienced social isolation
- 59% experienced loneliness
- 46% experienced a decline in not being able to share information and learn from peers

Services accessed at saleyards



Observations of people interactions

- Mental health professionals
- Fence post salesperson
- Health checks



Online survey

- Rural financial services
- Industry education
- Mental health professionals
- Employment opportunities
- Weed and pest management
- Some noticeboards often had information that was out of date



Interviews

- Fit to load (animal welfare)
- Rural financial services
- Industry education
- Mental health professionals
- Employment opportunities
- Weed and pest management
- Mental Health workshops