

# FAST-TRACK TO CARBON FARMING

NSW Office of Energy and Climate Change

**We've mapping a smoother road to a carbon-friendly future for NSW agricultural producers, explains Mark Caddey, Senior Project Officer, PIPAP - Net Zero Land.**

This year, New South Wales Government's \$125 million Primary Industry Productivity and Abatement Program (PIPAP) has mapped customer journeys within the state's land-based carbon market, from 2022 to 2030 and beyond.

Empowering NSW Stakeholders, Farmers and Traditional Owners to participate in the carbon market is a challenge that combines knowledge, trust and familiarisation. But with our new insights, this pivot can prove a win/win for all.

## A policy with a timeframe

2030 is seven years away. The contribution land managers will make to reducing carbon emissions to 50% of 2005 levels relies in part on their uptake of Australia's federal Emissions Reduction Fund (ERF), which facilitates carbon abatement projects.

PIPAP's customer journey map of the carbon market is a first step in capacity building, identifying the macro and micro barriers to uptake of these projects in NSW.

Developed through research playback sessions with stakeholders, where a well-functioning land-based carbon market was hypothesised and discussed, the map sheds light on the interactions between the carbon credit supply side (farmers, Aboriginal and Public Land Managers) and the demand side (corporates and investors).

At the micro level, by understanding the barriers and drivers for each group as outlined by the map, PIPAP can develop clearer decision-making guides, resources, and information.

At the macro level, we can identify where similar barriers are experienced by different stakeholders, and bring them together to build workable solutions, while deepening their understanding of the other players in the situation.

## Carbon Market Who's Who

### Suppliers of carbon credits:

Those engaged in land-based carbon and biodiversity ERF projects — such as agricultural enterprises and Aboriginal land management.

### Buyers of carbon credits:

Corporates or organisations wanting to offset their emissions or developments.

### Intermediaries:

Organisations that provide information, services, and support to buyers and suppliers.

## Communication is key

Our mapping clearly demonstrates that one size does not fit all. We must ensure a clear understanding between those who share information about carbon farming, and those who are able to act on that information.

We have learned that land managers need to be able to see and feel these nuances on-ground – through events and peer-to-peer conversations, at demonstration sites and via trusted voices and delivery partners (who are not always government).

And while buyers – including businesses, financial institutions, and investors – are adept at cost-benefit analyses and looking at long-term income from a scheme, for land managers, carbon farming is not their primary role.

Rather than setting aside their day-to-day tasks to look at the metrics and finances of carbon credits, land managers need access to straightforward and accessible tools.

## Building the support

Trusted intermediaries such as universities, research groups and industry bodies are critical to making new data and technologies accessible to the wider farming community.

With these partners, PIPAP can help farmers by developing user-friendly guides, such as soil, rainfall and vegetation maps that support participation in suitable carbon abatement methods.

### LOOC-C Carbon Credit Calculator

While PIPAP - Net Zero Nature Markets develops fit-for-purpose tools and systems, we recommend that land managers use LOOC-C by CSIRO to quickly assess options on their land for carbon sequestration projects offered under the ERF.



LOOC-C  
Calculator >

Recently we completed a series of carbon project guides and factsheets, co-designed with Aboriginal organisations. We have also engaged Monash Uni to develop a capability framework for agriculture land managers focussing on behaviour change and learning and development.

For both projects, the overarching question has been “what do these land managers need to know, be capable of and be motivated to do, to develop a carbon farming project?”

## Will the NSW 2030 target be met?

We know the tasks that need to be done.

As the NSW Government, our role is to act as a catalyst, supporting our state’s producers and trusted partners - and then to get out of the way.

PIPAP offers grant funding to land managers to support registration of ERF projects on their property. For example, our soon-to-be-released High Impact Partnerships funding will invite larger organisations to initiate and register carbon farming projects in partnership with larger farmers.

We know working with trusted local voices in regional communities is essential to reaching our goals, whether that is farmers talking to other farmers, or Aboriginal people talking to other Aboriginal land managers on country.

And we are well placed to create space and time for people to come together to plan this work, and to set up processes of engagement, collaboration and then supporting action. We see a fantastic path ahead.

**We look forward to meeting you at the Summit to discuss our Customer Journey Map and help you picture your own future in the Carbon Market.**



NSW Department of Planning and Environment Staff mapping a carbon planting project. Source: NSW DPE