AgTech Case Study

Mindhive · **Queensland Government**
Department of Agriculture and Fisheries

Abstract:

The Department of Agriculture and Fisheries (DAF) is currently developing an AgTech Roadmap for Queensland. This roadmap plans to lead and shape Queensland's strategic direction for AgTech development and adoption across Queensland. The Department utilised Mindhive to gather input from all stakeholders or interested parties across the ecosystem including government, industry, entrepreneurs, corporates, capital and research organisations, to determine how to best work together to enhance Queensland's reputation as a global leader in AgTech.

Case Study Review

The research sought the insights of people who worked within the **Department of Agriculture and Fisheries** and BDO Australia. The Department used the discussion topics to understand participants' understanding of Agtech, the opportunities and challenges they faced towards Agtech, as well as hesitations participants had in using Agtech. The discussion involved a large number of participants, with 16.2% of those who were in the discussion participating through comments and liking. The AgTech review enabled multiple and diverse voices around Queensland to engage in the review. The platform enabled all participants to discuss and surface the critical insights — a collaborative approach in an open environment. Everyone's voice and insights were equal, transparent and influential.

About DAF

DAF manages community resources, applying science to improve production and products, leading the fight on animal and plant pests and diseases, and working constructively with stakeholders for mutual benefit. DAF's work makes a significant contribution to the Queensland Government's objectives for the community through their strategies and service delivery initiatives.

Mindhive

About Mindhive

Mindhive is a Brisbane innovation and the world's first collective ideation platform enabling users to engage and understand their audience at scale in real-time. Recently recognised as the World's Boldest Crowdsourced Online Platform by Global Crowdsourcing Awards in Venice, Italy, Mindhive facilitates discussion by connecting users to an online community to gain rapid insight and innovation from a diverse audience.

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