

# The Pledge

## Industry values and practices

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Report to Seafood Industry Australia

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# Methods to determine Industry values and practices

## 1. Derived a list of wildcatch and aquaculture organisations.

These included peak bodies and industry representative organisations, and businesses which included producers, wholesale, processing, retail, restaurant, and vertically integrated businesses across the supply chain. The SIA membership was used as the base, but some additional relevant organisations were added. Not included were organisations focused on training, consulting, marketing/sales advising, transport, fish feed, overseas, and those with no website. A total of 52 organisations were analysed.

## 2. Recorded the Values Statements of the organisations.

Using the organisation's website text, (e.g. "about us"), strategic documents, newsletters and media releases, **Values Statements** were extracted. It is important to note that these statement of values were not necessarily only values (i.e. moral principles, beliefs or standards), but encompassed *the things that are important* to the organisation. These were often referred to as 'goals', 'mission', 'objectives', 'principles', 'strategic focus/priorities', 'vision', or 'values'.

## 3. Recorded the Practices of the organisations.

Using website text, newsletters, media releases and recent annual reports, **Practices** were also extracted. These were treated as evidence that the organisation was putting their Values into action, and it should be argued actions and practices carry more weight in terms of what Industry's actual Values are.

## 4. Categorising the Values and Practices.

In total, 1014 Values Statements and Practices were analysed (571 Values Statements, 443 Practices). Each Values Statement and Practice was given a category name (e.g. To be a united industry), and these were refined until there were as few categories ('codes') as possible, without losing important detail. There is a total of 43 codes for all the Values Statements and Practices.

## 5. Analysis.

The analysis presented here is very simple, looking at the **percentage of organisations who make the Values Statement**, and the **percentage of organisations who show evidence of Practising what they value**. I have split the data by Industry type (Wildcatch and/or Aquaculture) and by organisation type (Industry Association or Business) to see if there are differences. The analysis is simply 'presence or absence' of the Value/Practice rather than determining the priority of the organisation because the data can be confounded by an organisation's website focus (e.g. it may be focused on the industry compared to the consumer or public), and what they report on the website (e.g. some don't publish annual reports or keep their site up to date).

# Key discussion points

- There are differences between what seafood organisations say they Value and what they actually Practice. Given there is evidence of the Practices, it may be better to use Practices to develop the Pledge.
- There are differences between the Values and Practices of organisations depending on whether they are a Peak body/Industry Association, or a Business; and whether they are wildcatch focussed or aquaculture focussed.
- Key Values that are common regardless of the type of organisation or sector are:
  - The sustainability of the environment and its natural resources is paramount, and our seafood is sourced from a pristine environment
  - The industry is committed to responsible practices and stewardship, and will continue to improve
  - The industry provides high quality, fresh and delicious seafood
- Key Practices that are common regardless of the type of organisation or sector are:
  - The sustainability of the environment and its natural resources is paramount, and our seafood is sourced from a pristine environment
  - The industry is undertaking responsible practices and stewardship, and is committed to improving
  - The industry strives to connect to and meet the expectations of seafood consumers and customers
  - The industry values collaboration, engagement and their relationships with stakeholders, government, businesses and communities
  - The industry is committed to sharing information about the industry, business, and products
  - Building industry and organisational capacity, and provide professional development
- However there are many more Values and Practices that are important to the Seafood Industry

# List of Organisations included in the study by sector and type

Name of organisation	Sector	Type of organisation
Raptis Premium Seafood	Wildcatch	Integrated seafood company
Austral Fisheries	Wildcatch	Integrated seafood company
Australia Bay Seafoods	Wildcatch	Integrated seafood company
Brown Dog Fishing Company	Wildcatch	Integrated seafood company
Chaceon	Wildcatch	Integrated seafood company
MG Kailis	Wildcatch & Aquaculture	Integrated seafood company
Mackay Reef Fish Supplies	Wildcatch	Integrated seafood company
Mures Tasmania	Wildcatch	Integrated seafood company
Fremantle Octopus	Wildcatch	Integrated seafood company
Western Australian Fishing Industry Council	Wildcatch & Aquaculture	Peak Body/Industry Association
Northern Territory Seafood Council	Wildcatch & Aquaculture	Peak Body/Industry Association
Queensland Seafood Industry Association	Wildcatch	Peak Body/Industry Association
Professional Fisherman's Association NSW	Wildcatch	Peak Body/Industry Association
Seafood Industry Victoria	Wildcatch	Peak Body/Industry Association
Wildcatch Fisheries SA	Wildcatch	Peak Body/Industry Association
Tasmanian Seafood Industry Council	Wildcatch & Aquaculture	Peak Body/Industry Association
Australian Council of Prawn Fisheries	Wildcatch	Peak Body/Industry Association
Australian Southern Bluefin Tuna Industry Association	Wildcatch & Aquaculture	Peak Body/Industry Association
Northern Prawn Fishery Industry Pty Ltd	Wildcatch	Peak Body/Industry Association
Pearl Producers Organisation	Wildcatch & Aquaculture	Peak Body/Industry Association
Southern Rocklobster Limited	Wildcatch	Peak Body/Industry Association
Spencer Gulf & West Coast Prawn Fisherman's Association	Wildcatch	Peak Body/Industry Association
Tasmanian Rock Lobster Fishermens Association	Wildcatch	Peak Body/Industry Association
Tuna Australia Limited	Wildcatch	Peak Body/Industry Association
Womens Industry Network Seafood Community	Wildcatch & Aquaculture	Peak Body/Industry Association
Great Australian Bight Fishing Industry Association	Wildcatch	Peak Body/Industry Association
Aquaculture Council of Western Australia	Aquaculture	Peak Body/Industry Association
Australian Abalone Growers Association	Aquaculture	Peak Body/Industry Association
Australian Barramundi Farmers Association	Aquaculture	Peak Body/Industry Association
Australian Prawn Farmers Association	Aquaculture	Peak Body/Industry Association
The Master Fish Merchants Association of Australia	Wildcatch & Aquaculture	Peak Body/Industry Association
Queensland Seafood Marketers Association	Wildcatch & Aquaculture	Peak Body/Industry Association
South East Trawl Fishing Industry Association	Wildcatch	Peak Body/Industry Association
Southern Shark Industry Alliance	Wildcatch	Peak Body/Industry Association
Australian Wild Abalone/Abalone Council Australia	Wildcatch	Peak Body/Industry Association
Troy Billin	Wildcatch	Producer
Dennis Holder	Wildcatch	Producer
Northern Wildcatch Seafood Australia	Wildcatch	Producer
Westmore Seafoods	Wildcatch	Producer
Humptydoo Barramundi	Aquaculture	Producer
Huon Aquaculture	Aquaculture	Producer
Petuna	Wildcatch & Aquaculture	Producer
Stehr Group	Wildcatch & Aquaculture	Producer
Tassal	Aquaculture	Producer
Catalano Seafoods	Wildcatch & Aquaculture	Retail/Restaurant
Steve Costi's Famous Fish	Wildcatch & Aquaculture	Retail/Restaurant
Morgans Seafood	Wildcatch & Aquaculture	Retail/Restaurant
Sydney Fresh Seafood	Wildcatch & Aquaculture	Retail/Restaurant
Sydney Fish Market	Wildcatch & Aquaculture	Wholesale/processing/retail
Poulos Bros	Wildcatch & Aquaculture	Wholesale/processing/retail
Seafresh Australia	Wildcatch	Wholesale/processing/retail
Urangan Fisheries	Wildcatch	Wholesale/processing/retail

All of the  
Values and  
Practices  
Industry  
say are  
important  
to them

## Value/Practice

Sustainability of the environment and natural resources, "pristine environment"

Providing high quality/fresh/tasty products

Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices

Connecting to, and meeting expectations of consumers/customers

To collaborate, engage and build relationships (stakeholders, government, businesses, communities)

To be a strong voice/advocate, demonstrate leadership and influence

Economic importance and sustainability including employment

Innovative, modern and technologically advanced

To build industry and organisational capacity, provide professional development

To be active in research and collaborate with researchers and students

Connecting to, and serving communities

Maintaining and increasing productivity, performance and reliable/consistent supply

Sharing information (about the industry, business, products)

Demonstrating (and being recognised for) the contribution the industry makes

Healthy seafood

Supporting family/multigenerational/small businesses

Transparency, honesty, open communication

The importance of the culture of the industry (livelihoods, history, cultural connection)

Strong biosecurity, food safety and handling

To enhance market opportunities

Securing access to resources

Profitability

To be a united industry/workforce

Professional

Pride and passion for what we do

To engage in fisheries/aquaculture management and policy processes

Sharing access to the environment space

Health and safety of people working in the industry

To act with integrity

To act with respect

Traceability

To act ethically

To have and build a positive reputation

Locally produced seafood/provenance

To be trusted

Belief in research/science/evidence to support decision-making

Good governance

Efficiency

Food security

Adapting to environmental change

Support, encourage and respect the diversity of the industry

To be accountable

To self-regulate

Should Industry Values or Practices  
be used for The Pledge?

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There are differences in what  
Industry say and do

# More than 25% of all organisations say these Values are important

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Value	% of all organisations (n=43)
Sustainability of the environment and natural resources, "sources from a pristine environment"	88
Providing high quality/fresh/tasty products	60
Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	56
Connecting to, and meeting expectations of consumers/customers	44
To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	40
To be a strong voice/advocate, demonstrate leadership and influence	40
Economic importance and sustainability including employment	30
Innovative, modern and technologically advanced	30
To build industry and organisational capacity, provide professional development	28
To be active in research and collaborate with researchers and students	26
Connecting to, and serving communities	26

# More than 25% of all organisations Practice these Values

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Practices	% of all organisations (n=39)
Sustainability of the environment and natural resources, "sources from a pristine environment"	82
Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	72
To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	46
Connecting to, and meeting expectations of consumers/customers	44
Providing high quality/fresh/tasty products	38
To build industry and organisational capacity, provide professional development	36
Sharing information (about the industry, business, products)	36
To engage in fisheries/aquaculture management and policy processes	36
To be active in research and collaborate with researchers and students	33
Connecting to, and serving communities	31
Health and safety of people working in the industry	28
Economic importance and sustainability including employment	26
Innovative, modern and technologically advanced	26
Strong biosecurity, food safety and handling	26
Locally produced seafood/provenance	26



# Where the similarities and differences between Stating Values and Practising them lie

Value	% of all organisations
Sustainability of the environment and natural resources, "pristine environment"	88
Providing high quality/fresh/tasty products	60
Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	56
Connecting to, and meeting expectations of consumers/customers	44
To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	40
To be a strong voice/advocate, demonstrate leadership and influence	40
Economic importance and sustainability including employment	30
Innovative, modern and technologically advanced	30
To build industry and organisational capacity, provide professional development	28
To be active in research and collaborate with researchers and students	26
Connecting to, and serving communities	26

Different to stated practices

Practices	% of all organisations
Sustainability of the environment and natural resources, "pristine environment"	82
Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	72
To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	46
Connecting to, and meeting expectations of consumers/customers	44
Providing high quality/fresh/tasty products	38
To build industry and organisational capacity, provide professional development	36
Sharing information (about the industry, business, products)	36
To engage in fisheries/aquaculture management and policy processes	36
To be active in research and collaborate with researchers and students	33
Connecting to, and serving communities	31
Health and safety of people working in the industry	28
Economic importance and sustainability including employment	26
Innovative, modern and technologically advanced	26
Strong biosecurity, food safety and handling	26
Locally produced seafood/provenance	26

Different to stated values

Different

Different

Looking at the type of organisation

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Peak bodies and Industry Associations  
& Businesses

# Peak bodies/Industry Associations: Where the similarities and differences lie

	Values	% Peak Bodies/Associations (n=25)
Different to stated practices	Sustainability of the environment and natural resources, "pristine environment"	92
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	64
	To be a strong voice/advocate, demonstrate leadership and influence	60
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	56
	Providing high quality/fresh/tasty products	44
	Economic importance and sustainability including employment	44
	To build industry and organisational capacity, provide professional development	40
	Sharing information (about the industry, business, products)	36
	Demonstrating (and being recognised for) the contribution the industry makes	36
	To be active in research and collaborate with researchers and students	36
	Transparency, honesty, open communication	36
	Connecting to, and meeting expectations of consumers/customers	32
	Connecting to, and serving communities	32
	To enhance market opportunities	32
	Profitability	28
	Securing access to resources	28
	Practices	% Peak Bodies/Associations (n=23)
Different to stated values	Sustainability of the environment and natural resources, "pristine environment"	78
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	61
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	48
	Connecting to, and meeting expectations of consumers/customers	48
	To build industry and organisational capacity, provide professional development	43
	Sharing information (about the industry, business, products)	43
	To be active in research and collaborate with researchers and students	39
	To engage in fisheries/aquaculture management and policy processes	39
	Strong biosecurity, food safety and handling	39
	To enhance market opportunities	35
	Economic importance and sustainability including employment	26
	Demonstrating (and being recognised for) the contribution the industry makes	26
	Locally produced seafood/provenance	26
	Health and safety of people working in the industry	26

# Businesses: Where the similarities and differences lie

	Values	% Businesses (n=18)
Different to stated practices	Sustainability of the environment and natural resources, "pristine environment"	83
	Providing high quality/fresh/tasty products	83
	Connecting to, and meeting expectations of consumers/customers	61
	Innovative, modern and technologically advanced	56
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	44
	Supporting family/multigenerational/small businesses	33
	The importance of the culture of the industry (livelihoods, history, cultural connection)	28
	Healthy seafood	28
	Pride and passion for what we do	28
		<b>Practices</b>
Different to stated values	Sustainability of the environment and natural resources, "pristine environment"	88
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	88
	Providing high quality/fresh/tasty products	63
	Innovative, modern and technologically advanced	44
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	44
	Connecting to, and serving communities	44
	Connecting to, and meeting expectations of consumers/customers	38
	Health and safety of people working in the industry	31
	To engage in fisheries/aquaculture management and policy processes	31
	To build industry and organisational capacity, provide professional development	25
	To be active in research and collaborate with researchers and students	25
	Economic importance and sustainability including employment	25
	Sharing information (about the industry, business, products)	25
	Locally produced seafood/provenance	25

Whether an  
industry association  
or a business, both  
types of  
organisations agree  
on these **Values:**

- The sustainability of the environment and its natural resources is paramount, and our seafood is sourced from a pristine environment
- The industry is committed to responsible practices and stewardship, and will continue to improve
- The industry provides high quality, fresh and delicious seafood
- The industry strives to connect to and meet the expectations of seafood consumers and customers

# However, the Values are different between organisation type.

Values	Industry Association	Business
To be a strong voice/advocate, demonstrate leadership and influence	X	
To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	X	
Economic importance and sustainability including employment	X	
To build industry and organisational capacity, provide professional development	X	
Sharing information (about the industry, business, products)	X	
Demonstrating (and being recognised for) the contribution the industry makes	X	
To be active in research and collaborate with researchers and students	X	
Transparency, honesty, open communication	X	
Connecting to, and serving communities	X	
To enhance market opportunities	X	
Profitability	X	
Securing access to resources	X	
Innovative, modern and technologically advanced		X
Supporting family/multigenerational/small businesses		X
The importance of the culture of the industry (livelihoods, history, cultural connection)		X
Healthy seafood		X
Pride and passion for what we do		X

# Whether an industry peak body/association or a business, there is a high level of similarities in their **Practices:**

- The sustainability of the environment and its natural resources is paramount, our seafood is sourced from pristine waters
- The industry is committed to responsible practices and stewardship, and will continue to improve
- The industry strives to connect to and meet the expectations of seafood consumers and customers
- The industry values collaboration, engagement and their relationships with stakeholders, government, businesses and communities
- The industry is committed to sharing information about the industry, business, and products
- Building industry and organisational capacity, and provide professional development
- To be active in research and collaborate with researchers and students
- To engage in fisheries and aquaculture management and policy processes
- The industry is economically important and provides employment, and seeks to be sustainable in the long term
- To showcase the provenance of seafood and that it is locally produced
- To commit to the health and safety of the people working in the industry

# There are few practices that are different between organisation type.

Practices	Industry Association	Business
Strong biosecurity, food safety and handling	X	
To enhance market opportunities	X	
Demonstrating (and being recognised for) the contribution the industry makes	X	
Providing high quality/fresh/tasty products		X
Innovative, modern and technologically advanced		X
Connecting to, and serving communities		X



# Looking at the different sectors

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Wildcatch organisations

Aquaculture organisations

Organisations that do both

# Wildcatch organisations: Where the similarities and differences lie in Values and Practices

	Value	% WC orgs (n=22)
Different to stated practices	Sustainability of the environment and natural resources, "pristine environment"	100
	Providing high quality/fresh/tasty products	64
	Connecting to, and meeting expectations of consumers/customers	59
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	45
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	41
	To be a strong voice/advocate, demonstrate leadership and influence	41
	To be active in research and collaborate with researchers and students	32
	Economic importance and sustainability including employment	27
	Innovative, modern and technologically advanced	27
	Demonstrating (and being recognised for) the contribution the industry makes	27
Transparency, honesty, open communication	27	
	Practices	% WC orgs (n=21)
Different to stated values	Sustainability of the environment and natural resources, "pristine environment"	86
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	76
	To be active in research and collaborate with researchers and students	43
	Connecting to, and meeting expectations of consumers/customers	38
	Providing high quality/fresh/tasty products	33
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	33
	Sharing information (about the industry, business, products)	33
	Innovative, modern and technologically advanced	29
	To build industry and organisational capacity, provide professional development	29
	To engage in fisheries/aquaculture management and policy processes	29

# Aquaculture organisations: Where the similarities and differences lie in Values and Practices

		% AQ orgs (n=5)
	<b>Values</b>	
Different to stated practices	Sustainability of the environment and natural resources, "pristine environment"	100
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	80
	Providing high quality/fresh/tasty products	60
	Economic importance and sustainability including employment	60
	Strong biosecurity, food safety and handling	60
	To be a strong voice/advocate, demonstrate leadership and influence	60
	To be active in research and collaborate with researchers and students	40
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	40
	Innovative, modern and technologically advanced	40
	To build industry and organisational capacity, provide professional development	40
	To enhance market opportunities	40
	Maintaining and increasing productivity, performance and reliable/consistent supply	40
	Profitability	40
	Healthy seafood	40
		<b>Practices</b>
Different to stated values	Sustainability of the environment and natural resources, "pristine environment"	100
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	100
	Providing high quality/fresh/tasty products	67
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	67
	Connecting to, and serving communities	67
	Strong biosecurity, food safety and handling	50
	Connecting to, and meeting expectations of consumers/customers	50
	Health and safety of people working in the industry	50
	Economic importance and sustainability including employment	33
	To be active in research and collaborate with researchers and students	33
	To build industry and organisational capacity, provide professional development	33
	To enhance market opportunities	33
	Maintaining and increasing productivity, performance and reliable/consistent supply	33
	Sharing information (about the industry, business, products)	33
	Transparency, honesty, open communication	33
Pride and passion for what we do	33	

Note: There were only 5 or 6 Aquaculture only organisations that stated Values or Practices

# Aquaculture & Wildcatch organisations: Where the similarities and differences lie in Values and Practices

		% WC&AQ orgs (n=16)
	<b>Values</b>	
	Sustainability of the environment and natural resources, "pristine environment"	69
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	63
	Providing high quality/fresh/tasty products	56
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	38
	Connecting to, and serving communities	38
	To build industry and organisational capacity, provide professional development	38
	Supporting family/multigenerational/small businesses	38
	Connecting to, and meeting expectations of consumers/customers	31
	Sharing information (about the industry, business, products)	31
	Innovative, modern and technologically advanced	31
Different to stated practices	To be a strong voice/advocate, demonstrate leadership and influence	31
	Economic importance and sustainability including employment	25
	Maintaining and increasing productivity, performance and reliable/consistent supply	25
	The importance of the culture of the industry (livelihoods, history, cultural connection)	25
	<b>Practices</b>	
		% WC&AQ orgs (n=12)
Different to stated values	Sustainability of the environment and natural resources, "pristine environment"	67
	To collaborate, engage and build relationships (stakeholders, government, businesses, communities)	58
	To engage in fisheries/aquaculture management and policy processes	58
	Responsible practices and stewardship, commitment to improving. Including environmentally friendly harvesting practices, animal welfare, and social practices	50
	To build industry and organisational capacity, provide professional development	50
	Connecting to, and meeting expectations of consumers/customers	50
	Sharing information (about the industry, business, products)	42
	Providing high quality/fresh/tasty products	33
	Connecting to, and serving communities	33
	Economic importance and sustainability including employment	33
	Locally produced seafood/provenance	33
	Supporting family/multigenerational/small businesses	25
	Innovative, modern and technologically advanced	25
	Health and safety of people working in the industry	25
	Strong biosecurity, food safety and handling	25

Whether wildcatch,  
aquaculture  
or both,  
all organisations  
agree on these  
**Values:**

- The sustainability of the environment and its natural resources is paramount, and our seafood is sourced from a pristine environment
- The industry is committed to responsible practices and stewardship, and will continue to improve
- The industry provides high quality, fresh and delicious seafood
- The industry values collaboration, engagement and their relationships with stakeholders, government, businesses and communities
- The industry wants to be a strong voice and advocate, to demonstrate leadership and have influence
- The industry is economically important and provides employment, and seeks to be sustainable in the long term
- The industry is innovative, modern and technologically advanced

# However, the Values are different between sectors.

Values	Wildcatch	Aquaculture	Wildcatch & Aquaculture
Connecting to, and meeting expectations of consumers/customers	X		X
To be active in research and collaborate with researchers and students	X	X	
Demonstrating (and being recognised for) the contribution the industry makes	X		
Transparency, honesty, open communication	X		
Strong biosecurity, food safety and handling		X	
To build industry and organisational capacity, provide professional development		X	X
To enhance market opportunities		X	
Maintaining and increasing productivity, performance and reliable/consistent supply		X	X
Profitability		X	
Healthy seafood		X	
Connecting to, and serving communities			X
Supporting family/multigenerational/small businesses			X
The importance of the culture of the industry (livelihoods, history, cultural connection)			X
Sharing information (about the industry, business, products)			X

- Aquaculture organisations value Biosecurity and Food safety, Profitability, and the Healthy nature of seafood.
- Wildcatch organisations value Transparency.
- The organisations that do both value the connection to community, supporting family businesses, and the cultural importance of the industry.

Whether wildcatch,  
aquaculture  
or both,  
all organisations  
participate in these  
**Practices:**

- The sustainability of the environment and its natural resources is paramount, and our seafood is sourced from a pristine environment
- The industry is committed to responsible practices and stewardship, and will continue to improve
- The industry strives to connect to and meet the expectations of seafood consumers and customers
- The industry provides high quality, fresh and delicious seafood
- The industry values collaboration, engagement and their relationships with stakeholders, government, businesses and communities
- The industry is committed to sharing information about the industry, business, and products
- Building industry and organisational capacity, and provide professional development

# However, the Practices differ between sectors.

Practices	Wildcatch	Aquaculture	Wildcatch & Aquaculture
To be active in research and collaborate with researchers and students	X	X	
Innovative, modern and technologically advanced	X		X
To engage in fisheries/aquaculture management and policy processes	X		X
Connecting to, and serving communities		X	X
Strong biosecurity, food safety and handling		X	X
Health and safety of people working in the industry		X	X
Economic importance and sustainability including employment		X	X
To enhance market opportunities		X	
Maintaining and increasing productivity, performance and reliable/consistent supply		X	
Transparency, honesty, open communication		X	
Pride and passion for what we do		X	
Locally produced seafood/provenance			X
Supporting family/multigenerational/small businesses			X

- Aquaculture organisations can focus their practices on enhancing markets, focussing on productivity, and showing transparency and pride in what they do.
- The organisations that do both can focus their practices and emphasise provenance and local seafood, and support family businesses
- Wildcatch organisations share their practices of research, innovation and engaging with policy, with other sectors