



Australian Government
Fisheries Research and
Development Corporation

FRDC's FISH Magazine 2011 Reader Evaluation and Feedback

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Acknowledgements

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research context

Fisheries Research and Development Corporation (FRDC) plans, invests in and manages fisheries research and development throughout Australia. It is a statutory authority within the portfolio of the Federal Minister for Agriculture, Fisheries and Forestry, jointly funded by the Australian Government and the fishing industry.

The FISH magazine is prepared and produced by FRDC. The FISH magazine is distributed widely as a hard copy publication mailed directly to a list of subscribers and is also available freely on the FRDC website, www.frdc.com.au.

While the magazine has been in production for some time, it was agreed in 2011 that a survey of readers would be undertaken to provide feedback on the design, focus, content and distribution of the FISH magazine.

A survey of current FISH readers was then undertaken during August and September 2011. This involved an email survey to all online subscribers and a call for feedback published along with the September 2011 copy of the magazine.

A brief summary of the key findings from the research now follows.

who is reading FISH?

While the survey attracted only a moderate response from readers, the results are instructive to the type of people who read the magazine. The results show that:

- There is a strong mix of readers from recreational fishers (30%) to Government agencies (22%), academics (18%) and commercial fishers (9%).
- While some caution over extrapolating these results to the broader readership, the results suggest the magazine has reach across a number of different segments of the fishing industry.

how are they reading the magazine?

On exploring responses to how the magazine is read we note that:

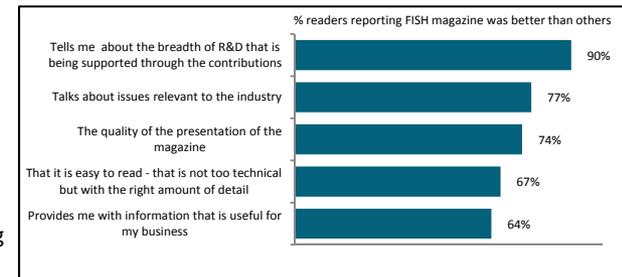
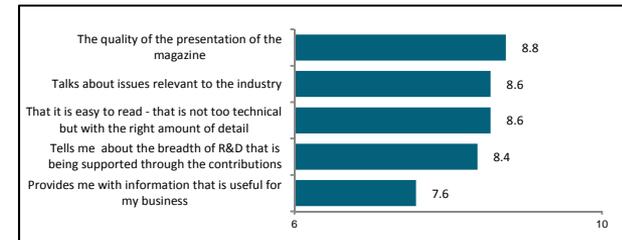
- Perhaps not surprisingly, the overwhelming majority receive a hard copy of the magazine; we note that online access to the magazine has only recently been provided and so the primary distribution channel remains direct mail. FRDC will need to examine opportunities to further extend reach and readership of the magazine through these new electronic platforms.
- The results also suggest the magazine appears to be successful in attracting interest with about one in two (51%) reporting they read it thoroughly while the remaining read selective stores. In contrast to other publications almost no one reported simply scanning the magazine.
- The magazine either by its nature or content appears to be able to sustain a prolonged shelf life with almost all readers in the survey indicating they keep it (44%) or pass it on after reading (47%).
- About one in two respondents (43%) indicated it was read by more than one person in the organization indicating its reach is likely to extend well beyond the subscriber list used for distribution.

Management Summary

what's their assessment of the magazine and how does it compare to others

Overall the feedback from readers responding to the survey has been particularly strong and encouraging with:

- Readers indicating strong support behind the importance of FRDC producing such a magazine (readers rated the importance at an average of 9 out of a possible 10);
- Very strong ratings were reported for all the measures about the magazine itself, most notably the quality of the presentation (as shown opposite)
- When asked about a comparison with other fishing magazines the FISH magazine again rated particularly well being rated as being better than other magazines readers read across a number of key dimensions.
- Almost all readers, agreed that FISH is a valuable way of finding out about R&D.



does it make a difference?

While it is always difficult to show any direct causal effect between magazine readership and best practice behaviours, there were some positive signals reported by readers including that:

- Two in three readers (67%) indicated they had followed up information in the magazine to obtain more details; and
- Of these, three in four (77%) reported they had learnt more as a result.

Not unexpectedly, there were far fewer who had implanted changes directly as a result of this information (about 11% overall).

what and where are the opportunities for improvement?

On the back of some very encouraging results about the FISH magazine and its role in communicating information and stories about R&D, FRDC will need to consider:

- How they extend further reach of the magazine
- The future role and place for a digital strategy for the magazine
- Maintaining an appropriate balance of content and language to service and continue to engage quite different reader audiences.

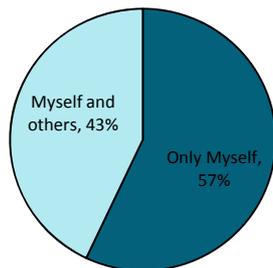
The detailed results from the survey now follow.

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Future Behavior	13
Impact	17
Demographics	20
Research Design	23

current reading and consumption behaviour

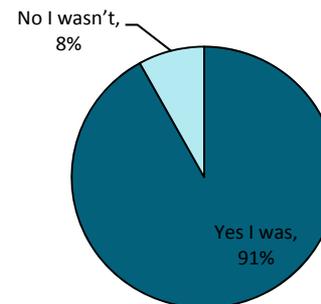
Who in your workplace receives FISH magazine

Base: 137



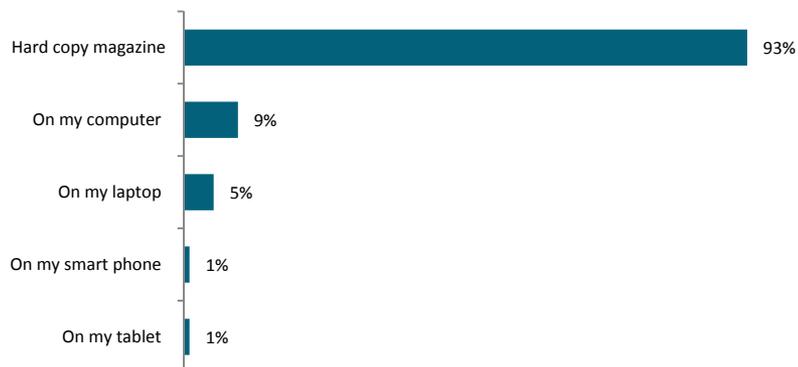
Aware that the FRDC produces and distributes the FISH magazine?

Base: 160



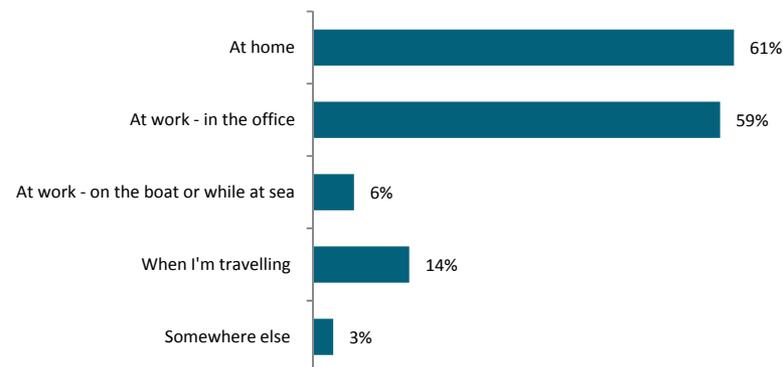
How do you currently read FISH magazine?

Base: 160



Where would you typically read FISH magazine?

Base: 160



What we asked:

Thinking of your business or workplace, are you the only person who receives the magazine or do others also receive the FISH magazine?

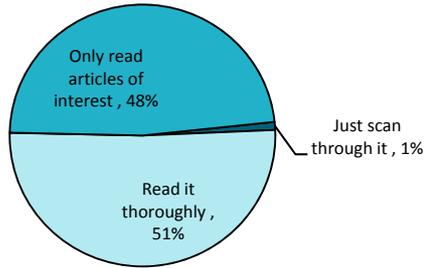
Were you aware that the Fisheries Research and Development Corporation (FRDC) produce and distribute the FISH magazine?

How do you currently read FISH magazine?

Where would you typically read FISH magazine?

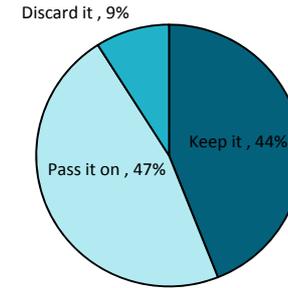
How readers read FISH

Base: 144



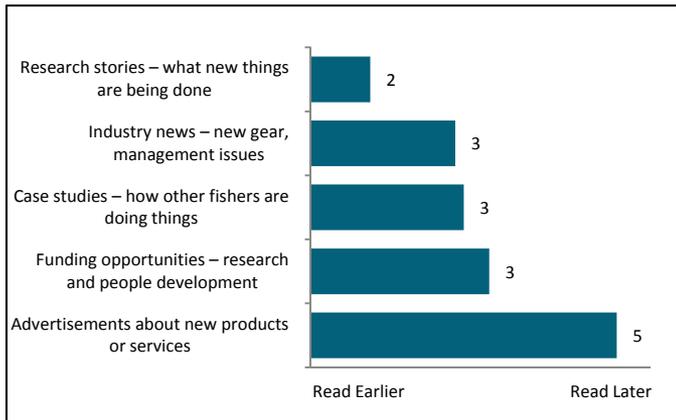
What they do once they're finished reading FISH

Base: 144



What they read first

Base: 160



	First	Second	Third	Fourth	Fifth
Research stories – what new things are being done	54%	27%	13%	4%	1%
Industry news – new gear, management issues	21%	18%	34%	26%	3%
Funding opportunities – research and people development	11%	21%	19%	35%	14%
Case studies – how other fishers are doing things	10%	32%	32%	23%	4%
Advertisements about new products or services	4%	3%	2%	13%	79%

What we asked:

Which of the following best describes what you usually do when you receive the FISH magazine? Would you say you . . .

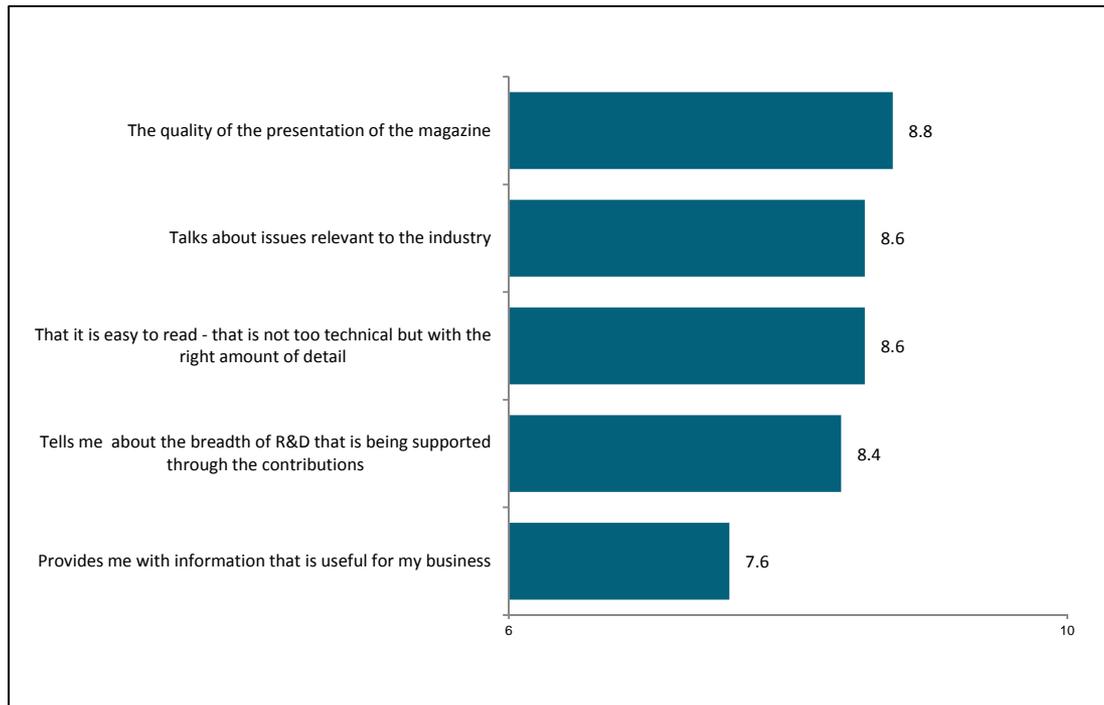
There are a number of different types of news and information in FISH magazine. Please tell us which of these you read first.

Do you keep your copy of FISH, pass it on to other work colleagues or people in the industry or discard it once you read it?

FISH magazine

Satisfaction with...

Base: 157



Readers responding to the survey were particularly positive about many aspects of the FISH magazine.

Ratings were particularly strong across all areas, but particularly in relation to the quality of the magazine presentation.

What we asked:
How would you rate the FISH magazine in terms of...

comparison

When asked about other fishing magazines they read, readers responding to the survey reported a wide range of different publications.

Other Magazine they read...

- World Aquaculture society
- World Aquaculture
- Western Fisheries
- Western Angler
- WAFM
- WA enews
- various rec magazines
- TSIC mag
- tasfish
- SSA's thing
- Sportfishing
- Spearfishing Downunder
- South East Fishing
- south east angler
- SeafoodSource.com
- SeafoodIntelligence.com
- Seafood Stories
- seafood source
- Seafood Processor
- Seafood News
- Seafood International
- Seafood Business
- SA Angler
- Recreational magazines
- Queensland Seafood
- Queensland Fisherman
- Queensland fisher
- QSIA magazine
- Qld. Fisheries magazines
- Qld Seafood
- Qld Fishing Monthly
- Pro Fish
- Panorama acuicola. <http://www.panoramaacuicola.com/>
- occasional foreign mags
- NSW Commerical Fishing Mag
- NSW blue book
- NQ Fish and Boat
- north east angler
- Newstreams
- natinalfisherman
- Modern Fishing
- Maird Publications - Marine News
- J Aquatic Food Product Technology
- Intrafish.com
- Intrafish
- Infofish International
- Infofish
- Hatchery Magazine
- Global aquaculture advocate
- Freshwater Fishing
- food service
- fishing world
- fishing victoria
- Fishing Today Tasmanian Seafood Industry News
- Fishing Today
- Fishing Tips
- Fishing news international
- Fishing Monthly
- Fishing international
- fishing australia
- fisheries
- fish net
- fish fax
- Fish Farming international
- FIS.com - online
- F&B
- Escape with ET
- El Vigia. http://fidemar.org/el_vigia_inv.htm
- commercial fisheries newsletter NSW
- Bush & Beach Fishing
- Blue water
- Australasian magazine
- Australian Seafood
- Australian Fishing
- Austasia Aquaculture
- Ausmarine
- Atuna.com - online
- ASFB Newsletter
- Aquaculture Magazine
- Aqua feed international
- any gov.relavent mags.

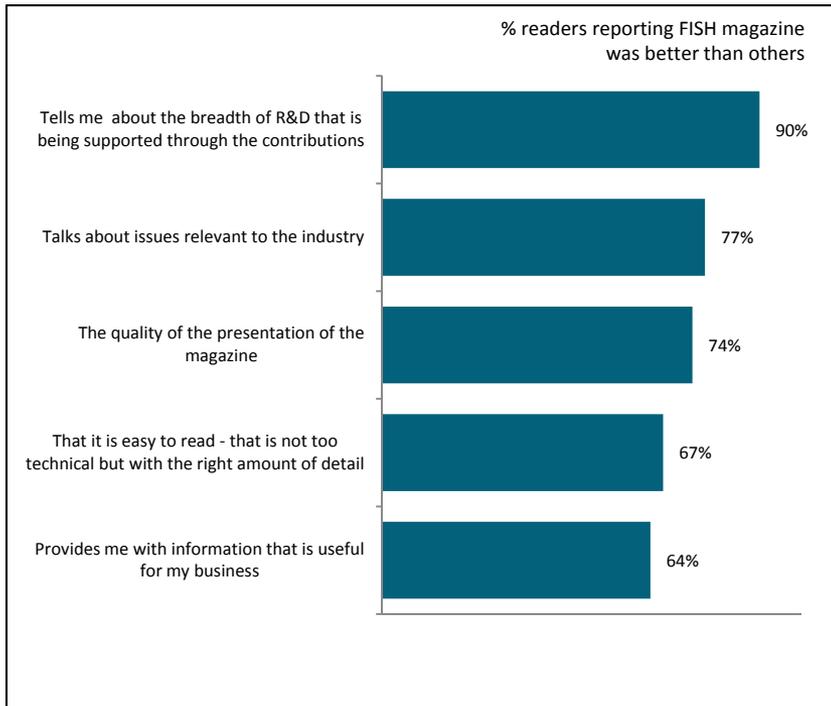
What we asked:

What other fishing industry magazines if any, do you currently read on a regular basis?

FISH magazine

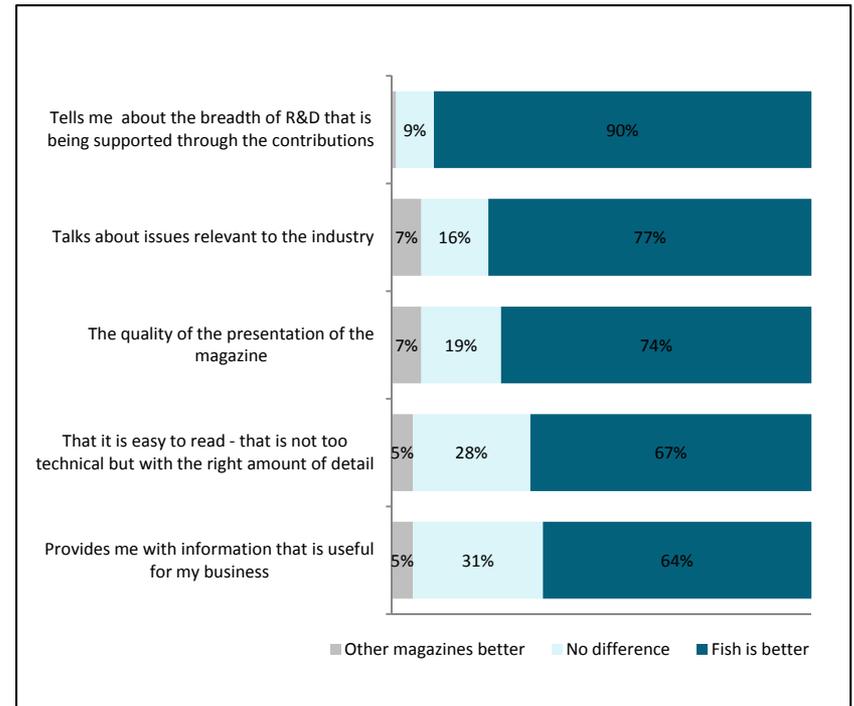
How FISH magazine compares to others

Base: 145



How FISH magazine compares to others

Base: 145



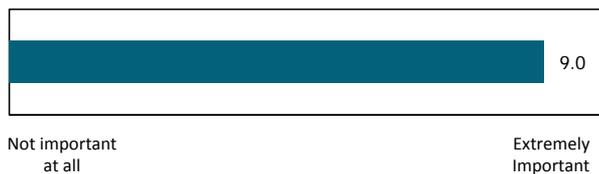
What we asked:

As a general comparison how would you rate FISH magazine compared to other magazines or e-newsletters you read.

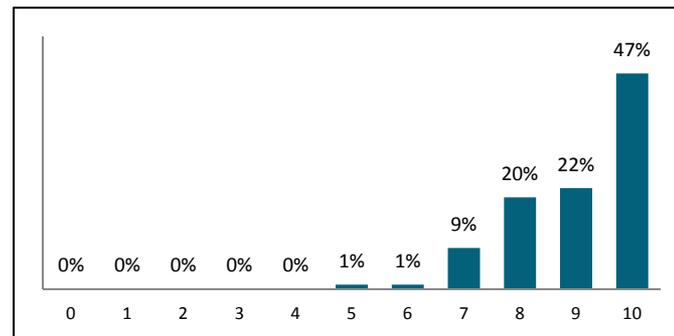
future behaviour

How important is it for FRDC to continue to produce and distribute the FISH magazine?

Base: 159

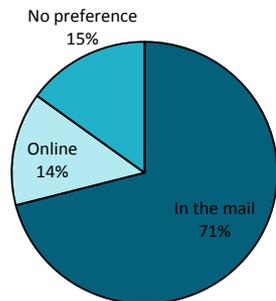


Rating distribution



How they would prefer to receive FISH magazine

Base: 160



	Recreational fisher	Commercial fisher	Private consultant	Academic	Government representative	Student/Teacher	Other
In the mail	80%	85%	62%	63%	67%	80%	68%
Online	9%	0%	23%	22%	17%	20%	11%
No preference	11%	15%	15%	17%	17%	0%	21%

What we asked:

Thinking about everything we've discussed, how important is it for FRDC to continue to produce and distribute the FISH magazine?

Many organisations are now delivering their newsletters and magazines online. In the future how would you prefer to receive FISH magazine?

Respondents to the survey were asked for the one thing FRDC could do to improve the FISH magazine would be to

There was perhaps not surprisingly, some very different suggestions made by readers when asked what they would change about the magazine.

Responses and feedback were clearly aligned with their current status and preferences.

So for example recreational fishers while complementary of the current content and format sought to see more stories and information relevant to their interest.

In contrast, some of the academics and specialists sought highly specific information on the research process, projects and detail.

This is then likely to present FRDC with an immediate challenge going forward, that being retaining a strong engagement through the magazine while at the same time balancing the focus and emphasis so as to meet the interests of some very different reader audiences.

Some of what they said. . . .

More articles on any of the research that is currently being undertaken through out Australia and overseas.

An industry sector focus - eg Western Rock Lobster - that pulls together a summary of past R&D on science/management/consumer info - to provide a snapshot of the entire industry sector

I would increase the focus on aquaculture, its development, growth, and opportunities. I would also focus more on fisheries enhancement/reinstatement - migratory fish passage dedicated programs for instance. Considerable work needs to be done in this area to address diminishing habitat access for commercially significant species.

Extension strategies used to disseminate the R&D findings and reports on the level of uptake by businesses of these findings into their normal operating procedures would be very interesting.

It is terrifically helpful to see what other sectors are doing.

Remember to keep every stakeholder engaged in the magazine

If I didn't get the FISH magazine then I wouldn't know about what is happening in R & D.

What we asked:

The one thing FRDC could do to improve the FISH magazine would be to

Respondents to the survey were then asked were there any other types of information or stories they would like to see included in the FISH magazine?

Once again, there were a range of different responses provided by respondents to the survey. This included but were not limited to:

- More case studies
- Examples and profiles of the adoption of research into real businesses
- Stories and information presented in language more easily understood by the recreational fisher.
- Production statistics and statistics on the industry at large
- Issues alert – highlighting emerging issues for the industry
- Updates on previous stories or issues – allow the industry to keep up to date on all key issues; this could also extend to an update on research currently underway.

Some of what they said. . . .

More information about Adoption and Extension activities, I'd rather it be called community awareness and education. We need to improve public perception of the commercial fishing industry. With more understanding there will be more public support. Research that is FRDC funded needs to be featured in a more community friendly way with less 'jargon'. More about recreational fishers and education strategies. More information about FRDC Staff, their roles, and future directions. How are they? What do they do? How do they do it?

Perhaps more information for recreational fishers, especially which fish types are threatened, which are prevalent, how states differ in their requirements for fishers, eg. licence requirements; type of equipment, bait etc allowed. Also things recreational fishers can do to help preserve environment they fish in. And information about seasonal movement of fish, breeding seasons etc.

Half-pager updating watching briefs on international fisheries issues eg CCSBT

Fishing/Fisheries Research people who started off a particular aspect of the Industry and how they succeeded/failed, and where they are now, e.g. The Gulf prawn fishery, West Aust. crayfish, South Aust. Tuna, Abalone diving, etc.

As I both reside and work in the marine environment I am always interested in future directions, plans and controls that will not only improve the resource that we have but also make the resource

Discussion & projections as to the trends and drivers in aquaculture development in Australia looking at a 10-50 year view.

Technical information about aquaculture's response to increasing demands on wild fish stocks. ie. the story on how the bluefin tuna life cycle was completed. Very interesting reading.

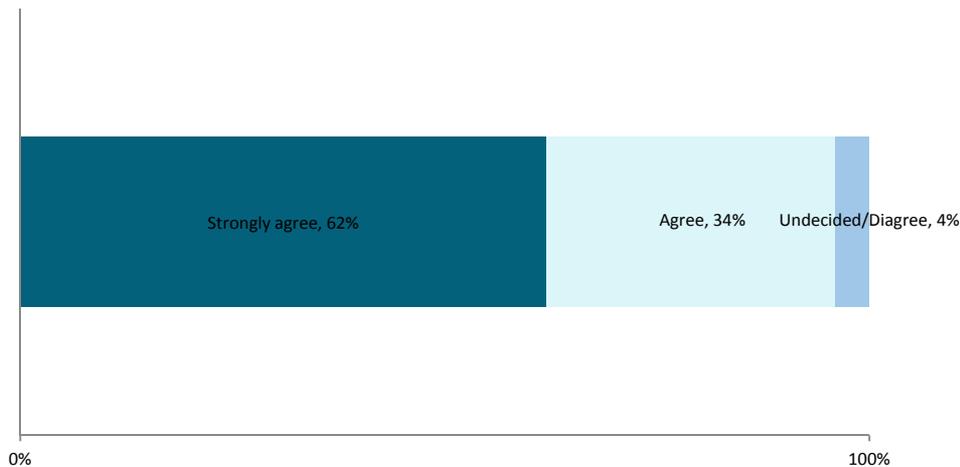
What we asked:

Are there any other types of information or stories you would like to see included in the FISH magazine?

the downstream impact the magazine
contributes to

FISH magazine is a valuable way for the industry to find out about what's new in research and development in the fishing industry?

Base: 160



Readers responding to the survey were clear in their agreement that the magazine was a valuable way for the industry to find out what's new in R&D.

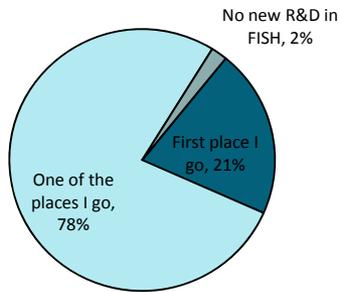
This is a pleasing and encouraging result for FRDC.

What we asked:

From what you know of FRDC's role and responsibilities for managing investment in Research and Development, would you agree or disagree that the FISH magazine is a valuable way for the industry to find out about what's new in research and development in the fishing industry?

Their use of FISH for the latest in research and development

Base: 160

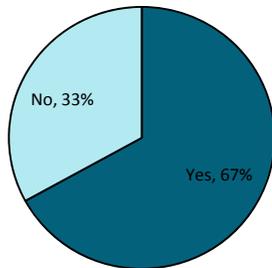


The results indicate that the magazine is creating some downstream impact among readers.

While not necessarily being the trigger for change in behaviours, the information and stories in the magazine are generating interest and readers search for additional information.

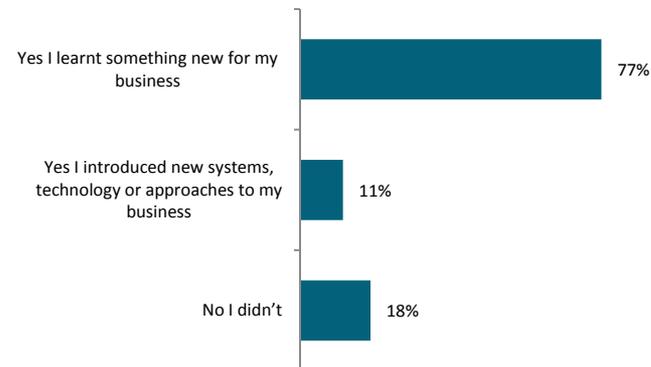
Have you ever followed up information or stories you have seen in the FISH magazine to find out more details?

Base: 150



As a result of this follow up did you learn something new for your business or did you introduce new systems, technologies or approaches to the way you do business?

Base: 88



What we asked:

Which of the following best describes your experience with FISH magazine?

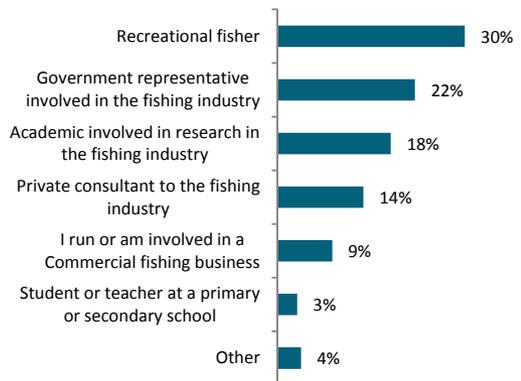
Have you ever followed up information or stories you have seen in the FISH magazine to find out more details?

As a result of this follow up did you learn something new for your business or did you introduce new systems, technologies or approaches to the way you do business?

about the readers who responded to
the survey

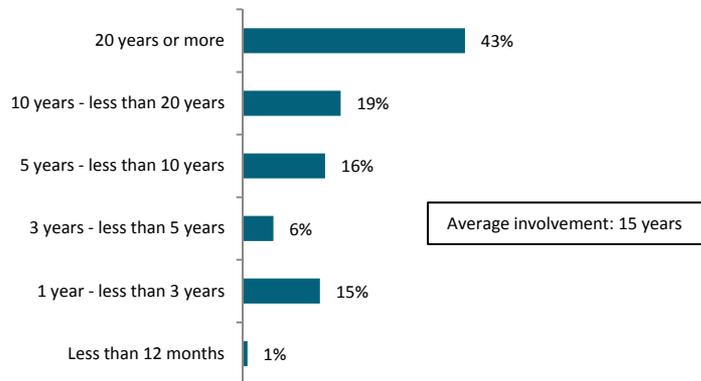
Main role or interest in the fishing industry

Base: 160

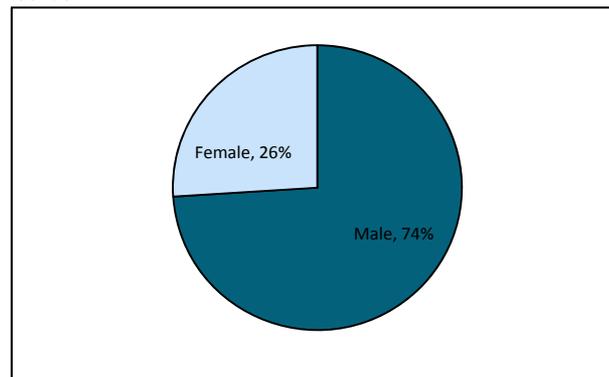


And how long have you been involved in the fishing industry?

Base: 160

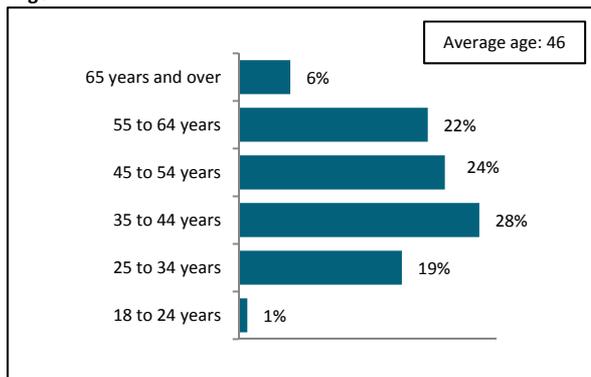


Gender



Base: 160

Age



Base: 156

What we asked:

Which of the following best describes your main role or interest in the fishing industry?

And how long have you been involved in the fishing industry?

Gender – please select

Which of the following age groups do you belong to?

COMMERCIAL FISHERS

Fishing sector they operate in

Base: 13

Business Sector	n
Wild catch	8
Aquaculture	3
Other area	1
Post harvest	1
Wild catch	8

Number of full time staff employed

Base: 13

Full time staff	n
0-10	8
24	2
34	1
40	1
60	1

What we asked:

If you're involved in a commercial fishing business, which sector do you operate in
And how many full time staff are employed by your business or organisation?

Research Design

Research Design

Methodology

The research program was designed to provide readers evaluation and feedback on FRDC's FISH magazine.

Readers were invited to complete the survey through a number of different mechanisms including a link to complete the survey which was posted on the FRDC website (www.frdc.com.au), via a notification and call for readers to have their say which was included with the most recent copy of the magazine distributed to readers and also directly to all online subscribers to the magazine.

Sample

A total of 160 surveys were completed.

Questionnaire

Respondents were asked to complete a 10 minute online survey which covered a range of topics including:

- Content
- Comparison
- Current behaviour
- Future Behaviour
- Impact
- Some demographics

Sample lists

As described about respondents to the survey were drawn from three different approaches - a link to complete the survey which was posted on the FRDC website (www.frdc.com.au), via a notification and call for readers to have their say which was included with the most recent copy of the magazine distributed to readers and also directly to all online subscribers to the magazine

Timing

Surveys were conducted between 24th August and 4th October 2011.