



Australian Government

**Fisheries Research and
Development Corporation**

Social Sciences Research Coordination Program II

Research Priority areas as identified by the
FRABs and gaps

Current issues for industry

Community themes of interest/concerns

- Individual rights & entitlements
- Increasing cynicism
- Schism between views of older and younger Australians
- Increasing distrust of government, research, big business.

So what do we need to focus on?

- Identifying and expressing the seafood industry's purpose and values;
- Connecting public values to industry and management actions.
- Demonstrating positive environmental stewardship



What would success look like?

★ Trusting public

- Knowledge of the industry's purpose and environmental and sustainability values.
- Comprehensive understanding of who stakeholders are and their values in all sectors
- Clear & communicable messages
- Systemic structures and methods to support transparency and public accountability
- Consistency though nested systems of fisher/fishery/sector/industry & regulator processes and focus in relation to public good
- Economically efficient implementation
- Easy to understand processes



Opportunity to synthesis previous research

Capacity Building

... for leadership

National Seafood Industry Leadership Program
(FRDC No. 2009/310)

Building viable industry associations
(FRDC No. 2011/410)

Womens Industry Network for the Seafood Community (WINSOC)
(FRDC No. xxxx)

... for engagement & communication

Establish a Common Language Group
(FRDC No. 2012/500)

Communicating sustainability to build aquaculture's social license
(FRDC No. 2011/525)

Let's Talk Fish – engagement strategy foundations
(FRDC No. 2012/301)

Improving two-way membership communication
(FRDC No. 2011/400)

Strategic media training
(FRDC No. 2011/409)

... for well being

Helping fishers stay healthy
(FRDC No. 2012/402)

Building community & industry knowledge of climate change
(FRDC No. 2011/503)

Monitoring industry's social acceptability, dimensions, & contributions

FRDC Stakeholder & public Surveys
(e.g. FRDC No. ...)

Establishing regional indicators of social sustainability
(FRDC No. 2010/219)

Let's Talk Fish – measures of social acceptability & its drivers
(FRDC No. 2012/301)

Developing and testing social objectives for fisheries management
(FRDC No. 2010/040)

Comprehensive development of public reporting mechanisms – TBL
(FRDC No. ???)

What is needed to get there?

- Processes to create transparency of industry and management activities and decisions
- Integration of semi qualitative with biological data for industry and management development and review of management strategies
- Methods & decision support tools to demonstrate broad community benefit
- Development of industry vision and values
- Industry and agency mapping of stakeholders and their values
- Industry values mapped to key stakeholders
- Understanding of and strategies to develop industry SC
- Robust and transparent CSR mechanisms (GSSI/FAO/GRI/SO&I) to communicate the flow of benefits to broader community



Future research directions

- ***Demonstration of effective regulation*** – how can this be achieved.
- Nationally agreed and benchmarked ***economic objectives and indicators***;
- Implementation of ***data integration*** methodologies for management (economic and social with biological);
- ***Systemic (industry and management) processes*** to engage with integration of different data types;
- Continued increase of ***industry and management engagement with the community relevance of social and economic*** aspects and impacts
- Industry and government governance reviews to ***increase transparency and communication of reporting***.
- ***Relate research outputs to community values*** and to ***industry sustainability and stewardship*** – use of integrated / interdisciplinary support tools.



Further thoughts/questions....?

