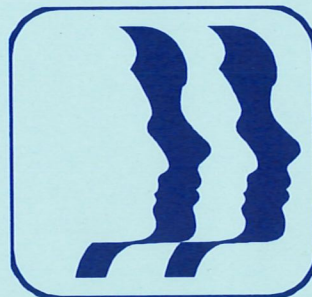

Capitalising on the Talents of Women in the South Australian Fishing Industry

Women's Industry Network Workshop



Samara Miller



F I S H E R I E S
R E S E A R C H &
D E V E L O P M E N T
C O R P O R A T I O N

Project No. 97/348

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The existence of this report and success of the WIN workshop is the result of the contributions made by the participants themselves before, during and after the workshop. Their enthusiasm and dedication was exceptional.

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C O R P O R A T I O N



SOUTH AUSTRALIAN
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AND RESOURCES SA

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Non Technical Summary

97/348

Capitalising on the Talents of Women in the South Australian Fishing Industry.

PRINCIPAL INVESTIGATOR: Mrs June Gill
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OBJECTIVES:

1. To build on the existing network of women in the South Australian fishing industry.
2. To increase the level of communication between members of WIN.
3. To develop a level of ownership of WIN among the women of the South Australian fishing industry.
4. To develop a plan for future directions for WIN.
5. To identify and develop skills of women in the South Australian fishing industry.
6. To determine the role of WIN in relation to other agencies and organisations in South Australia.
7. To jointly create an action plan for the future operations of WIN.

NON TECHNICAL SUMMARY:

A two day workshop involving a total of 35 people, comprising of predominantly women within the fishing industry, was held in Adelaide by the Women's Industry Network (WIN).

Participants developed and agreed upon the following mission and vision for WIN.

Mission

A network of women within the South Australian fishing industry committed to tackling important issues to ensure a positive future.

Vision

To achieve the mission by embracing the skills, experience and wisdom of women within the fishing industry to identify issues and pursue the mission with:

- team work;
- open-mindedness to non traditional solutions;
- innovation;
- trust;
- unity;
- respect;
- support; and
- empowerment.

Goals

A total of fifteen goals were discussed by all participants and the following three were prioritised as being the goals for the future of WIN.

- To improve the public awareness of the fishing industry through education and promotion.
- To recognise the efforts of South Australian rural women in small business involved with fishing industry.
- To improve information flow between all stakeholders within the industry thereby increasing the competitiveness of the industry.

Action plans were developed for each of the three goals as well as an additional goal (see section 6, Results):

- To determine how WIN will operate and communicate as an incorporated body.

2. Background

Within the fishing industry many women work in a diverse range of jobs alongside their husbands or partners either as: company partners, processing plant workers, workers in boats and sheds; book-keepers, meeting attendants, administrative workers in answering and distributing correspondence, and a supporter and nurturer for their family. Women are major stakeholders in the industry and its future.

In recognition of this, the Women's Industry Network (WIN) was formed in July 1996 to develop a network of women within the fishing industry. It was recognised that women within this industry had skills and strengths that were under-utilised or not recognised that could potentially benefit the industry as a whole. Many women in the industry felt that they were often the isolated and invisible partners and that there was scope to capitalise on their talents and knowledge which could ultimately be of benefit to the industry.

In just 16 months, WIN achieved outstanding success in promoting seafood products and the fishing industry. A number of promotional events were held such as seafood promotion at Tasting Australia – Feast of the Senses and the inaugural Fishing and Seafood Awards Night. Other promotions included the development of a fish recipe book and a clean seafood campaign. Membership of WIN now stands at approximately 30 women with representation from many fishing sectors and regions within South Australia.

WIN meetings have become a forum for sharing information and a process for harnessing the energy of these women who are all striving to achieve similar goals for the South Australian fishing industry.

Up until now, the following objectives had been identified as priorities for WIN:

- 1. To improve public awareness of the South Australian fishing and seafood industry through education and promotion of the community;*
- 2. To foster good working relationships between industry and other users of the marine and inland aquatic resources of South Australia;*
- 3. To promote training opportunities and communication amongst women of the South Australian fishing and seafood industry who have traditionally been isolated;*
- 4. To link together the fishing and seafood industry from all regions of the State into working towards a common goal; and*
- 5. To facilitate support counselling for members of the fishing and industry of South Australia.*

WIN has established links between rural women involved directly with the fishing industry and women working in fisheries compliance, fisheries management and communications across South Australia. This has developed at the "grass roots" level and has resulted in a network of women across the State. It is expected that WIN will eventually encourage and link with similar groups in other States, although WIN has identified that it is essential to maintain good communication and networks at the local level first.

A proposal for a WIN workshop developed as a result of WIN tackling the third objective above. WIN considered that the objective of promoting training opportunities and communication amongst women was imperative to achieve the other objectives. Hence, a workshop was considered the best method to further focus the role of WIN.

3. Need

The development of people in the fishing industry has been identified as necessary to improve the long term profitability and stability of the industry (Miriam O'Brien Consulting, 1996).

Although the activities of WIN have been successful in terms of increasing public awareness of the fishing industry it has been suggested by both WIN members and others that the specific role of WIN needs to be further clarified and clearly defined. There is a need to review WIN's objectives and identify the strengths of WIN and target these towards achieving its objectives. Included in this is the building on the network of women that currently exists and expanding the member base to include a broader cross section of the fishing industry.

Strategic planning is an essential requirement of any group or organisation if all members are to feel well directed in their activities of the group. Without planning for the future, the full potential of such an organisation will not be realised. In WIN's case, members and others in the industry may become disillusioned about WIN's ability to achieve its objectives.

Whilst the current objectives of WIN have directed its activities, members have suggested that the enormous time and effort required to achieve the objectives were unrealistic and impractical for such a group, given that all members had full time commitments elsewhere. Hence, the development of an action plan would provide a clearer direction of where WIN is heading in the longer term and what WIN proposes to do in the short term.

The result will be the development of a valuable resource for the States fishing industry. People within the fishing industry need to have experience, capabilities and vision required to lead the industry as well as people at local levels who have the motivation, experience and skills to shape the industry and provide a pool from which national leaders will emerge (Miriam O'Brien Consulting, 1996). With a documented action plan WIN will have the basis to substantially contribute resources and a positive approach for the fishing industry.

4. Objectives

Objectives of the two day workshop were:

- *To build on the existing network of women within the South Australian fishing industry;*
- *To increase the level of communication between members of WIN; and*
- *To jointly create an action plan for the future operations of WIN.*

It is recognised that the process for structuring, developing and establishing WIN is not complete at the conclusion of the workshop and therefore objectives wider than what could be fully completed at the workshop were developed. These were:

- *To develop a level of ownership of WIN among the women of the South Australian fishing industry;*
- *To develop a plan for future directions for WIN;*
- *To identify and develop skills of women in the South Australian fishing industry; and*
- *To determine the role of WIN in relation to other agencies and organisations in South Australia.*

5. Methods

Preparation

The possible poor attendance at the workshop was identified as a risk factor due to the large geographical dispersal of individuals in the fishing industry. This was addressed by providing sufficient notice of the workshop in the form of fliers, advertisement in the South Australian Fishing Industry Council newsletter, Lets Fish SA, and where possible, people were contacted by telephone.

Registration for the workshop was free and travel subsidies were offered for people travelling more than 200 kilometres to attend the workshop as a way of encouraging the attendance of people from the whole of South Australia.

Another potential risk identified was the possibility that participants would represent only one or two sectors of the South Australian fishing industry. Encouragement was given to people in all sectors of the fishing industry to ensure that a highly diverse group of people would attend the workshop and provide a variety of views through their participation.

Although the workshop was to discuss issues in relation to women within the fishing industry, both men and women were invited to attend (see Appendix 2).

An information paper was sent to people who expressed an interest in attending the workshop. This included details on the background of WIN, in recognition that some participants were not WIN members, the need for the workshop, the objectives of the process, industry consultation, extension of results, other related projects and a registration list. Potential participants were contacted by telephone to provide any other information on the workshop.

Participants were not defined by the sector in which they were involved. This ensured that people were not categorised by sector and therefore not labelled.

Workshop

WIN originally intended to hold a two day workshop. However, WIN members agreed at the planning meeting that a two day workshop would be more convenient for people to attend rather than two separate one day workshops. This also allowed people to socialise during the two days and further discuss ideas raised on the first day.

A potential risk that participants would not actively participate over the two days was addressed by the use and extensive liaison with a professional facilitator to deliver an interactive workshop where participants would be given ample opportunity to actively participate. The background, experience and approach of the facilitator was considered important to the success of the workshop. The facilitator employed, Ms

Cheryl Phillips, Changing Communities Pty Ltd, has a high reputation in facilitating groups especially within primary industries. Being a rural women herself and having experience in working with rural communities, Ms Phillips was considered important to the success of the workshop by being able to effectively relate with the participants.

The workshop program was designed to encourage participants to consider over the two days the "bigger picture" of WIN and relate this to more specific actions. The next two pages outlines the two day workshop program.

Anonymous feedback forms were distributed to participants on the second day of the workshop to assist in assessing the performance of the workshop and identify improvements that could be considered at workshops in the future (see Appendix 5).

WOMENS INDUSTRY NETWORK WORKSHOP

*Capitalising on the Talents of Women in the South Australian
Fishing and Seafood Industry*

Riviera Motor Inn
31 North Terrace, Adelaide SA
Ph: (08) 8231 8000

Wednesday 4 February 1998

DAY 1 - WORKSHOP PROGRAM

9:30am	Registration	Eyre Room, Riviera Motor Inn
10:00	Welcome	June Gill, WIN Chair
10:10	Housekeeping	Samara Miller, PIRSA
10:20	Opening of Workshop	Anna Stehr, WIN Patron
10:30	Guest Speaker	Sally Tonkin ABC Rural Woman of the Year
11:00	<i>Morning Tea</i>	
	<i>Cheryl Phillips will facilitate the remainder of the workshop.</i>	
11:15	Overview of the workshop.	
11:20	Embracing diversity and making connections.	
12:00	The past: a context for WIN in the future - activities, participation and relationship to other industry bodies.	
12:30	<i>Lunch</i>	
1:30	Identification of the challenges for WIN in the future.	
2:00	Mapping the skills within the group.	
3:00	<i>Afternoon Tea</i>	
3:30	Setting the agenda for future action.	
4:45	Summary of the day.	
5:00	Close	
7:00pm	Dinner	Simon's Cafe and Seafood, 184 Hindley Street, Adelaide (behind the University of South Australia)

Morning tea, lunch and afternoon tea will be served at the Riviera Motor Inn.

WOMENS INDUSTRY NETWORK WORKSHOP

*Capitalising on the Talents of Women in the South Australian
Fishing and Seafood Industry*

Riviera Motor Inn
31 North Terrace, Adelaide SA
Ph: (08) 8231 8000

Thursday 5 February 1998

DAY 2 - WORKSHOP PROGRAM

- | | | |
|---------------|---|-----------------------------|
| 9:00am | Summary of Day 1. | |
| 9:15 | Circle of Influence / Circle of Concern:
Where to focus your energy to bring about change. | |
| 9:30 | What is needed to be a member of an industry
organisation? | |
| <i>10:30</i> | <i>Morning Tea</i> | |
| 11:00 | Your vision for the WIN and the industry. | |
| 11:30 | Goal setting. | |
| <i>12:30</i> | <i>Lunch</i> | |
| 1:30 | Priorities for the future of WIN. | |
| 2:30 | Action Plan. | |
| 3:00pm | Close | June Gill, WIN Chair |

Morning tea and lunch will be served at the Riviera Motor Inn.

6. Results

The results of the workshop have been documented under each workshop objective and the wider objectives described in section 2 of the report.

Feedback forms were a method of measuring the performance of the workshop and were distributed in the afternoon of the second day of the workshop. Nineteen participants completed a feedback form on the second day out of a total of 29 participants. This equates to a 66% return rate.

It is recognised that feedback forms were distributed after two full workshop days when participants may have been overloaded with information. Future workshops may want to distribute these forms earlier in the process to encourage a higher return rate before people leave early on the last day and to enable the forms to be completed after the first day.

Objective 1

To build on the existing network of women within the South Australian fishing industry

The workshop did build on the existing network of women within the South Australian fishing industry. One hundred percent of participants who submitted feedback forms indicated that this first objective had been achieved. The breadth of industry involvement in the workshop was wide. It ranged from people involved in the catching sector, processing sector, public sector, and people who do not necessarily have knowledge of fisheries, but have expertise in working with rural communities.

Some written comments received on objective 1 were:

"Pleased to see the variety of participants"

"And newcomers to the industry"

"There are encouraging signs of this – exchange of skills/contact details"

"It was great to see the diversity of women present, and to know where they are from"

"Workshop was very constructive. Cheryl did a superb job"

Objective 2

To increase the level of communication between members of WIN

The workshop did increase the level of communication between members of WIN. 100% of participants who submitted feedback forms indicated that this second

objective had been achieved. This was shown by the level of ownership and participation of the participants at the end of the workshop.

Some written comments received on objective 2 were:

"We now have so much to work from"

"Definitely"

"An open and at times frank discussion and debate – a developing awareness for greater communication to ensure continued success and influx of new ideas"

Objective 3

To develop a level of ownership of WIN among the women of the South Australian fishing industry

For participants to have ownership of the workshop outcomes, participants were asked whether they felt they had some control over the processes involved in developing WIN further. 100% of participants who completed feedback forms documented that they did feel that they had some control.

Some written comments received on objective 3 were:

"This was the best workshop / training I have ever participated in as far as exercises and results produced"

"I have a better understanding"

"All views were challenged or embraced"

"Because we are able to have a say"

Objective 4

To develop a plan for future directions for WIN

Consensus was reached on a mission, vision, and three goals of WIN which are outlined below.

Mission

A network of women within the South Australian fishing industry committed to tackling important issues to ensure a positive future.

Vision

To achieve the mission by embracing the skills, experience and wisdom of women within the fishing industry to identify issues and pursue the mission with:

- team work;
- open-mindedness to non traditional solutions;
- innovation;
- trust;
- unity;
- respect;
- support; and
- empowerment.

Goals

A total of fifteen goals were discussed and each participant was asked to identify which goals were the most important to them. The number in the second column represents the number of ticks each goal received by participants and therefore, the degree of importance for each goal. The prioritised goals were:

1.	To improve communication, information flow and cooperation between all sections of the production / distribution chain, i.e. boat to belly. (includes wider community, government training and education service providers, transporters, repairers etc)	17
2.	Improve the awareness of the industry through education and promotion.	16
3.	Foster good working relationships between industry and others of marine and inland aquatic resources of South Australia.	13
4.	To improve liaison between industry and government.	9
5.	Recognition of South Australian women in small business "fishing".	8
6.	To gain the fish consumer vote.	6
7.	Increase participation and communication amongst women of the South Australian fishing industry.	5
8.	To ensure healthy fish in a healthy environment for future generations to fish, eat and appreciate.	4
9.	To take the lead on tackling issues and work with other industry organisations / associations in tackling these issues.	4
10.	Link together the fishing industry from all regions of the State into working toward a common goal.	3
11.	Promote training opportunities for women in the South Australian fishing industry.	2
12.	Facilitate support counselling for the fishing industry.	0
13.	To encourage the next generation to have faith in themselves and the sustainability of the fishing industry.	0
14.	To improve liaison between the commercial sector of the fishing industry and the recreational fishing bodies.	0
15.	To assist the aquaculture industry (as a whole) to become profitable while promoting the importance of the environment.	0

The following three prioritised goals were agreed upon after consideration and discussion of the fifteen goals identified above. The opportunities and barriers for each goal were identified by the participants.

Goal 1

To improve the awareness of the fishing industry through education and promotion.

OPPORTUNITIES

- Energy
- Passion
- Enthusiasm
- Credibility
- Perseverance
- No threatening
- Promotion, WIN, product, awareness
- Experience
- Industry wide, diversity
- Industry wide representation
- New approach or perspective

BARRIERS

- Ego's
- Attitudes
- Lack of confidence
- lack of vision
- Poor communications
- Lack of education, lack of community
- Resistance from some sectors of fishers

Goal 2

To recognise South Australian rural women in small business involved with commercial fishing.

OPPORTUNITIES

- Unifying stakeholders
- Membership drive - target women not licence holders
- Establish group
- Quality product
- Being women, women at the helm
- Task orientated
- Government, Recognition
- Networking
- Funding from SEAQUAL, FRDC and Ausseas
- World events
- Share skills within group
- Education, children
- Create a precedent for good fish handling practices

BARRIERS

- Lack of funding
- Distance (geographical isolation) time and cost to attend meetings (in addition to license fees already contributed)
- Lack of child care
- Focus on raising funds for charities rather than the industry
- Replacement of quality labour while attending meetings
- Limited by others perceptions
- Voting per licence
- Lack of timely information in order to plan to be involved
- Need to nurture the network
- lack of acceptance in male dominated areas
- More work for already busy people
- Accept male dominated areas
- Unfocused

People development within the fishing industry was discussed by participants. Many felt that if the fishing industry is to respond to the challenges of the next century the industry needed to draw on diverse talents and perspectives within the industry, particularly rural women, as also discussed in Action Plan for South Australian Women in Agriculture and Resource Management, Draft March 1998. Participants commented that the needs of rural women is currently being addressed in other sectors such as the dairy industry.

Goal 3

To improve information flow between all stakeholders within the industry to increase the competitiveness of the industry

OPPORTUNITIES

- Untainted.
- Communication
- Utilise supporters
- Listening
- Events -seafood awards, XMAS parties
- Community support
- No competition
- Promote common goal
- Skills are many and diverse
- Develop regional structure, to support state structure

BARRIERS

- Lack of linkages between complementary bodies, SAFIC, SARDI, PIRSA and between fishing sectors
- Lack of high profile people
- Women have traditionally stayed in the background. eg stereotyped into traditional roles such as cooking and fundraising.
- Ambiguous name – it is not clear
- Cultural barriers
- Public perception
- Different perspective of what WIN is
- Single gender organisation may develop resistance

Sharing information about the developments and achievements of the fishing industry has been identified as an important task to generate internal and external interest in industry activities and create a culture which recognises the value of learning about developments (Miriam O'Brien Consulting, 1996). The workshop participants also recognised the value of sharing information across the whole of the fishing industry.

Objective 5

To identify and develop skills of women in the South Australian fishing industry

At the workshop, skills which participants felt were highly effective or essential to them were identified. This was to recognise the huge pool of skills that is currently available to WIN in achieving WIN's goals. It was recognised that future WIN forums could involve the following skills of the participants.

Megan

Computing
Letter writing
Negotiating
Financial planning
Problem solving

Jill

Husband training
Shopping
Negotiating
Organising
Counselling

Jan

Communication skills
Good organiser
Accountant
Nurturer-family
Written skills.

Rod

Management
Leadership
Organisational
Cooking / food
Building and trade skills.

Lynda

Reading
Playing
Editing
Brainstorming
Writing

Gloria

Chef
Office worker
Listener
Bus driver
Retail sales tourism

Wendy
Management
Telephonist
Child care
Secretarial
Diplomacy
Fish cook

Mona
Organising, planning etc
Fish filleting
Cab processing & marketing
Survival skills (family of 4 children)
Cooking

Karina
Research / investigation.
Analytical
Computer
Writing
Numerics / Statistics.

Coralie
Tolerance
Patience
Home maker
listener
Mediator

June
Organisation
Perseverance
Role Modelling
Survival
Tolerance
Patience

Marilyn
Listening
Sharing
Understanding
Motivation
Survival
Interpersonal skills
Negotiating

Sonia
Logical thinking / problem solving
Resolving conflict
Organising & follow through
Education
Written communication

Deb
Organisational
Team builder
Non threatening
Written skills
(will lead if no one else will)

Lib
Understand Govt processes
Link to rural Affairs Unit
Access to rural networks
Organisational skills

Negotiating skills

Sally
Talking writing
Sewing
Oyster opening
Reading Govt documents
Motivation

Natalie
Organisation
Computer skills
One to one contact
Assertive
Good listener

Chris
Listening / Objectivity
Patience
Communicating
Researching
Community involvement

Mary
Communication
Organisation
Administration
Cognitive thinking
Writing
Leadership
Problem solving

Tracy
Organising

Financial
Writing
Negotiating
Computing

Jayne
Time management
Research
Writing
Networking
Strategic planning
Negotiation

Anna
Reliable support
Relate to people
Administrative skills
Communication skills, verbal & written.

Glenda
Listening
One on one public relations
Cooking
Sewing
Broad-minded

Charmain
Manipulator to J.W.
Computing skills
Socialising
Going out manager.

Samara
Interpersonal skills
Strategy planning
Organising
Problem solving
Initiative
Leadership

Sylvia
Counselling
Communication
Community / use
Management
Time management
Teaching

Julie
Communicating

Persistence
Financial & administrative
Organisation
Prioritise

Anna

Organising
Entertaining
Cooking
Languages
Listening
Advising
Poetry

Val

Public relations
Organisational
Teaching
Computing
Problem solving
Initiative
Teamwork

Michele

Writing
People listening
Talking
Tolerance
Socialising

Helen

Listening
Evaluation
Practical
Observing
Debating

Objective 6

To determine the role of WIN in relation to other agencies and organisations in South Australia

The link between other agencies and organisations was not fully explored at the workshop. Workshop organisers believed that this would be better addressed at a separate forum, once WIN had a clearer idea of what WIN is aiming for in the longer term.

Objective 7

To jointly create an action plan for the future operations of WIN.

The workshop did jointly create an action plan for the future operations of WIN. 100% of participants who submitted feedback forms indicated that this third objective had been achieved.

Some written comments received on objective 3 were:

"It has indicated how much has to be done"

"I think we all wondered where we were going"

"But is still needs to be built on in the future"

"Providing it is put into action and they follow through and there is a commitment to succeed and participate by all"

The action plan is outlined in the following pages which identifies the need, objective, method or approach, participants, the prioritised action and the person/s responsible for each of the three prioritised goals. Included in the action plan was the establishment of a structure to facilitate the action plan. Participants felt that the workshop needed to produce action, rather than a workshop report which did not progress. Participants were concerned that action may not proceed at the end of the workshop.

Participants were also aware that the action plan should not reinvent the actions of others and should complement and add value to similar initiatives around Australia. Although the action plan would be completed on a local level in South Australia, the expansion of goals to other States in conjunction with similar groups in Australia would add to the efforts being made in this State. It was considered by participants that the issue of expanding WIN would best be tackled in the longer term at future forums.

ACTION PLAN

GOAL 1	<i>To improve awareness of the fishing industry through education and promotion.</i>	
Need	Support for industry in general is needed particularly from consumers. There is a lack of understanding about the commercial sectors in particular the nutritional value of the product.	
Objective	<ul style="list-style-type: none"> • Production of educational material • Facilitation of direct communication with the community. 	
Method / Approach	<ul style="list-style-type: none"> • Teamwork • Production of recipe books • Production of pamphlets on handling, filleting, storage and seasons of fish. • Production of display boards of commercial fishing methods. • Promotions of fish for consumers based on seasons. • Demonstrations of commercial fishing. • Production of a web site on the Internet. • Production and facilitation of media coverage through TV and radio. 	
Participants	<ul style="list-style-type: none"> • Health service, Asthma and Heart Foundation. • Media personalities (TV, radio, print media) • South Australian Fishing Training Council • Government agencies. 	
Prioritised Action	Production of display boards of commercial fishing methods.	
Person/s Responsible	Co-ordination Lakes and Coorong Prawn Marine scale Blue crab Rock Lobster Riverland Abalone Aquaculture	Natalie Hand Julie Phillips to be decided Michele Manno, Jan Klingberg & Wendy Hendry Val Boxall Jill Cutting Lynda Pierce Natalie Hand Sally Tonkin & Michele Manno

ACTION PLAN cont.

GOAL 2	<i>To recognise the efforts of South Australian rural women in small business involved with the fishing industry.</i>
Need	Many women expressed their feeling of isolation in their day to day roles within the industry. The workshop provided a forum to share experiences such as their feelings of being "invisible partners". A lack of recognition, acceptance, services and communication were identified.
Objective	<ul style="list-style-type: none"> • Facilitate the promotion and marketing of women's involvement within the fishing industry. • Provide continual lobbying for women's involvement in the industry.
Method / Approach	<ul style="list-style-type: none"> • Identify women within different agencies to assess the involvement of women with the industry and make recommendations for greater involvement. • Develop a role for a marketing officer. • Develop a role for a communications officer. • Produce information in newsletters, fliers, Internet on women within the industry to market women within the industry. • Develop support groups for women. • Develop training for women.
Participants	WIN members which range from industry, PIRSA, SARDI, SAFIC and Government.
Prioritised Action	Identify women within different agencies to assess the involvement of women within the industry and make recommendations for greater involvement.
Person/s Responsible	

ACTION PLAN cont.

GOAL 3	<i>To improve information flow between all stakeholders within the industry thereby increasing the competitiveness of the industry.</i>
Need	Knowledge is essential for an industry to develop. It is thought that many people within the industry do not have access to basic information.
Objective	<ul style="list-style-type: none"> • WIN members to facilitate the collecting and disseminating of information to people within the industry.
Method / Approach	<ul style="list-style-type: none"> • Identify stakeholders, both men and women within the industry. • Identify the information needs of all stakeholders • Locate sources of information • Identify sources of information • Identify gaps in the information • Fill in the gaps • Collate all the information • Distribute to interested parties • Maintain information links once they are established to maintain the two way communication flow.
Participants	WIN members
Prioritised Action	Identify stakeholders, both men and women within the industry.
Person/s Responsible	Deb Roberts

ACTION PLAN cont.

STRUCTURE	<i>To determine how WIN will operate and communicate as an incorporated body.</i>
Need	For WIN to function effectively, there needs to be agreement on how it will be structured to best service members in terms of flow of information and participation given the large geographical distance between members.
Objective	<ul style="list-style-type: none"> • Develop a flexible and workable structure for the day to day working of WIN.
Method / Approach	<ul style="list-style-type: none"> • Executive / WIN Management Committee to remain with current structure, i.e. to include Chair, Treasurer and Secretary. • Eleven local groups to be based on geographical areas: <i>Far West coast, Eyre Peninsula, Northern Peninsula, Yorke Peninsula, Northern St Vincent Gulf, Metropolitan Adelaide, Riverland, Fleurieu Peninsula, Lakes and Coorong, South East, Kangaroo Island.</i> • Delegate to be assigned for each group. • Formality of local groups to be decided by local members on a regional basis. • Delegate to attend State WIN meetings. • Delegate to arrange local meetings. • All WIN members invited to attend State WIN meetings. • Local groups to consider issues in relation to their areas as well as State-wide issues. • Funding – PIRSA (Rural Affairs Unit), FRDC for training delegates, SAFIC • Percentage of WIN subscription fee to be distributed to local groups.
Participants	All active WIN members
Prioritised Action	To be further discussed and developed at the next WIN meeting, including the role of delegates.

**Person/s
Responsible**

Far West Coast
Eyre Peninsula
Northern Peninsula
Yorke Peninsula
Northern St Vincent Gulf
Metropolitan Adelaide
Riverland
Fleurieu Peninsula
Lakes and Coorong
South East
Kangaroo Island

Sylvia Holder
Coralie Saunders
Mona Barnes
Wendy Hendry & Jan Klingberg
to be decided
Charmain & Karen Holder
Chris Venema
Gloria Jones
Tracy Hill
Jill Cutting & Marilyn Gribble
Glenda Wilby

7. Benefits

Women within the fishing industry who have traditionally been isolated will especially benefit from increased participation and communication through stronger networks simply by attending a workshop, discussing ideas and making contact with one another. Never before has this industry given women a chance or choice to develop shared ideas, transfer effective communication, pool resources and use their diverse skills, expertise and knowledge together.

The direct beneficiaries are the men and women in the fishing industry in South Australia. Stakeholders will benefit from the increased public awareness and associated improvement of information on the fishing industry in this State, and its contribution to the State. This increased support and awareness will result in more informative debate and ultimately effective working relationships between the fishing industry and other users of our natural marine and freshwater resources.

Fisheries agencies, organisations and associations will benefit from this proposal by identifying how WIN could act as a resource tool and work with these organisations. Working cooperatively with industry will ensure relevant industry ownership and commitment.

There are numerous indirect beneficiaries where fishing businesses play a vital role in the economy for many rural communities in South Australia. South Australian consumers and visitors from interstate or overseas will also benefit in the longer term from an improved industry as a whole.

8. Further Development

Skills of participants were identified during the workshop. Skills were identified as essential or often needed, useful or sometimes needed, and/or unimportant or rarely needed. Participants were asked to rate themselves as under-developed or competent at the particular skill. The following table displays the results from the whole group.

In pursuing WIN / Industry goals this skill is:

	<u>Under developed</u>	<u>Competent</u>
Essential or often needed.	<ul style="list-style-type: none"> • Public speaking, (impromptu) • Further studies e.g. computing • Backing up boat trailer • Self confidence • Networking • Technical skills, fishing and processing etc • Time management • Debating • Listening 	<ul style="list-style-type: none"> • Problem solving (Lateral thinking) • Patience • Tolerance • Leadership • Computing
Useful or sometimes needed.	<ul style="list-style-type: none"> • Media skills • Patience • Organisation • Ability to say no • Self expression (i.e. opinions feelings) • Communication 	<ul style="list-style-type: none"> • Meeting • Presentation • Marketing
Unimportant or rarely needed.	<ul style="list-style-type: none"> • Driving a car 	

Public speaking, backing a boat trailer, further studies such as computing, self confidence and networking were skills regarded as essential but under-developed. Training in these topics for WIN members may assist women in achieving the goals of WIN. Media skills was a topic identified by more than five participants as being under-developed but useful in achieving the objectives of WIN. Other skills needed to achieve the action plan but not necessarily identified at the workshop may emerge, as WIN members attempt tasks.

Objective 6 relating to the linking of fisheries agencies, organisations and associations with WIN to assist in this strategic planning for South Australia fishing industry was not adequately addressed during the workshop. This objective was

identified as being more appropriately addressed at another workshop or similar forum.

The training of potential delegates in their role within WIN is an important area for further development. Participants were assigned as delegates and further work is needed to identify the substantial support and resources that these delegates may need. Further work could address the delegates role in communicating the WIN goals, recruiting and welcoming new people to WIN, organising and facilitating a local group meeting, assisting a group to identify their needs, issues and skills. Other additional skills may include public speaking, working with the media, working with other stakeholders in the industry, knowledge of industry structure, policies, decision making processes and meeting procedure such as chairing and managing difficult members.

Feedback forms allowed participants to document other topics or activities which could be addressed at future WIN events. Below are some suggestions received.

- Funding
- Expanding the network
- Information exchange
- Training
- Raising money towards subsidising travel and accommodation for young trainees
- Target a particular subject, body or fishery and plan to educate, train, uplift or do what WIN see as necessary.
- Do not duplicate things that already exist, e.g. support for rural families should also include support for fishing families (small business)

This paper will be widely disseminated throughout industry through the SAFIC newsletter, Lets Fish SA, and will be available from SAFIC on request.

Copies will also be distributed to the Director of Fisheries, Chief Executive of PIRSA, Rural Affairs Unit of PIRSA, Trade and Development Unit of PIRSA, Minister for Primary Industries, Natural resources and Regional Development, Seafood Industry Development Board and SEAQUAL.

9. Conclusion

Women within the fishing industry have skills and strengths that they can bring to the industry as a whole and the WIN workshop was the first step in capitalising on the talents of women. Enormous energy and enthusiasm of the participants was brought to the workshop and developed over the two days. WIN has now identified its goals and specific actions to guide WIN in the future and has identified other objectives which need to be addressed to enable WIN members to be effective in their role.

The development of an action plan was a primary objective of the workshop that was achieved in two days. Participants were required to identify what WIN could achieve specifically in the short term to enable WIN to achieve longer term goals. It is envisaged that the action plan will become out of date as WIN makes progress, however it is an important guide for WIN in the short term to further refocus the role of WIN.

Participants suggested that efforts in improving the public awareness of the fishing industry through education and promotion was necessary if the industry wanted to address the issue of resource sharing with other stakeholders.

The workshop identified that improvement in the information flow between all stakeholders within the industry was necessary if the competitiveness of the industry was to be realised. Participants believed that without good communication and information, development of the industry would progress slowly.

The third goal identified at the workshop was to recognise the efforts of South Australian rural women in small business involved with the fishing industry. Recognising and promoting rural women and their skills in the fishing industry could make a significant contribution to the whole of industry by building on the full potential of women to achieve an innovative fishing industry .

Although not initially identified as an important goal, the operation and communication of WIN as an incorporated body was raised during the workshop as an essential requirement for WIN to be effective. This goal was therefore included in the action plan to stress the importance of this matter. Without clear processes of how WIN will operate, the potential of WIN may never be realised.

Much of what was achieved at the WIN workshop will be used at future WIN meetings and forums as a basis from which to work from. The mission, vision and goals of WIN developed at the workshop will also clearly articulate the role of WIN to other organisations and agencies. This greater understanding of WIN will assist others in the fishing industry and other agencies and organisations in working with WIN and using WIN as a resource tool for the benefit of the industry as a whole.

10. References

Investing for Tomorrow's Catch: the FRDC's Research and Development Plan, 1996 to 2001. Fisheries Research and Development Corporation.

Miriam O'Brien Consulting (1996) People Development in the Australian Seafood Industry. Board Discussion Paper. Fisheries Research and Development Corporation.

Working Together for Change. An Action Plan for South Australian Women in Agriculture and Resource Management. Draft: March 1998. Primary Industries and Resources South Australia.

11. Appendices

Appendix 1 Intellectual Property

The Fisheries Research and Development Corporation proportion of ownership of the project intellectual property is 42.20%.

Appendix 2 List of Participants

Name	Profile
Cheryl Phillips	Facilitator
Mona Barnes	Blue crab pot fishing and processing business. Spencer Gulf SA
Val Boxall	PIRSA, Blue crab scientific research officer, SARDI, West Beach
Rod Coombs	Riverland fisher. Member of the Inland Fisheries Management Committee (committee set up by Minister Rob Kerin)
Jill Cutting	Rock lobster fishing business. Pt MacDonnell
Jayne Gallagher	Manager, Seaqual Canberra
June Gill	Marine scalefish line and net and processing business Port Victoria. WIN Chair
Sonia Gray	Fisheries Compliance Officer. Birkenhead
Marilyn Gribble	Jomar Fisheries. Rock lobster fishing business and bait supply
Karina Hall	PIRSA, Scientific research officer, SARDI, West Beach
Natalie Hand	PIRSA, Prosecutions Officer, Compliance Unit.
Wendy Hendry	Marine scalefish fishing and processing business
Tracy Hill	Lakes and Coorong fishing business
Slyvia Holder	West Coast Prawn
Karen Holder	Blue crab pot fisher Gulf St Vincent
Gloria Jones	Lakes and Coorong fishing business. Clayton
Tania Kiley	PIRSA, Aquaculture
Jan Klingberg	Marine scalefish line fishing business Coobowie
Megan Larby	PIRSA, Licensing Officer, Fisheries PIRSA Head Office, Grenfell St
Michele Manno	South Australian Fishing Industry Council (SAFIC, industry peak body) Port Adelaide. Communications officer
Marilyn McCarthy	PIRSA, Organisation Development Executive Officer, PIRSA Women's Development Group
Lib McClure	PIRSA, Manager, Rural Affairs Unit.
Samara Miller	PIRSA, Fisheries Manager, Scalefish
Anna Papazoglou	Spencer Institute of TAFE, Port Lincoln
Elise Petherick	PIRSA, Licensing Officer, Fisheries PIRSA Head Office, Grenfell St
Julie Phillips	Lakes and Coorong fishing business. WIN Secretary
Lynda Pierce	Wife of research program leader for inland waters (river and Lakes & Coorong) at SARDI
Helen Rap	Involved with the National Seafood Centre and Landcare
Deb Roberts	RT Pennington Fishing Abalone Industry Association
Coralie Saunders	Marine scalefish net fishing business
Mary Spehr	Executive Assistant to Chief Scientist at SARDI West Beach
Anna Stehr	WIN Patron, Tuna
Sally Tonkin	Oyster aquaculture
Chris Venema	Riverland fisher
Charmain Wait	Marine scalefish net fishing business. WIN Treasurer
Glenda Wilby	Kingscote Ice Works, Kangaroo Island

Workshop organisers are identified in bold.

Appendix 3 Opening Speech

OPENING OF THE WORKSHOP

Anna Stehr has been involved with the fishing industry for many years and was involved with the South Australian Fish Promotion Centre in the 1980's. Her family own the multi-million dollar Stehr Group involved with exporting tuna. She is an avid worker for not only the promotion of South Australian seafood but an advocate for the commercial fishing industry in general.

Good morning Ladies and Rod,

Thank you for nominating me as Patron of the Women's Industry Network and for your warm invitation to attend your first workshop. Firstly I must admit I am NOT the speech maker in the family – my role is the peace maker.

I am new to WIN and am not sure in what way I can contribute to enhance the profile of this well structured body. However, I am very familiar with the fishing industry having been thrown in at the deep end as a young bride. I can tell you it was a real culture shock!! My work at the time was involved in the legal system working with a law firm that was conservative and unobtrusive. The colourful characters and language of the fishermen was completely foreign and quite distasteful to me. But I adapted quickly. Love or hate it, fishing had become my life, it was our "bread and butter" and my master.

I embraced it fully and became an efficient manager controlling the shore side operations leaving my husband free to concentrate fully on the fishing side. Fishing was good to us, we progressed, expanded our family, reinvested in the industry and when time and finances permitted travelled extensively and increased our knowledge on fishing engines and equipment.

I loved our life, loved the sea and all the by-products of fishing, and soon acquired a reputation as a dedicated and innovative cook of seafood. In fact it was this passion for fish that led to my involvement in South Australian fish promotion. It was in this capacity that I spent a week with the New South Wales Fish Marketing Authority as a guest of Peter and Jean Doyle of Watson Bay – a fabulous experience and I also represented South Australia in Alice Springs at a National Fish Expo with Michael Angelakis.

Unfortunately, South Australian fish promotions died a sad death through lack of funding. We had survived on love, passion and the generosity of the South Australian Fishing Industry Council.

The industry has changed over the years, we certainly have become more professional. Our vessels, technology and equipment has become more intense, our fishers more educated, fishing more regulated and controlled, quotas introduced to protect our resources and we have skilled representation in high places.

Today we can all be justly proud of the Australian Fisheries Academy which stands as a beacon for everything we worked so hard for. We must constantly strive for perfection to be the best, to accept challenges but never feel defeated.

Women have always played a major role in the industry. In the past they were the silent achievers, always there to support, encourage and comfort their men, never expecting or receiving accolades. Today I am proud to say that women have a voice that rings loud and clear and have earned their place as equals alongside their men. They are active in all aspects of industry, from the home base to at sea on vessels, in factories, science, administration etc making their presence felt. They have become indispensable making waves in a positive way.

WIN has emerged from humble beginnings into a respected and creditable organisation. They still have much to achieve and that is why we are here today. We need to communicate with other bodies, exchange ideas and inspirations, make fresh goals, refocus on key issues and have strong leadership.

We are all entitled to our individual points of view, to travel along different roads as long as we arrive at the same destination and we are all looking in the same direction.

I wish this workshop every success with a very positive outcome.

Anna Stehr
WIN Patron

Appendix 4 Guest Speakers Notes

Sally Tonkin was the guest speaker at the WIN workshop. Sally is an oyster farmer based in Cowell on the Eyre Peninsula and the director of Oyster Traders Pty Ltd.

Sally on the Rural Leadership Program and in 1997 was awarded the ABC Rural Women of the Year award. Sally is a member of the Curriculum Group of the South Australian Fishing and Seafood Industry Training Council for degrees, diplomas and certificates in aquaculture and is a member of the fishing and aquaculture target team of the Eyre Regional Development Board. Sally has certificates in animal care and small business management.

Sally provided the following information to workshop participants and read a speech she had prepared when she received the ABC Rural Women of the Year Award.

ABC Radio 1997 Australian Rural Woman of the Year Award

Australian Rural Women: Facts & Figures

Business in Primary Industries

- Persons working in agriculture, forestry and fishing - 421,000⁷
- Women working in own business (May 1995) agriculture, forestry and fishing - 32.7%
- 71,400 women employed as farmers or farm managers (May 1995). Women represented 30% of all farmers or farm managers. Number of female farmers has remained constant over last 10 years while numbers of men has fallen by 15%.
- Many women worked on farms who were not farmers or farm managers. 126, 500 worked in agriculture, forestry and fishing industry in 1995. 30% of female unpaid workers worked with their families in agriculture, forestry and fishing industry.
- Within agriculture industry alone, 34% of all workers were women.
- 35% of employers and 33% of own account workers who were farmers were women.
- 52% of women and 59% of men were beef, sheep and/or grain farmers. However women represented 31% of all farmers in this industry.
- 55% of poultry farmers were women.¹

Income

- 23% of women surveyed work on-farm for more than 26 weeks a year
- Average gross weekly wage for women working off-farm \$588, based on a 40-hour week.
- Average amount of time women contributed to on-farm work estimated to be highest in NT at 30 weeks worked and lowest in NSW at 14 weeks.²
- Women's off-farm income has contributed significantly to the increase in this source of farm income and to family farm viability³
- Women's participation in the off-farm rural labour market has been a major method of adjustment in the farm sector⁴
- 23% of women in the AAGIS 1993-94 survey were involved in non-farm work for wages or salaries (and 6% of men)⁵

¹ ABS Australian Women's Year Book 1995.

² Gooday, J. Women on Farms: A Survey of Women on Australian Broadacre and Dairy Family Farms, 1993-94 ABARE (Australian Bureau of Agricultural and Resource Economics) Research Report 95:10, Canberra 1995.

³ National Focus, the Australian rural labour market, Vol. 9, November 1995, National Farmers' Federation p. 18-19

⁴ *ibid.* p. 103

⁵ *ibid.* p. 19

ABC Radio 1997 Australian Rural Woman of the Year Award

Australian Rural Women: Facts & Figures

Social issues

- One third of rural women surveyed nominated health and social services as the most important issue affecting them, followed by farm business, rural employment opportunities and educational facilities.⁶

Numbers

- The agriculture sector accounts for 421,900 people⁷
- The family farm is the dominant structural unit (e.g. 85% of broadacre farms and 95% of dairy farms)⁸
- Women comprise 32% of the paid farm workforce⁹
- This number has doubled in the last 15 years¹⁰
- The number of women working full-time increased 54% between 1968 and 1995¹¹
- The number of women working part-time increased 148% between 1968 and 1995¹²
- Some 40% of all business partners in broadacre and dairy farms are women¹³

Qualifications

- More women than men had completed 5-6 years of secondary schooling¹⁴
- More than twice as many women (18%) than men hold university or tertiary qualifications¹⁵

⁶ *ibid.*

⁷ The ABARE Australian Commodity Statistics 1996.
ibid. p. 18

⁸ ABARE Research Report, *op cit.* p. 11

⁹ National Focus, the Australian rural labour market, *op cit.* pxi

¹⁰ *ibid.* p.18

¹¹ ABS The Labour Force Australia *op. cit.*

¹² *ibid.* p. 18

¹³ National Focus, the Australian rural labour market *op. cit.* p. 18

¹⁴ *ibid.* p. 35

¹⁵ *ibid.* p. 15

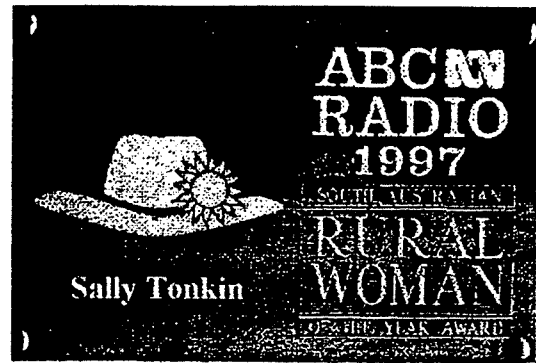
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The South Australian ABC Rural Woman of the Year Award for 1997.

Well I am still coming to grips with this one, I still can not believe that I have received this wonderful award. Who me, it really must be for someone else ?? A Rural woman? Who or what is the epitome of a rural woman ? Can not be me, as I do not even own a landrover, an akubra or RM Williams pants and boots ?? However, I do live and work on a farm in the country so, well yes, and I am so passionate about the future of primary industries in our country.

My husband and I work side by side and we discuss issues such as stock control, marketing, conditioning, stock deaths, stocking densities, processing, freight and petrol prices, fences, and hessian bags. We prepare our stock for sale every week and keep a watchful eye on the weather, the environment and worm control. Constant maintenance of our equipment seems a demanding chore and look out if we are both stubborn on the same day. At home we run the financial side of the business, with all transactions going on to the computer along with a data base of our stock.

So do you think it would be acceptable if we swapped the landrover for a punt ? Do you think that we could trade the RMWilliams pants and boots for a pair of waders? And I really would prefer a beanie to keep my ears warm in winter, although the akubra style would be most welcome in summer. Now lets convert all the sheep to oysters. So basically we have just transformed an agricultural farm into an aquaculture farm. The same basic principles of animal husbandry still exist except for a few metres of salty water. To this day I am still amazed by the parallels that exist between sustainable agriculture and aquaculture. Welcome to my world and my vision for Aquaculture that the Women of the Land may wish to compare:

My Vision for Aquaculture is that each industry becomes responsible to the most important people, The Next Generation, and maintains a clean environment through the practise and study of growth and technology to the point that each farmer / fisher is also an environmentalist.

My Dream is that we all have a common love for the land and water and to help each industry to grow and become self sustainable. That we have a healthy and safe Rural and Marine Australia with great products to export and training institutions that attract students worldwide.

My Vision for Australia is for us all to respect the fine balance we need to have between environmental, economic and social sustainability. So that our future

generations have a healthy environment, balanced finances, low unemployment, and strong family values to maintain a healthy society. Australia can not be green if we are in the red.

Well I guess at this point you may like to ask just what does make me different from other Rural women ?

The answer is absolutely nothing.

I am an illusion, like the tip of an iceberg. The iceberg is all the many women that work hard to support their families, their husbands, the environment, the future and their business'. You are the women that do make life worthwhile for everyone around you. I celebrate your life and the selfless style of leadership that you have brought to your every day life. True leaders are not the extroverts, with loud voices standing up in front of crowds. They are the ones who quietly work from behind steering and guiding like a small rudder on a big ship.

So please pat yourselves on the back and help me to give the future generation a belief in themselves and in our rural industries so that they can become partners all our futures.

Kindest regards,

Sally Tonkin

ABC South Australian Rural Woman of the Year 1997, wife, mother and oyster farmer.

Our Deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness, that most frightens us.

We ask ourselves, who am I to be brilliant, gorgeous, talented and fabulous?

Actually, who are you not to be? You are a child of God.

Your playing small doesn't serve the world.

There is nothing enlightened about shrinking so that other people will not feel insecure around you.

We were born to manifest the glory of God that is within us.

It is not in just some of us; it is in everyone. And as we let our light shine, we unconsciously give people permission to do the same.

*As we are liberated from our fear,
our presence automatically liberates others.*

Quote by Marianne Williamson

The Invitation

It doesn't interest me what you do for a living. I want to know what you ache for, and if you dare to dream of meeting your hearts longing.

It doesn't interest me how old you are. I want to know if you will risk looking like a fool for love, for your dreams, for the adventure of being alive.

It doesn't interest me what planets are squaring your moon. I want to know if you have touched the centre of your sorrow, if you have been opened by life's betrayals, or have become shrivelled and closed from fear of further pain. I want to know if you can sit with pain, mine and your own; if you can dance with wildness and let the ecstasy fill you to the tips of your fingers and toes without cautioning us to be careful, to be realistic, or to remember the limitations of being human.

It doesn't interest me if the story you are telling me is true. I want to know if you can disappoint another to be true to yourself; if you can bear the accusation of betrayal and not betray your own soul. I want to know if you can be faithful and therefore trustworthy. I want to know if you can see beauty when it's not pretty everyday, and if you can source your life from it's presence. I want to know if you can live with failure, yours or mine, and still stand on the edge of the lake and shout to the silver of the full moon "YES!"

It doesn't interest me to know where you live and how much money you have. I want to know if you can get up after the night of grief and despair, weary and bruised to the bone, and do what needs to be done for the children.

It doesn't interest me who you are or how you came to be here. I want to know if you will stand in the centre of the fire with me and not shrink back.

It doesn't interest me where or what or with whom you have studied. I want to know what sustains you from the inside when all else falls away. I want to know if you can be alone with yourself and if you truly like the company you keep in the empty moments.

Ojiah, Mountain Dreamer, Native Elder.

Appendix 5 Feedback Form

WIN WORKSHOP - FEEDBACK SHEET

*Please answer the following questions
and provide any comments that you may have on the workshop.*

**1. Did you feel that you were given the opportunity to speak
and/or actively participate during the workshop? (please circle one) Yes / No**

Comments.....
.....

**2. Do you feel that you now have some control over the processes
involved in developing WIN? Yes / No**

Comments.....
.....

**3. Do you think the workshop has built on the existing network of
women within the South Australian fishing and seafood industry? Yes / No**

Comments:.....
.....

**4. Do you think that the workshop has increased the level of
communication between members of WIN? Yes / No**

Comments:.....
.....

**5. Do you think the workshop has jointly created an action plan for
the future operations of WIN? Yes / No**

Comments:.....
.....

6. What other topics or activities could be addressed at future WIN events?

.....
.....

7. What are your comments regarding travelling to the workshop and location of the venue?

.....
.....

8. Are you supportive of a workshop report being circulated widely throughout industry?

Yes / No

9. Other comments? (*organisation of the workshop, meals, accommodation, venue etc*)

.....
.....
.....

THANK YOU FOR TAKING THE TIME TO ANSWER THE QUESTIONS ABOVE ☺