Empowering Fishing Women
To
Capitalise on Networks.

Project No 1999/356

Principal Investigator
June Gill

Acknowledgements:

FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

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NON TECHNICAL SUMMARY

1999/356	*Empowering Fishing Women to Capitalise on Networks.*

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OBJECTIVES:

To add to and strengthen the existing role of WIN in promoting awareness of the roles of women of the fishing industry.

To increase the opportunities for women to participate in the decision-making process of their industry.

To facilitate the collection and dissemination of information to women within the fishing industry.

To build on existing networks such as Women's Industry. Network (SA) and the Seafood Industry. Network (NSW) with a view to developing a national focus for women in the fishing industry.

NON TECHNICAL SUMMARY

The Women's Industry Network in South Australia instigated a pioneering project to be undertaken which was divided into the following stages.

Stage One A:

Ten South Australian W.I.N regional delegates attended a training workshop on "Meeting Roles & Procedures" held in Adelaide in March 1999.

Stage One B:

The Bureau of Rural Sciences and Women in Rural Industries section of A.F.F.A. with support from SA W.I.N. designed and developed a questionnaire/survey "Understanding the Roles of Fishing Women". The survey sampled the population of women in the fishing industry across Australia.

Stage Two:

WIN SA hosted a two-day national conference in Adelaide. Forty-two seafood women participants attended.

OUTCOMES:
The Women's Industry Network instigated a pioneering project to be undertaken which was divided into the following stages.

Stage One A:
Ten South Australian WIN regional delegates requested and attended a training workshop on Meeting Roles & Procedures held in Adelaide in March 1999.

Stage One B:
The Bureau of Rural Sciences and Women in Rural Industries section of AFFA with support from WIN in South Australia developed the survey Understanding the Roles of Fishing Women. the survey sampled the population of women in the fishing industry across Australia.

Stage Two:
WIN in South Australia hosted the inaugural two-day national conference in Adelaide in December 1999. Forty two women in fishing attended the conference and these participants developed and agreed upon

the formulation of a national body to carry out their vision.

Network members influence decision-making to ensure a profitable, dynamic, secure, innovative and sustainable industry - an industry which is proactive and responsive to the needs of the industry and community.

Outcomes Achieved:

A result of the training workshop the production of an information booklet to support regional WIN women in conducting meetings and performing committee roles was developed to act as a resource tool for these women.

The Fishing for Women study resulted in producing a research study of the current situation of the role of women in fishing across Australia. It identified areas of the industry which women wanted more input and action taken. The survey data was used to develop the two day national conference. The survey also recommended further studies be undertaken with women of the Australian fishing industry focussing on "grassroots" women.

The conference participants re enforced the findings of the Fishing for Women study and

participants developed and agreed upon the formulation of a national body to carry out their vision.

An acting board was given the task to fulfil the vision.

The conference learnings from other women in rural industries was the need for:

Networking and support to reduce isolation.

Understanding the big picture issues and there relevance to local fishing communities.

Personal and professional development of members to increase their level of decision-making capability.

The fishing industry issues identified were; Leadership, Embrace diversity at all levels, Training

Quality Assurance & food safety and Workplace environment issues

Conference Workshop Outcomes:
1.Leadership workshop: *Take the initiative.*
Establish a national data base to increase information dissemination and networking opportunities.
Establish an email discussion group to increase communication and networking opportunities.
Lobby industry bodies to direct information to women as well as men.
2.Embracing Diversity:
Vision: *The first step is to gain acknowledgement*
Identify the common ground and work from there.
Provide education to all stakeholders in relation to the issue of embracing diversity.
Establish networks to provide mentoring, access to information and skill development.
Accept that there is much work to be done--establish goals around a range of issues and form task groups to work on each one.
Document the stories of individuals and use them to promote the fishing industry and in particular the role of women.
Lobby for a change in the industry voting system to ensure women can participate equally.
Create a learning culture with a range of opportunities for skill development.
3.Training and Skill Development:
Women can be proactive in establishing and maintaining good communication links with all industry stakeholders- sharing the information in relation to training when it is available.
Access funding for needed training programs.
Lobby for equal access to training across sectors, genders, and geographics.
Membership of Fishing management committees will be sought to enhance knowledge, skill

and contacts.

4.Quality Assurance and Food Safety: There is a need to:

Identify the hazards through out the chain.

Identify the risks through out the chain.

Manage the hazards and risks.

The market place is the key to change. It can influence all steps in the chain.

Use sufficient quality and quantities of ice.

Invest in quality products and processes and see it as an investment in your future.

Educate all parts of the chain.

Recall procedures will impact the blame/risk on the last identifiable step in the chain.

Keep your documentation up to date and accurate.

5.Workplace Environment:

That women have a CHOICE as to their involvement.

Change the patriarchal model.

Education of **both genders required to facilitate change and acceptance.**

Direct Action To Achieve Ideal.

Funding for education.

Specific Role of Women:

Development of self esteem.

Mentoring.

Conference Resolutions:

Establish a steering committee which is representative, both by sector and geography.

Apply for seed funding from Agriculture Fisheries and Forestry Australia to assist with administering and further developing Women's Industry Network a Seafood Community.

Liaise with other national rural women's organisations to both learn from their experience and inform them of the existence of Women's Industry Network Seafood Community

(The term fishing industry includes any industry or activity carried on in or from Australia concerned with: taking culturing, processing, preserving, storing, transporting, marketing, or selling fish or fish products (Fisheries Research and Development Corporation Regulations, Amendment 1992)

KEYWORDS*: Fishing Industry, Women, Roles, WIN, Networks*

PROJECT GOALS:

Training Goals:

Create opportunities for regional participants to enhance their skills, develop greater confidence and establish strong regional networks.

To develop the capacity of WIN members in South Australia as facilitators, of regional networks responding to industry issues.

Facilitate the development of women as leaders in the fishing industry.

Develop a training manual on Meeting Procedures for regional delegates.

Survey Goals:

Gathering information about women involved in the fishing industry.

Obtaining women's views about their current and future roles.

Identifying barriers preventing women from becoming more involved in the industry.

Solutions to overcome those barriers.

The survey is a resource tool to WIN, its sister organisations, and service providers in the fishing industry to ensure women's needs are met.

National Conference Goals:

To strengthen the existing network (W.I.N) of women involved in the fishing industry.

To increase the communication between women in all sectors of the industry Australia-wide.

To explore the formation of a National Organisation of women in the fishing industry.

To compliment and expand the work already being carried out by state peak fishing industry bodies and to ensure women of the industry are recognised in the decision making process of the industry and are kept informed of issues.

To act as a resource tool to the national fishing industry body Australian Seafood Industry Council (A.S.I.C.) by disseminating information and building partnership links with other primary producer groups to ensure the women of the fishing industry are included.

Background:
Traditionally there has been little emphasis placed on the role and contribution of women in the South Australian fishing industry. Many other primary industries, most notably dairy and grains, have invested significant resources in developing the role and skills of women. This has resulted in the more effective use of what was an untapped resource, in developing the industry.

During 1996 and 1997 a group of women associated with the fishing industry in South Australia began working together to address this situation. This resulted in the formulation of the Women's Industry Network. (WIN). WIN can be best described as a group of women joined or linked by a common cause, purpose, or interest, to ensure the fishing industry has a positive future.

In February 1998, WIN held a FRDC sponsored state workshop entitled "Capitalising on the Talents of Women in the South Australian Fishing Industry." Project No: 97/348.
One of the outcomes of the workshop the development of a four-point action plan for future operations of the network so that it might best serve the needs of the fishing industry. After the workshop, women from around the state have adopted essential projects to assist the development and operation of WIN on a local and state base level.

Goal 1:
"Is to improve awareness of the fishing industry through education and promotion".
Outcomes so far:
Production of education material for open/field days.
Involved in the Living Health project "EAT Well".
WIN regional members have conducted anticancer seminars with the Anti Cancer Foundation.
Regional production of the WIN Web-site: http://olis.net.au/~yabby/
Production of WIN & cook with SA seafood recipe book. (Fourth print)
Seafood cooking demonstrations.
S.A. Fishing and Seafood Industry Awards night.

Goal 2:
"To recognise the efforts of South Australian rural women in small business involved in the fishing industry".
Quarterly articles for the LET'S FISH SA, Newsletters of other primary producers Paper Bark,   Buzz, Directions
Encouraging WIN women to take on leadership roles in their communities, regional, state and federal levels.
One WIN member attended the"100 Women to Washington" (funded by FRDC)
WIN chair appointed to Rural Women's Advisory Group A.F.F.A..
Partnership development with other national leaders in primary production and working together to gain a stronger voice and greater and valued recognition of the Australian Fishing Industry.
Training in skills development for WIN women utilising existing resources of primary producer organisations where applicable.
WIN women attending "Shaping Leaders for the Future. and Fisheries Management Courses.

Goal 3:
"To improve information flow between all stakeholders within the Australian Fishing industry there-fore increasing the competitiveness of the industry."

The current project No: 99/358, "Empowering Fishing Women to Capitalise on Networks" extends the previous work funded by FRDC. The aims are to address the goal three by developing a Meeting Roles and Procedures booklet for regional W.I.N delegates, the development of a national survey and hosting a national conference.

Empowering Fishing Women to Capitalise on Networks project will address the issues of;

The skills and capacities which are going to be needed within the fishing industry by the year 2005.
The contributions women would like to be making, and
The skill gap for rural women in the fishing industry.

The current project will enhance the work of the W.I.N. in assisting women in fishing to reach not only their personal goals but also those goals that will impact upon their role in the fishing industry by the year 2005.

Need:
The role of women is poorly represented in fishing statistics and measures of productivity. There is more information available on fisheries production than there is on women's contribution to the fishing industry.
Consequently, there is an immediate need for information to be gathered which will build a picture of the role that women play in the fishing industry and help to develop that role. Such information would provide insight into what areas of the fishing industry were of interest to individual women, what issues were of concern, and how women might develop an even more productive role in strengthening the fishing industry.

Women want to be more visibly active and involved in the fishing industry.

Gender specific groups aid the initial development of confidence, build trust and create a safe learning environment.

Experiential learning increases the likelihood of long term change.

Increasing the capacity of fishing women will result in a positive contribution to the fishing industry as a whole.

Developing an understanding of the issues of concern to women, improving the skill levels of women involved in the fishing industry, and widening of the established network WIN which would all provide a better avenue for information exchange and support to all women across Australia.

This project has a number of objectives in meeting its overall aim to form a productive support network for women, through positive "people development."
In order to enable them to develop skills that will enhance the role of women within their own working environment and the fishing industry as a whole.

Aims:
The regional training aims were identified by South Australia WIN members:
To create opportunities for participants to enhance their skills in meeting procedures and to develop confidence and establish strong regional networks.

To develop and nurture the capacity of WIN members as facilitators of regional networks responding to industry issues.

Facilitate the development skills of women as meeting participants and further development into leaders in the South Australian Fishing industry.

Produce an information booklet on Meeting Roles & Procedures.

The BRS 'Fishing for Women Survey' aims were identified by a consultation group formulated to support the study, all of the group were WIN members:

The research was designed to help achieve the overall objectives of the project by:

Gathering information about women involved in the fishing industry.

Obtaining women's views about their current and future roles.

Identifying barriers preventing women from becoming more involved in the industry and what might be done to overcome them.

Empowering Fishing Women to Capitalise on Networks
National Conference aims were identified by both WIN members and intending members of the organisation:
To strengthen the network of women involved in the fishing industry.

To increase the communication between women in all sectors of the fishing industry.

To explore the formation of a National Organsiation of women in the fishing industry.

It is recognised that the process for structuring, developing and establishing WIN nationally is not complete

Methods:
Part One: To strengthen and add to the existing role of W.I.N in promoting awareness of the roles of women of the fishing industry.

WIN held a professionally facilitated a training skills development workshop for WIN SA regional delegates in March 1999 on Meeting Roles and Procedures relating to the operation of the network and other meetings they may attend. Needs for greater skills was identified in the project 97/348 "Capitalising on the Talents of Women in the South Australian Fishing Industry"..

Notification of the training day in the form of a flier and personal contact by telephone was made.

The training day was offered free and ten regional delegates traveled from all over South Australia.

Lorraine Rosenberg has professional skills in meeting procedures especially within the fishing industry. being a rural woman herself and having experience within rural industries, the parliament and more recently the fishing industry. She was a sound local choice.

Ms Rosenberg was able to relate effectively with all the women on both a professional and personal basis.

Subject Areas:
Role of Chair.
Meetings: Preparation and planning
Leadership.
Secretary's role
Minutes.
Treasurer's role.
Budget planning.
Productive meetings
Attending meetings
Role of participants.
Question time.
Meeting procedures.

Participants were presented with a certificate at the end of the day.

All training materials were provided for participants.

The information provided to regional delegates has been condensed into a working document, WIN Meeting Procedures information booklet for new regional members.

Part Two: To increase the opportunities for women to participate in the decision making process of the fishing industry.
Collect information through an open conference and questionnaire/survey process on issues facing women in the fishing industry generally.

Identify processes through a professionally facilitated conference for addressing these issues.

Implement processes and structures appropriate to address the issues identified.

Actively encourage and support women and networks actively and positively impact on these issues.

Methods:
"Fishing for Women".

Following the success of this proposal in obtaining FRDC funding, WIN commissioned the Social Sciences Centre (Bureau of Rural Sciences) because of the work they had produced for the Rural Industries Research and Development Corporation "Missed Opportunities".
Women of the fishing industry were trying to deal with similar issues. So the organisation was selected by the W.I.N executive as a sound independent choice to conduct and undertake the questionnaire survey as part of the overall project.

Two meetings were held with WIN members to develop the content of a draft questionnaire, this ensured that it contained:
Simple format
Constructive questions
Self explanatory
Language was user friendly.
Follow-up contact

The W.I.N data base would be used as a starting point for the survey recipient's. W.I.N project officer to support with research on accessing names of women in the industry.
The draft questions to be tabled at a meeting in Canberra with the Bureau of Rural Sciences as a guide.

An initial meeting in Canberra in June 1999 was held to discuss the draft questions, the content and the design of the survey. How many questions would be acceptable, participants, distribution, interviews, contract and a strategic plan.
The outcome was to use the draft guide provided along with the "Missed Opportunities" project survey to ensure that this project encompassed all aspects for women in the fishing industry.

It was agreed in principle that the survey be released in a booklet form with a covering letter to explain why the survey was being carried out. With follow up contact if required.

The survey would be posted to some three hundred women or more and the interviews would cover up to twenty five key industry leaders.

A draft copy of the survey and interview questions would be presented to twenty women across the fishing industry in South Australia in July 1999 for endorsement.

The project would only cover the commercial wild capture of fisheries and the Aquaculture sector.

Twenty women involved in the fishing industry in South Australia some (W.I.N members) met in Adelaide to comment and complete the first draft of the questionnaire in July 1999. The women ranged from "grass roots", compliance, managers, researchers, fisheries minister's advisor. Five of the questions were identified by the group as not user friendly and a request was made to re-word those five. The bulk of the survey was excellent in language format.
The interview questions were tabled and approved.

The Bureau of Rural Sciences tabled its research tasks and strategic plan along with the target stakeholder group.
Endorsement was given for the research tasks and strategic plan but further inclusion of non government organisations (conservation council) needed to be included in the stakeholder table.
The changes were directed by WIN to be made and represented to the next meeting in August 1999.

Twenty W.I.N members met with the Buraeu of Rural Sciences at a meeting in Adelaide in august 1999. The survey was handed to all member to complete with a time of twenty minutes.

One of the questions was not quite defined enough, so a brainstorming session was held to ensure the roles of women was clearly identified.
The group decided that this was the final draft with the one change and the survey would be mailed out to women on the data-base.
The W.I.N database was given to the Bureau of Rural Sciences. The W.I.N meeting also requested that AFFA women in rural industries section be involved in the project as they also have a data-base on women in rural industries.
The covering letter was endorsed.
Mail-out of the survey to occur in September 1999 with a two week completion period.
A reminder to be sent to all surveyed women, and a postcard request for the survey results be included...
Interviews to key industry leaders would also occur around the same time.

The original questionnaire component has been supplemented by key informant interviews to give additional information on which to draw conclusions and make recommendations.

Upon completion of and collation of the questionnaire/survey, the Bureau of Rural Sciences would provide a presentation summary of their report "Fishing for Women" to national conference participants in December 1999.

The report would also be published for released to women in fishing and the industry as a whole.

An official launch of "Fishing For Women" would also take place in March April of 2000.

Background information was sought on international research on Women in Fisheries
by the Bureau of rural Sciences: refer to appendix 3.

David and Nadel-Klein, 1992,
Caroline Sachs (1997)
Thiessen et al.,1992
Dixon et al.,1984
Kaplan, 1998
Tuara, 1995
Allison et al.,1989
McDowell, 1984

Summary of findings of studies on women's roles in fisheries in:
India,
South East Asia
Pacific. Joseph (1989) and Matthews (1995)
Is outlined in appendix 3 "Fishing for Women"

Women in Agriculture also formed part of the research study.
The following projects were identified as relevant to this project.
Missed Opportunities Report (RIRDC/DPIE,1998) reference to the project survey
A Vision for Change (SCARM,1998)
(refer to appendix **3)**
Sinclair, 1994
Kerby J,. 1997

Part three: To facilitate the collection and dissemination of information to women within the fishing industry and other networks.
Develop and maintain a database on the women in the industry and the issues of concern.

Linking the database nationally through Agriculture Fisheries Forestry Australia (AFFA.) in particular Women in Rural Industries Section.

A contact list maintained by Women's Industry Network and now linked into A.F.F.A
Women in Rural Industries Section data base of women in the fishing industry, provided by W.I.N formed the basis from which the questionnaire mailing list was developed. Additional women were added to the mailing list with support from AFFA and in particular Women in Rural Industries Section. In addition a number of women were added to the mailing list after they heard of the research and made contact with us.

The final mailing list comprised of 401 women from all states and all sectors of the industry.
However, we do not claim that the list is either representative or comprehensive.
It was discovered as part of this aspect of the research that there appeared to be no existing substantial mailing lists of women in the industry Australia-wide. Therefore the mailing list Bureau of Rural Sciences developed with W.I.N'S contacts/members is a useful outcome in itself.

The outcomes of the research were used to help provide a basis and focus for the national conference. The research was also used to help identify issues and actions needed to address these issues, as well as develop a contact list of industry women. Publishing the outcomes of the research is also part of informing industry members about women's roles, needs and
issues of concern.

Scope:
The overall proposal and the survey reported here focused primarily on women involved in the commercial fishing industry. In terms of definition, this study covers only the commercial sector of the fishing industry or the seafood industry as a whole.

In a sense the fishing industry is not a single industry at all but is connected by a range of economic activities. The term fishing industry includes any industry or activity carried on in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing, or selling fish or fish products. (FRDC regulations, amendment 1992)

From this it can be seen that there are many different dimensions in thinking about the overall structure of the industry.

(Questionnaire mailing lists: (refer to appendix 3)

Response Rate:
The questionnaire was sent to 401 women of whom 16 replied to say the survey was not relevant to them, and an additional 18 questionnaire packages were returned as undeliverable, giving an actual sample size of 367. By the cut-off date, 202 completed questionnaires had been returned giving an overall response rate of 55.0%. Additional 14 completed questionnaires were returned after the cut-off date, but are not included in the analysis.

To build on existing networks such as W.I.N (SA) and S.I.N (NSW) with a view to developing a national W.I.N for women in the fishing industry.
Organise and host a national conference in South Australia in December 1999. To inform SA delegates and other women from other states/territories of relevant issues, and how they can work and link together.

Preparation:
A steering committee was formed to tackle the coordination of the conference from W.I.N members.

Julie Phillips,	design and lay-out of conference pamphlets.
Natalie Hemming,	conference accommodation and lunches.
Charmain Wait,	payments and registrar.
Gloria Jones,	conference dinner coordinator
Chris and Sonja Venema,	satchells and materials.
Debra Roberts,	housekeeping and liaison with presentators..
Cate Bell	registrar on the day.
June Gill.	airport collection and overseer.
Cheryl Phillips	facilitation.

The possible lack of attendance at the conference was identified as a low risk factor due to accommodation and travel subsidies offered to participants.

Notification of the conference was given to survey respondents via letter and registration forms, where posted out to all questionnaire/survey respondents.

Processes were put into place if women could not attend. Circulation of information, telephone contacts and personal contacts.

Some forty women from across Australia registered for the conference.
Thirty six diverse women attended. Each state was represented.
(Refer to National conference report appendix 4)

Although the conference was focussed on issues, which related to women within the fishing industry, the panel of experts consisted of men and women.

An information satchel was provided to all registered participants. This included background on W.I.N, in recognition that some participants were not WIN members. Industry information, Writing materials and a W.I.N conference scarf.

Participants also had the opportunity to display industry information.

Participants were not defined by sector in which they were involved.
This ensured that women were not catergorised by sector and therefore not labelled.

Conference:
A potential risk that the women would not actively participate over the two days was addressed by the use and extensive liaison with a professional facilitator to deliver an interactive conference where women would be given opportunities to actively participate. The background, experience and approach of the facilitator were an important key to the success of the conference. The facilitator, Ms Cheryl Phillips, Changing Communities Pty Ltd, was re-employed due to the successful experience of the WIN state workshop "Capitalising on the Talents of Women in the South Australian Fishing Industry".

The conference was designed to encourage women in the fishing industry to consider over the two days the "bigger picture" of W.I.N and relate this to specific actions.

Dr. Diana Day was asked to present a paper "Women Leading Australia in the 21st Century". (appendix 4**)**
Why we need new leadership in the decades ahead.
Why women's leadership is both different and essential.
The real ingredients of leadership.
Traps for women who want to thrive and lead.
How to lead.
Fishing industry and global challenges for leaders.
Opportunities for professional growth.

Georgina Eliason was asked to present a live demonstration of
Telstra Satcom -C Email System for today's Fishing and Allied industries. (appendix 4)
The Inmarsat-C is small and compact. It comes with a disc, which contains a software-messaging package. By linking the unit to a computer and loading the disc you're ready to use email from sea.

Network Presentations:
Ruth Patersen, Barbara Radley, Cheryl Phillips and Tracy Hill

Representatives from four rural women's networks shared their experience and learning's.
(Refer to appendix 4 national conference report).

Workshop themes were identified from the results of the national survey "Fishing for Women" and pre-conference discussions with delegates. Each group was requested to define their issue and its impact on the industry, identify existing barriers to change, and identify what role women could take to improve the existing situation.

Workshop themes: (refer to appendix 5).	Group Leaders.
Leadership:	**Lorraine Rosenberg**
Embracing diversity:	**Ruth Patersen &Elaine Burn**
Training and Skill Development	**Sandy Boswell**
Quality Assurance and Food Safety	**Jayne Gallagher & Cate Bell**
Workplace Environment	**Diana Day & Lynda Pierce**

Anonymous feed back forms were distributed to participants on the second day of the conference to assist in assessing the performance of the conference and identify improvements that could be considered in the future. (See appendix 4).

Results:
As this stage of the project was an agreed need by WIN in South Australia women were keen to develop and learn new skills and transfer those skills back to their regions.
Regional Training day:

A network of fishing women with greater skills and confidence to encourage increased involvement in the fishing industry.

The provision of networking support, role model, information and contacts at a regional and state level.

The development of a structure which enables regional and state issues to be identified and acted on in a coordinated manner.

Encourage each region, through the delegates, to adopt one essential project for implementation during the following twelve months.

Agreed Actions:
1999/2000 South Australian Regional Projects.
Far West Coast----
Value adding Western King Prawns for domestic market.

Eyre Peninsula
Business Management Planning access to FarmBis program.

NthYorke Peninsula
Effects of spraying mosquitoes on the environment in particular sea grasses.

Yorke Peninsula
2000 Prawnfest
Export opportunities. Seafood Expo Japan July 2000.

Metropolitan
Co-ordination of the National conference.
Launch of the National Survey Fishing for Women and the National Action Plan.

Riverland
Code of Conduct & recommendations on Natural Resource Management.

Fleurieu
Gillies street school project. (Introduction to the fishing industry of multi culture students).
Coordination of the national conference.

Lakes & Coorong
Development of a stronger regional network
Leadership training for FMC level.

South East
Industry promotion (S.E.field days & Cape Jaffa wine & seafood day.

Kangaroo Island
Promotional display at the 2000 Rural Women's gathering.

PIRSA
Personal leadership development program.

SARDI
Recommendations on recreational fishing and how to best utitilise the funds.

SAFIC
Partnership with the 2000 Environmental Awards.

Australian Fisheries Academy
Sale of WIN & Cook with SA Seafood Recipe Book at filleting classes.

Results Identified by Survey;
Description of Respondents:
The respondents were from all states/territories, being in the industry on average for more than 5 years and of an average age of between 31-40 years.

Respondents stated that they allocate 31-40 hours per week to their primary role in the fishing industry, with the most common tasks being:

Respondents' tasks in the fishing industry:
Mail
Bookkeeping
Meetings
Errands
Emotional support
Business planning
Research & development
Buying supplies
Public relations
Customer sales/ordering
Fulfilling government requirements
Packing/dispatch
Voluntary membership recruitment
Catch/processing
Occupational Health & safety
Government body member
Organising maintenance supply
Employee training
Net making
Fishing
Mediation & Temping.

How ever, the median of government workers was longer 41-50 hours

Despite the owner-operator group-having median of between 31-40 hours per week, more than 20% of women from this group spent more than 60hours per week in their main role.

The majority of respondents were satisfied with their role, with only 12.3% of respondents stating some level of dissatisfaction.

55% of respondents wanted to make some change and this included; improved status and recognition, more time and better pay.

The barriers to change were perceived to be lack of time resources, cost of training, mentors, confidence, support, encouragement and role models.

Approximately 20.6% of respondents were already members of women's networks, however 30.8% of respondents stated that they would join a network, 38.5% stated they would not join due to time, existing networks and single gender principle. A further 30.8% stated that they might join depending on isolation, group relevance and time availability.

Geographically, the majority of those who were currently members of women's industry networking groups lived in South Australia, clearly related to the location and concentration of W.I.N'S work.

Survey Identified as the most valuable skills or knowledge needed to effect decision-making were:
No of respondents:

79	Communication
55	Personal qualities
48	Scientific/technical
44	Product marketing
32	Book keeping
31	Fishing Industry knowledge
31	General experience/knowledge
30	Business experience
30	Organisational skills
30	Hands-on experience
21	Natural Resource Management/Environmental Policy
20	Support
16	Computing
14	Government regulations
12	Negotiation
6	Decision-making
5	Catch processing
28	Other

The factors influencing the decision whether or not to join a network included:

Degree of isolation from meetings

Relevance of the group's activities to the respondent's role.

Time and level of commitment required.

Level of political decision-making influences the group exerted.

Expertise of others involved in the group.

Expense/cost of being involved in the group

Some of the reasons given by those not interested in joining a women's industry network group were the same as above, for example isolation, the cost, the time required. Other reasons for not joining were:

No need as they already had informal or other networking opportunities.

Planning to retire or otherwise leave the fishing industry in the near future.

Not wanting to be involved with, or politically opposed to, a single gender networking group.

Women who indicated a desire to join a networking group or who were already a member, were asked to rank the three most important services these groups could offer from a list of ten options

Number One: Forum to meet other women from the industry.
Number Two: Promote industry related training
Number Three: Raising awareness of the fishing industry.

Most important services wanted from women's networking groups for those respondents interested in joining include the above three and the following.

Gain greater status.
Identify/remove barriers.
Representative to government.
National focus
Information on women & industry.
Women's advocate.
Counseling services

Respondents' main sources of current information:
Ranked 1as highest source 11 as the lowest source.

1. Fishers
2. Meetings/workshops
3. Specialised publications
4. Government fisheries staff
5. Friends/informal
6. Workplace supervisor
7. Print media
8. Voluntary organisations
9. Electronic mail
10. Formal education
11. Electronic media.

Types of changes wanted:
41.5% Better status/recognition
34%   More time
34%   Better pay
30.2% Committee position
20.8% More responsibility
17%   Work in a different area of the industry
17%   Promotion
9.4%   Exit the industry
16% Other

Barriers to Change:
50% indicated Time/commitments
41.5% Lack of money
31.1% Lack of training
26.4%Organisational rules
19.8% Lack of mentors
18.9% Gender discriminatory

17.9% Lack confidence
15.1% Lack encouragement
14.2% Lack support
7.5% Lack of role models
17.9% Other

Of those who indicated lack of training was a barrier to making changes to their major role, 46.9% indicated that assertiveness training would help to overcome this barrier. Training for business management/planning and leadership were also considered useful in overcoming barriers. At the lower end, only 16.3% considered training in boating or fishing skills to be helpful in overcoming barriers that prevented them from making changes.

Survey respondents indications on difficulties in accessing training:
Time: the lack of time, particularly where workloads were so heavy that they precluded taking extra time off for training.

Expense: incorporated both the direct costs of training courses as well as the foregone profits from taking time off work or the cost of replacement staff.

Isolation: geographical isolation from training opportunities was a major barrier.

Family: family commitments and childcare responsibilities, or the lack of the facility further reduced the opportunities.

Availability: the availability of courses appropriate to their main roles.
Support: their family or workplace did not support them in taking up training opportunities.

Areas of Training Requested:
46.9% Assertiveness
42.9% Business management
38.8% Leadership training
36.7% Computer/internet
34.7% Financial training
34.7% Management/supervisory
30.6% Communication
28.6% Marketing
28.6% Negotiation/Conflict resolution
24.5% Specialised
16.3% Boat/fishing
14.3% Other.

Types of financial assistance requested by women of the fishing industry:

56.5% indicated greater Research & Development fund opportunities.
41.3% Better pay
34.8% Scholarships
15.2% Subsidised childcare
 4.3% Loans
26.1% Other.

Perhaps the most interesting comments made by interviewees and questionnaire respondents in this study dealt with the structure and image of the fishing industry and their perceptions that these needed to change. The people who saw this need were aware of broader social changes and a move to a "post modern" society. An essential feature of society is diversity-multiple use, multiple stakeholders and multiple views on issues. The Karpin Report (1995) also identified diversity in management as a key

to the competitiveness of Australian industries in an era of global trade. Better representation of women and recognition of women's contributions is part of achieving diversity.

The forestry industry has faced similar issues about its image to those now faced by fisheries Changing forest service values and their implication for land management decisions affecting resource-dependent communities. Rural sociology58, 475-491.
(Kennedy,1991; Cramer et al; 1993).

Diversity means that these industries have to reflect community diversity better than they have done in the past, and become more integrated into the communities that both support and depend on them. Women are well placed to help the fishing industry achieve this and as one interviewee put it, to change its image from;

"A bunch of blokes in boats to a seafood community".

National Conference Results:
As the national conference was the first of it's kind in Australia, fishing women were keen to participate and network with other women from across Australia.
Presentation Results:
Three issues which were identified from the four rural women's networks. (refer to appendix4).

Networking and support to reduce isolation and gain an increased understanding of the "big picture".

Increase understanding and knowledge of the issues, structure, priorities and opportunities for involvement within the industry.

Personal and professional development of women within the industry to enhance their capacity to contribute effectively to the industry's future.

Summary of conference speaker: Dr. Diana Day
Women Leading Australia in the 21st Century.
(appendix 4)

Australian Leadership:
Be more female, that is, less adversarial, highly networked across the economic and social sectors, and, strategic.
More adoptive of qualitative risk assessments.
Value the adversarial protection and maintenance of our biosphere and its ecosystems upon which we all depend.
Value broader life and career balance.
Support continuous learning and diversity
Implement less adversarial Australian marine fish stock protection.
Evaluate downstream impacts of the genetically modified and IT revolution on communities, the environment and jobs.

Dr. Day's Ingredients of Leadership:
Concern and action about a collective social future
(such as the status of the global fishery or where small fishing villages are heading with quotas and unemployment)
An ability to initiate comprehensive change within industries, organisations or communities.
They are enthusiastic and have lots of energy.
They have courage.
Vision, hope creation, mighty imagination, caring, commitment and finding new approaches and directions.

Leaders have 'the big picture' and make sure their people are apart of it.
Have a clear concept of reality including listening to feelings and intuitions.
Lead and guide action and opinion.
Understand human nature, have large networks, have respect for people and, build consensus.

Fishing Industry Challenges in the 21ˢᵗ Century:
Sustainability of our major resource.
River and coastal ecosystem degradation.
We need more leadership from industry.
Maintaining future security of Australia's fishery and Exclusive Economic Zone (EEZ)
Environmental Change.
Disease control in Aquaculture.
Genetically modified- superfish or superfoolish?

Global Change:
Complexity and rapid change.
Focussing on what's important.
Globalisation
Domestic and global resource use conflicts will escalate
Cultural significance of our fishery to the Australian community.
Work and decision-making
Satellite communication

Opportunities for Growth of the Fishing Industry,
Women's Industry Network and Individuals:
Development of timed goals, strategies and targets going further than the fishing
industry National Strategy.
Continuous learning and Developing a clear strategic agenda with a main message.
training in the technical, policy, politics, extension, tourism,
competitive advantage, and communication processes, for example a WIN website
linked to FRDC.
For any industry, organisation or person, marketing and lobbying is critical for
Achievement of goals. Part of that was charismatic and influential leadership.
Networking and co-venturing
and lobbying with Australian Seafood Industry Council, industry groups,
R and D corporations, federal and state governments, fisheries, environment, water,
employment and industry ministers and agencies.

Fishing industry agendas must be taken outside as well as inside the industry.
Networking is vital to get to know people of influence and interest across sectors.
It is important to showcase the successes of WIN and women in the industry.

Leaders have career-life balance
In our work and life we must make good room for dreams, goals, plans,
peace of mind, belonging, self-respect, confidence, growing ideas, the spirit, freedom
of thought, achievement, hope, contribution, and enjoying global wilderness

As women leaders in partnership with your community:
Keep supportive partners and friends.
Never give up on finding your uniqueness and contribution.
(You are responsible for your career and lifestyle).
You already have the power to go where you want to go, to be the leader you want to be
and to achieve what others think you can't.

Strive to increase the protection and effective management of local, regional, and global marine

ecosystems and their fish.

Quote from Rachel Lindsey;
The tragedy is to die
with commitments undefined,
with convictions undeclared
and with service unfulfilled

Presentation: Email in Today's Fishing and Allied Industries
Georgina Eliason Advisor to Queensland Fisheries Management Authority

Communicating in a timely manner with the fishing industry is often difficult. Reliant
on radio and mobile phone, fishers who work in isolated areas are regularly out of range.
Atmospheric conditions influence communication.
Fishers work odd hours, often at night and sleeping in the day.
There is an issue with privacy, making conversations difficult.
Given this everyday problem of communication of boat to shore or vice versa the
use of the internet as a carrier can resolve this issue by satellite communication, via the email.
The uptake of satellite technology in the fishing industry is sweeping the globe.
The un limited potential for business trading via the internet is now possible at sea,via
Inmarsat-C.

Results of Using Satellite Technology:
Inmarsat-C email provides a link by all users.
It is global, unintrusive and confidential.
It provides reliable, real-time contact.
Messages can be sent to many all at the same time.
A record of communication is maintained.
It is easy to use.

Benefits of Satellite technology:
Satellite communication is assured communication.
It is not effected by weather or distance, it is not intrusive and is confidential
Fishers have access to market prices and market data on fish quotas and catch types,
Weather reports and proposed port calls.
The system can be integrated with land base systems.
Affordable system.
24 hour access to Telstra Customer Service Centre which has tailored solutions to
VMS users.

National Conference
Workshop themes Results:

Leadership:

Barriers to women's involvement in the industry decision making processes were identified as;
Lack of confidence
Lack of encouragement
Lack of support
Lack of role models
Lack of mentoring

Effective leadership and mentoring programs were considered as an effective means of addressing these issues.

Key Points:

Mentors and role models need to be identified and available to women in the industry.
Mentoring can be an informal process.
Gaining associate membership or observer status on Boards can provide opportunities for learning from skilled industry leaders.
Networking at industry forums also provides opportunities for learning from industry role models.
Skill development opportunities need to be available to ensure professional development for all industry stakeholders.
Each individual needs to take the initiative for their career path and accessing the necessary skills, support and resources to achieve their goal.

Embracing diversity:

The major issue is the tendency to stereotype women in more subservient roles with requests for women in meetings to take the notes or get the coffee, regardless of their position or status.

Key Points:

It was seen to be important for women to recognise their own self value.
Acknowledge the value of all industry stakeholders, applying the principles of equality.
Acknowledgement that women must maintain a professional approach to gain recognition.
Existing industry organisations are inclusive of diversity, hence there is a need to review
the structures and the processes.
Men are the perceived decision makers and hence are seen to have the power and women
are perceived to be the providers of support (both emotional and practical e.g. secretarial.)
Women create some of the barriers due to choice, culture, acceptance of the role given by others or expectations.

Training and Skill Development:

Several barriers were identified in relation to accessing training and these included;
Distance
Cost and Time involved
Access to childcare
Lack of funding
Relevant Training programs.
The impact of these barriers is stagnation for industry personnel.

Quality Assurance and Food Safety:

Food safety and quality are dependent on each other but having one does not mean you have
the other. It starts IN the water. You cannot have a quality product if the environment is poor
or polluted or if your gear is in poor condition.

It can be affected by:
Methods used in catching and handling.
Transportation.
The characteristics of the species.
The quality (or not) of the bait or feed.

Workplace Environment:
Issue:
Opportunities for empowering women in the work environment.

Cause:
Male dominance in higher value positions.
Women still have to do twice the work for recognition.

Impact on Women:
Women are the invisible workhorses;
Economically
Statistically
Decision- making.

Quote by the working group.
Women are consensual and not seen as leaders by men.

Benefits:
The direct beneficiaries are the stakeholders of the fishing industry.

Stakeholders have gained from information exchange and awareness
associated with improvement of information on women and their role in
the fishing industry.

Will assist service providers to meet the needs of their clients.

Will help to identify the demand for a greater role for women in decision-making.

Will determine the potential for developing a national network for women in fishing.

There are numerous indirect beneficiaries where women and fishing
businesses play a vital role in the economy of rural coastal Australia.

The Australian seafood consumer will also benefit longer term from an
improved fishing industry with a greater focus.

Benefits of:
Training WIN Regional Delegates.

The training workshop created a further opportunity for delegates to meet
and network face to face.
Exchanging of information, ideas and sharing problems.
Further confidence was gained by delegates in asking questions and relating to
situations which they had experienced.

Skills were gained or fine tuned as the facilitator included the delegates experiences
to help them find solutions to the problems.

By strengthening the support infrastructure of WIN in the regions, delegates in South Australia
now have gained greater confidence and skills to tackle and identify specific training needs required
to assist them in their role as delegates.
.
Benefits of BRS Research "Fishing For Women"(refer to appendix 3)
The benefits of this research do not lend themselves to being quantified in dollar terms.

In many respects this is a pioneering study.

However, in the longer term, capitalising on women's skills and abilities, as well as the
benefits of increasing industry diversity and changing the industry's image may have
substantial economic benefits. They may also be vital in increasing the industry's longer
term social and ecological sustainability.

Immediate beneficiaries of the research are industry women and particularly women
involved in women's networks. The research findings are a useful tool in identifying
reason why women join networks and the services they want from networks.

The BRS findings will support women's networks in ways that will satisfy current
members and encourage other women to join. These benefits will now extend Australia
wide following the conference outcomes, a national body of WIN.

The research has identified issues requiring action.

Many relate to training and skills development.
Better focused training and effective use of networking groups are likely to benefit a range of fisheries stakeholders including government fisheries agencies, industry associations and other non-government industry organisations.

Other benefits are:
Raising awareness of an unstudied aspect of the industry.
Developing a substantial mailing list of industry women and making contact with them.
Identifying the generally high levels of satisfaction expressed by industry women, particularly those in the owner operator category.
Helping to appreciate some of the common issues faced by women in fisheries and in agriculture.
Helping to develop a more integrated view of the industry as a whole, including the government sector.
Helping to place Australian women's roles in the industry in a broader international context.
Identifying a need for the industry to change its image and develop a more inclusive community base.

Benefits of a National Conference:
The major benefit of a national conference is that WIN will now grow into an organisation which has gained support and direction from all areas of the industry Australia wide.

Women within the fishing industry who have been working in isolation came together harmoniously to pool resources and use and develop their diverse skills, expertise and knowledge to work towards ownership of a national body.

The benefits of meeting other like-minded women was a real opportunity for networking..

Not all women were or wanted to be leaders or prepared to be speakers but were more than happy to actively participate within individual and group reflections.

Throughout the two days many experiences were shared, forging an urgent desire to work together for change.

Women truly explored and affirmed the passion out there for the fishing industry.

Women were provided with alternate ways of communicating with fishing vessels. around the globe. e.g. Vessel Monitoring Service as a standard link via email.

The workshop sessions provided enormous benefits of inclusion in actually making a difference.

Ideas were shared, a strong will and commitment to achieve a common outcome was achieved.

Further Development:

Regional Training Day:

Building on gender specific skills is an important factor for any organisation.
It was realised at the training day that **public speaking and media skills** were the
next training options for WIN SA members.

Research: "Fishing For Women"

Developing a more comprehensive list of women in the industry, paying particular attention
to the geographical spread, women in the post harvest sector, indigenous and women who
see themselves as being support roles.

Developing basic statistics and data bases about fishing industry women and their work.

Studying Aboriginal women's fishing practices, both commercial and subsistence.

Undertaking research on women's ownership of fishing licences, quotas, boats etc other
property or property rights in the fishing industry, and industry inheritance traditions.

Investigating the wider policy implications of this research, particularly by developing
action plans to address the issues identified.

Undertaking more specific studies of women working in specialised sectors of the
fishing industry, especially women working in home based family fishing businesses
e.g. examining allocation of time and resources through keeping daily diaries and
task details- this is essential if a dollar value is to be placed on woman's contributions
to the fishing industry.

Recommendation:
We suggest that WIN and FRDC take steps to publicise the outcomes of this study
collaboratively with the BRS, and consider funding further work in the areas mentioned
above.

National conference: Actions required:
Showcase the successes of WIN and women in the industry.

A book profile of many women in the fishing industry including fishers,
boat owners, business managers, sellers, investors, marketers, consultants,
conservationists, and community activists. The wider community has not heard about
many achieving women who can be role models to so many others.
No wonder most boards have so few women on them.

Acknowledgement of an achieving woman in the industry each year or part fund women
in tertiary study relating to the fishing industry.

Informing sea and land base communicators of the reliability of satellite communication
via Inmarsat-C using email via an existing VMS system.

It is envisaged that a project officer could greatly enhance the implementation of the
Women's Industry Network Seafood Community aims.

Outcomes form the conference workshops:
1.Leadership workshop: *Take the initiative.*
Establish a national data base to increase information dissemination and networking opportunities.
Establish an email discussion group to increase communication and networking opportunities.
Lobby industry bodies to direct information to women as well as men.

2.Embracing Diversity:
Vision: *The first step is to gain acknowledgement*
Identify the common ground and work from there.

Provide education to all stakeholders in relation to the issue of embracing diversity.

Establish networks to provide mentoring, access to information and skill development.

Accept that there is much work to be done--establish goals around a range of issues and form task groups to work on each one.

Document the stories of individuals and use them to promote the fishing industry and in particular the role of women.

Lobby for a change in the industry voting system to ensure women can participate equally.

Create a learning culture with a range of opportunities for skill development.

3.Training and Skill Development:
Women can be proactive in establishing and maintaining good communication links with all industry stakeholders- sharing the information in relation to training when it is available.

Access funding for needed training programs.

Lobby for equal access to training across sectors, genders, and geographics.

Membership of Fishing management committees will be sought to enhance knowledge, skill and contacts.

4.Quality Assurance and Food Safety:
There is a need to:
Identify the hazards through out the chain.
Identify the risks through out the chain.
Manage the hazards and risks.
The market place is the key to change. It can influence all steps in the chain.
Use sufficient quality and quantities of ice.
Invest in quality products and processes and see it as an investment in your future.
Educate all parts of the chain.
Recall procedures will impact the blame/risk on the last identifiable step in the chain.
Keep your documentation up to date and accurate.

5.Workplace Environment:
That women have a CHOICE as to their involvement.
Change the patriarchal model.

Education of **both genders required to facilitate change and acceptance.**

Direct Action To Achieve Ideal.
Funding for education.
Specific Role of Women:
Development of self esteem.
Mentoring.

Further Developments:

The National Organisation
Purpose:

Women's Industry Network seafood community is a network of women in the Fishing Industry. Network members influence decision-making to ensure a profitable, dynamic, secure, innovative and sustainable industry.
An industry which is proactive and responsive to the needs of the industry and community.

Terms of Reference:
1. Recognise and enhance the skills of women

2. Develop effective partnerships with government agencies and other industry stakeholders.

3. Take a professional approach to all activities and relationships with other stakeholders.

4. Create a supportive environment to ensure women reach their potential

5. Actively encourage the involvement of women.

6. Provide community education on all aspects of the industry.

Structure:
To build and consolidate on the existing structure of WIN in South Australia.
The current WIN constitution can be adapted for each state chapter of the organisation, as well as the national body.
Membership shall be inclusive of all people involved and associated with the fishing industry.

Communication:
As a newly established national body it is critical to build on the existing work and credibility of WIN;

Effective use of the media, public presentations; publication of newsletters.

Profiling of women in the industry; brochures and reports;

Creating a strong presence at public events and conferences; designing of a web-site and promotional clothing.

Utilising email/phone/fax to link members with up to date information.

Expanding the existing data-base.

Developing stronger partnerships with other women, and organisations, within primary production.

Care taker board to establish the national body with representatives Australia wide.

Funding:
Initial funding will be required to resource the steering committee in further developing WIN.
Support has been immediately forthcoming from Women in Rural Industries Section
Agriculture Fisheries and Forestry Australia
Additional funds will be sought for operation, research, and development of the organisation.

Panel Presentation:
The conference participants formulated a proposal to establish a national
Women's Industry Network
The proposal was presented to a panel of industry leaders consisting of
Women in Rural Industries section of AFFA (WIRIS)
Fisheries Research & Development Corporation (FRDC)
Australian Seafood Industry Council (ASIC)

The response from the panel on the proposal was supportive and encouraging.

AFFA offered to provide seed funding of $10,000 on the establishment of a national board.

FRDC made a commitment to fund one woman to attend the third International Women in
Agriculture conference Spain 2001.
Further applications for research into the role of women in the fishing industry was
encouraged.

Australian Seafood Industry Council (ASIC) will uptake negotiation for a board position
on the National Seafood Training Council, together with funding to resource this position.
The conference was also asked to support and conduct forums on the proposed Goods and
Services Tax and it's impact on the Fishing industry. (GST) and tax reform.

Conference Resolutions:

Establish a steering committee which is representative, both by sector and geography.

Apply for seed funding from Agriculture Fisheries and Forestry Australia to assist with
administering and further developing Women's Industry Network a Seafood Community.

Liaise with other national rural women's organisations to both learn from their experience
and inform them of the existence of Women's Industry Network Seafood Community

Conclusions:

Formal networks by and for women in commodities has been growing global momentum

This project was initiated by the Women's Industry Network (WIN) in South Australia, in association with Bureau of Rural Sciences and linking new partnerships with AFFA in the Women in Rural Industries Section.

The network has provided a valuable role model for all women involved and associated with the Australian fishing industry.
Significant encouragement, assistance and support from both government and industry has realised the South Australian model.

The network is an expression of the desire of women in the fishing industry for greater recognition, visibility and for a greater role in decision making.

Women's distinctive perceptions and holistic approach powerfully emerged through collective activity at the conference. The clarification of ideas and perceptions were framed in a form acceptable to a wider audience.

The ability of the participants to define and negotiate positions and agendas was a true focal point of the distinctive style of networking skills women shared.

The effective use of the group sessions provided an opportunity to give all women 'a voice'

The project has provided greater opportunities to further utilise their skills and strengths, to make contact with new faces and share experiences and most importantly to contribute to ensuring that women in fishing have a voice.

WIN in South Australia has identified further skills development goals and specific actions to guide the South Australian chapter towards greater recognition of women in decision making.

The national survey conducted by the Bureau of Rural Sciences has provided extensive pioneering data on women in fishing.
Together, the studies of international research on women in fishing, their roles in comparision with women in Agriculture using this multiple roles approach suggest that "fishing" or the "fishing industry" as a broad category of socio-economic activity may need much closer scrutiny from a social science perspective.

This data has provided information on the issues concerning women of the fishing industry.
The data was used as a tool to formulate the two day national conference in Adelaide.

The conference acknowledged the work achieved by women in other rural sectors and examined possible networking models for use by women in the fishing industry by the rural network presentations. The fishing industry issues identified by participants were;
Leadership.
Embracing diversity
Training
Quality Assurance and Food Safety.
Workplace Environment.

Based on these needs and issues the conference participants decided that the formation of a national WIN was a worthy pursuit.

A steering committee was established to formally progress the organisation.

Operation to be guided by the formulated vision statement.

"*Network members influence decision making to ensure a profitable, dynamic, secure, innovative and sustainable industry.*
An industry which is proactive and responsive to the needs of the industry and community".

ROLE:
The national steering committee has representation from each state.

A portfolio structure was adopted to address the priority issues.

Act on priority issues.

Formalise the national body:

Women's Industry Network Seafood Community.
In closing as the chair of WIN (SA) a personal thank you to all
for sharing your life experience**.**

Women's
Industry
Network Seafood Community

A WINNING voice.

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Appendices:
Appendix 1. Intellectual Property.

The Fisheries Research and Development corporation proportion of ownership of the
project intellectual property is 73.01%

Appendix 2.

Conducting Meetings Training booklet.
        June Gill & Lorraine Rosenberg

Information Booklet
on
Meeting
Roles & Procedures
For
Regional WIN

Proudly sponsored By

FISHERIES
RESEARCH &
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CORPORATION

WOMEN'S
INDUSTRY
NETWORK

Acknowledgement:

Many rural communities are sustained by the leadership qualities of rural women.
It is important that the many skills women have are recognised as valuable resource tools in leadership. More women are encouraged to participate in active roles in the decision making process of the fishing industry and in particular South Australia.
.
It was an agreed action from the previous FRDC funded project
"Capitalising on the Talents of Women in the South Australian Fishing Industry"
to facilitate a "Meeting Procedures" workshop.

This booklet is a resource guide to supporting those regional women.

Special thanks to;
WIN regional delegates for their time and commitment..
Ms Lib McClure Rural Affairs Unit PIRSA a valued resource person.
Ms. Lorraine Rosenberg for her skills and experience as facilitator and encouragement with this booklet.
Ms Debra Roberts Project Officer for her constructive views.

INDEX

Introduction:

This booklet is designed to support you as meeting participant or office bearer.

Each organisation usually develops its own style of doing business, with different expectations from their office bearers and meeting participants.

The success or failure of a committee does not rest on one person. When participation occurs there is an enormous release of energy and ideas.
This in turn builds on a member centred approach to meetings.

The information contained in this booklet is the beginning of a professional development program for Women's Industry Network members.

Lao tse, a Chinese philosopher stated;
>   Of a good leader
>   When his task is finished, his goal achieved
>   They will say,
>   We did this ourselves.

As the Women's Industry Network charts its course, planning its projects, shaping its own agenda, it retains ownership by its members of the tasks on which it has embarked.

The Chair's role:
The duty is to conduct a meeting so that the members attending can express their views and give effect to their decisions. This comes with practise.

The chair cannot propose, second or discuss any proposal or motion.

A competent chair will understand the nature of the task to be performed, and know the basic rules of chairing a meeting.

The Chair has no authority to omit or defer any item on the issued agenda.
The Chair is the leader who leads--but does not direct.
The Chair must serve members, but the members are not the masters.

The Chair controls procedure of the meeting and conduct by the participants.

A Chair needs to keep the meeting on track in addressing the goals of the meeting

Having knowledge of the agenda well in advance of the meeting and considering any problems which may arise is part of good meeting preparation.

Duties:
To notify in writing all members and speakers, the date, time and place of the next meeting

To establish a quorum is present.

To open and close the meeting.

To conduct the meeting in accordance with the rules of the network contained within the constitution.

 Disallow disorderly conduct.

To ensure all members actively participate.

To put motions to the vote.

To declare the vote.

To effectively carry out the purpose of the meeting within the prescribed time.

To ensure an accurate record of the meeting is kept.

To close the meeting

Attend to the Annual Report.

Breach of Peace:
The chair is the judge of whether the conduct of any member is in "breach of peace"
The Chair can forcibly remove a member from a meeting if required under "Breach of Peace"

Agenda:
The agenda is the planning tool of the meeting.

The Secretary compiles, produces and distributes copies of the agenda.
The chair checks and can add or delete any item.

Purpose of an Agenda:
An agenda is used to give a clear direction of the purpose of the meeting.
1. Adequate notice
2. The order of items.
3. The transaction of business

Routine items such as apologies, confirmation of minutes, correspondence,
passing accounts for payments and reports should be dealt with in the first half of the
meeting. General Business is usually the last item on the agenda.

Meeting Preparation:
Know the members rights and procedures of the network.
Reflect on any past resolutions which require follow-up.
Read the correspondence before the meeting.
Check the financial statements with the treasurer before the meeting.
Get to know the office-bearers or sub committees.

Confer with the Secretary:
Re- agenda.
Notification to members and copies of the agenda.
Apologies.
Itemise the correspondence.
Check any membership changes.
Acknowledge new members.

On arrival at the meeting:
Check lighting, ventilation and seating.
Ensure all reports are tabled.
Be there at least five minutes prior to the start of the meeting.
Acknowledge members as they arrive.
Ensure you have a quorum before calling the meeting to order.

Signing the Minutes:
The chair is responsible for signing the minutes when confirmed by the meeting, making
them a certified true record of the meeting.

Opening and closing of Meetings:
The Chair formally declares it open and formally closes the meeting.
Thus opening and closing determines the time during which official business is transacted
and during which an accurate record of proceedings is kept.

Meetings that continue after closure are discussions as "off the record"

Leadership: Is the art of changing a network from what it is to what it should be.
Leadership is an important duty. It is also a life long experience.

The leaders main function is to formulate policies, set standards and make decisions in such a way that members can and are willing to implement them.

You are responsible for nurturing and encouraging the group to work harmoniously together to achieve a common outcome..

You have the power to delegate authority to other members of your network.

Responsibilities of a Leader:
♦   Ensure a briefing and training at the end of your term of office to pass over all files and group property**.**

♦   Welcome new members and speakers.

♦   Define the issue:

♦   Introduce the Issue:

♦   Direct and involve members:

♦   Induct new members.

♦   Control isues

♦   Prevent impasse:

♦   Prevent discrimination on meeting attendees

♦   Keep your own comments to yourself.

The Secretary:

Cooperation between the Chair and the secretary is required.
The secretary is the conscience, guide, memory and alarm clock of the chair
 Contact each other at least once a week.

Secretary responsibilities:
1. Issue Notice of a Meeting
2. To arrange a venue with adequate parking and if possible child care facilities.
3. Prepares an agenda.
4. Records the minutes of the meeting.
5. Communicate with the Chair on agenda items, so they are informed.
6. Write letters as the meeting instructs.
7. Attends to the filing.
8. Orientates the incoming Secretary with all processes.
9. To help organise the Annual General Meeting.

A typical Meeting Agenda:
♦ Opening address by the chair.
♦ Apologies.
♦ Welcome to visitors
♦ Minutes of previous meeting(s).
♦ Business arising from the minutes.
♦ Correspondence.
♦ Reports:
♦ Financial statements.
♦ Notice of motion. (petitions)
♦ Any other business
♦ Date of next meeting
♦ Closure.

Minutes:
Minutes should record the decisions taken at a meeting, and be a record of what actual happened during the meeting.

Motions must be correctly recorded. Motions should show clearly who moved and seconded the motion and whether is was carried or lost.
Amendments must also be recorded.

Format of Minutes:
1. Name of the Network.
2. Opening.
3. Attendees.
4. Apologies.
5. Minutes of previous meeting.
6. Business arising from the minutes.
7. Correspondence. In/Out
8. Treasurer's Report
9. Reports
10. Agenda items for discussion.
11. General Business.
12. Closure.

Minutes should record:
♦ Time, date, venue.
♦ Chair, secretary and other executive committee.
♦ Names of those members present.
♦ Names of visitors.
♦ In the business of the meeting, the names of movers/seconders of motions, and the names of the debators including what they said.
♦ Accurate details of motions won or lost.
♦ Details of decisions taken without motions.
♦ Times opening and closing of the meeting.
♦ Time date and venue for next meeting.

Correspondence:
Most correspondence should be the responsibility of the secretary.
After reading it, decide if it requires immediate action. Contact the Chair and discuss the matter. Reply to the sender that the correspondence will be dealt with at the next meeting.

Writing official letters is the duty of the secretary and copies of the letter must be kept filed. Letters written from meetings must be dealt with as soon as possible after a meeting.

Category Filing:

1. Items received since the last meeting
2. Items already dealt with.
3. Items which have been dealt with at a meeting, which refer to something that has not yet occurred.
4. Items which you need to refer to.
5. Legal or other important documents should be filed in a locked cabinet.

Treasurer:

A network's financial manager .

Responsibilities:

To arrange a budget of all income and expenditure of the network.

To receive and issue receipts for all monies due to the network.

Arrange by cheque all payments approved by the group.

Provide a financial written report to every meeting.

A cash balance as at the previous meeting.
Income and Expenditure for that trading period.
Present cash balance.
Reconciliation of bank statement.
Present accounts for payment.

Accounts should be dealt with in the month they are due.

Invoice must be presented to the chair before any payments can be authorised.

All cheques must be crossed.

All cash money must be banked promptly.

Maintain a true and correct set of books either electronically or manually.

Organise and present a yearly audited balance sheet as part of the Annual Report.

Make recommendations to the network when, and if required.

Train the incoming treasurer with all procedures.

The Books You will need:

Receipt book.
Cash book or software accounting program.
Financial statement book.
Accounts paid book.
Cheque book.
Bank deposit book.
Order book
Member's record book.

Budget Planning:
A guide on what can be spent.   Budgets can be amended.

Estimated Expenditure: **$$$**
Rent
Phone/fax
Stationary
Printing
Computer consumables
Postage
Newsletter
General expenditure

Total:

Estimated Income: **$$$**
Donations
Fund raiser 1
Fund raiser 2
Cook book sales.
Grants
Sponsorship
Membership fees
Bank interest.

Total:

Productive Meetings
YOURS

Pre Meeting:
- ❑ Decide if a meeting is necessary.
  Could meeting objectives be formulated through another effective process.

- ❑ Establish the reason for the meeting
  - What are the desired outcomes
  - What decisions need to be made
  - What actions need to be taken
  - What time frame do we have.

- ❑ Prepare an Agenda
  - Start time Date Venue Close time
  - Purpose of meeting
  - Prioritise topics
  - Timeframe allowed

- ❑ Research information relevant to agenda items.

- ❑ Summarise into notes and highlight points.

- ❑ Circulate the agenda fourteen days before the meeting
  Include relevant documentation.

- ❑ Restrict attendance to people which may be effected by the issues.

- ❑ New information should be tabled prior to the meeting start and produced in a summary form.

At the Meeting:

- ❑ Welcome the participants
- ❑ State the purpose of the meeting
- ❑ Call for apologies and record attendance.
- ❑ Brief the meeting on each agenda item and open it for discussion.
- ❑ Ensure each person has his/her say on the agenda item.
- ❑ Control the discussion. Re-direct if discussion gets side tracked.
- ❑ With complex discussion and a vast number of views expressed, summarise to review your own interpretation and that of others.
- ❑ Keep to time schedule.
- ❑ After each discussion summarise decisions made and conclusions reached.
- ❑ At the end of a meeting conclude with a summary of events.
- ❑ If action is required specify who, when, where and the deadline.
- ❑ Set the next meeting date and the purpose of the meeting.

Post Meeting:
- ❑ Circulate minutes in draft to attendees and non attendees.
- ❑ Minutes must be an accurate record of events of the meeting.
- ❑ Decisions made should be highlighted with the names of the people responsible for action.
- ❑ Close time of meeting.
- ❑ State the date time and venue of the next meeting
- ❑ Monitor and review the progress of actions.

MEETINGS you attend:

Pre Meeting:
- ❑ Read the agenda and documentation.
- ❑ Ensure you understand the purpose of the meeting.
- ❑ If agenda items effect you ensure you can speak to the topic.
- ❑ Think through the issues and plan what you will say or table.
- ❑ Ensure you are armed with factual information.

At the meeting:
- ❑ Speak when you are called upon or when you are seeking clarification on an issue.
- ❑ If you believe you can contribute effectively to the discussion do so through the chair.
- ❑ Take notes on decisions and actions required and follow-up.
- ❑ Work towards a consensus on fragmented decisions

Post meeting:
- ❑ Carefully read the draft minutes.
- ❑ Take notice of actions required by YOU
- ❑ Develop an action plan.
- ❑ Specify WHAT action YOU need to take.
- ❑ Time frame for those actions.
- ❑ Monitor your own performance via the action plan.

MEETING Participant Role:

You have an important role inside and outside the meeting .
You make the decisions and create the actions for the network.

Responsibilities:
- If you cannot attend, apologise.
- Attend on time
- Know the purpose of the meeting
- Be prepared with information
- Bring your notes, pen and writing material
- Bring a positive attitude, and listen to others and look interested.
- Never leave early
- Communicate with other participants on agenda items.
- Communicate the agenda with the people you represent and their opinions.
- Actively participate at the meeting.
- Speak always through the chair.
- Keep on track with your point.
- Avoid having side conversations.
- Wait for the direction of the chair to speak.
- Bring no hidden agendas.
- Get to know other participants.
- Act on your commitments.
- Meet the deadlines for Your actions.

Question time:
1. Handle questions with respect.
2. Concede if you do not know the answer.
3. Do not humiliate the questioner.
4. Do not say 'I already told you this'
5. Never suggest lack of ability or intelligence.

Discussion depends on participation.

There a four basic question types to assist with participation:
General.
Opens the meeting   Provides a broad range of potential yes/no responses.

Specific.
Closes the meeting.   All details covered.

Overhead.
During the meeting. Directed to the network

Direct.
During the meeting. Direct to an individual

Generating discussions:

- Ask for members feelings and opinions.
- Paraphrase
- Encourage participation.
- Ask for a summary.
- Ask for clarification.
- Ask for examples
- Try for consensus.
- Start action.
- Gain greater information on an idea.
- Survey the members.
- Have a break
- Use a procedure.
- Reflect on members feelings.
- Support others.
- Question assumptions.
- Check objectives.
- Confront differences
- Plan ahead.
- Focus always on action.

References:

Hunt. Thomas M. (1960)
Practical chairmanship.
Rydge's Business Journal

McClure Lib (1998)
Shaping future Leaders
Meetings.
Rural Affairs Unit PIRSA

<div align="center">**Appendix 1:**</div>

Meeting Procedures:
originated from Henry Martyn Roberts
(Robert's Rules of Order). From the House of commons sittings

Quorum:
Unless stated, a meeting is not to proceed with business until a quorum is in attendance.
The number for a quorum can be found in the constitution of the organisation.

Voting:
Voting by voice is a quick and simple way to reach consensus.

The chair has a vote the same as members unless declared otherwise in the constitution.
If the vote is equal the chair may then have a casting vote if the constitution allows.
If there is no casting vote and the vote is equal the motion would be declared 'lost'.

Voting can be by 'show of hands' or poll and scrutineers may be appointed to assist with the count.

Motions:
A motion is an oral or written position or action, which a network would like to see adopted. It is the expression of an idea for acceptance or refusal by a meeting.
To quantify a motion it must contain the following points.

1. It must be lawful.
6. The motion is relevant and remains within the terms of reference of the meeting.
7. The motion must conform to the rules of the network.
8. The motion must be definite and easily understood.
9. The motion is affirmative.
.

Speaking to a Motion:
Members can speak once to a motion, however you are entitled to speak to a point of order or amendment.
The person who moves a motion, or an amendment, has the right of reply,
which must be exercised before a vote is taken on any amendment to the motion.

If there is no amendment, the debate is closed.

The mover cannot introduce a new topic, but must counter the opponents.
This being the case, there is no right of reply in a discussion in which there has been no opposition to the motion.

When the mover exercises the right of reply, the debate is closed, and the question must be put.

When an amendment is moved on a motion, the right of reply must be given to the mover immediately before putting the first amendment to the vote.

Amendments:
An amendment must vary the original motion.
An amendment can:

A) delete some of the words of the motion
B) insert additional words to the motion.
C) a combination of the above.

Neither the mover of the original motion or its seconder can move or second an amendment.

No person can move or second more than one amendment on the same motion.

Only one amendment can be put to the vote but limiting it to two in order of which they effect the motion.

When an amendment/s is before the meeting. A member may propose an amendment of their own. They must announce this through the chair of the meeting.

Points of Order:
Any member may at any time rise and address the chair on a point of order.
The point must occur immediately and be clear and precise and directed as a point of order.
A breach of order occurs with any irregularity in the meeting procedures.. e.g.
Abusive language, no quorum, motion is not relevant to the meeting.

The chair shall call the speaker to order, give an opportunity to explain and any member may speak briefly on the point of order.
The chair has the duty to deal with the points of order as they occur.

The chair's decision on a point of order is usually final.
But a motion of dissent to be moved is not uncommon. If this occurs the chair should reverse their decision and continue with the meeting, but only if the vote of members indicates this action.

The chair should have a substitute to conduct the meeting until a vote is taken with a no confidence motion in the chair.
If the motion is carried the chair shall vacate. If the motion is lost then the chair shall resume to conduct the meeting.
This clause relates only to a meeting who appoints it's own chair.

Formal Motions:
(motions of privelege)

♦   the previous question
♦   the closure
♦   proceed to the next business item
♦   adjourment for debate
♦   adjourment of the meeting
♦   question lie on the table

There is no debate the motion is put and seconded and voted on.

Withdrawal of Motions and Amendments:
During debate the mover may withdraw a motion or amendment to the motion.
The chair must call on the seconder to consent to withdrawal. If refused the withdrawal is not permitted.
But if the seconder, consents, the chair must ask grant of leave for the motion/amendment to be withdrawn.
A dissentient voice can stop the grant of leave being refused.
If the meeting grants leave for the motion to be withdrawn, the amendment (if any) becomes the motion.
If the amendment is withdrawn, the motion stands as proposed.

Formal Motions:

The closure:
(that the question be now put)

This motion can be moved during debate of either a motion or amendment. It cannot be moved or seconded by a member who has spoken to the question.
If the chair rules there has been insufficient discussion the meeting may force the issue to disagree with the ruling. If the closure motion is carried the mover can exercise a right of reply after which the question must be put. If the closure motion is defeated, discussion continues.
The chair must put the closure motion first and if carried then the actual question.
There is no debate on the closure motion.

Proceeding to the Next Business:
Its purpose is to dispose of the question for the duration of the meeting. If the motion is carried, the question can be left in abeyance and can be considered at the next meeting.
If the motion is lost it may be moved again after an interval.
It cannot be moved while a member is speaking to it.

Previous Question:
(that the question be not now put)
This is useful tool to avoid making a decision, which enables the meeting not to make a commitment either way.
Debate may occur on the original and new motion, and it may be carried over into another meeting. If defeated a vote is taken immediately on the previous question. This particular motion may not be moved in committee. It can not also be moved on an amendment, because, if carried, the question then before the chair is the original motion.

That the Debate be adjourned:
This can be debated on the question. If the motion is carried, the mover has the right to speak first then debate is resumed. If defeated, it can be moved again after an interval.

That the Meeting be Adjourned:
Debate and also amendments are allowed as to the date, time and venue of the next meeting. Usually the president and secretary arrange this.
If the motion is lost it can be moved again after interval.

That the Question Lie on the Table:
If carried, discussion is ceased and later in the meeting there can be a further
Motion" that the question be taken from the table". If carried the discussion is resumed.

That the matter be referred to the Committee:
A motion to a committee needs not debated. A sub committee could be appointed to address the question, for which purpose a motion may or may not include the names of the persons to comprise the sub-committee.
If names are included in the motion, there may be amendments to alter the personnel. If names are not included, nominations should be called for after the motion has been carried. Whether it is reference to a general committee, or a sub-committee, the meeting may give directions as to when the committee's report is to be available for consideration.

That the Speaker be no longer Heard:
Any member may move a motion at any time during a speech, if they have not already spoken to the question then before the chair. This motion must be seconded and then debated. If carried the offending speaker may not speak again. If defeated the speaker may continue with remarks.

That the Chair ruling be Disagreed with:
The chair is entitled to offer explanation of the ruling after debate.
The chair puts forward a motion and then abides by the majority decision.

Appendix 2:
Behaviours to avoid in a meeting:

- Tapping fingers or pencil on the table.
- Standing on one foot.
- Leaning on the back of the chair.
- Leaning against the wall.
- When seated, placing your head on your hand.
- Hands on face.
- Chewing a pencil.
- Tapping your teeth with a pencil
- Erasing the blackboard with you nails.
- Scratching your head.
- Wetting your lips.
- Playing with hair.
- Stroking your moustache.
- Fiddling with buttons.
- Frowning.
- Biting nails.
- Biting lips.
- Chewing.
- Cleaning fingernails.
- Adjusting your glasses.
- Tapping your foot on the floor.
- Snapping fingers.
- Doodling.
- Folding or tearing paper.
- Ignoring everyone.
- Keeping your hands in your pockets.
- Playing with your collar/tie.
- Looking at the time.

Appendix 3
Meeting Planner:

NATURE:	Objectives, purpose of meeting.

EXPECTATION:	Who should attend, who will contribute.

AGENDA	Fastest way to get results.

TIME	Day/night? When to start? When to end? Where to meet?

Appendix 4.
Memo: Post out 14 days before the meeting by the secretary.

NOTICE OF MEETING

DATE

TIME

VENUE

DRAFT AGENDA

1. President/Chair Welcome
2. Apologies
3. Additions to agenda
4. Confirmation of previous Minutes
5. Business arising from the Minutes.
   (for decision/information)
6. Correspondence
   (incoming)

   (outgoing)

7. Finance
Treasurer's report
Acoounts to be ratified.
 Accounts for payment.

8. Reports

9 Items.

10. General Business

11. Date of next meeting.
12. Agenda items due.
13. Meeting closed.

NOTES:
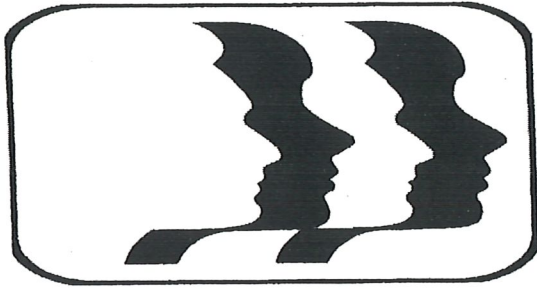
Women's Industry Network

This Is To Certify That

Has Actively Participated & Contributed To The Workshop
on 22nd March 1999
Held at PIRSA

'Meeting Roles&Procedures For Regional WIN.

Proudly Sponsored By

FISHERIES RESEARCH & DEVELOPMENT CORPORATION

FISHERIES RESEARCH & DEVELOPMENT CORPORATION (FRDC)

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SOUTH AUSTRALIAN RESEARCH DEVELOPMENT INSTITUTE (SARDI)

Lorraine Rosenberg Facilitator   June Gill WIN Chair

TABLE OF PROCEDURAL MOTIONS

Motion (1)	Has the Chairman discretion to refuse this motion? (See also column (9).) (2)	Is a seconder required? (3)	Is discussion in order? (4)	Are amendments in order? (5)	Is mover of procedural motion entitled to reply? (6)	Are persons who have previously participated in the debate entitled to move this motion? (7)	Can a speaker be interrupted by the mover of this motion? (8)	If lost, can motion be moved again after an interval? (9)	Position if an amendment is already before the Chair (10)	Position if a procedural motion is already before the Chair. (11)	Remarks (12)
1. "That the question be now put" (Closure.)	Yes	No	No	No	No	No	Yes	Yes	If carried, only the amendment is put.	If carried, only the procedural motion is put.	Chair can put question without motion from floor. Mover of original motion retains right of reply
2. "That the question be not now put". (Previous question.)	No	Yes	Yes Original motion can also be discussed simultaneously	No	No	No	No	—	Motion not in order. Motion can, however, be foreshadowed.	Motion not in order	If lost, original question must be put at once (subject to original mover's right of reply). If there are amendments, these are put to vote before this motion.
3 "That the meeting proceed to the next business".	Yes	No	No	No	No	No	No	Yes	If carried, the position is as if the amendment had been defeated.	If carried, the position is as if the procedural motion had been defeated.	-.
4 "That the matter be referred to a committee"	No	Yes	Yes	As to details of committee, terms of reference, time for reporting back, etc. only	Yes	No	No	Yes	If carried, the original motion and all amendments are referred to the committee.	If carried, the procedural motion is deemed disposed of	—
5. "That the debate be adjourned"	No	Yes	Yes	As to time, date and place only	Yes	No	No	Yes	If carried, debate on the original motion and amendment are adjourned.	If carried, debate on the original motion and procedural motion are adjourned.	On resumption of debate, mover of the adjournment gets first call
6. "That the meeting do now adjourn"	No	Yes	Yes	As to time, date and place only	Yes	Yes	No	Yes	If carried, debate on the original motion and amendment are adjourned	If carried, debate on the original motion and procedural motion are adjourned	Chair can put question without motion from floor
7 "That the question lie on the table"	Yes	No	No	No	No	No	No	No	If carried, the original motion and amendment are both laid on table	Motion not in order	-.
8 Time limit motions	Yes	No	No	Dealing with the time limit only	No	Yes	If the motion deals with speaker concerned, yes. Otherwise, no	No	..		
9 Other procedural motions	No	Yes	Yes Discussion should be brief	Yes	Yes	Yes, at discretion of the Chairman	If there is urgency, yes Otherwise, no	Yes	—	..	.

Appendix 3

National Survey: Fishing For Women Survey
Bureau of Rural Sciences H. Aslin T. Webb M. Fisher

Fishing for women:

Understanding women's roles in the fishing industry

Heather J. Aslin, Trevor Webb and Melanie Fisher

Fishing for women:

Understanding
women's roles in the
fishing industry

Heather J. Aslin, Trevor Webb and Melanie Fisher
Bureau of Rural Sciences

BRS

FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

Women's Industry Network

Preferred way to cite this report:
Aslin, H.J., Webb, T. and Fisher, M. (2000) *Fishing for women: understanding women's roles in the fishing industry.* Bureau of Rural Sciences, Canberra

Summary

This study forms part of a larger research project initiated by the Women's Industry Network (WIN), a South Australian-based non-government organisation for women in the fishing industry, and the Social Sciences Centre of the Bureau of Rural Sciences (BRS). The research deals with women in the commercial fishing industry (sometimes termed the 'seafood industry'), covering wild catch fisheries and aquaculture.

Specifically, the research is based on the view that women's roles in the Australian fishing industry are poorly reflected in industry statistics, and women's contributions to industry output and productivity are poorly recognised. There is far more information available on fisheries' production and stock assessments than there is on women's contributions. As a result, this project is designed to address what is an immediate need for information to help build a picture of the roles women play and help them develop those roles. This information will provide insight into what areas of the industry interest women, what issues concern them, and how they might further develop their roles.

Accordingly, the research objectives for the study are to:
- gather information about women involved in the fishing industry
- obtain women's views about their current and future roles
- identify barriers preventing women from becoming more involved in the industry and what might be done to overcome them.

In addition, a major aim of the study is to seek women's views about the value of women's networks and the services these networks need to provide. This is to help WIN to further its action plan and possibly provide a model for similar organisations to follow elsewhere in Australia.

These objectives have been achieved by:
- conducting a search of relevant literature
- conducting key informant interviews with 20 people with senior roles or extensive experience in a range of industry sectors (17 women, 3 men)
- sending a mail-back questionnaire to 401 industry women, resulting in a final sample size of 202 respondents
- analysing interview and questionnaire responses using social science methods.

The two largest work sectors to which questionnaire respondents belonged were the owner-operator category (41.3% of respondents) and government workers, both State and Commonwealth (32.2%). The main work sectors of interviewees were Commonwealth Government (7 interviewees), State Government (5), and non-government organisations (4). Smaller numbers of interviewees and questionnaire respondents came from a range of other work sectors. Interviewees were more 'elite' in terms of their formal educational qualifications than questionnaire respondents (for example, 50% of interviewees had post-graduate qualifications as compared with 24.1% of questionnaire respondents).

Major findings of the study are:
- industry tasks most commonly carried out by questionnaire respondents fell into the categories mail/correspondence, book-keeping, and attending meetings – more than 50% normally performed these tasks
- respondents with paid roles in the industry earned a median of 26-50% of their family's income in their industry role

- while most respondents were satisfied with their main industry role, more than half wanted to make some change, and identified obtaining better status or recognition for their industry role as the main change they wanted
- when respondents were asked to indicate the main barriers to them making their desired changes, they identified time commitments/lack of time, lack of money, and lack of training as being most important
- the majority of interviewees (15) believed that women do face barriers in the industry generally – the two major categories they described were practical barriers (time commitments, childcare responsibilities, conditions on boats), and overt discrimination/prejudice from men
- 19 of the 20 interviewees thought there was a role for women's networks in improving women's status in the industry, and they identified information exchange and making contact with other women as the major services needed
- 20.6% of respondents were already a member of a women's network, and a further 61.6% indicated they might join – the main services wanted overall from networks were providing a forum to meet other industry women, and promoting industry-related training for women.

Interviews and questionnaire findings have been related to relevant findings from national and international literature on women's involvement in fisheries. Similarities between women's roles and issues in agriculture and fisheries are identified. Many of the barriers identified in this study appear similar to those identified in the *Missed opportunities* report (RIRDC/DPIE, 1998), and by Alston (1995a, 1995b, 1998) in research on Australian women in agriculture. Correspondingly, similar actions may be needed to address them.

Specific recommendations for further development of the research are:
- developing a more comprehensive and representative list of women in the industry
- developing basic statistics and data bases about industry women and their work
- identifying in more detail the gender imbalances currently existing in fisheries-related organisations and fisheries decision-making bodies
- undertaking further searches for similar research, particularly on Aboriginal women's fishing practices, both commercial and subsistence
- undertaking more specific studies of women working in specialised sectors of the industry, especially women working in home-based family fishing businesses
- undertaking research on women's ownership of property and property rights in the industry (including gear, vessels, licences and quotas)
- investigating current health and safety standards for vessels operating in the wild catch sector and the extent to which these deter women from participating more fully
- investigating wider policy implications of the study's findings and developing action plans to address the issues identified.

The report also highlights issues relating to the nature of the fishing industry, especially the wild catch sector, and its popular image. There is a need for it to move away from traditional stereotypes of 'blokes in boats' to a more community and family-based image. Industry women have a major role in achieving this image change.

Contents

1 Background

1.1 The research proposal

This study originates from a proposal submitted in November 1998 to the Fisheries Research and Development Corporation (FRDC) by June Gill of the Women's Industry Network (WIN) and Melanie Fisher of the Social Sciences Centre of the Bureau of Rural Sciences (BRS). The proposal is entitled 'Empowering fishing women to capitalise on networks' and incorporates a proposed questionnaire survey of women in the Australian fishing industry, with a particular focus on the role of organised networks for women. The project is seen as falling principally in the FRDC program area of industry development and the key area of people development.

WIN is a non-government membership organisation composed of women involved in the commercial fishing industry, and based in South Australia. It began in 1996. The organisation has described itself as 'a network of women within the fishing and seafood industry committed to tackling important issues to ensure a positive future' (WIN, undated).

In part, this research proposal stems from international policy developments and Australia's recognition of its national obligations. A significant international development, for example, was the Beijing Declaration on Women and Development, which was adopted by the Fourth World Conference on Women on 15 September 1995. It expressed a commitment to:

> The empowerment and advancement of women … thereby guaranteeing them the possibility of realizing their full potential in society and shaping their lives in accordance with their own aspirations (Article 12)

and the conviction that:

> Women's empowerment and their full participation on the basis of equality in all spheres of society, including participation in the decision-making process and access to power, are fundamental for the achievement of equality, development and peace (Article 13).

> (Jayasuriya and Jayasuriya, 1999)

The Beijing Declaration also includes a 'Platform for Action', which is described as an agenda for women's empowerment. It calls upon all sectors of civil society, including women's groups and networks, to cooperate with governments to effectively implement the actions identified in the Platform. This research is very much in the spirit of this injunction, involving as it does a cooperative effort between a non-government women's network (WIN), a government research bureau (BRS), and a joint government-industry research and development corporation (FRDC).

In February 1998, WIN held an FRDC-sponsored workshop entitled 'Capitalising on the talents of women in the South Australian fishing industry'. The workshop developed a four-point action plan for WIN's future operations. Goal number three of this action plan is 'To improve information flow between all stakeholders within the fishing industry therefore increasing the competitiveness of the industry' (Gill and Fisher, 1998). The research reported here, a questionnaire and interview survey of women in the industry, forms Stage 1B of the overall FRDC-funded proposal and is also part of achieving goal number three of the action plan.

In addition, the overall proposal includes:

- conducting a conference focusing on issues facing women in the fishing industry generally
- conducting a professionally-facilitated workshop to identify processes for addressing the issues identified
- implementing processes and structures appropriate to address the issues identified
- actively encouraging and supporting women and networks to positively impact on these issues.

(Gill and Fisher, 1998)

Following the success of this proposal in obtaining FRDC funding in early 1999, WIN commissioned the Social Sciences Centre to undertake the questionnaire survey as part of the overall proposal. The original questionnaire component has been supplemented by key informant interviews to give additional information on which to draw conclusions and make recommendations. The outcomes of the research helped provide a basis and focus for a conference and workshop organised by WIN in Adelaide in December 1999. They are also intended to help identify issues and actions needed to address these issues, and to develop a contact list of industry women. Publishing the research is also part of informing industry members about women's roles, needs and issues of concern.

1.2 Research scope

The overall proposal and the survey reported here focus on women involved in the *commercial* fishing industry – subsistence fishers are not dealt with in any detail, although the literature review covers studies of women's roles in subsistence fisheries elsewhere around the world. Recreational fishing is not included.

Fishing is referred to by a range of terms in the sociological, ethnographic and anthropological literature – commercial fishing in western societies is often called 'industrial' fishing, while small-scale fishing in non-western societies is often called 'peasant' or 'artisanal' fishing.

In Australia, the term 'indigenous' fishing is often used to refer to the subsistence fishing practices of Aboriginal and Torres Straight Islander people. Indigenous people are of course involved in commercial fishing operations in Australia as well, particularly in northern Australia. This study does not deal with their involvement to any significant extent, partly because of its predominant focus on south-eastern Australia.

1.3 Structure and profile of the industry

The commercial fishing industry involves far more than those directly involved in 'wild capture' or 'wild catch' fishing activities, important as they are in giving the industry its popular image. It is hard to get away from the dramatic images of hardy men (and they are almost invariably men in popular depictions), on heaving boats, braving stormy seas and hauling in heavy nets laden with flapping fish. They are often seen as the 'grassroots' or 'real' fishing industry in analogy to farmers' roles in agriculture and loggers' roles in the timber industry. But they represent only part of the industry, and only part of the wild-catch sector, as will become more apparent later in this study.

One definition of the Australian fishing industry is that it:

> ... includes any activity carried on, in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing, or selling fish or fish products.
>
> The fishing industry comprises the recreational, commercial, and Aboriginal and Torres Strait Islander sectors. The **commercial sector** – which for practical reasons includes the pearling sector – is also referred to as the **seafood industry**.
>
> (FRDC, 1999)

In terms of this definition, this study covers only the commercial sector of the fishing industry or the seafood industry as a whole, but we have tended to use the term 'commercial fishing industry' or 'fishing industry' throughout the report.

Using the term 'seafood industry' highlights the fact that the industry deals not only with fish in the zoological sense, but also crabs, abalone, oysters, mussels, octopus, clams, lobsters and a range of other marine animals. Some sections of the commercial fishing industry also use freshwater species like yabbies, marron, silver perch, barramundi, and eels, either wild caught or farmed.

The industry includes a growing aquaculture sector (often called an industry in its own right), cultivating aquatic animals in captive situations in farms dams, in sea cages, ponds, pens, tanks or other controlled settings. The aquaculture sector was the focus of a major international conference in Sydney, Australia, on 26 April - 2 May 1999, and the range of presentations at that conference highlighted the high levels of interest in aquaculture in Australia and overseas as a possibly more sustainable source of seafood than wild capture fisheries have been. Aquaculture may involve many special purpose facilities including laboratories and hatcheries for breeding animals (such as prawns for example), and holding facilities for captive-bred animals at later stages of their life cycles before harvesting.

It is estimated that in 1995-96, the direct production part of the industry's wild catch sector employed approximately 21,000 Australians, and aquaculture directly employed 6,000 Australians (FRDC, 1999). These figures do not include people employed in associated activities like processing, retailing and seafood restaurants. Nor is it clear whether they include wives or partners of wild catch fishers or aquaculturalists who provide home-based support services, as people in these situations may not formally identify themselves as being employed in the industry. The total number of people employed in the industry and industry-related activities is therefore likely to be considerably larger than these figures indicate.

In a sense, the fishing industry is not a single industry at all but a loosely connected range of economic activities. They are united only by the fact that they are based on farming or harvesting aquatic animals either to provide food for people and their domesticated animals, or to provide other special products (for example pearls, ingredients for pharmaceutical products, live fish and other marine animals for the aquarium trade).

From this it can be seen that there are many different terms used in describing the overall structure of the industry. Some important terms and descriptions used are shown in Table 1.

Table 1 Some terms used to describe the fishing industry

Aspect of industry	Descriptive terms
Nature of stocks/ resource base	Wild capture or wild catch, aquaculture, fish farming
Species utilised	Freshwater or marine species, fish or other aquatic animals e.g. lobsters, oysters, clams, marron, prawns, crabs
Nature of fishery	Many descriptive terms – inshore or offshore; geographical extent; main species fished; shore-based or vessel-based; deep or shallow water; types of boats used; indigenous or non-indigenous; industrial, peasant or artisanal; commercial, subsistence or recreational
Fishing methods used	Line fishing, hook fishing, trawling, netting, seining, diving etc.
Stage in food production chain	Harvest, post-harvest, processing, retailing, marketing etc.

2 Background - International research on women in fisheries

2.1 Research fields and theories applied to women in fishing

This study contributes to a very large body of sociological research on gender and division of labour in western societies. This body of research can also be seen as including a range of anthropological and ethnographic studies on similar topics in non-western cultures – cross-cultural gender research.

Gender research deals with the differences in men's and women's roles in different cultural and social contexts. These differences are recognised as being due partly to gender role socialisation and partly to innate genetic differences between the sexes. 'Gender role socialisation' refers to the processes by which people learn, particularly in childhood, the appropriate ways for girls and boys, or men and women, to behave in their society. This research makes a fundamental distinction between differences due to people's biological sex, and gender role differences that are due largely to social learning processes. It is not easy in practice to separate these out though, as they are intertwined virtually from the moment people are born (and some might even suggest from before birth). Gender research emphasises that gender roles are 'social constructs' that may differ greatly between human societies, not roles that are an inevitable consequence of human biology. These roles change as societies change and develop, and vary both within and between cultures.

A fundamental gender-based division of labour is often assumed to exist between men and women in hunter-gatherer or subsistence societies. In these societies, women are traditionally thought of as the gatherers, often restricted in moving far from home by the need to care for children; and men are the hunters, ranging long distances and freed from domestic duties and childcare by their female partners or female kin. This simple division of labour seldom proves to be true when more detailed research is done on these societies, but it remains as a stereotype in many people's minds.

The character of particular natural resource management practices in western societies may be strongly influenced by the fact that they are mainly carried out by one gender or the other. If so, it may be useful to investigate gender-related aspects of these practices and consider whether more balanced gender representation may have social, economic or environmental benefits as claimed by the Beijing Declaration (Jayasuriya and Jayasuriya, 1999).

2.2 Women in fishing around the world

There is a growing literature on women's roles and contributions to natural resource or environmental management, and to rural social development. This literature lies within the general fields of rural sociology, anthropology, ethnography, political economy and human organisation. A brief search of relevant databases and library catalogues for material on women in fishing did not reveal any material specifically dealing with women's roles in Australian fisheries (however, we did not search for literature dealing with Aboriginal culture and there undoubtedly are anthropological studies on Aboriginal women's fishing activities). The search did reveal a substantial literature on women in fisheries, mainly wild capture sectors, elsewhere in the world.

A book by Sachs (1997) compiles some papers previously published in this field. It includes studies done in both western and non-western societies examining gender-related aspects of forestry, agriculture, mining and fishing occupations as well as more general environmental

issues. In her introduction, Sachs (1997) identifies five main themes for gender research in these occupations:

- gender divisions of labour
- access and control over resources
- knowledge and strategies for survival
- participation in social movements
- policy concerns.

The first theme, perhaps the one most relevant to this study, considers how work is organised by gender in communities dependent on natural resources. It highlights the fact that women's work in many of these communities is often eclipsed by men's work as loggers, fishermen, farmers and miners. Marked divisions of labour exist in both western and non-western communities where these activities are carried out (Ireson, 1999). Two studies in this theme focus on fishing.

In the first of these, two anthropologists, Dona Lee Davis and Jane Nadel-Klein, who first published a review of the literature on women in fishing in a book called *To work and to weep: women in fishing economies* (Davis and Nadel-Klein, 1988), provide an update of their review. The original review and the update cover studies of women's roles in both commercial and artisanal fisheries in a range of countries and settings. The authors comment that studies of fishing economies often relegate women to:

> a passing comment, paragraph, or discrete section on the household and/or family. Accounts focusing on women as major actors in fishing economies were relatively rare.

> (Davis and Nadel-Klein, 1992, p.135)

Davis and Nadel-Klein (1992) identify three main approaches to analysing gender issues. These approaches focus on:

- women's lives as separate or distinct from men's lives – women and men having different but complementary spheres of activity. This is a polarised view of gender roles. Women are consistently assigned to the domestic, land-based and private sphere, and have roles as mothers, as family members, and in marriages, while men are assigned to the public and sea-based sphere. Women who work in the sea-based sphere are regarded as exceptions requiring explanation (the 'land-sea division' approach)

- considering how power relations between men and women relate to concepts like colonialism, capitalism, race and class, with a focus on how goods are produced and labour reproduced – this is a 'macro-level' approach looking for broad theories based on the ideas of political economist Karl Marx (the 'production and reproduction' approach)

- unlike the first two approaches which see gender as polarised, returning to detailed, intensive or micro-level studies which allow multiple concepts of power, status and social position, and allow multiple views of men and women's roles in particular societies (the 'multiple roles' approach).

The land-sea division
Studies using the first approach as applied to wild capture fisheries find that because men are away at sea for extended periods, much of the daily life of the community is controlled by non-fishers, particularly women. Gender roles tend to diverge, with men being responsible for sea-based activities and women for land-based ones. Women whose male partners are at sea are not only responsible for child-rearing but they also make important decisions and may show strong individuality. Davis and Nadel-Klein suggest that:

> While their men are at sea, women must become 'reluctant matriarchs'; when their men
> are at home, women must turn into dutiful wives.

<div align="right">(Davis and Nadel-Klein, 1992, p.139)</div>

Studies using this approach and their major findings are summarised in Box 1. Many use a comparative perspective, but are generally carried out in western settings. They take as their basis the western concept of the nuclear family, and the norm as being a division of work where women take primary responsibility for the domestic, unpaid sphere of work and men for the paid, public sphere.

The study by Thiessen and his co-workers is particularly relevant (Thiessen et al., 1992). They undertook a regional comparison of fisheries-dependent households in North Norway and Nova Scotia, Canada, and also compared the views of wives and husbands within households, focusing on their reported and desired contributions to the fishing enterprise. Structured interviews were used to collect information. The 'enterprise' in this study was limited to family-based ones where the survival of the enterprise directly depended on the family itself. Households were selected from lists of owners of small fishing vessels (less than 20 metres long). Husbands and wives, interviewed separately, generally showed close agreement in their reports of the level and ways wives contributed to the fishing enterprise. In both locations, women's major reported roles were as shown in Box 1 (domestic, support and business/financial management services). The average number of tasks Norwegian women reported doing was five, while women in Nova Scotia reported an average of six tasks. In both regions, husbands wanted their wives to participate more in the fishing enterprise, but Nova Scotian wives felt that they were already sufficiently involved.

Thiessen and his colleagues conclude their study by commenting that the potential of these family enterprises might be realised best if:

> ... public policy were developed specifically to provide wives with the ability and
> resources, for example education and subsidizisation, to initiate and control
> entrepreneurial activity.

<div align="right">(Thiessen et al., 1992, p.350)</div>

Production and reproduction

In the 'production and reproduction' approach, the focus is on the sexual division of labour and how women's unpaid and often unrecognised work in the home influences both their own ability to enter the workforce, and their vital role in reproducing the industrial workforce by having children. A series of studies of North Atlantic fisheries carried out during the 1980s uses this approach (for example Porter, 1987; Moore, 1988).

Some of the points made in these studies are that in fisheries like the Newfoundland inshore fishery for example, the fishers are predominantly men, play the role of commodity producers, and sell their catches to fishplants where women make up much of the processing labour force and are industrial wage earners. A similar situation is likely to apply in Australian fisheries where part or all of the catch requires post-harvest processing before sale, for example fisheries where the catch is canned, salted, frozen and/or packaged.

Box 1 Major findings of studies taking the 'land–sea division' approach to women's roles

- wives of North Carolina fishers - these women are so unenthusiastic about their husband's occupation that they actively discourage their children from taking up fishing, with the result that men find it difficult to recruit the next generation (Dixon et al., 1984)

- 'fishwives' on the east coast of Scotland, where women are widely regarded as an essential part of fisheries because of the role they play in mediating conflicts resulting from decisions about forming crews and fishing competitively (Nadel-Klein, 1988)

- women involved in commercial wild capture fishing in Massachusetts, where the low percentage of women (1-2%) is attributed to the fact that women do not have the opportunity to learn about fishing as an occupation during childhood. Women who take up wild capture fishing do so almost by chance rather than through actively choosing it as a career (Kaplan, 1988)

- in northern Norway and Nova Scotia, surveys of small boat, household-based fishing enterprises show that women participate substantially in these enterprises, with their major self-reported roles being domestic services (cleaning boats, making meals, washing clothes), support services (getting parts for equipment, listening to marine radio), and business/financial management (book-keeping, recording catches, paying fishing bills) (Thiessen at al., 1992)

Another aspect of wild capture fisheries highlighted by studies using this approach is that fishers' (usually men) absences at sea influence their ability to develop power bases and political alliances in the larger society to which they belong. The result may be that they and their occupational group are politically marginalised. Comparisons could be made here between the political profiles of fishers and the fishing industry in Australia as compared with agriculture and forestry. Also, as men go to sea, they become particularly dependent on women's work onshore. This dependence extends to women's work directly in fisheries (whether processing or other production-related activities), and to their work in caring for children and the home (Thompson, 1985).

Multiple roles
The third approach, the multiple roles approach, covers many studies that avoid using simple masculine-feminine or land-sea gender role divisions, and avoid making broad generalisations about human social organisation. They include studies using anthropological and ethnographic methods, often based in non-western cultural settings. An example is the detailed study of women in a fishing village near Madras in India, the second of the fishing studies in Sachs' book (Norr and Norr, 1992). It finds that women do not fish but instead go to meet their husband's boats or the boats of other male relatives when they return from fishing trips, and assume primary responsibility for selling the catch. This is a traditional role for women in the village. In comparing the village's women with women in Indian agrarian or agricultural communities, the authors find that fishing women are less constrained in their daily activities and have more power. This is partly because they have access to an independent income from selling fish; men are away for long periods fishing; and there are high male death rates because ocean fishing is such a dangerous occupation, not only in India but elsewhere (Davis and Nadel-Klein, 1988).

Some of the complexity and variations in women's roles in Indian, South-East Asian and Pacific fisheries is conveyed in reviews by Joseph (1989) and Matthews (1995). A brief summary of some findings is given in Box 2.

Box 2 Summary of findings of studies on women's roles in fisheries in India, South East Asia and the Pacific. From Joseph (1989) and Matthews (1995)

- in the Philippines, more than 50% of handling, marketing and distributing fish catches is carried out by women, but women are not permitted on board fishing vessels

- taboos about women going on board fishing vessels do not exist generally in the South Pacific, however in some Melanesian societies women are forbidden to touch men's fishing equipment

- in Melanesian, Micronesian and Polynesian societies women traditionally glean seafood around shores, reefs and lagoons, and fish by hand or by using traps or nets inshore – deep sea fishing is a male preserve

- in Fiji and Papua New Guinea, subsistence fishing and post-harvest fish processing are carried out mainly by women

- in Thailand, women carry out both fish processing and freshwater fish farming, with about 90% of the labour force in fish and shrimp processing being women

- in Malaysia, women process products such as fish pastes, shrimp sauce, pickled fish and dried and salted fish

- in Sri Lanka, women use beach seines and boats in some villages, as well as being involved in a range of other fishing activities

- in Bangladesh, women are extensively involved in small scale fisheries including fishing in inland waters

- women's roles vary from State to State in India, but women make up most of the labour force in processing, distributing and marketing fish overall – prawns, clams and shrimp are major seafood products.

Joseph (1989) reports that there is little information about women's roles in aquaculture or fish-farming in India, and points out the scope for women to participate more in every aspect of aquaculture because it can be easily combined with raising livestock. Joseph also gives figures for numbers of women's cooperatives in different Indian States. These cooperatives provide loans to members to buy salt for fish curing and twine for net-making, as well as improving members' access to education, health care and family welfare services.

The edited book by Matthews (1995) contains articles about women's involvement in fisheries throughout the Pacific islands, and is intended to help improve recognition of women's contributions. The foreword of the book identifies these obstacles as confronting women in the Pacific:

- a lack of women's participation in fisheries development planning which results in exclusion of women from the development process

- low or no priority given to subsistence inshore fisheries, the domain of women
- limited or no access to land, technology, capital, and training
- lack of analytical gender-specific information on fisheries development activities.

(Tuara, 1995)

The last chapter of the book reports on the origins of the Women and Fisheries Network based in Suva, Fiji, and formally constituted in 1993. Its intent is to establish a broadly-based membership in the Pacific, comprising women, development activists, researchers and women involved in fisheries activities or projects. Its goals are to:

- achieve recognition of the importance of Pacific women's fisheries activities in subsistence communities and in domestic food markets
- acquire access for Pacific women to fisheries development resources and training
- seek representation for women in fisheries decision making
- promote sustainable forms of development in the Pacific
- engage in research and analysis on issues concerning fisheries and women.

(The Women and Fisheries Network, 1995)

A somewhat similar network, the Women's Fisheries Network, exists in the United States, with three chapters covering the Northwest, Northeast and Alaska (Women's Fisheries Network, 2000). It was founded in 1983 and describes itself as:

> A national nonprofit network of women and men dedicated to educating members and non-members alike about issues confronting the commercial fishing and seafood industry.
>
> (Women's Fisheries Network, 2000, p.1)

It offers members a forum to meet others with similar interests, identify and address women's specific needs, exchange information on important issues, and increase awareness of the contributions women have made to the industry.

Comparisons between studies of women's roles in fisheries in India, Japan, Taiwan, Brazil, the Caribbean, Portugal and Malaysia suggest that women's economic opportunities in fishing and in other natural resource-based activities are an important aspect of these societies and an important influence on women's status in them (Davis and Nadel-Klein, 1988). If women have direct access to fishing income, or can make money from other activities, they may have more independence and power than they would otherwise have (Thompson, 1985; Norr and Norr, 1992). Where societies or communities are based on primary production, women's direct involvement in production helps integrate them into a network of relationships extending beyond home and family (Norr and Norr, 1992; Huber and Spitze, 1988). Women's fishing networks and cooperatives are evidence of this integration for women in fisheries.

In an epilogue to their study of women in an Indian fishing village, Norr and Norr (1992) make general comments about the demands on women to perform many family and business roles in modern western societies. They suggest western women's recent (and perhaps modest) gains in wealth and status may be accompanied by losses in other spheres of life. For example, in western industrial and post-industrial societies, women's gains in education and employment outside the home may be accompanied by increasing overall workloads because there have not been corresponding changes in how household work and child care are divided up between male and female partners (McMahon, 1999). These changes in responsibilities for household work have not taken place because of western gender role

stereotypes that are almost universally held by both women and men, and perhaps because many men see it as being in their own interests to retain ascendancy in the public sphere.

Allison and her co-workers have written a book entitled *Winds of change: women in northwest commercial fishing* (Allison et al., 1989). This book reports the results of detailed oral history interviews with ten women involved in fishing in the Pacific Northwest of the United States. While it is based in a western context, this book deals with fishing at the micro-level and provides detailed descriptions of individual women's roles – therefore it seems to fit best with the multiple roles approach. The authors comment:

> The stereotypic image of commercial fishing consists of male rugged individualists boldly confronting the sea. This stereotype obscures the range of actual behaviors and individuals who contribute to and make their living within the Pacific Northwest commercial fishing industry. The stereotypic image of individualists and the sea usually does not include women, who are often invisible in characterizations of these hardy souls.

(Allison et al., 1989, p.xi)

In their analysis of women's roles, they identify the following broad categories: fishermen's wives; women in small family businesses and independent women; fish processing; fishing industry management; and political activism. They point out that these categories are non-exclusive and women may participate in the industry in several capacities sequentially or simultaneously.

Another issue closely related to multiple roles and to gender divisions in using different tools and techniques is the scale of the fishing operation. Eva Munk-Madsen (1998) discusses this in an article on fishing quotas in Norway. She points out that small-scale fishers of either gender who switch between different roles and jobs at different times of the year, may as a result be considered inefficient or unprofessional. Their status and rights in the fishing industry may be devalued as a result. For example, she reports that when a quota system was introduced for cod fishing in northern Norway, quotas were allocated to vessels on the basis of their previous catch sizes. Small-scale fishers owning small vessels and relying on a range of income sources, not only fishing, generally lost out. This description applied to most of the female vessel owners in the fishery.

Together, the studies using this multiple roles approach suggest that 'fishing' or the 'fishing industry' as a broad category of socio-economic activity may need much closer scrutiny from a social science perspective. It covers people engaged in a wide range of activities with perhaps not a great deal in common. More useful distinctions may relate to the different sectors of the industry; how industry activities are structured (whether family-based, factory-based, organisation-based etc.); and techniques or tools used. Gender differences often appear in relation to who uses what – both men and women use hooks and lines, while only men fish with poison in a study of the Bun people of Papua New Guinea, for example (McDowell, 1984). Men are almost universally associated with ocean and deep sea fishing, whatever the cultural context.

3 Background - Women in agriculture

3.1 Women in agriculture internationally

A number of fisheries' researchers point out the similarities in the situations and contributions of women to fishing and to agriculture, especially where family businesses are involved. Women on family farms commonly carry out many roles essential to the farm's economic and social survival, as do women in fishing families. These roles include accountant, direct producer, information source, and organiser:

> In short, farm wives in effect underwrite the farm operation to the extent that the very economic and social survival of the enterprise is highly dependent on their contribution.

> (Thiessen et al., 1992, p.343)

There is a very large body of international research on women's roles in agriculture, and even detailed investigations of the influence of gender on rural economic policy and structural adjustment (Sachs, 1983, 1996; Bakker, 1994). Women in farm households can also be categorised in a similar way to women in fishing ones - for example, they may be independent producers, agricultural (business) partners, agricultural helpers, and/or homemakers.

Carolyn Sachs (1996), in her book on women's roles in agriculture and the environment internationally, points out that:

> Essential first steps for research on rural women included documenting the extent of women's work, creating an adequate definition of work, and pointing out changes in farm and rural women's work. For example, studies of farming women in the United States revealed that women participate in farming activities to a greater extent than typically assumed; they do most household labor and subsistence production; and they often keep their family's farm financially afloat through their off-farm work.

> (Sachs, 1996, pp.11-12)

She continues:

> However, merely documenting women's work proves insufficient for providing strategies for women to alter gender relations and enhance their lives. Strategies put forward as a result of these studies included providing women with credit, increasing their access to land, and educating them in agriculture. For the most part governments moved slowly to adopt these strategies; some nations implemented policies, but in most nations women generally lack access to these resources.

> (Sachs, 1996, p.12)

3.2 Women in Australian agriculture

Australian farming women have been gaining a higher profile recently and have attracted interest from rural sociologists, particularly those working at regional university campuses. The research being undertaken has varied objectives, but generally it is directed towards gaining a better understanding of women's work and its value; increasing its 'visibility' in

society; identifying women's particular development needs or barriers; and often, to making relevant policy recommendations.

For example, Alston's (1995b) book *Women on the land,* examines women's work on farms and how it has been neglected as an important component of rural economies because of the almost exclusive focus on directly production-related activities. As Alston points out, established definitions of 'work' are biased against women from the outset because they give prominence to paid activities and not to the unpaid family support activities that make paid work possible (Alston, 1995b). She also makes the point that women's work in general is often structured around family and domestic duties that are still widely regarded as primarily women's responsibilities. Her study of 64 farm women in New South Wales found that they were almost exclusively responsible for domestic work. Consistent with this, the 'leading women in agriculture' whom she surveyed in a later study reported that they were primarily responsible for household tasks for their families, and spent up to 20% of their time on these tasks. Not surprisingly, the 'leading women' reported that family responsibilities restricted their career in significant ways (Alston, 1998).

Historically, women have contributed and continue to contribute their time, labour and expertise to agriculture and resource management. Rural women's organisations have played and continue to play a growing role in setting the rural policy agenda.

A recent trend has also been the emergence of State Government-sponsored rural women's networks and Commonwealth Government rural and regional women's units (New South Wales Agriculture Rural Women's Network, 1998). These provide an important link between Government policy makers and women in rural industries. They aim to improve the recognition and participation of women in decision-making in these industries and to ensure that women's issues become part of the mainstream for policy makers. The formation of these groups and networks is in response to Australian Governments' recognition of international developments in this area, including the Beijing Declaration on Women and Development (Jayasuriya and Jayasuriya, 1999).

Evidence of the higher profile being established by rural women, particularly agricultural women, includes a major forum on women in agriculture and resource management held in March 1997, sponsored by the Commonwealth Government's Standing Committee on Agriculture and Resource Management (SCARM, 1997). This followed an earlier National Rural Women's Forum held in Canberra in June 1995 (Alston, 1995a).

The 1997 forum was attended by 211 people from rural businesses and communities, industry bodies, research and development corporations, government, and farmers' and rural women's organisations. The forum marked the starting point for the development of a national plan entitled *A vision for change: national plan for women in agriculture and resource management* (SCARM, 1998). In a complementary process, local action plans have also been developed by government-sponsored State and Territory-based rural women's networks (SCARM, 1998). Acting on the recommendations in the national plan, AFFA has recently produced *Guidelines for reaching our clients: women* (AFFA, 1999).

In 1998, the results of a research project involving a questionnaire study of agricultural women around Australia and literature review were also published in the report *Missed opportunities: harnessing the potential of women in Australian agriculture* (RIRDC/DPIE, 1998). This report, as a parallel process, informed discussion in the National Plan.

Missed opportunities and *A vision for change*
In gathering information for the *Missed opportunities* report, the authors surveyed the views of people involved in agriculture and resource management from the following groups (numbers of people contacted are in brackets):

- national agricultural leaders (29 interviewed face-to-face)
- chief executives and chairs of agricultural organisations (28 completed a mail survey)
- women and men involved in a range of aspects of agriculture (199 interviewed by phone)
- people attending focus group forums held in central Queensland and north-eastern Victoria (46 attendees).

The survey does not appear to have included any people whose primary involvement is in fisheries, although it undoubtedly included people from resource management agencies covering fisheries as well as agriculture.

Some of the major overall findings of the report relevant to this study are in shown in Box 3.

Box 3 Some major findings of the *Missed opportunities* report (RIRDC/DPIE, 1998)

- a large majority of Australia's agricultural businesses are family-owned and operated

- 32% of Australia's farm workforce is female, and of that workforce, 70,000 women identify themselves as farmers or farm managers

- women's contribution amounts to at least 28% of the market value of Australian farm output (approximately $4 billion in 1995)

- women's main contributions to on-farm output are in the areas of livestock care, value adding, farm tourism and business management

- women contributed to the viability of farm enterprises by earning approximately $1.1 billion in 1995 through off-farm work

The study is based on the belief that agricultural enterprises in Australia need to change and diversify if they are to survive in an era of international competition, and that part of this is diversifying leadership and management. This is consistent with views expressed in the Karpin Report, which also concludes that for Australian industry to improve its performance internationally, it needs greater management diversity (Karpin, 1995). Improving women's representation and influence in industry is clearly one way of increasing diversity. As a result, *Missed opportunities* focuses strongly on identifying barriers to women playing leadership roles in agriculture, and finds that the greatest barriers are:

- organisational cultures
- 'family unfriendly' workplaces
- women's own perceptions that their skills and abilities are not adequate
- absence of role models and mentoring ('mentoring' is receiving ongoing advice and guidance from a wise and trusted senior person)
- organisations failing to recognise women's experience as being relevant to the job at hand (failing to apply 'merit' principles and valuing a narrow set of skills)
- lack of access to training.

Some survey participants express concern about the 'tall poppy' syndrome, in which women who begin to take on leadership roles are subject to personal attacks.

In the report, women in different agricultural sectors are found to place emphasis on a slightly different set of major barriers, as follows:

- women on farms:
  - time
  - other commitments, including outside work and family
  - age/physical ability

- women in agricultural research and development:
  - stereotyping of women
  - male attitudes
  - other commitments, including family

- women in agricultural organisations:
  - stereotyping
  - male attitudes
  - lack of self-confidence
  - other commitments, including family.

(RIRDC/DPIE, 1998, p.3)

The report goes on to identify some 'best practice' examples of organisations within and outside the agricultural sector that have implemented strategies to improve women's roles and representation, particularly at management levels. It then makes recommendations about appropriate strategies for agricultural grower and producer organisations, government agencies, research and development organisations, and agribusiness.

Drawing on the forum and the *Missed opportunities* findings, *A vision for change* discusses barriers to women's participation under three headings: cultural and attitudinal barriers; structural and organisational barriers; and practical barriers and multiple roles.

Cultural and attitudinal barriers

These barriers are seen as being 'entrenched, conservative community attitudes' towards women in agriculture and resource management (SCARM, 1998, p. 9). These gender-related barriers have been extensively discussed by Alston (1995a, b, 1998). They frequently include other women's attitudes as well as men's attitudes. Some 'commonly-held' attitudes and beliefs affecting women in resource management cited in *A vision for change* are shown in Box 4.

It should be pointed out that some of these perceived barriers are not necessarily backed up by large-scale quantitative research, and remain at the level of personal accounts (which is not to suggest that these are invalid, only that they may need supporting evidence from other sources).

Box 4 'Commonly-held' beliefs and observations about gender roles as cited in *A vision for change* (SCARM, 1998)

- it is 'the man on the land' (and correspondingly, 'the fisherman at sea')

- 'a woman's place is in the home' or in the individual family business where she can work at home

- women have primary responsibility for care of children, the disabled and the elderly

- the physical and technical aspects of farming are at the core of agriculture

- women in general lack competence or are not interested in technical matters

- any woman 'worth her salt' can overcome barriers without special help

- sons are the natural successors to the farm (and fishing) business

- daughters-in-law and mothers-in-law are potential enemies rather than allies, or there are other generational problems between women

- both men and women prefer men to take the leadership role

- women are not interested in farming (or fishing)

- women do not own the farm (or boat) or form part of the industry

- educational differences between partners are not accepted

- there is an over-emphasis on physical strength

- service providers and tradespeople do not accept women as the ones to do business with.

Structural and organisational barriers

These barriers refer to the belief that as a result of gender-biased social structures and organisational cultures, women are 'disconnected from power' and have less access than men to information and opportunities to gain relevant experience. This could be in areas like the political decision-making process, or obtaining first-hand knowledge of the market or industry. The focus of government, agribusiness and the rural community itself is often on male primary producers and providing services to them. Not only that, but government and non-government organisations providing services and making policies for rural communities may be almost exclusively male in their senior decision-making levels, as is government itself.

Evidence cited to support the claim that there is a focus on male primary producers rather than female ones, is a 'Who's who in agriculture' published by the *Australian Farm Journal* in February 1997. Of 100 people identified as 'movers and shakers', only three were women (SCARM, 1997, p. 11). Another example is actual gender ratios in senior management structures in government natural resource agencies. Kirby reports that in 1997, the Department of Primary Industries in South Australia had 47 male senior managers out of a total of 48 (SCARM, 1997, p.48).

Amanda Sinclair, an academic at the University of Melbourne, has discussed organisational cultures, gender and leadership issues in Australia in several papers and books (Sinclair, 1991, 1994, 1998). She identifies four 'waves' or stages in the evolution of organisational awareness of gender issues in senior management. They are:

- Denial – under-representation of women at senior levels is not seen as a business issue
- Women's problem – the issue is recognised but is seen to be a result of women's own voluntary decisions (e.g. to have children, not to be ambitious),
- Company solutions – the issue is recognised and the company or organisation devises special-purpose company solutions to deal with it e.g. through female appointments to boards, by setting up women's networks
- Leadership-driven change – there is a commitment to change driven from the top in recognition that the problem lies in the organisation's own culture.

(Sinclair, 1994)

Sinclair discusses evidence that indicates that the proportion of women in executive positions in Australia generally is lower than in comparable industrialised economies (Sinclair, 1998). Not only that, but there is evidence that this proportion may have declined between 1984 and 1992. An International Labour Organisation study judged that Australia has the lowest percentage of female managers among industrialised countries, and that this is changing only slowly (Still, 1993). The Australian public sector, particularly at the Commonwealth level, is performing better than the private sector in this regard. The low representation of women in senior positions in the private sector is in spite of evidence that Australian small businesses run by women have a higher survival rate than ones run by men (Roffey et al., 1996).

A paper by Rickson and Daniels (1999) on decision-making by farm women tends to confirm their relative lack of influence outside the home. The authors interviewed 75 'farm wives' on cereal properties in Queensland, as well as 15 key informants from the resource management sector. They find that the reported decision-making structure in the families studied shows a strongly gendered pattern. Women report that they have substantial responsibility for making decisions about purchasing household equipment; but that their male partners generally have primary responsibility for making decisions about purchasing farm equipment, soil conservation practices, and planting new crop varieties. However, the key informants argue that the centrality of women's management tasks, particularly 'keeping the books', gives them more say in decision-making than is often reported.

Structural and organisational barriers also refer to the perceived unwillingness of banks to lend money to women for business purposes, and the fact that women often do not have assets, land or equity to borrow against. But according to Roffey et al. (1996) there is no substantive evidence that women face discrimination in obtaining finance for small businesses generally in Australia today. Nonetheless, women persistently report difficulties with banks in obtaining business loans, and claim they are often treated in a condescending fashion by loan officers (Still and Guerin, 1991). It does seem to be the case that because women are unlikely to inherit farms, they need to start their own farm businesses or purchase existing ones. This reflects discrimination in inheritance traditions, particularly among some ethnic groups (Symes, 1990). The same is likely to apply in relation to women inheriting fishing boats or equipment from male family members, and this could contribute to women lacking equity for loans.

Women from rural and remote areas may have less access than men to resources to attend industry-related conferences, forums or meetings, and also may not receive tax breaks for this sort of spending unless they are formally part of a business or workplace organisation.

The role of networks arises in relation to overcoming structural and organisational barriers faced by women in business and industry generally. In discussing women's roles in small businesses, Roffey et al. (1996) report a number of overseas studies that link women's membership of networks to business success. Women often prefer to seek out other women as information sources, and their networks also tend to provide personal and social support, in contrast to those of men. Calvert and her co-workers (1994) find that the Australian business women most likely to belong to networks are Australian born; have businesses in the areas of community services, manufacturing and finance, or property and business services; are home-based with no employees; own a business less than 10 years old and with a turnover of less than $100,000; and have post-secondary education.

The Small Business Development Corporation of Western Australia (1994) reports that women are often critical of the political orientation of male-dominated networking organisations and prefer a more informal, less-politicised approach.

Practical barriers and multiple roles

These refer to the day-to-day issues that many women face in finding time and energy for their varied roles. Jill Kerby, a speaker at the 1997 National Forum in Women in Agriculture and Resource Management, says:

> We know that rural women – and farm women in particular – are extremely versatile and able to perform a multitude of tasks, sometimes simultaneously. When we consulted them in 1994, they described their role on the farm as partners, extra pair of hands, caterer, messenger, secretary, accountant/bookkeeper, labourer, manager, right through to off-farm income, taxi, tree planter, tractor/header driver and shed hand. They said that the main reasons preventing the learning of new skills are time, distance to travel and isolation, cost (of transport and the learning experience), age, and children or family responsibilities.
>
> (SCARM, 1997, p.49)

Because of their multiple roles, women may find it especially difficult to attend training courses of any length. This is exacerbated in the case of women in remote areas because of the additional time it may take to travel to educational institutions. Similar difficulties may arise for them in attending meetings. Questions of infrastructure and service availability in rural Australia arise here – the need for childcare, good roads and transport services, and access to telecommunications, including the internet and e-mail services (SCARM, 1997). For women from ethnic communities, language and literacy barriers may prevent them taking on roles outside the home or obtaining further training to enable them to participate in non-traditional ways in business or industry. This of course may also apply to their male partners although men may be more likely to have workplace situations where they can improve their English language skills.

4 Need

The research proposal that led to this study is based on a belief that women's roles and contributions to the Australian fishing industry are under-recognised, even 'invisible' in some cases, and that action is needed to address this lack of recognition. The study is therefore in the 'critical' tradition of social science research – research designed to address a perceived social inequity and identify actions needed to help correct it. However, this perception of social inequity is tested to some degree in the study itself by asking women in the industry if they share it.

As mentioned in the **Background** sections, this perceived inequity is strongly-expressed in the Beijing Declaration adopted by the Fourth World Conference on Women in 1995. In particular, Article 56 of this Declaration states that:

> Sustainable development and economic growth that is both sustained and sustainable are possible only through improving the economic, social, political, legal and cultural status of women. Equitable social development that recognizes empowering the poor, particularly women, to utilize environmental resources sustainably is a necessary foundation for sustainable development.

(Jayasuriya and Jayasuriya, 1999)

The Declaration calls upon appropriate governments, regional and international organisations, and non-government organisations, to integrate gender concerns into all policies and programs for sustainable development. Among actions to be taken to assess the effects of environmental and natural resource policies on women, it identifies a need to analyse the structural links between gender relations, environment and development, with special emphasis on particular sectors, including fisheries (Strategic objective K.3).

Specifically, the research reported here is based on the view that women's roles in the Australian fishing industry are poorly reflected in industry statistics, and women's contributions to industry output and productivity are poorly recognised. There is far more information available on fisheries' production and stock assessments than there is on women's contributions. As a result, this project is designed to address what is seen as an immediate need for information to be gathered to help build a picture of the roles women play and help them develop those roles. This information will provide insight into what areas of the industry are of interest to women, what issues are of concern to them, and how they might develop an even more productive role in strengthening the industry.

In particular, there seems to be a need to widen established networks for women in the industry to provide better avenues for information exchange and support for women in the industry Australia-wide.

The research reported here is part of achieving the overall project objectives of developing productive and supportive networks for women, and contributing to positive 'people development' to enable women to develop skills to enhance their roles in their current work environments and in the fishing industry as a whole.

In relation to the findings of the literature review, as discussed in the preceding **Background** sections, this project addresses an obvious gap in research on women's roles the fishing industry – an area that appears to have been almost totally neglected by Australian researchers working in the natural resource management field. The research reported here

begins to address the need to provide better information about women's work and its value, as stressed by Sachs (1996). Obtaining basic information about women's roles and contributions to the fishing industry is a first step in raising awareness of gender issues in the industry. This research also addresses an apparent disparity in the amount of information available about Australian women in agriculture as compared with those in fishing.

The research also fills a need to be able to compare this aspect of Australian natural resource management with its overseas counterparts, and perhaps enable lessons to be learnt from international experience in confronting similar issues. Research like this, related to the broader context of international gender studies, helps Australian women, fishing industry members and Australian policy-makers gain an international perspective on these issues.

5 Objectives

As stated in the original research proposal, the objectives of the overall project of which this research is a part, are:

1. To add to and strengthen the existing role of WIN in promoting awareness of the roles of women in the fishing industry

2. To increase the opportunities for women to participate in the decision-making process of their industry

3. To facilitate the collection and dissemination of information to women within the fishing industry

4. To build on existing women's networks with a view to developing a national focus for women in the fishing industry.

This research is designed to help achieve these objectives by:

- gathering information about women involved in the fishing industry
- obtaining women's views about their current and future roles
- identifying barriers preventing women from becoming more involved in the industry and what might be done to overcome them.

The research is designed to help WIN, its sister organisations, and service providers in the industry, ensure women's needs are met.

6 Methods

The research reported here consists of three main components:

- literature review and analysis (findings discussed in the **Background** sections)
- key informant interviews
- mail-out questionnaire.

6.1 Literature review and analysis

This aspect of the research involved searching relevant data bases (ABOA, Agricola, BiblioLine), and library catalogues (The Australian National University, National Library of Australia, and Agriculture, Fisheries and Forestry – Australia), for material dealing with women in fishing and agriculture. Various search combinations using the terms 'women+fish*' and 'women+agricultur*' or 'women+farm*' were tried (the '*' is referred to as the 'wild card' and allows words with a number of different endings to be included in the search e.g. agriculture and agricultural, fishing and fisheries). In addition, the *Missed opportunities* report was used as a source of references, particularly for those dealing with women in Australian agriculture. We also used our pre-existing literature and knowledge in gender studies and women in management.

6.2 Key informant interviews

Value of interviews

Although it was not part of the original research proposal, we elected to conduct key informant interviews to provide in-depth data, first-hand reports, and insight into women's roles, issues and attitudes. The 'key informant' idea is very widely used in the social sciences, and key informant interviews are often used in sociological, anthropological, ethnographic and oral history research (Brenner et al., 1985).

Interviews have the primary role of strengthening and deepening understanding of the research subject matter. They also provide multiple perspectives on research issues, help build theory, and provide a basis for dealing with complex or little-known subjects (Brenner, Brown and Canter, 1985). The subject matter of this research fitted the category of being both complex and little-known, at least in Australia. Using key informant interviews is consistent with the common sense view that if you need to find out about something, the best thing to do is to go and ask the 'right' people. Who the 'right' people are of course always requires the researcher to make subjective judgements. The very notion of a key informant is inconsistent with statistically representative sampling or random selection of respondents – it comes from an interpretive rather than a positivist research paradigm. Key informants are chosen precisely because they have some special relationship to the research topic and are expected to have a special knowledge of it that can help the researcher.

Unstructured and semi-structured interviews are often seen as having special value in allowing the researcher and interviewee to explore the meanings of questions and answers – they allow on the spot feedback, sharing and negotiation of meanings. ('Un-structured' and 'semi-structured' refer to interviews where the questions asked and the question order is flexible to a greater or lesser extent, and the interviewer allows a natural flow to develop

rather than necessarily following a prescribed sequence. This is contrasted with survey interviewing where there is a fixed interview schedule with fixed question wordings and order, and where there may also be pre-determined categories for all question answers.) In unstructured and semi-structured interviews, the idea is to make the interview conversational in tone as much as possible.

When transcribed, interviews provide fresh and authentic statements of interviewees' views of their world and their experiences in that world. They provide quotations in interviewees' own words to enliven researchers' ways of writing or speaking about the issues in question.

The other value of interviews in this context is that they provide an alternative line of evidence or source of data to help minimise biases or misinterpretations that might arise from using only one method. This is the idea of 'triangulation' in social research (Brewer and Hunter, 1989).

Preferably, key informant interviews should be conducted early in research like this, as interview findings can be used to construct more formal survey instruments like questionnaires, and help identify important concepts or issues. Unfortunately, the short timetable for this project made it necessary for the interview and questionnaire phases to be run concurrently.

Choice of key informants

Twenty key informants were interviewed. This was considered to be the maximum that could be attempted within the project's budget and time frame, in the knowledge that analysing the qualitative data produced by semi-structured interviews is very time-consuming. Interviewees were chosen on the basis of the authors' own knowledge of senior people with relevant experience and/or interests in women's roles in agriculture and fishing, plus suggestions of people to interview from the research client, WIN. The general criteria for selecting interviewees were that they fell into one or more of these categories:

- women occupying middle to senior level positions in industry-related organisations or with official roles on industry boards, committees or non-government industry organisations
- women with experience in private sector fishing businesses
- women with experience in the area of women's roles and contributions to rural industries generally
- men with special knowledge or interests in industry gender issues.

In some cases, details of possible interviewees were obtained from their organisation's web-site. Within the constraints of the small number of interviewees, an attempt was made to contact people from a range of organisations including both State and Commonwealth Government agencies with responsibilities for fisheries and primary industries, non-government and industry organisations, and small businesses. People with experience in aquaculture and fish farming were included as well as those with experience mainly in the wild catch sector. Throughout the research a broad view of the commercial fishing industry was maintained.

Conduct and content of interviews

Interviews were semi-structured and based on the interview guide included as Appendix 3. Heather Aslin conducted all interviews, which took place between 21 September and 20 October 1999. Interviews were done either by phone (as many interviewees were based outside Canberra), or in person. Telephone interviews were recorded with permission from interviewees, and play-back tapes were provided through the *Telstra ConferLink®* service.

Face-to-face interviews were recorded with interviewees' permission using a micro-cassette tape-recorder and directional microphone.

An initial telephone contact was made with each interviewee, the purpose of the research explained, and a time to conduct the interview arranged. A number of interviewees asked to be sent the questions before the interview so they could think about them beforehand. The questions were either posted, e-mailed or fax-ed to them on request. At the beginning of each interview, the interviewer read the introductory section of the interview guide to the interviewee and asked if he or she had any further questions about the research. Permission was sought to record the interview on the basis that interviewees would not be identified in the report and transcripts would be used only for research purposes. The interviewer completed an interview guide for each interview, recording details of the interviewee, time, location and length of the interview, and notes of question answers to supplement the recordings. Questions were generally asked in the order given in the interview guide unless the interviewer felt that the interviewee had already covered that question. While 'yes' and 'no' categories were included in the guide for some questions, in practice it was difficult to use these categories in a rigorous way as interviewees frequently qualified their answers.

Questions in the interview guide cover the following:

- personal background in the industry (Question 1)
- perceptions of barriers for women in the industry (Question 2)
- women's representation in the industry and industry decision-making bodies (Question 3)
- need for action in relation to women's status, and kind of action needed (Question 4, Questions 4a-e)
- role of women's networks and kinds of services needed from them (Question 5)
- perceptions of changes to women's roles in the industry (Question 6)
- views about women's future roles (Question 7)
- perceptions of own organisation's culture (where appropriate) (Question 8)
- demographic questions (Questions 9-14).

For further details please refer to Appendix 3.

Not all initial phone contacts resulted in interviews being completed. One potential interviewee could not be 'pinned down' to a suitable time or place, and another (from a conservation organisation which campaigns on industry issues) declined to be interviewed because she did not feel comfortable with being considered as part of the industry.

Transcription and analysis
Interviews were transcribed by a commercial transcription service, returned in electronic (floppy disk) and hard copy form, and edited by the interviewer. The introductory section read by the interviewer, and the section covering the demographic questions, were not transcribed. Editing transcripts consisted of listening to all tapes and correcting errors or misinterpretations in the written transcript for later correction on screen. Tapes were generally good quality and accurate transcriptions could be made within the constraints of transcription formatting assumptions and conventions (Poland, 1995). However, the tapes made using the micro-cassette recorder were inferior to the *Telstra* tapes and there were some difficulties in providing a verbatim transcription of small sections of several interviews. This was only a minor problem, however. In addition, approximately nine minutes at the beginning of one interview were not recorded due to a *Telstra* error.

Electronic files of interview transcripts were entered into a project file set up within the qualitative analysis software package *NVivo®* 1.0 for Microsoft Windows (Qualitative

Solutions and Research Pty Ltd). The transcription service was also provided with the preferred formatting instructions for transcripts to be used with *NVivo*. This software was used to help analyse the content of the transcripts, and to locate specific references or quotations.

6.3 Mail-out questionnaire

Questionnaire development

A mail-out questionnaire was designed to gather information about women's current roles and the level of satisfaction with those roles, the types of changes women would like to make, and the barriers they saw that prevented them from making these changes. A modified Total Design Method (TDM) (Dillman, 1978) was adopted in designing and administering the questionnaire. One of the major drawbacks of the mail-back questionnaire as a method is the often high rates of non-response, particularly from general public samples. The TDM encourages high response rates through rewarding the respondent, reducing any costs incurred by the respondent and by establishing trust with the respondent (Dillman, 1978). Rewarding the respondent does not necessarily mean material rewards, though it may include them. It also refers to intangibles such as expressing positive regard for the respondents and showing appreciation for their involvement. While reducing the costs requires not only that no financial burden should be imposed upon the respondent by including reply-paid envelopes for the return of completed questionnaires, but also that any time or emotional cost to the respondent should be reduced. Accordingly the questionnaire should not appear complex and formidable, but should be clear and concise and of interest to the respondent. Finally, as with any social interaction, a level of trust will enhance that interaction. The respondent must feel satisfied that the researcher will do as they say they will do; and that the results will be used for the purposes described.

WIN prepared an initial working draft of the questionnaire and supplied it to us. This was subsequently modified though an iterative process. We initially modified the draft by drawing upon studies exploring the role of women in agriculture, in particular the *Missed opportunities* study (RIRDC/DPIE, 1998). The modified draft was then pilot-tested on two occasions with women who attended WIN committee meetings in Adelaide, and modified on the basis of feedback received from them about the form and content of the draft questionnaire. In this way the questionnaire was made easier to understand, more relevant and less open to mis-interpretation by incorporating language and terms appropriate to women in the industry. Comments from the Women in Rural Industries Section (WIRIS) of AFFA were also taken into account.

The final questionnaire is organised into five sections, and is included in full as Appendix 6. An introductory section gives the respondent information about the purpose of the questionnaire and how the information collected will be used. Following this, Section A seeks information about the respondent's current role in the fishing industry. This includes questions about women's:

- length of time in the fishing industry
- intention to stay within the industry
- types of work they normally do
- what sector of the industry they are employed in
- level of satisfaction with their role
- most valuable skills or knowledge
- degree of influence over decision-making
- sources of information about developments in the industry.

Section B focuses upon changes and barriers to changes for women in the industry. An initial question asks if the respondent would like to make any changes to their current role in the industry. A 'yes' answer leads the respondent to a series of questions about the barriers that prevent them from making the desired change. Information is then sought about the types of:

- barriers that exist
- financial assistance that may assist in making desired changes
- training that may assist in making desired changes.

Section B also seeks information about the respondent's membership of women's industry networking groups and their reason for joining or not. Respondents are also requested to rank a list of services these groups could provide.

Section C of the questionnaire includes a series of Likert-type statements seeking the respondent's opinion about women's roles in the industry generally.

A series of demographic questions is included in Section D. This also includes several questions about the responsibilities the respondent has for child and family care. The questionnaire finishes with a section allowing for open comment.

Mailing list
A contact list of women in the industry provided by WIN formed the basis from which the questionnaire mailing list was developed. The initial contact list had a strong geographical bias towards South Australia and was focused mainly on women involved in the primary production side of the industry. Additional women were added to the mailing list to increase its geographic and industry sector diversity. We located addresses for additional women by searching staff lists, publications and internet sites of relevant organisations, including State and Commonwealth fisheries and primary industry departments; university faculties and departments; and the CSIRO. Attendee lists and speakers' lists for several recent relevant conferences, including the *Aquaculture99* conference, were searched for addresses of appropriate women. Names, addresses and contact telephone numbers of fishing women were also sought from within relevant sections of AFFA, particularly WIRIS. Some telephone contacts provided additional names – a form of 'snowball' sampling. The Australian Bureau of Agricultural and Resource Economics was asked for relevant names and addresses from their client survey lists. In addition, a number of women were added to the mailing list after they had heard of the research and made contact with us. An item about the research seeking expressions of interest in participating was published in a WIRIS newsletter and in a newsletter sent to industry women in New South Wales.

The final mailing list comprised 401 women from all States and all sectors of the industry. However, we do not claim that the list is either representative or comprehensive. We discovered as part of this aspect of the research that there appeared to be no pre-existing substantial mailing lists of women in the industry Australia-wide. Therefore the mailing list we developed with WIN's help is a useful outcome in itself.

Questionnaire mailings
The questionnaire was posted with a covering letter on BRS letterhead (Appendix 5), explaining the purpose of the questionnaire, and a reply-paid envelope for returning the completed questionnaire. Questionnaires were not individually identified and respondent anonymity and confidentiality were maintained. A postcard was included in the mail-out package to enable respondents to register their interest in receiving a summary of the study's findings, together with their return address, separately from returning their questionnaire.

A number of women who received the questionnaire rang or e-mailed us seeking further information about the research and in some cases to ask if they were appropriate people to complete the questionnaire. Others contacted us with address corrections either for themselves or for the intended recipient.

Two weeks after the initial questionnaire mail-out, a reminder card (Appendix 7) was posted to all recipients except those who had returned the summary findings request card and those who had advised us they were not appropriate people to complete the questionnaire.

After an additional two-and-a-half weeks, a second reminder, this time a letter, was sent to all the original questionnaire recipients except those in the two categories previously mentioned. This final reminder is included as Appendix 8.

All questionnaires returned within seven weeks of the initial mail-out were included in the analysis.

Analysis

The questionnaire responses were numerically coded where appropriate before analysis. Some open-ended questions were theme-coded using an inductive approach (content analysis). Comments included in the final section were transcribed and analysed, and where appropriate, some have been quoted in the results from the key informant interviews. Responses from the multiple choice questions (Questions B1, B3 and C1) are presented in graphical or tabular form in the **Results** section. These data have been used in a descriptive manner rather than to make statistical inferences.

The set of eleven belief statements forming question C1 was reduced to a series of three composite scales. Each scale comprised a sub-set of the eleven statements that represents an underlying belief dimension that was identified through factor analysis (Appendix 9, Table 18). Scores on the scales are the mean summed scores on the variables comprising the scale. Reliability of each scale was tested using Cronbach's alpha. Each of the four groups derived from the responses to question A5 was used as a categorical variable in subsequent analysis of variance.

7 Results

7.1 Interview results

A set of tables showing the socio-demographic characteristics of interviewees is provided in Appendix 4 as well as being discussed in this section. In reporting results and quoting from interview transcripts, we have tried to omit any specific details that might identify interviewees. Where material has been omitted it has been replaced by an ellipsis […] in closed brackets to distinguish these omissions from pauses in the conversation.

Fifteen interviews were conducted by phone and five were done face-to-face. Interviews took between 30 and 55 minutes to complete.

Interviewee characteristics

Twenty key informants were interviewed, 17 women and 3 men. The majority (14) were aged between 41 and 60. None was under 21 and only one fell into the 61 years or older category. This is a result of the selection of these interviewees as mainly mid- or later-stage career people, often with substantial experience in the fishing or agricultural industries, and occupying prominent industry-related positions in many cases.

In terms of marital status, the majority of interviewees (13) were married. Four had never been married and two were divorced or separated (one interviewee declined to answer this question).

On the basis of the postcodes of their home addresses, ten interviewees lived in New South Wales or the Australian Capital Territory, five in South Australia (reflecting WIN's South Australian base), two in Queensland, and one in each of Tasmania, Western Australia and the Northern Territory. None was from Victoria. This distribution is of course not a geographically representative one, nor was it intended to be.

Interviewees were 'elite' in terms of their highest educational qualifications. Ten had completed a post-graduate qualification; three an undergraduate degree; four an apprenticeship, technical or TAFE qualification; two had completed 5-6 years of high school; and one had completed 1-4 years of high school.

Thirteen of the twenty interviewees had been born in Australia, four in England, and one in each of in New Zealand, France and Germany. They were therefore mainly of white Anglo-Saxon origin, and, with the exception of two, had English as their first language.

One interviewee indicated that he had Aboriginal or Torres Strait Islander ancestry.

Qualitative responses

With the exception of the socio-demographic questions just discussed, the interviews consisted of qualitative questions requiring content analysis. This section briefly discusses responses to each question in the order they appear in the interview guide.

Question 1 - Main sector of work and current role

Categories for women's **main** roles in the industry were developed for the questionnaire, and interviewees could be assigned to similar categories on the basis of their descriptions of their current roles and the interviewer's prior knowledge about them.

Seven interviewees fell into the Commonwealth Government category (which included the university sector, and research and development corporations jointly funded by the Commonwealth government and industry). Five interviewees were employed by State Governments (which included State-funded educational and research organisations, and the State political sector). Four were employed by non-government organisations; two were private sector owner-operators or business partners; and two had voluntary, honorary or advisory roles in non-government organisations.

The only category used in questionnaires that was un-represented among interviewees was 'Support role for others in the industry'. This reflects the fact that women who describe their main role in this way are unlikely to be identified as 'key informants' – they are often among what has been called the 'invisible' women of the industry (RIRDC/DPIE, 1998).

A feature of answers to this question was the varied roles and role transitions a number of women had made. Several had moved from private sector fishing businesses or non-government fishing organisations to the public sector or vice versa. For example, this is a response from a woman now working in a government fisheries area:

> I completed [my university degree] and then drifted into a job with NSW Fisheries, but I only spent about 12 months there before I needed to get out into private enterprise, and went from there into a prawn farm, which was operating up there in North Queensland [...] from there actually it led me into what ended up being the bulk of my work in private enterprise which was a pearling industry job in the Northern Territory, and then I spent about 12 months working in Indonesia with that, and my main role there was to establish a hatchery, but to get to work with the local, well not local girls, but girls that we brought in from a university village at [...] to train them in cell culture techniques and the live food techniques as well. So that was my primary role over there, as well as running the actual hatchery itself. It was a great step, as I said all up about three-and-a-half, nearly four years there as well. And then once I left the pearling industry we then came back down here to [...] and then came into this position here in the policy side of things.

Other interviewees had worked mainly in the public sector, but had moved from State to State taking up increasingly senior positions in fisheries agencies. This is one response from a woman whose career path was like this:

> OK, I suppose it's always been a government background. I trained in marine biology and fisheries science at university and in that fisheries science area, we did a lot of looking at the commercial sector, I suppose. Then in [...] I joined the [...] Fisheries as one of their statistics resource management people. I was heavily involved in all of the collection of the data from the commercial sector which covered at that stage, prawns, barramundi, mudcrab, the reef-line fisheries, other fisheries, all that sort of thing. Then I moved into a full resource management roles and, over the years, built up to senior resource manager. So, doing ... again from a government perspective, dealing with all of the committees, the commercial groups, commercial industry, fishing industry, committees, developing the legislation through the management advisory committees, coordinating a lot of that. So a lot of my contact with the industry ... and I suppose my view is that there's ... the industry makes up the government part, the actual catching part and the fish part, you know, they're sort of different components that actually make the whole thing move forward [...] And I was in the Minister's Office for eighteen months, on the fishing industry ... side.

Several women who had senior roles in government fisheries agencies or on government fisheries advisory bodies were at pains to point out that they did have experience working on

boats in the wild catch sector, but they invariably saw this as a brief phase not a long-term career option:

> … I began in this industry about 19 or 20 years ago. I actually came to the Northern Prawn Fishery and worked as a cook/deckhand on boats in the Northern Prawn, East Coast, and Torres Strait Trawl Fishery, looking for a bit of adventure at the time. I was working on boats for about four years and I knew that wasn't what I wanted to do with my life although some women have managed to … y'know … stay out there and get their skipper's tickets and things, but that didn't really appeal to me.

This interviewee went on to say:

> … I know very few women with my type of background that … that move through, and one of the reasons I think that I've gotten to where I am is because I started at the bottom and I've moved through the different roles and, on the way through, I've gained the respect of the industry because of my knowledge and because I've walked the walk not just talked it. There aren't a lot of women who actually do that for whatever reason. I know many girls on boats and they seem to go on the boats and that's the end of them. They do their few years and then they go off and do something else, which is a real shame because their … I think that grounding and moving through and then becoming involved in other things like the marketing, and all of that gives you such a tremendous knowledge base …

One man spoke of his experience with his wife in the wild catch sector:

> We didn't come from a historic background in the fishing industry, we knew little or nothing about it and set off on a 40-foot boat into the wild blue yonder of […] and to … you know … to participate in the wild catch fishery. Very remote area. We fished as a couple there for some ten years on the vessel. In that time we had three children. Because of the necessity to provide an educational role about six years after we'd embarked on that, whilst still fishing, we moved ashore and […] my wife ran all the shore-based sort of stuff and we moved into an advocacy role …

Other interviewees' experience had been mainly in aquaculture:

> Well, I've grown up in a fishing family, my father's a commercial fisherman and my brother and husband have both worked as commercial fishermen, so, y'know, I've always been in and around the fishing industry. After I left school, I went into marine biology because I recognised at an early age there was no future in me working on the boat, so … I studied marine biology with the aim of getting onto fisheries management but as it turned out, I ended up going into aquaculture. So I started off working in a prawn hatchery which is a local one around here, I never expected to end up working in the area where I grew up but it just happened. So I worked in a prawn and oyster hatchery for a few years then got into prawn farming, and my husband was working at fishing with my father during that time, and then we both together bought our farm and set up a silver perch farm.

This interviewee and two other women who had been involved mainly in aquaculture or freshwater research issues, had moved into teaching and training roles as well as continuing their involvement in other industry areas.

Question 2 – Barriers
The majority of interviewees (15) agreed that women faced barriers in obtaining status or recognition in the industry. Four interviewees were somewhat undecided on this issue or qualified their answers, depending partly on whether they were speaking of their personal experiences or giving a more general opinion about the industry as a whole.

An example of an emphatic 'yes' reply was from a woman who spoke of her experience while training in marine biology:

> I remember perfectly at university in the middle of one of the classes, it was after a few years at university [...] and this professor came into the room and said that there was an opportunity to work during summer, two months, very well paid on a fishing boat, and whoever was interested could come and sign their name. So I went there. Nobody around me was interested because they all wanted to go on holiday. They weren't interested in working during the summertime, but I was working to pay for my studies so I was quite happy to find a job on a big fishing boat. And when I went there, knocked at the door, came in and explained to the professor, y'know, that I would like to go there, he just looked at me and said 'I forgot to mention, it is only for men'. So politely, so dismissive.

A reply from one man working for an industry organisation in the wild catch sector was:

> Well, I think this industry is still the ultimate macho industry and it's going to take some time for a generational change to get real change in that area.

Table 3 summarises the barriers interviewees mentioned here according to categories developed on the basis of content their answers. (Later questions in the interview asked about specific types of barriers, but this section discusses ones volunteered by interviewees in response to this question.)

Table 3 Barriers identified by interviewees. Number of interviewees responding = 20, number of responses = 34

Category	No. of responses
Practical barriers – time commitments, childcare responsibilities, conditions on boats etc.	8
Outright discrimination/prejudice from men	7
Lack of confidence/assertiveness/belief in self	5
Personal preferences of women – not wanting to take on wild catch roles	4
Lack of networks/isolation	3
Lack of training/education/career opportunities	2
Lack of role models/mentors	2
Community conservatism/gender role stereotyping	2
Nature of industry representation processes	1

The largest category dealt with practical difficulties for women changing their roles in the industry. A graphic example of practical deterrents to women working in the wild catch sector was:

> ... when I first started doing work on bycatch I could have gone out to sea on Taiwanese gillnet vessels. Working in the Arafura Sea, they had no toilets, no showers, no nothing, and as a woman I found that quite confronting and I didn't go out. I'd do day work on them, but other women did, but I ... that was an additional thing to make me think 'Oh yuk!'. What am I going to do out in the middle of the tropical ocean with no privacy, no toilet, and no showers?

Seven responses referred to overt discrimination from men as an issue and several interviewees gave personal examples of experiencing discrimination.

Some interviewees did think barriers to women were decreasing. One woman in government fisheries management said:

I have faced barriers but ironically enough it has come from my colleagues rather than the industry. I mean, yes. Certainly in my life I have had a lot of industry involvement. I mean I managed a fishery that had 320 operators, we had a lot of consultation, y'know, occurring on management proposals so we would have large port meetings with up to 100 people turning up. So I've had a lot of exposure and occasionally you get a comment, 'What's a sheila doing telling a man his fishing business?', you know? They're the dinosaurs and I think they are actually dying out in the industry. I think far more common is the recognition that, you know, a job well done, it doesn't matter whether you are male or female. Certainly the new breed of operators have that attitude.

One man interviewed responded to this question with a reasonably definite 'no'. He said:

No, not so much. I think that one of the issues I've raised [...] is that because we're raising the profile of the women in the industry, which I think is a great thing, we've just got to make sure that ... and this is not contradicting what I said before about change ... we just have to make sure that [women's networking groups] actually don't go out and re-invent the wheel.

In other words, he was suggesting that many of the necessary measures have already been taken.

An interviewee who gave a qualified 'no' answer replied:

... all my years on the boats and certainly all my years involved in industry organisations and management, I did not feel that ... I had any barriers in front of me at all and I certainly didn't feel there was, or I was ... the subject of male chauvinism or those types of things.

However, in spite of this, she believed there is a 'bit of an old boys' club' at the level of industry boards, 'because you're moving into an arena of older men, who aren't used to younger women at that level'.

Question 3 – Representation

This question asked the interviewee's opinion about how well women are represented across the various industry sectors and on relevant decision-making bodies. Fifteen of the twenty interviewees considered that women's representation was unsatisfactory. The terms 'poor' or 'very poor' were commonly used. The most extreme response came from a woman working in the South Australian government sector, who replied that women were represented 'Appallingly, absolutely appallingly'. Another South Australian interviewee also used the term 'appalling' in referring to her experience with women's representation on agricultural bureaus.

A less extreme response is from a woman working in a Commonwealth Government agency, who said:

Not much [representation]. When I was involved in direct sort of day-to-day fisheries management, on management committees like [...] MAC [Management Advisory Committee] and stuff like that, I don't think I ever had a woman representative on any of the committees that I was working with. In the industry there were ... often the conservation representatives will be women, more often than not in fact, and the government representatives, both from State government or whatever, may well be women, but actually from the industry, quite rare.

The view that women are better-represented on the conservation/environment side of the industry was supported by the one interviewee who was from a non-government conservation organisation. She said:

> Well, yes, I would say the bulk of the stroppy marine campaigners in the country are female (laughs). The Marine and Coastal Community Network has a smattering of both men and women but they are not officially allowed to be lobbyists, that's not their role, it's a networking role …

Several interviewees commented on the good representation of women at managerial level in the Australian Fisheries Management Authority, but the wild catch sector of the industry was often singled out as the area where women's involvement was poorest.

Interviewees with experience in agriculture made similar comments to the fishing industry women about the low level of representation by women in senior management and on agricultural decision-making bodies.

Question 4a – Need for action on women's status

Seventeen of the twenty interviewees agreed that action needed to be taken to improve women's status and/or recognition in the industry. Two of the twenty replied that they couldn't comment on this or lacked information. One woman objected to the way the question was phrased. She replied:

> Oh, when I read that I thought, 'no, that's the wrong way, the wrong way to put it', because there's basically nothing wrong with women, women don't need special education or special treatment. It's more the environment, the working environment that needs modification. […] I wish I'd been given more opportunity to explore what I was rather than having to work so hard on fitting into something where … and I would often think my difficulty in fitting into it was because of me. I wasn't good enough (laughs), y'know, that something was wrong with me. I mean … and yet now because it's twenty years later I am coming back to it … and it's been a painful process now, where have I been? (laughs). So I don't think women need special treatment as such, but maybe they do need a better framework to have a voice.

This question also elicited comments about equal employment opportunity and affirmative action. Three interviewees referred to being seen as the 'token woman' on boards or committees: One had accepted that she was sometimes viewed in that way but had responded by saying 'Yes, I accept, I am the token woman, thank you very much'. Two others had turned down offers of prestigious positions for this reason, and one commented that 'for those of us who get there on our own merits, it's a bit of a stick in the eye'. She did not support affirmative action for this reason.

Two interviewees referred to their disappointment in experiencing either competitiveness or a lack of support from other women. One interviewee referred to her observation that local rural women actively avoided her after she won a national award:

> No, I think they feel intimidated … and also you saying, 'Well, you go for it', your saying to other women 'I can do it, *you* do it', and … but they've got other pressures. Like I've got a husband who allows me to do whatever I want. If their husbands aren't the same, what you do is put extra pressure on the women.

In terms of action needed to improve women's status or recognition in the industry, interviewees' main suggestions are summarised in Box 5 under six categories emerging from interview responses.

Question 4b – Time commitments a barrier

This question asked whether women's time commitments in caring for others, both children or other family members, are a barrier to them achieving higher status or better recognition.

Thirteen interviewees agreed that these commitments are a problem for women, four replied 'yes and no', two said 'no', and one replied that she didn't know. (Although this was not directly asked, a number of interviewees mentioned whether or not they had children in answering this or later questions. At least four did not have children.)

One woman replied:

> When you're looking at government representation, like, y'know, you were talking about decision-making committees and that sort of thing, it can be an impediment. I think that just goes across the board in, y'know, all areas of careers, that it's difficult for women to take the time off and care for children because you come back into the workplace and your colleagues sort of have already gone up two steps of the ladder and you're still back at the bottom.

Another angle on career difficulties resulting from taking time off to care for children was:

> I found … that when women have small babies they … begin to lose the confidence in talking … it's all a matter of hype. You get so used to talking to (laughs) … a little person it's hard to relate to someone bigger. And it's only hype … Yes. So I think you just lose touch with talking to someone at eye level. I don't know what it is, someone needs to do a study on that.

Several interviewees acknowledged the practical difficulties of finding time for caring responsibilities but pointed out that this is not a fundamental barrier, simply one that needs to be recognised and accommodated. This was also the thinking behind several of the 'no' responses:

> No, I don't. I think what happens is that we all tend to become superwomen and … that instead of staying at home and doing six hours of housework and playing with the children, we're doing six hours of housework and playing with the children and a twelve-hour work day on top of it (laughs). I sometimes wonder whether we should have made this gigantic step into the workforce (laughs). Because all it's done is put a bigger load on our shoulders.

Several interviewees recognised that they may have been especially fortunate either in being comparatively well off and able to afford paid childcare, or in having relatives living nearby who could care for their children when they had work commitments that took them away from home.

Responsibilities for caring for elderly parents or disabled family members were also acknowledged in answers to this question, and the point made that men can also be primary carers for others and can face the same difficulties as women in these situations.

Box 5 Summary of interviewees' suggestions about actions to improve women's status and recognition in the industry. Number of interviewees responding = 17

Better understand and promote women's current roles
- better define, understand and promote what women are doing in the industry at present
- develop booklets and other information highlighting female role models in the industry

Change the industry's image and orientation
- shift the whole industry framework so that it better fits *both* men and women's abilities
- promote and market both aquaculture and wild catch fishing as being based on *family partnerships*, and the industry as a whole as being *community-based*

Provide better information/education material about the industry
- develop clear and simple educational material explaining industry structures, industry regulations, industry politics, and how to become involved on management advisory committees or other industry bodies – on a State-by-State basis
- develop industry-related Internet sites and links to other sites

Help women obtain appropriate training and education
- develop summer scholarship schemes for women to help them get experience not only in R & D but also in applied research on boats
- need the industry itself e.g. the Australian Seafood Industry Council, to develop fellowships or scholarships for women
- R & D sector to offer a scholarship for women in fisheries' management
- encourage women to apply for national leadership programs e.g. rural youth leadership - obtain overseas experience, leadership training – a more open and strategic approach needs to be taken so more women are aware of these opportunities
- encourage more women to apply for existing training courses on fisheries' management
- ensure women get training to deal with 'harder' organisational issues e.g. staffing issues, finances, corporate issues
- leadership and training programs needed specifically for women – to train women to project themselves better, assertiveness training, recognise and value their own skills, deal with the media, improve public speaking, learn business planning and company directorship skills, learn meeting and procedural skills, training in marketing skills
- develop careers information about the industry for young women and get it into schools, universities and TAFE colleges, and to career counsellors
- hold a national women and fisheries training week, for example at the Australian Maritime College

Develop networks and mentors for women
- develop networks and mentorship arrangements, particularly with other women, and through leadership programs

Develop more 'women-friendly' and 'family-friendly' workplaces, develop affirmative action for industry
- consider gender balance in work environments and encourage workplace flexibility e.g. in accommodating time off for family commitments, better recognition of family responsibilities
- require industry boards to have women members
- develop performance measures for industry affirmative action or progress towards better representation of women.

Question 4c – Financial incentives

Opinions were divided on the question of whether there is a need for any special financial incentives for women to improve their status or recognition in the industry. Nine interviewees thought there was a need for incentives, seven said 'no', two said that any incentives should be available to men too, and two replied either that they didn't know or had no opinion.

Many of the 'yes' replies here refer back to suggestions made about actions to improve women's status, as summarised under question 4a. In other words, opinions were that any financial incentives needed are related to helping women obtain training and education to advance in the industry (e.g. scholarships, help with course costs, travel to course locations, child care during courses), or to help women become aware of career opportunities in the industry. Financial assistance to attend meetings was also raised e.g. payment of sitting fees, travel costs for meetings. Financial help to set up home offices was also mentioned as a useful measure for women doing home-based work.

There were disagreements about the ability of different parts of the industry to provide financial help to women. One interviewee said:

> The downside is … that the fishing industry in particular is always stretched for financial assistance from government and others … and I would like to see that financial assistance going to the seafood industry rather than to women or men or whatever … When you consider that the fishing industry unlike other rural industries is badly done by as far as government subsidy is concerned. There's no … where you've got rural adjustment for terrestrial businesses there is none for the fishing industry. […] Governments have not treated the fishing industry equally with the rural industries … … So for all those reasons, I think that it would be very silly and very unwise for the governments in particular to be seen throwing money at helping women in the fishing industry when the fishing industry needs that money from government thrown at other activities.

By contrast, another interviewee replied:

> Plus, the other issue is that most fisheries at the moment are very financially healthy and … y'know … there's no reason why … for example, we pay people to come to meetings from a reasonable way away, males, no reason why you wouldn't pay baby-sitting fees for some female who could do a good job for you or better …

Questions of gender equity were raised here and some interviewees were not happy with the idea of incentives going preferentially to women. For example, they thought that childcare incentives should be on the basis of need and if men were primary carers they should have access to any assistance in the same way as women in similar situations. Other interviewees commented that the barriers women face are not primarily financial ones and financial incentives are not what is needed to improve women's status.

Question 4d – Training

This question asked if women need any special training to improve their status in the industry. Fifteen of the twenty interviewees agreed that there was such a need, three replied that both men and women need special training, and two said 'no'.

Many of the special types of training interviewees thought women need have been summarised in Box 5. Training needs covered a wide range of areas. Some needs were ones that interviewees thought were special needs either for working women in general, or for women in the industry in particular; while others were topics unique to the fishing industry but which could be equally useful to men or women in the industry. In the first category were

topics like assertiveness training, leadership training, confidence-building, public speaking, media training, business and marketing skills. In the second category were topics like training about the industry's structure, government regulations, the role of management advisory committees, and generic work skills like communication, negotiation and job interview skills. Implicit in some of the responses (particularly those in the second category) was perhaps a judgement that women find it more difficult than men to learn about these aspects of the industry because they lack appropriate networks or mentors, or possibly because of a 'boys' club' mentality that may exclude women from some areas of the industry.

One interviewee commented on difficulties getting candidates of either gender to attend existing fishing industry leadership courses, and the low percentage of women attending existing training courses for Management Advisory Committees, even though these courses were already funded. He believed that many fishing industry members are not interested in obtaining training in these areas. He commented:

> I think that the fishing industry has still got largely a ... catching mentality, going out there, catching – 'Leave me alone, I hate bureaucrats, I hate managers and I hate researchers', so we've got to tap into the younger people, men or women, in the fishing industry to help make those changes ... ... The problem is with the industry as a whole ...

Furthermore, he commented that the Australian situation is 'big government, small industry involvement' in contrast to descriptions he had heard of the New Zealand industry where the reverse applied.

Contrasting with the 'yes' responses to this question was one woman's reply that turned the question around:

> No, a woman can train other people really (laughs). The women could train, y'know ... I could have a course about what it means for a woman to go into fisheries science ... I could tell of personal experience and what I have learned socially and politically. Y'know ... it stretched my mind. I was confronted with quite challenging situations at times. I had to think, I had to resolve them. I had to ... so I have learnt a lot, much more than what other people had in taking it much more easily. So, no, women do have lots of experience.

This reply raises the question of women serving as role models and passing on the benefits of their experiences to others.

Question 4e – responsibility for action
Question 4e asked who is responsible for taking action to help women improve their status. Of the 17 interviewees who were asked this question (three had not identified a need for action), ten focused on some combination of industry groups, five assigned the responsibility to industry itself (presumably meaning the commercial or non-government side of the industry), one focused on women themselves, and one identified employers.

Table 4 gives a detailed breakdown of the groups mentioned and the numbers of interviewees who mentioned each (interviewees sometimes mentioned several groups).

Table 4 Groups interviewees nominated as being responsible for taking action to help improve women's status, and the number of interviewees identifying each group. Total number of responses = 26, number of interviewees responding = 17

Group	No. of interviewees
Industry	7
Women themselves	4
Industry training councils/committees and training providers (TAFE, technical colleges)	3
Women's groups	2
Partnership between women, industry and government	2
FRDC	2
Employers	2
Partnership between industry, governmentand industry councils	1
Government	1
Shared responsibility between industry and women's networking groups	1
Industry producer organisations	1

Two interviewees pointed out that there are different levels of responsibility and levels for action, involving different groups.

Question 5 – Need for women's networks

Nineteen of the twenty interviewees believed there is a role for women's networking groups in improving women's status in the industry. Many interviewees were very positive about these groups and their contribution. For example, one man said:

> ... I really believe that they can very much forward, as a single agenda, those issues far better than anybody else can – it's just in a very pragmatic way, they are in a better position to forward those areas and to ... form strategic alliances and relationships with people like myself and with those major groups. And ... I see a role, and potentially a position on [fishing industry] boards for those representative groups ...

A woman interviewee replied:

> Oh, definitely. I was involved in a number of women in business networks and women's entrepreneurial networks in New Zealand and they do offer quite life-changing experiences for some people ...

Another interviewee was supportive but less convinced about the real effects of women's groups in achieving change, and commented:

> They are part of a change, but we shouldn't rely only on these sorts of actions for long-term changes. Long-term changes ... in my view rely on something else that ... something more insidious, something more grounded. I don't know how really to explain but these sort of highly focused groups are good to highlight issues and ... what people actually want, but then we still have to make it happen ...

One woman interviewee did not personally see a need for women's networks and commented:

> I would say, not particularly. It's probably networks with colleagues in general ... I'd say ... not specifically women. In the main I've moved around too much in different areas, there's too few women too (laughs). I've many friends but in terms of professional

network, it's just as likely to be a male as a female. And so the ... networks are certainly important but I don't have my female network and then my male network.

Table 5 summarises the services interviewees thought women's networks need to provide.

From this it can be seen that the most common responses deal with the need for networks to provide opportunities for information exchange among industry women. In some cases this was seen as not only being valuable in its own right but as a basis for empowering women through sharing knowledge. A closely related but slightly different category of responses focused on the idea of networks and networking events themselves rather than their function in information exchange – and saw developing contact lists and holding networking events as a major service provided by these women's groups.

Another major category for responses was the need for networks to provide support and encouragement for women, to help build their confidence and provide a forum for them to air issues without fear of being ridiculed or criticised.

Table 5 Interviewees' views on the services women's networks need to provide. Total number of responses = 40, number of interviewees responding = 19

Service needed	No. of responses
Information exchange e.g. about training and education opportunities, information about upcoming positions on industry bodies	10
Contact with other women, overcoming isolation, support and encouragement, building confidence, safe environment to express concerns, sharing experiences	8
Working to change traditional attitudes and values in the industry, 'throwing out the challenge', 'waving the flag', raising awareness of women's issues, showing leadership on women's issues	4
Providing role models and mentors for other women	3
Forming strategic alliances and relationships with other parts of industry, with politicians and people in power	3
Building communication networks - developing websites, e-mail services, contact lists for industry women, holding meetings and conferences, linking up with other similar networks	3
Encouraging appreciation of women's styles and ways of working as compared with those of men	2
Adding value to industry processes, infrastructure and thinking, supporting the industry generally	2
Holding public displays, shows and open days, obtaining positive publicity for the industry	2
Providing representatives for industry councils, committees and boards	1
Taking women's needs on to government	1
Encouraging women to take on non-traditional roles	1

Question 6 – Changes to women's roles

Question 6 asked interviewees whether they had noticed any changes to the roles women play in the industry over the last few years. Nineteen of the twenty thought they had seen changes, but they often commented that the changes were slow or subtle, or would take a long time to 'filter through'. One woman said:

Yes, it's probably very subtle in that ... I think the fisheries that I've been involved in, in the southern area, tended to ... the women are only starting to get involved in coming along to things because of social activities. I mean, the more social activities there are

and the more they come along and meet with other women, the more they then want to get involved and are willing then ... even to go to conference sessions whereas once upon a time, they wouldn't be involved at all. They would be there, they would go shopping while the conference sessions were on, and I think there's gradually a change that they want to find out more about the politics of fisheries' management and what's going on, the future of the industry.

Two interviewees commented on new or expanding areas of the industry that they believed were either being driven by women or provided areas for women to exercise their particular skills and interests. These areas included food safety, quality control, and the environmental or sustainability aspects of the industry. A move to ecosystem perspectives in managing the wild catch sector was also seen as something that suited women's approaches.

Table 6 provides summary categories for the types of changes interviewees reported having seen.

Table 6 Types of changes interviewees reported having seen in women's industry roles in the last few years. Total number of responses = 29, number of interviewees = 19

Type of change reported	No. of responses
More high profile women in the industry, women more visible in senior positions	7
More women actively involved in the industry and industry organisations	4
Women taking more active roles in fishing and agricultural businesses	3
More women in government resource management	3
Women's work better valued or recognised by women and society generally	3
Men seeking out women's opinions and involvement more	2
More women in marketing, quality control and food safety areas	2
Women involved in improving industry's image, promoting the industry	2
Women more confident and outspoken at meetings and workshops	1
More applications from women for research and development funding	1
Women 'driving the environmental agenda'	1

Question 7 – Women's future roles

This question asked interviewees what roles they thought women would be playing in the industry in the future. A summary of responses is shown in Table 7.

Table 7 Interviewees' opinions about women's future roles. Total number of responses = 27, number of interviewees = 20

Type of role	No. of responses
More involved in management and research, on MACs and industry committees, executive and board roles	9
Business roles e.g. small business management, business decision-making, running their own businesses, business marketing	6
Negotiating industry issues, policy-making, doing long-term planning and ensuring sustainability or resource security, bringing a more holistic perspective to industry issues	5
Anything they want, 'across the board', equal with men	4
Industry advocacy roles, spokespeople for the industry	2
Integrating fishing industry with other primary industries	1

An example of the most common response category is:

> I think they'll be getting a lot more involved in … in the actual management of the fisheries … in the industry associations and in the MACs and in sub-committees and in all the roles that the men are now playing. I see … I would hope that over the next ten years, that there will be a great influx of women into those positions.

Question 8 – Organisational cultures

Question 8 asked interviewees about the culture within their own organisation. It was not necessarily an appropriate question in this form for all interviewees and is oriented more to people working in larger, structured organisations, not in small, informally structured family businesses. However, even interviewees not working in formal organisations could sometimes respond in terms of the major role in which they were interviewed – for example, their official positions on industry boards, committees or in non-government organisations. It was assumed that these groups also have organisational cultures in the sense of this question. Three interviewees thought the question was not relevant to them – they either belonged to women-only organisations or were self-employed. One interviewee thought she had been with her current organisation for too short a time to be able to reply to this question.

Nine of the remaining sixteen interviewees thought their organisation's culture was 'good', 'generally good', 'trying to do the right thing' or 'coming to understand the need' in relation to women and having women in senior positions. Other positive terms used about organisational cultures were 'very egalitarian', an 'equal mix', 'fairly supportive' 'basically fine', and that the issues are 'taken seriously'. The impression was of considerable recent progress in some organisations. However, even interviewees who were positive about their organisation's overall culture often highlighted areas that still needed improvement or special difficulties remaining. Seven interviewees considered that their organisation was 'not good' in this respect and needed to change.

An example of the first type of response is from an interviewee working in a government agency:

> Mm … it's basically fine. There are … it depends on whether you are talking about the general of the specific. I mean there are some absolute chauvinist yobbos in this Department, but as well as that I'd say at the highest levels of management there is a close to EEO as you're going to get […] as it stands. I think … though that there is an effect which is … there is probably all sorts of unconscious stuff that still sits there which is the reason why there's less than 10% women SES [Senior Executive Service] in this Department … and it is very hard to judge as a woman whether if a man had the same qualities and characteristics as you, whether he would have leapt up the greasy pole faster (laughs). Like I expect he would. But that's also … may be nothing to do with the men around, that may be to do with the women and how they perceive what is OK for them to try to do or to apply for. That is, if women are more reticent about sliding up the greasy pole, they can't complain that they didn't get there as fast as the men, so it's a sort of two-edged sword and I'm not attributing blame (laughs). Cause and effect.

In contrast, a man who was interviewed said:

> Yes, well my attitude as an individual would be that I would very much encourage women to take up those [senior] roles and I have done so as an individual … but I guess I'm out of the denial phase and I wouldn't say that that's the case with many of the members of the boards that I sit on […] it's not an issue, it's just not an issue, because the issue hasn't been brought forward. We haven't shown enough leadership and said 'Listen this is an issue. Let's think about it and what are we going to do about it?' […] WIN should write me a horrible letter and say 'What are you doing?' …

However, five women either with official roles in industry organisations or considerable experience in fisheries research and management, commented on their surprise and pleasure at how readily they personally had been accepted by wild catch fishers (and in some cases by fishers' wives as well).

Some interviewees gave detailed responses in which they made distinctions about women's acceptance and representation in different sectors, or at different levels in the industry. These replies highlighted the industry's complexity, social and cultural differences between various sectors, and the range of organisational cultures within the industry.

7.2 Questionnaire results

Response rate
The questionnaire was sent to 401 women, of whom 16 replied to say the survey was not relevant to them, and an additional 18 questionnaire packages were returned as undeliverable, giving an actual sample size of 367. By the cut-off date, 202 completed questionnaires had been returned giving an overall response rate of 55.0%. An additional 14 completed questionnaires were returned after the cut-off date, but are not included in the analysis.

Description of respondents
The majority of questionnaire respondents saw their main role within the fishing industry as owner-operator, business partner, company manager or director (41.7%). State Government employees were the next best-represented group in the sample (23.2%). The remaining sectors individually accounted for less than 10% of the overall sample. Thirteen 'other' responses were recorded of which ten identified their major role as falling in the education and/or research fields, typically being employed by universities (see Appendix 9, Table 1).

Given the low representation of some sectors, the eight options given in the questionnaire were condensed to four. 'Other private sector employee' and 'employee in family business' were combined into a single 'private sector worker' category, and both Commonwealth and State Government employees were combined in a single 'government worker' category. The categories of 'voluntary, honorary or advisory role' and 'support role for others who work in the industry' were combined with those in the 'other' category and have been given the latter title. The owner-operator category has not been amalgamated. Figure 1 shows the breakdown of respondents after these amalgamations.

The median age category of respondents was 31-40 years, with 34.5% of respondents falling into this age group (Appendix 9, Table 2). Owner-operators and those in the other categories were slightly older than the overall median age, with their median being 41-50 years.

Levels of formal education were skewed across the sample with owner-operators generally holding lower levels than government workers, though a significant (38.3%) proportion of owner-operators also had post high-school qualifications (Appendix 9, Table 3). Approximately 20% of respondents are currently enrolled in some form of formal education, with 48.8% enrolled in a university course and 31.7% enrolled in a technical course, apprenticeship or TAFE course. Figure 2 shows the education levels of respondents.

Figure 3 shows places of residence by State/Territory for the overall sample. The majority of respondents, and in particular the owner-operators, were from South Australia (40.5%) (Appendix 9, Table 4). This geographical bias is largely an artefact of the WIN contact list.

Additionally it is likely that WIN's commissioning of the project resulted in an enhanced response rate from WIN members, who are likely to live in South Australia.

Eighty-six percent of respondents were Australian-born. The remaining 14% came from a range of countries of which the most common were the United Kingdom, New Zealand and the United States. One respondent came from each of ten countries in Africa and Asia. One respondent identified herself as being of Aboriginal or Torres Strait Island descent.

Two-thirds of respondents (66.6%) indicated they had one or more children, with an average of 1.6 children. Of these respondents, 62.1% had dependent children, and the remaining 37.9% were of an age that suggests their children would be independent adults. For those with dependent children, 28.8% paid for childcare and 38.8% received free childcare from family and/or friends.
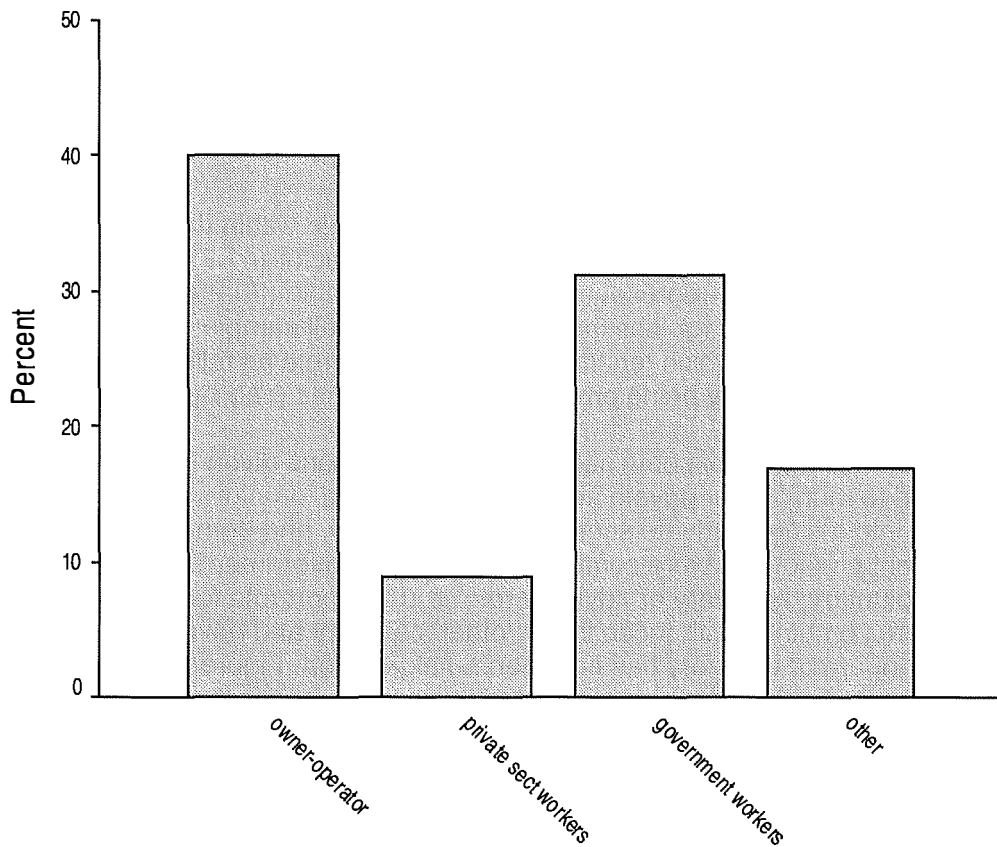
Figure 1 Respondents' major roles
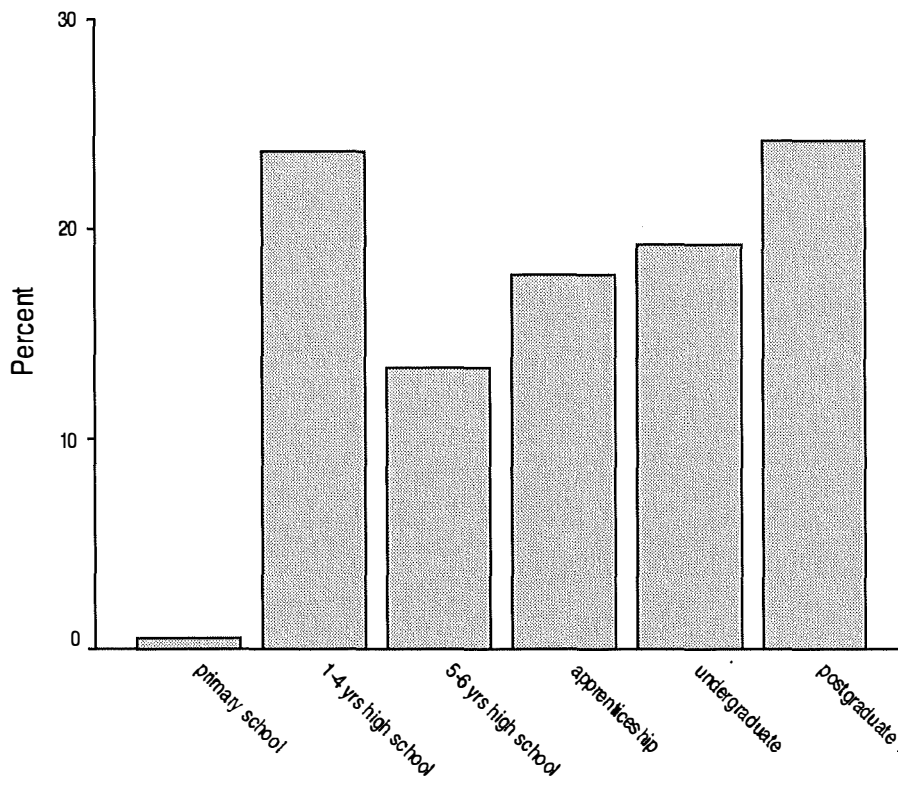
Figure 2 Respondents' highest formal educational qualifications
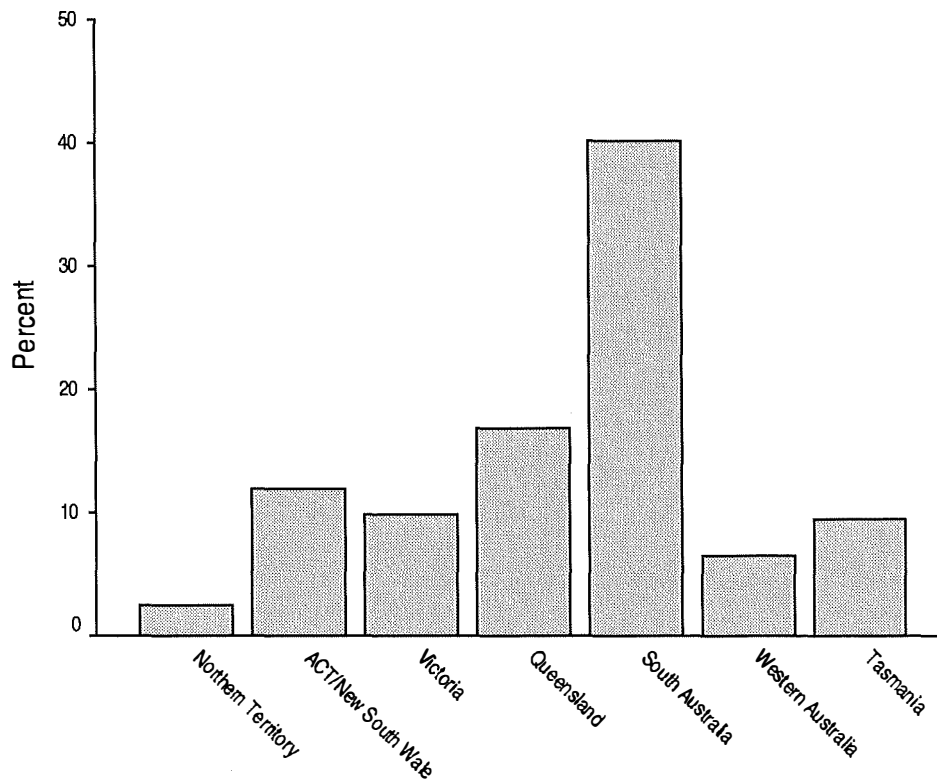
Figure 3 Respondents' place of residence

Twenty-nine point eight percent of respondents cared for other family members. The most common people cared for were partners, followed by parents and then grandparents. On average, respondents with caring responsibilities spent 31-40 hours a week on these duties.

Fishing industry experience

Most respondents had spent more than five years in the industry (Appendix 9, Table 5). As a group, owner-operators had generally spent longer in the industry than other groups. A large majority of respondents either intended to stay in the industry for an indefinite period or were unsure how much longer they would stay (Appendix 9, Table 6).

Question A4 listed a series of 24 tasks carried out by workers in the industry. At least one respondent reported performing each of these tasks (Figure 4). However, the most-frequently performed tasks were the administrative tasks of mail, book-keeping and attending meetings - more than 50% of respondents normally performed these tasks (Appendix 9, Table 7).

The median number of hours per week respondents spent in their main role was between 31 and 40 hours (Appendix 9, Table 8). This was the same for owner-operators and private sector workers. However, the median for government workers was longer at 41-50 hours, while for other groups it was shorter at 10-20 hours per week. The last group incorporates voluntary and honorary positions that would generally be part-time commitments. Despite the owner-operator group having a median of between 31 and 40 hours per week, more than 20% of women from this group spent more than 60 hours per week in their main role.
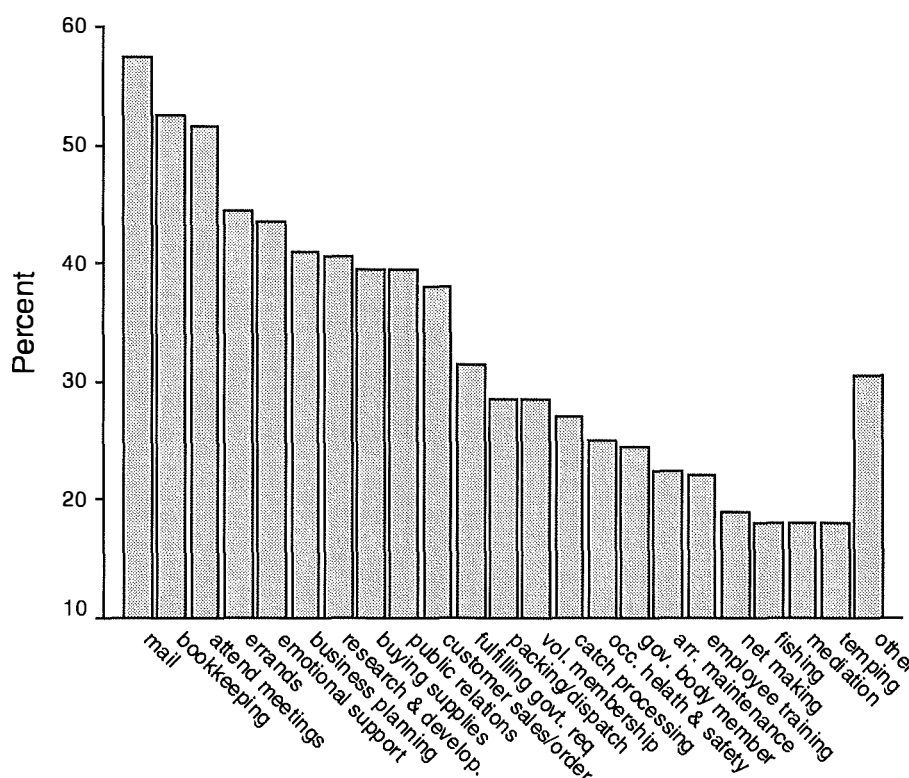
Figure 4 Respondents' tasks in the industry

For women whose main role was a paid role, the median contribution to family income was between 26 and 50% (Appendix 9, Table 9). This was the same for all sectors except for government workers, where the median was a contribution of between 51 and 75%. Most groups had a relatively even distribution of respondents spread across the five possible

categories. However, owner-operators were primarily represented in the 26-50% category. This may be an indication of the partnership underpinning many owner-operated fishing businesses, and the equal contribution to the family income from both partners.

Overall, respondents showed very high levels of satisfaction with their current role in the industry (Appendix 9, Table 10). The mean response on the scale was 3.94±0.07 (the standard error of the mean is given as a measure of variation), where a score of 1 represents 'very dissatisfied' and a 5 represents 'very satisfied'. Indeed, only 12.3% of the respondents indicated some level of dissatisfaction, and an additional 12.3% were neither satisfied nor dissatisfied. There were no significant differences in levels of satisfaction between women in different sectors.

The principal reason given by women who were dissatisfied was related to the way government regulates and manages the industry. These issues were linked primarily to the owner-operator sector of the industry and are not gender-specific. For example, women expressed dissatisfaction about restrictions on the transferability of fishing rights, increases in licence fees, and the perceived 'cavalier' nature with which government makes decisions about the future of particular fisheries. The high workload and 'all-consuming' nature of the work were also sources of dissatisfaction. Fewer women identified a lack of support from their workplace, or workplaces that were not 'women-friendly', as other reasons for dissatisfaction.

Question A9 asked what were the three most valuable skills or areas of knowledge that respondents brought to their current main role. The question did not provide categories and the responses given were sorted iteratively to produce 17 categories and an 'other' category (Appendix 9, Table 11).

Respondents thought communication skills were the most valuable skills women in the industry contributed to their main role (Figure 5). This was followed by individual personal qualities. This category was less focused on skills or knowledge *per se*, but rather on values and ways of operating. Confidence, empathy, objectivity, honesty and reliability are examples of the types of responses that were included in this category. The remaining categories are all overtly knowledge- or skill-based.

Question A10 gave 14 areas of decision-making over which women may exert some influence. Respondents were asked to rank their level of influence on a '1=no influence' to '5=sole decision-maker' scale. The degree of influence was analysed for each area (e.g. equipment purchases, safety) across all responses. Means for each decision area were calculated. The area of highest influence was public relations (mean=3.42±0.08), followed closely by managing finances (mean=3.41±0.10). Conversely, women felt they had less influence in the areas of equipment purchases (mean=2.63±0.09) and production levels (mean=2.52±0.11) (Table 6).

In addition to the overall scores for each decision-making area, the mean score for each respondent across all decision-making areas was used as an overall indicator of decision-making influence. One-way Analysis of Variance (ANOVA) indicated significant differences between the groups in their influence over decision-making (F=4.514, df=3, 188, p=0.004). *Post hoc* testing (Tukey's Honestly Significant Difference test was used) indicated that the significant difference was between owner-operators and women in the 'other' category, with the former group having significantly more influence over decision-making than the latter (mean$_{owner-operator}$=3.18±0.09, mean$_{other}$=2.63±0.17). This is consistent, as the 'other' group includes voluntary workers with arguably limited roles in decision-making. While not statistically significant, there is also a trend suggesting that government workers have less influence over decision-making than owner-operators (mean$_{government\ workers}$=2.82±0.10). The

mean score for private sector workers also indicates less influence over decision-making than owner-operators. However, there were high levels of variance associated with this sample (mean$_{private\ sector\ workers}$=2.68±0.24).
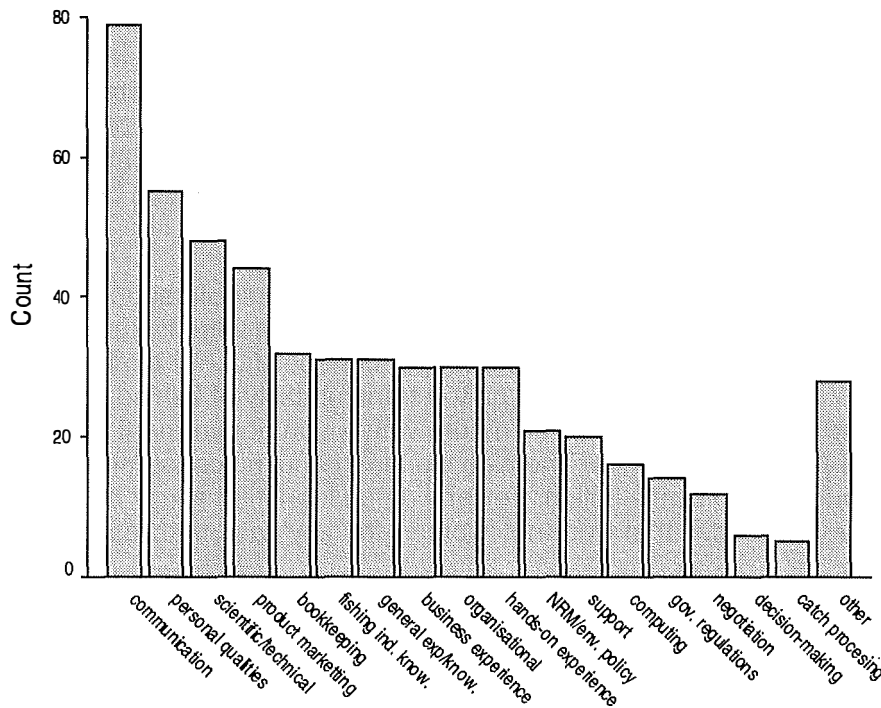
Figure 5 Respondents' view of women's most valuable skills and knowledge

Table 6 Respondents' influence over decision-making in their main role. Higher scores indicate greater influence

Area of decision-making	Mean score
Public relations	3.42±0.08
Managing finances	3.41±0.10
Policy making or planning	3.03±0.09
Marketing and promotion	2.99±0.11
Managing staff	2.97±0.11
Training staff	2.93±0.11
Quality control	2.93±0.11
Safety	2.89±0.09
Introducing new techniques/approaches	2.87±0.08
Hiring staff	2.85±0.11
Environmental management	2.84±0.09
Major investment decisions	2.70±0.10
Equipment purchases	2.63±0.09
Production levels	2.52±0.11
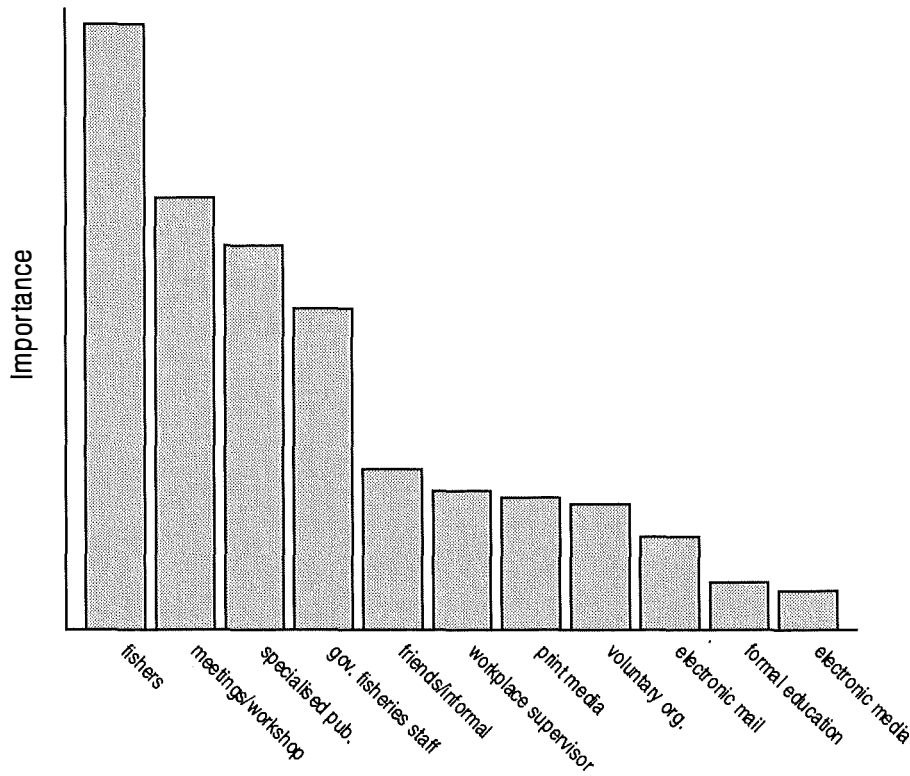
Figure 6 Respondents' main sources of information

Question A11 listed 11 sources of information about developments in the fishing industry. Women were asked to rank what they considered to be their three most important sources of information. These rankings were converted into a numerical score by awarding the highest-ranked source three points, the second-highest two points, and the third-highest one point. Each source was then given an overall score and the sources were ranked for the whole sample. The most important source of information for women was fishers themselves, which was closely followed by meetings, specialised publications, and government fisheries staff, as shown in Figure 6.

Changes and barriers to change

As noted earlier, in general women were satisfied with their role in the fishing industry, none-the-less more than half of the respondents also indicated a desire to make some change to their current roles (Appendix 10, Table 12). However, as a group less than half the owner-operators wanted some change in their main role. Obtaining better recognition or status for their position was the most wanted change, followed by spending more time in their current role and receiving better pay for their role (Appendix 9, Table 13)
(Figure 7).

Lack of time and having too many other commitments, and lack of money were the dominant barriers that women considered prevented them from making changes (Appendix 9, Table 14). While fewer respondents considered lack of training and organisational rules as barriers, they were still seen as barriers by more than 25% of those wanting to make changes to their current roles (Figure 8).
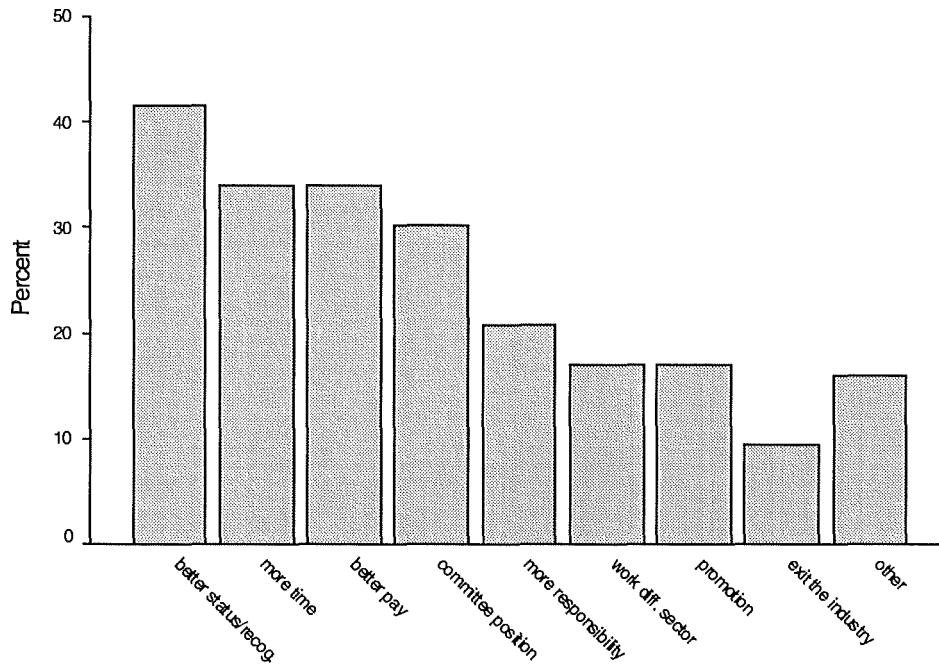
Figure 7 Types of changes desired
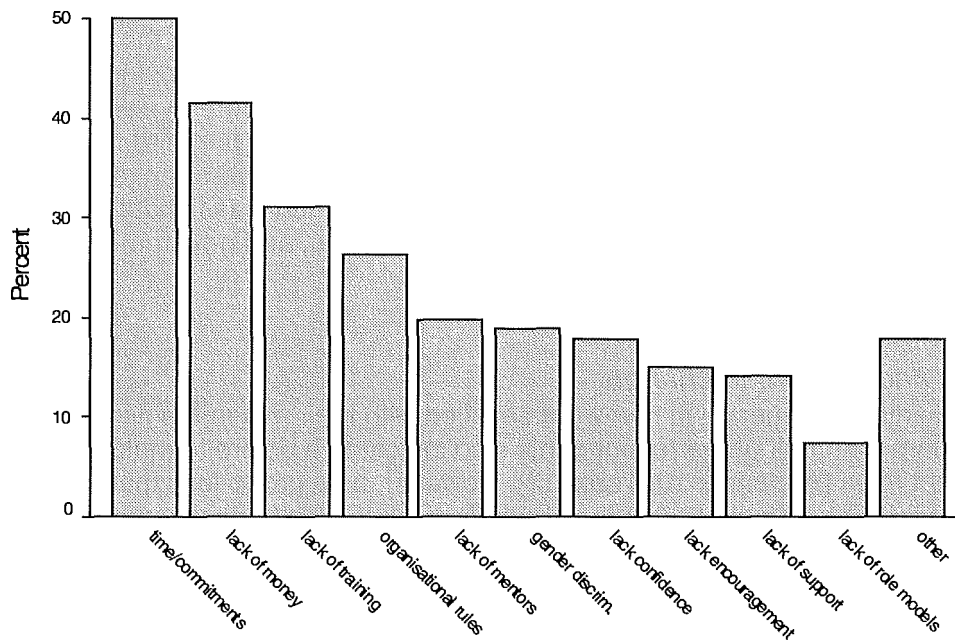
Figure 8 Barriers to change

Those respondents who indicated that either lack of money or lack of training were barriers, were asked to indicate what types of financial and training assistance would help. Research and development grants, or better financial recognition for their current role, were the most frequently wanted forms of financial assistance, being requested by 56.6% and 41.3% of the respondents respectively (Appendix 9, Table 15) (Figure 9).
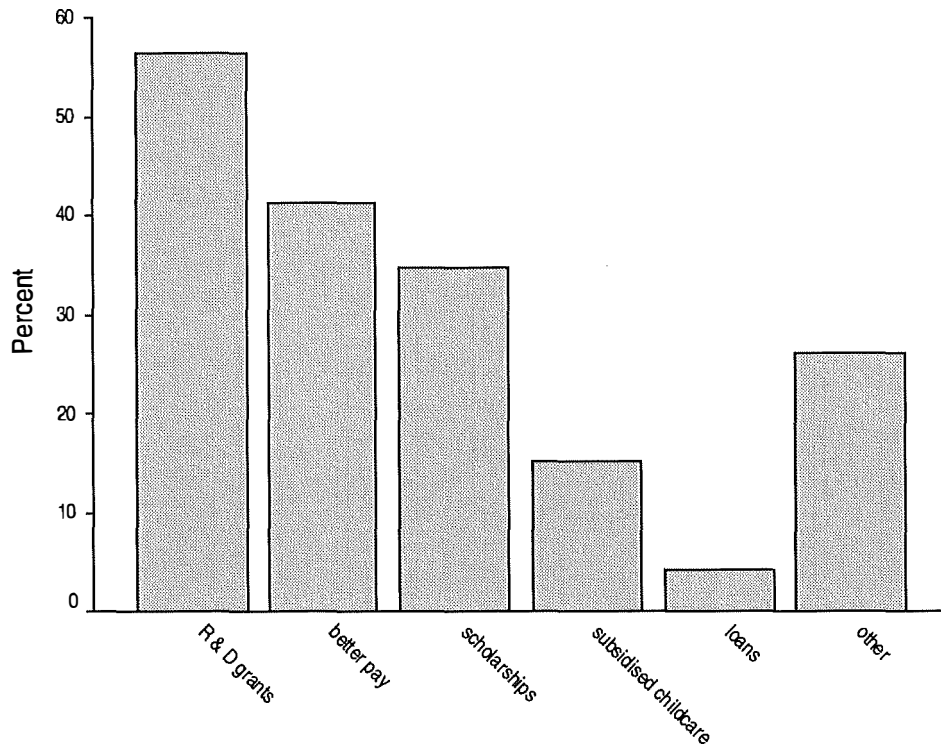
Figure 9 Types of financial assistance wanted

Of those who indicated lack of training was a barrier to making changes to their major role, 46.9% indicated that assertiveness training would help to overcome this barrier (Appendix 9, Table 16) (Figure 10). Training for business management/ planning and leadership were also considered useful in overcoming barriers. At the lower end, only 16.3% considered training in boating or fishing skills to be helpful in overcoming barriers that prevented them from making changes.

Respondents were also asked to indicate the difficulties they had in accessing training opportunities. This was an open-ended question which was inductively coded to produce the following five categories in decreasing order of reported frequency:

* time: the lack of time was frequently noted as restricting access to training opportunities, particularly where workloads were so heavy that they precluded taking extra time off for training activities expense: the cost of training was the second most frequent noted barrier to taking up training opportunities. Expense incorporated both the direct costs of training courses as well as the forgone profits from taking time-off work or the cost of replacement staff
* isolation: some respondents considered their geographical isolation from training opportunities was a major barrier to taking advantage of them
* family: family commitments and childcare responsibilities, or the lack of appropriate childcare (often linked to isolation) further reduced the capacity of some respondents to take advantage of training opportunities
* availability: some respondents questioned the availability of courses appropriate to their main roles
* support: some respondents indicated that their family or workplace did not support them in taking up training opportunities.
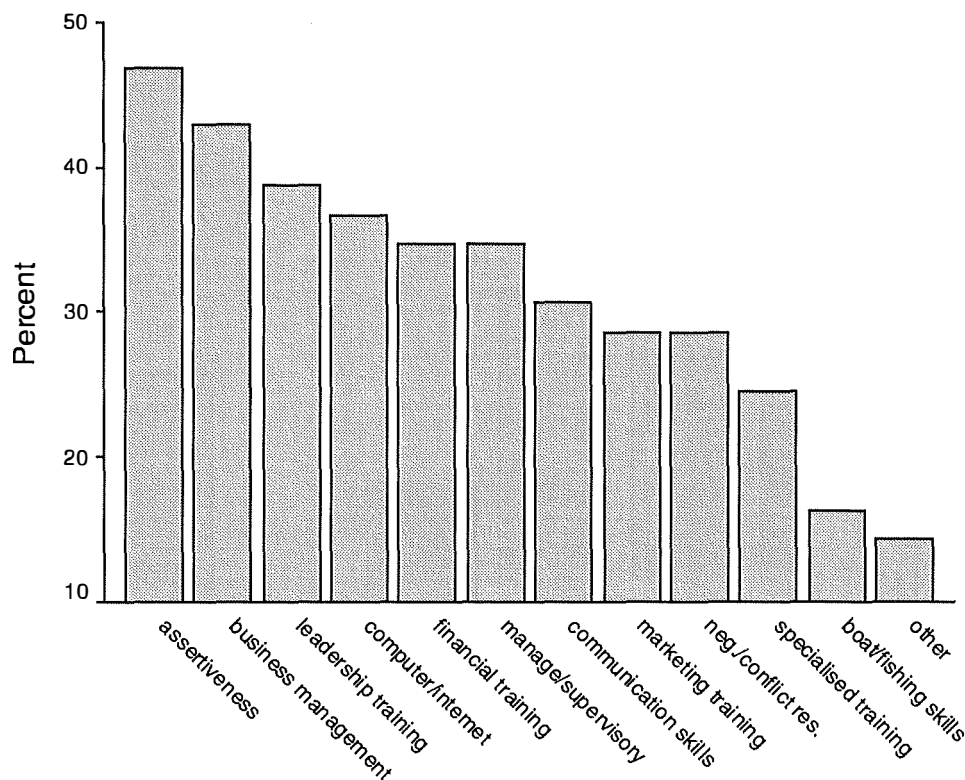
Figure 10 Areas of training requested

For those respondents who indicated a lack of time was a barrier, an opportunity was provided to suggest what would enable them to put more time into their current role. While some women were unable to make any suggestions noting that its 'just the way things are', other suggestions could be grouped as follows:

- giving up other employment: however this may not be an option as outside employment may bring in extra family income
- employing additional staff: again this would have resource implications
- reducing government regulation: and thereby reducing the time spent in administration, particular where duplicated
- reducing family responsibilities: primarily through the provision of childcare however some women were not prepared to use childcare and noted that when their children were of school age they would have more time to put into their current role.

Women's industry networking groups

Of the respondents, 20.6% indicated they were members of a women's industry networking group. Of the remaining 79.4%, 30.8% said they would join such a group, 38.5% indicated they would not join, and the remaining 30.8% said that it would depend on other factors. Geographically, the majority of those who were currently members of women's industry networking groups lived in South Australia, clearly related to the location and concentration of WIN's work.

The factors influencing the decision whether or not to join a network included:

- degree of isolation from meetings
- relevance of the group's activities to the respondent's role
- time and level of commitment required
- level of political decision-making influence the group exerted

- expertise of others involved in the group
- expense/cost of being involved in the group
- need for additional information about the group before deciding.

Some of the reasons given by those not interested in joining a women's industry network group were the same as above, for example isolation, the cost, time required. Other reasons for not joining were:

- no need as they already had informal or other networking opportunities
- planning to retire or otherwise leave the fishing industry in the near future
- not wanting to be involved with, or politically opposed to, a single gender networking group.

Women who indicated a desire to join a networking group or who were already a member, were asked to rank the three most important services these groups could offer from a list of ten options. Rankings were converted to a numerical score adopting the same method as used for the information sources in Question A11 (see above).

The two most important services these women thought these groups could offer were as a forum to meet other women from the industry, and to promote industry-related training for women. The next three services form a group around changes in the workplace; raising awareness, gaining status and identifying and removing barriers to women's advancement. The relative importance of these services is shown in Figure 11.
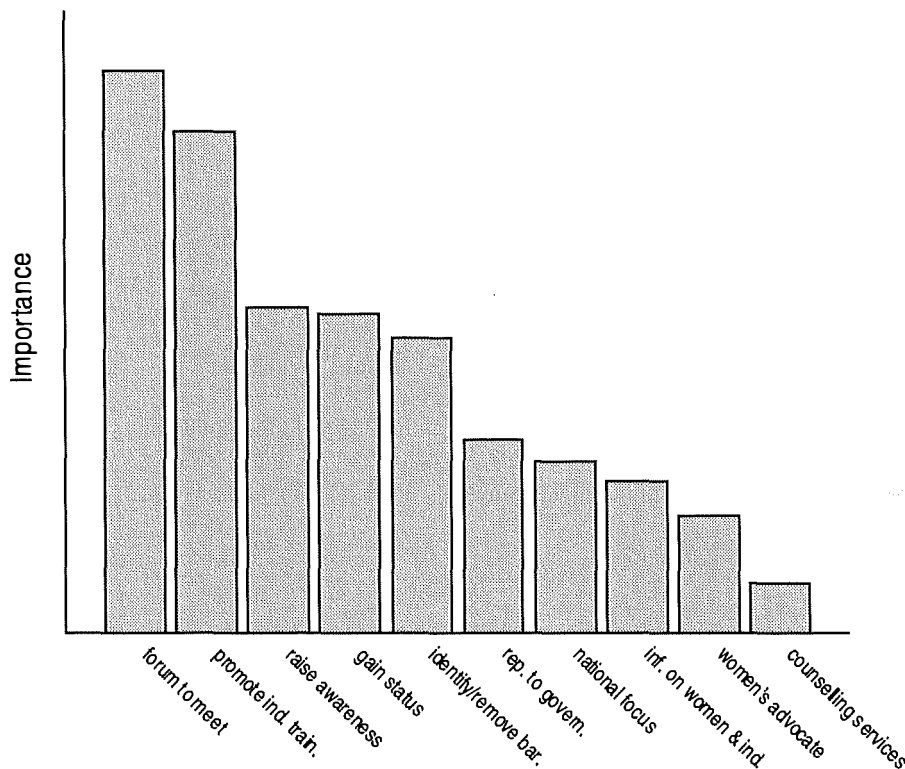
Figure 11 Most important services wanted from women's networking groups for those respondents interested in joining

When respondents were asked to suggest other services that women's industry networking groups could offer, the three most common suggestions were to: offer mentoring services; provide funding opportunities for women or information about funding opportunities that currently exist; and generally provide information to women and raise awareness in the industry about women. Two respondents suggested that these groups should offer all these services but they should not only be limited to women.

Beliefs about women in the industry

Section C of the questionnaire included a series of Likert-type belief statements about women's roles in the industry. The following response scale was used:

1. strongly agree
2. agree
3. neither agree nor disagree
4. disagree
5. strongly disagree

Table 7 indicates the mean score for each statement (Appendix 9, Table 17).

Table 7 Mean scores on belief statements across all respondents. Higher scores indicate stronger *dis*agreement with the statement

Belief statement	Mean score
1. Many women need more confidence to try for a better job in the industry.	2.26
2. Men involved in the industry generally acknowledge women's contributions appropriately.	3.16
3. Women need better access to training and education to advance in the fishing industry.	2.30
4. Industry advisory committees and boards generally have enough women members.	3.73
5. Men often believe that women lack the physical strength to take on many industry jobs.	2.31
6. Women are often discouraged by their bosses from taking on more responsible jobs in the industry.	2.81
7. Family commitments do not prevent women from making a greater contribution to the fishing industry.	3.30
8. Men tend to think women have no place in many industry jobs because men have always done those jobs in the past.	2.53
9. Women could achieve more status and recognition for their work if they had leadership training.	2.36
10. Women's skills and abilities are one of the fishing industry's greatest untapped resources.	2.04
11. Women feel welcome in the fishing industry.	3.07

Factor analysis of responses to the statements revealed three underlying belief dimensions (Appendix 9, Table 18). The first dimension represents training and skills, combining statements 1, 3, 9, and 10. The second dimension represents broad gender issues, combining statements 2, 5, 6, 8 and 11. The third dimension represents issues of representation and family commitments, combining statements 4 and 7. Summated scales were developed representing each dimension.

The mean score on the training and skills scale was 2.2 ± 0.05. Respondents believed that women's skills were an untapped resource for the fishing industry, and that women needed

more confidence and better access to training and education to advance in the industry. The level of support for the belief was moderate. There were no significant differences in response to this scale between women grouped on the basis of their major role.

The mean score on the gender issues scale was 2.7 ± 0.05. Respondents generally believed that the industry was an 'unwelcoming' place to work, where men held beliefs that limited the contribution women could make. However, it should be noted that the score is only slightly away from a neutral position. That is, while respondents considered the attitude and beliefs of men restrict their options, it is not a strongly-held belief. There were no significant differences between women grouped on the basis of their major role.

The mean score on the representation and family commitments scale was 2.5 ± 0.05. Respondents generally believed that industry advisory boards and committees do not have enough women members, and that family commitments do prevent women from making a greater contribution to the industry. As with the other two scales, there were no significant differences between women grouped on the basis of their major role.

Women's future roles

Respondents were given an opportunity at question C2 to indicate the sorts of roles they thought women are likely to be playing in the industry in the future. The responses were very varied, ranging from women having no future roles through to women having any role they want. Many of the roles identified by respondents were similar to the types of fishing work listed in question A4. In addition to these roles, some respondents considered that women would generally have an increasing role in the industry. This included a far greater role in representing the industry at higher levels to government, through to greater involvement of women on boards and committees. Women were seen as moving from a 'behind-the-scenes' support role to a more overt 'up-front' managerial role.

Behind the belief that women would have no future role in the industry was the conviction that government would make wild catch fisheries non-viable due to over-regulation and excessive charges, leading to their closure. A less strongly-expressed perspective saw women taking up an increasing role in promoting the wild catch sector and advocating that it continue to both government and the wider community. In addition to the change towards higher profile public roles, some women also saw women as moving more into 'hands-on' roles in the wild catch sector, including roles as fishers, crews and skippers. In contrast, a number of women considered that the roles women would play would undergo no significant changes, but rather women would continue to play an important supportive land-based role managing fishing businesses. Some women expected greater numbers of women to take up scientific careers in fisheries science leading to employment in fisheries management and increasingly in aquaculture.

Further comments

Fifty-four questionnaire respondents wrote further comments in the space provided at the end of the questionnaire. These have been categorised according to their content, and Table 8 shows the results.

Table 8 Further comments made on the questionnaire and numbers of comments in each category. Number of respondents making comments = 54, number of responses = 69

Category	No. of responses
Barriers/no barriers to women in the industry	26
Description of own role	15
General industry comments	9
Women's aptitudes and abilities	6
Measures needed to address barriers	6
Other comments e.g. about questionnaire	7

The largest category was comments dealing with opinions about whether or not barriers exist for women in the industry and, if so, the nature of these barriers. An example of a comment about overt discrimination as a barrier to women in the wild catch sector is:

1) Women shouldn't have to "grow balls" to become mates and skippers.
2) The term "cook" needs to mean that and not the crewmember expected to sleep with the skipper

> I think training essential for this job which is a very important job on vessels which are away from port for weeks or months at a time as many girls take on this job with no experience and if they can't immediately teach themselves to cook for 5-8 people at odd times of day and night and keep a clean galley and help with processing they are usually treated abominably by the crew and have to leave [the] job. Someone trained and also trained to handle people and earn respect – does much better and can enjoy the job.

It should be pointed out that not all women who made comments in this category thought that barriers **did** exist. For example:

> If people would stop brainwashing women into thinking they are downtrodden maybe more women would become involved in the fishing industry. Sometimes I think women are their own worst enemy. I enjoy my job and lifestyle. I have never been concerned about what men or anyone thinks of me being a fisherman.

The next-largest category was comments in which women provided more detail about their own roles, situations and contributions to the industry. An example is:

> As I fill out this questionnaire, we are having a 'man-free' work shed (oyster farming) bar one! That is, four women. We are sorting oysters and counting for sale, and managing the shed, so this survey seems timely! [...] I guess even though I drive boats/tractors and would be relatively skilled, we do not place an emphasis upon asking the girls to drive the boats (or even get their licences) or to drive the tractors etc. I guess this is stereotyping the workforce, even though I have a full participation?

8 Discussion

One finding of this study is the complexity of the Australian commercial fishing industry and how difficult it is to make valid generalisations across the various industry sectors and for women in varying industry roles. We are aware of this study's limited scope in terms of number of questionnaire respondents and number of interviewees. For these reasons, and because little other work appears to have been done in this field in Australia, any conclusions must be drawn with caution.

For example, it appears there are considerable differences between women working in the public and private sectors of the industry and between what might be called the 'grass roots' women working in small family fishing businesses and 'elite' or 'tall poppy' industry members with senior positions in government organisations or on industry boards and committees. The last group can be considered the 'leading' women and men in analogy to Alston's (1998) study. The issues and opinions of these groups differ, as is apparent from some of the differences between questionnaire and interview responses. The questionnaire reached many women in the private sector, particularly the owner-operator category (who made up 41.7% of questionnaire respondents), whereas the interviews were biased towards people working in government, particularly Commonwealth Government. However, many government women have worked in the private sector at some stage of their careers, as shown by several interviewees' replies. Also, as is often the case with key informants, interviewees had higher levels of formal educational qualifications than did questionnaire respondents (50% of interviewees had post-graduate qualifications as compared with 24.1% of questionnaire respondents). These factors contribute to some of the differences in interview and questionnaire results.

Our sample of fishing women is unrepresentative in some respects although there is no statistical basis for comparison as there is no comprehensive list of women in the industry. For example, only 27.0% of respondents reported doing tasks associated with catch processing. It is likely that the post-harvest stage of the wild catch sector – for example women working in fish canneries and other factory situations – is under-represented. This area is likely to include many women with ethnic backgrounds and having first languages other than English. These women might be less likely to respond to a survey such as this even if contacted. Similarly, indigenous people are almost entirely lacking from both the interviews and the questionnaire (only one questionnaire respondent and one interviewee identified themselves as having Aboriginal or Torres Strait Islander ancestry). Indigenous women do work in the commercial fishing industry, particularly in northern Australia, and may have special needs and interests not captured in this study.

Geographically, the study is strongly skewed towards South Australian women and towards south-eastern Australia generally. Different emphases may emerge if women in more remote locations are surveyed – particularly issues related to geographical isolation and lack of access to community services.

In terms of the background literature examined for this study and approaches identified in it, we think the 'multiple roles' approach' may be a profitable one to pursue for women in the Australian fishing industry (Davis and Nadel-Klein, 1992). Because the industry is so complex and women's roles so varied both individually and collectively, a case can be made for much more detailed work on women's work in particular situations and detailed studies examining how women juggle competing work and family roles. This particularly applies to

those women who work from home in family fishing businesses. Studies using the multiple roles approach direct attention to the details of different types of fishing activities and different fishing sectors, rather than making sweeping assumptions based on gender. They may also direct attention to possible differences between aquaculture and wild catch fishing in terms of women's roles and representation.

Thiessen and his co-workers' (1992) study of Norwegian and Nova Scotian women in fishing-dependent households showed that women's major tasks fell into the areas of domestic, support and business/financial management services. Similarly, in this study more than 50% of questionnaire respondents reported that they carried out administrative tasks like mail/correspondence, book-keeping/banking/bill paying and attending meetings. Women in both the owner-operator and government worker categories had major responsibilities for these types of duties. This is a point of similarity between women working in both the public and private sectors of the industry. It also relates to women's decision-making power, as overall the respondents indicated they had substantial decision-making influence over public relations (which could include correspondence, phone communication, participating in meetings), and financial management (related to responsibility for book-keeping, banking and paying bills). This also fits with the views expressed by the key informants in Rickson and Daniel's (1999) study.

We made reference earlier to Sachs' (1997) five main themes for gender research in natural resource management. While this study has focused partly on the gender divisions of labour theme, it touches on issues to do with the other four themes, particularly participation in social movements – indeed one of the aims of the study has been to examine women's participation in women's networking groups; how these groups can be made more relevant to women's needs; and how they can empower women in the industry. Women's networking groups are part of a larger feminist movement seeking to improve women's status and recognition in society. The study is also relevant to policy makers because it provides information about women's perceptions of barriers facing them personally, and key informants' judgements of barriers in the industry generally and what actions might be taken to overcome them.

A majority of questionnaire respondents wanted to make changes to their main role, and a large majority of interviewees agreed that women do face barriers. The barriers to change identified in this study are similar to those listed in recent studies on women in Australian agriculture (RIRDC/DPIE, 1998; SCARM, 1998). Of the categories provided, questionnaire respondents reported that 'lack of time/too many other commitments' was the major barrier to them making the changes they wanted to make in their industry roles. This barrier relates directly to women's varied roles and competing demands from home and work. It also stems from widely accepted gender roles in which women still carry major responsibility for caring for children, other relatives and the home. These gender role stereotypes extend right across society and are very difficult to change.

Several writers mentioned earlier have discussed issues surrounding higher expectations of women and increasing demands on their time in modern western societies (Norr and Norr, 1992; McMahon, 1999). However, better-recognition and pay for women's home-based work, accompanied by special purpose financial assistance (for example childcare while attending industry meetings), may help overcome time barriers to some extent even though lack of money is not the fundamental problem. The dimension representing training and skills that emerged from analysing the questionnaire belief statements reflects some respondents' conviction that training and skill enhancement is a significant issue, and that industry women have not reached their full potential. Those respondents who saw lack of training as a barrier identified assertiveness training as the most important kind needed. Lack of training is something that can be much more readily addressed than society-wide gender role stereotypes.

Interviewees placed relatively greater emphasis on overt discrimination from men as a barrier to women advancing in the industry than did questionnaire respondents. Some of the personal examples they gave dealt with being prevented from going out on fishing boats. While relatively few industry women appear to want a long-term career working on fishing boats, many do want the opportunity to gain experience in the wild catch sector – to 'walk the talk'. For this reason they may particularly resent being excluded on the basis of gender. Not only this, but some comments made by interviewees and questionnaire respondents raise questions about discriminatory practices that could be the subject of legal action. They also raise questions about minimum occupational health and safety standards for commercial fishing boats, and the need for internationally-accepted legislation to ensure that all boats operating in Australian waters comply with these standards (including for example providing basic toilet facilities suitable for both men and women). Standards like these have long been accepted for other Australian workplaces and there seems to be no reason why the wild catch sector of the fishing industry should be exempt. 'Out of sight' need not be 'out of mind'.

However, overt discrimination in the industry may raise issues to do with corporate cultures and 'power elites' as well. Because many interviewees had experience in higher levels of the industry, they may have seen types of discrimination that most questionnaire respondents had not been exposed to, particularly those working in small family businesses.

Interviewees were asked a question about corporate cultures, and the fact that just under half of those who replied to this question thought that their organisation was not satisfactory in how it dealt with gender issues, suggests there is still a long way to go in eliminating gender-based discrimination in fisheries organisations. While Sinclair's (1994) categories cannot be strictly applied to our results, it appears that some organisations, both private and public sector, are still in her 'Denial' stage. This suggests the urgent need for attention to be given to organisational cultures within fisheries organisations and decision-making bodies, and for them to become more accountable in implementing equal opportunity and workplace diversity policies and practices.

Nonetheless, one interesting finding of this study is the relatively high levels of satisfaction women reported with their work in the industry. In spite of this, more than 50% of questionnaire respondents did want to make some changes. These findings are not necessarily inconsistent – they suggest that women enjoy their work but their enjoyment could be enhanced by appropriate changes, particularly gaining better status and recognition for their present work. One questionnaire respondent captured this when she wrote:

> Acceptance and respect for a women in this industry is a long and continual battle and our male peers leave no room for human error [...] Having said that: It's a great industry to be in, the people are real!

We found relatively high levels of support for women's networks in this study. Only 38.5% of questionnaire respondents did not want to join a networking group, and nineteen of the twenty interviewees believed these networks have a role. Questionnaire respondents were supplied with categories for the services they wanted from networks and overall they identified providing a forum to meet other women with similar interests and promoting industry training opportunities as the two most important services. Interviewees responded to an open-ended question and replied in their own words. They identified information exchange-type services and contact with other women as most important.

Some comparisons can be made with services provided by women's networks and cooperatives in overseas fisheries. The Indian women's networks mentioned by Joseph (1989) provide improved access for their members to education and other community services, and the Women and Fisheries Network based in Suva, Fiji, has as one of its goals

acquiring access for Pacific women to fisheries development resources and training. Comparisons can also be made with networks established for women in Australian agriculture and natural resource management generally. These are now extensive in Australia and follow the longstanding tradition of the Country Women's Association. The general categories of services women want from these networks may not be highly industry-specific, and WIN or similar groups may be able to benefit from examples in other natural resource sectors.

Perhaps the most interesting comments made by interviewees and questionnaire respondents in this study dealt with the structure and image of the fishing industry and their perceptions that these needed to change. The people who saw this need were aware of broader social changes and a move to a 'post modern' or 'post-industrial' society, even if not necessarily in those terms. A key feature of this society is diversity – multiple use, multiple stakeholders and multiple views on issues. As mentioned earlier, the Karpin Report (Karpin, 1995) also identified diversity in management as a key to the competitiveness of Australian industries in an era of global trade. Better representation of women and recognition of women's contributions is part of achieving diversity. The forestry industry has faced similar issues about its image to those now being faced by fisheries (Kennedy, 1991; Cramer et al., 1993). Diversity means that these industries have to reflect community diversity better than they have done in the past, and become more integrated into the communities that both support and depend on them. Women are well-placed to help the fishing industry achieve this and as one interviewee put it, to change its image from 'a bunch of blokes in boats' to a 'seafood community'.

9 Benefits

This research has aimed to benefit the fishing industry and its stakeholders overall by providing a better understanding of women's roles and contributions; and by identifying how these can be enhanced by working towards reducing barriers preventing women making changes to their current roles. These aims have been achieved within the limits of the study's time frame and budget.

Immediate beneficiaries of the research are industry women and particularly women interested in being involved with women's networking groups. The research findings are useful to them because they identify reasons why the women surveyed wish to join networks and the services they want from these networks. These findings will help women's networks develop in ways that will satisfy current members and encourage other women to join. These benefits may extend Australia-wide if this research and the actions following from it encourage organisations like WIN to become established in other States and Territories, or encourage the formation of a national organisation for fishing women.

The research has produced many useful suggestions about measures that can be taken to enhance women's contributions to the industry. Many relate to training and skills development. These will be useful to women who seek further training, and to training providers because they identify the kinds of training fishing women see as most useful. Better-focused training and effective use of networking groups are likely to benefit a range of fisheries stakeholders including government fisheries agencies, industry associations and other non-government industry organisations. These beneficiaries are as identified in the original proposal.

The benefits of this research do not lend themselves to being quantified in dollar terms. However, in the longer term, capitalising on women's skills and abilities, as well as the benefits of increasing industry diversity and changing the industry's image may have substantial economic benefits. They may also be vital in increasing the industry's longer-term social and ecological sustainability – the conviction expressed in the Beijing Declaration on Women and Development (Jayasuriya and Jayasuriya, 1999).

Other benefits are:

- raising awareness of an apparently unstudied aspect of the industry
- developing a substantial mailing list of industry women and making contact with them
- identifying the generally high levels of satisfaction expressed by industry women, particularly those in the owner-operator category
- helping to appreciate some of the common issues faced by women in fisheries and in agriculture
- helping to develop a more integrated view of the industry as a whole, including the government sector
- helping to place Australian women's roles in the industry in a broader international context
- identifying a need for the industry to change its image and develop a more inclusive community base.

10 Further development

In many respects this is a pioneering study. We would identify the following areas as needing further development:

- developing a more comprehensive and representative list of women in the industry, with particular attention to geographical spread, women in the post-harvest sector, indigenous women, and women who see themselves as being in support roles
- developing basic statistics and data bases about industry women and their work
- identifying in more detail the gender imbalances currently existing in fisheries-related organisations and fisheries decision-making bodies
- undertaking further searches for similar research, particularly on Aboriginal women's fishing practices, both commercial and subsistence
- undertaking more specific studies of women working in specialised sectors of the industry, especially women working in home-based family fishing businesses e.g. examining allocation of time and resources through keeping daily diaries and task details – this is essential if a dollar value is to be placed on women's contributions to the industry
- undertaking research on women's ownership of fishing licences, quotas, boats, fishing equipment, company ownership, other property or property rights in the industry, and industry inheritance traditions [this relates to Sachs' (1997) fourth theme for gender research]
- investigating current occupational health and safety standards for vessels operating in the wild catch sector and the extent to which these deter women from participating more fully
- investigating the wider policy implications of this research, particularly by developing action plans to address the issues identified.

We suggest that WIN and FRDC take steps to publicise the outcomes of this study collaboratively with BRS, and consider funding further work in the areas mentioned above.

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Appendix 1 - Intellectual property

As this is a social sciences research project, the intellectual property arising from the project principally relates to the research findings and the report's form and content. These are unlikely to be of direct commercial value, but instead represent a contribution to knowledge and understanding of women's roles in the fishing industry. They also provide guidance to WIN and other similar non-profit networking groups for women about their future directions and the services women want from them.

Appendix 2 – Staff

The following staff of the Social Sciences Centre worked on this project:

Heather Aslin
Research Scientist

Trevor Webb
Professional Officer

Melanie Fisher
Director, Social Sciences Centre

Michael Martin
Professional Officer (now with the Natural Resource Management and Policy Division of AFFA)

Appendix 3 - Interview guide

Understanding women's roles in the fishing industry

Name of interviewee: ....

Interviewee's phone no.: ....

Date and time interview conducted: ....

Type of interview (face-to-face or telephone): ....

Location of interview (if face-to-face): ....

....

Interviewer: ....

Length of interview: ....

Introduction
This interview is part of a national research project called *Understanding women's roles in the fishing industry*. It is designed to:

- gather information about women involved in the fishing industry
- obtain women's views about their current and future roles
- identify barriers preventing women from becoming involved in the industry and what might be done to overcome them.

Your answers to the questions will be analysed and a report of the results produced. This report will be distributed to decision-makers in Government, non-government and private sector organisations, and a summary will also be sent to anyone who would like to receive a copy.

Research conduct and funding
This research is being carried out by the Social Sciences Centre of the Bureau of Rural Sciences for the Women's Industry Network, with funding from the Fisheries Research and Development Corporation. Information obtained from your replies will be used only for research-related purposes.

For the purposes of this research, 'fishing industry' refers *only to commercial wild-capture fishing and aquaculture, not recreational or subsistence fishing.*

You have been selected as someone who has special knowledge of the fishing industry and women's roles in it.

Your replies are confidential. In reporting results, we will not name interviewees individually and only sectors or organisations people come from will be mentioned, or combined responses discussed.

I would like to ask you if you would allow me to tape-record this interview for later analysis under the condition that your replies are confidential and only the research team for this project will have access to the recording.

Is it OK for me to start the recording now?

Questions

1 Could you outline for me your background in the fishing industry and your experience in relation to women's roles in the industry?

....

....

....

2 Have you identified any particular barriers or problems women commonly face in the industry?

....

....

....

3 How well do you think women are represented across the various industry sectors and in relevant decision-making bodies?

....

....

....

4 Do you think any action needs to be taken in relation to women's status or recognition in the industry?

      ❑ no   ❑ yes

    4a *If yes,* in your opinion what needs to be done?

    ....

    ....

....

    4b Do you think women's time commitments e.g. caring for children or other family responsibilities, are a barrier to them achieving higher status or better recognition in the industry?

    ❑ no   ❑ yes

    ....

    4c Do you think women need any special financial assistance or incentives to improve their status?

❑ no   ❑ yes

……………………………………………………………………………………………

4d Do you think women need any special training to improve their status?

❑ no   ❑ yes

……………………………………………………………………………………………

4e If you think action needs to be taken to help women improve their status, **who** do you think is responsible for taking it?

……………………………………………………………………………………………

5 Do you think women's networks have a role to play? If so, what sorts of services do you think these networks need to provide?

……………………………………………………………………………………………

……………………………………………………………………………………………

……………………………………………………………………………………………

6 In the last few years have you noticed any changes to the roles women play in the industry?

❑ no   ❑ yes

(Prompt if necessary)

……………………………………………………………………………………………

……………………………………………………………………………………………

……………………………………………………………………………………………

7 What sort of roles do you think women are likely to be playing in the industry in the future?

……………………………………………………………………………………………

……………………………………………………………………………………………

……………………………………………………………………………………………

(For interviewees in formal organisational contexts only)

8 How would you describe your organisation's culture in relation to women and attitude towards having women in leadership or executive roles?

....

....

Background/demographics
Would you mind answering a few background questions about yourself so I will be able to summarise the characteristics of people I have interviewed?

9 What is your age group?

- ❑ under 21 years
- ❑ 21-30
- ❑ 31-40
- ❑ 41-50
- ❑ 51-60
- ❑ 61-70
- ❑ over 70 years

10 What is your marital status?

- ❑ never married
- ❑ married/de facto
- ❑ divorced/separated

11 What is your home postcode? ....

12 What is the *highest* level of formal education or training you have completed?

- ❑ primary school
- ❑ 1-4 years of high school
- ❑ 5-6 years of high school
- ❑ apprenticeship/technical training/TAFE course (main field of training?)
  ....
- ❑ university undergraduate degree (main field of study?)
  ....
- ❑ university postgraduate qualifications (main field of study?)
  ....

13 Were you:

- ❑ born in Australia?
- ❑ born overseas? *If so,* please specify in which country you were born:
  ....

14 Are you of Aboriginal or Torres Strait Islander origin?

❑ no   ❑ yes

Many thanks for allowing me to interview you.

Would you like to receive a summary of the results of the research findings?

(If yes, ensure that interviewee's address is obtained to send information out.)

Address: ……………………………………………………

………………………………………………………………...

………………………………………………………………...

Appendix 4 – Interviewee characteristics

The number at left gives the question number in the interview guide. 'n' is the number of interviewees in the relevant category and 'N' is the total number of interviewees responding to the question. N is 20 unless otherwise shown. Three men and 17 women were interviewed, and only one interviewee claimed Aboriginal or Torres Strait Islander ancestry (Question 14).

9 Age

Category	n
Under 21	-
21-30	1
31-40	4
41-50	9
51-60	5
61-70	1
Over 70	-

10 Marital status (N = 19) (1 interviewee declined to answer)

Category	n
Never married	4
Married/de facto	13
Divorced/separated	2

11 Postcode of home address

Postcode range	n	State/Terr.
0-999	1	NT
2000-2999	10	NSW/ACT
3000-3999	-	Vic.
4000-4999	2	Q
5000-5999	5	SA
6000-6999	1	WA
7000-7999	1	Tas

12 Education

Highest level completed	n
Primary school	-
1-4 yrs high school	1
5-6 yrs high school	2
Apprenticeship/technical training/TAFE qualification	4
Undergraduate degree	3
Post-graduate qualification	10

13 Place of birth

Country	n
Australia	13
New Zealand	1
England	4
France	1
Germany	1

Appendix 5 - Questionnaire covering letter

Bureau of **Rural Sciences**

A U S T R A L I A

September 1999

To women involved with the commercial fishing industry

Dear Industry Member

We are carrying out research for a project entitled *Understanding women's roles in the fishing industry*. This research is being carried out jointly by the Women's Industry Network (WIN) and the Social Sciences Centre of the Bureau of Rural Sciences (BRS). The research is funded by a grant from the Fisheries Research and Development Corporation.

We are writing to you because you are a woman involved in the fishing industry and have special knowledge of women's roles and commitments. Your name has been selected from a mailing list of women in the industry and industry-related organisations. We would like to ask you if you could complete a short questionnaire about your role, and women's current and future roles in the industry generally. Results of the questionnaire will be analysed and a report prepared. Results will also be presented at a conference being organised by WIN in December 1999. The report will describe women's roles in the industry at present. It will help identify barriers to women's involvement and what might be done to remove them. The research will help policy makers appreciate the value of women's contributions to the industry and encourage them to take measures to enhance women's status and recognise their efforts.

We do hope you will be able to find the time to complete the enclosed questionnaire and return it to us in the reply-paid envelope provided. *Could you please return it to us within the next two weeks.* Your time and effort will be greatly appreciated.

Please feel free to contact Heather Aslin on (02) 6272 3047 or Trevor Webb on (02) 6272 3233 if you would like any further information about the research. If you are ringing from out of Canberra, we will be happy to ring you back on request.

Thanking you in anticipation.

Yours sincerely

Mrs June Gill
Principal Investigator
Women's Industry Network
Phone (08) 8834 2016
E-mail jgill@kadina.mtx.net.au

Dr Heather Aslin
Research Scientist
Bureau of Rural Sciences
Phone (02) 6272 3047
E-mail heather.aslin@brs.gov.au

Appendix 6 – Questionnaire
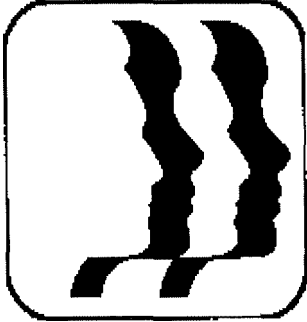
Women's Industry Network

FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

**UNDERSTANDING
WOMEN'S ROLES
IN THE FISHING
INDUSTRY**

Understanding women's roles in the fishing industry

Research background

We have been asked by the Women's Industry Network to investigate the views of women involved in the fishing industry. As a woman involved in the industry you have personal experiences and knowledge about women's roles. This research project is designed to:

- gather information about women involved in the fishing industry
- obtain women's views about their current and future roles
- identify barriers preventing women from becoming more involved in the industry and what might be done to overcome them.

The information gained through this process will help the Women's Industry Network and other service providers to ensure women's needs in the industry are met. This questionnaire is a vital part of the research. Answers to the questions will be analysed and a report of the results produced. This report will be distributed to decision-makers in Government, non-government and private sector organisations, and a summary will also be sent to anyone who completes the questionnaire and would like to receive a copy.

Research conduct and funding

This research is being carried out by the Social Sciences Centre of the Bureau of Rural Sciences for the Women's Industry Network, with funding from the Fisheries Research and Development Corporation. Information obtained from questionnaire replies will be used only for research-related purposes.

Replies to the questionnaire are confidential and anonymous. In reporting results, we will only mention sectors or organisations that respondents come from or discuss combined responses. In the case of small organisations or businesses where there may be few women involved, every effort will be made to avoid reporting information that may identify respondents.

If you would like to receive follow-up reports of research findings, please fill in the reply-paid postcard included with the questionnaire and return it to us separately from your completed questionnaire.

Answering the questionnaire

In this questionnaire, 'fishing industry' refers *only to commercial wild capture fisheries and aquaculture*. It does not include recreational or subsistence fishing.

Please answer the questions as best you can without spending too much time on them. In most cases all you need to do is to tick the appropriate box or circle the appropriate number. In a few places you may need to write a short answer.

Section A: Your role in the fishing industry

These questions ask you about your current role or roles in the fishing industry. 'Role' may include both paid and unpaid work. It may also include time spent supporting or caring for others who have paid work in the industry.

A1 **Please indicate approximately how many years you have had a role in the fishing industry. Please include time spent in previous roles as well as your current role.** (Tick the appropriate box.)

- ❑ less than 1 year
- ❑ more than 1 year but less than 2 years
- ❑ more than 2 years but less than 5 years
- ❑ more than 5 years but less than 10 years
- ❑ more than 10 years but less than 20 years
- ❑ more than 20 years

A2 **How long do you intend to continue to be actively involved in the fishing industry?** (Tick the appropriate box.)

- ❑ intend to leave within 12 months
- ❑ more than 1 year but less than 2 years
- ❑ more than 2 years but less than 5 years
- ❑ indefinitely
- ❑ don't know

A3 **Are any other members of your immediate family involved in the fishing industry?**

❑ no   ❑ yes ⟶ *If yes*, **please indicate their relationship to you.**

- ❑ husband/partner
- ❑ parent
- ❑ brother/sister
- ❑ son/daughter
- ❑ other, please specify: _____

A4 **What types of fishing work do you normally do?** (Tick as many boxes as appropriate.)

- ❑ fishing
- ❑ business planning/setting priorities
- ❑ buying supplies
- ❑ running errands
- ❑ book-keeping/banking/bill paying
- ❑ customer requirements/orders/sales
- ❑ mail/correspondence
- ❑ processing catch
- ❑ packing/dispatching of orders
- ❑ mediation
- ❑ arranging maintenance and repairs
- ❑ membership of voluntary, non-government organisation or association, 'peak body'
- ❑ employee training
- ❑ public relations
- ❑ emotional support
- ❑ net-making/maintenance of fishing equipment

- ❑ occupational health and safety
- ❑ attending meetings
- ❑ research and development
- ❑ fulfilling government licence/quarantine/export requirements
- ❑ filling in when others are absent ('temping')
- ❑ research and development
- ❑ membership of government advisory body, council or committee

- ❑ other, please specify: _____

  _____

  _____

  _____

  _____

A5 **Which of the categories below best describes your main role in the fishing industry now? Your main role will generally be the one in which you spend most time.** (Tick the **single** most appropriate box only.)

- ❑ owner-operator, business partner, company manager or director
- ❑ employee in family business
- ❑ other private sector employee (not owner-operator or employed in family business)
- ❑ commonwealth government employee
- ❑ state government employee
- ❑ voluntary, honorary or advisory role (unpaid or receive honorarium/expenses only)
- ❑ support role for others who work in the industry
- ❑ other, please specify: _____

_____

A6 **How many hours per week do you work in your main role?** (Tick the appropriate box.)

- ❑ less than 10 hours
- ❑ 10-20 hours
- ❑ 21-30 hours
- ❑ 31-40 hours
- ❑ 41-50 hours
- ❑ 51-60 hours
- ❑ more than 60 hours

A7 *If your major role is a paid one*, **what percentage of your family's total income do you estimate you earn in this role?** (Tick the appropriate box.)

- ❑ less than 10%
- ❑ 10-25%
- ❑ 26-50%
- ❑ 51-75%
- ❑ 76-100%

A8 **This question asks how satisfied you are with your main role in the industry. On a scale of 1 to 5, please circle the number that indicates how satisfied you are. Are you:**

very dissatisfied	somewhat dissatisfied	neither satisfied nor dissatisfied	somewhat satisfied	very satisfied
1	**2**	**3**	**4**	**5**

A8a *If you circled 1 or 2*, **please write the main reason/s you are dissatisfied.**

_____

_____

A9 **What do you think are the three most valuable skills or areas of knowledge you bring to your current role? Please write them below:**

1 _____

2 _____

3 _____

A10 Thinking about your main industry role, please circle the number corresponding to the degree of influence you think you have on decision-making in the areas listed below. (1 is 'no influence' and 5 is where you are 'sole decision-maker'. If the area is not applicable to your main role circle 'N/A'.)

	no influence				sole decision maker
equipment purchases ....N/A	1	2	3	4	5
safety ....N/A	1	2	3	4	5
introducing new techniques/approaches.......N/A	1	2	3	4	5
hiring staff ....N/A	1	2	3	4	5
training staff ....N/A	1	2	3	4	5
managing staff ....N/A	1	2	3	4	5
managing finances ....N/A	1	2	3	4	5
environmental management ....N/A	1	2	3	4	5
production levels..N/A	1	2	3	4	5
quality control ....N/A	1	2	3	4	5
public relations...N/A	1	2	3	4	5
marketing and promotion ....N/A	1	2	3	4	5
policy making or planning ....N/A	1	2	3	4	5
major investment decisions ....N/A	1	2	3	4	5

A11 From the list below, please rank what are the THREE most important sources of information for you in keeping up to date with developments affecting your main role, starting with 1 for the most important.

- [ ] fishers themselves
- [ ] friends, informal networks
- [ ] voluntary organisations, organised networks
- [ ] attending meetings, workshops or seminars
- [ ] workplace supervisor/manager
- [ ] electronic mail
- [ ] print media – newspapers, popular magazines
- [ ] electronic media – television, radio
- [ ] specialised publications – trade, scientific journals etc.
- [ ] government fisheries staff/expert consultants
- [ ] formal education/training courses

A12 Do you have any skills or knowledge that you think are under-utilised in your current role? (These might be, for example, your decision-making ability, social networking skills, computer skills or negotiation ability.)

❏ no   ❏ yes ⟶ *If yes,* please indicate these skills below:

_____

_____

Section B: Your needs in the fishing industry

This section asks about your needs in relation to your main role in the fishing industry at present.

B1   **Would you like to make any changes to your main role in the fishing industry?**

❏ no   ❏ yes ⟶ *If yes*, **what kind of changes would you like to make?**
(Tick as many boxes as appropriate.)

If no, **go to question B6**

- ❏ work in a different area or sector of the industry
- ❏ put more time into current role
- ❏ exit the industry
- ❏ gain better status and recognition for current role
- ❏ receive better pay
- ❏ achieve a promotion
- ❏ gain more responsibility
- ❏ gain a position on a decision-making body or committee
- ❏ other, please specify: _____

B2   **Are there any barriers preventing you from making these changes at the moment?**

❏ no   ❏ yes ⟶ *If yes*, **what are these barriers?**
(Tick as many boxes as appropriate.)

If no, **go to question B6**

- ❏ lack of time/too many other commitments
- ❏ lack of money
- ❏ lack of training, skills or experience
- ❏ lack of confidence
- ❏ lack of contacts/support networks with other women in the industry
- ❏ lack of mentors (wise and trusted advisers)
- ❏ lack of role models
- ❏ lack of encouragement or support from key people e.g. partner, other family members, friends, supervisors
- ❏ discrimination on the basis of gender
- ❏ organisational rules and regulations
- ❏ other, please specify: _____

B3   *If you identified lack of time as a barrier for you*, **is there anything (within reason!), that would help you put more time into your current role? Please specify:**

_____

_____

B4   *If you identified lack of money as a barrier for you*, **what sort of financial assistance would help you overcome this barrier?** (Tick as many boxes as appropriate.)

- ❏ better pay or financial recognition for current role
- ❏ research or development grants
- ❏ bank or credit union loans
- ❏ scholarships or other financial assistance for training or skills development
- ❏ cheaper or subsidised child care
- ❏ other types of financial assistance, please specify: _____

B5   *If you identified lack of training, skills or experience as a barrier for you,* **what kind/s of training, skills or experience would help you overcome this barrier?** (Tick as many boxes as appropriate.)

❑   leadership training

❑   assertiveness training

❑   financial training

❑   computer/internet training

❑   business management/planning

❑   communication skills

❑   marketing training

❑   management/supervisory training or experience

❑   negotiation and/or conflict resolution skills

❑   boating or fishing skills

❑   specialised training in scientific or technical areas

❑   other, please specify: _____

B5a   Is there anything that currently makes it difficult or impossible for you to do this kind of training or obtain these skills or experience?

❑ no   ❑ yes ⟶   *If yes*, **what makes it difficult or impossible for you?**

_____

_____

_____

_____

B6   Are you currently a member of any women's industry networking group?

❑ yes   ❑ no ⟶   *If no*, **would you be interested in joining a women's industry networking group if one was available in your area?**

❑ yes ⟶   *If yes,* **go to question B7**

❑ it depends. What might be important in helping you decide whether or not to join?

If yes, **go to question B7**

_____

_____

_____

❑ no. Why are you not interested?

_____

_____

_____

_____

B7 *If you are a member of a women's networking group or interested in joining one*, there is a range of potential services these networks can offer. Some are listed below. Please rank the top THREE services according to how important they are to you, starting with 1 for the most important service.

☐ provide a forum to meet other women from the industry

☐ represent women when talking to governments

☐ raise awareness of women's issues in the industry by holding workshops, meetings, conferences

☐ promote industry-related training opportunities for women

☐ offer counselling services for women in the industry

☐ work to gain status for women in the industry

☐ act as an advocate to improve women's working relationship with industry

☐ provide a forum to identify and work to remove barriers to women's advancement in the industry

☐ develop a national focus for representing women's industry issues

☐ develop a data base or information source on women in the industry

B8 **Are there any other services not listed above that you would like to see provided?** (Please specify.)

_____

_____

_____

_____

_____

Section C: Your opinions about women's roles and needs in the fishing industry

This section asks your opinion about women's roles in the industry generally, not just about your personal role.

C1 These statements express some views about women's involvement in the industry. On a scale from 1 for 'strongly agree' to 5 for 'strongly disagree', please circle the number that best reflects your opinion on each statement.

	strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
Many women need more confidence to try for a better job in the industry	1	2	3	4	5
Men involved in the industry generally acknowledge women's contributions appropriately	1	2	3	4	5
Women need better access to training and education to advance in the fishing industry	1	2	3	4	5
Industry advisory committees and boards generally have enough women members	1	2	3	4	5
Men often believe that women lack the physical strength to take on many industry jobs	1	2	3	4	5
Women are often discouraged by their bosses from taking on more responsible jobs in the industry	1	2	3	4	5
Family commitments do not prevent women from making a greater contribution to the fishing industry	1	2	3	4	5
Men tend to think women have no place in many industry jobs because men have always done those jobs in the past	1	2	3	4	5
Women could achieve more status and recognition for their work if they had leadership training	1	2	3	4	5
Women's skills and abilities are one of the fishing industry's greatest untapped resources	1	2	3	4	5
Women feel welcome in the fishing industry	1	2	3	4	5

C2 What sort of roles do you think women are likely to be playing in the fishing industry in the future?

_____

_____

_____

_____

_____

_____

_____

Section D: About you and your background

The following set of questions will help us to understand what different groups of women think about the issues raised in the questionnaire.

D1   **What is your age group?**

- ❑ under 21 years
- ❑ 21-30
- ❑ 31-40
- ❑ 41-50
- ❑ 51-60
- ❑ 61-70
- ❑ over 70 years

D2   **What is your marital status?**

- ❑ never married
- ❑ married/de facto
- ❑ divorced/separated

D3   **What is your home postcode?** _____

D4   **What is the *highest* level of formal education or training you have completed?**

- ❑ primary school
- ❑ 1-4 years of high school
- ❑ 5-6 years of high school
- ❑ apprenticeship/technical training/TAFE course (main field of training?_____)
- ❑ university undergraduate degree (main field of study?   _____)
- ❑ university postgraduate qualifications (main field of study?_____)

D5   **Are you currently enrolled in any formal education course(s)?**

❑ no   ❑ yes ⟶ ***If yes*, what sort of education or training course(s) are you currently enrolled in?**

- ❑ apprenticeship, technical training or TAFE course
- ❑ university course
- ❑ government training course
- ❑ adult education course
- ❑ commercial education course

- ❑ other, please specify: _____

D6 **How many children do you have?** (Circle the appropriate number.)

0 1 2 3 4 5 6 7   more than 7

 D6a *If you have children*, are any of them still dependent on you for care or support?

   ❑ no   ❑ yes ⟶ *If yes*, do you pay for childcare?

               ❑ no   ❑ yes

  If no, go to
  question D7

 D6b *If you have dependent children*, do you have any friends or relatives who provide unpaid childcare for you?

   ❑ no   ❑ yes

D7 **Do you care for or support family members other than your children?** (This could refer to financial support or carers' responsibilities like cooking, shopping, cleaning etc. for that person.)

❑ no   ❑ yes ⟶ *If yes*, whom do you care for or support?
            ❑ spouse/partner
            ❑ parent(s)

            ❑ other, please specify: _____

                   _____

D8 **How many hours per week in total would you spend caring for others (including your children, spouse/partner and/or other family members)?**

❑ 0-10 hours per week
❑ 11-20 hours per week
❑ 21-30 hours per week
❑ 31-40 hours per week
❑ 41-50 hours per week
❑ more than 50 hours per week

D9 **Were you:**

❑ born in Australia?
❑ born overseas? *If so,* please specify in which country you were born: _____

D10 **Are you of Aboriginal or Torres Strait Islander origin?**

❑ no   ❑ yes

Section E: Additional comments

If you have any additional comments about women's roles in the fishing industry, please write them in the space provided below.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Returning your questionnaire

Thank you very much for taking the time to complete this questionnaire. We appreciate your help! Please return the questionnaire in the reply-paid envelope provided. If your envelope is missing, please hand address your questionnaire to REPLY PAID 82806, WIN Questionnaire, Social Sciences Centre, Bureau of Rural Sciences, PO Box E11, Kingston, ACT 2604. Postage is free if sent within Australia.

The results from this survey will be reported at a conference being organised by the Women's Industry Network to be held in Adelaide from 6-7 December 1999. If you would like a summary of the research findings to be posted to you when analysis is complete, please return the enclosed reply-paid postcard with your contact details.

Thank you once again for your time and effort.

Appendix 7 - Reminder postcard

Bureau of **Rural Sciences**

A U S T R A L I A

POSTAGE

PAID

Women and the Fishing Industry

Dear Industry Member,

Recently a questionnaire concerned with women's roles in the fishing industry was sent to you. If you have already returned the questionnaire thank you very much for your contribution. If, however, you have not yet found the time to complete it we would urge you to do so at your earliest convenience. You are one of a select group of women we have selected and your opinions are important to us.

If by any chance your questionnaire has not arrived or you have mislaid it, please ring me on (02) 6272 3047 or Trevor Webb on (02) 6272 3233 and we will arrange to send another one to you. Once again, many thanks for your help.

Yours sincerely
Heather Aslin
Research Scientist

Appendix 8 – Final reminder letter

Bureau of **Rural Sciences**

A U S T R A L I A

12 October 1999

Women and the Fishing Industry

Dear Industry Member

Recently you were sent a questionnaire concerned with women's roles in the fishing industry and a follow-up reminder card. If you have already returned the questionnaire, thank you very much for your contribution. If you have not yet returned it, I would like to stress how important your reply is, and to ask you if you would *please complete the questionnaire as soon as possible and return it in the reply-paid envelope provided.* It is very important that the views of as many women as possible are included in the research, and your contribution will be highly valued.

If by any chance you did not receive the original questionnaire or have mislaid it, please ring me on (02) 6272 3047 or Trevor Webb on (02) 6272 3233 as soon as possible and we will send another one to you.

Many thanks for your help.

Yours sincerely

Dr Heather Aslin
Research Scientist
Bureau of Rural Sciences
Phone (02) 6272 3047
E-mail heather.aslin@brs.gov.au

Appendix 9 - Summaries of questionnaire responses

'n' is the number of questionnaire responses in the relevant category.

Table 1 Respondents' major role

Category	n	Percent
owner-operator, business partner, company manager or director	81	41.3%
employee in family business	7	3.6%
other private sector employee	11	5.6%
commonwealth government employee	17	8.7%
state government employee	46	23.5%
voluntary, honorary or advisory role	12	6.1%
support role for others who work in the industry	9	4.6%
research and education	10	5.1%
other	3	1.5%
Total[#]	196	100

[#]6 missing cases

Table 2 Median age categories (%)

Category	21-30 years	31-40 years	41-50 years	51-60 years	61-70 years	Median age category
owner-operators	4.9 (4)	29.6 (24)	32.1 (26)	24.7 (20)	8.6 (7)	41-50
private sector workers	22.2 (4)	38.9 (7)	33.3 (6)	-	5.6 (1)	31-40
government workers	32.3 (20)	43.5 (27)	22.6 (14)	1.6 (1)	-	31-40
other	12.1 (4)	27.3 (9)	42.4 (14)	12.1 (4)	6.1 (2)	41-50
Total[#]	16.5 (32)	34.5 (67)	30.9 (60)	12.9 (25)	5.2 (10)	31-40

[#]8 missing cases, percentages are row percentages, actual count in parentheses

Table 3 Respondents' highest formal educational qualifications (%)

	primary school	1-4 years high school	5-6 years high school	apprenticeship tech. training TAFE	undergrad. training	postgrad. training
owner-operators	1.2 (1)	38.3 (31)	22.2 (18)	21.0 (17)	13.6 (11)	3.7 (3)
private sector workers	-	11.1 (2)	27.8 (5)	33.3 (6)	11.1 (2)	16.7 (3)
government workers	-	6.3 (4)	4.8 (3)	14.3 (9)	28.6 (18)	46.0 (29)
others	-	27.3 (9)	3.0 (1)	12.1 (4)	21.2 (7)	36.4 (12)
Total[#]	0.5 (1)	23.6 (46)	13.8 (27)	18.5 (36)	19.5 (38)	24.1 (47)

[#] 7 missing cases, percentages are row percentages, actual count in parentheses

Table 4 Respondents' place of residence (%)

	Northern Territory	ACT & New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania
owner-operator	2.5 (2)	8.8 (7)	8.8 (7)	17.5 (14)	51.3 (41)	2.5 (2)	8.8 (7)
private sector workers	-	22.2 (4)	22.2 (4)	5.6 (1)	44.4 (8)	-	5.6 (1)
government workers	4.8 (3)	19.0 (12)	12.7 (8)	20.6 (13)	17.5 (11)	17.5 (11)	7.9 (5)
other	-	3.4 (1)	3.4 (1)	17.2 (5)	58.6 (17)	-	17.2 (5)
Total#	2.6 (5)	12.6 (24)	10.5 (20)	17.4 (33)	40.5 (77)	6.8 (13)	9.5 (18)

#12 missing cases, percentages are row percentages, actual count in parentheses

Table 5 Length of time in the fishing industry (%)

Category	<1	>1 to <2	>2 to <5	>5 to <10	>10 to <20	>20
owner-operators		1.2 (1)	7.4 (6)	22.2 (18)	33.3 (27)	35.8 (29)
private sector workers			27.8 (5)	44.4 (8)	22.2 (4)	5.6 (1)
government workers	4.8 (3)	1.6 (1)	25.4 (16)	39.7 (25)	27.0 (17)	1.6 (1)
other	6.1 (2)	3.0 (1)	36.4 (12)	27.3 (9)	12.1 (4)	15.2 (5)
Total#	2.5 (5)	1.5 (3)	19.5 (39)	30.0 (60)	26.0(52)	18.0 (36)

#2 missing cases, percentages are row percentages, actual count in parentheses

Table 6 Intention to stay in the fishing industry (%)

Category	< 1 yr	>1 - <2 yrs	>2 - <5 yrs	indefinitely	don't know
owner-operators	2.5 (2)		3.7 (3)	65.4 (53)	28.4 (23)
private sector workers	11.1 (2)	5.6 (1)	5.6 (1)	50.0 (9)	27.8 (5)
government workers	4.8 (3)	4.8 (3)	7.9 (5)	46.0 (29)	36.5 (23)
other		3.0 (1)	3.0 (1)	57.6 (19)	36.4 (12)
Total#	3.6 (7)	3.1 (6)	5.1 (10)	56.1 (110)	32.1 (63)

#6 missing cases, percentages are row percentages, actual count in parentheses

Table 7 Respondents' tasks in the industry

Category	n	% respondents
mail/correspondence	115	57.5
bookkeeping/banking/bill paying	105	52.5
attending meetings	103	51.5
running errands	89	44.5
emotional support	87	43.5
business planning/setting priorities	82	41.0
research and development	81	40.5
buying supplies	79	39.5
public relations	79	39.5
customers/orders/sales	76	38.0
fulfilling government licence/quarantine/export requirements	63	31.5
packing/dispatch of orders	57	28.5
voluntary, NGO membership	57	28.5
processing catch	54	27.0
occupational health and safety	50	25.0
membership of government advisory body	49	24.5
arranging maintenance and repairs	45	22.5
employee training	44	22.0
net making/maintenance of fishing equipment	38	19.0
fishing	36	18.0
mediation	36	18.0
filling in for absent others	36	18.0
other fish work	61	30.5

2 missing cases

Table 8 Weekly hours spent in major role (%)

Category	<10 hrs	10 - 20 hrs	21 - 30 hrs	31 - 40 hrs	41 - 50 hrs	51 - 60 hrs	>60 hrs
owner-operators	8.6 (7)	16.0 (13)	19.8 (16)	9.9 (8)	16.0 (13)	7.4 (6)	22.2 (18)
private sector workers	16.7 (3)	22.2 (4)	-	16.7 (3)	22.2 (4)	16.7 (3)	5.6 (1)
government workers	1.6 (1)	11.1 (7)	6.3 (4)	30.2 (19)	36.5 (23)	9.5 (6)	4.8 (3)
other	44.1 (15)	8.8 (3)	11.8 (4)	8.8 (3)	23.5 (8)	2.9 (1)	-
Total[#]	13.3 (26)	13.8 (27)	12.2 (24)	16.8 (33)	24.5 (48)	8.2 (16)	11.2 (22)

6 missing cases, percentages are row percentages, actual counts in parentheses

Table 9 Contribution to family income

Category	< 10%	10 to 25%	26 to 50%	51 to 75%	76 to 100%
owner-operators	13.0 (7)	14.8 (8)	53.7 (29)	3.7 (2)	14.8 (8)
private sector workers	11.8 (2)	23.5 (4)	23.5 (4)	23.5 (4)	17.6 (3)
government workers	1.6 (1)	1.6 (1)	37.1 (23)	11.3 (7)	48.4 (30)
others	22.2 (4)	16.7 (3)	22.2 (4)	16.7 (3)	22.2 (4)
Total[#]	**9.3 (14)**	**10.6 (16)**	**39.7 (60)**	**10.6 (16)**	**29.8 (45)**

[#] 51 missing cases, percentages are row percentages, actual count in parentheses

Table 10 Satisfaction with current role

Category	very dissatisfied	somewhat dissatisfied	neither satisfied nor dissatisfied	somewhat satisfied	very satisfied	mean score
owner-operators	4.9 (4)	12.3 (10)	13.6 (11)	34.6 (28)	34.6 (28)	3.81±0.13
private sector workers		11.1 (2)	16.7 (3)	50.0 (9)	22.2 (4)	3.83±0.22
government workers	1.6 (1)	7.9 (5)	9.5 (6)	44.4 (28)	36.5 (23)	4.06±0.12
other		6.1 (2)	12.1 (4)	48.5 (16)	33.3 (11)	4.09±0.15
Total[#]	**2.6 (5)**	**9.7 (19)**	**12.3 (24)**	**41.5 (81)**	**33.8 (66)**	**3.94±0.07**

[#] 7 missing cases, percentages are row percentages, actual count in parentheses

Table 11 Respondents' view of women's valuable skills and knowledge

Skill/knowledge area	n
communication/networking/liaison	79
personal qualities	55
scientific/technical knowledge	48
product knowledge/marketing/public relations	44
bookkeeping/accounting/financial	32
fishing industry knowledge	31
general knowledge/experience	31
business experience/human res. management	30
administration/organisational	30
hands-on experience/maintenance/crewing	30
NRM/environmental policy	21
support (family, emotional, general)	20
computing/database	16
government regulations/licences	14
negotiation/mediation/dispute settlement	12
decision-making	6
catch processing	5
other	28

Table 12 Desire to change main role

Category	No	Yes
owner-operators	58.8 (47)	41.3 (33)
private sector workers	44.4 (8)	55.6 (10)
government workers	36.1 (22)	63.9 (39)
other	31.3 (10)	68.8 (22)
Total#	45.5 (87)	54.5 (104)

#11 missing cases, actual count in parentheses

Table 13 Types of changes desired

Type of change	n .	% Respondents
gain better status and recognition for current role	44	41.5
put more time into current role	36	34.0
receive better pay	36	34.0
gain a position on a decision-making body or committee	32	30.2
gain more responsibility	22	20.8
work in a different area or sector of the industry	18	17.0
achieve a promotion	18	17.0
exit the industry	10	9.4
other	17	16.0

Table 14 Barriers to changes

Barrier	n	% Respondents
lack of time/too many other commitments	53	50.0
lack of money	44	41.5
lack of training, skills or experience	33	31.1
organisational rules and regulations	28	26.4
lack of mentors (wise and trusted advisers)	21	19.8
discrimination on the basis of gender	20	18.9
lack of confidence	19	17.9
lack of encouragement or support from key people eg partner, etc	16	15.1
lack of contacts/support networks with other women in the industry	15	14.2
lack of role models	8	7.5
other barriers	19	17.9

Table 15 Types of financial assistance wanted

Type of assistance	n	% respondents
research or development grants	26	56.5
better pay or financial recognition for current role	19	41.3
scholarships or other financial assistance for training or skills development	16	34.8
cheaper or subsidised child care	7	15.2
bank or credit loans	2	4.3
other financial assistance	12	26.1

Table 16 Areas of training requested

Type of training	n	% respondents
assertiveness	23	46.9
business management/planning	21	42.9
leadership	19	38.8
computer/internet	18	36.7
financial	17	34.7
management/supervisory training or experience	17	34.7
communication skills	15	30.6
marketing	14	28.6
negotiation and/or conflict resolution skills	14	28.6
specialised training in scientific or technical areas	12	24.5
boating or fishing skills	8	16.3
other skills	7	14.3

Table 17 Belief statement responses

Belief statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Mean score
Many women need more confidence to try for a better job in the industry.	18.2 (36)	48.0 (95)	26.3 (52)	5.1 (10)	2.5 (5)	2.26±0.06
Men involved in the industry generally acknowledge women's contributions appropriately.	3.0 (6)	30.2 (60)	23.1 (46)	35.7 (71)	8.0 (16)	3.16±0.07
Women need better access to training and education to advance in the fishing industry.	21.3 (42)	40.1 (79)	27.4 (54)	9.6 (19)	1.5 (3)	2.30±0.07
Industry advisory committees and boards generally have enough women members.	2.0 (4)	5.1 (10)	32.3 (64)	39.4 (78)	21.2 (42)	3.73±0.07
Men often believe that women lack the physical strength to take on many industry jobs.	19.9 (39)	46.4 (91)	21.4 (42)	7.1 (14)	5.1 (10)	2.31±0.07
Women are often discouraged by their bosses from taking on more responsible jobs in the industry.	5.6 (11)	26.9 (53)	50.8 (100)	14.7 (29)	2.0 (4)	2.81±0.06
Family commitments do not prevent women from making a greater contribution to the fishing industry.	8.0 (16)	20.1 (40)	19.6 (39)	38.7 (77)	13.6 (27)	3.30±0.08
Men tend to think women have no place in many industry jobs because men have always done those jobs in the past.	13.3 (26)	42.9 (84)	25.5 (50)	14.8 (29)	3.6 (7)	2.53±0.07
Women could achieve more status and recognition for their work if they had leadership training.	14.4 (28)	48.7 (97)	27.6 (55)	6.0 (12)	3.5 (7)	2.36±0.07
Women's skills and abilities are one of the fishing industry's greatest untapped resources.	28.9 (57)	44.2 (87)	21.8 (43)	4.1 (8)	1.0 (2)	2.04±0.06
Women feel welcome in the fishing industry.	3.0 (6)	21.7 (43)	45.5 (90)	24.7 (49)	5.1 (10)	3.07±0.06

Table 18 Results of factor analysis

Belief Statement	Factor 1[&]	Factor 2	Factor 3
% Of Variance Explained (Total=59.4%)	23.3%	21.7%	14.4%
KMO Measure of Sampling Adequacy =0.772			
Factor 1: Training and skills (Cronbach's alpha = 0.76)			
Women could achieve more status and recognition for their work if they had leadership training.	.787		
Women need better access to training and education to advance in the fishing industry.	.779		
Women's skills and abilities are one of the fishing industry's greatest untapped resources.	.693		
Many women need more confidence to try for a better job in the industry.	.678		
Factor 2: Gender issues (Cronbach's alpha = 0.73)			
Men involved in the industry generally acknowledge women's contributions appropriately.[#]		.731	
Women feel welcome in the fishing industry.[#]		.690	
Men tend to think women have no place in many industry jobs because men have always done those jobs in the past.		.663	
Women are often discouraged by their bosses from taking on more responsible jobs in the industry.		.636	
Men often believe that women lack the physical strength to take on many industry jobs.		.603	
Factor 3: Representation and family commitments (Cronbach's alpha = 0.72)			
Industry advisory committees and boards generally have enough women members.[#]			.903
Family commitments do not prevent women from making a greater contribution to the fishing industry.[#]			.855

[#] Data reversed prior to analysis
[&] Factor loading scores less than 0.4 are not displayed

Methodological notes: The principal approach to analysis of the Likert-type statements in question C1 was to initially reduce the dimensionality of the data through factor analysis. This method was used so as to identify a number of latent variables to represent the correlation structure amongst the statement responses under consideration. Principal component analysis was used to extract the factors, followed by an orthogonal varimax rotation to increase the interpretability of the extracted factors. Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was used to ensure that correlations between pairs of variables could be adequately explained by other variables, and thus ensured the data set was suitable for factor analysis. Following extraction, the communality of individual variables was used as a guide to ensure all variables were contributing to the factor solution. Summated rating scales were constructed representing the latent variables extracted. Reliability of the scales was tested using Cronbach's alpha as an indicator of internal consistency (Spector, 1992). A scale with an Cronbach's alpha of 0.7 or greater was generally accepted to be reliable (Nunnally, 1978). The score on a scale for a case was the mean score of the variables constituting that scale.
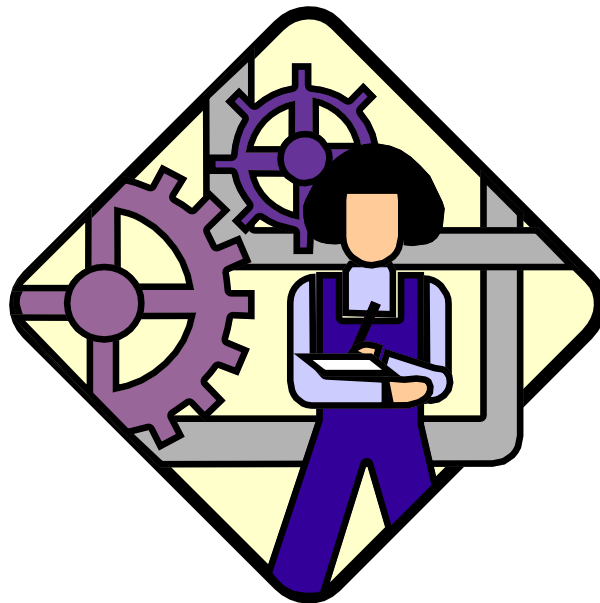
Appendix 4

Empowering Fishing Women to Capitalise on Networks National Conference.
Cheryl Phillips Changing Communities Pty. Ltd.

Empowering Fishing Women To Capitalise on Networks
Papers
National Conference
December 1999

Appendix 4

Table of Contents

1. Executive Summary

The Women's Industry Network (WIN) of South Australia have, through their initiative and determination provided a valuable model for women involved in the fishing and seafood industries throughout Australia. It was in fact, their preparedness to become actively involved in both industry issues within their own state, as well as becoming informed of the potential to work at a national level, which resulted in a National Conference for Women in the Fishing and Seafood Industry.

With the financial support of the Fisheries Research and Development Corporation, a national survey of women in the industry was conducted as part of this project. The resulting data resourced the two day conference in Adelaide, enabling participants to examine the potential formation of a National Women's Industry Organisation.

The Conference acknowledged the work achieved by women in other rural sectors and examined possible models for use by women in the fishing and seafood industry. The key learnings from this session were the need for:

- Networking and support to reduce isolation,
- An increased understanding of 'the big picture' - issues, structure, priorities and opportunities for involvement within the industry.
- Personal and professional development of women within the industry to enhance their capacity to contribute effectively to the industry's future.

The specific industry issues which were considered and seen to be of most concern to women were: leadership; the need to embrace diversity at all levels; training; quality assurance and food safety; and the environment.

It was the need to respond to these issues which resulted in the Conference deciding to form a National Women's Industry Network. To this end a steering committee was established to progress the concept. The purpose of the organisation was defined as:

Network members influence decision making to ensure a profitable, dynamic, secure, innovative and sustainable industry - an industry which is proactive and responsive to the needs of the industry and community.

The steering committee has representation from each state. A portfolio structure was adopted to ensure work on the priority issues occurs with a sense of urgency.

The steering committee's role is to both act on the priority issues and formalise an Australian Seafood Community -Women's Industry Network.

2. Introduction

Traditionally there has been little emphasis placed on the role and contribution women make to the fishing and seafood industry. Furthermore, women have not played an active role in industry decision making. However, during 1996 a group of women associated with the fishing industry in South Australia came together to explore opportunities for involvement and as a result the Women's Industry Network (WIN) was formed. In 1998 WIN conducted a State Conference which resulted in the preparation of a strategic plan. The aim of WIN is: *to tackle important issues to ensure a positive future*.   This organisation has been active in the promotion of the industry, in addition to its members becoming actively involved in policy and decision making bodies.

The structure of WIN has recognised the vast geographic distance between fishing communities and hence regional delegates were appointed to resource the local members and act on the needs identified in their respective areas.

Due to WIN's high profile and active involvement in the industry, recognition has been gained at both a State and National level. The outcome of this has been the provision of an office within the Rural Affairs Unit of Primary Industries and Resources of South Australia. The office is staffed voluntarily one day per week by WIN members and provides an excellent opportunity to network with a range of primary production stakeholders. Furthermore, representation has been secured on the Women's Advisory Group of the Department of Agriculture, Forestry and Fisheries Australia.

As WIN has become aware of the importance of considering issues at a national level, they have actively pursued the concept of a national forum for women within the fishing and seafood industry. Such a forum was seen to provide an opportunity to consider major industry issues from a national perspective, and work toward addressing barriers caused by state and sector boundaries.

To this end a grant was secured through the Fisheries Research and Development Corporation to:

- increase the opportunities for women to participate in the decision making processes of their industry.
- facilitate the collection and dissemination of information to women within the fishing industry.
- build on existing networks such as WIN (SA) and SIN (NSW) with a view to developing a national focus in the fishing industry.

The National Conference reflected the diversity within the industry, with representation from fishers, importers and exporters, peak industry bodies, Government, processors, educators, researchers and environmentalists.

Participants represented South Australia, Victoria, New South Wales, Queensland, Tasmania and Western Australia.

3. Conference Objectives

- **To strengthen the network of women involved in the fishing and seafood industry.**

- **To increase the communication between women in all sectors of the industry.**

- **To explore the formation of a National Organisation of women in the fishing and seafood industry.**

4. Learnings from Rural Women's Networks

Representatives from four rural women's networks shared their experience and learnings. (See appendix i for details) The three key issues identified were:

- **Networking and support to reduce isolation.**

The experience of rural women's networks has demonstrated that the sharing of information across traditional boundaries acts to forge new alliances and results in more informed decision making. Conferences and meetings are useful forums in which to exchange information. However, due to the cost and distance of coming together in one location, the women of the dairy industry have developed a national email discussion group to facilitate the exchange of information, create a forum for debate, together with the provision of support.

- **Develop an increased understanding of 'the big picture' - issues, structure, priorities and opportunities for involvement within the industry.**

Traditionally it has been the license holder who receives the correspondence in relation to industry issues and as this is usually the male, women have often been excluded from accessing industry information. Therefore, from the experience of other networks a more strategic and intentional approach is required to ensure women gain access to information, together with a knowledge of industry issues and how they can contribute. As a result of lobbying some commodity groups now provide two votes per license which increases the opportunity for women to become actively involved in their own right. The provision of training programs and information sessions targeted specifically at women have proven to be effective. These forums also provide women with access to industry leaders to enable their industry knowledge and range of contacts to be expanded.

- **Personal and professional development of women within the industry to enhance their capacity to contribute effectively to the industry's future.**

Rural women have a vast array of skills, however, due to cultural morès they can lose their confidence and become de-skilled. In Tasmania skill development occurs in local areas in response to the needs identified by the women e.g. communicating effectively within a family enterprise; backing a trailer; conducting an effective meeting, writing a job application and using computers.   When confidence is gained at this level, regional or state training programs are provided to respond to training needs such as public speaking, professional networking, lobbying, negotiation, change management, marketing

and public relations. ***The key is to respond to the needs of women, provide a safe learning environment and offer staged learning opportunities.***

5. Key Issues Facing Women in the Fishing and Seafood Industry

Workshop themes were identified from the results of the national survey and pre-conference discussions with delegates.   Each group was requested to define their issue and it's impact on the industry, identify existing barriers to change, and identify what role women could take to improve the existing situation.

5.1 Leadership

Barriers to women's involvement in the industry decision making processes were identified as a lack of; confidence, encouragement, support, role models and mentoring.

Effective leadership and mentoring programs were considered to be an appropriate means of addressing these issues.

Key Points:

- **Mentors and role models need to be identified and available to women in the industry.**
- **Mentoring can be an informal process.**
- **Gaining associate membership or observer status on Boards can provide opportunities for learning from skilled industry leaders.**
- **Networking at industry forums also provides opportunities for learning from industry role models.**
- **Skill development opportunities need to be available to ensure professional development for all industry stakeholders.**
- **Each individual needs to take the initiative for their career path and accessing the necessary skills, support and resources to achieve their goal.**

Actions:

- **Establish a data base to increase information dissemination and networking opportunities.**
- **Establish an email discussion group to increase communication and networking opportunities.**
- **Lobby industry bodies to direct information to women as well as men.**
- **Develop relevant training programs at a regional, state and national level - ensure they are inclusive of all stakeholders and respond to the learning needs of participants.**

Take the initiative

5.2 Embracing Diversity

The major issue is the tendency to stereotype women according to more subservient roles which is evident as women in meetings are requested to take the notes or get the coffee, regardless of their position or status.

Key Points:

- **Women need to recognise their own self worth.**
- **The value of all industry stakeholders needs to be acknowledged, applying the principle of equality.**
- **Women must maintain a professional approach to gain recognition.**
- **The structures and processes used by existing industry organisations need to be reviewed to ensure they are inclusive of diversity.**
- **Men are the perceived decision makers and hence are seen to have the power and women are perceived to be the providers of support (both emotional and practical e.g. secretarial).**
- **Women create some of the barriers due to choice, culture and acceptance of the role given by others or their expectations.**

Actions:

- **Identify the common ground and work strategically to bring about change.**
- **Provide education to all industry stakeholders in relation to the issue of embracing diversity.**
- **Establish networks to provide mentoring, access to information and skill development.**
- **Accept that there is much work to be done - establish goals which will bring about an inclusive culture and form task groups to act on each one.**
- **Document the stories of individuals and use them to promote the industry and in particular the role of women.**
- **Lobby for a change in the industry voting system to ensure women can participate equally.**
- **Create a learning culture with a range of opportunities for skill development.**

Vision: The first step is to gain acknowledgment.

5.3 Training and Skill Development

Several barriers were identified in relation to accessing training and these included; distance, cost and time involved; access to childcare and a lack of funding to provide relevant training programs.

The impact of these barriers is stagnation or exclusion for some industry personnel.

Actions:

- **Women to be proactive in establishing and maintaining good communication links with all industry stakeholders - sharing information in relation to training when it is available.**
- **Access funding for needed training programs.**
- **Lobby for equal access to training across sectors, genders and geographic locations.**
- **Seek membership of fishing management bodies to enhance the knowledge, skill and contacts of women in the industry.**

5.4 Quality Assurance and Food Safety

Food safety and quality are dependent on each other but having one does not mean you have the other. It starts IN the water. You can't have a quality product if the environment is poor or polluted or if your gear is in poor condition.

It can be affected by:
       Methods used in catching and transporting.
       The characteristics of the species.
       The quality (or not) of the bait or feed.

Actions:

There is a need to,
       - identify the hazards throughout the chain.
       - identify the risks throughout the chain.
       - manage the hazards and risks.

The market place is the key to change. It can influence all steps in the chain.
       - use ice (quality ice),

    - invest in quality products and processes and see it as an investment in your future,

    - educate all parts of the chain,

    - recall procedures will impact on the last identifiable step in the chain, hence, the "blame/risk" will be high at this point,

    - keep your documentation up to date and accurate.

Agreed standards are required with a mandatory minimum standard, regardless of who you supply. Seaqual has a role to play. State legislation needs to be reviewed and standards established Australia wide.

Women need to drive the issue based on research. Momentum can come from women's networks and discussion groups.

5.5 The Environment

Issue:

Opportunities for empowering women in the work environment.

Cause:

Male dominance in higher value positions. Women still have to do twice the work for the same recognition.

Impact on Women:

Women are the invisible workhorses; economically, statistically and in decision making. Women tend to be consensual and not seen as leaders by men.

Ideal Outcome:

- **That women have a CHOICE as to their involvement.**
- **Change the patriarchal model.**
- **Education of both genders required to facilitate change and acceptance.**

Direct Action to Achieve Ideal:

- **Funding for education.**

Specific Role for Women:

- **Development of self-esteem.**
- **Mentoring.**

6. The need for women's involvement through a national forum

As part of the overall project: 'Empowering Fishing Women to Capitalise on Networks', a national survey was conducted to understand women's roles in the fishing industry. The research aimed to:

- gather information about women's roles in the fishing industry,
- obtain women's views about current and future roles,
- identify barriers that prevent women from becoming more involved,
- suggest strategies to assist in increasing involvement.

The approach included a literature review, mail-out questionnaire together with key informant interviews.

Survey Response:

202 questionnaires were returned with a response rate of 55%. In addition, a further 20 key informant interviews were conducted.

A cross section of women in the industry responded to the survey and they included;
- owner operators,
- private sector workers,
- government representatives,
- voluntary positions.

The respondents were from all states and had been in the industry - on average - more than 5 years. Their average age was between 31-40 years.

Respondents stated that they allocate 31-40 hours per week to their primary role in the fishing industry, with the most common tasks being: mail, bookkeeping, meetings, errands and emotional support.

The majority of respondents were satisfied with their role, with only 12.3% of respondents stating some level of dissatisfaction.

55% of respondents wanted to make some change and this included; improved status and recognition; more time and better pay.

The barriers to change were perceived to be a lack of; resources, training, mentors, confidence, support, encouragement and role models.

Approximately 20% of respondents were already members of women's networks. However, 33% of respondents stated that they would join a network, 33% stated they would not join due to time, existing networks and a single gender principle. A further 33% stated that they may join due to isolation, group relevance and time availability.

Respondents identified their key needs from a Women's Industry Network as:
- a forum to meet other women from the industry,
- a vehicle to promote industry training,
- awareness raising,
- opportunity to gain increased status,
- identification and removal of barriers,
- mentoring.

In addition to the questionnaire, twenty key informant interviews were conducted. Twelve interviewees were Government workers, four from industry bodies, two were owner operators and two were from the voluntary sector.

The research concluded that barriers did prevent women's involvement in all aspects of the industry. Respondents indicated strong support for women's networks and held a belief that women may have a major role in changing the industry's image and making it more socially sustainable.

Research conducted by the Bureau of Rural Sciences, Canberra.

7. A National Women's Industry Network

7.1 Purpose

The National Women's Industry Network is a network of women in the Fishing and Seafood Industry.

> **"Network members influence decision making to ensure a profitable, dynamic, secure, innovative and sustainable industry. An industry which is proactive and responsive to the needs of the industry and community".**

7.2 Terms of Reference

7.2.1 Recognise and enhance the skills of women.

7.2.2 Develop effective partnerships with Government Agencies and other industry stakeholders.

7.2..3 Take a professional approach to all activities and relationships with other stakeholders.

7.2.4 Create a supportive environment to ensure women reach their potential.

7.2.5 Actively encourage the involvement of women.

7.2.6 Provide community education on all aspects of the industry.

7.3 Structure

It was believed to be important to consolidate and build on the existing structure. The current WIN constitution will be adapted for each State chapter of the organisation, as well as the National body.

Membership will be inclusive of all sectors and include:

- Peak Industry Bodies
- Fishers and partners of enterprises
- Processors

- Marketers
- Importers / Exporters
- Trainers
- Researchers
- Government Agency Representatives
- Environmental Personnel
- Administrative Personnel

7.4 Communication

There will need to be a process of mapping potential partners who could assist in furthering the work of the Women's Industry Network nationally. Furthermore, organisations will be identified which would benefit from the support of the Women's Industry Network.

As a newly established national body it will be important to establish credibility in an industry context, as well as with women. Strategies used to achieve this could include effective use of the media; public presentations; publication of newsletters, brochures and reports; creating a presence at public events and conferences; designing a web site and promotional material and clothing.

The existing data base will need to be expanded. This could be achieved by using the networks of conference participants, industry contacts and publicity at industry events.

The design of the data base will require expert advice to ensure it is user friendly and able to be used for multiple purposes.

It is envisaged that an extension officer or project worker could greatly enhance the implementation of the work of the Women's Industry Network's.

7.5 Mobilising women at the grass roots

The most effective approach will be to appoint a delegate in each region throughout Australia (acknowledge the need to move according to the need and the capacity of women in each state) to ensure the organisation is firmly anchored in the reality of the grass roots issues of the industry.

Each delegate will take an informal approach to establishing a regional network of women in the fishing and seafood industry.

Each regional group would initially be briefed on the existence and purpose of WIN and spend time identifying the specific needs of industry women in their particular region.

This initial meeting is an important time for the women to connect and gain an understanding of the shared issues.

Participants could share the role of convening meetings and organising a program for each session. These local forums provide an opportunity for women to gain access to skills, contacts and knowledge. Sessions on industry issues or visits to industry organisations could be organised. Skill development sessions on backing a boat trailer, chairing a meeting, communication, conflict management and negotiation, using computers - internet and email and managing change could be conducted.

Delegates need to stay in phone contact with women in their region to encourage participation.   Delegates need to rotate each 12 months to ensure tasks are shared and a learning culture is developed at the regional level.

A state gathering would provide a forum to further broaden and strengthen the regional networks.

A newsletter would also assist in strengthening the network. The media provides an opportunity to promote issues and achievements to enhance the profile of women in fishing at all levels of the industry.

7.6 Relationship with other women's groups

A review of existing organisations will take place to learn from their experience and in particular to ensure that duplication of effort is minimised.

7.7 Funding

Initial funding will be required to resource the steering committee in further developing the concept of a National Women's Industry Network. Support has been immediately forthcoming from the Women in Rural Industries Section of Agriculture, Fisheries and Forestry - Australia.

Additional funds will be sought as required for research, development, training, together with the operation of the Network from:

- Fisheries Research and Development Corporation
- Agriculture, Fisheries and Forestry - Australia
- Bureau of Rural Sciences
- Telstra
- Regional Development Boards
- TAFE
- National Heritage Trust
- State Governments

8. Panel Presentation

The conference participants, having formulated a proposal to establish a National Women's Industry Network presented the proposal to a panel of experts including; Sue Richards - Director, Women in Rural Industries Section (WIRIS); Peter Dundas-Smith - Managing Director, Fisheries Research & Development Corporation (FRDC); Nigel Scullion, Chairman, Australian Seafood Industry Council.

The response from the panel was very affirming of the concept put forward. Each panel member also offered tangible support for the newly established National Women's Industry Network.

Agriculture Fisheries, Forestry Australia through WIRIS offered to provide a $10,000 seeding grant to resource the National Women's Industry Network.

WIRIS also offered to resource the newly established group with information, contacts and support.

Fisheries Research & Development Corporation made a commitment to fund a woman from the industry to attend the 3rd international Women in Agriculture Conference in Spain, 2001.

Further applications for research into the role of women in the fishing and seafood industry were encouraged by FRDC.

The Australian Seafood Industry Council (ASIC) stated that a position on the National Seafood Training Council was being negotiated, together with funding to resource this position. ASIC also invited the participants to become actively involved in the conducting of forums throughout Australia in relation to the proposed goods and services tax and it's impact on the fishing and seafood industry.

9. Conference Resolutions

- **Establish a steering committee which is representative, both by sector and geography.**

- **Apply for a seeding grant from Agriculture, Fisheries and Forestry Australia to assist with administering and further developing the National Women's Industry Network.**

- **Liaise with other national rural women's organisations to both learn from their experience and inform them of the existence of a Women's Industry Network-Seafood Community.**

- **Act on the key issues identified at the conference.**

- **Expand the data base to both inform and involve women of the industry in the work of WIN.**

<u>Resolutions from the Steering Committee Meeting conducted at the conclusion of the form conference proceedings.</u>

Portfolios were allocated to representatives from each state:
- **Victoria: Goods and Services Tax (GST) - work with ASIC to provide forums in all fishing regions of Australia to ensure fishers and other personnel in the industry are aware of the impact the GST will have on their enterprise and have the appropriate information and knowledge to respond appropriately.**

- **New South Wales: Recipe Book - facilitate the compilation of a national seafood cookbook.**

- **Queensland: Communications - Prepare and circulate a newsletter to ensure all regions are informed of initiatives, issues and opportunities for involvement.**

- **Western Australia: Environment - Work to inform industry stakeholders of issues, liaise with relevant stakeholders and act on specific issues as they identified.**

- **South Australia: Secretariat, media liaison and newsletter (in conjunction with Queensland).**

- **Northern Territory: To be advised as members are co-opted.**

Appendix i.

Papers Presented

Rural Women's Networks:

a. Learnings from New South Wales and the United States

My name is Barbara Radley and I am the wife of a third generation fisherman and the mother of a fourth generation fisherman living in Brunswick Heads, New South Wales.

In 1997 I applied for a Churchill Fellowship to look at Industry Organisations overseas and was successful in my application and left in March 1998 for a ten week fellowship, primarily to the United Kingdom, Ireland and North America.

The reason for my application came about due the fact that our then Minister for Fisheries, the Hon. Bob Martin had closed down our Industry Organisation. Commercial Fisheries Advisory Council (CFAC). This was 100% funded by industry but it was the Minister who set the compulsory funding levee. He had soon after gaining his portfolio phased out a form on fishing in New South Wales due to promises made to recreational representatives, namely AFTA. CFAC was then forced to go outside of it's charter and go political to protect it's members and the Minister then stepped in and closed it down and that I think was in 1995. We have been without a State body representing industry since that day.

After the closure of CFAC, the Australian Seafood Industry Council contacted about five women in New South Wales - of which I was one - and got us together in an attempt to get a Seafood Industry Network operating in New South Wales. The aim was to promote seafood but for whatever reason this didn't get off the ground.

Churchill Fellowship

The main organisations visited that I could relate to were in Cornwell, in the United Kingdom, where membership is voluntary. The organisation manages it's members quota by releasing it at times when fishermen will get maximum financial gain for their product.

The Scottish Fishermen's Federation gained enormous funding for the leasing of their member's boats, skippers and crew to oil drilling companies to help in the day to day works, particularly keeping boats away from areas where pipes were being laid,

seismographic work etc. All fishermen in the United Kingdom are part of the Economic Union (EU) and operate with quotas.

However, by far the best organisation I visited was in Gloucester, Massachusetts, which is near Boston on the east coast. This is the oldest fishing port in the United States and as you drive into the port there is a huge brass statue of a fisherman at the wheel with his wet weather gear on, looking down the river and out to sea. You immediately have the feeling that this community is a very proud of it's fishing industry.

We spent five days in Gloucester and met with the Gloucester Fishermen's Wives Association (GFWA). Angela Sanfillipo is the President and they can be contacted by email: gfwa@gfwa.org.   The GFWA was formed some thirty years ago, primarily to help find better markets for underutilised species such as squid and sting ray. Some of the issues they handled in those days may have been net sizes, pollution, factory trawlers etc.

Management: In 1993 a seven year management plan was introduced which only allowed fishermen to work 88 days per year. They had to have three consecutive weeks off each spring, quota's, day limits and area closure were also introduced. Fishermen found that after a few years they were starting to go broke, their wives were having to find additional work to survive and their quality of life was quickly disappearing.

Predominantly a Sicilian community with strong catholic beliefs, so the GFWA approached the Archbishop in Boston for help and he arranged to write letters to Government Departments in an attempt to find funding. The Department of Labour pledged millions of dollars to fund what is called the "Gloucester Fishermen's & Families Assistance Centre". This centre provides help to fishermen, their families and crew members who found themselves displaced through changes in policy or management. The Centre staff identify the expertise of the fisherman - computers, diesel motors - they then complement this expertise with further training and find them places in the workforce. This is also done for crew members.

For their children, they would arrange work experience for the in a fishing related business two days per week. Fishermen's wives are also trained to get back into the workforce.

Health Care Plan - They also gained funding to develop a Health Care Program specifically to suit the fishing industry. Payments are structured according to the joint income of both partners and where there are financial problems, there are some subsidies available.

This plan helps with health, legal aide, education, finance, housing, mental health and substance abuse.

Senator Teddy Kennedy was instrumental in the GFWA gaining this funding. Over the years he has become a great ally to the industry and its concerns.

Some of the gains which the GFWA have had over the years are:

- Promoted the enactment of the 200 mile limit.

- Stopped oil drilling on the Georges Bank.

- Advocated new laws to stop ocean dumping of tyres to form artificial reefs.

- Promoted under-utilised fish.

- Published a cook book and promotional material.

- Established a kitchen to prepare fillets bought from their fishermen. The fillets are crumbed, packed and frozen before being placed into the world market.

- Fund raising for another statue of a fisherman's wife with a child at hand and a babe in arms.

Barbara Radley
Trap and Line Fisher,
Churchill Fellow.

b. The Tasmanian Model

Tasmanian Women in Agriculture (TWiA) provides rural women with:

· a united voice on agricultural issues
· broader agricultural knowledge
· personal development
· networking
· education
resulting in better productivity that contributes to the TASMANIAN economy.

Founded in 1994 TWiA has raised the profile of women on the land and removed many of the stereotypes that depict rural women's role to the larger community.

I am a farmer not a farmers wife. My husband Philip is the production manager and I am the finance manager and together we are in the business of farming.

TWiA now has a membership of 600 women including a growing number of women involved in the seafood industry. Membership is based in 12 regional discussion groups who can come together every 6-8 weeks at State meetings.

The organisation has a strategic rather than a commodity based focus which provides a forum for ALL agricultural women to share problems and develop common solutions that can then be applied across many primary industries. The representation of women from across many industries allows an excellent forum for the breaking down of the barriers traditional peak industry groups are famous for, which gives the group it's strategic rather than commodity based focus when commenting on issues.

How did it all start:

Following the brainchild of a group of very forward thinking women from the Scottsdale area, the first Women on Farms Gathering was held at Scottsdale in May 1994. That was followed later that year by the Inaugural International Conference in Melbourne for Women in Agriculture. These two events provided the momentum to formulate our own Tasmanian Women in Agriculture organisation. About 140 women attended that first gathering and while there something magical happened. Here were other women who had the same needs and issues. Those present quickly realised what could be achieved when everyone worked as a team.

To grow the organisation needed support which was sought from the Department of Primary Industries Water and Environment. In February 1995, I commenced my job as Project Officer, Women in Agriculture. It has been my job to guide the growth and progress of the organisation to its present success. But why would government support a women's program? As an government department it is important we service 100% of our client base. Although in the past it was very efficient to target just the men, the practice was certainly not effective. The department wants to capitalise on the diversity women can bring. As women we think differently, act differently, tend to have higher education levels and are involved in a wider circle of networks. TWiA as an organisation is certainly not about men being less, just women being more.

How to get started in the seafood industry:

As a starting point I strongly believe in the four P's in business:
- · Be positive - you alone can make a difference,
- · Be passionate - passion is what drives us to achieve in any field we choose,
- · Be Professional in everything you do and,
- · Have Patience because not everyone is going to see what you see straight away.

Creating the Corporate Image with credibility and integrity is very important. Image is everything and by image I don't mean badges and other merchandise. They are fine, but as a group you will need to get a few runs on the board to prove yourselves first.

Recruit, Recruit, Recruit. It's no use for one or two having a great idea if you are the only ones. It's a bit like having a bat and ball with no other players to do the fielding. Very quickly the people you are trying to influence will be asking? who are these people and who do they represent?. A strong vibrant grass roots membership is vital to the success of any organisation. Provide those involved with what they want. They are after all the clients of the organisation. Money, Money, Money. Remember women are a good product to sell - a fresh formally untapped market source for any business. But don't get too hung up on money. A lot can be achieved at the local level without it. I can not emphasise the Corporate Image message enough.

How to form a discussion group:

- · get on the phone
- · print a notice for shops or handouts
- · organise a coffee morning or evening drink at a suitable venue. You best understand the culture of your area.
- · arrange a speaker
- · don't leave without an arrangement made for the next get together.

After attending this conference DON'T leave the first meeting to someone else - it will never happen. Go home from this conference and do something straight away.

Some TWiA discussion groups meet monthly some only once a year. Remember all this is designed to meet THEIR (the women members) needs, which will vary from place to place. Every 12 months each group elects a coordinator. There are no other positions (eg Chair, Secretary, Treasurer etc). So don't be afraid, utilising the TWiA model you won't go home with another job or a book of raffle tickets to sell.

Threats and Challenges: Without doubt your group will be a threat to someone. Humans are a territorial species and the older we get the less able we are to change or at least accept change. Just keep focussing on your dream. I have a dream it's for my industry to be seen as vital and necessary and become vibrant again and for the women involved to reach THEIR full potential. what's your dream?

A Recipe to Dream.

Take one dream.
Dream it in detail,
Put it in to your own hands.
See its final outcome clearly in your mind.
Mix it with a little effort and add a generous portion of self-discipline.
Flavour it with a wholesome pinch of ambition.
Stir briskly with confidence until the mixture becomes clear, the doubt separated from the resolution.
Bake at an even temperature in a moderate mind until the dream rises and is firm to the touch.

Decorate with individuality.
Cut into generous portions and serve with justifiable pride.
Approached in this manner, life is a piece of cake.
Good luck!!
Good luck is what almost always comes to those who use the recipe for dreaming and, having dreamed their dream, they never, never give up until they have it.

Bryce Courtenay

Ruth Paterson
Project Officer,
Women in Agriculture,
Department of Primary Industries Water and Environment,
P O Box 46,
KINGS MEADOWS 7249.
Phone (03) 6336 5383

c. National Dairy Women's Project

The National Women in Dairy project was initiated in 1995. At that time there was minimal involvement of women in the industry at a policy level. **Although women have traditionally been involved in the farm work and enterprise management, this had not translated into leadership in the key decision making forums of government and industry**. Additionally, in 1995, the environment into which the project was introduced was one of major change. Issues of deregulation and factory mergers were on the agenda - with the debate intensifying throughout the life of this project. There were, and continue to be strong and opposing views held on such issues as corporate compared with family farming, and the related strategy of 'get big' or 'get out'. To introduce a gender specific project into a patriarchal tradition, during a time of major change and uncertainty, could have been viewed as a high risk strategy.

Yet perhaps in this complex environment, the introduction of one more factor would not be regarded as exceptional. In reality, the concept of fully utilising all human resources within the industry, can now be viewed as both logical and strategic during a time of significant change. Clearly, the focus of those involved in instigating, implementing and supporting the concept was to be inclusive of diversity - to facilitate dairy farmers reaching their potential - in order that the industry could benefit.

The question then became whether the project had the potential to make a positive contribution; or was it likely to cause disruption and anxiety at both the farm and industry level.   Confirmation of the validity of the original concept has been increasingly forthcoming.

Aim

The National Women in Dairy Project aims to capitalise on the human resources, at all levels of the industry and contribute to the creation of a profitable, sustainable and productive industry.

Stages of the Project

Each stage of this project has built on the information and findings from the previous work completed. This has meant that the work of some stages has been ongoing while

subsequent stages have been initiated. The process undertaken can be outlined as follows:

- Identification of the barriers to women's involvement beyond the farm gate,
- Consultation and liaison with industry stakeholders,
- Establishment of dairy women's discussion groups,
- Conduct of regional workshops,
- Design and implementation of a leadership training program,
- Creation of Regional, State, National and International networks.

Leadership Training

In working toward positive change, graduates of the **National Women in Dairy Leadership Training Program** have demonstrated increased knowledge, skills and confidence. Participants in the Leadership Program are required to undertake an individual or group project to further develop their skills. The learnings and outcomes of these projects are presented at the follow-up session six months after the initial program, with further skills training also being provided.

One result of this process has been to give participants an informal mandate to become actively involved in the industry. This involvement (while varied in style and activity) has contributed to the overall aim of the **National Women in Dairy Project** of creating a sustainable, profitable and productive industry.

Examples of projects include the;
* instigation of succession planning strategies on family farms,
* establishment of a national email discussion group for dairy women,
* establishment of locally based dairy women's discussion groups,
  * successful negotiation with the International Holstein and Friesian Breeder's Association to conduct an International Women in Dairy Conference in conjunction with the Breeders Conference in May 2000.

The National Women in Dairy Project has enabled graduates to make a professional and valuable contribution to the dairy industry. This strategic and targeted approach provides a successful model for use with other sectors in the industry.

Industry Response

The current view of industry leaders, project participants and other industry stakeholders in general is encouraging. Winston Watts, Executive Officer of the DairyFarmers' Association of New South Wales reflected this position when he stated,

> *"that since the program commenced it has become clear that the participants are keen to learn and participate, and have a contribution to make to the governance of the industry."*

A participant of one of the Leadership Training Programs stated:

> *This course gave me the confidence to take control of my life.*

Exemplified within these two perspectives, there seems to be an evolving acceptance in the industry; that the project is resulting in a **significant increase in the contribution of dairy women at family, community and industry levels - through more effective participation in planning, decision making and action.**

Key Issues

A number of factors have been critical to the achievement of the project outcomes. These include the:

- **involvement of all sectors of the industry,**
- **consultation, enabling the identification women's issues,**
- **development of an effective training program, and**
- **supporting strategies to enhance the confidence, skills, networks and knowledge of women in the industry.**

A key finding of this project is that the integration of these factors have contributed to the development of dairy women as individuals, members of groups, and as contributors to the industry as a whole.

The National Women in Dairy Project is moving toward the development of a critical mass. The aim must be to ensure that the momentum created by this project will be sustained and in fact increase, as the graduates resource other women. The creation of a national support system and the emergence of an inclusive environment will also encourage further participation. At this stage three hundred participants have completed the leadership training program. Many of these graduates are increasingly involved in industry activities. Based on research it is believed that in order to provide that critical mass of change agents which will enable on-going change, an additional twenty graduates are required.

The impact of this project will create significant change in the long term. Thus, time will be required by many stakeholders to adapt.

Conclusion

The approach taken by the National Women in Dairy Project has provided a positive example for the rural sector. The wealth of untapped human resources have the potential to add significant value to the process of contributing to a sustainable and profitable industry.

Cheryl Phillips
Co-ordinator / Trainer,
National Women in Dairy Project

d. The Women's Industry Network - South Australia

I am Tracy Hill from Meningie and I help my husband run a small family business.
So you are probably wondering why I am here talking to you today.
Simple, my husband is a fisherman.
And that is important because I had a sizeable investment in an industry that had little or no voice in the issues that affected it.
As equal partner in our fishing business, I decided to make sure I knew what was going on in our fishery, which if you know the industry was a very frustrating exercise.
So boy was I interested when I was asked if I would like to attend a WIN meeting!

So what we have in the fishing industry is:

Isolation: Traditionally fishers have been the "loners" of the Rural Industries through choice/culture.
- Last of the primary industries to raise a voice and in some cases not included with other Primary Industries - it is in the too hard basket
- Women isolated by distance from each other/other rural groups

Lack of power: Male dominated and structured.
- Women are the invisible side of the industry working alongside their partners.
- Women have not traditionally been the licence holders - little or no input and No voting power.
- Fishermen still have the mentality that women should "be seen and not heard".

Many threats:
- Bad Public Image - both deserved and undeserved.
- Recreational fishing, Environmentalists, Government interference.
- Fishermen can be own worst enemy.

Uncertain future - for us and our children:
- Like many rural industries, fishing tends to be generational, passed on from one generation to the next.
- Want a secure future   Women are the nest builders - security and stability.

- Ability to pass on assets - work hard to build financial structure which can be taken away on a whim.

Lack of resources:
- Women are stabilising in tough times - men get tied up with daily problems and politics.
- Women have skills, need to identify them and gain confidence to utilise them.
- Need access to resources.

Summary of key points:

- **Invisible & Isolated**
- **Lack of power - No licence, No vote**
- **Helpless against threats**
- **Lack of security**
- **Fear for the future of children**
- **Lack of information/resources**

So there was recognition of the need to develop a network of women within the fishing and seafood industry.

I attended the third meeting of WIN.
June Gill is very dynamic - Catalyst and Inaugural Chair - a great role model.

1. **Identified key women from various fisheries across South Australia. They were already doing their own thing but as a co-ordinated group they have moved mountains.**

Win was born - In July 1996 the group met and discussed the formation of a formal network
- Provided a forum for sharing of information and harnessing the energy to achieve similar goals.
- Provided strong leadership and support and worked first 12 months with no formal structure.
- Used her personal vision and drive to initiate network.
- Held several Regional meetings to obtain input and gather support.
- Contact with State Government and Commonwealth Government bodies to develop partnerships to help win achieve it's objectives. Made easier because June was widely known to many through her past activities.
- Formulated a Mission Statement and a number of goals.

Raised the profile immediately:

Much was achieved in first 18 months. Once the group had announced its existence - it took on projects.

- Tasting Australia
- Stand at Tunarama
- Inaugural Fishing and Seafood Awards - A key event for recognition of WIN Fish Recipe book -Cook and Win with SA Seafood - recipes collected from fishing families from each region and sector
- Involved in Clean seafood campaign
- SARDI open day - cooking seafood donated by fishermen
- Workshop - Capitalising on the Talents of Women in SA Fishing and Seafood Industry   Stands out as a highlight for me - very energetic and positive best one attended

2.   WIN was fast gaining credibility and raising the profile of the industry.

State Workshop - February 1997 - *Capitalising on the Talents of Women in the Fishing and Seafood Industry* was an important milestone.

- Purpose was to review WIN -Original focus was refined and expanded upon
- A clear direction was identified
- Identified a number of goals - with three priorities - which formed a strategic plan
    a. To improve the awareness of the industry through education and promotion
    b. To recognise the efforts of South Australian Rural Women in Small Business
       within the fishing and seafood industry
    c. To improve information flow between all stakeholders within the industry to
    increase the competitiveness of the industry
- Identified opportunities and barriers for each goal
- Identified skills of workshop participants
- Determined the structure of how WIN would operate and communicate in the future.

Structure - it is still in the process of developing while implementing the action plan.
- Executive, President, Secretary, Treasurer, with management committee.
- Regional Delegates reporting from and to Local groups - formal or informal -
- still in process of evolving.
- Lack of money = limited ability to expand membership base.
- Many local projects being undertaken even without structure eg Meningie.

Training is a key to the future of any organisation.

We in WIN prefer the term Professional Development - to enhance existing skills and develop new ones   - members have attended:

- Management Advisory Committees courses

- Shaping Leaders of the Future - through PIRSA
- Media Workshop
- Training for regional delegates
- Access to subsidised TAFE courses - computer, business skills

Gaining Credibility:

- Offered space by PIRSA in Grenfell Centre 19th floor,
- Have strong liaison with many organisations,
- Been invited to attend conferences,
- Sat on committees and had input into several important policies, eg. Riverland Fishermen's transferability rights, Marine Scale Restructure
- Instrumental in the involvement of the fishing industry in the federal primary producers SCARM report. We are now seen to be included in all Primary Industries women's affairs, an area we were forgotten
- Gained observer status on the SAFIC board,
- Funding from FRDC for 1999 project - of which this conference is a part

Projects undertaken over the past 18 months - For a fledgling organisation, the activities have been phenomenal- raising the profile of WIN and industry generally.

- Held 2nd Fishing & Seafood Awards - major sponsor Liquid Engineering,
- Attended Boating and Fishing Show - promoted Best Fish & Chips awards,
- Catch of the day project at Maritime Museum - Pt Adelaide,
- SARDI Open Day - has become an Annual event,
- Supported Variety Club Bash - including fundraising by having a WIN Christmas Party,
- Support regional groups with projects,
- A representative of WIN invited to attend the Rural Women's Conference in Washington,
- WIN now sits Rural Women's Advisory Board federal level,
- State action Plan and National Action Plan,
- Developed WIN Web site,
- Catered at various functions and seafood cooking demonstrations around state,
- Facilitated Anti-cancer seminars,
- 4th reprint of cookbook,
- Produced our own Newsletter WINNING,
- Hosting this conference.

Relationship with other Stakeholders:

- We have been very lucky with the SA Government, it appears groups in other States have not had such an easy time,
- WIN is constantly out there developing partnerships with all Stakeholders,

(Fisheries Management and Regulators, Policy Advisers, Training and Education Providers, Research Organisations,   Conservation groups, Industry Bodies/Councils, Indigenous groups, Local Government, Local Community groups, Processors, Retailers,)

- Nice that if you have a problem to pull out a list of contacts and get all the help you need, and to have a chat. Contrary to popular belief women don't gossip "Women Share"
- Produce articles to be published in various industry publications, including Lets fish, R&D News FRDC, other networks newsletters etc. The Paperbark, The Buzz and Association Newsletters.
- The outcomes of this conference will greatly influence the ability to achieve goal three of "improving the information flow between all stakeholders of the industry to improve the competitiveness of the industry "

Things that have been have learnt:

- Have an open door approach - there is always a starting point - if you don't go to the table you will probably lose anyway
- Get in there and start doing - regardless of the obstacles. I have and produced results -influencing opinions and gaining respect of those who matter
- Utilising experience and expertise of those around you - don't try to do everything
- Don't ignore communication - the lynchpin - if it falls down the organisation will slowly decompose

The Challenge for WIN:

1. The dilemma of WIN has been what do we do first. Start local with local groups then expand or start tackling some issues immediately and gain profile
2. Fishing was way behind other industries - so much at stake - personal investment eg Fishy Business -Wildcatch not recognised under FARMBIZ - Encourage fishing industry members to look at business management skills because it is hard to environmentally green if they are financial in the red
3. Risk alienating grassroots - lots of groundwork to be done - but should have shown that WIN is doing something concrete and not just sitting around planning
4. Resources to help with this eg. to fund an extension officer, a member or other person willing to travel around assist regional delegates to establish the grass roots network attract some major funding so we don't have to resort to chook raffles and not lose team members through financial hardship due to their commitments or burnout.
5. Changing the culture for both
   5.1. Men to trust that women do have a role to play in enhancing - free up some of their time
   5.2. Women in industry - giving them the tools so they can have the ability to achieve whatever level of participation they want.
6. Changing the public perception - educating the community - good news stories

7. Influencing government policy and decision making at local, state and federal levels - have them understand that they may come and go but we have to live with their decisions
   for us its not a political football it is our lives.
8. Mechanism for bringing together members from every sector, government, associated groups and satellite bodies of the industry across Australia

Vision for the Future

The ultimate vision of being able to achieve our aims and objectives and be inclusive of the thousands of women out there in the Fishing and Seafood Industry Australia Wide - we need a National Body. The successful template exists . WIN.

Key Issues

- Enable us to obtain funding for the operational costs of a WIN National Body.
- Develop self funding mechanisms through membership and sponsorship to implement projects.
- Identify leaders and provide them with adequate professional development to give them the tools required to tackle issues of the industry at state and federal levels.
- To foster stronger working relationships with other national bodies in Primary Industries
- To link with international organisations
- With clear objectives and co-ordination, team members have the opportunity to fulfil their roles personally, professionally and within the network

Closing comment:

WIN has empowered me to take on new roles and enabled me to pursue personal growth. It is also nice to know that I am part of a group, and that through WIN I will be able to enhance my business.

My personal vision is that industry continues to embrace WIN and continues to benefit from our accomplishments and that WIN as an entity grows and evolves so that it achieves it's Mission and Goals .

Above all I am proud to say I am a WINner.

Tracey Hill
Partner in a Fishing Business
Meningie, South Australia

Women Leading Australia in the 21st Century

Abstract

More women must see themselves as creative thinkers and leaders. And more women need to acknowledge their already significant contributions. Yet often women need more encouragement to do so.
Women can increase their influence, contribution and power within the fishing industry and society. Women have special values and strategic approaches central to meeting the numerous challenges of the Australian fishing industry.
And these challenges are significant. They include maintaining and creating sustainable wild caught fisheries, coastal contamination of fishing grounds, education and training, developing cohesion and political clout, international marketing, aquaculture growth, water quality shifts in rivers, estuaries and the inland, imported disease, property rights challenges and protecting the security of our offshore stocks. Challenges and solutions are given for women to enhance leadership, networking and communication skills so vital to transact the rigours of the fishing industry in a globalised world.
Options for women's participation and career development in the fishing industry are given. Vital elements for the growth of the fishing industry, WIN and its women members are shown to be similar. *

Women are natural leaders

Women are natural leaders. It's true! Yet all too often women do not see themselves as creative thinkers and leaders despite making their own significant contributions to community, industry, business and family.

I believe women leave little time for themselves. They give most of it away to family and career. Yet there is an urgent need for women to step forward to take central roles in social, economic, environmental and industry planning and management.

At the beginning of the 21st century women must not be afraid to use their own values, ethics and skills and stretch the envelope of participation to the frontiers. Women for

example need to be fully involved in setting social policies such as how many fish we catch or leave in their ecosystems.

* The views presented in this paper are those of Diana Day and do not necessarily represent those of the Fisheries Research and Development Corporation [FRDC] or any other organisation. Dr Day is a natural resources management specialist and consultant in environmental and social futures. She is a Director of the FRDC and Council Member of the Australian Maritime College. Diana also has a private practice in career development, professional speaking and training. She has held senior posts in government, governing board and university environments.

I am glad to share my experiences of leaders and networking and why I think women's leadership is often different.

One difference is that women seem to be potential rather than actual leaders. Sensible women still live their lives as 'ladies in waiting'. So no more waiting! All of us can be actualising, powerful people who are also at peace with ourselves.
This is why women are leaving corporation jobs in droves to start their own businesses. Women are growing to dislike the modern corporate ethic. And they are getting fed up with waiting for promised promotions. Younger more flamboyant males often get the jobs and more perks.

Despite all the ballyhoo about EEO, Affirmative Action and mentoring, women are walking away from the scene, seeking roles that suit them away from the corporate rat race. In Canada the number of executive women is falling. They are moving to small business where they have control over their work and life.

There can be a range of special challenges for women in business or in any environment where they want to grow and contribute. This paper explores the following:

➢ Why we need new leadership in the decades ahead
➢ Why women's leadership is both different and essential
➢ The real ingredients of leadership
➢ Traps for women who want to thrive and lead
➢ How to lead
➢ Fishing industry and global challenges for leaders
➢ Opportunities for professional growth

New leadership is needed

I believe we need radically new leadership to deal with the huge physical, economic and social changes across the globe in the 21st century. But we don't want the sort of leadership that killed off the Tasmanian Tiger and brought in the cane toad. Australia needs your leadership.

Your influence is needed in government, business, industry and within the community. For example in protecting the very sustainability of our natural resources including the fishery where many commercial species are fully fished or uncertainty about their status prevails. There is wide concern within the fishing industry and the community about the long-term sustainability of regional oceanic ecosystems and some coastal fishing grounds.

Such uncertainty is difficult to clarify over short periods of time and many answers can be different. Such as those held by industry, government research scientists and politicians prior and during the collapse of the northern [Grand Banks] cod stock or the collapse of the large California sardine fishery in the 1930's and 1940's.
Resolving major natural resource questions such as the sustainability of the fishery or of its industry takes much effort across the community. It takes leadership. Leaders strive to understand the issues and bring forward all the evidence, both good and bad. Leaders search for outcomes which are in the best interests of the community and for the ecosystem which must sustain us all in the longer term.

So it is a challenge to look at a summary of the status of some of our Australian fisheries. In 1998 the Bureau of Rural Sciences Fisheries Status Report of Commonwealth Fisheries noted the following results: -

Northern Prawn
Banana prawns **fully fished,** tiger prawns **Overfished**
Torres Strait Lobster
Fully fished
Torres Strait Prawn
Fully fished
Eastern Tuna and Billfish
Uncertain, Yellowfin-moderate, Bigeye and swordfish perhaps fully fished
South east fishery
Quota species 1-overfished, 8 fully fished, 1 underfished, 7 uncertain
Southern Shark
School overfished and declining, gummy, fully fished
Southern Bluefin Tuna
Overfished
Great Australian Bight Trawl
Uncertain
Macquarie Island Developmental
Uncertain
Heard and McDonald Islands Exploratory--- **Uncertain**

The new leadership will have women in equal centre. Not at the periphery like the isolated Scythian race of Amazons, or hidden like Atlantis.

Australian leadership will: -

- be more female, that is, more inclusive, less adversarial, highly networked across the economic and social sectors, and, strategic
- more adoptive of qualitative risk assessments
- value the aggressive protection and maintenance of our biosphere and its ecosystems upon which we all depend
- value broader life and career balance
- support continuous learning and diversity
- implement aggressive Australian marine fish stocks protection
- evaluate downstream impacts of the transgenic and IT revolution on communities, the environment and jobs.

Women's leadership is different

Margaret Thatcher has said you can't lead from the crowd. I contend that women on average have better strategic understandings than men. Women tend to incorporate more diverse factors into decision making and think bigger picture.

'We must also fundamentally re-appraise our view of who and what is valuable in society. We must look with fresh and unprejudiced eyes at the work of women, the views of women, their ways of organising, and their interpretation of social priorities. To achieve this, we must I believe, begin at the beginning and alter our way of thinking'
Mary Robinson 1992, when President of Ireland

Women integrate complexity very successfully and in a way that leads to more sustainable paths. Anthropologist Helen Fisher says in her recent book *The First Sex* that women have substantial differences from men in their ability for web or complex thinking.

Women, according to Helen Fisher
➢ enjoy long term planning,
➢ can do several things simultaneously
➢ have a broad contextual view of an issue
➢ have a gift for networking,
➢ show a preference for co-operating and reaching consensus
➢ gather more data for decisions
➢ consider more options and outcomes
➢ integrate and
➢ see more ways to proceed.

In 1962 Rachel Carson, marine biologist, published the defining environmental book of the 20th century *Silent Spring*. Her book linked up the use of pesticides and their impact on water, nature and us. She put together all the stories and technical material about the

alarming decrease in fauna through chemical spraying. She showed us some of the above characteristics.

President Kennedy declared her book one of the most significant books he had read and it initiated the formation of the American environment agency and a raft of environmental protection legislation. Carson's work is still not completed. Human generated carcinogens and pathogens continue to pour into air, marine and freshwater environments into soil and indeed stock feed.

Women might also have extended attributes such as intuitions and understandings, which cause them to reassess situations and use more undefined inputs to inform their decision-making.

Quantitative science and technology does not give us all our solutions, nor define our problems. Both the seen and the unseen can be integrated to get ideas and solutions. Women on average have not chosen science and technology as their favourite area of work, but more so the social sciences, education and business as well as the large work of the family.

Ingredients of leadership

Leadership means different things to different people. Leaders are usually portrayed as top political or military men. We hear little about women leaders. Women tend to be characterised as being of influence, or achieving, executive, having weird physical manifestations, and, believe it or not 'in her own right'.

John Kennedy was seen to be a leader when he said the USA would put a man on the Moon by the end of the 60's. There is a background as to why no women got to the moon first even though they had an elite team ready.

These women are leaders:- Helen Clarke the new NZ PM, Meg Lees of the Democrats, the late mum Shirl of Redfern Sydney, and indeed Liz Datson, Marine Pilot of the Ports Corporation Queensland and board member of the Australian Maritime College.
We can also learn from Janet Holmes a Court, Wendy McCarthy Chancellor of the University of Canberra, Mercedes Lee of the Living Oceans Program and Una Rockliff MD of the Petuna Group in Tasmania.

Simone de Beauvoir was a feminist leader, philosopher and scholar. Her boyfriend, John-Paul Satre used many of her ideas on his path to fame. He is reputedly to have 'stolen' her top first class honours too as apparently her work was superior but the University was scared not to give it to a man.

So what are those elusive characteristics of leadership? What potentialities can we draw on to be leaders?
Here are some characteristics I have observed and learned about leadership.

Leaders may have some of the following characteristics: -

- Concern and action about a collective social future [such as the status of the global fishery or where small fishing villages are heading with quotas and unemployment].
- An ability to initiate comprehensive change within industries, organisations or communities
- They are enthusiastic and have lots of energy
- They have courage. For example, for the first time in 1955 a black woman, Rosa Parkes in Alabama refused to give up her bus seat to a white woman. This was against the law. And the black liberation movement was ignited
- Vision, hope creation , mighty imagination , caring , commitment and finding new approaches and directions
- Leaders have ' the big picture' and make sure their people are part of it.
- Have a clear concept of reality including listening to feelings and intuitions.
- Lead and guide action and opinion.
- Understand human nature, have large networks, have respect for people and, build consensus.

See how so many women qualify for leadership?

Conventional leadership

The ideal male leader is often the military, corporate or political hero. Such as Alexander the Great or the leaders of the ultra high-tech military bombardment of sand and a few minor targets in the Desert Storm war.

Heads of major banks and some mining or manufacturing corporates sometimes qualify as guru leaders. You need to be on television to make it. Grabsley, author of *The Great Commanders* gave the following malecentric definition of leadership*: -*

'A leader can accept surprising new information and respond immediately without disorder or panic'.

A study of male military heroes does show tactics useful for women who want to excel in their careers and indeed in many situations. Alexander The Great was born in 356 BC probably 40-60,000 years plus after Aboriginal settlement. He used the following background and approaches in his war-travel operations.

Alexander The Great; -

- had a broad education in technical and philosophical areas
- took his administrative support centre everywhere with him
- had a team including scientists, poets and engineers
- was very confident of winning
- led from the front like Caesar to promote troop morale

- used intrigue, manipulation and propaganda
- was fluent in languages
- was ruthless and resilient
- consistently replenished his infrastructure.

We may not want to try all of these but some would help us including replenishment of our support infrastructure including our bodies, spirit, clothes, networks, and friends.

Napoleon Bonaparte's successes stem from the creation of his own special and unique administrative, social and military systems to support his war work. Napoleon was an expert on acquiring and exploiting knowledge. He had a prodigious memory, huge energy, a great mathematical mind and prolific imagination. This sort of mind-set is the foundation for success in 21st century information technology.

Perhaps it is worth checking your administrative/life planning/business systems to see if they support you and your family. If not then you might consider modifying or eliminating any destructive non-support systems. That way you can better facilitate our career development, business or leadership goals.

To slot Margaret Thatcher in here would be no disservice. As British Prime Minister she knew clearly what she wanted. Either her ministers agreed or they left her Cabinet. She was the longest serving Prime Minister of Britain, quite an achievement. However she did run for political office several times before her first successful election to parliament.

As her books indicate, she was not beaten down but aggressively held up the flag. She narrowly escaped assassination. She had enormous energy, needed little sleep and was intellectually and verbally formidable. All still hold true. She was the only political leader of her time that committed to paper, visions or scenarios for Europe through to 2100 AD. She had her big picture and she stood by it.

Why leadership is important to women and the community

True leadership takes the community security forward. Security means sustainable communities into the future. It means peace and freedom to grow. Personal leadership is about finding difference, reward and satisfaction in our worklives.

Leadership characteristics help us to set and achieve important goals, which support the wider business and community good. Leaders get a chance at wider influence and the ability to get something done.

My experience of observing leadership and being near it did not start young. Because women were silent as a virtue, young women were punished for doing anything different. On beginning high school, I started a lunchtime game of rounders and dozens of girls joined in. I was soon dragged out by a fierce old teacher and told never to organise a game that involved running in the playground again.

It was at this time that a more senior girl Cheryl (Kernot) made sure us girls were kept in line marching from Maitland station to our school each morning.

At University I found intellectual and personal leadership in scarce supply. Like orange roughy on fished out seamounts. Of course there were considerably fewer women academics in the 70's and 80's so fewer role models. Professor Beryl Nashar, a geologist from the University of Newcastle became a mentor. She made sure women students did not miss out on tutoring jobs and moral support. Academics seemed to be hidden people then, but less under the thumb of the corporate dollar. And more independent of thought.

Later when I joined the public sector very few leaders were seen. Certainly few women. Leadership was either beaten out of people or they were genetically programmed to be programmed. Caring for people and nurturing them is an almost forgotten leadership in today's public sector.

Already you can see that leadership can be found within each of us and that we can use it to good or otherwise. We can exercise personal leadership in our own career and lives but also in the life of our community or industry.

Take time to consider what your best leadership or contribution skills are and how you might use them further to achieve your goals. Ask someone you know well and respect what they think your main skills are. You might be surprised to find out something more about yourself.

Sabotage and women…..Not a red herring

Sabotage is something women leaders need to contend with. Sabotage is a calculated disruption or attack. Often people can put themselves virtually willingly in a position which is not likely to help them succeed. Or someone else decides to do short work of your plans. Some women have a tendency to self-sabotage without knowing it.

Watch out for the following: -

Conforming to non-strategic agendas

Non–strategic agendas are plans and activities which will not achieve the aims of an organisation or individual. It could be when a person works in a role, which will not assist their career or personal growth. Or when an organisation has no real impact on creating sustainable fisheries but says it has.

Organisations can create industry or public policy that is not supportive of the community, the fishery or the environment. For example fishing down a marine species to non-commercial levels of production.

Making public policy, which may be focussed on irrational over-capitalisation within a fishery or unsustainable landuse, such as giving water away to commodity combines, is non-sustainable for everyone. One of the critical issues for the world fishery is incredible overcapitalisation. There are just too many boats going after too few fish. And generally fewer fish every decade.

Government endorsed land clearing in Queensland where supposedly 800 hectares of bush is cleared each day is non-sustainable and non-strategic for a government. It's as silly as hauling icebergs to Broken Hill, but much more serious.

Many of societies endeavours may not be sustainable of the environment or regional communities, despite all the PR talk. Considerable taxpayer investments in public policy and industry may not give sound ecological solutions to key environmental issues. Here are some examples; -

- ongoing acid sulphate soils drainage affecting coastal fisheries
- the previous dumping of Jarosite off south east Tasmania likely causing lesions in significant numbers of Trevalla,
- fish meal ending up as marine waste in aquaculture,
- 30,000-40,000 albatross killed p.a. in some longline fishing in the southern ocean
- the endangered status of the Eastern Freshwater cod, which used to be so abundant it was harvested for pig food. By the 1940's it was extinct in the Richmond and Brisbane Rivers.

Negating your own life experience

Your life experience is valuable to your career development, to any job. Recreation, child rearing, business, fishing at sea, dealing with customers, research or sales has great impact on your knowledge, perceptions and understandings. It can be used to boost self-marketing for employment or promotion and as a foundation for later achievements. Your values are a key part of your future career, don't trade them in or let others talk them down. Consider finding out more about your existing skills and expertise and how to frame them to advantage.

Not speaking up

On average, women in the company of men tend to keep their ideas, reservations and concerns to themselves. Many sweat it out at meetings worrying if they are the only ones with this observation or concern. Often they are. But this cannot stop us from speaking out early about issues that are important to our constituencies and us. Otherwise some pretty shaky agendas, policies, business practices or community impacts are let run their course. And run they do.

Irene Kassorla in her book *Go For It* recommends 'getting it said' and especially to '*trust yourself and remember to say what you want to say'*. Her suggestions are to

- ➢ say it when you think of it and not after the crowd is into a new conversation
- ➢ stop analysing your fear of speaking up,
- ➢ be spontaneous and confident as you speak,
- ➢ remember no-one is better
- ➢ and , get into life, get involved, and don't worry about consequences
- ➢ edit yourself afterwards if necessary.

Beware the corporate louse

The corporate louse is in senior management and appropriately looks after himself. He sponges off the team. He makes women wait for the promotion he promises. As a church authority he asks women to wait till the time is right to be priests.

The biggest problem is that women do wait. Women wait patiently for their partners to read the paper, they wait until the kids get older, they wait to buy new clothes, they wait to give an opinion and they wait for the corporation or organisation to reward them.

Waiting wastes your life. Just wait until that young man half your age and experience gets your promotion, office or contract. That's what happened to Whoopi Goldberg in the movie "The Associate". The "First Wives Club" was also a strike back at establishment behaviour. Both movies touch on an emerging corporate issue. Women are leaving corporation jobs because of aggro pressure, ethic conflicts, no promotion and no time for living. They become small business owners. Sometimes larger powerful ones. Like Anita Roddick of the Body Shop.

NOW is always the time for you to get going with your big plan or dream.

> Whatever you can do
> Or dream you can,
> Begin it.
> Boldness has genius,
> power and magic
> In it
> Begin it now
>
> *Goethe*

Beware the corporate cow

Corporate cows may be worse than louses. Women can be very supportive of other women in the workplace but there is a dramatic opposite effect where senior women just don't want other women of influence around. They might threaten the cows secure position as lone cow.

The corporate cow does not want achieving women outside her control. She usually manages a coterie of talented yes women and a few token yes men who she nurtures and

promotes within her area. Irreverent female competitors are secretly denounced and undermined with Machiavellian moves. The cow will despise the competitors forever and make life hard for them in the organisation.

Cows know that organisations and boards only want a few women near the top. Cows do not want to help women up the totem pole, as they are direct competition rather than the men. Men are always allowed in greater numbers. Cows see no good reason to give up their power and potential opportunities to new younger women who might have too many confidence and attractiveness advantages already. Beware the corporate cow that often hides out by looking like a sweet friendly sheep.

Don't be interested in the merit argument

This is an enormously effective social construct made up by powerful elites, usually men, to keep women out. Merit is used to good effect in politics, the church and academia. A few aggressive feminist theorists also use it where nothing seems to have merit. Except their bizarre cosmic epistemology, which strikes incredulity, and loathing in women and men alike. Merit is often raised as a mystical barrier, to imply that women have no recognised or 'quantifiable ' approved qualifications. It is a mischievous and much believed trick. Give merit arguments little credence.

Don't become invisible

Push right through that old and out of touch stuff that continues to disadvantage some older women getting back into paid work. Boldness and money talks to everyone. Make sure you don't get more invisible as you get older. Men don't seem to become invisible like women. Older women are frequently never asked for their opinion, served last at shop counters, walked into on the footpath, knocked over on escalators and not remotely considered at promotion time.

Don't give away all your ideas

Women tend to give. That's fine. But when your idea is grabbed by others to make a profit or to get all the glory at your expense it is bad news. I have seen plenty of cases. Especially the one we all know. Here your great contribution is ignored at a meeting but later raised again by a man to great acclaim and satisfaction to all. Except you!

There is a variation on this theme in science when couples work in the same field and when men take all the glory in publishing. Even the late scientist, Carl Sagan had to do a 180-degree turn and formally acknowledge his wife's co-authorship on early books. Reprinting had both names on. And then there are questions about the grand architect Walter Burley Griffin and his architect wife in service who did his drawings. Also there are questions about Gould's book of birds and his partner's contribution.
Creative research and book writing partnerships can be ok or a disaster for women.

I say grab your glory, put your name all over it and hang onto it. Of course leadership is sharing ideas and collaboration. But you won't get there if you lose your grip on what's yours.

How to lead

Creating the future

We all need to take a good look at the future coming toward us.
Create, develop and act on plans for your future. Consider where your business, job, profession and the community might be in 6 months, several years and longer. Unfortunately governments do not appear to be over-concerned with the future. They tend to prefer the safeness of the present with future promises, which grow closer to the election horizon. Future blindness is becoming a problem we all must face.

We must strive to create the future we vision or desire. We must be able to read trends, create scenarios, know risk, understand people and adapt to rapid change. If we don't its like taking your hands off the wheel while driving, anything can happen. The X Files or Star Trek of any generation won't necessarily help you with the future. It is a case of strategic thinking and action, considering many left field ideas, learning, networking and co-operation.

Your career future is one of your number one issues and needs a flexible business plan all of its own. If you are employed and don't own the business your priority is to develop your professional expertise, skills and experience so you can be flexible and career resilient as the workplace changes. Full dependence on your employer to look after you is dangerous. Your first priority is your career maintenance as well as a good job done. Women and men must navigate their own career boats through very changeable water, from category 5 cyclones to calm.

Build support networks

Leaders have very large support networks. Because most things can only get done through people. Supportive people can get you elected, promoted, contracted, rich, well travelled, CEO or first woman on Mars [if you trust NASA technology].
.
Becoming involved with wider and different networks of people and industries gives you a mission advantage. So does working with new commodity groups, colleagues, government agencies, research groups, and Internet information sources. This gives us more opportunities to be information rich, connected, making a contribution and growing personally and professionally. Strategic investments of time, like attending one networking function a week help this.

Building up networks in our personal and professional quest is essential to our development. Networking can help you: - increase business, make friends, change career,

choose a course of study, climb to where you want to go, return to the workforce, punch through a social limit, or, start a new project.

Networking is all about who knows you rather than the reverse. The November 1999 Science Meets Parliament Day in Canberra showed that to influence outcomes, people like politicians and industry leaders need to know about your ideas.

Networking means using your business card like confetti at conferences. If you forget yours make sure you get other peoples cards so you can follow up later. Always have your card on you and get one you like.

Networking means being interested in people, being where they are, being in the media, following up on leads, having a networking plan and having a short spiel ready about what you do for others in your business. I recommend reading How to Master Networking by Robyn Henderson as a good basic introduction to techniques.

Women are natural networkers, but some are reluctant. Men seem to sort it out before the meeting or event. They smooth the way. Male bonding is tough for women to crack. Often women come to a meeting expecting the right thing to happen. But fair play is rare play.

I've heard women board members complain in the powder room about how they don't like the turn of events but do nothing beforehand. Often it is a culture clash where the women don't openly discuss the basis of where things are going rather than the details that thousands of world boards love. Such as professional indemnity insurance, and where the next meeting will be held.

Women can build up barriers to involvement. One woman researcher who thought her research was in a field too soft and environmental to be funded did not try for research funds. Perhaps she was right. Perhaps she could have communicated reasons why her project was just what the industry needed.

There is a problem finding the social scientists, political scientists and policy analysts to contribute to research leadership in the fishing industry. And there is an equally difficult problem in many industries in convincing research investors of the critical importance of policy and institutional and sociological research. We can know all the biological facts in the world but if people are not part of a management solution that is effective and involves communities then the expensive facts may be of little use.

Most people want solutions today. But often the solution is inevitably longer term through education, understanding behaviour and political processes and how government agencies work, and, learning about peoples values, biases, beliefs and communication. All these things are important elements of social science and humanities research and extension.

I want to see more research leadership from women. Especially in contributing to deciding what is important in research and extension. Anyone can input and anyone can do research. Anyone can question research. Research is not the exclusive world of research scientists. In 1998 only around 14 percent of principal researcher applicants for research funds to the Fisheries Research and Development Corporation were women.

Write it down

Big time politicians, researchers, company directors and bureaucrats are dumping the personal diary in droves. Personal diaries or notes are being abandoned, as the fear of having your thoughts subpoenaed in an intellectual property dispute is too much. It happens!

However, leading could include writing down your message, experiences or concerns in a book and having it published. This gains extra credibility and entree into a range of environments or the place where you want to gain more influence or power.

People and organisations are also becoming fanatically accredited and credentialed. People are coming out of the woodwork with new or obscure diplomas, degrees, permission's to use the logo, an unusual role or new alignments. Sometimes such accreditations help. However it is how you market your existing achievements that counts.

Leadership allows you to use your influence to achieve the outcomes you want. Leadership might achieve research or apprenticeship scholarships for women in fishing or a new chair of fisheries policy at an Australian university. Consider a written review of marketing your roles, achievements and visions. These are your passports to take you where you want to go.

Real leaders bounce back

Leaders are rejection specialists because they often leave their comfort zone, take risks and reach for the stars. A few days after career or business rejection we usually feel much better. From then on we must bounce back bigger!

See career disappointments as other peoples loss, not yours. Try a new approach, job or industry. Carmen Laurence has mostly bounced back. She is still in there. It all depends on how determined you are and your strategy. I know one businesswoman who bounced back from company liquidation to work in senior government and private sector roles.

Beware however of expecting a new outcome by repeating the same thing. It's like hoping you will lose weight by reading lots of exercise books. It doesn't work!

> The definition of insanity is doing the same thing and expecting a different result. Stop doing what is not working and look for something new to do
> Kiyosaki   *Rich Dad, Poor Dad*

Keep your own council

Leaders keep their own ideas and dreams. Take time to explore your own values, ideas, opinions, business practices, hopes and dreams. Don't misplace or shelve them. Avoid conforming to comfortable conventional science or business or the perceptions of others. Madonna didn't, Mary Robinson of the United Nations didn't and Pat O'Shane Chancellor of the University of New England didn't.

Make a diary appointment with yourself to regularly sit back and re-evaluate your worklife. See crisis as an opportunity. The old Sydney Water Board used a crisis of sewerage pollution on the beaches to slug everyone in Sydney with an $80 water levy to fix it. People willingly paid up.

The crisis in the Australian pilchard fishery was an opportunity to observe large-scale viral transmission and to re-examine causal factors and future threats.
Even illness or a business crisis can be an opportunity to re-evaluate career direction and your concept of success and what is important.

Leaders assess the major strategic challenges facing their industry or business. Leaders must have a good idea of reality. Of the risks and opportunities out there in the universe. Here are some of them.

Fishing industry challenges in the 21st century

There are many scenarios for Australia's fishing industry. Some were explored at the Australian Seafood Industry Conference in Adelaide on 7-8 October 1999. There were presentations on access security, environmental pressure groups, industry profile and product quality. This was an informative conference and I recommend obtaining the conference proceedings or taped products.

Further issues of importance to the security of the fishing industry include: -

Sustainability of our major resource, the fish, is one of our main challenges. We all have a part to play. There are claims that some fisheries are well managed. Maybe so, but not for most. Many well 'managed' rivers that we can actually see are degrading as landuse changes, such as in the Murray-Darling Basin.

Sustainability may not be a problem for the Western Rock Lobster fishery but it is for the eastern gemfish, orange roughy, bluefin tuna, school shark and the patagonian toothfish. The toothfish are needed as food by sperm whales and elephant seals. The fish seem to have different DNA sequences in different areas so may not move much. Yet one tagged in the Faulklands was caught in Chile, 2000 km away.

There is so much to learn about the behaviour of fish stocks. Dozens of commercial species of marine life are barely described in the scientific literature. For many non-commercial marine plants and animals, precious little is known.

River and coastal ecosystem degradation is a critical issue for commercial and recreational fishers, and aquaculturalists. Even though millions of dollars are invested in research we can only slowly understand how ecosystems work and what sustainable might mean for estuarine aquaculture for example. We need to link terrestrial catchment management with coastal zone management and water quality. Yet science, technology and management have hardly touched this issue.

We must be careful with the increasing amount of research which; applies to very restricted environments; which has equivocal results; which demands consensus and; which does not incorporate outcomes or directions for management. We must always strive to look for the bigger picture of how water, wind, currents and geological environments interact to sustain marine life.

We need more leadership from industry in striving for sustainable fishing. We need to make sure governments, researchers and community's work alongside the industry to get to the truths about creating and maintaining sustainable fisheries. We need to say yes to rapidly decreasing 'by-catch' and protecting marine ecologies from the Arctic to the Antarctic. It is in the industries long term best interests to make sure these things happen.

We need more leadership in showing that agriculture, industry, cities and modified rivers have large impacts on the quality of estuarine and marine waters. Land managers and owners need to manage catchments to arrest declining fishery habitat such as in north coast NSW rivers and estuaries. Acid sulphate soil problems are a good example of a land/runoff ecological danger almost right around Australia.

The fishing industry and its reputation pay for water quality decline. Examples include siltation of estuaries, and the 1998 Wallis Lake oysters contamination episode where over 400 people contracted Hepatitis A from eating contaminated oysters linked to sewerage runoff into the Lakes. Development around the Lakes and dozens of coastal lakes and estuaries shows problems ahead for fishing and shellfish production, like in the Georges River NSW.

Maintaining future security of Australia's fishery and Exclusive Economic Zone [EEZ] is a high priority. I am particularly concerned that Australia doggedly and successfully protects its territorial marine resources. Increasingly brazen plunderers from assorted non-Australian interests come from both the southern and northern Hemisphere.

Areas of concern include the sub-Antarctic, the southeast, northwest and the western EEZ. This includes straddling stocks such as orange roughy that might sexually mature at about 100 years and live up to possibly 500 years according to the latest CSIRO/FRDC

research by Tony Koslow and Ron Thresher. The patagonian toothfish and orange roughy are hard to protect from afar.

The CSIRO work suggests that management models of fisheries if based on the simple assumptions of equilibrium fish populations are not really useful and that the effects of climate need to be introduced to better fisheries modelling. The authors say that Australia is a leader in the better approach and examples include using rainfall data to predict northern prawn catches and use of the El Nino-Southern Oscillation Index to predict western rock lobster yields [Koslow and Thresher, FRDC Project 96/149].

We have not seen the end of fishery raids within and adjacent to our EEZ which is 2 times the size of Australia. We need better organisational structures for more search, chase, and catch vessels and aircraft and continued remote sensing and intelligence support. We will need stronger future political, international and industry commitment to this in the future.

Resource use decisions and conflicts also involve different values, perceptions and information as the following quote illustrates.

In regard to the developmental trawl fishery for Patagonian toothfish at sub-Antarctic Macquarie Island, Jenny Scott, Honorary Research Associate at the University of Tasmania in 1996 made the following submission to an Inquiry into Management of Commonwealth Fisheries.

The overwhelming feeling which I and a number of my colleagues have about this developmental fishery, is that its presence is not worth the risks to the marine environment and wildlife values of Macquarie Island, or to the integrity of the long term research programs which pre-date the fishery. I feel strongly that no further fishing should be permitted in the area.

J Scott s 435

Environmental change is a challenge for all of us. Global temperatures flux like they always have. Ocean currents change, oceanic temperatures change and naturally so will our fisheries.

We can't control major environmental change or hazards. The incidence and spread of marine biotoxin events is spreading around the world for example. Australia for example has had several toxic algal blooms in inland rivers like the Darling, NSW and coastal estuaries such as the Swan, WA.

Leadership is recognising and being honest about what we can control and what we can't. We need to invest in getting known research results together and interrogating the

information and data we have. Only then can we charter new research to better understand change, which can be slow or fairly rapid in coming. Loss of seagrass beds during cyclones can be rapid, so can the bleaching of coral reefs including the Great Barrier Reef.

Fisheries research needs to reflect strategic industry, community and environment problems, issues and crises. We all want the investment outcomes we have designed and paid for. And to make sure we use them through extension and communication. Research benefits need to be seen to flow on to industry and the wider community who also fund innovation, communication and sustainable management.

In 1996 I attended the 2nd World Fisheries Congress in Brisbane. Many of the papers were fascinating. But overall what I heard started to sew the seeds of concern about the world being sensible about the relevance and timeliness of fisheries management and research for the protection of global fish stocks. These are already stagnant in terms of yield. The world's huge protein demand is pushing livestock and aquaculture to fill the gap.

Meanwhile non-sustainable fishing continues around the globe. What nation states and globalised transnational companies do about it relates to politics, perceptions, profits, paradigms of belief and behaviour, the imperatives of hunger, persuasions and policy.

Some of my conference observations relating to these issues were: -
- Big answers are a point of view shared by the majority---could they be wrong? Key speakers said they believed the world's fisheries were sustainable. I have doubts
- Consensus appeared as a hand holding exercise on the platform within the collegiate of management and science. There were no revolutionaries, no dissenters, no alternative views
- The causes of fisheries collapse were not of sufficient interest. There was no real interest in the possibility of collapse of any stock due to unexpected circumstances. You can't eat virtual fish
- There was no significant concern about the sustainability of global oceans and their vast ecosystem complexes
- There was a dominant perception/science/management approach of exploitation of the resource until some sort of mythical sustainable limit is found. Virgin biomass as a term gives you that exploitative idea.
- Exhaustion and collapse of stocks was just another statistic- a bad management historical accident left to be explored by political scientists and published in the forgotten 'soft' literature
- Indigenous fishers and their ethic were marginalised. So much so that the indigenous fishers gave a protest statement at the end of the conference
- Words like overcapacity in the industry were used euphemistically as an economic and political problem for what is really possibly gross destabilisation of planetary fish stocks.

- Few fishers were able to attend the conference. Yet those that do the fishing needed to be there for a reality check on research, management and even in defining the problems.

Disease control in aquaculture stocks and the wild caught fishery and shellfisheries is a prime challenge. As people and food products move more quickly around the planet and as aquaculture intensifies in rivers, estuaries, offshore [eg 20km offshore in Taiwan] and the inland, we need to accelerate new environmental protection measures.

Email in Today's Fishing and Allied Industries
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Abstract

The nature of the fishing industry is such that operators are reliant on a network of shore based support. Many independent operators rely on their wife or partner on shore to coordinate day to day business. Using the VMS for email is breakthrough technology for the industry. It provides easy, confidential, reliable and competitively priced communication between vessels at sea and people on shore. The application of Inmarsat-C email extends to other businesses allied with the fishing industry.

Communicating in a timely manner with the fishing industry is difficult. Traditionally reliant on radio and mobile phone, fishermen who work in isolated areas are regularly out of range. Atmospheric conditions influence communication. They work odd hours, often at night, sleeping during the day. Eavesdropping is also a problem. It is difficult to carry out a conversation and be sure that no one else is listening.
Families of fisherman will attest to the stress caused by irregular contact.

Given the problem of communicating with industry, what is the answer?
Satellite communication. That is, email via Inmarsat satellite.

The Internet, and email, which uses the Internet as its carrier, has revolutionised communication. You can carry out your banking, book tickets, shop or play the share market anywhere in the world via the Internet, from the isolation of your own home.

So what has this got to do with fishing? And, more to the point fishing networks?
Just as the Internet has swept the globe so has the uptake of satellite technologies in fisheries. In the same way as you can carry out all sorts of business from the isolation of your home so you can from anywhere at sea.

Satellite communication is assured communication. It is not effected by weather or distance, it is not intrusive and 5is confidential. Emailing from sea does not require a telephone. Messages are sent via Inmarsat satellite.

Email sent from sea goes first to the Inmarsat satellite, which then forwards it to the Telstra Land Earth Station in Perth (see Fig.1). Telstra, Inmarsat's partner in Australia, then forwards the message via the Internet to the address given on the original message.

Figure 1: Email routing
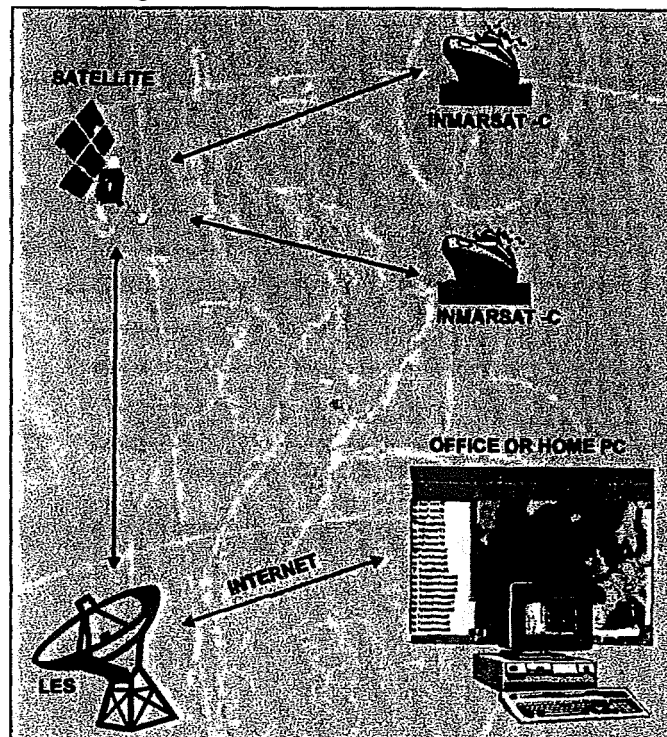
Is it new technology? No, but it is in fisheries.

Inmarsat-C has been one of the fastest and most global technological uptakes the fishing industry has ever seen. Fisheries managers around the world have recognised the benefits of satellite technologies and are legislating for the installation of Inmarsat-C on fishing vessels.

Fisheries management agencies are introducing the technology primarily as a means of tracking vessels. The catch phrase for the Inmarsat-C unit used in this capacity is Vessel Monitoring System or VMS. The associated benefits of email still remain.

At the recent "International Conference on Satellite Technologies in Fisheries" held in Cairns in August, thirty countries were represented.   Delegates attended from America, Canada, the Pacific, Japan, China, South Africa, UK, Norway and Denmark, to name a few. Approximately three and a half thousand fishing vessels worldwide are using Inmarsat-C that we know of, with many more ready to go on line.

As a result of new fisheries regulations approximately 1000 of Australia's fishing vessels now have Inmarsat-C on board. 670 of these vessels are in Queensland and 47 in the Spencer Gulf Prawn Fishery. Another 3000 Australian fishing vessels are soon to come on line. Email from sea is a growing trend, a trend that echoes that of the global Internet phenomena.

- We know how to use our email on shore but is it any different from the vessel?

The Inmarsat-C unit is small and compact [demo]. It comes with a disc, which contains a software-messaging package. By linking the unit to a computer and loading the disc you're ready to use email from sea.

- But who has a computer on board you may ask?

There is growing trend in Australia in the use of a plotting package, which runs on a personal computer. Estimates suggest that 85% of Queenslands southern fleet have a computer on board because they use this package. A recent, preliminary survey I carried out of marine electronics distributors nationwide has indicated uptake of this plotting software is a national trend. This is a good indication of the potential users of email at sea where having a computer is the biggest single determining factor. 100% of those fishermen I've approached who have a computer on board have loaded the messaging software.

Fishermen are not computer experts, or so they tell me. I suggest that anyone who can operate a plotter is certainly computer literate and Inmarsat-C messaging software is very easy to use in comparison. [demo]

The software that comes with the Inmarsat unit offers text messaging and the ability to send but not receive faxes. Anyone from shore can email the vessel once they register their email address with the Telstra Land Earth Station.

Other service providers, such as Satlink offer additional software that enables the vessel to use most standard email packages, such as Outlook. This service allows for non-text messages and the receipt of faxes as well as a range of other services. In the near future weather charts will also be available through this type of service.

The race is on, with software companies trying to outdo each other in useful add on's for maritime email. It is certainly the computer age.

In summary,

- ❖ Inmarsat-C email provides a link between Industry, family, processors, support groups, management and other allied industries.
- ❖ It is global, unintrusive and confidential.
- ❖ It provides reliable, real-time contact.
- ❖ Messages can be sent to groups of people at the same time.
- ❖ A record of communication is maintained.
- ❖ It is easy to use.

Meryl Williams, Head of The International Centre for Living Aquatic Resources in the Philippines said at the World Aquaculture 1999 conference in Sydney that intuition was important for the development of a framework of sustainable aquacultural production.

With rapid expansion of nearshore marine industries we need more than traditional monitoring programs and faith to protect both the industry and the surrounding environment. Large investments in monitoring are already underway in the Huon Estuary Tasmania, but this example is more an exception rather than the rule. Sustainable aquaculture means not relying on wild broodstock. That is, a closed life cycle of full culture to market. There is a long way to go.

Disease will be an ongoing problem in aquaculture. Biosecurity will be our most critical issue and closed water recycling for land based aquaculture, imperative. Analogies with the poultry industry show that any disease needs eradication as a basis for moving forward. Biosecurity in the poultry industry is similar to the prawn industry. And the World Aquaculture 99 congress explored these similarities. We will need a very high tech aquaculture industry to deal with future disease threats.

The urgent crisis of imported threats include the Black Lipped Mussel in Darwin and the massive mass mortality event when an apparent Herpes virus spread through pilchard stocks in a fascinating but deadly wave around much of Australia in 1995 and also in 1998/99. These were just two reminders of the high level of uncertainty in predicting and controlling rapid environmental change.

Anyone who has inspected the Australian Animal Health Research Laboratory in Geelong would know how important the identification and elimination of threatening exotic pathogens such as viruses and bacteria are to our agriculture and community. I have seen the excellence, dedication, and enthusiasm of AAHRL researchers.

Their incognito fortress is perhaps our only hope in the increasing tide of viral and bacterial threats to our fishery through imported products, ballast water, and intensification of fish production in new environments. Investment in aquaculture fishmeal has been large and the Aquaculture Diet Program of the FRDC has invested millions of dollars. There have been significant advances where fish meal is being replaced by fish oils and terrestrial proteins like, lupins, beans and grains. But I urge avoidance in using any terrestrial animal protein additions to aquaculture meal. We do not even remotely want to move down the path of the biological crises such as those of British and European beef.

Transgenics- superfish or superfoolish?

At the World Aquaculture 99 Conference I was struck by the collective technical confidence of many of the geneticists present. It seemed they felt there were no blocks to the creation of superfish and that public ignorance was their only real problem. Public policy and perception or a biologically nasty turn of events seemed to be on another planet for them.

There are already super-'chooks' where the huge size is 90% genetic and 10% nutritional. And we have the great potential for the super-prawn. One USA superfish producer of atlantic salmon [with patents of course] said that the creation of these fish was just 'more efficiency………….more miles per gallon of gas".

Everyone it seems wanted to get rid of any technical barrier to superfish. Too bad if the fish are biologically compromised as some early research shows. International biosafety protocols for genetically modified organisms are in a shambles but this was seen as enabling by the innovators. There needs to be an increasingly balanced view of the advantages and disadvantages of genetically modified organisms, however public policy often comes after the event and often falls short. This is an area where women's perspective's and leadership is critical to the debate and the science.

Terminator technology is also developing. It stops breeding from the super special fish you buy and returns profits to superfish breeders. Of course there is the protein gene from arctic flounder now put into strawberries.

An interesting area of research by the CSIRO is sourcing microalgae for bioactive compounds. The aim is to extract fatty acids from micro-algae and possibly to customise those fatty acids by genetic manipulation for fish feed. Possibilities are endless with transgenics and the technical always gets there long before the policy or debate. Such discussions and debates are certainly a necessary part of the national research and industry development agenda.

Global change

I have outlined just a few fisheries challenges. But what about global change and opportunities facing any commodity group, business, government, community or woman?

Complexity and rapid change has to be one of the most difficult. Especially in terms of the uncertainty in the galaxy of factors affecting business where capital flows flux rapidly around the world. Over 1 trillion US dollars moves across national borders each day. Here 'Capital markets are globalised with very young men making big decisions"[Greg Sheridan The Aust., Nov 99].

Which messages are important to us when we suffer almost terminal information overload? Expect to be deluged by junk information. For a way out read The Idiots Guide to Time Management where Ian Davidson suggests how to be wonderfully brutal with time wasters including poor planning. To find simple summaries of recent fishing industry research try the FRDC Homepage for several pages of the results of each completed project.

Focussing on what's important
More than ever we must set clear visions and goals and strategies in our work and career lives including recreation, education, spiritual development, health, finance and community service.
Financial planning and management is a critical gap in career planning especially for women who need long term financial security. Hopes of gaining that security may be illusory for the bulk of women.

Globalisation
We are in the midst of this economic and political jock term globalisation. It is real enough when we look at supranational corporations who account to no one and are bigger than governments. Over 70 of these corporations have revenues bigger than the GNP of Cuba. A family owned corporation called Cargill in the USA has 60 percent of the world's trade in cereals [Charles Handy, *The Hungry Spirit]*.

The following will have an impact on your work and life directly or indirectly;- new internationalist entrepreneurs, Internet businesses everywhere but no where in space, labour market collapses, trade and tariff agreements and, the pressure to be internationally networked for status and profit.

Going for niche markets, fresh and sustainable products, wild caught uniqueness, customer service, clever marketing, access to R and D spin-offs, new research partnerships, new products and, ultimately, environmentally sustainable harvesting will enhance business opportunity.

Domestic and global resource use conflicts will escalate. Conflicts and debates will continue to include resource access to the fishery, the transformation of property rights, the rise of traditional fishing protection, recreational versus commercial fishing, definitions of sustainability, and the spread of marine protected areas. There must be more government interest in some of the structural impacts of some of these changes on the Australian fisheries sector. Here the big may feast while smaller community industries are threatened. This is where value adding is so important.

The cultural significance of our fishery to the Australian community is very understated and unsold. Forestry, farming and coal industry adjustments get most of attention. The Australian fishing industry needs to increase its focus and punch.

We have a big job to elevate the status of fishers. The Australian fishing industry is highly complex and diverse. It has a rich history, a community of innovators and investors, fishers both low and high tech, entrepreneurs, small boats and factory ships, government managers, marketers, sellers of fish, consultants, educators and researchers. All these elements need increasing recognition across the country and overseas.

Work and decision-making
More work hours and worker burnout will continue. Working smarter is the answer.
Women seeking to increase their career commitments may have to renegotiate time-use with partners. For some this may not be easy. To increase our roles in decision-making we will inevitably be operating in an atmosphere of power, capital, political blocks and incentives and with wider community interests.

For example Antarctic krill is the only commercial pelagic crustacean in the Southern Ocean. It could be 10% by weight of the current world fish catch. There are 'agreed limits' to harvest. It is fished by Japan, Poland, the Ukraine and who knows who else. As aquaculture fishmeal price skyrockets in the future due to scarcity, krill may be targeted as replacement feed as it has the polyunsaturated fatty acids.
But most large Antarctic animals need swarms of krill. I foresee problems with the future status of krill through harvesting and global climate change that may have vast impacts on Antarctic and sub-Antarctic ecosystems.

If we look at the dominance of Murdoch, National Australia Bank and Monsanto there is a lot of hard work to do to create influence as leaders of a sustainable fishing industry. We may face greater levels of anarchy in relation to the dissolution of government borders and free for all national resource predation in times of war, jurisdictional conflicts, refugee migration and, trade wars.

Opportunities for Growth

The Australian wine industry is a good example of what can be achieved through solid strategy planning for shared goals. The wine industry has developed a highly focused and consultative 5-Year Plan, which nests into their Strategy 2025. The plans tie directly to the industry 5-year Research and Development plan. Key players are involved in the process.

The wine industry has had economic and social advantages. It has cache. It has a close brotherhood. Many of the top winemakers are women. The wine industry has linked itself directly to tourism, lifestyle and food. It has examined its needs and developed nine strategies in - image and influence, competitive advantage, markets and tourism, resource capacity, profitability, government partnership and industry institutions. Overseas competitors are carefully assessed. It takes a lot longer to get a new vineyard to sustained production than to catch most of the biomass of a new fish stock.

Growth of the fishing industry, Women's Industry Network and for us as individuals will be influenced by the following factors

➢ Developing a clear strategic agenda with a main message
➢ Development of timed goals, strategies and targets going further than the Fishing Industry National Strategy study but like the wine industry focus
➢ Continuous learning and training in the technical, policy, politics, extension, tourism, competitive advantage, and communication processes, for example a WIN website linked to the FRDC.
➢ For any industry, organisation or person, marketing and lobbying is critical for achievement of goals. Look at the relative success of the timber, wine and coal industries. Part of that was charismatic and influential leadership. Networking and co-venturing and lobbying includes in the fisheries case with Australian Seafood Industry Council, industry groups, R and D corporations, federal and state governments, fisheries, environment, water, employment and industry ministers and agencies. Fishing industry agendas must be taken outside as well as inside the industry
➢ Networking is vital to get to know people of influence and interest across sectors. This enables the development of vital new initiatives like co-venture investments.
➢ It is important to showcase the successes of WIN and women in the industry. We could have book profile of many women in the fishing industry including fishers, boat owners, business managers, sellers, investors, marketers, consultants, conservationists, and community activists. The wider community has not heard about many achieving women who can be role models to so many others. No wonder most boards have so few women on them. Perhaps we could acknowledge an achieving woman in the industry each year or part fund women in tertiary study relating to the industry.
➢ All of this activity needs strong organisation, money, enthusiasm, tirelessness and an eye for opportunity. This is why the mission and goals of WIN and our own careers must be clear and be bravely tackled over shorter timeframes.

Leaders have career-life balance

Leadership is changing. You don't have to own the largest corporation to be a leader. Leaders are now focussing on developing the best advantages for their lives and work by balancing both better.

To survive and thrive and to be true to ourselves we need to roll back all the traditionalist western ideas of success and leadership in the decades since WWll. We need to examine our personal values, ethics and aspirations. And to follow our calling. There is not enough time to waste. The time we have to do what we want to do is short.

The tragedy is to die
With commitments undefined, with convictions undeclared
and with service unfulfilled   Rachel Lindsey

In our work and life we must make good room for dreams, goals, plans, peace of mind, belonging, self-respect, confidence, growing ideas, the spirit, freedom of thought, achievement, hope, contribution, and enjoying global wilderness.

As women leaders in partnership with your community: -

➢ Keep supportive partners and friends.
➢ Never give up on finding your uniqueness and contribution. You are responsible for your career and lifestyle.
➢ You already have the power to go where you want to go, to be the leader you want to be and to achieve what others think you can't.
➢ Strive to increase the protection and effective management of local, regional and global marine ecosystems and their fish.

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ii. Conference Program
Day 1.

9am   Registration

9.30   Welcome   June Gill, WIN Chair

**9.40   Offical Opening   Caroline Schaefer MLC
                                                         WIN Patron**

10am   Overview of the Conference   Cheryl Phillips, Facilitator

10.30 *Morning Tea*

10.45   Introductions~~embracing the diversity and making connections.

12m/d *Lunch*

**1pm   Where have we come from?
         As women - as an industry.**

1.15   The Experience of Rural Women's Networks - What can we learn?
         Barbara Radley   **NSW fisher, Churchill Fellow, SIN-NSW,**
         Ruth Paterson   **Tasmanian Women in Agriculture,**
         Cheryl Phillips   **National Women in Dairy Project,**
         Tracey Hill   **Women's Industry Network - South Australia**

2.30 *Afternoon Tea*

2.45   Where are we now?

**Bureau of Rural Science - Report on the "Role of Fishing Women"
Dr. Heather Aslin & Trevor Webb.**

3.15   Workshop Sessions:
What are the key issues facing women in the fishing industry?
- **Leadership / Mentoring**
- **Embracing diversity - gender issues/networking/support**
- **Training / Skill Development**
- **Quality Assurance / Food Safety**
- **Environment**

4.30   Briefing on dinner guests.

5pm   Reflections on Day 1.
7.30   Dinner

**Speakers: Hon. Rob Kerin - Deputy Premier
Sue Richards - Director: Women in Rural Industries Section
Peter Dundas-Smith: Managing Director, Fisheries Research
and Development Corporation
Nigel Scullion: Chairman, Australian Seafood Industry
Council.**

Day 2.

9am   Exploring the future role of women in the fishing and seafood industry.

9.15   "Women Leading Australia into the 21st Century" Dr. Diana Day

10am   Telstra Satcom-C email in to-days Fishing and Allied Industries - Georgina Eliason.

10.30   *Morning Tea*

10.45   Workshop Sessions: If there is to be a National Women's Seafood Council what will be the:

- **Purpose**
- **Structure**
- **Communication Strategy**
- **Mobilisation of the Grass Roots**
- **Links with other Rural Women's Groups**

12.30   *Lunch*

1.30   **Creation of a vibrant network.**

2.30   **Panel Session - "Taking the Issues to the Top"**

           Panelists:
                     Sue Richards - WIRIS, AFFA
                     Peter Dundas-Smith, FRDC
                     Nigel Scullion, ASIC

3pm   **Final Summary**

3.30   **Presentations and Close**

iv. Evaluation

22 Respondents. Not all respondents made additional comments to questions.

1. Was the national conference purposeful for you?

Result: YES 22

Comments:
- Meeting with other women/networking (8)
- Inspirational
- Sharing experiences
- Forge working relationships across sectors
- Explore and affirm
- Reinforce the passion out there.

2. Did you actively participate?

Result: YES 22

Comments:
- Will leave feeling I have contributed to this process
- Encouraged, not intimidated
- There was a determination to achieve a common outcome
- Not a speaker or leader, but able to be active with the discussion groups
- Got sucked in to present, summary & thank speakers – Great!!!
- Group sharing was a bit intimidating for some
- Yes & felt welcome
- Great

3. Do you think the workshop sessions were useful?

Result: YES 21   No answer 1

Comments:
- Share ideas
- Many shared visions were focused into one version
- The outcome was surprising, but useful
- Good to explore possibilities & comfortable in small groups
- Gave a different view

4. Do you believe this conference has given you an understanding of the purpose of WIN?

Result: Yes 21   No answer 1

Comments:
- Information, provision and exchange
- Questions – information
- Insight into fishing industry and the extent of women's participation and roles
- Through purposeful discussion and the opportunity for individual & group reflection
- Excellent redefinition
- Already member
- Making more aware of industry & win involvement
- Not totally clear
- Clear definition of purpose and role given
- History
- In discussing vision and purpose of national body
- Forward looking
- An understanding of the need to enhance the women's role within our industry

5. Do you think that the conference has increased the level of communication between stakeholders?

Results: YES 22

Comments:
- Identifying
- I believe so – if they don't continue the communication then the whole industry is the loser

- Working together to a common goal enhanced this
- Definitely between those present
- Another stack of new faces and names to contact for help
- Needs to be seen
- Reached grass roots level
- Will go on email asap
- I will continue to meet and talk with other delegates

6. Do you think the conference has linked WIN with other women in the Australian fishing industry?

Results: YES 22

Comments:
- I really hope so
- I see this as the beginning – with many more women to be included and participate in the future
- Harmonious working relationships were evident
- Through our representative committee
- Excellent way of networking – need for a database with email so we can keep in contact
- They are motivated to contact more
- Need to link nationally as Agriculture Industry (big picture)
- Positively

7. Do you think the conference has jointly formulated agreed actions to progress WIN format?

Results: YES 21   No 1

Comments:
- No, not enough agreed actions, but a good framework
- Great (unreadable word) for forward direction
- Proceed with sensitivity, caution and courage
- Everyone agreed for a national body – the need – the process – the structure
- Given the time available, excellent results were achieved

8. Are you supportive of the conference information being distributed throughout the Australian fishing industry?

Results: YES 21   Unsure 1

Comments:
- It depends on how this is proposed to be done. It could be good.
- But needs edit – organisation
- Very

9. Topics for next conference.
- Breaking barriers between catching and amateur & import sectors (2) Not all imported seafood is inferior - we can work hand in hand
- I will think about them and follow up (2)
- Progress, current issues and long term planning (2)
- Industry, grass roots survey first to meet needs, key issues industry
- Linking into big picture, network
- Value adding
- Building on networks

10. What did you learn?

- The whole chain is being actively addressed by women fishers and the Women's Seafood Community
- Trading is not a dirty word and importing is no less a legitimate occupation than production
- We all share the same frustrations
- A lot (2)
- The fishing industry is one to be proud of
- There are increasingly diverse opportunities available to women in the industry. There will be enormous scope for positive achievements through a balanced and harmonious national group.
- Networks (2)
- Need for better communication at grass roots level, need for other states to have a similar WIN organisation.
- I have learned that you volunteer once, then you create an expectation
- How industry can fit into big picture
- WIN will definitely grow. It was great to be involved in setting its national direction
- Resources available, Women involved working for a common goal
- My worth is important and can contribute to outcomes – not being different from the way men think
- My need to enhance presentation skills to allow me to get the message of the need for our organisation (WIN) to lift our profile nationally

11. Other comments

- Good (3) Please do it again
- Too many chips and fried foods
- Fantastic – great to be able to discuss issues without the politics
- Extremely well organised. Timing worked out well and venue great – except for lack of air-conditioning on first day (minor detail)
- Very good – loved the view from the revolving restaurant
- All excellent
- Top stuff
- Great opportunity
- Excellent organisation (2)
- Great – get opportunity for breaks and networking.

Appendix 5

Women's Industry Network Seafood Community
National Care-Taker Board.

**WOMEN'S INDUSTRY NETWORK
SEAFOOD COMMUNITY**

**CARE-TAKER BOARD
1999/2000**

Western Australia:	Jenny Shaw	jshaw@fish.wa.gov.au
	Jo Bunting	jbunting@fish.wa.gov.au
Northern Territory	Nigel Scullion (caretaker)	barefoot.marine@bigpond.com
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New South Wales	Barbara Radley	fax: 02 66802815
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	Katy saunders	fishfed@ocean.com.au
Tasmania	Sandra Pythian	poulostas@trump.net.au
South Australia	June Gill	jgill@yp-connect.net
Australian Capital Territory	Kylie Paulsen	paulsenk@frdc.com.au
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	Georgina Eliason	eliasog@qfma.qld.gov.au
	Sue Richards WIRIS AFFA	sue.richards@affa.gov.au

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Charmain Wait   caretaker treasurer   jpc@arcom.net.au
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Deb Roberts   caretaker project officer   debdi@granite.net.au

Appendix 6

Conference participants

Conference Participants:
Participants requested to be identified only by their State/Territory.

New South Wales:
Barbara Radley
Diana Day
Elain Burn
Elizabeth Jones
Jane Hillyard
Vicki O'Brien
Sema Francis apology
Victoria:
Cheryl Phillips
Cate Bell
Katy Saunders
Donna Elliot-Tippet
Jacqui George
Madeline Conway
Sandy Boswell
Sandy Creighton
Queensland
Tricia Kelman
Georginia Eliason
Jayne Gallagher
Western Australia:
Jenny Shaw
South Australia
Charmain Wait
Gloria Jones
Tracy Hill
Natalie Hemming
Chris Venema
Lynda Pierce
Debra Roberts
Karen Holder
June Gill
Lib McClure
Lorraine Rosenberg
Mona Barnes
Sylvia Holder
Deb Eleftheriou
Samara Miller apology
Jill Cutting apology
Sally Tonkin apology
Julie Phillips dinner guest
Sonja Venema dinner guest

Australian Capital Territory
Sue Richards AFFA WIRIS
Peter Dundas-Smith FRDC
Nigel Scullion ASIC

Tasmania
Ruth Paterson
Sandra Pythian apology