



RockLobster 5th
CONGRESS

GROWING THE FUTURE

Project No.2007/302. –



Australian Government

**Fisheries Research and
Development Corporation**

James Fogarty
Shearwater Consulting Pty Ltd
PO Box 7562, Cairns. Qld. 4870

Telephone (07) 40 312345
Facsimile (07) 40 312346
Email jamesfogarty@cairns.net.au

Qld Rock Lobster Assoc Inc

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1.0 NON TECHNICAL SUMMARY

2007/302 5th National Rock Lobster Congress

PRINCIPAL INVESTIGATOR: James Fogarty
Shearwater Consulting Pty Ltd

ADDRESS: PO BOX 7562
CAIRNS. QLD. 4870
TEL: (07) 40 312345. Fax: (07) 40 312346

Objectives:

Update Industry members on key issues of strategic national importance.

Continue to develop strategic approaches to lobster market development

Develop greater understanding of resource sharing and quota management.

NON TECHNICAL SUMMARY:

Outcomes to Date.

1. The 5th National Rock Lobster Congress achieved its stated objectives. Industry members were exposed to
2. There were 31 speakers who provided presentations to just over 200 delegates. These delegates were from all states of Australia, PNG and New Zealand. There was also a large contingent from the Torres Strait area. In addition a number of meetings and workshops were held around the Congress including a workshop on Spatial management.
3. The Congress again re-enforced the view that a national rock lobster communication strategy should be implemented with New Zealand being a part of this process.

2.0 ACKNOWLEDGEMENTS

A major reason for the success of the Congress was the wonderful support of a large number of sponsors.

The major sponsor was the Fisheries Research & Development Corporation with not only cash input but also the resources provided by staff such as Crispian Ashby, Peter Horvatt and Annette Lyons.

Other major sponsors were the Dept of Agriculture Fisheries & Forestry, Australian Fish Management Authority, The Western Rock Lobster Council, Tasmanian Rock Lobster Fishermen's Assoc, Tasmanian Aquaculture & Fisheries Institute, Qld Dept of Primary Industry & Fisheries, MG Kailis Group, South Australian Research and Development Institute and Southern Rock Lobster Ltd.

Particular mention should go to Dr. Marcus Finn from the Torres Strait Regional Authority for his efforts in ensuring a large representation from the traditional inhabitants from the Torres Strait.

In addition Dr. Jim Prescott and Anna Lara-Lopez from the Australian Fish Management Authority on Thursday Island for their contribution to the smooth running of the Congress.

Lastly the Congress could not have been successfully implemented without the input from the Qld Rock Lobster Assoc and its Secretary Colleen Kelly from MG Kailis Pty Ltd.

3.0 BACKGROUND

The first National Rock Lobster Congress was held in Adelaide in 1999. A key outcome of this Congress was to hold a national rock lobster meeting on a regular basis.

Subsequently the the National Rock Lobster Congress has been held in Geelong in 2001, Perth in 2003 and Hobart in 2005.

Each Congress has been quite successful with very good attendance.

A number of positive outcomes have occurred from these meetings. Two in particular have been firstly the birth of Southern Rock Lobster Ltd where three states – SA, Vic & Tas have combined to form a marketing arm to substantially increase their marketing strength.

Secondly the establishment of the National Lobster Marketing database that monitors worldwide lobster sales trends for all species.

This project is a continuation and further development of the national initiative, which has been supported by industry in all states.

The Congress was held in Cairns, Qld and in addition had input from traditional inhabitants from the Torres Strait, stakeholders from Papua New Guinea and the New Zealand Lobster Industry.

4.0 NEED

The Australian Rock Lobster Industry faces continuing challenges relating to market access, human resources, fisheries management, cost of production and quota implementation.

Issues that need to be addressed include:

1. Continue the line of successful Congress meetings since 1999.
2. Examine and offer solutions to competing demands of resource allocation.
3. Build on the implementation of common national and international marketing strategies commenced in Hobart in 2005.
4. Address and offer some solutions to common boat costings such as crew availability, Fuel costs etc.

5.0 OBJECTIVES

1. Update industry members on key issues of strategic national importance.
2. Continue to develop strategic approaches to lobster market development
3. Develop greater understanding of resource sharing and quota management

6.0 METHODS

The Queensland Rock Lobster Association took overall responsibility for the development of the program for this Congress. It decided on the theme of “Growing the Future” and in conjunction with the various State organizations developed a program that best targeted the objectives.

In addition the steering committee was responsible for marketing the Congress throughout Australia, PNG and New Zealand. They were also responsible for budget management.

The project manager undertook the following tasks:

- Development of the overall timeline incorporating all key tasks for the successful management of the Congress.
- Development of all materials covering theme, registration, program structure, pricing, venue details, graphics etc.
- Liaison with speakers, invitations, topics, travel & accommodation, AV support needs and papers.
- Liaison with session chairs as per speakers plus briefing and background materials.
- Liaison with venue, location, rooms, AV etc.
- Development of sponsorship proposals, establishment of prospective sponsors and distribution of invitations to sponsor.
- Management of audiovisual requirements, liaison with venue suppliers and co-ordination of liaison between speakers and technicians.
- Selection and management of accommodation options.
- Provision of budgetary information.
- Congress secretariat, manage database, registration, banking, receipts, confirmation and registration desk.

The social events maintained the National species “taste off “ tradition and incorporated the Qld Seafood Awards presentation for 2007.

7.0 RESULTS/DISCUSSIONS

The 5th National Rock Lobster Congress achieved its stated objectives with a substantial program that updated delegates on matters of national importance, Attempts to develop strategic approaches to market development and great emphasis on resource sharing and quota management.

The Congress program (Attachment 3) showcased 2 days of speakers and 3 nights of social interaction. There were 28 individual speakers and over 200 registered delegates from all states of Australia, New Zealand and Papua New Guinea. Of particular interest was the number of delegates from Aboriginal and Torres Strait Island origin.

Two themes were developed over the Congress – Aquaculture and Market Development.

Aquaculture speakers advised that propagation of lobster is no longer in doubt. Technology is moving ahead swiftly. The challenge is for the wild catch sector to embrace this technology and determine how it can assist their sector.

Market Development was canvassed extensively. Of primary importance was the need to build trust and ownership amongst the parties. There were many models of market development available but trust and ownership was critical. Investment in human resources was also critical.

The Congress took up the requested developments from Hobart such as funding young people to the Congress, question times extended, costs kept low and a longer notice period was given.

8.0 BENEFITS

The primary benefit from the Congress was the continuing focus on market development with delegates obtaining a much better insight into the USA wholesale and retail markets.

Opportunities for further consolidation of marketing plans were agreed.

The benefit of moving the Congress to different locations was demonstrated by the messages delivered by the tropical rock lobster industry and the substantial attendance from indigenous people for the first time.

The wild caught sector was fully briefed on the current status of lobster research, particularly in the area of propagation.

9.0 FURTHER DEVELOPMENT

Some key messages that came out of the Congress that required further action were:

- Establish a mechanism that will allow the Rock Lobster Industry to work collectively in areas such as market development, resource sharing etc. the industry did not build on its Hobart resolution to take this forward.
- The Congress demonstrated the knowledge and experience available within the national group that needs to be utilised with the use of an effective communication strategy.
- The collaboration with New Zealand is still minor and a major effort should be commenced to upgrade this.
- Aquaculture will play an increasing role in the future of Australian Rock Lobster. The wild catch sector needs to develop a model of how a partnership can be constructed.

10.0 CONCLUSION.

To ensure the next Congress in Sydney builds on the Cairns Congress specific steps should be taken now to action the points made under further development.

If the next Congress arrives and these points have not been actioned then we are wasting the momentum built up in Cairns.

The level of attendance and the quality of presentations would certainly indicate that the industry considers this Congress an important part of the growth of research, people development and market information.

The Congress can be assessed against the performance indicators as follows:

- Meeting milestones - achieved.
- Numbers attending the Congress – in excess of 220.
- Sponsorship – Excluding FRDC, \$45,000.
- Breakeven financial result with a low registration fee of \$250.

ATTACHMENT 1.

ROCK LOBSTER CONGRESS 2007 PROFIT & LOSS ACCOUNT

RECEIPTS	AMOUNT		PAYMENTS		
Sponsors					
FRDC	20,000		Advertising	1,112	
MG Kailis	4,555		Bank Charges	1,109	
DAFF	5,000		Admin Charges	39,086	
AFMA	5,000		Artwork	2,917	
QDPI	5,000		Satchels	4,657	
Western Rock	5,000		Congress Fees	23,258	
TRLFA	5,000		Meet & Greet	5,555	
SARDI	5,000		Dinner Costs	11,668	
TAFI	5,000		Office Supplies	454	
Southern Rock	2,500		Web Design	2,100	
PIRSA	2,000		Travel	3,105	
QRLA	1,000	\$64,055	Telephones	768	
			Management Fee	4,000	
			Spatial Workshop	2,000	
Registrations		\$37,368			
		\$101,423			\$101,789

ATTACHMENT 2 -ATTENDEES.

Alex Kailis	MG Kailis Pty Ltd
Greg Hart	MG Kailis Pty Ltd
Colleen Kelly	MG Kailis Pty Ltd
James Fogarty	Queensland Rock Lobster Assoc. Inc.
Moira Daly	Shearwater Consulting Pty Ltd
Steven Gill	Western Rock Lobster Council
Alice Hurlbatt	Western Rock Lobster Council
Jim Prescott	Australian Fish Management Authority
Anna Lara-Lopez	Australian Fish Management Authority
Stuart Stark	Dept Agriculture & Fisheries
Joanne Pearce	Dept Agriculture & Fisheries
Rodney Trellogen	Tasmanian Rock Lobster Fishermens Assoc
John Sansom	Tasmanian Rock Lobster Fishermens Assoc
Dr. Patrick Hone	Fisheries Research & Development Corporation
John Wilson	Fisheries Research & Development Corporation
Grant Hall	Old Dept of Primary Industries & Fisheries
Dr Brigid Kerrigan	Old Dept of Primary Industries & Fisheries
George Williams	Darden Restaurants - USA
Martin Perkins	Australian Export Systems
Prof Bruce Phillips	FRDC Post Harvest Sub-Prog
Cheryl Cole	Fisheries Research & Development Corporation
Frank Prokop	Fisheries Research & Development Corporation
Glen Hurry	Australian Fish Management Authority
Justin Fromm	Fisheries Research & Development Corporation
Paul McShane	Fisheries Research & Development Corporation
Ray Johnson	Fisheries Research & Development Corporation
Richard A Stevens	Fisheries Research & Development Corporation
Richard N Stevens	Fisheries Research & Development Corporation
Stuart Richey	Fisheries Research & Development Corporation
Gary Dienhoff	Jaybow Lobster Aust Pty Ltd
Roger Cotton	Southern Rock Lobster Ltd
David Johnston	Southern Rock Lobster Ltd
David Lucas	Southern Rock Lobster Ltd
Kim Skeer	Southern Rock Lobster Ltd
Kym Redman	Southern Rock Lobster Ltd
Matthew Muggleton	Southern Rock Lobster Ltd
Justin Phillips	Southern Rock Lobster Ltd
Joel Redman	Southern Rock Lobster Ltd
Rob Van Burtouch	Southern Rock Lobster Ltd
Dr Robert Van Barneveld	Barneveld Nutrition
Graham Walden	Owner/Skipper Northern Zone
John Redman	Owner/Skipper Northern Zone
Daryl Sykes	NZ Rock Lobster Industry Co
Philip Polon	PNG National Fisheries Author
Lester Baule	PNG National Fisheries Author
Colin Buxton	Tas Aquaculture & Fisheries Institute
Dr. Caleb Gardiner	Tas Aquaculture & Fisheries Institute
Bridget Green	Tas Aquaculture & Fisheries Institute
Bruce Donaldson	MLC - WA Parliament
Dexter Davies	Chair Western Rock Lobster
Kevin Williams	C.S.I.R.O
Matt Kenway	Aust Institute of Marine Science

Dr. Clive Jones	Old Dept of Primary Industries & Fisheries
Peter Hawthorne	SA Research & Development Institute
Adrian Linnane	SA Research & Development Institute
Roy McVeigh	WA Rock Lobster Industry Advisory Comm.
Jason Haines	SA Professional Fishermen's Assoc
Adam Frost	SA Professional Fishermen's Assoc
Bryce Cutting	SA Professional Fishermen's Assoc
Tony Stratford	SA Professional Fishermen's Assoc
Darren Dennis	C.S.I.R.O
Scott Westley	NSW Lobster
Mal Gorry	NSW Lobster
Ron Firkin	NSW Lobster
Daniel Stewart	NSW Lobster
Hon Sheila Mills	Member WA Legislative Council
Fiona Von Berg	WA Fisheries
Kevin Donohue	WA Fisheries
Roy Melville-Smith	WA Fisheries
Graham Stewart	Western Kingfish Ltd
Merv Collinson	Western Kingfish Ltd
Allan Savage	Western Kingfish Ltd
Justin Ilakini	PNG National Fisheries Authority
Merimi Maino	Maru Marine Ltd
Samson Jubi	Mundi No 1 Ltd
Karl Yalo	Yuwan Fisheries
Larni Linton	Old Dept of Primary Industries & Fisheries
Ross Parker	Old Dept of Primary Industries & Fisheries
Brad Guy	Old Dept of Primary Industries & Fisheries
Nik Sachlikidis	Old Dept of Primary Industries & Fisheries
Scott Shanks	Old Dept of Primary Industries & Fisheries
Dallas D'Silva	Vic Dept of Primary Industry
Terry Shea	Tas Rock Lobster Fishermen's Assoc
Colin Shelley	Old Dept of Primary Industries & Fisheries
Samantha Miller	Old Dept of Primary Industries & Fisheries
Lawrence Patten	South Australia
Dawn Jordan	Tas Rock Lobster Fishermen's Assoc
Robert Jordan	Tas Rock Lobster Fishermen's Assoc
Noel Gogerley	NSW Lobmac
Margaret Gogerley	NSW Lobmac
Daniel Gogerley	NSW Lobmac
Jayne Gallagher	Seafood CRC
Col Bishop	Seafood Services Australia
Graham Hirakawa	Torres Strait Regional Authority
Yen Loban	Torres Strait Regional Authority
Maina Nona	Torres Strait Regional Authority
Marcus Finn	Torres Strait Regional Authority
Toshio Nakata	Torres Strait Regional Authority
Lotta Warri	Torres Strait Regional Authority
Charles David	Torres Strait Regional Authority
Les Muller	NSW Lobster
Geoffrey Hipkins	Ngai Tahu Seafood Ltd
Anne Clark	Old Dept of Primary Industries & Fisheries
Chris Robertson	Old Dept of Primary Industries & Fisheries
Clive Turnbull	Old Dept of Primary Industries & Fisheries
Tom Roberts	Old Dept of Primary Industries & Fisheries

Randall Owens	Great Barrier Reef Marine Park Authority
Brett Arlidge	MG Kailis Pty Ltd
Brendan Green	MG Kailis Pty Ltd
Paul Barnes	Old Dept of Primary Industries & Fisheries
Shane Gaddes	Old Dept of Primary Industries & Fisheries
Clyde Andrews	Old Dept of Primary Industries & Fisheries
Wayne Butcher	Old Dept of Primary Industries & Fisheries
Chris Dean	Puchiwu Fishing Ltd
Dorothy Hobson	Puchiwu Fishing Ltd
Joanne Omeeny	Puchiwu Fishing Ltd
Jeffery Hoswell	Puchiwu Fishing Ltd
Angus Callender	WA Fishing Industry Council
Barbara Davidson	Vinci Seafoods
Garry Ryan	Vic. Rock Lobster Assoc.
Ben Temby	Vinci Seafoods
Sam Koncurat	Vinci Seafoods
Shane Loftus	Vinci Seafoods
Ross Woodley	Barrier Reef Live Crays
Mark Woodley	Barrier Reef Live Crays
Toshi Chris	Chairman Torres Strait Regional Authority
John Fitzhardings	Western Rock Lobster Council
Andrew Wizner	Western Rock Lobster Council
David Molloy	Fisheries Victoria
Theo Engel	Flangrove Pty Ltd
Karen Engel	Flangrove Pty Ltd
Geoff Adams	Radobank Australia
Andrew Jeffs	Two Fathom Pty Ltd
Daniel Taki	Takaland Pty Ltd
Don Mosby	Chairman-Yorke Island Council
Richard Bowie	Deputy Chair-Badu Island Council
Jack Ahmat	Chairman-Badu Island Council
Anne Macready	NSW Dept of Primary Industry
Darryl Sullings	NSW Dept of Primary Industry
Dr. Arthur Ritter	TAS Aquaculture & Fisheries Institute
Larncé Wichman	NZ Rock Lobster Industry Council
Gerhard Wilmink	Johanna Cherie Fishing Co
Dr. Geoff Liggins	NSW Dept of Primary Industry
Dr Peter Rogers	Lobster Harvest Pty Ltd
Tony Chen	NSW Dept of Primary Industry
Dr. Ron Edwards	Seafood Experience Australia
Roger Edwards	Southern Rock Lobster Ltd
Mike Powers	Darden Restaurants - USA
Peter Walker	Riversun
Bruce Cockman	Tebco Fishing Company
Jeff Cockman	Tebco Fishing Company
Lindsay Newman	Tas Rock Lobster Fisherman's Assoc
Derek Freeman	Tas Rock Lobster Fisherman's Assoc
Dr. Len Stephens	Australian Seafood CRC
Kelly Crosthwaite	SA Dept of Primary Ind & Resources
Amanda Manuel	Torres Strait Regional Authority
Terrance Whap	Torres Strait Regional Authority

ATTACHMENT 3.

Congress Program

Thursday 16th August 2007

8:00am:Registration

8.40am:Welcome & Housekeeping
James Fogarty - President Qld Rock Lobster Assoc.

8.50am
Official Opening:The Hon. Desley Boyle
Minister for Ageing and Child Care.
Member for Cairns.

9.00am
Major Sponsor Address: Dr. Patrick Hone - FRDC Executive Director

National Lobster Scene

Chair: James Fogarty

9.10am: Tasmania - Rodney Treloggen
9.20am: Western Australia - Steven Gill
9.30am: South Australia - Roger Edwards
9.40am: Victoria - David Lucas
9.50am: New South Wales - Scott Westley
10.00am: Queensland - Brett Arlidge
10.10am: Question Time

10.30am: Break - Coffee

Resource Access- Torres Strait Sponsored by: DAFF

Chair: Glen Hurry

11.00am: The NZ Experience - Darryl Sykes - NZLC
11.15am: Operational & Management Extremes-Contrasts between Northern
& Southern Fisheries - Jim Prescott - AFMA
11.30am: Traditional Inhabitant View –Marcus Finn- TSRA
11.45am: PNG Perspective – Phillip Polon - NFA
12.00pm: Commercial Perspective - Dr. Ray Moore
12.15pm: Qld Viewpoint - Dr. Brigit Kerrigan - QDPI
12.30pm:Question Time

12.45pm: Lunch

Aquaculture

Sponsored by: QDPI

Chair: Grant Hall

1.30pm: Capturing the benefit: Developing a commercial basis for propagation of rock lobsters in Australia - Dr. Robert van Barneveld

1.50pm: Viability of rock lobster aquaculture in NZ. - Andrew Jeffs

2.10pm: Is rock lobster aquaculture in Vietnam sustainable? - Kevin Williams

2.30pm: Puerulus collection in WA as a basis for aquaculture - Steven Gill

2.50pm: Lessons from the prawn industry - key commercial hurdles to the propagation of rock lobsters - Mat Kenway

3.10pm: Question Time

3.30pm: Break - Coffee

Rock Lobster Enhancement & Aquaculture

Sponsored by: AFMA

Richard McLoughlin

4.00pm: Potential for temperate vs tropical commercial lobster aquaculture systems - Dr. Colin Buxton

4.20pm: Technical progress towards propagation of tropical lobsters in Australia . -Dr Clive Jones

4.40pm: Do we need spatial closures -Dr Caleb Gardiner

5.00pm: Question Time

5.30pm: Close Day 1

Friday 17th August 2007

Market Development

Sponsored by: MG Kailis Pty Ltd

Chair: Alex Kailis

9.00am: Keynote Address - Lobster Supply - Challenges and opportunities in the US Marketplace - George Williams
VP, Government & Environmental Affairs, Darden Restaurants Inc

9.30am: Question Time

9.45am: Southern Rock Lobster -Roger Edwards - SRL

10.00am: Western Rock Lobster - Garry Dienhoff - CM & Co

10.15am: Tropical Rock Lobster - Greg Hart – Wild Ocean

10.30am: Break - Coffee

Market Development cont

11.00am: Post Harvest Program -Dr. Bruce Phillips - Curtin University

11.20am: National Marketing View -Ron Edwards - SEA

11.40am: National Lobster Data Base: Alice Hurlbett

12.00pm: Market Efficiency Powers - Horticulture Industry

Peter Walker - Riversun

12.20pm: Question Time

1.00pm: Lunch

Marketing Outcomes:

Sponsored By: WA Rock Lobster Council

Chair: Roger Edwards

2.00pm: Where to from here? - Panel Discussion

3.30pm: Congress Outcomes & Handover - Dr. Patrick Hone (FRDC)

4.00pm: Close

6.30pm: National Species Taste off - James Fogarty

7.00pm: Congress Dinner