

National Inshore Fisheries Strategic Plan Extension and Development Opportunities

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Front Cover: Shark Bay beach seine fisher – F. Horn WAFIC

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NON TECHNICAL SUMMARY

2009/318	Tactical Research Fund: National inshore fisheries strategic plan extension and development opportunities
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OBJECTIVES:

- Delivery of the National Inshore Fisheries Strategic Plan to the range of State based fisheries that could be drawn under the inshore fisheries umbrella;
- Evaluation of the level of support from industry sectors or bodies for implementation of the Plan and its strategies;
- Identify sectoral or regional opportunities for industry / fishery improvement within the scope of the Plan;
- Develop a work plan for delivery of the Plan's strategies.

NON TECHNICAL SUMMARY:

OUTCOMES ACHIEVED TO DATE

This project has achieved its objectives as it has been able to deliver to representatives of local and regional industry groups the Strategic Plan drafted by the National Inshore Fisheries Working Group. Through the series of workshops under which the Plan was delivered those participating industry representatives demonstrated a high level of support for the Plan and its key Outcomes. Workshops were held in ten locations with over 50 participants from 25 sector associations or regional groups.

The concept of grouping a diverse range of small scale, often multi-species fisheries that operate within estuarine and near shore environments under a cohesive national forum drew strong support. Most fishers and their representatives recognised their limited capacity to deliver on a range of key strategic areas in support of their fisheries without the ability to use their resources collectively to strengthen their ability to manage and fund projects that support the Industry's Strategic Plan.

There was strong recognition among the workshop participants of the range of opportunities the Plan will provide to the various industry bodies and their representatives. There was a desire to enhance industry's ability to build their capacity to better represent their fisheries and promote their industry to a wide range of stakeholders.

Of the 29 Outcomes from the three (3) Plan Objectives the industry representatives identified 11 high priority outcomes that should be developed in support of capacity building, improved communication and industry development. The broad range of high priority outcomes will require considerable activity by a nationally focussed representative body.

A proposed program for developing a national body responsible for implementing the Plan is contained in this report and will be subject to further progression by the National Inshore Fisheries Working Group. The need to develop appropriate governance and funding arrangements will be important to securing the progression of the Plan and to deliver the outcomes desired for securing the interests of inshore fishers.

KEYWORDS: strategic plan, inshore fisheries, building industry capacity, improved communication, industry development, National Inshore Fisheries Working Group, co-management, industry promotion

ACKNOWLEDGEMENT

I acknowledge the assistance provided by FRDC for our Nation's inshore fisheries through its support of the National Inshore Fisheries Forum in 2008 and its subsequent support for the activities of the National Inshore Fisheries Working Group.

I thank the members of the National Inshore Fisheries Working Group and other contributors for their work in developing the Strategic Plan and for their contribution to this report. The support of all of the State Industry bodies has been important in gaining the involvement of industry bodies representing the various inshore fisheries.

Members of the National Inshore Fisheries Working Group are:

- Jeff Blackburn / John Harrison – Professional Fishermen's Association (New South Wales)
- Michael Fooks – Marine Fisher's Association (South Australia)
- Winston Harris – Queensland Seafood Industry Association
- Felicity Horn – Western Australian Fishing Industry Council
- Neil MacDonald - Chairman
- Ross McGowan / Renee Vajtauer – Seafood Industry Victoria
- Katherine Sarneckis – Northern Territory Seafood Council
- Neil Stump – Tasmanian Seafood Industry Council

I would like to sincerely thank the Project's Steering Committee for their support and assistance – John Harrison (Professional Fishers Association, NSW), Felicity Horn (Western Australian Fishing Industry Council), and Katherine Sarneckis (Northern Territory Seafood Council).

I particularly thank those with an interest in their industry's future who were able to attend and contribute in such a positive manner.

BACKGROUND

The need for this project was identified at the National Inshore Fisheries Forum (the Forum) held in 2008 and subsequently agreed to in order to progress the strategic plan developed by the National Inshore Fisheries Working Group and to assess the potential for a co-ordinated approach by the Nation's inshore fisheries.

There is no clear definition for what fisheries comprise our inshore fisheries. As such, fisheries like those in estuaries and in coastal waters involving net, hook, trap and trawl are considered to be Inshore Fisheries. Fisheries such as the deep water trawl or tuna/billfish longline fisheries are not considered to be inshore fisheries. Nor, are those industry sectors that have already got a national network that supports their species or fishery groupings nationally. The following has been used to identify groups to be engaged in this process that could be involved in some future development of the inshore fisheries concept:

Inshore fisheries are considered to be those that operate in an area close inshore or at least easily accessible, generally in the same areas as the recreational sector and often accessing fish that are now considered “recreationally important” species.

The Inshore Fisheries Forum was developed from a need identified by all State Industry bodies for there to be more effective resourcing and support for the many fisheries that were seeing constant erosion of their rights and access, not always for reasons for resource sustainability. The shift in government policies in the past decade to reallocation of fishery resources from the community and consumers to the recreational and environmental sectors has seen a steady erosion of the industry and its ability to provide the service for which they exist – food production for seafood consumers locally, domestically and potentially internationally.

The changes in the use of our community resources has often gone on with limited community debate or with little in the way of an effective response from the industry, the communities to which they are economically and socially important or to seafood consumers. This has often been due to the lack of effective industry programs and the limited resources provided to industry representative bodies or associations to be proactive in the manner in which it engages government, resource managers and the community.

The purpose of the Inshore Fisheries Forum was to support the engagement of inshore fishers in determining their fisheries' future and in the development of strategies and tools to enable more effective engagement with all sectors of the community, thereby improving the future prospects for inshore commercial fisheries in Australia

The Forum provided an understanding of the complexity of Australia's inshore fisheries and an appreciation of shared issues was established through presentations from each State and the NT, with base data describing the characteristics of each jurisdiction provided to delegates. Key issues including co-management, valuing

fisheries, working the political system, working with the recreational fishing sector, and fishers' resilience were addressed through presentations provided by a range of high profile speakers.

NEED

The need for this project was identified in the National Inshore Fisheries Workshop held in March 2008 and subsequently agreed to in the strategic plan developed by the National Inshore Fisheries Working Group established at the Forum.

The strategic plan identified the needs for the affected sectors as being -

1. The development of inshore fisheries through improved management outcomes, increased profitability, marketing and product development;
2. Improved social and economic evaluation and recognition;
3. Improved management models suited to small scale multi-species fisheries.

While the Plan was developed through key industry representation, prior to making any sustained commitment by sectors, fisheries or other supporting bodies it will be necessary to ensure there is broad industry support for both the Plan and for the strategies contained within it.

OBJECTIVES

The objectives of the Project were identified as:

- Delivery of the National Inshore Fisheries Strategic Plan to the range of State based fisheries that could be drawn under the inshore fisheries umbrella;
- Evaluation of the level of support from industry sectors or bodies for implementation of the Plan and its strategies;
- Identify sectoral or regional opportunities for industry / fishery improvement within the scope of the Plan;
- Develop a work plan for delivery of the Plan's strategies.

METHODS

The Project will involve the following:

1. Production of the National Inshore Fisheries Strategic Plan (printed and on CD);
2. Facilitation of workshops to present the Plan, gain a measure of the level of support for progressing the Plan and identify any specific regional / sectoral needs to support delivering outcomes;

3. Report to the Inshore Fisheries Working Group with an implementation plan to identify processes for progressing the Plan.

Given the interest in the outcomes from this project by those attending the early workshops it was agreed to vary method 1 (above) by providing not just the workshop presentation and the Plan on CD but to also incorporate the workshop outcomes as well. This was seen as important as those that participated, principally association or industry body representatives, had reference material to use when engaging more broadly with their fellow fishers and industry body members when discussing the National Inshore Fisheries initiative.

RESULTS / DISCUSSION

Background

The National Inshore Fisheries Strategic Plan (Appendix 3) was developed by the Working Group established at the Forum in March 2008 through a series of telephone linkups with its members and an ongoing exchange of documentation by email.

Having been completed, the Plan waited for industry representative bodies to have the time and resources to deliver the Plan to the Industry and seek a commitment to the Plan and its supporting concepts.

The ability to deliver on the Plan was impacted by the need for industry bodies to respond to a wide range of issues confronting not just our inshore fisheries, but the seafood industry broadly, including the marine parks program being rolled out at a state and national level, changes to maritime law regarding vessel design / survey and manning requirements, award modernisation, limited funding to undertake new initiatives, together with the ongoing need to respond to fisheries management and administrative policies and decisions impacting on the industry, its profitability and sustainability as a food production industry.

A central tenet of the Plan is the need for a forum that specifically focuses on those key strategic issues confronting just the inshore fisheries, while leaving the key State industry bodies free to respond to the broader issues confronting the industry.

There is often an overlap with other industry groups or interests with regard to a range of the threats and processes that impact on the diversity of inshore fisheries around Australia. There are however, a range of issues for the inshore fisheries that are either unique or are such that other industry interests choose not to engage in or react to them.

For a range of reasons historically, and currently, inshore fisheries have been largely reactive sectors, not acting in any co-ordinated or cohesive manner in responding to what often are the same or similar issues regardless of jurisdiction or fishery sector or access. Regardless of their other drivers, inshore fisheries are comprised of many multi-generational fishing families and have been the core of many of our small coastal communities and a key point for the supply of a highly sought after food.

Most inshore fishers operate in a multi species access framework which leads to complexities in management that are often not flexible or sufficiently adaptable to enable fishers to react to seasonal or inter-annual variability in species and abundance. They also often operate, quite often due to management constraints, in areas that are increasingly seen as the domain of other resource users or extractors such as the recreational sector or conservationists and are seen as being able to unfairly compete with users accessing the resource for pleasure or recreation.

The need to provide industry groups with a greater capacity to influence their future and to be better equipped to respond to their management environment and the community's perceptions of the industry and its role in society are key drivers for the National Inshore Fisheries Strategic Plan.

Delivery of the Plan

The Plan was to be delivered through a series of workshops, initially with one in each jurisdiction proposed. After a Steering Committee and then Working Group meeting it was agreed to broaden the number of workshops to increase the opportunity for key industry representatives to attend and provide increased exposure to the Plan, as well as, greater feedback and direction for any future adoption and implementation. The target audience was intended to be those with the capacity to represent the interests of their fishery / sector association or body or group. This was to ensure there was to be greater levels of certainty in any commitment to future actions.

Workshops were provided in the following sequence and places:

- Darwin- 28 January 2010;
- Melbourne – 17 February 2010;
- Townsville – 24 February 2010;
- Mooloolaba – 25 February 2010;
- Coffs Harbour – 3 March 2010;
- Sydney – 4 March 2010;
- Adelaide – 5 March 2010;
- Hobart – 9 March 2010;
- Brisbane – 31 March and
- Busselton – 6 April 2010.

These workshops were attended by 52 persons involved in the fishing industry. Appendix 4 sets out the list of attendees to the workshops.

The workshops were an opportunity to introduce the National Inshore Fisheries Forum and its outcomes to the industry many of whom had not had any involvement in the initial Forum or subsequent development of the Plan.

Feedback on the Plan and the options for future development of the concept of a national inshore fisheries group/body was sought through the Workshops. Feedback on the Plan's outcomes and the workshop was sought using evaluation forms (Appendix 5) to seek prioritisation of the various proposed outcomes from the Plan under the three (3) objectives of:

1. Building Industry Capacity,
2. Improved Communications and
3. Industry Development.

Workshop participants were also provided the opportunity to identify any outcomes not shown or to identify an outcome that was not seen as relevant. Participants were

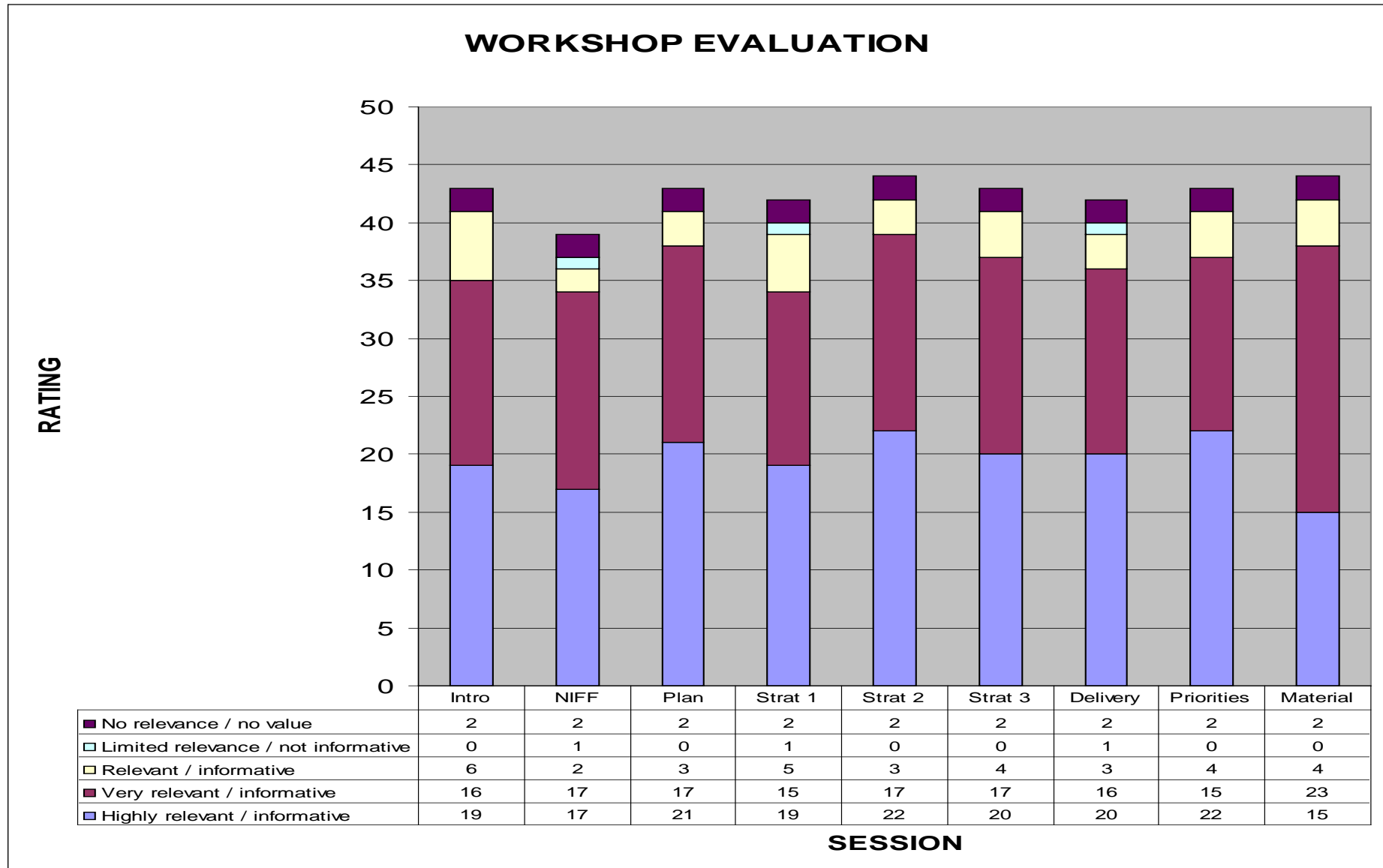


Figure 1 – Workshop evaluation

also invited to provide a priority to each Objective's outcomes, as well as, to place some target timelines on their implementation. Few participants provided timelines for implementation, and as such, they are not included in any analysis of the responses. Participants were asked to rate the Outcomes for each of the three Objectives on a scale of 1 – 5 in order to establish the areas for future focus on any deliverables under the Plan.

In addition, workshop participants were asked to evaluate the workshops and the range of materials provided in support of presentations. The following chart and table (Figure 1) summarises the views of the participants that responded.

The Future

Those attending the workshops were asked to respond to several key questions (Appendix 5). Their responses would determine what, if any, future there would be in progressing the concept of a regular Inshore Fisheries Forum and some form of organisation or network under which the objectives for supporting and strengthening the capacity of the Inshore Fisheries would be progressed.

Workshop participants were asked to respond to the following:

1. Is there are benefit in a regular inshore fisheries forum / conference;
2. If so, how frequently – Annually / Bi-annually / Seafood Directions;
3. Indicate any further Outcomes that you consider should form part of the Inshore Fisheries Strategic Plan;
4. Complete the Plan priorities sheets;
5. Indicate if your sector / regional industry body would be interested in participating in some form of ongoing national inshore fisheries group.

While the Inshore Fisheries Forum and the Strategic Plan both identified the question of an organisation and its funding, these were not specifically discussed in any great detail as outcomes from the workshops. The intention was to establish the extent of the interest in progressing the Plan and those groups that would be interested in pursuing the implementation process. From general discussion through the Workshops it was clear that there was a need to establish a national body to oversee the Plan and its future delivery together with a regular Inshore Fisheries Forum.

Industry's Response

The workshop participant's responses to the propositions put to them during the workshops (Appendix 5) are:

Is there are benefit in a regular inshore fisheries forum / conference?

Of the 52 participants 49 indicated they would support the establishment of a regular forum for the development of inshore fisheries.

This recognises the very positive attitude of industry representatives to the need for some form of regular exchange between the wide varieties of inshore fishery interests. The ability to meet periodically and exchange ideas, develop issues, and then identify mechanisms and processes to progress or respond to them was strongly supported through every workshop.

The notion of a regular forum or conference is used by several other national industry groups to progress issues with a national focus. Groups such as the aquaculture, rocklobster, abalone and prawn industries currently run a national conference every two years through their national organisation. These conferences are effective at providing the industry with options to identify opportunities to progress a range of issues and strategies for building their industry sector's capacity and position.

If so, how frequently – Annually / Bi-annually / Seafood Directions?

The thoughts were quite divided with 19 supporting an annual forum or conference, 24 supporting a bi-annual event, with only 9 supporting such an event being part of the Seafood Directions conference. Discussion at the workshops on this question provided some insight to the options chosen.

A number supporting an annual event expressed a view that, it was important that industry representatives were able to meet face to face at least once a year to progress any issues being pursued through the inshore fisheries organisational network. This was partly premised on the expectation that it was unlikely any national body would be able to have its member representatives meet, other than electronically, on a regular basis over any one year. The opportunity for fishers to meet regularly was seen as important in networking and supporting industry's development.

There was a view that the option for a bi-annual event associated with a wider meeting of the member or supporting industry groups, their representatives and fishers would be a worthwhile extension of the sector based conference approach. The concept of meeting through a conference or forum to develop links and relationships between fishers and their various organisations, in order to assist in securing the future of the inshore fisheries, had strong support. This was seen as consistent with a range of other nationally focussed industry groups which hold bi-annual conferences.

The concept of incorporating a conference or forum in conjunction with Seafood Directions was not strongly supported. This option may seem to be of little difference to the choice of a bi-annual conference, given Seafood Direction's normal two year cycle. The general lack of recognition for this event from within the grass roots of the industry and the view that it has become less and less focussed on the industry but had become an event for those associated with it (managers and administrators), saw this as a less favoured option.

There was however, considerable discussion and support for a concept that would see Seafood Directions continuing to be refocussed with a stronger industry emphasis. The view developed through the workshops was that the various national

sector conferences, particularly with a wild fisheries focus (abalone, inshore fisheries, prawn and rocklobster) or for that matter the aquaculture conference could also be run concurrently with Seafood Directions being a one or two day joint conference to promote and develop broader industry issues. This would provide an opportunity for each sector conference to feed into a national focus for building industry.

Indicate any further Outcomes that you consider should form part of the Inshore Fisheries Strategic Plan

There was a range of additional outcomes suggested by workshop participants. While many were more operational in nature, many were otherwise covered by the existing outcomes; they nevertheless provide a focus for a range of current issues impacting on the various industry groups and fisheries.

The additional Outcomes suggested for the Plan, are listed in Appendix 6:

The comments provided related largely to issues of management or control over fisheries and the need for more secure mechanisms for compensation. As governments continually adjust management arrangements impacting on the capacity and viability of most businesses within the inshore fisheries there was a desire to see management under a common set of arrangements such as would apply if the Commonwealth was to be responsible rather than the States. There was a view that State based management meant that agencies were driven by local pressures rather than from the need to manage in a more holistic fashion across the range of a resource or a region or fishery.

Issues of building industry capability, a range of education initiatives, industry profiling, industry representation and funding were also raised. These are in the main issues for a fishery or are already being identified for action through the key objectives in the Plan.

Plan priorities sheets

The workshop participants were asked to indicate their priority and timing for the various outcomes from each of the three Plan Objectives. Initially many did not identify any timing for implementation, but the prioritisation makes it clear where the immediate, medium and long term activities should be directed.

In rating each of the Outcomes the workshop participants were asked to rate them on a scale of 1 to 5 with one (1) being the highest priority. It was provided for there to be more than one Outcome that could be classified under the various priority ratings. In addition, there was no obligation to rank or rate all Outcomes with a priority.

This process was intended to provide a focus for any future decisions and actions that may be taken by any national inshore fisheries body that may be established.

While there was considerable discussion about the Plan's Outcomes, there was no objection to the outcomes as presented.

The Plan's Objectives are set out below together with the various Outcomes under each Objective.

Objective 1 – Build Industry Capacity

There were 8 Outcomes identified in the Plan for this Objective. These Outcomes are:

1. Improved understanding of government legislation and processes.
2. Enhanced negotiation skills, including at the political level.
3. Improved representation in resource management processes and the development of tools to assist in moving through the co-management framework towards high levels of self management for industry.
4. Improved capacity to develop and forge strategic alliances that can support the industry
5. Build the skills of fishers to support the delivery of key industry messages
6. Establish a library of resource materials to support industry delivering on key messages, including manuals and CD's, key contacts and information on existing networks and the creation of new networks
7. Provide training to build capacity in each state (e.g. possible re-development of previous MAC courses - the training could then be of value to other fisheries).
8. Investigate a database of case histories and information for sharing which would provide an opportunity for inshore fishers to learn from the successes/mistakes of others.

The chart and table below (Figure 2) sets out the priority rating for each of the Outcomes under Objective 1:

There were several Outcomes that participants supported strongly as the highest priority under this Objective. Out of the 51 respondents the most supported Outcomes were:

- Outcome 2 - Enhanced negotiation skills, including at the political level.

This attracted 19 nominations as the highest priority Outcome. There was a strong view that industry representatives need better developed negotiation skills in order to more effectively represent their industry's interests with government and political interests, but also critically with other interest groups. Improved co-management processes are seen as important for securing industry interests and therefore the ability to be more effective was considered essential.

- Outcome 1 - Improved understanding of government legislation and processes.

This attracted 16 nominations as the highest priority Outcome as did the next Outcome. However, this Outcome drew as much larger level of second highest priority and is considered to be consistent with the highest priority Outcome. There are a range of processes that are available in each jurisdiction that industry should be aware of. This includes opportunities to use processes such as parliamentary committees and legislative processes to improve outcomes for industry.

- Outcome 5 - Build the skills of fishers to support the delivery of key industry messages

This also attracted 16 nominations as the highest priority Outcome, but had a lower level of second priority issue than the previous Outcome. The need to build the capacity and confidence of fishers to be able to deliver the message on behalf of their fishery and industry is critical in bring about a stronger culture of promotion of both their business and their industry.

- Outcome 3 - Improved representation in resource management processes and the development of tools to assist in moving through the co-management framework towards high levels of self management for industry.

This Outcome attracted 14 first priority nominations with the highest level of second priority nomination. There is a high level of dissatisfaction with the co-management arrangements used in all jurisdictions for the wide range of inshore fisheries.

The lack of adequate industry involvement in management processes highlighted the need to improve the ability of industry representatives to enhance their participation as effective partners in decision making through improved co-management processes.

The need to build capacity to have inshore fisheries recognised with stronger management capacity is predicated on the need to move to a more effective process such as is outlined in the report “Co-management: Managing Australia’s fisheries through partnership and delegation¹” given it defines co-management as – “An arrangement in which responsibilities and obligations for sustainable fisheries management are negotiated, shared and delegated between government, fishers, and other interest groups and stakeholders”.

- Outcome 4 - Improved capacity to develop and forge strategic alliances that can support the industry

This attracted 13 nominations as the highest priority Outcome. The ability to build alliances with other groups that can work with or support the delivery of outcomes in support of inshore fisheries will be important in developing the capacity of our inshore fisheries to secure their future as the supplier of fresh local seafood to all Australians.

¹ Co-management: Managing Australia’s fisheries through partnership and delegation. Peter J Neville et al, FRDC 2006/068

OBJECTIVE - BUILDING CAPACITY

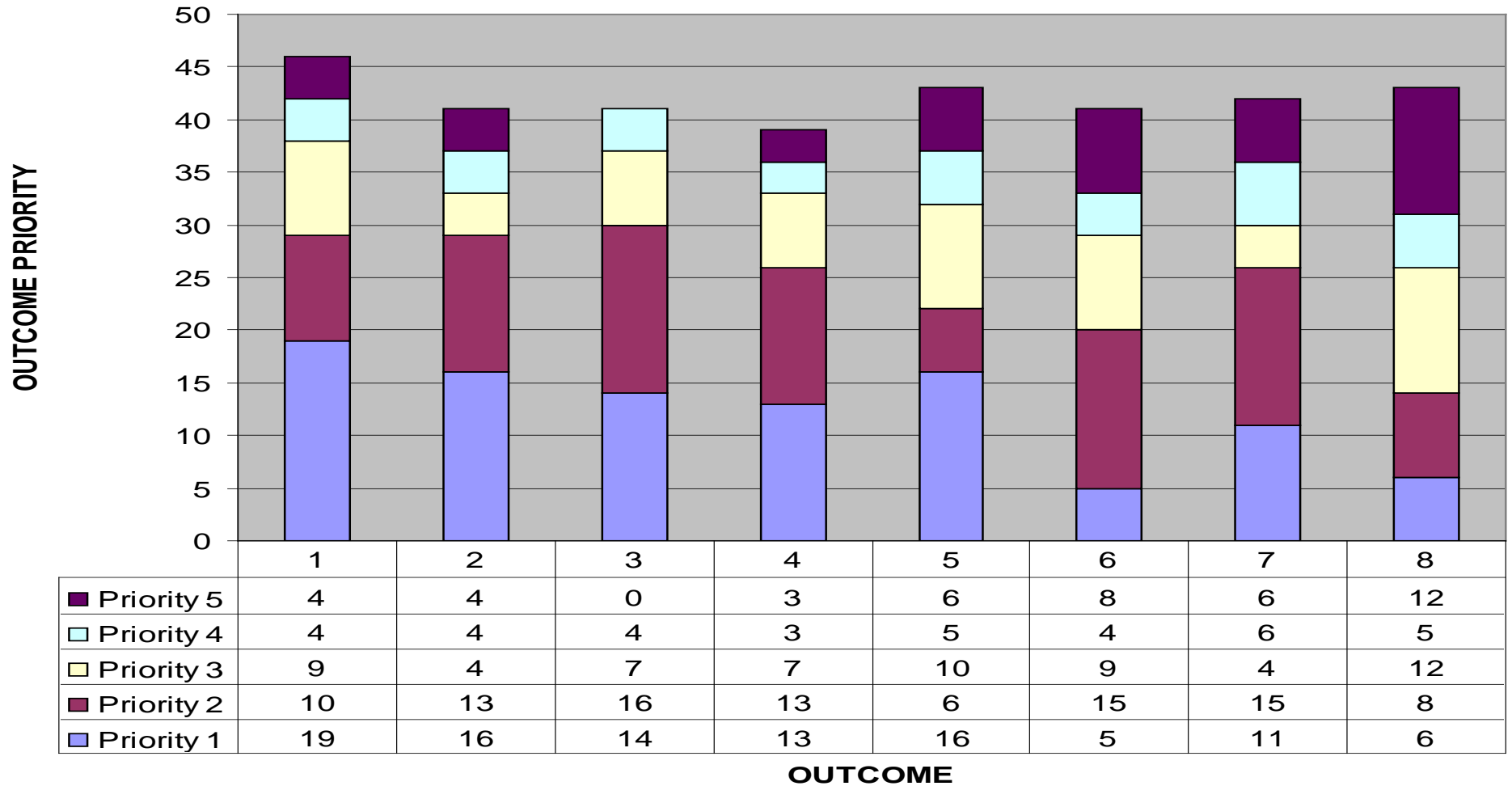


Figure 2 - Objective: Build Industry Capacity

The above Outcomes are specifically intended to improve fishers and therefore their fishery's capacity to better represent their interests to key decision makers and to potential partners. The ability to better deliver information and represent their interests is seen as important in creating a better understanding of the various fisheries and their role in the community. Many of these outcomes would benefit from research delivered against a number of the general issues and associated optional research that has been identified through the FRDC Social Science Research Coordination Program²

There were only three (3) Outcomes that were not considered to be of significant importance to be placed as either Priority 1 or 2 by at least 25% of all participants. Of those, Outcome 7 is already being pursued by the Tasmanian Seafood Industry Council (TSIC) under an FRDC project to establish a program for fisher education in key issues similar to the former MAC course supported by FRDC referred to in Outcome 7. The workshop participants were aware of this and so it is not unexpected that this was not identified as a higher priority given TSIC has already progressed this initiative.

Outcome 6 was not considered a high priority, although it did score highly as a second level activity. This Outcome could be pursued once the national network is in place and is able to better co-ordinate information among its members. Outcome 7 was not well supported, it is likely that as the national network develops the learning opportunities will grow and this will happen in at least an informal manner through the group's executive and the periodic network meetings with all of the members of the national body.

Objective 2 – Improved Communications

There were 10 Outcomes identified in the Plan for this Objective. These Outcomes are:

1. Establish a program that builds a resource kit to support communications within industry and with the community
2. Develop a national communication strategy (based on common themes) that can be implemented through state-based approaches working with partners such a WINSC.
3. Ensure sufficient information in the form of fact sheets is ready available to, and is understood by, politicians and the community promoting the role of our inshore fisheries.
4. Develop a detailed 'How to' run a seafood festival guide or resource kit to support industry in aligning promotion and profiling activities with other regional events that can promote the industry and its products to the community and consumers
5. Compilation of national fisheries stories, recognition and profiling of legends/icons

² FRDC Social Science Research Coordination Program – 2010/11 Priority Areas

6. Reprinting/adapting the highly successful “Story of Seafood – Workboot Series”
7. Develop a series of video stories on the industry to promote the value and sustainability of, and the characters associated with, inshore fisheries in Australia
8. Identify and develop other education material for schools and communities
9. Awareness raising through “in-store” retail promotions/marketing of fishery product
10. Use 3rd Party Certification (e.g. MSC) as a tool to communicate sustainability and develop effective partnerships

The chart and table below sets out the priority ratings for each of the Outcomes under Objective 2:

There were five (5) Outcomes that clearly were recognised by participants as being important to progress as the highest priority. Of those only three (3) attracted more than 25% of first preference support for progression. Of the Outcomes the following were those with the highest levels of support:

- Outcome 7 - Develop a series of video stories on the industry to promote the value and sustainability of, and the characters associated with, inshore fisheries in Australia

This Outcome was clearly the highest priority Outcome with 17 nominations as the highest priority. There is a very strong view that much of the lack of recognition for the role the industry plays in producing fresh local seafood is driven by the lack of understanding of their activities, practices and purpose as the supplier of seafood to the community. Many in the community are inclined to be influenced by much ill-informed commentary on commercial fishing.

The use of a series of video stories featuring a fisher / fishery from each jurisdiction had strong appeal to be able to deliver an effective message on the industry. Participants were shown a short video story prepared by SeaNet to demonstrate the operation of a small inshore net fisher showing his fishing gear at work. This video was prepared as part of an initiative to provide information to consumers through retail outlets.

- Outcome 3 - Ensure sufficient information in the form of fact sheets is readily available to, and is understood by, politicians and the community promoting the role of our inshore fisheries.

This Outcome attracted 16 highest and 13 second highest priority nominations. There was support for this outcome as there is strong feeling that the industry and its role as a key food producer for the community has not been well represented to key decision makers by either the industry or government agencies. The ability to better inform and raise the awareness of politicians and others within the community will be

important in securing industry's future and capacity to supply the community with fresh local seafood.

- Outcome 1 - Establish a program that builds a resource kit to support communications within industry and with the community

This Outcome attracted 13 highest priority and 16 second priority nominations. The development of resource materials that fishers and their associations, or regional groups, can use to better equip them to communicate with the community and with others including key stakeholders was considered to be a very worthwhile tool. The collection of a range of information that has been developed and used successfully by industry groups, which can be adapted to other local group's interests, would be an effective means of enhancing the ability to effectively communicate. This outcome would benefit from research identified under the FRDC Social Science Program³.

- Outcome 9 - Awareness raising through "in-store" retail promotions/marketing of fishery product

This Outcome attracted 11 highest and 12 second highest rating priority nominations. There is awareness among those fishers participating in the workshops that the industry has not been effective at relating to their customers – seafood consumers.

There is a growing recognition that consumers are the best ally industry can have. Once consumers understand the impact that changes in management philosophy have not taken fish from commercial fishers, but from Australian seafood consumers, the sooner there will be a shift back to the need to feed the community rather than promoting recreation for a much smaller proportion of the community. As with many other primary producers and their products, it is important that consumers understand the producers role and the challenges faced in providing their food, especially seafood which has a strong consumer profile.

- Outcome 2 - Develop a national communication strategy (based on common themes) that can be implemented through state-based approaches working with partners such a WINSC.

The need for the industry to better develop and deliver its story to the community from the food service industry to consumers, from schools to service groups was well recognised.

The need to have a well structured and presented package of information which can be modified to suit the local story can give fishers and fisher groups a stronger capacity. The ability to provide clear and well structured stories that can be used to sell the story of seafood and seafood producers is going to be critical in improving communication. A key to improving the performance of individuals and fisher groups

³ FRDC Social Science Research Coordination Program – 2010/11 Priority Areas

OBJECTIVE - IMPROVED COMMUNICATION

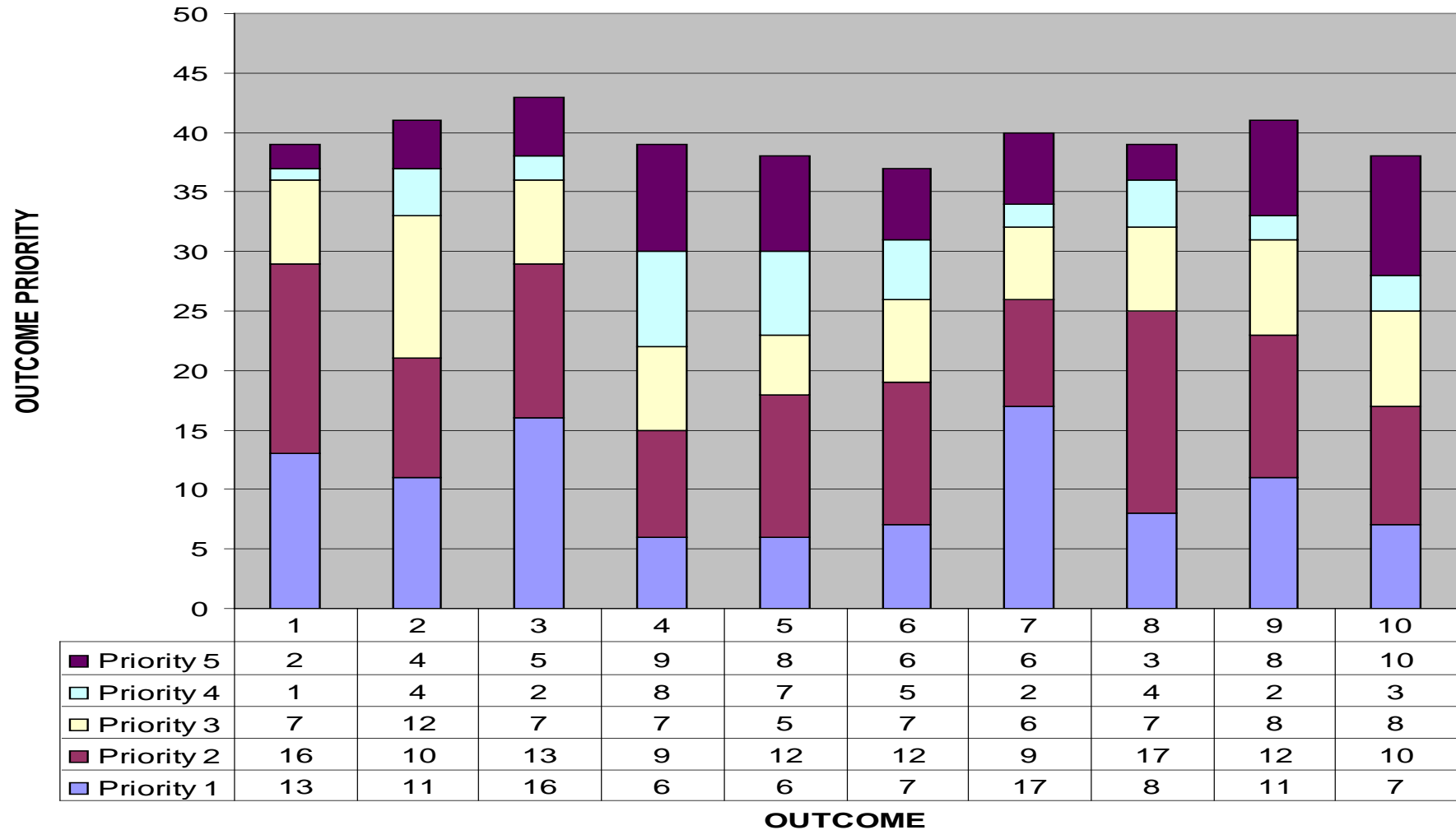


Figure 3 - Objective: Improved Communication

is to assist them in improving their communication capacity at the least cost, allowing other investment opportunities to enhance delivering the message.

Several communication outcomes were not strongly supported. These included developing a “how to guide” for seafood festivals (Outcome 4) this was not highly supported given the Queensland Seafood Industry Association (QSIA) has developed a strong framework for running seafood festivals which could be drawn up by other industry groups. The opportunity to produce further copies of the “Story of seafood – Workboot Series” (Outcome 6) was also not strongly supported, as again this initiative has been progressed recently by South Australia’s Women’s Industry Network (SAWIN) group to improve the delivery of this education kit into our primary schools. There was strong support for a longer term program of improving and developing other education materials.

Surprisingly, the Outcome to compile a national series of stories from inshore fisheries which recognise and profile industry icons and legends (Outcome 5) did not receive a high immediate priority rating, although it was the highest supported Outcome, but was clearly seen as medium term activity, this could be addressed in conjunction with the highest priority Outcome, these may be seen as consistent with each other.

The development of a range of educational materials (Outcome 8) was also not strongly supported as a high level activity. But this Outcome was supported as the major medium term activity. The ability to educate young people before they can be influenced by a range of adverse or incorrect messages, such as the global view of overexploited and collapsing fisheries being the norm, even though it is not largely relevant to many Australian fisheries.

Outcome 10, the use of third party certification schemes such as Marine Stewardship Council did not receive a high priority. These schemes are largely promoted on the basis of a marketing advantage in overseas markets (especially Europe & the United Kingdom). There are a few fisheries in Australia at present that use these schemes, although it is used by the Western Rocklobster Fishery as a marketing tool (for the fishery and their product) and by the Lakes & Coorong Fishery (an inshore fishery) to underline its approach to sustainability and a positive role in operating in a unique region with very high conservation values (a national park and a wetland of significance under the RAMSAR convention). The value of third party accreditation is likely to be further developed over time for a wide range of fisheries.

Objective 3 – Industry Development

There were 11 Outcomes identified in the Plan for this Objective. These Outcomes are:

1. Promote the social and economic role of inshore fisheries as part of the national development process
2. Adopt long-term strategies to get access to areas currently closed to inshore fishing on a State based approach
3. Promote industry product through more innovative packaging and products

4. Assess supply chain options and strategies to build the value of product
5. Identify underutilised species as an area of key opportunity for growth
6. Promote and expand environmentally friendly gear technology, invented and used by innovative inshore fishers
7. Identify, develop and implement strategies for improving the profitability of inshore fisheries through market and product development opportunities.
8. A profile and promotion program for the industry's products as "local, sustainable and healthy"
9. Identify and deliver on skills and training needed to build fisher's businesses and the capacity of their employees/crew
10. Identify strategies to promote the inshore fisheries as a career option.
11. Secure and well defined access in rights based fisheries

The chart and table below sets out the priority ratings for each of the Outcomes under Objective 3:

There were three (3) Outcomes that industry clearly sought to have progressed as the highest priority, these are:

- Outcome 11 - Secure and well defined access in rights based fisheries

The clearest outcome sought by industry was the desire to establish more secure and well defined access in rights based fisheries. This Outcome can only be achieved once the industry has been able to improve its performance both in securing support from the community and greater recognition by consumers. The need to also develop and improve the capacity of industry members to better represent their interests in the management process will also be critical to working towards having a management process that can be applied consistently across the range of jurisdictions. The expectation is that fishers will have the ability to bring about new management frameworks that will see their interests contained within a secure; rights based system to provide long term security for their businesses and future generations

- Outcome 1 - Promote the social and economic role of inshore fisheries as part of the national development process

There has been a growing disregard by governments of the contribution to small regional communities that is made by the many small fishing businesses that this industry is based upon. This industry invests their returns from food production within their local and regional community and adds significant social and economic value to their regions, this is demonstrated in "Social Impacts of the South Australian Marine Scalefish Fishery – Schirmer J and Pickworth J, BRS ⁴". The contribution by industry to regional economies is not well understood by either governments, managers or the community, this lack of understanding of the real economics behind resource

⁴Schirmer J, Pickworth J (2005) Social Impacts of the South Australian Marine Scalefish Fishery, BRS Canberra, FRDC 2003/056

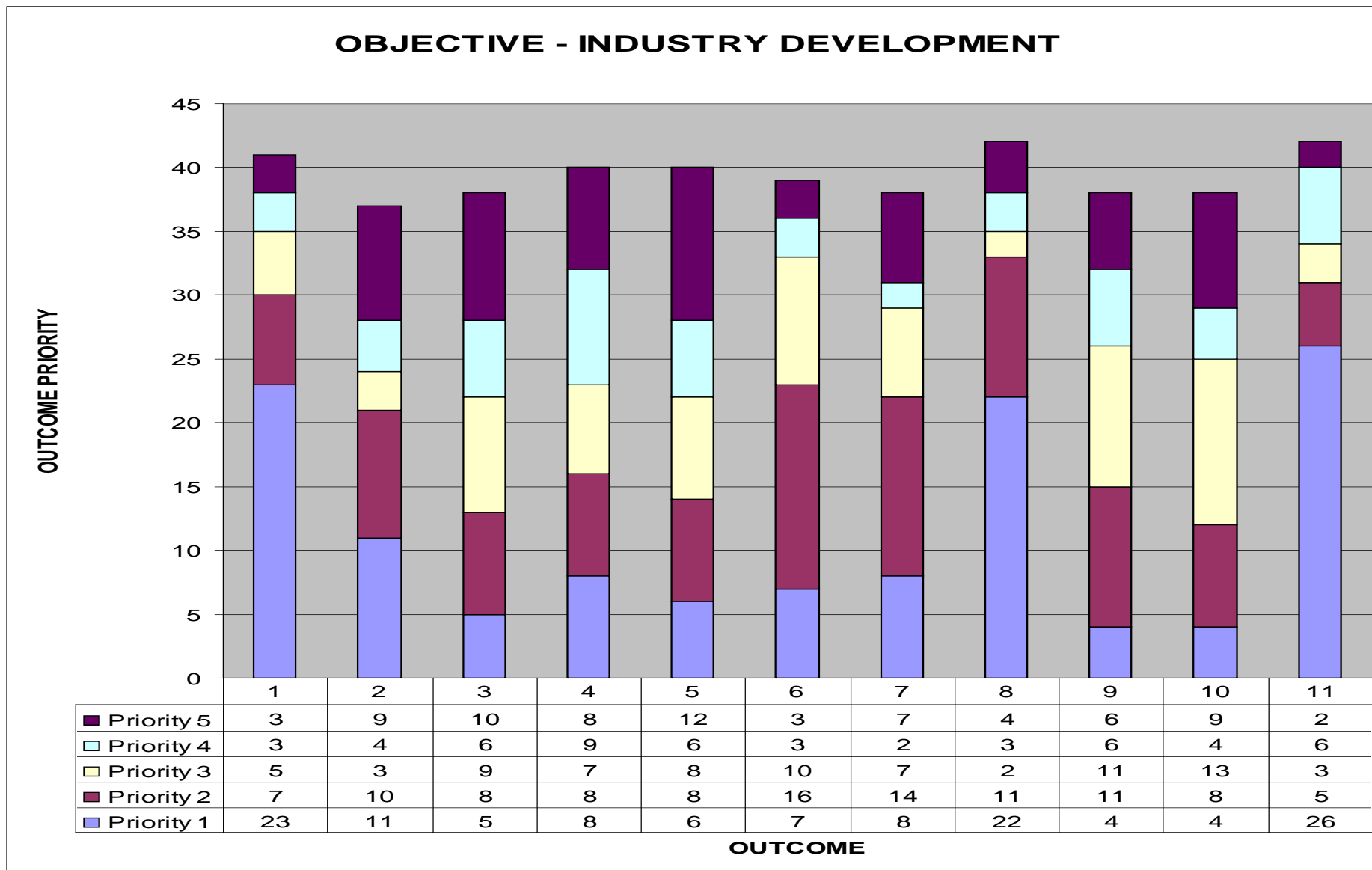


Figure 4 - Objective: Industry Development

allocations is underlined in “Valuing Fisheries – An Economic Framework – T. Hundloe⁵”

- Outcome 8 - A profile and promotion program for the industry’s products as “local, sustainable and healthy”

This Outcome had significant support as both one of the highest priorities, but also as a second highest priority. The need to ensure that consumers understand the source of their seafood and to demonstrate its value especially in regional communities as locally produced seafood was underlined by the recent discussion at Seafood Directions 2010. The food service industry desires a better understanding of the provenance of the food it buys through greater exposure to, and highlighting of, the producers and their activities in order to better associate them with their food which adds value to the experience that is offered with our locally caught seafood.

This needs to underpin with the ability to demonstrate the health attributes of the product, not just the message about the benefits from consumption. But also the need to provide a high quality product that can be bought and traded with confidence in its meeting appropriate quality standards – whether legislated or established by industry to differentiate its product from its competitors.

There were two (2) Outcomes that clearly had support particularly as second highest priorities under this Objective, they were:

- Outcome 6 - Promote and expand environmentally friendly gear technology, invented and used by innovative inshore fishers

This Outcome highlights the need for the industry to better promote its commitment to improved environmental performance, developed with support of key partners such as OceanWatch and its SeaNet program. With the support of key partners, industry groups recognise that they need to improve their capacity to better deliver the message about the work that has been done for a decade or more in improving the industry’s gear and adoption of new more efficient technologies.

- Outcome 7 - Identify, develop and implement strategies for improving the profitability of inshore fisheries through market and product development opportunities.

There is an increasing recognition within the industry that fishers need to take a more commercial approach to their business. There are increasing opportunities for assisting fishers to better understand processes for business planning and improved understanding of their market opportunities and supply chain partners to increase their return from their product. Any or all of these will have potential for fishers to improve their ability to improve income and reduce costs from what will no doubt be an environment of reduced capacity to produce more of the key species their business is targeted upon. This is another outcome that would benefit from

⁵T. J. Hundloe (2002) Valuing Fisheries – An Economic Framework, University of Queensland Press

development of research outcomes from the FRDC Social Science Research program⁶.

There is a growing demand for local food producers to promote their product within their region through the growing number of farmers markets and more directly with the many restaurants and traders who use and promote local, fresh seafood to their customers.

There are recognised opportunities for improving the value of local fresh seafood through new and innovative products that can make local seafood more accessible and more attractive to consumers wanting convenience, especially when staying in their region on holidays or for short stays.

Of the remaining Outcomes the only one that had a level of significant support was Outcome 2. This the adoption of long term strategies to seek access to some of the areas previously closed to commercial fishers. This was recognised as a potential outcome from the range of other activities that would be undertaken under the Plan.

There are opportunities for building value through improved product processing and packaging especially if species such as Australian salmon (*Arripis* spp.) and several other species are currently under utilised and valued thus providing a significant opportunity for further product innovation given this species is found in most jurisdictions and so offers a great chance for co-investment in a product development initiative.

The other Outcomes had very little support for the short or medium term but nevertheless they would be worth pursuing as the inshore fisheries shift into a future environment where they can better develop their product. This will be the outcome of a more stable and secure future. When fishers can reduce their concerns over their future and the security of their business then they can focus on improving their business performance

BENEFITS AND ADOPTION

The benefits from the adoption of the Strategic Plan and the creation of a national group to oversee the implementation of the Plan nationally, was highly recognised by the workshop participants.

The drivers that existed when the initial Inshore Fisheries Forum was held continue to be issues today. As such, any mechanism for supporting industry groups to better manage those issues, particularly at a local level, with reduced costs and increased resources makes the notion of a national group a significant positive outcome for the many small industry groups and associations throughout the various jurisdictions.

⁶ FRDC Social Science Research Coordination Program – 2010/11 Priority Areas

The many industry groups that participated in the workshops were clear there would be benefits in building their capacity collectively and in acting co-operatively in order to improve their ability to respond to local issues with a national support framework. This approach is consistent for other industry groups with a national presence, such as abalone, aquaculture, prawns and rocklobster.

There was strong support for the outcomes within the Plan and a clear direction was provided through the workshops to determine the key immediate activities to be undertaken under the Plan, together with a clear prioritisation of the other Outcomes.

FURTHER DEVELOPMENT

Given the range of feedback through the workshops it would be appropriate that the Plan be further developed with regard to the outcomes and priorities to be developed by an entity established to oversee the delivery of the Plan.

The ability to adopt the workshop outcomes will need to be through the establishment of a national industry body, comprised of the many interested state and regional bodies that support inshore fisheries.

Any entity to be established should be based upon a structure of:

- Membership from any organisation or group that works for or with an inshore fishery;
- The organisation must be industry driven through its executive being comprised of fishers or producers from within the inshore fisheries;
- The executive group be comprised of a member representing each jurisdiction, with an alternate member being nominated from that jurisdiction;
- Each jurisdiction's executive member, and alternate, be selected from nominations within the member groups within that jurisdiction;
- The Alternate member be able to be a paid employee of a member body, in recognition that members are likely to have arrange of business commitments that could reduce their participation at times.
- The organisation be supported with an executive officer (part time) and if considered appropriate, an independent chairman;
- Funding should initially be based upon a voluntary membership fee in the order of \$2-3,000 per member organisation;
- Further funding be sought through a project based approach or through other partnership opportunities;

The success of the new body will be based upon it having some certainty with funding. A membership fee that is not excessive but provides sufficient capacity to enable the group to make investment in projects that support the Plan's Outcomes will require a strong financial commitment. It is probable that up to 20 industry groups could initially invest in the new body, based upon workshop feedback. This would provide in the order of \$40-60,000 to enable the new body to cover its administrative and operating costs, while leaving a small fund for supporting projects

that will enable delivery against the Plan. This issue will ultimately be one for the new group once it is established.

Given the geographically diverse basis for inshore fisheries it would be appropriate that the body meet regularly by either telephone or video conference, with an annual meeting of at least the executive group. A face to face meeting would be important in building relationships among the executive group and in providing for detailed discussion of concepts and issues. This could be enhanced by extending this meeting to other regional sector group representatives to broaden their engagement and involvement in the national body.

It will need to be recognised by member groups that this pooling of funds will add significant value to the initial investment from any group and enable them to receive benefits well in excess of the value of their investment. Additional funding may in the medium term be attracted through a sub-program type approach, as other nationally focussed industry groups have established with FRDC, to better secure funds to progress their strategic objectives.

The best legal structure will need to be determined – type of entity (company, co-operative or association), the head office location of the entity, and the rules covering the entity's operations. The constitutional and governance arrangements will need to be developed at least initially with some support from the National Inshore Fisheries Working Group.

Governance arrangements need to be best practice⁷ to ensure ongoing support and credibility for the body. In the absence of a legal body and support to progress other operational issues the evaluation of structural options and initial contact regarding memberships etc. should be overseen by the National Inshore Fisheries Working Group.

The new entity will need to develop a business plan to assist it in identifying the activities and investments to be made to meet its targets for delivery against the Plan.

The entity will need to determine its name, the initial Inshore Fisheries Forum suggested the "Australian Inshore Fisheries Alliance". There was little debate over the name of the entity during the workshops although it was specifically contained in the Strategic Plan document and was referred to in discussions. Feedback from fishers did highlight there is uncertainty over the use of the term "inshore fisheries". The term "inshore fisheries" was considered by some to exclude them from this process, such as those fishers who work within an estuarine or lake system, such as the Wallis Lakes (NSW), Gippsland Lakes (Vic), the Lakes & Coorong (SA) or the Peel Inlet (WA). There needs to further consideration for a name for the entity that would better reflect the broad range of industries and geographic locations that could be represented under a national network.

⁷ Van der Geest, C, MacDonald N. (2009), Understanding the drivers of fisher engagement with industry bodies, FRDC 2008/0335

There is a need to proceed with the outcomes of this project quickly, to ensure the impetus established through the workshops is maintained. As such, the following is suggested as a program for implementation:

ACTIVITY	TIMELINE
Interested industry group be established to oversee adoption of recommendations	August 2010
Evaluate options for establishing a new entity and governance arrangements	September 2010
Seek expressions of interest in membership from interested industry bodies	September 2010
Distribute draft constitution and governance arrangements to interested bodies for endorsement	October 2010
Establish legal entity, secure memberships and industry funding and support jurisdictions selecting their delegates	October 2010
1 st meeting of national body – resolve business plan and program for implementation of strategic plan	November 2010

The delivery of the above should be overseen through the establishment of an interested group of industry representatives until such time as the new entity has been established and is able to undertake its own affairs.

PLANNED OUTCOMES

The project will achieve the following:

1. Extension of the Strategic Plan developed through the National Inshore Fisheries Working Group with the support of FRDC and the State Industry bodies;
2. Identification of the extent and nature of industry sector support for the Plan;
3. Understanding of the regional needs for support in implementing the Plan's strategies.

Identification of industry support for the Plan and a commitment to progress it through a national network was a key to assessing future actions. The beneficiaries will be those sectors and industry bodies that may seek to support or work with other groups that pursue improvements under the outcomes from the Plan. Management processes, seafood consumers and regional communities will also benefit from more effective and efficient industry bodies and producers.

CONCLUSION

This project's outcomes have clearly shown there is recognition of the need for a high level of cohesiveness within the diverse range of fisheries that would comprise a group that could be classified as inshore fisheries. Therefore there is a strong need to develop a national body to represent the interests of the wide range of inshore

fisheries across Australia. This is based on the view that a collective capacity tackling common issues and areas for building industry capacity will provide the diverse industry groups with a stronger ability to better support business's security for fishers.

The Objectives and Outcomes from the Plan are considered to be as relevant to the inshore fisheries today as they were when first being developed in 2008. In particular, the key outcomes to be progressed with a high priority, by a national body, have been identified by industry body representatives as:

- Build Industry Capacity - Improved understanding of government legislation and processes.
- Build Industry Capacity - Enhanced negotiation skills, including at the political level.
- Build Industry Capacity - Build the skills of fishers to support the delivery of key industry messages
- Build Industry Capacity - Improved representation in resource management processes and the development of tools to assist in moving through the co-management framework towards high levels of self management for industry.
- Build Industry Capacity - Improved capacity to develop and forge strategic alliances that can support the industry
- Improved Communication - Develop a series of video stories on the industry to promote the value and sustainability of, and the characters associated with, inshore fisheries in Australia
- Improved Communication - Ensure sufficient information in the form of fact sheets is ready available to, and is understood by, politicians and the community promoting the role of our inshore fisheries.
- Improved Communication - Establish a program that builds a resource kit to support communications within industry and with the community
- Industry Development - Secure and well defined access in rights based fisheries
- Industry Development - Promote the social and economic role of inshore fisheries as part of the national development process
- Industry Development - A profile and promotion program for the industry's products as "local, sustainable and healthy"

There is very strong support for a regular meeting of the industry, at least annually and certainly bi-annually. There was a consistent view that the range of specialist industry sector conferences across the seafood industry should be linked into the Seafood Directions conference process. Linking sector conferences would enable not just debate and discussion on sector issues and objectives but also to ensure that they can be fed into a broader whole of industry forum. A strategic forum is now even more critical to industry nationally in the absence of a national body and the limited capacity for support of the National Seafood Industry Alliance to progress key issues.

The support from the industry representatives attending the various workshops across all jurisdictions was consistent and substantial for the Australian Inshore Fisheries Strategic Plan. The Plan was presented to over 50 participants representing over 25 industry bodies through 10 workshops. An assessment of the Plan's Objectives and Outcomes by all participants supported the Outcomes as presented and as set out above, they identified a range of those Outcomes to be progressed with priority by a national body representing the interests of inshore fisheries.

REFERENCES

Peter J Neville et al (2009), Co-management: Managing Australia's fisheries through partnership and delegation, FRDC 2006/068

FRDC Social Science Research Coordination Program – 2010/11 Priority Areas

Schirmer J, Pickworth J (2005), Social impacts of the South Australian Marine Scalefish Fishery, BRS Canberra, FRDC 2003/056

T. J. Hundloe (2002), Valuing Fisheries: an Economic Framework, University of Queensland Press, ISBN 0-7022-3329-3

Van der Geest C, MacDonald N. (2009), Understanding the drivers of fisher engagement with industry bodies, FRDC 2008/0335

APPENDIX 1 - INTELLECTUAL PROPERTY

There is no specific intellectual property arising from this project.

This research has been important in identifying the need within the Nation's inshore fisheries for a more cohesive approach to dealing with their many challenges. The industry's representatives have shown they support the direction established within the National Inshore Fisheries Strategic Plan and a preference for an industry body that can oversee delivery of the Plan's Outcomes in a co-ordinated manner across all jurisdictions and fisheries.

APPENDIX 2 - STAFF

This project has been delivered through NMAC (SA) Pty Ltd using the resources of its Director – Neil MacDonald.

APPENDIX 3 - NATIONAL INSHORE FISHERIES STRATEGIC PLAN

A STRATEGIC PLAN FOR AUSTRALIA'S INSHORE FISHERIES

The Plan is intended to address a range of issues that are confronting our Nations diverse inshore fisheries. These fisheries include those groups that are required to operate within an environment that leads to competing for resources with other extractive and non extractive interests in our marine resources. The inshore fisheries are generally, but not exclusively, small scale operations in multi-species fisheries supplying a major portion of Australia's important domestic fresh local seafood in doing so they provide significant employment and income to support many of our smaller regional towns.

The nation's inshore fishery industries are seeking to identify and undertake activities that will emphasise:

- i) The development of inshore fisheries, including i) by seeking re-opening of some closed areas and ii) increasing profitability, particularly through marketing and the development of new products.
- ii) Social and economic factors including better ways to value inshore fisheries, recognising their contribution to the regional communities of which that they are a key component.
- iii) The need for improved management models suited to small scale, multi-species fisheries.

1. The Vision for the Industry

The industry's vision for its diverse and multifaceted sectors is to have "an industry that has secure access rights in sustainable fisheries that are recognised as a valuable source of safe fresh food, provided by viable and profitable businesses which are valued by the community".

2. The Mechanism to Deliver the Future for the Industry

To support the nation's inshore fisheries a national inshore fisheries body should be established. A suggested name for the body is the:

Australian Inshore Fisheries Alliance

The following are key considerations in the structure, role and function of the Alliance:

- Seek funding for an initial 5 years, to support the establishment and assist with the development of an effective and viable industry body to support the Nation's inshore fisheries, with a review process leading to an application for a further 5 years.
- Take full account of and use existing councils/associations and other established networks to avoid duplication and reduce costs.
- Establish an Alliance executive consisting of one person from each State with allowance for proxies.

3. An Assessment of the Nation's Inshore Fisheries

Strengths

- Seafood as a healthy, sustainable product in high demand
- Regional, community-based industry employing local labour
- Allocated rights to access and harvest seafood
- A knowledgeable, responsible, adaptable and committed workforce

Weaknesses

- Imprecise vulnerable property and access rights
- Under resourced, under supported and fragmented industry associations at local, state and national levels
- Lack of strategic industry direction holding back marketing, recruitment, investment, political support and growth
- Political and community perceptions that the fishing industry is not sustainable and not economically and socially important
- Denial

Opportunities

- To grow the inshore industry, based on secure access rights and harvesting a differentiated, healthy, sustainable product with a low carbon footprint
- Comprehensive awareness and marketing covering both the inshore industry and its products
- Alliances/partnerships based on common interest, with other key stakeholders including recreational, environmental, NRM, indigenous, post-harvest and political interests

- Engagement in co-management processes to reduce costs, improve management outcomes and provide greater security

Threats

- Inappropriate governance structures and political intervention resulting in poor management decisions
- Lack of product differentiation of inshore seafood as a quality, valuable product
- Disengaged community not supportive of the inshore commercial industry relative to other uses of inshore fisheries resources
- Political perceptions that the inshore fishing industry is not sustainable and not economically and socially important

4. A Plan for the Development of our Inshore Fisheries

The fisheries that are considered to be in need of support under the inshore fishery strategy are those that are considered susceptible because of the current trend by governments to redistribute fishery resources away from food production for consumers to non-commercial users, or the changing of access arrangements because of conflicts (real or perceived) with the gentrification and urbanisation of our coastal zone which has promoted the concept that these fisheries are incompatible with the “sea change” movement and needs of modern communities.

The strategic plan is to give particular, but not exclusive, attention to the following three key areas:

(1) The development of inshore fisheries, by:

(a) seeking the re-opening of some closed areas; and

(b) increasing profitability, particularly through marketing and the development of new products.

(2) Development and use of better socio – economic processes, which include better ways to value inshore fisheries for their contribution to the community

(3) Improved management models suited to small scale, multi-species fisheries

(1) (a) and (b) above are considered to represent research and development priorities.

OBJECTIVES	OUTCOMES	TARGET DATE / PRIORITY
Build Industry Capacity	<ul style="list-style-type: none"> • Improved understanding of government legislation and processes. • Enhanced negotiation skills, including at the political level. • Improved representation in resource management processes and the development of tools to assist in moving through the co-management framework towards high levels of self management for industry. • Improved capacity to develop and forge strategic alliances that can support the industry • Build the skills of fishers to support the delivery of key industry messages • Establish a library of resource materials to support industry delivering on key messages, including manuals and CD's, key contacts and information on existing networks and the creation of new networks • Provide training to build capacity in each State (e.g. possible re-development of previous MAC courses - the training could then be of value to other fisheries). • Investigate a database of case histories and information for sharing which would provide an opportunity for inshore fishers to learn from the successes/mistakes of others. 	
Improved Communications	<ul style="list-style-type: none"> • Establish a program that builds a resource kit to support communications within industry and with the community • Develop a national communication strategy (based on common themes) that can be implemented through state-based approaches working with partners such a WINSC. • Ensure sufficient information in the form of fact sheets is readily available to, and is understood by, politicians and the community promoting the role of our inshore fisheries. 	

	<ul style="list-style-type: none"> • Develop a detailed ‘How to’ run a seafood festival guide or resource kit to support industry in aligning promotion and profiling activities with other regional events that can promote the industry and its products to the community and consumers • Compilation of national fisheries stories, recognition and profiling of legends/icons • Reprinting/adapting the highly successful “Story of Seafood – Workboot Series” • Develop a series of video stories on the industry to promote the value and sustainability of, and the characters associated with, inshore fisheries in Australia • Identify and develop other education material for schools and communities • Awareness raising through “in-store” retail promotions/marketing of fishery product • Use 3rd Party Certification as a tool to communicate sustainability and develop effective partnerships (e.g. MSC) 	
<p>Industry Development</p>	<ul style="list-style-type: none"> • Promote the social and economic role of inshore fisheries as part of the national development process • Adopt long-term strategies to get access to areas currently closed to inshore fishing on a State based approach • Promote industry product through more innovative packaging and products • Assess supply chain options and strategies to build the value of product • Identify underutilised species as an area of key opportunity for growth • Promote and expand environmentally friendly gear technology, invented and used by innovative inshore fishers • Identify, develop and implement strategies for improving the profitability of 	

	<p>inshore fisheries through market and product development opportunities.</p> <ul style="list-style-type: none">• A profile and promotion program for the industry’s products as “local, sustainable and healthy”• Identify and deliver on skills and training needed to build fisher’s businesses and the capacity of their employees/crew• Identify strategies to promote the inshore fisheries as a career option.• Secure and well defined access in rights based fisheries.	
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APPENDIX 4 - WORKSHOP ATTENDANCE

PARTICIPANTS

Peter Hurley	Michael Fooks
Biago Spinella	Jeff Wait
Mike Fraser	Tracy Hill
Anthony Conway	Karen Holder
John Christophersen	Fiona Ewing
Lyn Lambeth	Brain Millwood
Rob Fish	Shane Bevis
John Murdoch	Rob Milner
Sam Georgeiou	Stuart Richey
Robert Carabott	Charles Wessing
John Gazan	Felicity Horn
Vin Gannon	Shane Miles
Renee Vajtauer	Alan Miles
Grant Leeworthy	Nick Lucas
Danny Stewart	Bruce Tatham
Ron Stewart	Neil McGuffie
Phillip Hilliard	Brad Adams
Heath Little	Richard Lear
John Harrison	Julie Dittmar
Mark Espert	David Sterling
Luke Dickens	Linda Cupitt
Trevor Hargraves	M Waiman
Brad Warren	Bill Gilliland
Michael Wooden	Greg Savige
Rolf Norington	John Page
Mary Howard	

APPENDIX 5 - WORKSHOP QUESTIONNAIRE / PLAN FEEDBACK / EVALUATION

NATIONAL INSHORE FISHERIES WORKSHOP

PARTICIPANT SURVEY

HOBART

INSHORE FISHERIES FORUM

Is there benefit in a regular Inshore Fisheries Forum / Conference? – **YES / NO**

If so, how frequently? – **Annually / Bi-annually / Seafood Directions**

THE PLAN

Please indicate any further Outcomes that you consider should form part of the Inshore Fisheries Strategic Plan.

OBJECTIVE	ADDITIONAL OUTCOME

STRATEGIES –

Please ensure you have completed the Plan priorities sheet and hand it in with this survey.

THE FUTURE –

Please indicate if your sector / regional industry body would be interested in participating in some form of ongoing national inshore fisheries group? - **YES / NO**

If YES, please provide your details:

Sector / Regional Body Name:

Contact Person:

Contact Phone: Contact Email:

WORKSHOP EVALUATION

MELBOURNE

Please rate the relevance and value of each session by marking (circle or cross) the desired number (1 – No Relevance / Value, 2 – Limited Relevance / Value, 3 – Relevant / Worthwhile, 4 – Very Relevant / Very Informative, 5 – Highly Relevant / Highly Informative):

Introduction to Australia's Inshore Fisheries -	1	2	3	4	5
National Inshore Fisheries Forum – 2008 -	1	2	3	4	5
Strategic Plan presentation -	1	2	3	4	5
Strategy – Building Capacity -	1	2	3	4	5
Strategy – Improved Communications -	1	2	3	4	5
Strategy – Industry Development -	1	2	3	4	5
Structure for Delivery -	1	2	3	4	5
Outcomes – Priorities -	1	2	3	4	5
Workshop materials -	1	2	3	4	5

NATIONAL INSHORE FISHERIES WORKSHOP

PARTICIPANT SURVEY

HOBART

INSHORE FISHERIES FORUM

Is there benefit in a regular Inshore Fisheries Forum / Conference? – **YES / NO**

If so, how frequently? – **Annually / Bi-annually / Seafood Directions**

THE PLAN

Please indicate any further Outcomes that you consider should form part of the Inshore Fisheries Strategic Plan.

OBJECTIVE	ADDITIONAL OUTCOME

STRATEGIES –

Please ensure you have completed the Plan priorities sheet and hand it in with this survey.

THE FUTURE –

Please indicate if your sector / regional industry body would be interested in participating in some form of ongoing national inshore fisheries group? - **YES / NO**

If YES, please provide your details:

Sector / Regional Body Name:

Contact Person:

Contact Phone: Contact Email:

APPENDIX 6 – SUGGESTED FURTHER OUTCOMES FOR THE PLAN

The following sets out the comments provided by workshop participants with regard to additional considerations for the Plan's outcomes.

Better enforcement of recreational fishers
Priorities set by fishery value Priorities set by politics; Enforcement of rec fishers
Improved enforcement for all sectors
Commonwealth to manage all fisheries, TV show
Commonwealth take over, over regulated, national body to direct inshore fishery in each state
Integrate industry into regional NRM, higher profile increased funding, consider downstream impacts of other industries
Develop database of fishers, website development
Continue to strengthen industry representation on committees – CMAs, Estuary mgt committees, local govt, Greater accountability of management outcomes, Greater recognition of commercial fishery e.g. bait supply for recreational; Government acceptance of external impacts on fisheries and habitats etc.
Improved Government recognition and acknowledge need for industry decision making input
Assist with press releases in response to issues, use of multimedia e.g. YouTube for positive messages
Fish as a tourism opportunity, reconnect producers & consumers, Greater transparency in management, Promote fishing techniques
Educate politicians and public servants on industry role, Reduce costs to industry (charges/fees), Consumer education opportunities for product differentiation – wild caught v aquaculture
Funding, National Issues relating to State Associations, funding for State based representative issues, Acquisition & compensation under Commonwealth provisions, Indigenous access/rights, Commonwealth / State jurisdictional issues
More emphasis on eco friendly/sustainable fishing gear sourced internationally
Need to ensure inshore fisheries young people are represented on leadership development programs - not just big, offshore profitable fisheries Priority to maintain what we have got left before getting access back to closed areas
Need to link sector conferences and Seafood Directions
Rights based fisheries
Need nationwide legislation for inshore fisheries
Improve capacity for industry engagement – a more holistic approach;

Needs analysis of current perceptions/demographics. Divide communications into communications & "brand" awareness (marketing) - building tools to better communicate & implementing ways to improve perception
Better participation/encourage more input from fishers
Regional zones/EMS/Organisations/Co-management



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