



FRDC

FISHERIES RESEARCH &
DEVELOPMENT CORPORATION

Social Sciences and Economics Research Coordination Program: Final Report

2015-2017

Emily Ogier and Sarah Jennings

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Social Science and Economics Research Coordination Program – Final Report

FRDC project 2015-300

2018

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In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

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Abbreviations

| | |
|-------|---|
| FRAB | Fisheries Research Advisory Committee |
| FRDC | Fisheries Research and Development Corporation |
| HDR | Human Dimensions Research Subprogram |
| IMAS | Institute for Marine and Antarctic Studies |
| IPA | Industry Partnership Agreement |
| RAC | Research Advisory Committee |
| SSERC | Social Sciences and Economics Research Coordination Program |
| SSRCP | Social Sciences Research Coordination Program |

Executive Summary

This report describes the objectives, methods, results and implications of the FRDC project 2015-300 Social Sciences and Economics Research Coordination Program. The project was led by Dr Emily Ogier (Institute for Marine and Antarctic Studies, at the University of Tasmania). Coordination of the Economics component was led by Dr Sarah Jennings (independent consultant). The Social Sciences and Economics Research Coordination Program (SSERCP) that this project supported was created to coordinate the FRDC's investment in Research, Development and Extension (RD&E) which had a focus on social and economic dimensions of fisheries and aquaculture. The project was able to deliver expert advice to FRDC stakeholders, coordinate the delivery of social science and economic outputs across projects, inform the development of RD&E priorities, and build further research and professional capability in economics. The SSERCP was established in 2015 and concluded in June 2017. At this time, the SSERCP was superseded by the new Human Dimensions Research Subprogram (2016-116). The transition of the SSERCP from a coordination program into a subprogram with a dedicated RD&E budget is reflective of the success of the SSERCP project in demonstrating the benefits of RD&E in the human dimensions of fisheries and aquaculture, and the need for focused and coordinated investment in these fields.

The SSERCP project was undertaken to build on and combine previous investment by the FRDC in social sciences, including economics, research capacity and coordination. These previous investments included:

- Social Sciences Research Coordination Program (SSRCP), which ran from 2009-2015
- 'Building economic capability to improve the management of marine resources in Australia' (FRDC project 2008-306).

The SSERCP project was also undertaken in recognition of the emerging need to:

- Enable fisheries and aquaculture to address the challenge of apparent decline in social acceptability
- More effectively integrate social sciences and economics research with biological research to inform decision-making for optimal outcomes for the Australian fisheries and aquaculture.

The objectives the SSERCP project aimed to achieve were as follows:

1. Support the FRDC in managing social and economics RD&E
2. Identify emerging social and economic RD&E needs in collaboration with the industry and managing agencies
3. Communicate social science and economic RD&E needs and outcomes
4. Ensure the quality and relevance of social science and economics projects
5. Maintain and build further research capability to meet current and emerging social and economic issues.

To achieve its objectives, the following activities and strategies were used:

- Creation of a Steering Group, based on expertise
- Review activities and processes, in which draft RD&E priorities, Expressions of Interest (EoIs), full applications and milestone reports were formally reviewed and advice provided to the FRDC
- Regular liaison and communication with FRDC key stakeholders, in particular through events such as the Annual RACs, IPAs and Subprogram planning workshops

- Coordination and oversight of the fisheries economics Higher Degree Research student projects that were a legacy of the 'FishEcon' project
- Communication with the national network of social scientists and economists with interest in fisheries and aquaculture through networking activities and e-newsletters
- Maintenance of the database of social scientists and economists with interest in fisheries and aquaculture
- Coordination of the delivery of the Masterclass in Fisheries Economics.

The SSERCP project has been successful in providing timely and relevant advice to the drafting and reviewing stages of RD&E priorities, projects and reports in order to maximise beneficial outcomes of this investment for fisheries and aquaculture. It has been successful in supporting the FRDC and researchers in completing a number of high profile, high impacts projects (including the Social and Economic Evaluations of NSW Coastal Fisheries and Aquaculture, 2014-301 and 2015-302, and Beyond GVP 2013-301). It has also been able to establish strong working networks with leaders of other FRDC subprograms and a number of the RACs and IPAs. Capability in economics has been increased under the project, through the Higher Degree Research student projects commenced under the FishEcon project, and the delivery of the Masterclass in Fisheries Economics to managers and industry representatives alike.

The implications of the SSERCP have included:

- Establishment of a trusted multi-disciplinary reference group for industry, management agencies and research providers alike
- Improved collaborations, efficiencies and impact in delivering the social science and economic RD&E that FRDC stakeholders seek
- Improved networks and capability amongst researchers and professional members of industry and government able to deliver and adopt the social science and economic RD&E required
- A way forward for developing and expanding engagement activities by industry and government to address issues arising from reduced social license and acceptability, based on best available information (the 'License to Engage handbook')

Major recommendations arising from the SSERCP mid term evaluation include:

- That the FRDC should continue to support the coordination of social science and economics RD&E for fisheries and aquaculture; and, specifically,
- That the FRDC establish a social sciences and economics research subprogram with funds to allocate to RD&E, and in the design of such a subprogram:
 - Seek further mechanisms to consult and collaborate with the RACs and IPAs;
 - Improve the extension and adoption of major social science and economics RD&E project outputs; and
 - Increase awareness of its role and the role of social science and economics RD&E across the broader FRDC membership.

Keywords

Social science, Economics, Social and economic benefits, Social and economic impacts, Multi-disciplinary research, Social acceptability

1. Introduction

Previous investment by the FRDC in social science and economics research capacity and coordination has included the Social Science Research Coordination Program 2010-2015 (SSRCP), and the 'Building capability in Fisheries Economics' project 2008/306 ('FishEcon' project). With the completion of both projects in 2015, the significant legacies and resources generated by both these projects remain, and these include:

- increased awareness of the need for, and increased use of, social science fisheries research to improve fisheries and aquaculture sector outcomes;
- a trusted social sciences reference group for FRABs, researchers, industry and managing agencies;
- National databases and networks of practising fisheries/NRM social scientists and resource economists (the FishEcon Network);
- established and effective platforms for communication with the above networks and circulation of information about fisheries RD&E needs and opportunities;
- a suite of current fisheries economics research projects (PhD/Masters/Honours); and,
- a sustainable business model and teaching resources to coordinate the delivery of the Masterclass in Fisheries Economics.

This significant investment in capability-building and knowledge production required continuing support to ensure the maximum benefits to the Australian seafood industry and broader community are realised. The 2014 FRDC Social Sciences Survey of stakeholders identified specific ways in which the Program could continue to further assist industry and embed social science research as a core part of the FRDC's activity. At the same time, the Project Steering Group of the 'FishEcon' project agreed to support the proposal to build an economic component into the new program in order to secure continued support for some of the economics capability project's activities, as well as achieve efficiencies in the delivery of activities across economics and social sciences. Further benefits included exploring ways to effectively integrate economics and the social sciences into ecosystem-based management while maintaining the distinction between economics and the broader social sciences.

In addition, the social acceptability of the Australian seafood industry to the broader Australian community continues to present ongoing and changing challenges. The National RD&E Strategy for Fisheries and Aquaculture 2010-2015 identified the strategic need to increase community support for the benefits of the fishing and aquaculture industry. In particular, the strategy identified the need for research to improve understanding of the capacity of society to accept and incorporate higher levels of fishing and aquaculture activity, and of how to assess and increase this carrying capacity. In response, the Social Sciences and Economics Research Coordination Program (SSERCP) proposed to undertake a synthesis of the array of research, tools and frameworks for improving the industry's social acceptability in which the FRDC has already invested across the last 15 years.

Furthermore, conclusions of the National Marine Science Committee (NMSC) included the need to bridge the gap between the biophysical and social sciences (including economics) in order to gain long-term economic, social and cultural benefits from marine resources (NMSC Wild Catch Fishing, Aquaculture and Urban Coastal Environments Whitepapers). The SSERCP was designed to directly address this gap through the integration of social sciences and economics research coordination as well as through program research to identify how, and with what tools, social sciences and economics research can effectively integrate with and support biological fisheries research to inform optimal outcomes for the Australian seafood industry.

Phases I and II of the SSRCP successfully raised awareness of the need for, and increased the use of, social science fisheries research to improve fisheries and aquaculture sector outcomes. SSRCP I and II also highlighted the ongoing need for a social sciences reference group for FRABs, researchers, industry and managing agencies, and for coordination of social science fisheries research.

Across this same period the societal needs and drivers impacting marine resource management have increased in importance (Barclay 2012; Mazur, Curtis et al. 2014). Further research activity is needed to address challenges regarding the social impacts, acceptability and sustainability of fisheries and aquaculture and to better integrate research across the social sciences (including economics) and between social and biological sciences. The 2014 FRDC Social Sciences Survey indicated broad support for continuation of SSRCP activity and highlighted the Program's role in linking social science research outputs with decision-making and representations of the industry, brokering collaborations and in facilitating the uptake of FRDC's key national interest projects.

While a clear need for continuing the activities that have been the SSRCP's remit was identified, additional scope to extend the suite of activities by working closely with the 'FishEcon' project and, post- 30/06/15, with its legacy activities (in particular the FishEcon Network), was also identified. Such a partnership was proposed to:

- generate efficiencies in the delivery of project activities, including newsletters and other networking activities, and in project administration; and,
- provide the opportunity to develop tighter integration between economics and the social sciences in research, extension and capability building.

2. Objectives

1. Support the FRDC to meet relevant objectives as outlined in its 2015-2020 RD&E Plan and the National Fishing and Aquaculture RD&E Strategy, as well as other needs arising from FRDC's existing programs and projects.
2. Collaborate with the industry and managing agencies to identify emerging issues in wild harvest, aquaculture, post harvest, recreational and indigenous fishery sectors and the associated key social science and economics research needs.
3. Co-ordinate and undertake the communication of key social science and economic research needs to the research community and research outcomes of the Program to fishers and management agencies.
4. Provide program management for social science and economics projects to ensure quality and relevance by undertaking evaluation and review of project proposals, and milestone and final reports.
5. Build further capability in fisheries social sciences and economics research to meet the needs of industry and managing agencies in addressing emerging issues in wild harvest, aquaculture, post harvest, recreational and indigenous fishery sectors.

3. Method

3.1 Governance

To achieve its objectives, the SSERCP undertook a range of activities under the following governance arrangements:

- The role of SSERCP manager was filled by Dr Emily Ogier (UTAS), who was also Principal investigator of this project
- The role of SSERCP Economics Coordinator was filled by Dr Sarah Jennings (Independent consultant), who was also Principal investigator of FRDC project 2008-306 (Building capability in marine economics).

Terms of Reference and a Strategic Plan for the SSERCP were developed to provide guidance for the SSERCP's activities, scope and governance arrangements (refer Appendix B and C).

The SSERCP Terms of Reference provided for the establishment and coordination of the SSERCP Steering Committee. The volunteer steering committee comprised five members who were selected on the basis of their expertise in sociology, demography, economics, and fisheries management, as well as a member of the FRDC staff. Steering Committee members were appointed with the approval of FRDC, and included:

Dr Sean Pascoe (CSIRO)

Dr Nicki Mazur (EnViron Consulting)

Ian Curnow / Dr Bryan McDonald (AFMF / AFMF Fisheries Management Sub-committee)

Dr Nyree Stenekes (ABARES)

Dr Rob Kancans (ABARES)

Jo-anne Ruscoe (FRDC)

The Steering Committee met at least once a year face-to-face and two-to-three times a year by teleconference. Activities also took place out-of-session. The Steering Committee, together with the SSERCP Manager and Economic Coordinator, undertook the review of EOIs, revised EoIs, and full applications from a social science and economics perspective; as well as the review of research priorities as supplied by the FRDC prior to the annual FRAB and subprogram meeting.

3.2 Supporting RD&E

The SSERCP Manager and Economic Coordinator undertook the following activities on an as-needs-basis:

- a) Liaison with industry, government and researchers to clarify issues and define research problems;
- b) Connecting appropriate researchers, members of industry and specific industry sectors and associations, and managers;
- c) Promotion of social sciences and economics research capability and activity, both FRDC-funded and external; and

- d) Guidance of industry and management endeavours concerning the social and economic dimension of fisheries management.

Specific activities included:

- a) Review of EOIs, revised EoIs, and full applications submitted to the FRDC from a social science and economics perspective; as well as the review of research priorities as supplied by the FRDC prior to the annual FRAB/RACs and subprogram meeting;
- b) Participation in annual FRAB/RACs and subprogram meetings;
- c) Review of milestone and final reports allocated to the SSERCP;
- d) Development and circulation of updates of fisheries social science and economics research activity to identified social scientists, economists, FRABs/RACs, industry associations and managing agencies, through the FishEcon Network newsletter and a social science extension of that newsletter – the FishSocial newsletter; and
- e) Maintenance and updating of the National database of current and practicing NRM social scientists and resource economists.

3.3 Addressing strategic RD&E gaps

The SSERCP Manager also undertook the following research in partnership with Dr Kate Brooks, previous manager of the SSCR I and II, in response to the strategic research need for a desk-top synthesis of those major findings and tools from previous FRDC investment in social science research and extension aimed at improving the social acceptability of fisheries and aquaculture

In the *Let's Talk Fish* Final Report (FRDC project 2012-301) Mazur et al. recommended that formal synthesis be undertaken of the significant investments in research and extension previously made by the FRDC into issues concerning the social acceptability of fisheries and aquaculture. This would enable the fishing and aquaculture industries and managing agencies to capitalise on the wealth of knowledge and resources that FRDC projects have generated. Effective ways to disseminate those learnings would also be identified and dissemination undertaken, in partnership with the FRDC's communication and extension staff and programs.

This synthesis was undertaken by following the steps detailed below:

1. Collation of literature, inclusive of published research reports, grey literature, media articles and material generated by fisheries and aquaculture as well as other resource-based industries, both in Australia and overseas;
2. Synthesis of those major findings, tools, models and techniques developed by examining the following: investment type (research finding/output type), context, purpose, potential for wider application, intended outputs and outcomes, evaluation of relevance to current challenges facing the Australian seafood industry, accessibility. In addition, materials were reviewed for:
 - o Illustrative examples of types of engagement activities described or evaluated; and
 - o Principles recommended for the design of engagement strategies.

3. Circulation of draft synthesis to the SSERCP Steering Committee and other key FRDC stakeholders for feedback;
4. Revision and completion of the final report (<http://www.frdc.com.au/-/media/Fish-FRDC/FRDC-Licence-to-Engage-Report-2016.ashx?la=en>) ; and
5. Extension and communication of report to FRDC stakeholders, and seafood industry organisations in particular.

In May 2017 the SSERCP Manager initiated an FRDC National RD&E Planning Workshop on 'Effective engagement for social acceptability' in response to industry interest in the 'License to Engage Handbook' (Ogier and Brooks 2016). The workshop was held at Sydney Fish Market, Pyrmont, on 22nd May 2017. Outcomes of the workshop included indicative RD&E needs and priority areas for investment by the proposed FRDC Human Dimensions Research Subprogram (see Appendix D for the workshop record and outcomes).

An additional strategic research need identified by the SSERCP but not actioned by the SSERCP manager due to time constraints and the need for greater delineation of the need was a meta-analysis of effective methods for integrating social and economic research with traditional biological and ecological approaches to fisheries assessment and decision-support.

3.4 Communication, capability-building and extension

Both the SSERCP manager and Economic Coordinator attended industry, FRAB/RAC and Subprogram meetings, workshops and conferences as invited. These events presented the opportunity to both identify emerging issues and RD&E needs relevant to social sciences and economics, as well as communicate and extend the role and activities of the SSERCP. In addition, two communication and extension activities were pursued to increase awareness and uptake of the SSERCP's services and professional networks, as follows:

1. Development and circulation of updates of fisheries social science and economics research activity to identified social scientists, economists, FRABs/RACs, industry associations and managing agencies, through the FishEcon Network newsletter and a social science extension of that newsletter – the FishSocial newsletter; and
2. Maintenance and circulation of the National database of current and practicing NRM social scientists and resource economists.

The SSERCP Economics Coordinator undertook targeted activities to ensure the legacy of FRDC 2008-306 and support communication, extension and capability-building of and in marine resource economics, that included:

- a) Coordination and oversight of the fisheries economics Higher Degree Research projects which were a legacy of the 'FishEcon' project;
- b) Maintenance of the FishEcon Network membership and website content;
- c) Cross-promotion of FRDC initiatives with FishEcon Network members; and
- d) Coordination of the delivery of the Masterclass in Fisheries Economics, a short professional-training course developed in association with FRDC project 2008-306 aimed to increasing capability amongst members of industry and management

3.5 Program evaluation

In order to inform a mid-point review of the SSERCP, the SSERCP Stakeholder Survey was conducted in October and November 2016. The purpose of the survey was to collect information about SSERCP stakeholder:

- Awareness of the SSERCP
- Preferred communication mechanisms
- Awareness of the FishSocial/FishEcon e-newsletters
- Awareness and implementation (or, planned implementation) of recently completed projects managed by the SSERCP.

An online survey was initially designed using SurveyMonkey survey software. This method of data collection was selected to enable higher rate of participation and coverage of a broad range of themes. The FRDC email distribution list was identified as the preferred method of circulating the invitation to participate in the survey to relevant stakeholders.

The initial recruitment strategy was revised, however, in response to advice from the FRDC that the FRDC Board was considering investment in a Social Sciences and Economics Research Subprogram. This advice was received at the commencement of the FRDC's Annual RACs, Programs and IPAs workshop in Adelaide in 2016, at which the SSERCP Manager gave a presentation summarising the SSERCP's role and activities. Participants at the workshop were then targeted as they were identified as representative of key SSERCP stakeholders (RACs, IPAs, other FRDC Sub-programs). In total, 16 responses were collected by both online survey methods (2 responses) and paper-based survey forms (14 responses, which were then manually entered into the survey software), from workshop participants. The results of the survey are presented in Appendix E and discussed in section 4 below.

4. Results, discussion and conclusion

The SSERCP project was able to achieve its five objectives, although areas requiring further action have been identified (refer to section 6. Recommendations). Specific details of the strategies by which these objectives were achieved, and how success was measured, are provided in Table 1 (below). Results of the legacy activities of FRDC project 2008/306, which this project managed, are then described. Results of the survey of SSERCP stakeholders, undertaken in October 2016, are also provided.

4.1 SSERCP Objectives, strategies to meet those objectives, and performance

Table 1. SSERCP Objectives, strategies to meet those objectives, and performance

The review of performance was undertaken by the SSERCP Steering Committee.

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|---|---|--|---|
| Objective 1: SUPPORT the FRDC in managing social and economics RD&E | | | |
| Work with FRDC and key stakeholders to meet relevant targets as outlined in the FRDC 2015-2020 RD&E Plan and the National Fishing and Aquaculture RD&E Strategy | Advice, review and coordination as appropriate for meeting relevant targets and deliverables* | <ul style="list-style-type: none"> • <i>Participation in FRDC National Priority 1 workshop, Feb 2016</i> • <i>Advice and review provided to the IRG and RecFishing Research to support their pursuit of relevant RD&E targets</i> • <i>Advice and review provided to the FRDC in relation to proposals to improve community acceptance and perceptions</i> • <i>Advice, review and coordination provided to the FRDC, and peak industry bodies, with regard to measuring social and economic contributions</i> | <p><i>SATISFACTORY</i></p> <ul style="list-style-type: none"> • <i>Advice, review and coordination provided as requested</i> |
| Work with the FRDC and program and project leaders to meet other needs arising | Advice, review and coordination as appropriate for meeting relevant needs as they arise | <p><i>Examples of advice and review provided, as follows:</i></p> <ul style="list-style-type: none"> • <i>ABARES framework for national recreational fishing surveys</i> • <i>NAC economic contribution proposal</i> • <i>WINSC stakeholder analysis and survey design</i> • <i>WAFIC stakeholder perceptions survey design and sampling</i> • <i>IRG project 2016/206 survey design</i> • <i>ACPF engagement and communication plan</i> • <i>QSIA's social license to operate survey design</i> • <i>AFMF's Compliance Committee</i> • <i>NCCP Scientific Advisory Group</i> | <p><i>SATISFACTORY</i></p> <ul style="list-style-type: none"> • <i>Advice, review and coordination provided as requested</i> |
| Undertake strategic research tasks | The FRDC is supported in | <p><i>Examples of strategic research tasks undertaken on request:</i></p> <ul style="list-style-type: none"> • <i>Assessment of IRG research outputs against RD&E priorities</i> | <p><i>SATISFACTORY</i></p> |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|--|--|---|---|
| required to clarify, synthesise, coordinate or enhance above RD&E activities (pending availability of resources) | meeting targets (above) | <ul style="list-style-type: none"> RecFishing Research social and economic contributions methodological discussion paper National workshop (14-15 Feb 2017) and draft Guidelines and Framework for Social and Economic Contributions Studies <p>Strategic research activities undertaken to meet SSERCP research objectives:</p> <ul style="list-style-type: none"> Review of evidence and tools available to Australian fisheries and aquaculture to guide community engagement activities (see 'License to engage' report - http://www.frdc.com.au/-/media/Fish-FRDC/FRDC-Licence-to-Engage-Report-2016.ashx?la=en) | <ul style="list-style-type: none"> Progress in meeting SSERCP research needs was as planned, noting that the need to identify effective means of integrating social, economic and biological data into forms available to inform decision making for fisheries and aquaculture is being progressed by the HDR |
| Objective 2: IDENTIFY EMERGING ISSUES AND RESEARCH NEEDS in collaboration with the industry and managing agencies | | | |
| Review current and identify emerging social and economic issues | <ol style="list-style-type: none"> Meetings and conversations with the AFMF and sub-committees, specific management agencies, NSIA, NAC and other key stakeholders (Steering Committee to contribute also) Participation in industry conferences and workshops | <ol style="list-style-type: none"> AFMF presentation 30/05/2015; AFMF AMSC presentation 11/5/2016; AFMF FMSC presentation 15/11/2016; discussions with NSIA and NAC Chairs and EOs on specific issues (see earlier) Annual FRDC FRABs, IPAs and Sub-programs workshop in Canberra in 2015; Seafood Directions 2015 and WINSOC Conference 2015 – SSERCP Manager and Economics Coordinator attended and presented (Manager); Annual RACs, IPAs and Subprograms workshop in Adelaide Oct 2016 Interactions with FRAB/RAC and IPA chairs, Subprogram chairs and Managers has been conducted through the meetings, events and requests listed above and under Strategy 1 Meetings (face-to-face and by phone) have taken place in Canberra, Hobart and Adelaide across 2015, 2016 and 2017 Scan undertaken in FishEcon/FishSoc December 2015 newsletter http://us8.campaign-archive1.com/home/?u=9650b6ca231a67f76036de77b&id=631e395648 | <p>SATISFACTORY</p> <p>Interactions with RAC and IPA chairs and officers was initially limited, however the RAC managers have facilitated more substantial dialogue</p> <ul style="list-style-type: none"> RECOMMENDATIONS FOR THE HDR: under a Subprogram model, more formalised and substantial interaction with the RACs and IPAs is required. A request for observer status on all RACs has been made to the RAC managers, with the intention to attend at |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|---|---|--|--|
| | <ol style="list-style-type: none"> 3. Twice yearly conversations with FRAB chairs, FRDC program leaders (Recfishing Research and IRG) and IPA chairs 4. Quarterly meetings with FRDC staff 5. Produce and circulate scan of social and economic issues as they relate to the FRDC's RD&E Plan 2015-2020 provided to FRDC and key stakeholders (annual) | | <p><i>least one meeting/year for each RAC.</i></p> |
| <p>Translate emerging issues into RD&E needs through:</p> <ul style="list-style-type: none"> • Contributing to FRABS, Programs and IPA | <ol style="list-style-type: none"> 1. Checklist or decision tree to identify when, and in which forms, social and/or economic research is needed to | <ol style="list-style-type: none"> 1. <i>The SSERCP has contributed to the most recent round of RD&E priorities through the provision of feedback on draft RD&E priorities to the RAC Managers (see above), and through participation in the annual RACs, IPAs and Subprogram meeting. Substantial contributions have been made to the IRG and RecFishing Research's research planning processes. A checklist/decision-tree tool has not yet been developed.</i> 2. <i>The proportion of RD&E priority areas identified in the FRDC Open Call for Applications which include a social and/or economic focus is approximately</i> | <p>SATISFACTORY</p> <ul style="list-style-type: none"> • <i>RECOMMENDATIONS FOR THE HDR: production of a checklist/decision tree tool to be discussed in the context of the</i> |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|---|---|---|---|
| <p>Strategic Research Planning processes (Steering Committee to contribute also)</p> <ul style="list-style-type: none"> Participating in Annual FRABs and Programs meeting | <p>address issues, and how it can be integrated with related biological research</p> <p>2. Social science and economics RD&E is an identifiable component of RD&E priorities identified by FRABs, IPAs and relevant FRDC programs</p> | <p><i>one third. In the 2016 Open Call for Applications 11 of the 33 priorities has social and/or economic components. 25 Eols with social and economic components were reviewed. 8 projects were successful in being approved for funding. In the current Open Call for Applications for 2017, 12 of the 34 listed priorities have social and/or economic components. It is important to note that this does not account for priority areas relevant to multiple RACs, IPAs and Subprograms that were not included in the call, but were heavily reflective of social and economic research needs.</i></p> | <p><i>Subprogram's RD&E priorities</i></p> |
| <p>Objective 3: COMMUNICATE social science and economic RD&E needs and outcomes</p> | | | |
| <p>Help to communicate social and economics RD&E needs of fisheries and aquaculture, managing agencies and the broader Australian community to</p> | <p>Active and informed research networks through:</p> <ol style="list-style-type: none"> quarterly FishEcon and FishSocial newsletters emails to research community | <ol style="list-style-type: none"> <i>Quarterly FishEcon/FishSocial e-newsletters (link to newsletter archive - http://us8.campaign-archive1.com/home/?u=9650b6ca231a67f76036de77b&id=631e395648)</i> <i>Emails to NRM social scientists and economists on the SSERCP database advising of FRDC calls for applications</i> <i>Meeting RPN chair Dave Smith in 2015; presentation to the RPN 04/11/2016</i> | <p>SATISFACTORY</p> <ul style="list-style-type: none"> <i>RECOMMENDATIONS FOR THE HDR: the Steering Committee to discuss the continued small number of social sciences and economics RD&E providers. Committee members noted that they have seen more 'outsiders' in</i> |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|---|---|---|---|
| potential research providers | 3. meetings and discussions with members of the research community, include the RPN | | <i>recent applications, but that they experienced low rate of success so far as their applications are often not reflective of existing research and/or stakeholder needs.</i> |
| Support communication and extension of social science and economics RD&E outputs and outcomes to Australian fisheries and aquaculture and managing agencies | <ol style="list-style-type: none"> 1. At least 4 FISH articles per year on social science and economics RD&E 2. Presentations to FRABs, other FRDC programs, industry associations, the AFMF and sub-committees and managing agencies 3. Conference and workshop presentations 4. SSERCP website pages promote current and relevant RD&E outputs and outcomes | <ol style="list-style-type: none"> 1. <i>All issues of FISH in 2015 and 2016 to date have included articles addressing social and economic dimensions, and related RD&E. Specifically, a series of 4 FISH articles on different applications of economics in fisheries and aquaculture is underway.</i> 2. <i>As described above</i> 3. <i>As described above</i> 4. <i>The FRDC Social and Economic Research pages (http://frdc.com.au/research/social_and_economic_research/Pages/Current-and-Past-FRDC-Social-Science_and_Economic-Research.aspx) list relevant active and completed projects, with links to project information. An email listing the project status details which need updating has been sent to the FRDC this month.</i> | <p>SATISFACTORY</p> <ul style="list-style-type: none"> • <i>RECOMMENDATIONS FOR THE HDR: the AFMF has requested that the HDR identify specific resources and tools available for managers to address key issues (for example, achieving economic objectives), which have been developed as part of completed projects. The Steering Committee will re-consider this request in the contact of the Sub-program's RD&E priorities.</i> |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|---|--|---|---|
| Objective 4: ENSURE QUALITY AND RELEVANCE of social science and economics projects | | | |
| Establish and coordinate the SSERCP Steering Committee | Annual meeting (minimum) of the SSERCP Steering Committee to review Eols, revised Eols and full applications | <p><i>Steering Committee meetings have been held to undertake these task as follows:</i></p> <ul style="list-style-type: none"> • 29 September 2015 (face-to-face) • 3 March 2016 (teleconference) • 21 July 2016 (teleconference) • 28 February - March 1 2017 (face-to-face) | <p>SATISFACTORY</p> <ul style="list-style-type: none"> • No face-to-face meeting was held in 2016 due to the lack of significant open call rounds and EOIs and full applications to review. |
| Review project proposals, and milestone and final reports. Provide advice and support as required to meet objectives of active projects | <ol style="list-style-type: none"> 1. Reviews provided in timely fashion 2. Number of finalised projects under SSERCP management 3. Uptake of outputs by industry and managing agencies (measured through mid-term evaluation survey) | <ol style="list-style-type: none"> 1. <i>The SSERCP has ensured that all Eols and full applications for the 2015, 2016 and 2017 Open Calls for Applications have been reviewed and advice provided ahead of the relevant RACs and Sub-programs reviews</i> 2. <i>Since February 2015, the following SSERCP managed projects have been finalised: 2013/018 Historical catch data QLD and NSW; 2013/301 Beyond GVP; 2014/031 Social and economic contributions of coastal fisheries NSW; and, 2015/301 Social and economic contributions of aquaculture NSW;</i> <i>Three active projects are currently managed by the SSERCP at the time of reporting: 2013/2010 Adapt or fail; 2016/034 Golden Fish; 2016/400 Sustainable Fishing Families</i> 3. <i>The survey recently conducted of key FRDC SSERCP stakeholders included questions to measure the level of awareness and implementation of key findings and recommendations from a selection of recently completed social sciences and economics projects (see earlier discussion of survey results)</i> | <p>SATISFACTORY</p> <ul style="list-style-type: none"> • <i>The SSERCP Stakeholder survey identified a low rate of awareness and even lower rate of implementation of outputs of key social sciences and economics projects.</i> • RECOMMENDATIONS FOR THE HDR: <i>This issue will be addressed at the upcoming Steering Committee meeting and possible interventions to improve extension and adoption will be considered as part of the planning process for the</i> |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|---|---|---|--|
| | | | <p><i>HDR's Strategic RD&E Plan. Options include listing key findings, recommendations and tools developed by each project against identified needs/issues, rather than project titles (as requested by the AFMF).</i></p> |
| <p>Objective 5: MAINTAIN AND BUILD FURTHER RESEARCH CAPABILITY to meet current and emerging social and economic issues</p> | | | |
| <p>Support extension of social sciences and economics research techniques, methods and tools</p> | <ol style="list-style-type: none"> 1. Number of articles in FISH and other industry newsletters based on FRDC-funded social and economics RD&E 2. Number of journal publications based on FRDC-funded social and economics RD&E 3. Summary of social and economics RD&E outputs and tools by | <ol style="list-style-type: none"> 1. <i>As described earlier</i> 2. <i>23 journal articles have been published by Higher Research Degree students supported through the FRDC project 2008/306 Building capability in economics for marine resource management.</i> 3. <i>Summary not yet undertaken</i> | <p>SATISFACTORY</p> <ul style="list-style-type: none"> • <i>RECOMMENDATIONS FOR THE HDR: The need for more innovative and targeted extension methods will be addressed at the upcoming Steering Committee meeting and possible interventions to improve extension and adoption will be considered as part of the planning process for the HDR's Strategic RD&E Plan. Options include listing key findings, recommendations and tools developed by each project against identified needs/issues, rather than</i> |

| Strategies | Intended outputs and outcomes | Measures of performance | Review of performance |
|--|---|---|--|
| | research theme/need on SSERCP webpages on FRDC website | | <i>project titles (as requested by the AFMF).</i> |
| Maintain, build and broaden professional networks in marine social sciences and economics amongst researchers, industry representatives, managers in Australia | <ol style="list-style-type: none"> 1. FishEcon network activities (AARES Conference /workshops) 2. Utilise existing social science professional networks (TASA, ACSPRI, AGS) to promote SSERCP activities 3. Number of subscribers to FishEcon and FishSocial newsletters increased by 30% 4. ABARES' Outlook conference session on fisheries social science research | <ol style="list-style-type: none"> 1. <i>The SSERCP continued to promote and support a strong fisheries economics presence at the annual Australian Agricultural and Resource Economics Society (AARES) conference in 2015, 2016 and 2017. At the 2016 conference (2nd-5th February, Canberra) the Economics Coordinator delivered an Invited Paper entitled "The Future of Marine Resources" at a session dedicated to fisheries economics.</i> <i>The Future Harvest Masterclass in Fisheries Economics has been delivered in Perth in September 2016 to 25 participants. Feedback has been positive (see Appendix 2). The FHMC will be run for AFMA staff in June 2017, and as a pre-conference 'taster' as part of Seafood Directions 2017.</i> 2. <i>Dedicated sessions for presenting social and economic issues and research relating to fisheries and aquaculture have been included in the programs of the upcoming conferences: Australian Anthropological Society Conference (Sydney, December 2016); ASBF (Albany, July 2017); SFD2017 (Sydney, Sept 2017) and AARES (February 2017). Involvement of the SSERCP has facilitated expanded professional networking. Major recent initiatives, in which the SSERCP Manager/Co-ordinator were involved include: establishment of the Centre for Marine Socioecology, through a UTAS-CSIRO-AAD joint collaboration.</i> 3. <i>Numbers of subscribers to FishEcon has increased from 83 at the start of 2015 to 92 (10% increase). Number of subscribers to FishSocial has gone from 0 when the newsletter was created in 2015 to 71 currently. Across both newsletters the percentage of subscribers who open the newsletter links remains steady at about 40%.</i> 4. <i>The SSERCP Manager presented at the ABARES Regional Outlook Conference in Hobart in 2016.</i> | <p>SATISFACTORY</p> <ul style="list-style-type: none"> • <i>RECOMMENDATIONS FOR THE HDR: continue to engage with previously un-engaged professional networks.</i> • <i>RECOMMENDATIONS FOR THE HDR: Steering Committee to discuss the FishEcon /FishSocial e-newsletters and identify whether the target audiences should be extended, what the implications are for this in terms of content, and how to increase the percentage of subscribers who open and read content</i> • <i>RECOMMENDATIONS FOR THE HDR: Steering Committee to identify other opportunities to interact with related professional networks.</i> |

*** FRDC RD&E Plan 2015-2020 - Relevant targets:**

- Positive perceptions of the commercial fishing industry increase from 28% to 40% by 2020
- Provide RD&E to support increased trade of fishing and aquaculture products into countries with free trade agreements
- Understand the quantity of potential production from Australia's fishing and aquaculture resources
- Increase knowledge to improve the utilisation of fisheries resources by Indigenous Australians
- Increase knowledge to identify obstacles and opportunities to increase productivity through habitat.

FRDC RD&E Plan 2015-2020 - Relevant deliverables:

- Increased knowledge about how community values align with the values of Australian fishing and aquaculture sectors, with the aim of improving community perceptions.
- Community net benefit metrics
- Expanded capacity to connect with seafood consumers and markets in Australia and abroad, and use of these channels to understand community perceptions to tell the Australian fishing and aquaculture story across the sectors.
- Social contribution is supported by the fishing and aquaculture sector so it can capture the non-monetary value of activities across sectors
- More sustainable and profitable use of underutilised and undervalued species
- The gross value of production of Australia's fishing and aquaculture resources is increased
- RD&E to address barriers to aquaculture development (specifically, social and economic barriers arising from both within and from outside aquaculture industries)

4.2 Legacy activities of FRDC project 2008/306

Student projects

All students enrolled under Project 2008/306 (Building Economic Capability) successfully completed their studies, with Anna Farmery graduating in December 2016. Anna subsequently had two papers published in highly ranked journals, with further publications from Steven Rust, Sam Parades and Jean- Baptiste Marre.

- Farmery, Anna K., Gardner, Caleb, Jennings, Sarah, Green, Bridget S., and Watson Reg, A. *Assessing the inclusion of seafood in the sustainable diet literature*, Fish and Fisheries, 2017, DOI: 10.1111/faf.12205
<https://www.researchgate.net/publication/313035486> Assessing the inclusion of seafood in the sustainable diet literature
- Anna K Farmery, Sarah Jennings, Caleb Gardner, Reg A Watson, Bridget S Green, *Naturalness as a basis for incorporating marine biodiversity into life cycle assessment of seafood* The International Journal of Life Cycle Assessment. DOI: 10.1007/s11367-017-1274-2
<https://www.researchgate.net/publication/313506930> Naturalness as a basis for incorporating marine biodiversity into life cycle assessment of seafood
- Sam Parades, Sean Pascoe, Louisa Coglan, Sarah Jennings, Satoshi Yamazaki and James Innes, *At-sea dumping of dredge spoil: an overview of the Australian policy and legislative framework*, April 2017 Australasian Journal of Environmental Management
- Steven Rust, Satoshi Yamazaki, Sarah Jennings, Tim Emery and Caleb Gardener, *Excess capacity and efficiency in the quota managed Tasmanian Rock Lobster Fishery*, February 2017, Marine Policy
- Jean-Baptiste Marre, Olivier Thébaud, Sean Pascoe, Sarah Jennings and Louisa Coglan, *Is economic valuation of ecosystem services useful to decision-makers? Lessons learned from Australian coastal and marine management*, August 2016, Journal of Environmental Management
- Jean-Baptiste Marre, Olivier Thébaud, Sean Pascoe, Sarah Jennings and Louisa Coglan, *Information preferences for the evaluation of coastal development impacts on ecosystem services: A multi-criteria assessment in the Australian context*, February 2016, Journal of Environmental Management

Three students remain on FRDC top-up scholarships as a legacy of the Economics Capability Building Project with their progress monitored by the SSERCP. While still ongoing, all three have made solid progress and have met the milestones required by the institutions at which they are enrolled, namely the University of Tasmania (one student) and Queensland University of Technology (two students). Brief descriptions of their projects and related activities are provided below:

Rachel Nichols (University of Tasmania) is working on habitat-fishery interactions and sustainable fisheries management. Her first paper titled 'The role of precaution in stock recovery plans in a fishery with habitat effect' is under review with *Ecological Economics*. She is currently working on a second paper titled 'Allocation of harvest between user groups in a fishery with habitat effects.' This current work explores how harvest quotas may be allocated between fleets of differing habitat impact to maximise fishery profits in a variety of environments, while also achieving biological and socio-economic outcomes. Rachel

presented her work at the IIFET conference in Aberdeen, Scotland in July 2016 and at the AARES conference in Brisbane, February 2017.

Stewart Sinclair (QUT) is working on a project that will test various multiple criteria decision techniques for incorporating triple bottom line considerations in harvest strategies. He is using data from Queensland fisheries to do this and has presented work from his thesis research at the 2017 AARES conference and at the Motu Economic and Public Policy Research (New Zealand, 2017).

Samantha Parades (QUT) is working on the value of local fisheries for coastal communities and tourism. The first of her papers is titled 'Do seafood consumers value locally caught fish?' and is being prepared for submission to a journal. Sam is currently working on designing a survey to address two of her key thesis questions, those being: what is the role of fish and seafood to tourism in Queensland and what is the likelihood of a community supported fishery in Queensland? Sam has presented her work at the AARES Conference 2017 and at the 4th Annual School of Economics and Finance Higher Degree Research Symposium, QUT (November 2016).

As well as completing courses required under the terms of their candidature, all three students attended and participated in the QUT/SeaView Co-viability workshop (April 2017) where they had the opportunity to learn new modelling techniques from experts in the field and present their research to academics from France and Australia.

Fisheries Economics Masterclass

The Fisheries Economics Masterclass was offered by the SSERCP in September 2016 to a group of 25 in Perth, Western Australia by Sarah Jennings and Klaas Hartman. The group largely comprised managers but also included industry and recreational fishing representatives. Feedback was strongly positive and informed improvements to the content. The class was also delivered to an audience of 21 AFMA managers and policymakers (June 2017) by Sarah Jennings and Sean Pascoe. This involved tailoring the standard course to include a bioeconomic module which focused on multispecies management.

Jennings is also coordinating a "Economic Masterclass 'Taster'" pre-conference event, which is being offered in conjunction with Seafood Directions Conference in September 2017. It aims to provide interested industry members with an introduction to relevant economic concepts and to promote the Masterclass in Fisheries Economics. This activity will be conducted under the subsequent FRDC project 2016-128 Human Dimensions Research Subprogram, and is therefore not included as a deliverable in this report.

Opportunities to offer a Masterclass as a pre-conference event associated with the 2017 Trans-Tasman Rock Lobster Congress in Hobart have been discussed but were not pursued at this time due to the proximity of the dates with SD2017.

4.3 Results of the SSERCP Stakeholder Survey

Results of the surveys are given in full in Appendix E. Major results include:

- ***The percentage of respondents who reported being familiar or very familiar with the SSERCP/SSRCP in 2016 has increased from 38% in 2014 to 44% in 2016, although levels of complete unfamiliarity have also increased by the same level since 2014*** (refer Figure 3 in Appendix E). This suggests that the SSERCP has been successful in working more closely with a selection of key stakeholders, but has been less successful in engaging new stakeholders. It should be noted that the sample size

was much smaller for the 2016 survey compared with the 2014 survey, therefore reducing the reliability of 2016 results and any comparison.

- ***FRDC staff are the major enablers and advocates of the SSERCP, and play a critical role in awareness of the SSERCP amongst stakeholders*** (refer Figure 4, Appendix E). This result highlighted the importance of, and high dependency on, RAC Managers and FRDC Program Managers in brokering these networks and information flows.
- ***FishEcon and FishSocial newsletters are not currently intentionally targeting industry and FRDC key stakeholders*** (refer Table 3, Appendix E). This result highlighted the groups not being targeted were RAC and IPA Chairs/Officers and members.
- ***Preferred communication and extension mechanisms are through the RACs, IPAs and subprograms (managers and Chairs)***, followed by via FishEcon/FishSocial e-newsletters, and emails from the SSERCP (refer Figure 5, Appendix E). This finding highlighted the importance of the SSERCP's relations and networks with the RAC, Program and IPA managers and Chairs.
- ***Levels of awareness and implementation of recent major social and economic projects is low, suggesting there is work to do here in enabling better extension and adoption.*** The highest levels of awareness and implementation of key recommendations were reported for Valuing Coastal Fisheries project (2014/031) followed by Let's Talk Fish (2012/301) (refer Figures 6-8, Appendix E).
- ***There is support for the SSERCP to become a Sub-program with funds available for direct investment in RD&E.*** However, concerns were expressed regarding its research (rather than extension) focus, should the allocation of funds to such a subprogram be treated as the main form of investment available to industry for engagement to address community acceptance of fisheries and aquaculture (refer Table 4, Appendix E).

5. Implications

In pursuing the strategies identified to achieve its objectives, the SSERCP has been successful in achieving the outcomes the project was designed to deliver. These were to:

1. Maximise the FRDC's research return on investment, for both the public and industry, which has been achieved by:
 - ensuring end users were aware of previous social science and economics research work, as relevant to their needs, by circulating summaries and links to relevant RD&E
 - ensuring FRABs/RACs, IPAs and RD&E applicants were aware of previous social science and economics research work, as relevant to their needs, in order to minimise the risk and expense of duplication and ensure future projects built on the existing body of knowledge;
 - brokering collaborations between social scientists, economists, researchers from biological disciplines, research providers, FRABs/RACs, subprograms and IPAs, and industry associations by using professional networks and by facilitation of meetings and communication;
 - leveraging resources, capability and networks developed in fisheries economics through FRDC project 2008/306, including the FishEcon Network and newsletter.
2. Increase the capacity of the fishing and aquaculture industries and management agencies to identify solutions to resource use issues and, in particular, improving the social acceptability of, as well as optimising economic outcomes for, fisheries and aquaculture sectors, which has been achieved by:
 - Providing advice to management agencies, FRABs/RACs and other stakeholders as requested on RD&E priorities, EoIs and full applications addressing resource sharing and social acceptability issues
3. Increase the capacity of the fishing and aquaculture industries and management agencies to improve the social acceptability of fisheries and aquaculture sectors, which has been achieved by:
 - Drafting and circulating the 'License to engage' handbook: <http://www.frdc.com.au/-/media/Fish-FRDC/FRDC-Licence-to-Engage-Report-2016.ashx?la=en>
4. Maintain and enhance capability for social science and economics research into fisheries and aquaculture activity, which has been achieved by:
 - Continuing to support post graduate research students undertaking projects commenced under the FRDC 2008-306 project;
 - Maintaining and distributing the national database of practising social scientists and economists with expertise and interest in fisheries and aquaculture; and
 - Extending professional networks and disseminating FRDC updates and latest research through the FishEcon and FishSocial e-newsletters.

6. Recommendations

Findings of the SSERCP evaluation included the following areas of work for which it is recommended the HDR Subprogram pursue:

- Further opportunities to interact with related professional networks should be explored with the Steering Committee's input
- Identified research activities not completed by the SSERCP need to be reviewed and, where appropriate, incorporated into the HDR's Subprogram's strategic RD&E priority development process
- More formalised and substantial interaction with the RACs and IPAs is required. A request for observer status on all RACs has been made to the RAC managers, with the intention to attend at least one meeting per year for each RAC.
- The effectiveness of the FishEcon /FishSocial e-newsletters the primary communication platform should be reviewed. This review to consider: whether the target audiences should be extended; what the implications are for this in terms of content; how to increase the percentage of subscribers who open and read content; and, whether the FRDC should play a larger role in disseminating the newsletter?
- Further opportunities and potential mechanisms available to the HDR to improve extension and adoption of projects the HDR manages. This will be considered and included in HDR's Strategic RD&E Plan (to be drafted). Options include listing project reports and materials against identified needs/issues, as well as against project titles (as requested by the AFMF).

7. Extension and Adoption

The following activities took place, both in accordance with and in addition to the SSERCP Communication and Extension Plan 2015-2018.

| Extension method | Activity and outcomes |
|---|---|
| Quarterly newsletter (circulated online, in conjunction with the FishEcon Newsletter) to target audiences | Newsletters were sent quarterly for the duration of the SSERCP. Link to the newsletters: http://us8.campaign-archive1.com/home/?u=9650b6ca231a67f76036de77b&id=631e395648 |
| Quarterly project updates to Steering Committee | The Steering Committee has met periodically and written updates have been provided to members prior to each of these meetings, as well as spoken updates at the meetings themselves. Members have been provided with milestone reports as submitted. |
| Twice-yearly phone calls to RAC Chairs to discuss social science and economics research projects underway, proposed and identified research needs | Communication with all of the FRAB/RAC Chairs has taken place on an as-needs basis. Opportunities for discussions with the Chairs have been pursued at events including Seafood Directions 2015 and the Annual RACs, IPAs and Subprograms workshop in October 2016. Importantly, the SSERCP/HDR has been able to work closely and productively with the new RAC Managers, Chris Izzo and Skye Barret, to further meet this need and strengthen communication. |
| Presentations at industry conferences | Presentations have been given or are planned as follows: WINSC 2015 in Perth, WA SD2015 in Perth, WA ASFB Conference, Albany July 2017 SD2017 Conference, Sydney October 2017 |
| Delivery of the Fisheries Economics Masterclass to members of the Australian seafood industry | The Future Harvest MasterClass teaching resources and business model have been finalised with the completion of the <i>Professional Training Program - Project 2013/748 Seafood CRC Future Harvest Master Class in Fisheries Economics - Revision & Extension</i> . Discussions with the FRDC are underway to progress the hosting of the resources through the FRDC website through Peter Horvat (current stage – hosting arrangements are being tested). A 2-day Masterclass was delivered in Perth in September 2016, organised by the DoF WA and WAFIC. A 2-day Masterclass was delivered to AFMA staff in Canberra in June 2017. A 2 hour ‘taster’ of economics is being offered for free as a pre-conference event through Seafood Directions 2017. |
| Participation in FRDC and FRAB planning workshops | The PI participated in the Annual FRABs, IPAs and Subprograms workshop in Canberra in 2015 |

| | |
|---|--|
| | The PI and Economic Coordinator participated in the Annual RACs, IPAs and Subprograms workshop in October 2016. |
| Presentations to AFMF, NIA, NAC, WINSC, IRG, FRABs, RecFishing Research, RPN | <p>The PI presented to the WINSC members at their bi-annual conference in Perth in October 2015 prior to Seafood Directions. The PI presented to WINSC Board at the WINSC Renewal Workshop, Melbourne May 2017.</p> <p>The PI met with Leonie Noble, WINSC president, in October 2015 in WA.</p> <p>The PI presented to the AFMF's Aquaculture Managers Sub-committee on 11 May 2016 by phone.</p> <p>The PI and Economics Coordinator attended the IRG's Cairns Forum in March 2016.</p> <p>The PI presented to the AFMF's Fisheries Management Subcommittee in November 2016 in Melbourne.</p> <p>The PI presented to the RPN via teleconference in November 2016.</p> <p>The PI presented to the NT RAC in March 2017</p> |
| Synthesis report of major findings and tools aimed at improving the social acceptability of fisheries and aquaculture circulated to FRDC stakeholders | License to Engage report. Link: http://www.frdc.com.au/-/media/Fish-FRDC/FRDC-Licence-to-Engage-Report-2016.ashx?la=en |
| Results of the mid point review circulated to FRDC stakeholders | Completed |
| Plain English article in FISH addressing: Tools and research to address the social acceptability of the Australian seafood industry | <p>The PI assisted SIV Project Officer, Kirsten Abernethy, in drafting the following article on engagement:</p> <p>http://siv.com.au/wp-content/uploads/2013/01/16234_SIV_Profish_Vol3_WEB.pdf</p> <p>In addition, the Economics Coordinator authored or co-authored a number of articles in FISH addressing RD&E developments in resource economics:</p> <p>Value-adding to research perspectives (http://www.frdc.com.au/knowledge/publications/fish/Pages/24-1_articles/26-27_Value-adding-to-research-perspectives.aspx)</p> <p>The getting of economic wisdom (http://www.frdc.com.au/knowledge/publications/fish/Pages/24-4_articles/p32_economic-wisdom.asp)</p> |

8. Project materials developed

The following publically available materials were developed by the SSERCP project:

1. *License to Engage: Gaining and retaining your social license in the seafood industry. A Handbook of available knowledge and tools for effective seafood industry engagement with communities.*

Link: <http://www.frdc.com.au/-/media/Fish-FRDC/FRDC-Licence-to-Engage-Report-2016.ashx?la=en>

2. Articles in FISH addressing RD&E developments in resource economics:

Value-adding to research perspectives

Link: http://www.frdc.com.au/knowledge/publications/fish/Pages/24-1_articles/26-27_Value-adding-to-research-perspectives.aspx

The getting of economic wisdom

Link: http://www.frdc.com.au/knowledge/publications/fish/Pages/24-4_articles/p32_economic-wisdom.asp

3. FishEcon / FishSocial E-Newsletters:

Link to the archive of newsletters: <http://us8.campaign-archive1.com/home/?u=9650b6ca231a67f76036de77b&id=631e395648>

Appendix A: Project staff and Committee membership

Principal investigator and Coordination Program leader:

Emily Ogier (UTAS)

Economics coordinator:

Sarah Jennings (Independent consultant)

SSERCP Steering Committee:

Sean Pascoe (CSIRO)

Nicki Mazur (EnViron Consulting)

Ian Curnow / Bryan McDonald (AFMF / AFMF Fisheries Management Sub-committee)

Nyree Stenekes (ABARES)

Rob Kancans (ABARES)

Jo-anne Ruscoe (FRDC)

Appendix B:

SSERCP Strategic Plan 2015-18

| Strategy 1: SUPPORT the FRDC in managing social and economics RD&E | |
|---|--|
| Actions (SSERCP Coordinator) | Measures |
| Work with FRDC and key stakeholders to meet relevant targets as outlined in the FRDC 2015-2020 RD&E Plan and the National Fishing and Aquaculture RD&E Strategy | Advice, review and coordination as appropriate for meeting the following targets and deliverables* |
| Work with the FRDC and program and project leaders to meet other needs arising | Advice, review and coordination as appropriate for meeting relevant needs as they arise |
| Undertake strategic research tasks required to clarify, synthesise, coordinate or enhance above RD&E activities (pending availability of resources) | The FRDC is supported in meeting targets (above) |

*** FRDC RD&E Plan 2015-2020 - Relevant targets:**

- Positive perceptions of the commercial fishing industry increase from 28% to 40% by 2020
- Provide RD&E to support increased trade of fishing and aquaculture products into countries with free trade agreements
- Understand the quantity of potential production from Australia's fishing and aquaculture resources
- Increase knowledge to improve the utilisation of fisheries resources by Indigenous Australians
- Increase knowledge to identify obstacles and opportunities to increase productivity through habitat.

FRDC RD&E Plan 2015-2020 - Relevant deliverables:

- Increased knowledge about how community values align with the values of Australian fishing and aquaculture sectors, with the aim of improving community perceptions.
- Community net benefit metrics
- Expanded capacity to connect with seafood consumers and markets in Australia and abroad, and use of these channels to understand community perceptions to tell the Australian fishing and aquaculture story across the sectors.
- Social contribution is supported by the fishing and aquaculture sector so it can capture the non-monetary value of activities across sectors
- More sustainable and profitable use of underutilised and undervalued species
- The gross value of production of Australia's fishing and aquaculture resources is increased
- RD&E to address barriers to aquaculture development (specifically, social and economic barriers arising from both within and from outside aquaculture industries)

**Strategy 2:
IDENTIFY EMERGING ISSUES AND RESEARCH NEEDS in collaboration with the industry and managing agencies**

| Actions (SSERCP Coordinator) | Measures |
|--|--|
| Review current and identify emerging social and economic issues | <ol style="list-style-type: none"> 6. Meetings and conversations with the AFMF and sub-committees, specific management agencies, NSIA, NAC and other key stakeholders (Steering Committee to contribute also) 7. Participation in industry conferences and workshops 8. Twice yearly conversations with FRAB chairs, FRDC program leaders (Recfishing Research and IRG) and IPA chairs 9. Quarterly meetings with FRDC staff |
| Produce scan of social and economic issues as they relate to the FRDC's RD&E Plan 2015-2020 provided to FRDC and key stakeholders (annual) | Circulate scan to FRDC and key stakeholders (annual) |
| Translate emerging issues into RD&E needs through: <ul style="list-style-type: none"> • Contributing to FRABS, Programs and IPA Strategic Research Planning processes (Steering Committee to contribute also) • Participating in Annual FRABS and Programs meeting | <ol style="list-style-type: none"> 3. Checklist or decision tree to identify when, and in which forms, social and/or economic research is needed to address issues, and how it can be integrated with related biological research 4. Social science and economics RD&E is an identifiable component of RD&E priorities identified by FRABs, IPAs and relevant FRDC programs |

**Strategy 3:
COMMUNICATE social science and economic RD&E needs and outcomes**

| Actions (SSERCP Coordinator) | Measures |
|--|---|
| Help to communicate social and economics RD&E needs of fisheries and aquaculture, managing agencies and the broader Australian community to potential research providers | Active and informed research networks through: <ol style="list-style-type: none"> 4. quarterly FishEcon and FishSocial newsletters 5. emails to research community 6. meetings and discussions with members of the research community, include the RPN |
| Support communication and extension of social science and economics RD&E outputs and outcomes to Australian fisheries and aquaculture and managing agencies | <ol style="list-style-type: none"> 5. At least 4 FISH articles per year on social science and economics RD&E 6. Presentations to FRABs, other FRDC programs, industry associations, the AFMF and sub-committees and managing agencies 7. Conference and workshop presentations 8. SSERCP website pages promote current and relevant RD&E outputs and outcomes |

**Strategy 4:
ENSURE QUALITY AND RELEVANCE of social science and economics projects**

| Actions (SSERCP Coordinator and Steering Committee) | Measures |
|---|--|
| Establish and coordinate the SSERCP Steering Committee | Annual meeting (minimum) of the SSERCP Steering Committee to review Eols, revised Eols and full applications |
| Review project proposals, and milestone and final reports. Provide advice and support as required to meet objectives of active projects | <ol style="list-style-type: none"> 4. Reviews provided in timely fashion 5. Number of finalised projects under SSERCP management 6. Uptake of outputs by industry and managing agencies (measured through mid-term evaluation survey) |

**Strategy 5:
MAINTAIN AND BUILD FURTHER RESEARCH CAPABILITY to meet current and emerging social and economic issues**

| Actions (SSERCP Coordinator and Economics Coordinator) | Measures |
|--|--|
| Support extension of social sciences and economics research techniques, methods and tools | <ol style="list-style-type: none"> 4. Number of articles in FISH and other industry newsletters based on FRDC-funded social and economics RD&E 5. Number of journal publications based on FRDC-funded social and economics RD&E 6. Summary of social and economics RD&E outputs and tools by research theme/need on SSERCP webpages on FRDC website |
| Maintain, build and broaden professional networks in marine social sciences and economics amongst researchers, industry representatives, managers in Australia | <ol style="list-style-type: none"> 5. FishEcon network activities (AARES Conference/workshops) 6. Utilise existing social science professional networks (TASA, ACSPRI, AGS) to promote SSERCP activities 7. Number of subscribers to FishEcon and FishSocial newsletters increased by 30% 8. ABARES' Outlook conference session on fisheries social science research |
| Promote and coordinate the professional training opportunities in fisheries economics provided by the <i>Future Harvest Master Class</i> | Number of face-to-face and online Fisheries Economics <i>Future Harvest Masterclass</i> completions |
| Support and facilitate graduate research projects in social science and economics for fisheries and aquaculture | Number of graduate research projects and completions where projects contributed to FRDC social and economics RD&E |

**Appendix C:
SSERCP Terms of Reference**



FRDC

**FISHERIES RESEARCH &
DEVELOPMENT CORPORATION**

**Social Sciences and Economics
Research Coordination Program
(SSERCP)**

**Terms of Reference
2015- 2018**

Abbreviations

| | |
|--------|--|
| AFMA | Australian Fisheries Management Authority |
| AFMF | Australian Fisheries Management Forum |
| CSIRO | Commonwealth Scientific and Industrial Research Organisation |
| FRDC | Fisheries Research and Development Corporation |
| NRM | Natural Resource Management |
| RD&E | Research, Development and Extension |
| RIRDC | Rural Industries Research and Development Corporation |
| SARDI | South Australian Research and Development Institute |
| SC | Steering Committee |
| SSERCP | Social Sciences and Economics Research Coordination Program |
| IMAS | Institute for Marine and Antarctic Studies |

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1.0 Introduction

The Social Sciences and Economics Research Coordination Program (SSERCP) has been supported by the FRDC for the period of 2015 to 2018 in recognition of the continuing need for, and increased use of, social science and economics research to improve fisheries and aquaculture sector outcomes. Specifically, the FRDC has recognised the need for an expert reference group for FRABs, researchers, industry and managing agencies, and for coordination of social science and economics RD & E. The 2014 FRDC Social Sciences Survey indicated broad support for the Program's role in linking social science research outputs with decision-making and representations of the industry, brokering collaborations and in facilitating the uptake of FRDC's key national interest projects.

The SSERCP extends the remit of the previous Social Sciences Research Coordination Programs 2009-2015 to encompass economics research, thereby providing the opportunity to develop tighter integration between economics and the social sciences in RD & E, as well as in capability building. In addition to providing economics research expertise, SSERCP initiatives will include the legacy activities of the FRDC 2008-306 Building capability in marine resource economics project.

2.0 Program Objectives

The objectives of the program are to:

1. Support the FRDC to meet relevant objectives as outlined in its 2015-2020 RD&E Plan and the National Fishing and Aquaculture RD&E Strategy, as well as other needs arising from FRDC's existing programs and projects.
2. Collaborate with the industry and managing agencies to identify emerging issues in wild harvest, aquaculture, post harvest, recreational and indigenous fishery sectors and the associated key social science and economics research needs.
3. Co-ordinate and undertake the communication of key social science and economic research needs to the research community and research outcomes of the Program to fishers and management agencies.
4. Provide program management for social science and economics projects to ensure quality and relevance by undertaking evaluation and review of project proposals, and milestone and final reports.
5. Build further capability in fisheries social sciences and economics research to meet the needs of industry and managing agencies in addressing emerging issues in wild harvest, aquaculture, post harvest, recreational and indigenous fishery sectors.

3.0 Program Terms of Reference

The Program is tasked with undertaking the following:

1. Liaison with industry, government and researchers to clarify issues and define research problems;
2. Connect appropriate researchers, members of industry and specific industry sectors and associations, and managers;
3. Promote social sciences and economics research capability and activity, both FRDC-funded and external; and
4. Provide guidance for industry and management endeavours concerning the social and economic dimension of fisheries management.

Specifically, the **SSERCP Manager** will undertake the following Program activities:

5. Coordinate a volunteer Steering Committee (membership to include the SSERCP Program Manager, the Economics Manager, a nominated FRDC representative plus a maximum of four members nominated on the basis of their expertise) to undertake the following, together with the SSERCP Manager:
 - a. Develop a Strategic Plan and undertake actions identified within the Plan;
 - b. Provide advice to the Board on project applications for a social science and economics perspective; and
 - c. Review research priorities as supplied by the FRDC prior to the annual FRABS and subprogram meeting.
6. Participate in annual FRABS and subprogram meetings;
7. Review milestone reports allocated to the SSERCP;
8. Review final reports allocated to the SSERCP;
9. Liaise with other FRDC committee and sub-programs, industry and allied research programs (such as, but not limited to, RIRDC, IMAS, SARDI & CSIRO), and State and Federal Fisheries agencies, to identify potential duplications, synergies and collaborative opportunities in RD & E;
10. Develop and circulate updates of fisheries social science and economics research activity to identified social scientists, economists, FRABs, industry associations and managing agencies, through the FishEcon Network newsletter and a social science extension; and
11. Maintain and update the National database of current and practicing NRM social scientists and resource economists.

Specifically, the **Economics Manager** will undertake the following, together with the SSERCP Manager:

12. Provide advice to the Board on project applications from an economics perspective;
13. Contribute to reviews of research priorities as supplied by the FRDC prior to the annual FRABS and subprogram meeting;
14. Review milestone and final reports allocated to the SSERCP's Economics component;
15. Coordination and oversight of the fisheries economics Higher Degree Research (HDR) projects which are a legacy of the 'FishEcon' project;
16. Maintain the FishEcon Network membership and website content; and
17. Coordinate delivery of the Masterclass in Fisheries Economics.

4.0 Steering Committee

The Steering Committee will be comprised of a maximum of seven members, including the SSERCP Manager, the Economics Manager (refer to section 3, points 12-17 for a definition of this role) and a representative of FRDC.

- The remaining members of the Steering Committee will be selected on the basis of their combined experience across fisheries and aquaculture industries, management and research;
 - Due to the level of public management of fisheries and aquaculture, AFMF will have a member on the Committee, being responsible for disseminating information from the SSERCP to members of AFMF.
- The Program Manager is responsible for making recommendations in regard to potential Steering Committee members to the FRDC for review and approval. The final selection and appointment of the Steering Committee rests with the FRDC.
- The Steering Committee will meet a minimum of twice a year (at least one meeting of which will be face to face).
- Members of the Steering Committee will be appointed for a minimum period of one year and a maximum of three years.

4.1 Steering Committee Terms of Reference

The terms of reference for the Steering Committee are derived from the Program Terms of Reference. The primary functions of the Steering Committee are to:

1. Develop a Strategic Plan to achieve the objectives of the Program;
2. Assist the Program Manager, where identified in the Strategic Plan, with communicating the following to industry, the research community and government departments:
 - a. high priority social science and economics research projects and other activities;
 - b. social science and economics RD&E outputs;
 - c. the Program's objectives and services; and
 - d. social sciences and economics researchers.
3. Provide advice to the FRDC Board in regard to any actions that may assist in the provision of social science and economics RD&E for fisheries and aquaculture in Australia;
4. Identify RD&E priorities which address social and economic issues to inform the priority-setting processes of other subprograms, FRABs and Partnership Agreements;
5. Review RD&E priorities as supplied by the FRDC to identify social and economic elements;
6. Provide advice to the FRDC on the social and economic components of research proposals with regard to:
 - a. their relevance to the FRDC's previous and current funding activities and the needs identified by industry
 - b. recommendations to avoid duplication, add value and collaborate with other social science and economics RD & E, and related FRDC biological research programs and activities;
 - c. recommendations to improve methods for the collection of data or revise the scope;
 - d. advice on ethical issues and possible strategies to deal with them; and
 - e. possible improvements to "Extensions and Outputs" of research proposals.

5.0 Code of Conduct for the Steering Committee

Members of the SSERCP Steering Committee are expected to adhere to the highest ethical standards and to ensure that these standards permeate the Program. Committee members have the responsibility to ensure that the Program's activities are achievable and contribute to positive and tangible outcomes for sustainable fisheries.

Committee of the SSERCP to undertake:

1. To act honestly, in good faith and in the best interests of the Program.
2. To use care and diligence in fulfilling the duties required of them as members of the Program.
3. Not to take improper advantage of their position in the Program or attempt to improperly influence other members.
4. To make decisions in the best interest of the Program, ahead of their own personal or professional/business interest, or in the interests of their employer. Please refer to "Conflict of Interest" (7.0 in this document)
5. The obligation to be independent in judgement and actions and take all reasonable steps to be satisfied as to the soundness of all decisions of the Program.
6. Not to disclose confidential information received in the course of the Program activities, or make public statements, unless otherwise authorised by the FRDC or the Program Manager (this includes former Program members).
7. To attend all meetings of the Program unless there is a reasonable excuse for failure to attend a particular meeting or meetings. Where attendance is not possible, members will notify the Program Manager in advance. With the exemption of AFMF and FRDC members, no substitutes or proxies will be accepted unless agreed to by the Program Manager. A leave of absence may be requested of the Program in advance if the member reasonably believes they will miss two consecutive meetings.
8. The continuing obligation to keep informed about the activities of industry research.
9. To treat all other program members with professionalism, courtesy and respect, and work cooperatively with fellow members towards agreed goals and to achieve consensus within the Program through open, frank and friendly discussion.
10. All meeting discussions will be undertaken under 'Chatham House' rules.
11. If the final position is a **majority** decision - that will be the decision of the Program; all members (including dissenting members) are then obligated to support the majority decision. A dissenting member may have his/her vote recorded in the minutes upon request.
12. The Steering Committee Chairperson will retain the right to vote and make a casting vote.
13. To disclose any conflict of interest with the activities or subject of discussions of the Program on joining (see attached Register of Conflict of Interest), and as appropriate during the work of the Program. If a situation or potential "conflict of Interest" should arise, the member concerned will discuss the matter with the Chairperson (or Program Manager) and will withdraw if requested while the Committee discusses the potential conflict. If it is decided that a conflict does exist, then depending on the assessed significance, the member involved will be requested to take one of the following actions (in order of increasing significance)
 - a. Refrain from voting on a relevant matter during a Committee meeting;
 - b. Withdraw from discussion of relevant matter(s) during a meeting;
 - c. Take a leave of absence from the program for a period; or
 - d. Resign from the Program.

6.0 Material personal interests for FRDC committees policy

This section aims to provide guidance as to what constitutes a “material personal interest”; and how to deal with it. A key issue in the way this policy has been structured is that the SC is constituted to give advice to the FRDC, and is not the funding decision maker.

SC members will treat all applications as commercial-in-confidence, and will respect the intellectual and moral property rights of applicants. (The SC and their members may seek external reviews of applications, subject to having the permission of the applicant, and having confidentiality agreements in place.)

A SC member who considers that he/she may have a material personal interest in a matter to be discussed by the SC (i.e. a "conflicted member") will:

1. as soon as practicable after the committee member becomes aware of his/her interest in the matter give details of the nature and extent of that interest, and the relationship of the interest to the SC, either in a "standing notice" or at a meeting of the SC; and
2. subject to the views of the SC, may not participate in any discussion of, or decision on, that matter.

If the conflicted member is a Principal Investigator or a Co-Investigator on the application they will, before any discussion takes place on that matter, leave the meeting while that matter is discussed.

SC members may, through the SSERCP Manager, ask a conflicted committee member specific questions about the matter. In querying a conflicted member, SC members will act to ensure that the conflicted member is not invited to advocate for the application. In answering questions from group members, conflicted members will act so as to ensure they are not influencing the group in making its decision, e.g. by advocating for the project. Note that this may involve re-calling a conflicted member to the meeting to be queried (with the conflicted member to leave the meeting again after he/she has been questioned).

The SC's meeting agenda will include a "standing notice" of material personal interests that will be reviewed and updated by the group at the beginning of each meeting. All declarations of interests, and their consideration by the SC, will be recorded in the minutes.

Note that where the meeting is being held via teleconference, leaving the meeting will require the member to leave the teleconference, and dial back as requested.

Guidance on what constitutes a “material personal interest”

The following are examples that provide a guide to the application of this policy, but in practice will depend on the particular circumstances. An SC member would usually be expected to declare a material personal interest if he/she is:

- an employee of an organisation whose application was being evaluated by the SC
- an employee of an organisation with an application that is in competition with an application being evaluated by the SC
- a shareholder of an organisation that holds a licence to fish in a fishery in which management changes (to either the organisation's benefit or detriment) could result from a successful application
- closely involved in the development of an application
- directly associated with a fishery's research, policy, and/or management, the operation of which could be affected by the SC's recommendation on an application
- a close personal friend of an applicant

Note that these tests extend to a member of the member's immediate family, or to any organisation with which the member is associated.

Appendix D: 'Effective Engagement for Social Acceptability' RD&E Planning Workshop

FRDC National RD&E Planning Workshop
Effective engagement for social acceptability
 Sydney Fish Market, Pyrmont. Monday 22nd May 2017

| | | | |
|-----------------|------------------|-------------------|---------------------------|
| <i>Present:</i> | | Eric Perez | QSIA, QLD RAC |
| Skye Barrett | FRDC RAC Manager | Linda Williams | WA RAC, WRLC IPA |
| Sarah Jennings | HDR | Tricia Beatty | PFIA, NSW RAC |
| Karen Alexander | IMAS | Peter O'Brien | COM RAC Chair |
| Nicki Mazur | HDR | Brad Warren | OceanWatch |
| Kate Brooks | HDR consultant | Mark Boulter | Nat Priority 1 Subprogram |
| Chris Calogeras | IRG | Sevaly Sen | Nat Priority 1 Subprogram |
| Rachel King | ACPF IPA, IRG | Rik Buckworth | NT RAC Chair |
| Johnathon Davey | SIV | Julian Harrington | TSIC, TAS RAC |
| Nathan Kimber | SRL IPA | Don Plowman | SA RAC Chair |
| James Fogarty | QLD RAC Chair | Josiah Pit | VIC RAC |
| Em Ogier | HDR | | |

Out-of-session participants:

| | |
|----------------------|----------|
| Justin Philips | SRL |
| Katherine Winchester | NTSC |
| Erica Starling | AC of WA |

1. Welcome and introductions
 2. Background, the challenge at hand, and workshop objectives
 3. The HDR's proposed RD&E needs and priority areas:
 - What determines social acceptability? (Emily Ogier)
 - Who influencers and judges social acceptability? (Nicki Mazur)
 - Understanding social and economic contributions (Sarah Jennings)
 - Evaluating effective engagement (Kate Brooks)
 4. Discussion - Gaps and alignment with RD&E needs and priorities of RACS, IPAs, Subprograms and Industry Groups
 5. International responses to social acceptability and engagement challenges:
 - Addressing social license to operate for Scottish aquaculture (Karen Alexander)
 - Role of certification programs (Sevaly Sen)
 6. Discussion – RD&E planning:
 - Potential collaboration/co-investment priority areas
 - RAC/IPA and HDR lead priority areas
 7. Discussion - HDR coordination role
 8. Wrap up and next steps
- Workshop close

Summary of discussion of draft RD&E Priority 4: Effective engagement for social acceptability

The following section represents a synthesis of the views expressed by workshop participants in response to the HDR's initial draft Priority 4. Details are provided in Appendix 1.

Key messages from the discussion that have informed the HDR's revision of the priority are:

- HDR needs to be attentive to the different views expressed, and balance this divergence;
- Investment should be primarily directed to development and extension, rather than research (specifically, towards capacity building and supporting extension initiatives);
- Where research is funded by the HDR it should be participatory (i.e. directly include those affected in the research process); and
- Evaluation of the effectiveness of any engagement strategy should be a key element of any investment.

The HDR needs to also recognise that:

- RACs, IPAs and industry groups seek 'ownership' of their own engagement projects; in recognition that a 'one-size' RD&E project or output does not fit all, and of the need to gain industry support at the operator level
- An *ad hoc* approach to engagement across sectors/regions risks:
 - being counter productive to national-level engagement strategies,
 - failing to allow for sharing knowledge and strategies between sectors
 - exacerbating the level of internal industry conflict

The HDR also needs to be clear about who this RD&E is intended to enable and be available for – e.g. fisheries and aquaculture (inclusive of commercial, recreational and indigenous), management and/or research sectors? For individual operators/firms or representative groups? This has implications for getting full support from RAC members for the overall priority and individual projects.

Finally, participants recommended that the HDR pursue co-investment opportunities as a matter of priority to ensure results and impacts can be achieved quickly and are then available to support further projects.

REVISED DRAFT PRIORITY AREA 4:

Effective engagement for socially-supported fisheries and aquaculture

The following represents the response by the HDR to the views expressed by participants in relation to the HDR's initial draft Priority area 4. This revised draft priority will be further reviewed by the HDR Steering Committee and the FRDC prior to finalising and deciding funding levels.

The goal of this priority area is to enable fisheries and aquaculture to achieve a level of societal support, nationally and regionally, that gives the industry some future resilience.

The term 'socially-supported' fisheries and aquaculture is used as an umbrella term and encompasses both 'social license to operate' and the 'social acceptability' of fisheries and aquaculture more generally. Terminology aside, this priority will pursue the following relevant questions: Who is affected? Who has a wider interest? Who has influence? Who decides?

The HDR will pursue a mixed strategy of investing in some research, some development and some extension. It will pursue a two-tiered approach in terms of scale:

- National-level:
 - HDR led-research projects, which provide underpinning information about the nature of the challenges associated with social acceptability and social license, and which also generate information and resources relevant at the sector level
 - HDR-led extension project, which is to build a communication / working group platform as a basis for sharing resources, tools, findings and to maintain consistency, and to be developed in partnership with representative groups and peak bodies.
- Sector/regional-level:
 - HDR supported-RD&E projects, led by RACs and fisheries and aquaculture groups, which also generate case studies for national-level projects

4.1 Determinates of socially-supported fisheries and aquaculture

Previous title: *What determines social acceptability?*

The revised focus is to explain what socially-supported fisheries and aquaculture is, and whether /when there is a real case for investing in strategies to increase it; and what is potentially at stake if loss of support is not addressed. It will identify which parts of fisheries and aquaculture are more at risk of reduced levels of societal support, of greater losses should support be lost, and of having insufficient capacity to address any loss; and why. It will also identify opportunities for increasing levels of societal support, based on historical case studies of Australian fisheries and aquaculture.

Scale:

- A national project, intended to provide background information to help design a national engagement strategy as well as to develop resources for specific sectors/bodies to use in the design/development of their engagement strategies, where needed
- Case studies to include industries/sectors/firms/managing bodies which have experienced reduced or improved levels of societal-support in the last decade

Factors to include when examining historical case studies:

- Industry awareness and behaviours (including awareness of social acceptability/social license, levels and types of engagement activities already undertaken, leadership capacity, role of industry champions, barriers to supporting or doing engagement activity)
- Socio-economic and demographic characteristics and changes in the broader communities of interest
- Type of seafood product and nature of interface with consumers and supply chain
- Seafood business structures, behaviours, Corporate Social Responsibility (CSR) programs

What would success look like?

- A synthesis of a range of historical case studies that captures the breadth of issues which have confronted fisheries and aquaculture (series of stories or vignettes for industry articles etc.)
- Development of a self-assessment tool to help industry members and representative groups to:
 - define what societal support is based on for their activity at any point in time
 - assess their exposure to lowered levels of societal support, and the risks this poses
 - assess capabilities for, and barriers to, making effective responses

4.2 Knowing whose voice matters: key influencers and networks for socially-supported fisheries and aquaculture

Previous title: *Who influences and judges social acceptability?*

The revised focus includes a comparative analysis to identify: who currently has influence and what is it they have influence over (e.g. market access, consumers, local community support, political decisions, science communication); how they gain and use that influence; and, what opportunities are available to more effectively engage with influencers, build networks, and communicate messages. A key influencer is defined as someone with authority and standing who has the ability to influence behaviour of others and, in this case, influence outcomes for fisheries and aquaculture.

Scale:

- A national project, intended to provide background information to help design national-level engagement strategies as well as to provide resources for specific sectors/agencies to use in the design/development of their engagement strategies, where needed
- Collaboration with the National Priority 1 Subprogram
- Case studies at regional/sector/national scales

What would success look like?

- A range of case studies (historical and current, and at different scales) that captures the full range of types of influencers, as well as social, political and knowledge networks which have or could affect outcomes for fisheries and aquaculture
- Industry members and representative groups are able to identify:
 - who currently has influence, and how they gain and use that influence to affect outcomes for

fisheries and aquaculture; and have

- opportunities to more effectively engage with influencers, build social and knowledge sharing networks, and communicate messages

4.3 Understanding social and economic contributions of fisheries and aquaculture

No changes have been made to this sub-area as this was not subject to discussion at the workshop. This priority sub-area is being developed on the basis of the agreed outcomes of the National Contributions Workshop, held in February 2017. Refer to Appendix 2 for further information.

4.4 License to Engage: Designing, Doing and Evaluating Engagement

Previous title: *Evaluating effective engagement*

The revised focus is on developing resources and tools for designing engagement strategies, based on the License to Engage Handbook steps, doing the engagement, evaluating the effectiveness of the engagement activity, and creating a platform or mechanisms for coordinating and disseminating these resources and findings. The HDR will lead small projects to ensure consistency, and effectiveness of tools and resources developed by:

- drafting a template for evaluating engagement strategies (to include both pre and post hoc measures), based on the License to Engage Handbook and standard evaluation methods
- establishing and supporting a platform or mechanism for coordinating and disseminating this engagement information and material, as well as findings from other projects under this priority, nationally, in partnership with peak bodies.

The HDR will respond to opportunities to co-invest with RACs, IPAs and subprograms who are interested in designing, undertaking and evaluating engagement strategies which deliver wider benefits, including:

- development of 'how to' guides for specific steps, such as: identifying business/sector values, identifying stakeholders and stakeholder values, developing community partnerships based on mutual values and interests, and communication strategies based on stakeholder engagement
- piloting and extending the engagement evaluation template

What would success look like?

- Effective engagement is supported with evidence-based and expert input as needed
- Tools and resources on different stages and steps of building and doing and evaluating an engagement strategy are developed, based on the License to Engage handbook, using a variety of formats (youtube, social media, blogs, handbooks, apps) to increase their availability and uptake
- A national platform is established to make available and share tools and resources
- Effectiveness of various engagement strategies is determined to assist in directing available resources

APPENDIX 1 - POINTS RAISED BY PARTICIPANTS

4.1 What determines social acceptability?

This sub-area was generally supported but with the following requests: that it be revised to address the issue of the lack of awareness and understanding of social acceptability issues amongst industry operators, while at the same time be used to support development of a national approach to engagement for social acceptability.

Other points raised:

- This term is technical and different people and groups define it differently – is this a barrier?
- How can any work in this area help industry members recognise that:
 - What is defined as acceptable changes?
 - There are strategies industry can use to get an understanding of how ‘acceptability’ is defined at any one time by any group?
- Do we have a measure of SLO/Social acceptability? Are we jumping at shadows here?
- Need to recognise that this type of research is not directly relevant to industry operators themselves – they are not the primary target
- There is a gap in understanding of the role of management agencies in SA

Factors / conditions to consider in designing any RD&E:

- Industry attitudes and awareness of SA, SLO are critically important factors – need to address these before investigating others
- Changes in how SA defined, and what socio-economic demographic factors are driving this
- Endurance of engagement or of acceptance (look at how long engagement or acceptability/SLO has been practices and maintained, esp in other non-seafood sectors)
- Interface with sales, supply chain, consumers
- Bad behaviours (i.e. seafood importers not behaving well – bringing in diseased prawns)
- Use of brand protection mechanisms (internal looking) – they look at sourcing 3rd party certifications, food safety programs.

4.2 Who influencers and judges social acceptability?

This sub-area was generally supported, noting that it needed to deliver not just a national assessment of who has influence and how and why this is so, but to also deliver resources and tools to help fisheries and aquaculture representative groups and agencies understand who has influence for relevant regions, communities, sectors or science-policy domains.

Other points raised included:

- At the national scale this work should inform peak bodies in developing national engagement strategies
- At the sector scale this work should provide industry members with account of what and who influencers access decisions, for example, and therefore if, and where, to direct engagement
- Need to recognise that this type of research is not directly relevant to industry operators themselves – they are not the primary target
- Support this research as it could really help Nat Priority 1 in understanding and influencing ‘perceptions of sustainability’

Factors this RD&E needs to consider:

- Influencers vary by scale/sector/region
- How are political decision-makers (i.e. ministers) most effectively influenced? By what activities? (draw on political science)
- How is the 'dunno/don't care' cohort of the Australian population influenced – what is the triggering event/exposure?
- What can seafood learn from other agri-food sectors?
- What are the opportunities in collaborating with ENGOs as major influencers on emerging issues, such as food waste, plastics, labour, animal welfare (given that eNGOs backing off the focus on ecological sustainability of fisheries a little)?
- Who are the influencers and enablers of engagement within industry?

4.3 Understanding social and economic contributions of fisheries and aquaculture

This sub-area was generally supported. Particular comments which the HDR will incorporate include:

- The need to determine before commencing such studies whether, in the case of a small sector, doing such a study might have a perverse outcome (e.g. might show very low GVA)
- The importance of ensuring robustness in measures of contribution, based on NSW experience of the level of scrutiny and checking the findings received
- Ensuring the design of such studies allows for re-purposing of the information as needs arise

4.4 Evaluating effective engagement

The focus of this sub-area on action research (providing resources to develop engagement strategies and then evaluate them as research-driven activities) was supported. However, the emphasis on evaluation without an equal emphasis on further development of tools to assist fisheries and aquaculture groups develop engagement strategies was not supported.

Conditions to be addressed in the revising of this sub-area:

- Address the need for a national engagement strategy framework, instead of case-by-case engagement strategy development - e.g. less ad hoc
- Evaluate future, not past, engagement (limited value seen in evaluating historical activities)
- Make clear how the design and evaluation of any future engagement activities use findings and tools from the other areas of HDR investment (4.1, 4.2 and 4.3)
- Invest in building up engagement strategies under this framework, which means the funds go to resourcing people to drive those strategies (e.g. extension officers)
- Gap is how to motivate fishermen to get involved in community engagement – this is not a research exercise
- Gap is understanding the role of social media to give more exposure to, and generate more awareness of, the industry
- Track and convey the journey of developing engagement work undertaken by industry members, using social media (i.e. YouTube)
- Address the need to understand the role of management agencies in supporting strategies towards SA and SLO

- Address the risk of engagement failing – i.e. inshore net fisheries, where there are processes at work far more powerful than engagement can influence. Important to note that it might not work.
- Address how to create, find or support champions, including champion of this process
- Are there different levels of engagement that are suitable to different skills levels? Should any tools and resources developed reflect this?

Comments regarding purposes and types of engagement:

- Important to convey to industry members starting out on doing some engagement that they can see engagement as a sequence, building resources and capacity to move from 'inform' through to 'collaborate'
- Important to convey to industry members that the place to start is with the engagement they are already doing
- Examples of collaboration exist already: SIV is building partnerships with tourism operators and other sectors/groups with similar values/interests
- Information gap: how can trust and relationships be maintained once established to stop them breaking but to avoid exhausting industry capacity and resources?
- Important to acknowledge that the motivation of most industry members is self-interest, not altruism
- Distinction between proactive and reactive industry responses to SA and SLO challenges and engagement activity

Comments on how the HDR should prioritise investment in this sub-area:

- How will investment in developing engagement strategies for specific sectors be prioritised? Will priority be given to those sectors which have lost degrees of, and are continuing to lose, public preference and political support? Or to 'future proof' those sectors that are not yet facing these challenges?
- Through projects involving co-investment – this way the projects are responding to industry needs, and co-investment means the HDR gets some research outcomes too
- Use the L2E report as the basic tool
- Industry members want to support existing industry leaders in getting going on engagement action
- There is a spectrum of participatory action research from: (A) A little/tiny bit of involvement of industry and mostly researcher involvement through to (B) Little/tiny bit of research involvement/to mostly industry involvement. Where on the spectrum do each of these projects want to be and does/will the industry understand that?

APPENDIX 2 - Outcomes of the National Contributions Workshop

Measuring social and economic contributions of fisheries and aquaculture

Overview of proposed framework and guidelines

In response to needs expressed across fisheries and aquaculture, the FRDC's new Human Dimensions Research Subprogram (previously the Social Science and Economics Research Coordination Program) is currently putting together:

- A framework for identifying and evaluating contributions of fisheries and aquaculture
- A set of guidelines for designing, conducting and reporting contribution studies (i.e. "telling your sector's story")

The framework and guidelines will be available to any groups/RACs/IPAs that want to use it.

The FRDC HDR Subprogram will use the framework and guidelines to provide consistent technical advice and to determine how we co-invest in this area.

What are contribution studies?

Contribution studies evaluate the extent to which the activities of a given industry or sector improve some desired outcome. For example, traditional studies have measured the economic contribution to market-based activity (i.e. GVA). More recently, studies have looked at a broader range of contributions, such as contribution to community health via the provision of locally-sourced seafood from [fisheries](#) and [aquaculture](#). The intended purpose of contribution studies ranges from advocacy, legitimacy, engagement, analysis / understanding, to accountability.

Why develop a new framework for these studies?

At a recent national workshop, all groups were supportive of the need to include a wider range of types of contributions to be regularly measured and reported; and of using social-wellbeing as a guiding framework for contributions studies. There was also overall support for working towards a common framework across sectors/industries for addressing common threats. In response, the framework being developed will be:

- Scaleable (i.e. it can be applied at local/regional, state and/or national scales)
- Multi-dimensional and comprehensive (i.e. it will enable industries/sectors to "tell the whole story", and not just the traditional economic one)
- Flexible (i.e. users can select contributions that reflect their sector/industry activity and need)

Benefits of adopting a broad framework and guidelines for contribution studies

The framework and guidelines will help users design and conduct contribution studies which:

- align with a triple bottom line approach to sustainable fisheries and aquaculture
- meet the intended purpose of commissioning contribution studies
- provide better return on investment

Opportunities for co-investment

Both the framework and guidelines, and the HDR's Strategic RD&E Plan, will be finalised in time to inform the next round of FRDC priority setting and for the FRDC Annual RACs, IPAs and Subprograms Workshop in August 2017. Potential activities that the HDR will consider partnering or collaborating in include piloting the proposed framework and guidelines, and addressing knowledge and methodological gaps.

Please contact either Emily Ogier or Sarah Jennings to discuss.

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Sarah Jennings, Economics Coordinator
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FRDC's Human Dimensions Research Subprogram



Appendix E: SSERCP stakeholder survey results (n=16)

SECTION 1. SCREENING QUESTIONS – RESPONDENT CHARACTERISTICS

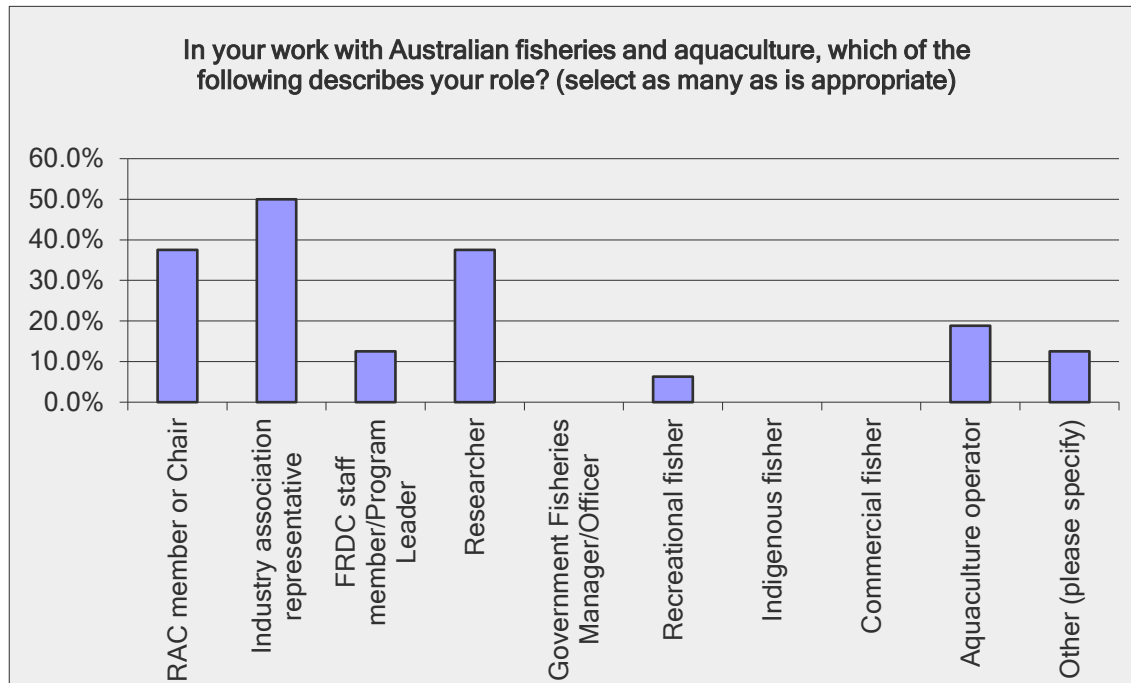


Figure 1. Respondent role

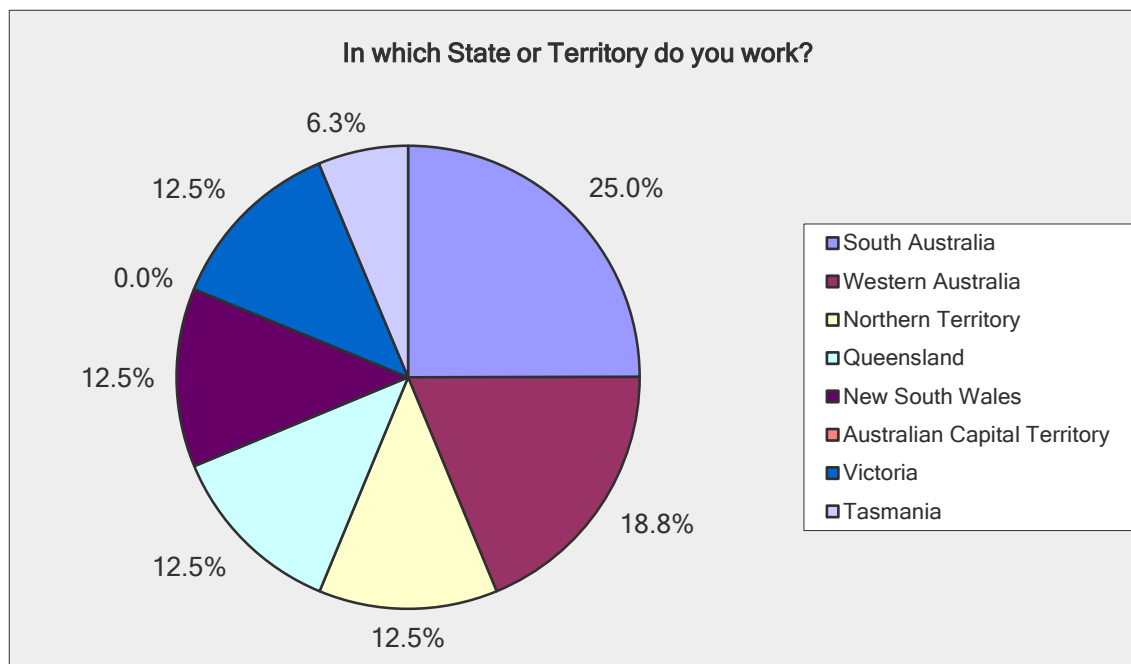


Figure 2. Geographic distribution of respondents

SECTION 2 – AWARENESS OF THE SSERCP

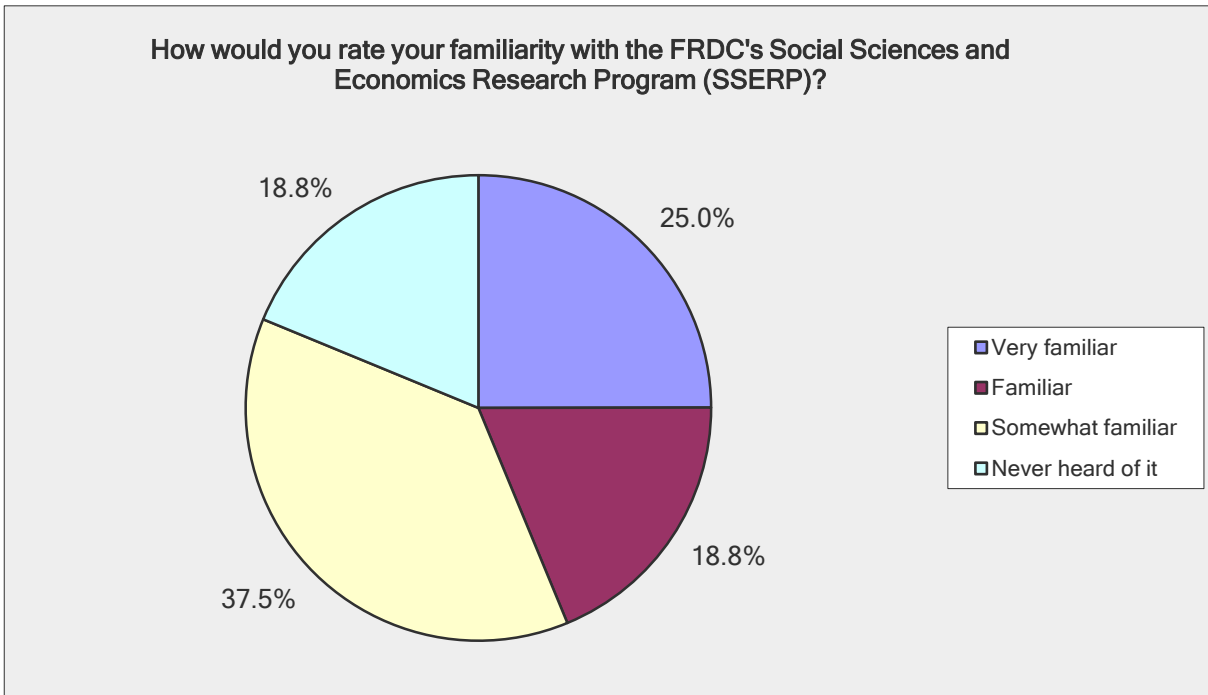


Figure 3. Awareness of the SSERP

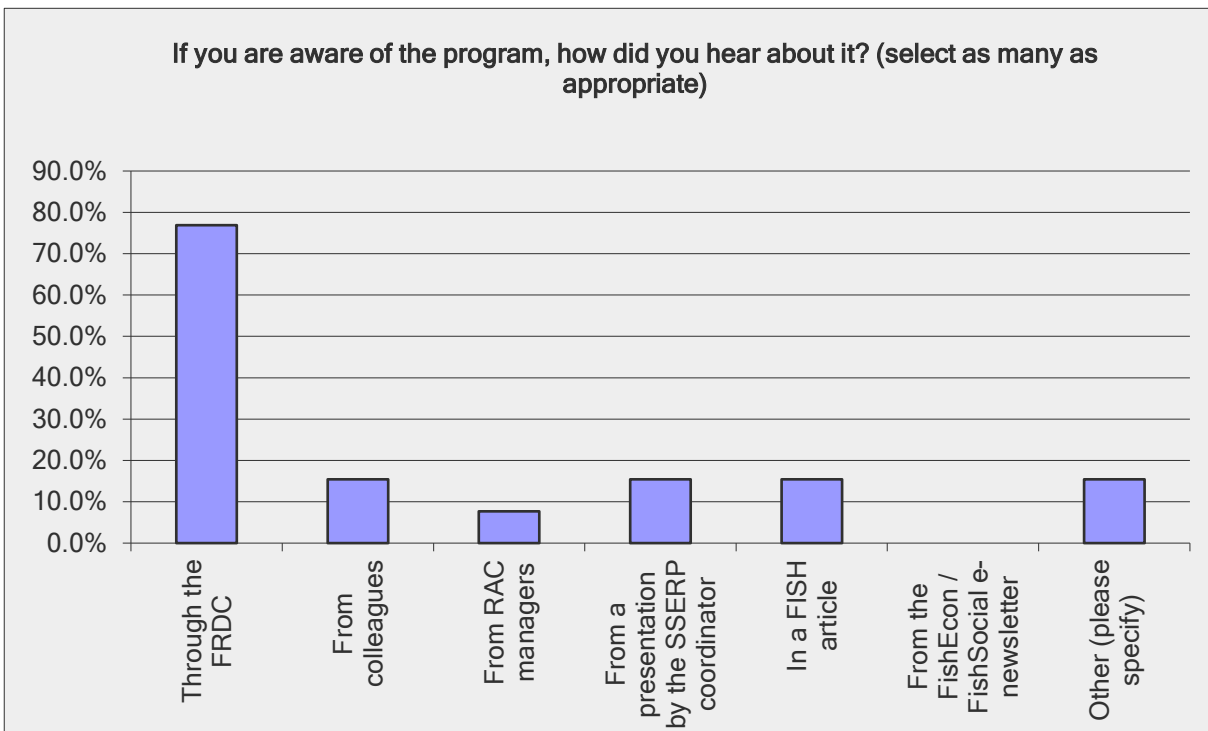


Figure 4. Source of information about the SSERP

SECTION 3. PREFERRED COMMUNICATION MECHANISMS

Table 3. Levels of subscription to FishEcon/FishSocial e-newsletters

| Do you receive the FishEcon or FishSocial e-newsletters via email? | | |
|--|------------------|----------------|
| Answer Options | Response Percent | Response Count |
| Yes | 0.0% | 0 |
| No | 100.0% | 16 |
| <i>answered question</i> | | 16 |
| <i>skipped question</i> | | 0 |

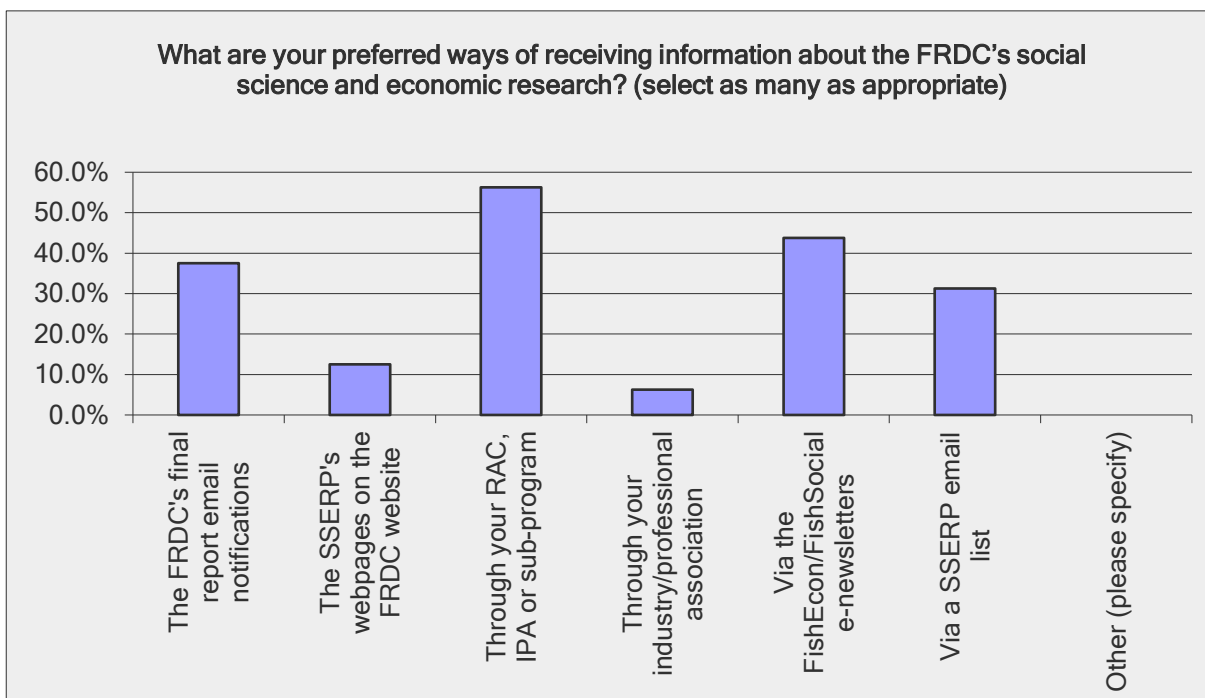


Figure 5. Preferred ways of receiving information about the SSERCP

SECTION 4 – AWARENESS AND IMPLMENETATION OF SSERCP MANAGED PROJECTS

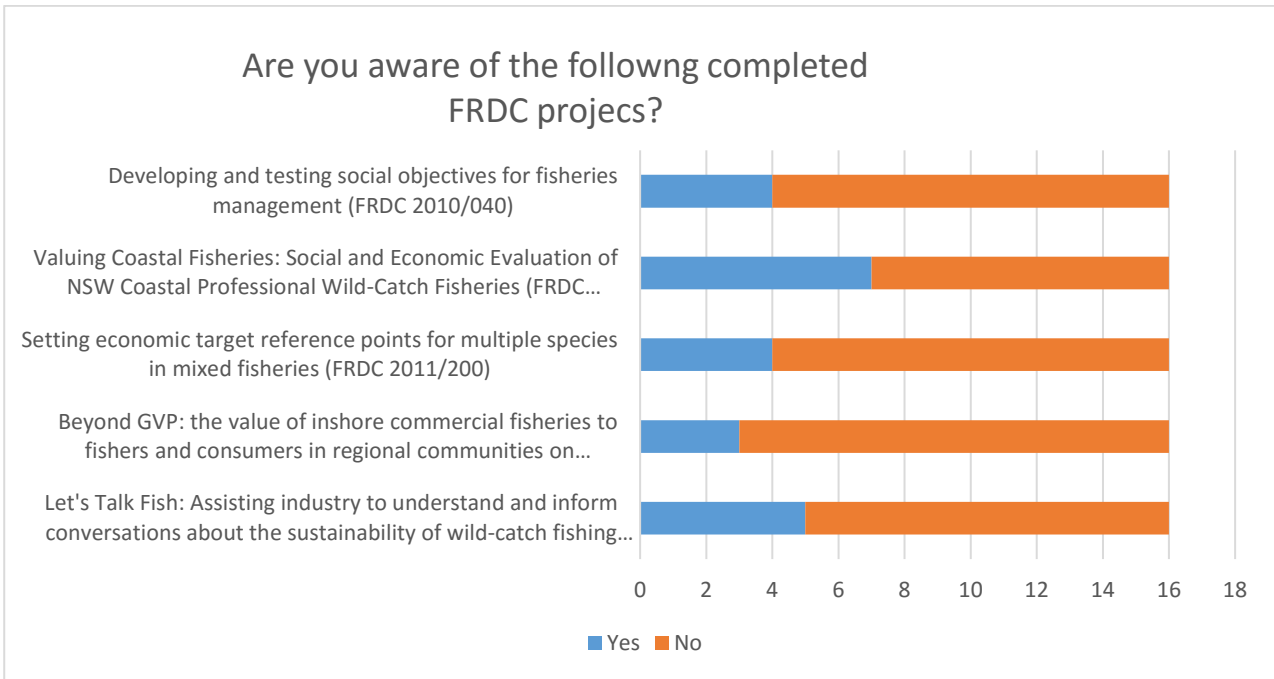


Figure 6. Awareness of recently completed FRDC projects

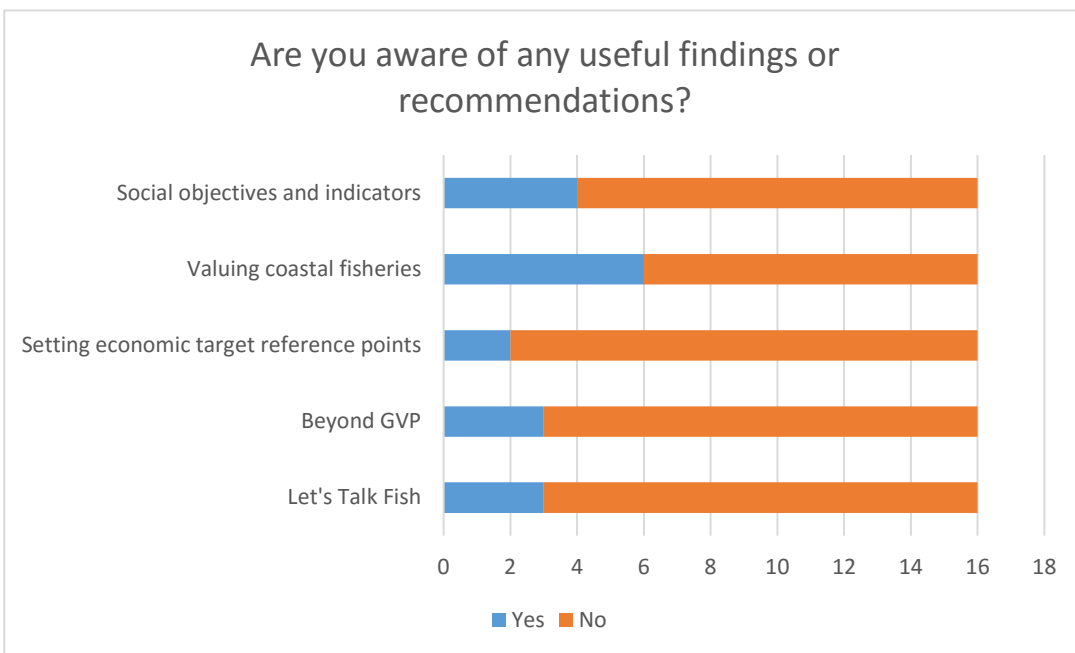


Figure 7. Awareness of useful findings and recommendations generated by identified projects

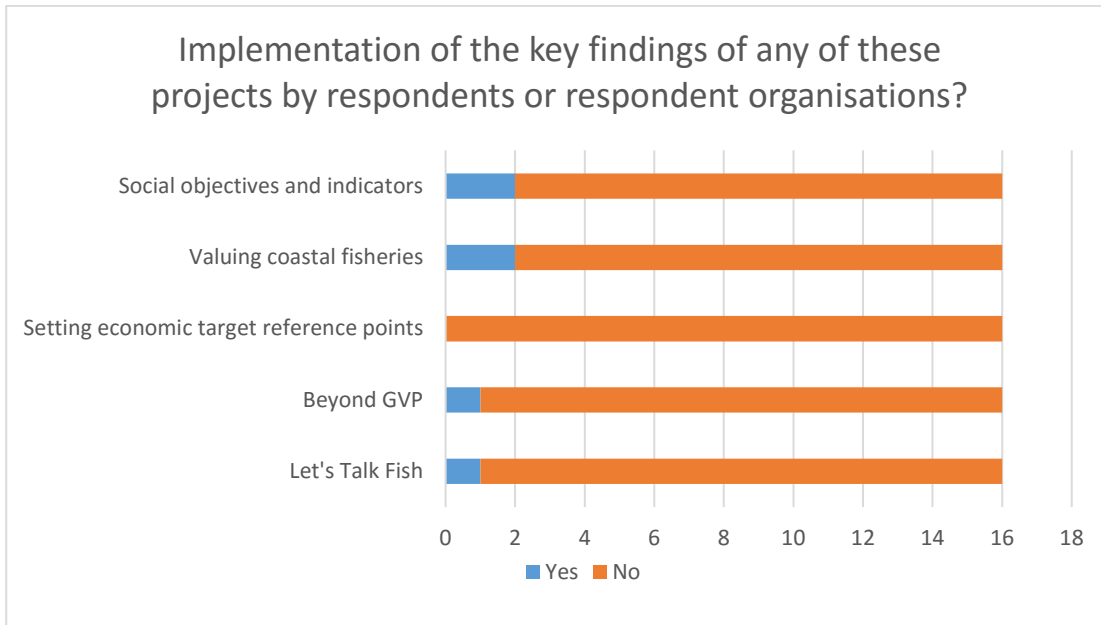


Figure 8. Implementation, or intention to implement, key findings or recommendations from identified projects

SECTION 6 – SSERCP’S role and possible additional activities

Table 4. Suggested additional activities for the SSERCP

| The SSERP’s primary role is research coordination. Are there additional activities you think the SSERP should be undertaking? If so, please describe below. | |
|---|----------------|
| Answer Options | Response Count |
| [coded and grouped] support for the SSERCP to become a sub-program with funding for investment | 9 |
| [direct quote] “VERY nervous that SSERCP could become bogged in research, tick the box headed 'Communities' investment but not make headway into positively influencing community perceptions of the fishing industry or its achievements.” | 1 |
| answered question | 10 |
| skipped question | 6 |