

# WINSC – Providing Pathways for the Involvement of Women in Seafood Industry Development

Shaping a New Community for Seafood

Conducted by Honey and Fox Pty Ltd

Proudly supported by WINSC and the FRDC

Shaping a New  
Community for Seafood



Powered by  SurveyMonkey



Leonie Noble, Emily Mantilla and Jayne Gallagher

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**WINSC – Providing Pathways for the Involvement of Women in Seafood Industry Development - Shaping a New Community for Seafood**

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**Researcher Contact Details**

Name: Leonie Noble  
Address: c/o Post Office Clayton, SA 5256  
  
Phone: 08 9921 4579  
Fax: Not applicable  
Email: [coolimba@bigpond.com](mailto:coolimba@bigpond.com)

**FRDC Contact Details**

Address: 25 Geils Court  
Deakin ACT 2600  
  
Phone: 02 6285 0400  
Fax: 02 6285 0499  
Email: [frdc@frdc.com.au](mailto:frdc@frdc.com.au)  
Web: [www.frdc.com.au](http://www.frdc.com.au)

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

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# Acknowledgments

WINSO would like to thank:

1. The FRDC for their ongoing support and financial assistance for WINSO.
2. The current WINSO Board Directors for their input into this renewal project and overall assistance and support for WINSO in the past and as the organisation ventures into a new phase.
3. To Honey and Fox Pty Ltd for conducting and facilitating the workshops and for conducting the renewal survey which exceeded the target number of survey and interview responses and for providing a synopsis of actionable recommendations.
4. To Emily Ogier from the University of Tasmania and Tanya King from Deakin University for their input, suggestions and assistance with the survey design and final survey questions.

## Abbreviations

WIN – Women's Industry Network

WINSO – Women's Industry Network Seafood Community

# Executive Summary

The Women's Industry Network (WIN) was formed in 1996 by a group of women fishing in South Australia and that later evolved into the Women's Industry Network Seafood Community (WINSK). WINSK is a not for profit organisation to support the operation of the network. WINSK builds the capacity of its seafood women to contribute to their industry.

The objectives of WINSK are to:

- Recognise and enhance the skills of seafood women.
- Develop effective partnerships with government agencies and other industry stakeholders.
- Take a professional approach to all activities and relationships with other stakeholders.
- Create a supportive environment to ensure women of the fishing industry reach their potential.
- Actively encourage the involvement of seafood women.
- Provide community education on all aspects of the seafood industry.

Now that WINSK has been operational for over 20 years, it was time to look at the existing model and offerings and to determine if they needed to be a revitalised and renewed WINSK that better meets the needs of its members and to stimulate an interest for new members.

This study involved three steps:

1. *An initial face to face WINSK renewal workshop.*

This workshop identified

- a. key stakeholders (separated into those who are already engaged and those who aren't),
  - b. focus areas for investigation as part of a stakeholder survey and in-depth interview process,
  - c. an agreed pathway and timetable for the stakeholder review
2. *Completion of an online survey (based on the initial renewal workshop outcomes) with the aim to achieve at least 50 responses and 10 in depth interviews with key stakeholders.*

Over 350 people (both men and women) completed the online survey and 13 in-depth interviews were conducted. A significant number of suggestions, ideas and recommendations came out of the survey as well as an impressive list of over 85 women that survey participants considered to be inspiring, motivational and high achieving

3. *A second workshop to consider the stakeholder review findings and develop recommendations for action.*

At this workshop, a clear value proposition for a renewed WINSK was developed along with priority actions for a renamed, renewed and refocussed organisation.

The findings of this study, along with a renewed WINSK will have implications for many different stakeholders such as:

- The Australian seafood industry as a whole
- Fishing and aquaculture regional and metropolitan communities
- The seafood research community
- The seafood government and policy community

The strong response to the survey suggests that there is a strongly held belief that women in the seafood industry are under-represented in decision making roles and that they face significant barriers to achieving their full potential. Respondents clearly articulated a need and desire for an organisation that is focussed on providing support to women in seafood - profiling their achievements and providing opportunities for personal development. There was also strong recognition of the need to overhaul the current WINSC model to provide that support.

WINSC now has the data and a strong basis to refocus the organisation and how it interacts and provides services to members and stakeholders. What is needed now is support for WINSC to build the capacity and capability to better connect with women in the seafood industry and to deliver support and services that help them to increase their profile, capitalise on and improve their skills and contributions as well as ensure better participation in key decision-making roles.

The key recommendations are to implement a renewal action plan that:

1. Renames and launches a refocussed organisation as a “professionally run association that supports the development and involvement of women in the seafood industry and enhances their impact to the benefit of the Australian seafood industry”.
2. Develops and implements a comprehensive communication program to
  - a. reflect the refocusing of the organisation and position WINSC as a professional organisation worth belonging to.
  - b. boost engagement with under-represented target audiences eg people under 30 and those from the retail sector, people from multicultural backgrounds
  - c. highlight women succeeding at all levels in the seafood industry (including “manual labour”) to counteract the perception that still exists that being a woman has limitations to doing certain roles within the seafood industry
  - d. become digitally modern and savvy (based on an audit of social media and digital presence)
3. Implement a series of events and activities to
  - a. be more relevant to and focussed on stakeholder needs (as detailed in the survey results)
  - b. provide more relevant and worthwhile events as this may encourage those that have been past members to renew their membership and engage
  - c. attract new membership and sponsors (recognising the competing opportunities for the “hearts and minds” of the target audiences).
4. Establishes the organisation as a source of advice and support for enterprises and organisations (industry, research and government) to increase diversity in their Boards and committees
5. Establishes a Pathways program that builds on existing mentoring and leadership initiatives (such as NSLIP, Rural Leadership Program, etc) to achieve an increase in the number of women applying for Boards and other senior decision-making roles in the seafood industry (enterprise, sectoral and industry wide levels).
6. Forms strategic and mutually beneficial partnerships/alliances with other relevant organisations and networks and capitalise on opportunities provided through these partnerships.
7. Implements modern administrative systems (database of supporters and members, financial management, event management) and resources the organisation with capacity to provide better services and support to members and stakeholders.

8. Identifies new revenue streams such as sponsorships to enhance the capacity of the organisation to deliver services and support to members and stakeholders

**Keywords**

*Network, Women in Seafood, Women in Agribusiness, Women, Seafood, Community*

# Introduction

The Women's Industry Network (WIN) was formed in 1996 by a group of women fishing in South Australia. In 1998 the organisation evolved into "The Women's Industry Network Seafood Community (WINSOC)", a National Body with organisations in each state.

Since 1998, WINSOC has worked tirelessly to provide a voice for women involved in the seafood industry. WINSOC is the only national organisation in Australia representing women in the Seafood Industry. It is a unique network covering the tough, high-tech world of commercial fishing, the cutting-edge aquaculture industries, research and processing sectors and policy and resource management.

The objectives of WINSOC are:

- To recognise and enhance the skills of seafood women.
- Develop effective partnerships with government agencies and other industry stakeholders.
- Take a professional approach to all activities and relationships with other stakeholders.
- Create a supportive environment to ensure women of the fishing industry reach their potential.
- Actively encourage the involvement of seafood women.
- Provide community education on all aspects of the seafood industry.

WINSOC is recognised by the Australian Government and the support from has focused on providing professional development opportunities for women involved in the seafood industry and raising the profile of their contributions. Seafood women want to be more visibly active and involved in their industry. Gender-specific groups such as WINSOC aid:

- The initial development of confidence
- Building trust
- Creating a safe learning environment.
- Experiential learning

Learning and personal development opportunities increase the likelihood of long-term change for the industry and increasing the capacity of seafood women will result in a positive contribution to the industry as a whole.

Internationally it is well documented that despite having a high participation rate in the seafood industry, women are very under represented in key decision-making roles and have difficulty having their views heard and taken notice of. Other industries have found that supporting a greater involvement by women in decision making fora has provided industry wide benefits, and it is expected that such support would have the same result for seafood. WINSOC itself has recognised the need to better connect with all women in seafood, no matter what their roles may be. WINSOC also needs to better understand and use new technologies to improve communication, connection and support of women in seafood.

As many seafood women are located in regional areas of Australia WINSOC tries to provide opportunities for interaction as a group at the same time as providing professional development activities. Communication is the cornerstone of any effective network, so WINSOC strives to use many different communication channels as possible, including social media, to connect members. WINSOC recognises the need to connect and engage a broader group of women, through the services it provides as well as the activities it undertakes.

As WINSOC is a not for profit organisation and in order to maximise opportunities for seafood women it seeks funds to support the operation of the network. WINSOC also derives a small income from membership fees. Looking at how to increase membership rates and to retain existing membership is an important part of WINSOC's funding model.

WINSOC recognises the need to connect and engage a broader group of women, through the services it



provides as well as the activities it undertakes.

It is for these reasons that the organisation was motivated to look at renewal options.

## Objectives

- To support the renewal of WINSC as a key organisation providing support to women in seafood through profiling their achievements and providing opportunities for personal development.
- Identify options for a renewed WINSC that is more modern and best meets the demands of current and new members

## Methods

This project was undertaken in three stages:

1. Initial renewal workshop
2. Stakeholder survey and analysis
3. Second renewal workshop

### ***Stage 1: Initial Renewal Workshop***

A two-hour initial renewal workshop was conducted during September 2016 in conjunction with a one day WINSC conference/personal development workshop and WINSC Board meeting. This workshop was facilitated by Jayne Gallagher, Managing Director of Honey & Fox Pty Ltd.

Feedback and outcomes from this workshop fed into Stage 2 of the project.

### ***Stage 2: Stakeholder Survey and Analysis***

Using the feedback from the initial renewal workshop and after an initial teleconference with Emily Ogier from the University of Tasmania, a draft survey was developed by Emily Mantilla and Jayne Gallagher of Honey and Fox Pty Ltd in January 2017.

This draft survey was then re-sent to Emily Ogier and to Tanya King (Deakin University) for comment. Their feedback was then incorporated into version 2 of the draft survey. Version 2 of the draft survey was then sent to the following people as part of the project committee for comment and final approval of survey questions:

- WINSC Board Directors
- Emily Ogier
- Tanya King

After feedback and endorsement from the project committee, a final set of survey questions was developed and loaded into Survey Monkey.

Refer to Appendix 1 for a copy of the final survey questions.

The survey was then distributed via:

- Honey and Fox MailChimp database
- WINSC database

- FRDC's CRM

An email reminder was sent out a month after initial publication via the Honey & Fox database system and WINSC networks.

After the survey was closed and data analysed by Honey and Fox, four trends/areas to explore were identified. These areas of interest to explore further in an interview setting were sent to WINSC directors and Emily Ogier for comment and input. As a result, a final set of interview questions were developed and approved by the project committee. Interviews then commenced.

A copy of the in-depth interview questions (and the results) can be found in Appendix 2.

The data from the survey and the in-depth interviews were summarised in a PowerPoint presentation for sharing with the participants at the second renewal workshop (see below and Appendix 3).

### ***Stage 3: Second Renewal Workshop***

A second renewal workshop (comprising members and stakeholder representatives) as held on the 1<sup>st</sup> May 2017 at Melbourne Seafood Centre to consider the stakeholder review findings and develop recommendations for action. This workshop was presented and facilitated by Honey and Fox Pty Ltd.

A copy of the workshop agenda can be found in Appendix 4.

# Results

## *Stage 1: Initial Renewal Workshop*

The initial renewal workshop held during September 2016 as part of the WINSC Annual Conference. It was delivered and facilitated by Jayne Gallagher, Managing Director of Honey and Fox Pty Ltd. This workshop endorsed the proposed WINSC renewal process and resulted in:

- Identification of key stakeholders (separated into those who are already engaged and those who aren't)
- Focus areas for investigation as part of a stakeholder survey and in-depth interviews
- An agreed process and timetable for the stakeholder review
- Establishment of a sub-committee to oversee the review and report back to the whole membership

Importantly it provided input and guidance to the development of the stakeholder survey. The first draft of the survey was based on the discussions at this initial renewal workshop.

## *Stage 2: Stakeholder Survey and Analysis*

356 responses were received to the stakeholder survey which far exceeded the target of 50 responses. A total of 13 interviews took place consisting of current and past members as well as people who could be but are not members. The target of 10 interviews was exceeded. A summary of the survey and interview results is provided below. Refer to Appendix 3 for a detailed survey results. For a copy of the interviews, refer to Appendix 2.

A significant number of men (35%) responded to the survey reflecting the fact that gender issues are of boarder interest to the seafood industry. Almost one third of the respondents were producers and about 50% were industry with a quarter each from people working in research and government. .

Answer Choices	Responses	
Fisher	24.44%	87
Aquaculturist	8.99%	32
Researcher	27.81%	99
Government	25.28%	90
Marketer	9.55%	34
Wholesaler	8.15%	29
Retailer	4.49%	16
Business Manager	13.76%	49
Board Member/Executive	10.39%	37
Consultant/Service Provider	16.01%	57
Spouse/Partner/Family Member	17.98%	64
Total Respondents: 356		

As expected the survey confirmed that there are very few women in senior management or decision-making roles and that there is still a perception that some jobs are not suitable for women. 14% of survey respondents responded yes or maybe to the question “Are there any jobs in your organisation/industry that are simply not suitable for women?”. Most of the reasons provided were related to the need for heavy lifting and/or manual labour. When asked whether “there are roles that women are particularly suited to/” over 40% responded yes or maybe. The roles that were considered to be more suitable for women are:

- Bookwork and finance
- Paperwork/administrative roles
- Communications, extension, PR, marketing and promotions, social media
- Organisation and multi-tasking
- Consultants
- Sales
- Customer service/retail
- Leadership positions/executives
- Industry liaison and stakeholder engagement
- Roles requiring attention to detail (e.g. grading, quality control)
- Conflict management/facilitation/negotiation/mediation
- Cleaning

Almost 1/3 of respondents felt that the seafood industry is not a career choice for women. Reasons for this centred around the lack of promotion/career progression opportunities and the dominance of men in the industry. There is a strong feeling that women are not as valued as men. However, there was a lot of interest (over 80% of respondents) as to what roles women were actually undertaking in the seafood industry.

While almost 50% of respondents did not know about WINSC and over 80% had never been a member. When asked about what WINSC’s objectives should be the top suggestions were:

- Support women in their roles in the seafood industry
- Promote women in seafood domestically and internationally
- Encourage women to step up and take leadership roles
- Deliver mental health programs/advocacy
- Promotion of diversity and equality

The respondents who were or have been members of WINSC stated that they found value in the information that WINSC provided about the role of women in the industry. They would like to see more opportunities for personal development, to conduct events and activities for women to network with each other. Forming strategic partnerships with other groups was considered to be important for the future of WINSC. Comment was made that WINSC should not only concentrate on industry and should broaden their reach to include research and government sectors.

There was overwhelming support for WINSC to change its name and many suggestions have been received as to who the organisation could partner with and the sorts of activities that they could undertake to provide value for members. Suggestions about improving communications were also provided.

The survey respondents identified 85 women in the seafood industry who were considered inspirational, leaders within the seafood sector and deserved recognition amongst their peers within the Australian and international seafood communities. This list can be utilised by WINSC for future promotion campaigns and award nominations.

For a list of the women identified by the survey participants, refer to Appendix 5.

### ***Stage 3: Second Renewal Workshop***

The second renewal workshop was held on the 1<sup>st</sup> May 2017 at the Melbourne Seafood Centre and was delivered and facilitated by Emily Mantilla and Jayne Gallagher of Honey and Fox Pty Ltd.

There were a total of 10 workshop participants who participated on the day:

- Leonie Noble (WINS Chair - WA)
- Karen Holder (WINS Deputy Chair - SA)
- Barbara Konstas (WINS Treasurer - Vic)
- Emily Ogier (UTAS - Tas)
- Mary Howard (WINS Board member – NSW)
- Emily Mantilla (Honey & Fox Pty Ltd - SA)
- Jayne Gallagher (WINS Board member – At large and Honey & Fox Pty Ltd - Qld)
- Linda Williams (WINS Board member – WA)
- Jennifer Shaw (WINS life member - WA)
- Jonathon Davy - part of the workshop (Executive Officer SIV, Chair NSIA – Vic)

A number of other people, including the FRDC, were invited to attend but had to decline due to prior commitments.

The second renewal workshop focused on presenting the results and then developing a clear value proposition and priority action list for WINS. This was done through facilitated brainstorming and partner exercises. Detailed recommendations are provided in the Discussion section of this document.

# Discussion and Recommendations

## *Stage 1: Initial Renewal Workshop*

The first workshop enabled participants to take a helicopter view and focus on who their customers are and what services and support that WINSC currently OR could provide. This workshop resulted in:

- Identification of key stakeholders (separated into those who are already engaged and those who aren't)
- Focus areas for investigation as part of a stakeholder survey and in-depth interviews
- An agreed process and timetable for the stakeholder review
- Establishment of a sub-committee to oversee the review and report back to the whole membership

This initial workshop was a critical part of the project as it enabled key WINSC members (including the Board) to endorse the proposed renewal process and to guide the development of the survey instrument. This initial engagement created the platform for a full and frank discussion of the results of the survey at the second workshop and helped to ensure that the 2<sup>nd</sup> workshop could focus on the development of a renewal action plan.

## *Stage 2: Stakeholder Survey and Analysis*

The results of the survey identify that there is an important role for an organisation such as WINSC and that there continues to be a need for the organisation albeit with a more defined focus and improved capacity to deliver services and support to members and stakeholders.

The survey responses provide direction and guidance for the organisation in terms of focus with the top 3 important objectives being:

1. promotion of the industry,
2. creating a supportive environment for women,
3. encouraging women to become involved in the seafood industry.

The survey also provides guidance on the areas where and how the organisation will need to work in the future. Suggestions include

1. Change the name
2. Improve communications about the organisation and its activities
3. Implement a series of events and activities that provide opportunities for women to network with each other and with key industry influencers
4. Profile the roles that women are undertaking in the industry
5. Form strategic relationships and partnerships
6. Provide specific personal development opportunities to support women to undertake leadership, decision making and Board roles in the seafood industry

## *Stage 3: Second Renewal Workshop*

The second renewal workshop provided valuable input and insights into the survey results and a pathway for action to launch a renewed WINSC.

It was unanimously agreed that the survey and interview results provided excellent guidance for the renewal of the organisation. It was also agreed that it is imperative that in that renewal process that WINSC does not mirror or reproduce other activities in the jurisdiction of other organisations (e.g. FRDC, SIA) but to focus on developing mutually beneficial partnerships with them.

A new value proposition was developed together with an agreed list of actions that would form a renewal action plan.

*Revised Value Proposition for WINSC (working draft)*

We are a national, professional network that supports and provides opportunities to enable women to increase their influence and impact to benefit Australia's seafood industry.

*Renewal plan – key actions:*

The key recommendations from the workshop is implement a renewal action plan that:

1. Renames and launches a refocussed organisation as a “professionally run association that supports the development and involvement of women in the seafood industry and enhances their impact to the benefit of the Australian seafood industry”.
2. Develops a comprehensive communication plan to
  - a. reflect the refocusing of the organisation and position WINSC as a professional organisation worth belonging to.
  - b. boost engagement with under-represented target audiences eg people under 30 and those from the retail sector, people from multicultural backgrounds
  - c. highlight women succeeding at all levels in the seafood industry (including “manual labour”) to counteract the perception that still exists that being a woman has limitations to doing certain roles within the seafood industry
  - d. become digitally modern and savvy (based on an audit of social media and digital presence)
3. Implements a communications program that delivers on the communication plan and capitalises on communication activities of FRDC as well as the peak industry and sectoral bodies (eg a double page spread in every edition to profile women working in seafood roles – research, industry and service providers - their activities and achievements).
4. Reviews WINSC's event offerings and activity formats to
  - a. Be more relevant to and focussed on stakeholder needs (as detailed in the survey results)
  - b. provide more relevant and worthwhile events as this may encourage those that have been past members to renew their membership and engage
  - c. attracting new membership
  - d. recognise the competing opportunities for the “hearts and minds” of the target audiences.
5. Develops a Pathways program that builds on existing mentoring and leadership initiatives (such as NSLIP, Rural Leadership Program, Trail Blazers etc) to achieve an increase in the number of women applying for Boards and other senior decision-making roles in the seafood industry (enterprise, sectoral and industry wide levels).
6. Supports equitable and acceptable gender diversity on Boards and committees that have an impact on the seafood industry to a level in line with stated Australian Government levels by establishing the organisation as a source of advice and support for:
  - a. enterprises and organisations (industry, research and government) to increase diversity in their Boards and committees through the use of appropriate and inclusive language in selection criteria and selection processes.
  - b. women involved in seafood (industry, research and government) through the development of entry level foundation programs that will lead to inclusion in current established industry leadership programs.
7. Forms strategic and mutually beneficial partnerships/alliances with other relevant organisations and networks and capitalise on opportunities provided through these partnerships.
8. Reviews and implements modern administrative systems (database of supporters and members, financial management, event management) and resources the organisation with capacity to provide better services and support to members and stakeholders
9. Identifies new revenue streams such as sponsorships to enhance the capacity of the organisation to deliver services and support to members and stakeholders

# Further Development

This research has identified a clear pathway for the renewal and refocussing of WINSC. The renewal plan developed at the second workshop has listed the key actions that need to be implemented.

The WINSC Board now needs to develop an implementation plan for these actions and it is recommended that this be the focus of the next WINSC general meeting. In the meantime, there is a need to continue to be visible and to be seen to be responding to the survey responses. Seafood Directions conference 2017 provides an excellent opportunity to engage with the whole of industry on the WINSC plans for renewal and to get support for it.

At the 2<sup>nd</sup> workshop several ideas were identified to capitalise on the opportunity of Seafood Directions 2017. A funding proposal should be developed initially for FRDC (and to other sources) for interim funding to

1. Host a breakfast to announce the renewal plan and ignite discussion about it with some inspirational speakers
2. Turn the successful International Women's Day social media campaign into an e-book – with an option for a printed version.
3. Conduct an additional workshop to develop a detailed renewal process implementation plan.

This would be an interim step that would result in a detailed plan for the support of ongoing operations of a renewed, refocussed and revitalised WINSC for the future.

## Conclusion

The findings from this study suggests that with a renewal of WINSC coupled with a change in communication methods to one that is more digital and online savvy that membership and engagement could be significantly boosted. Now with a clear value proposition and action plan, WINSC can take the necessary steps, with the data behind them, to create a new organisation with more modern relevant and exciting events, activities and offerings.

## Implications

The findings of this study, along with a renewed WINSC will have implications for many different stakeholders such as:

- The Australian seafood industry as a whole
- Fishing and aquaculture regional and metropolitan communities
- The seafood research community
- The seafood government and policy community

## Extension and Adoption

The outcomes of the stakeholder survey were communicated at the second renewal workshop held during May 2017. In addition, the results are planned to be communicated at the WINSC breakfast meeting as part of Seafood Directions 2017 activities.

The results also provide WINSC with good social media content and as such, snippets of the results will be published online, including on the WINSC website.

Lastly, the survey was able to identify 85+ women in the seafood industry who were considered inspirational, leaders within the seafood sector and deserved recognition amongst their peers within the Australian and



international seafood communities. This list can be built upon and used by WINSC and FRDC for future promotion campaigns, membership drives and award nominations.

## **Project Coverage**

No media was sought in regard to this project, however it is suggested that the WINSC renewal plan could be launched at Seafood Directions 2017.

We recommend that the FRDC should extend the survey results through their e-mail out service and an editorial piece in their FISH magazine.

# Project Materials Developed (and Appendices)

A number of project materials were developed as part of this project. They included:

- Appendix 1 - Final and approved set of survey questions
- Appendix 2 – In-depth interviews
- Appendix 3 - A presentation deck of the survey results with analysis of trends, interesting findings and opportunities
- Appendix 4 – Second renewal workshop meeting agenda
- Appendix 5 - List of women identified as leaders/innovators in the industry

# WINSC Stakeholder Survey

## Purpose:

This survey seeks to better understand the issues, opportunities and barriers that exist for women in the Australian seafood industry (including women who work in or are associated with wild capture, aquaculture, post-harvest industry sectors, research agencies, service providers, government agencies etc.).

WINSC will use this information to consider the relevance of the organisation to existing and potential new members, how to build that membership and the association capacity to deliver benefits to them. WINSC will also use this information to communicate more broadly about issues, opportunities and barriers for women working in seafood and to create a platform to enhance and support their effective participation in the industry.

## Process

The survey is one of four components of an organisational renewal process that have involved:

1. An initial WINSC renewal workshop that identified key issues and questions (including who the major customers of WINSC are and who the stakeholders are)
2. This draft survey which aims to get at least 50 responses
3. A series of in-depth interviews with stakeholders to explore key issues and trends that appear through the survey
4. A second workshop with the WINSC Board and key stakeholders to discuss findings and agree actions

We propose to conduct the online survey using the Q Logic function in Survey Monkey. This function ensures that survey takers will only see the questions relevant to them – therefore making the survey less long, daunting and possibly off-putting.

## Proposed Timetable

1. January 2017 - Finalise stakeholder survey (initial draft below)
2. February 2017 - Conduct survey and analyse results, develop in depth interview protocol
3. March 2017 – Conduct in depth interviews
4. April/May 2017 - Analyse results – send summary to Board for comment/input
5. May/June 2017 - Conduct 2<sup>nd</sup> Board workshop (1 day) to
  - Review the survey and in-depth interview results
  - Review the key questions (above) – have the answers changed?

- Prepare an action plan for renewal
6. June 2017 - Seek membership input on implementation plan
  7. July 2017 - Seek funding

## DRAFT Stakeholder Survey

It is proposed that the stakeholder survey will have seven parts.

### Introduction

*Women's Industry Network Seafood Community (WINSC) is conducting this survey so that we can provide an effective platform to promote and support the participation of women in Australia's seafood industry. This includes women who work in the commercial sector as well as service providers, research agencies and government.*

*Help us shape a modern and renewed WINSC that provides valuable experiences, knowledge and networks!*

*The survey is being funded by the Fisheries Research and Development Corporation to support WINSC's organisational renewal.*

*We are looking for responses from both women and men and we encourage you to forward this survey on to any of your contacts you think could be interested in taking part. This survey will take approximately 10 minutes to complete.*

*At the end of the survey and once results have been analysed, a publicly available report will be available to respondents by contacting WINSC.*

*If you would like to go into the draw to win one of three mystery prizes please leave your details at the end. If you would like your results to be confidential we advise you do not leave your details to enter the prize draw.*

## PART 1: GETTING TO KNOW YOU

1. I am.....

- A female
- A male

2. What is your age?

Open box

3. I identify myself as a: (you can select more than one option):

- Fisher
- Aquaculturalist
- Researcher
- Government

- Marketer
- Wholesaler
- Retailer
- Business Manager
- Board Member/Executive
- Consultant/Service Provider
- Spouse, Partner, Family Member

## PART 2: WOMEN IN THE AUSTRALIAN SEAFOOD INDUSTRY

4. In the last four weeks, how many women have you worked with? Please provide a number

Open box

5. How many women do you work with directly with in your organisation/industry who are in the following categories? Please provide the number of people for each category.

- Owners
- Manager/Senior Executives
- Board members
- Chairs

6. What do you think would help to increase the number of women in decision making roles?

- Open box

7. Are there any jobs in your organisation/industry that you think are simply not suitable for women?

- Yes
- No
- Maybe

7a. If yes or maybe, please describe

- Open choice box

8. What jobs in industry do you think women are particularly suited to?

- Yes
- No
- Maybe

8a. If yes or maybe, please describe

- Open choice box

9. Would you like to know more about what women in the seafood industry are doing?

- Yes
- No
- Maybe

10. Do you think the seafood industry is a good career option for women?

- Yes
- No
- Maybe
- Don't know

11. Would you like to make a comment about your answer to Question 9?

- Open choice box

### PART 3: AWARENESS OF WINSC AND ITS ROLE

12. Are you aware of WINSC?

- Yes
- No
- Not sure

13. WINSC is an incorporated not for profit organisation with several objectives listed in its constitution. How important are the following things to you? (Scale of importance: 0 = least important, 10 = very important):

- Recognise and enhance the skills of seafood women.
- Develop effective partnerships with government agencies and other industry stakeholders.
- Take a professional approach to all activities and relationships with other stakeholders.
- Create a supportive environment to ensure women of the fishing industry reach their potential.
- Actively encourage the involvement of seafood women.
- Provide community education on all aspects of the seafood industry.
- Create a positive image of the seafood industry through the promotion of the benefits of the industry to the community

14. Are there objectives/roles for WINSC that are not listed above that you think are important and should be included?

- Yes
- No

14a. If yes, please list them

- Open choice box

#### PART 4: VALUE AND/OR BENEFIT AS A CURRENT OR PAST MEMBER OF WINSIC

15. Are you, or have you been, a member of WINSC?

- Yes I am a current member
- Yes I am a past member
- No
- Not sure

*Note – This is where the skip logic comes in using the MailChimp Q Logic function. If Yes to a current member (they go to section 4a) if they are a past member (they go to section 4b) if no or not sure (then they go to section 4c)*

#### PART 4a – CURRENT MEMBERS

16. What things does WINSC do well? Tick all that apply

- Gets seafood women together from all over Australia
- Runs useful and informative events and conferences
- Provides financial support in the form of scholarships, grants and travel bursaries
- Provides support through access to networks and expertise that I need
- Profiles the diversity of roles of women in the seafood industry
- Promotes the value of the contribution of women to the profitability of the seafood industry
- Provides a voice for seafood women to politicians and industry forums

17. If you are a member why do you continue to be a member professionally? You can provide more than one answer

- It deals with issues that are relevant to me and my role in the seafood community
- I get a lot out of meeting with other women in the seafood industry
- It provides me with personal development opportunities that I can't get access to elsewhere



- It keeps me informed on what is going on in the seafood industry that is relevant to my role
  - It provides me with a platform to raise issues about the seafood industry that I am concerned about
  - Other (please provide detail)
- Open choice box

18. If you are a member why do you continue to be a member personally? You can provide more than one answer

- It deals with issues that are relevant to me and my role in the seafood community
  - I get a lot out of meeting with other women in the seafood industry
  - It provides me with personal development opportunities that I can't get access to elsewhere
  - It keeps me informed on what is going on in the seafood industry that is relevant to my role
  - It provides me with a platform to raise issues about the seafood industry that I am concerned about
  - Other (please provide detail)
- Open choice box

19. How important are these WINSC actions to you? Scale of importance: 0 = least important, 10 = very important):

- Gets seafood women together from all over Australia
- Runs useful and informative events and conferences
- Provides financial support in the form of scholarships, grants and travel bursaries
- Provides support through access to networks and expertise that I need
- Profiles the diversity of roles of women in the seafood industry
- Promotes the value of the contribution of women to the profitability of the seafood industry
- Provides a voice for seafood women to politicians and industry forums

20. What's sorts of new initiatives would excite you?

- Open choice box

PART 4b: PAST MEMBERS OF WINSC

21. If you have previously been a WINSC member why have you ceased to be a member?

Tick as many answers that apply

- Not relevant
  - Not enough time
  - No benefits to me
  - Too hard to get my view heard
  - Membership fees too expensive
  - My views are not consistent with other members
  - Other
- 
- Open choice box

22. What things could be improved on?

- Getting seafood women together from all over Australia
- Running useful and informative events and conferences
- Providing financial support in the form of scholarships, grants and travel bursaries
- Providing support through access to networks and expertise that I need
- Profiling the diversity of roles of women in the seafood industry
- Promoting the value of the contribution of women to the profitability of the seafood industry
- Providing a voice for seafood women to politicians and industry forums

23. How important are these WINSC actions to you? Scale of importance: 0 = least important, 10 = very important):

- Gets seafood women together from all over Australia
- Runs useful and informative events and conferences
- Provides financial support in the form of scholarships, grants and travel bursaries
- Provides support through access to networks and expertise that I need
- Profiles the diversity of roles of women in the seafood industry
- Promotes the value of the contribution of women to the profitability of the seafood industry
- Provides a voice for seafood women to politicians and industry forums

24. What other things could WINSC be doing, but not currently doing, that would help you as a member of WINSC?

- Open choice box

25. What's sorts of new initiatives would excite you?

- Open choice box

26. If WINSC did these things would you rejoin WINSC?

- Yes
- No
- Maybe

#### PART 4c: HAVE NEVER BEEN A MEMBER OF WINSC, NO AND NOT SURE

27. How important are these WINSC actions to you? Scale of importance: 0 = least important, 10 = very important):

- Gets seafood women together from all over Australia
- Runs useful and informative events and conferences
- Provides financial support in the form of scholarships, grants and travel bursaries
- Provides support through access to networks and expertise that I need
- Profiles the diversity of roles of women in the seafood industry
- Promotes the value of the contribution of women to the profitability of the seafood industry
- Provides a voice for seafood women to politicians and industry forums

28. What sorts of initiatives would excite you?

- Open choice box

29. If WINSC did these things would you join WINSC?

- Yes
- No
- Maybe

30. Do you think WINSC should change its name?

- Yes (if yes or maybe – go to Q 30a)
- No
- Maybe

30a. If WINSC did change its name, can you think of a better name we could call the organisation?

Open box

#### PART 5: MEMBERSHIP OF OTHER GROUPS

31. Are you a member of another industry representative group or professional organisation, including women's networks?

- Yes (note – survey goes to Q 33)
- No (note - goes to Q32)

32. If no why not?

- Not relevant
- Not enough time
- No benefits to me
- Too expensive
- Too hard to get my view heard and taken notice of
- Other

33. If so which one are you a member of?

- Pledged with United Seafood Industries
- Master Fish Merchant's Association
- National Seafood Industry Alliance
- Australian Seafood Industry Council
- Country Women's Association
- State sector body
- Other \_\_\_\_\_

Please provide details of state sector body (e.g. Queensland Seafood Industry Association, NSW Seafood Industry Council, Seafood Industry VIC, Wild Catch Fisheries SA, Marine Innovation SA, WA Fishing Industry Council, Tasmanian Seafood Council, NT Seafood Council)

- Industry association

Please provide details of your industry association (e.g. Australian Barramundi Farmers Association, Australian Prawn Farmers Association, Australian Council of Prawn Fisheries, Abalone Council of Australia etc.)

34. Why are you a member of this/these group/s?

- It deals with issues that are relevant to me and my role in the seafood community
- I get a lot out of meeting with other people in the seafood and other industries and/or my profession
- It provides me with personal development opportunities that I can't get access to elsewhere
- It keeps me informed on what is going on in the seafood industry and other industries that is relevant to my role
- It provides me with a platform to raise issues about the seafood industry or issues with my role that I am concerned about
- Other

- Open choice box

35. Are you aware of other networks and resources in other industries that women in seafood could tap into?

- Open choice box

## PART 6: CONTACT BY WINSC

36. Are you interested in finding out more about WINSC?

- Yes (note for survey – go to Q37, 38, 39, 40)
- No (go to Q 38 etc.
- Maybe (note for survey - go to Q37, 38, 39, 40)
- If no, why not.

Open choice box

37. If yes or maybe how would you like to receive the information? You may select more than one:

- Direct postal mail such as a printed newsletter or magazine
- Direct email
- Facebook
- Twitter
- LinkedIn
- WINSC newsletters
- App notifications
- Website
- Other newsletters (list)
- Open choice box

38. Do you receive FISH Magazine?

- Yes
- No
- Don't Know

39. Do you receive Fishfiles E News?

- Yes
- No
- Don't Know

## PART 7: SURVEY END

40. Would you be willing to be interviewed further about your responses? (your responses would remain confidential)

- Yes
- No

40a. If yes, please provide a contact name, phone number and email

- Open choice box

41. Is there a woman in the industry you would like to nominate for a future, potential project that plans to celebrate 100 incredible women in the Australian seafood industry? If so, please provide their name, industry and why you think they are so incredible.

- Yes/No

41a. If yes, please describe your nomination

- Open choice box.

42. Would you like to go into the draw to win one of three mystery prizes?

- Yes
- No

42a. If yes leave, please leave your name, email and phone number

- Open choice box

*Thank you for your time to complete this survey. Your responses are appreciated and will help to shape a new WINSC!*

**WINSC INTERVIEWS x 13**

**Question 1: The survey had an extremely low response rate from women under the age of 21 and a very low rate under the age of 30. Why do you think this might be?**

**Interview 1**

WINSC has a very small reach so even when they decide to do an initiative (e.g. International Women's Day profiling) WINSC still is just playing in a puddle and are only talking to themselves, selling their own good news story etc. They've been doing this for 20+ years and have never capitalised on anything they do because no one knows them! They also know how to be heard.

There are also serious behavioural issues within WINSC – too much “oh woe is me, give us sympathy” attitude.

If WINSC continues with the uninspiring dialogue of sad, downtrodden and we only want fishers to be part of WINSC they will not connect with a large group of women desperately wanting to connect with an organisation like WINSC.

**Interview 2**

Lack of engagement is probably due to the fact this age group is too self-focused and have family pressures – despite men taking a more involved role with family, it does mostly still come down to the women to take on the majority of child rearing. This generation also tends to have no real commitment towards one career. A very strong value proposition would have to exist to build members in this segment. Perhaps an age based membership with specific activities suited to this age group could work?

**Interview 3**

It's a generational thing who firstly probably don't see the value of a network like WINSC. Also we need to find the women in this age bracket and engage with them. We do need young people in our industry. Perhaps there needs to be a Board position for an under 30?

**Interview 4**

I think young women have taken on the concept of gender equality so they probably don't see the value in a women's support network. WINSC needs to give them something they understand such as “women are powerful and we have networking opportunities here to fast track your career”.

**Interview 5**

I don't know but perhaps it has something to do with young women feeling very much like they are not the main player (e.g. the man fishes, the woman supports). I think this age group also struggles to make contact with other women.

**Interview 6**

I didn't know about WINSC! It's just not visible. It's such a challenge for women in this industry. We need peer support and I'm glad to know something out there exists. I just didn't know how to connect with it.

### **Interview 7**

Young women have probably not joined because they think it is “just an industry group”. WINSC is just not for aspirational career women so it’s not a community I want to be part of. It’s too old fashioned, tired and it doesn’t add value. What does WINSC actually do?????!!!!

### **Interview 8**

I think we maybe we have to target young people, and ask specifically what they want. Provide leadership training and support. We’ve had some young ones come to conferences over the years, sometimes on bursaries...but they don’t seem to stay engaged. Women in Ag had similar issues and has now moved to having a lot of young women on the board.

I think we provided a number of leadership training opportunities for young women, supported and encouraged them to come onto the board and then also mentored them. I still provide support to the current NT Director for AWiAg...but we now work more as a team rather than me being a mentor.

I think bottom line, provide leadership training, development and support – for a sustainable period of time and in a strategic manner...ie not one off courses...needs to be part of a holistic strategic plan.

### **Interview 9**

I don’t think that WINSC has actually tried to engage with this demographic. We haven’t offered anything to engage them or entice them to get involved in the past at least 5 years, and that includes advertising our conferences in mediums that this demographic follows, like snapchat, instagram etc. I do think that we could do more in the education arenas, including developing teaching resources, school visits etc. and working with university, TAFEs etc to include more seafood industry diplomas, degrees etc.

### **Interview 10**

There is a distinct lack of younger participants in the Industry, under 21’s would probably still be at Uni/study and not in the workforce as yet, under 30’s probably recently married and juggling a family life. Things like the IWD profiles can highlight to the younger generation that there are plenty of opportunities in the seafood industry and the involvement is varied. I know here in WA there are plenty of recently qualified young ladies from Uni with Marine Biology degrees etc. that cannot find a job. The WAFIC does take up someone like this in their Industry Consultation Unit, however they normally only stay for a year and move on, however they do gain experience. May be this type of enticement will keep them interested in the seafood industry as I would think jobs in research etc. are pretty hard to come by just out of Uni.

### **Interview 11**

Industry succession rates are also very low so I imagine the involvement of young women in industry is probably consistent with the low involvement of young men in the industry. Of those who partner young men involved in industry, the involvement of young women who are possibly juggling other



jobs outside of industry as well as parenting young children and household duties is probably likely to be low due to the time involved with those other demands at that time of their lives.

Through increased involvement in industry issues in a supportive role while also contributing to consultation discussions, industry people will automatically become more aware of WINSC and hopefully, industry participants can observe more positive and effective benefits from involvement in WINSC in issues which directly affect them.

Participation in High school career night activities or offering to speak to home economics, economics, science, biology, marine or environmental studies students would also highlight the fact that there is a place for women in the industry.

#### **Interview 12**

At that age they don't see the need and they have/do receive a lot more in this arena from school/uni and training

#### **Interview 13**

The under 21 group are generally just starting out in their working lives. My daughter from the age of 15-21 had 4 different jobs. She worked for my brother early mornings as booking clerk in the wholesale fish market, proceeded to a part time job working in a florist, then worked in hospitality. At Uni she managed to get a job in her field and is now there.

Starting out in the industry we should nurture, mentor and entice. We could offer free or a heavily discounted membership.

**Question 2: The survey found there is still a small percent (14%) that think being a woman has (or might have) limitations in the seafood industry. This was usually directed to the physical strength of a woman and this having limitations to doing certain tasks**

**How can women overcome this bias? How can we overcome stereotypes that women fit certain roles in the industry?**

#### **Interview 1**

(insert shock that this attitude still exists by some) – WINSC has to tell the other story, a myth busters type campaign. There are lots of women out there doing more than “just the book work” – people like Tracy Hill, Gloria Jones etc.

WINSC also has to be smart about getting some broad cross sectional exposure (e.g. getting Landline to do some stories on inspirational women).

There has to be some big companies out there who have women doing the whole thing. People like Mel Carrington in the pearling industry who are out on boats for 2 weeks at a time.

Also if WINSC gets these stories out there it will help the young women to engage.

#### **Interview 2**

I don't think WINSC should be about promoting women "behind the wheel". It's not WINSC's role. Also when I answered this question in the survey I answered it with the thought in mind about running an association – not job roles in aquaculture, fishing etc. Women can do as good as a job as men when it comes to running an association or initiative such as promotion, lobbying, advocacy etc.

### **Interview 3**

Physically there are limitations – we can't get around this and we can't deny it. Also women could do these roles if fishers did more to help such as put portaloos on their boats but the problem is women are not banging down their doors to work on their boats so there is no push to change. I find the fishers who accommodate women are those that have daughters active in the business. It is WINSC's role to promote the industry to do more to accommodate women.

### **Interview 4**

WINSC needs to promote that what people perceive as a weakness is actually a strength. WINSC also needs to address the imposter syndrome women have amongst themselves. This stereotype can be broken down through humour – such as "we don't do it like men, we do it differently and that is what makes us great". Our difference is what adds value. The minute we try to be men we lose the essence of who we are. Let's get WINSC promoting this message.

Also if any woman wants a job in the seafood industry she will get it – even if it is a manual role. WINSC needs to promote this way of thinking.

### **Interview 5**

It has to come down to profiling women, building a network and showcasing non-traditional roles

### **Interview 6**

This industry is still very old fashioned. I'm a woman in a management position with decision making capabilities and I still get told "go ask your boss". It's very insulting. To be a woman in this industry you have to "harden up" so for me, this is a generational thing that will change over time – the stereotype will disappear. We still have too many jaded old men around and it going to take us women a lot longer to be seen as equal as a result.

### **Interview 7**

WINSC has a role to support those women who "want to do boy's work" but the question I have is do women really want to do that sort of work? I don't. I find the women doing "boy's work" have just grown up around the industry as part of a family business. However, if there are women out there that want to do it then WINSC should be supporting them.

### **Interview 8**

More targeted communications and promotions – such as the women in seafood profiling project. Might need to go a bit wider in dissemination.

### **Interview 9**

Visibility and mentors. WINSC can build on increasing visibility of the diversity of roles within the seafood sector. We should also have a mentoring program across all sectors available to women at all levels.

#### **Interview 10**

I have attached a document 'Ducks on the Pond' which deals with this issue. You may have seen it but I found it very interesting and very true.

I do believe that some jobs are just not suited to women as alluded to by Judy Dann in my profile of her for IWD. There's no way I could lift pots and crates full of lobster, however there would be a very limited number of women who could. Driving the boat and running the ropes would be fine however without the other attributes it would be difficult for a girl to find full time employment.

I think we have to accept that in a very physical active fishing capacity there may be limitations however there are still many jobs that women can do i.e. sorting prawns on a prawn trawler, cook on a boat, deckie on smaller fishing operations in estuaries etc.

#### **Interview 11**

Promoting those who are outside of the stereotypical roles in efforts such as the IWD project. Apart from that, I believe that there is nothing wrong even if a majority of the women in industry do have stereotypical roles since those roles also deserve recognition as part of important industry activities and the opinions of those who perform those roles are still important and need to be considered in industry issues.

#### **Interview 12**

Our boat has mechanical aids to help with the work plus a toilet and shower

#### **Interview 13**

Physical strength isn't the problem. There are female filleters, female oyster shuckers, scallop processors etc. It's about breaking the barriers and wanting to do different things. It's about skill set and teaching. We need to promote the diversity of our members. Not every wants to be captains of our industry; however, we certainly need to prove to women that they can do anything.

We need to create relationships with seafood businesses who have women employed in diverse roles. WINSC should showcase these businesses by hosting events or partnering in joint promotions. I know we must create a mentoring programme, which will provide an avenue to overcome this perception and break down the barriers.

**Question 3: Over 32% of those surveyed did not think (or were not sure) if the seafood industry is a good career choice for women. How do you think we can position the industry to present itself as a great career for women?**

#### **Interview 1**

It comes back to what we spoke about in the first two questions – if WINSC keeps using the same methods nothing will change. We need to find the women doing amazing things – get a project

together that audits the industry. I heard one year the NSILP did a project on profiling women. I am sure they would share this information as a start.

Perhaps women would not feel the Australian seafood industry it is a poor career choice if they felt other women had their back – which we do. This is what WINSC is supposed to do but doesn't do well at all.

## **Interview 2**

Again, it's not WINSC's role to promote the industry - regardless of sex. Leave that up to industry associations, national peak body etc.

## **Interview 3**

There needs to be a lot more groundwork to happen before the seafood industry can say it is a great career choice for women. For example, you don't just join the army – there is a lot of preparation that has to be done beforehand and before someone chooses to become a recruit. What needs to happen is promotion about the future of the industry and at the moment we just don't have this. It is not WINSC's role to do this – leave that to the peak bodies.

## **Interview 4**

Industry is currently going through a transition and upheaval and this is the best time to implement change but with it come this sort of saddened attitude. WINSC should provide advice to the FRDC to tackle this attitude.

One way to get women feeling more positive is to empower them. Put them on more boards and give them experiences/ Empowerment can also come from mentorship. WINSC should implement a formal mentorship program where they help women identify the skills they are lacking and match them with the right people (men and women). and then from there it will get people used to the idea and format of mentoring. From there they can find organic mentors. Just finding a mentor through the organic process takes too long. A system needs to be set up to fast track it.

## **Interview 5**

Again there needs to be profiling and to focus on the benefits of being in the industry such as flexibility, it's a great job to fit around a family, you are in the fresh outdoors, being able to live in beautiful parts of Australia etc.

## **Interview 6**

This industry is a hard choice for women but we have to focus on the great stuff like it is interesting, fun and lively. WINSC needs to promote the achievements and leadership stories of women. Our stories need to be documented

## **Interview 7**

Unless you fall into the seafood industry, there really is no way of knowing about it. There is no promotion. Perhaps WINSC can connect at a schools/university level so people can start thinking about the seafood industry as a viable career opportunity from a younger age.

#### **Interview 8**

Not sure, perhaps having an organisation such as Seafood Training Australia and get them to do promotional work targeted at young people generally. I used to do promotional visits to schools and careers expo's with lots of great photos and stories about women in the industry.

#### **Interview 9**

If we can profile the different and diverse roles within the seafood sector and the women that work in them, we can dispel many of the myths and again, if we have women/mentors ambassadors that currently work in the sectors that are willing to speak or be contacted by future participants, educators, career advisors etc we can put projects together for increasing the participation of women into these sectors.

#### **Interview 10**

I think perhaps they are not well informed of all the opportunities open to women in this vast industry called 'the seafood industry'. It covers so much and areas where probably they would not consider.

Again, profiling women in seafood would be paramount and attending schools, local seafood events, social media etc. etc. is the only way to lift the profile.

WINSC does not communicate with its members let alone the world outside so this is a big area that I believe needs the most attention, communication and interaction is the key.

#### **Interview 11**

I wonder if this is a result of the lack of job security that accompanies the industry these days with constant change and restrictions. I would think that the greater the level of job security enjoyed by industry would naturally lead to an increase in women's participation in industry - the greater the job security and job satisfaction, the greater the attraction for women to be involved, whether in stereotypical roles or otherwise. The important issue is to help secure industry's place in the economy and its role as an important food-producing industry.

#### **Interview 12**

Provide information about how it is different in some cases

#### **Interview 13**

It all stems from marketing and promotion. I certainly believe that the formation of SIA and Veronica Papacosta (WINSC member) as the inaugural Chair will help change this opinion. We need to leverage from announcements such as this, congratulate, promote.

**Question 4: There was a sentiment from some survey respondents that a renewed WINSC should include men as part of the network because a women's only initiative is outdated and/or no**

**longer relevant. What do you think of that or do you think there still needs to be a separate network just for women?**

#### **Interview 1**

Those that think a women's based support organisation is outdated or irrelevant I think it is their own fear talking. Until such time the industry is inclusive and there is 50:50 representation then an organisation like WINSC needs to be for women for women – no men.

The FRDC Board and the new industry association board still has not enough women on it.

#### **Interview 2**

My view is if it is not a women's only initiative then how is WINSC any different from a national peak body and its activities that it undertakes such as promotion of industry, school education etc. This is about supporting women and WINSC needs a clear role otherwise it is just duplicating another body! There is no issue with WINSC working in and supporting the seafood industry nationally in support of peak and sectorial associations but it should be more about creating activities that support and develop women. WINSC should not be there to promote the industry as a whole.

#### **Interview 3**

As the industry is so backdated women do need a network just for them that provides assistance and support. My understanding of WINSC was one to support women and give them a voice in the industry as many women due to family commitments are busy and are also too tentative to make a say in meetings. WINSC should be about empowerment, keeping women informed and teaching them how to have a voice. WINSC's role should also be to give the human element of the industry wherever possible.

#### **Interview 4**

WINSC should be about helping women in the industry to get in contact with people that they need to access for whatever reason they identify – and this should be for both men and women. WINSC needs to make connections with men and two men also from outside the seafood industry – give women access to other powerful women. The value proposition of WINSC should be we give you access to the people you need and when you need it.

#### **Interview 5**

There is a role for a women's only network! Until the statistics change and there are equal numbers of women to men there has to be a support initiative just for women.

#### **Interview 6**

WINSC is needed! Women still need support and have the platform to exchange stories and challenges.

#### **Interview 7**

The whole look of WINSC is so uninspiring. The whole image of it doesn't push you to be your best and there is opportunities to do this. Meet up dates would be good along with a mentoring program for women. I think there is a role here for WINSC.

#### **Interview 8**

In the NT we have specifically encouraged men to be part of our NT group and they often joined our group to show their support, participated in our activities and worked side by side with us for special events the NT women in seafood were involved in. Definitely men and young men should be encouraged to be part of the network...however, not as members of the board.

#### **Interview 9**

There is currently no impediment to men who want to join WINSC. We have male members now. WINSC possibly has not actively engaged with men "at a joining us level" however I actively speak and engage with male champions on a regular basis, and we need male champions to affect change in any sphere. And interestingly enough, there is a lot of support from men for WINSC I have found.

Diversity on board usually improves robust decision making, for WINSC I am not sure that we have evolved enough to include men at board level, but that is not to say we won't be in the future.

I do think though that if we provide leadership or mentoring programs going forward, it will be imperative to have good male mentors from both board and business levels and speakers on specifics on programs. This will address two things - it will improve the male perspective that we are a women only organisation and it will engage and grow our male champions going forward.

The issue would be for me as a woman that if I had a man come and talk on my behalf to the media, control the board etc. it then becomes not a support system for women. If women are serious about gender equality then they need to be able to stand and deliver.

#### **Interview 10**

Probably defeats the purpose of having a Women's network as such.

May be there is a need to discuss whether a big change needs to happen and the network includes men.

I believe that it is imperative that WINSC partners/collaborates with other key sectors in all the States and works with them on some projects.

I don't think WINSC as it is with little or no funding can survive without partnering with key State sectors, as I am new to WINSC as the WA Director I am still finding it challenging to appreciate exactly what WINSC is achieving or what it wants to achieve and the attraction for women in WA to join.

Men should definitely be given the chance to join if they wish, however the Board should remain female unless there is a complete restructure of the organisation.

#### **Interview 11**

I see no problem with networking with the men and having MOU's with other participating industry groups. I think to desert the women's only initiative defies the purpose of focusing on women in the industry as a specific subset of industry. That does not mean to say that WINSC cannot partner with the men and other industry groups in order to source training and professional development opportunities, and industry promotional activities, etc.

**Interview 12**

I don't think we should exclude men and I think if we see ourselves as offering value to a board we should see men as adding value to our organisation

**Interview 13**

In our industry yes. However this does not mean we shouldn't host or invite men to functions.



- Conducted by Honey and Fox Pty Ltd
- Proudly supported by WINSC and the FRDC

*Attachment 3: 2016/409*

# Shaping a New Community for Seafood



Presented by Emily Mantilla  
Honey and Fox Pty Ltd

Powered by  SurveyMonkey



# Purpose of Survey:

- Determine a more effective platform to promote and support the participation of women in Australia's seafood industry
  - Shape a modern and renewed WINSC that provides valuable experiences, knowledge and networks
  - Identify trends/interesting findings to further explore
  - Identify future activities that WINSC could develop and undertake
  - Build membership and retain membership rates
-

# Response Rate:

# 356

Total responses from an online survey sent via:

- Honey and Fox databases
- WINSC database and contacts
- FRDC CRM

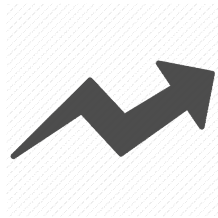
The target was 50 responses. We exceeded this amount by over **7x**!



This indicates a real interest and potential engagement of both women and men in the industry

---

# Results of Survey (Refer to Key):



*Trend*



*Interesting Finding*



*Opportunity*

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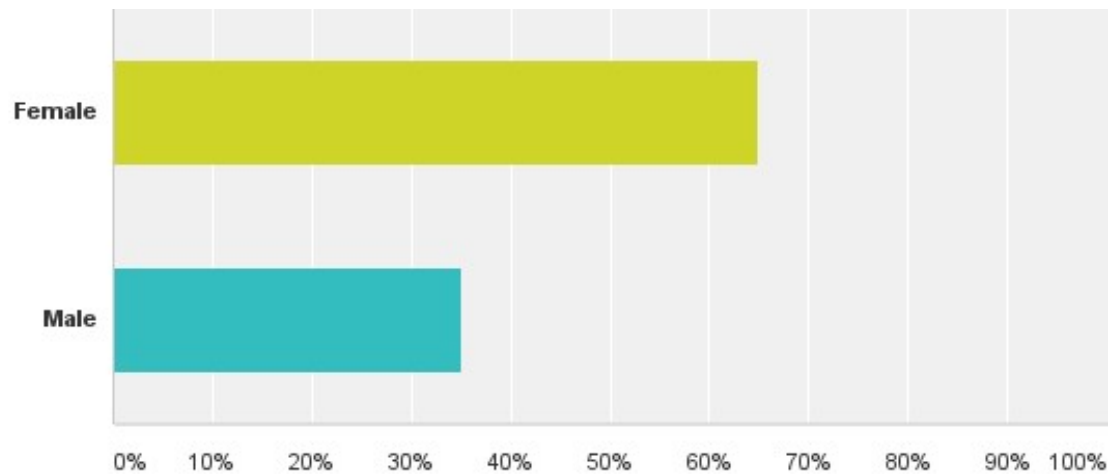
# **PART 1**

## **Getting to Know Our Survey Respondents**

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## I identify myself as a:

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F – 64.89%

M – 35.11%



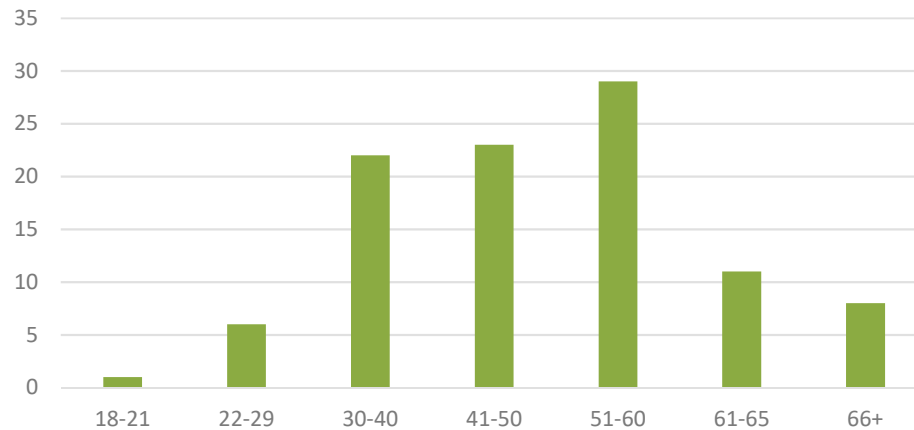
We received a great response from men in the industry – they are interested and want to have a say to support women in the industry!

---

## Age ranges of those who took the survey:

---

Age range percentages of those who responded to survey



Biggest response came from those in the 51-60 age range



The industry has a large percentage of those in their mid-career age  
Low response came from those 21 years or under



*Undertake a campaign to boost membership and engagement of those 21 years and under*

---

## I identify myself as a:

Answer Choices	Responses	
Fisher	24.44%	87
Aquaculturist	8.99%	32
Researcher	27.81%	99
Government	25.28%	90
Marketer	9.55%	34
Wholesaler	8.15%	29
Retailer	4.49%	16
Business Manager	13.76%	49
Board Member/Executive	10.39%	37
Consultant/Service Provider	16.01%	57
Spouse/Partner/Family Member	17.98%	64
Total Respondents: 356		



Biggest response came from researchers and the government (probably as a result from the FRDC CRM)



interesting

Lowest response came from retailers suggesting a lack of engagement with this sector



*Undertake a campaign that focuses on seafood retailers*

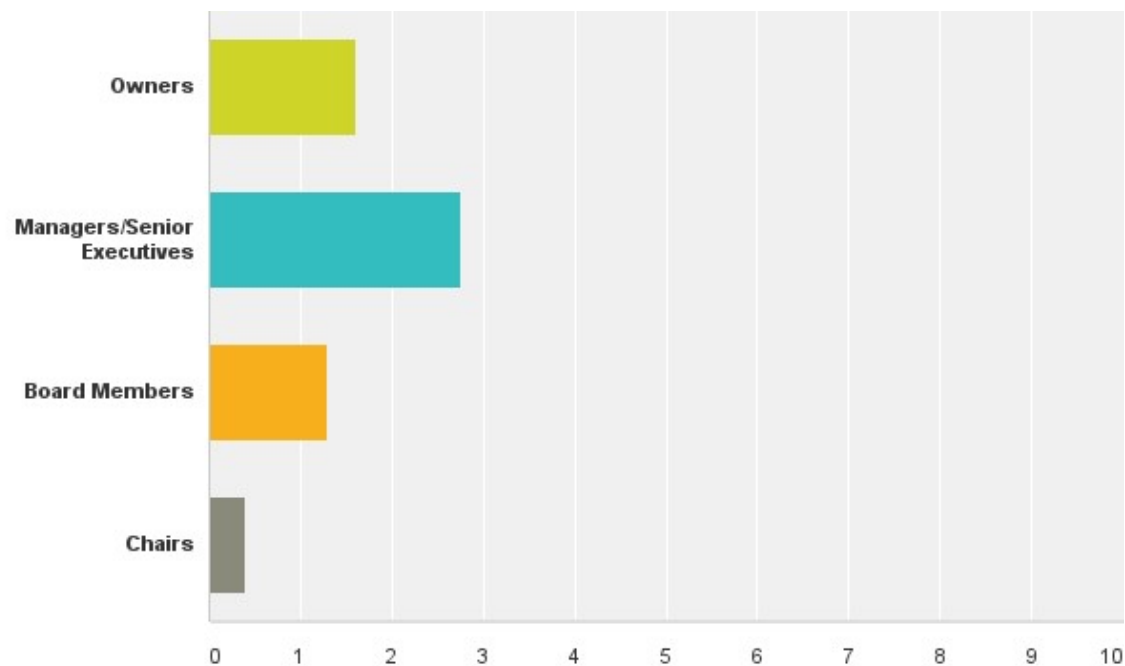


## **PART 2**

# **Finding Out About the Attitudes in Our Industry**

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## How many women do you work with in your organisation or company who are in the following categories?



Average number for women in senior roles is very low per organisation

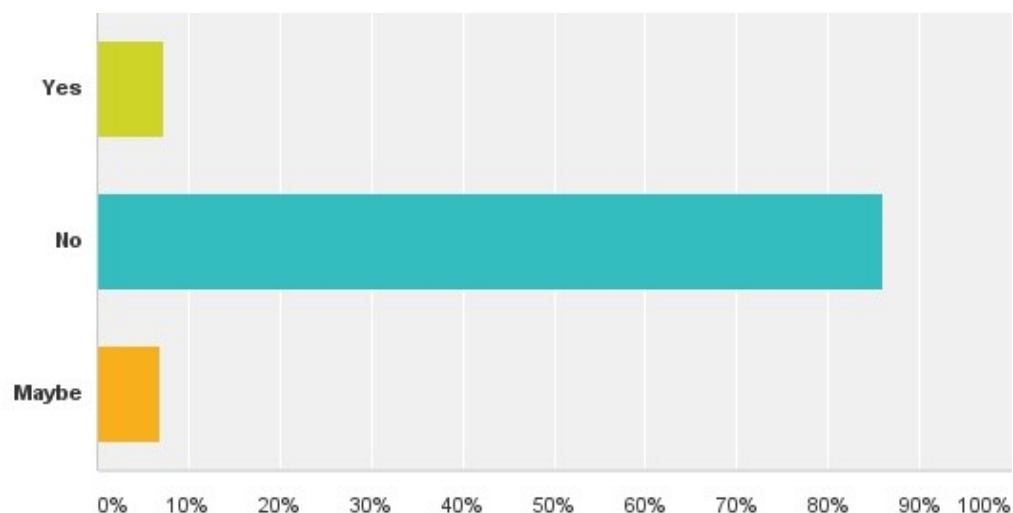


Average number of women in Chair roles was 0



*Find out what the barriers are here to this phenomenon*

## Are there any jobs in your organisation/industry that you think are simply not suitable for women?



86% of respondents say being a woman is no barrier to doing any task or role in the seafood industry



**interesting**

There is still a small percent that think being a woman has limitations in the seafood industry



*Breaking this perception is a fundamental role for WINSC*

## **There were 33 responses providing detail as to why some roles were not suitable: 21 relate to heavy lifting and manual labour such as:**

---

“Drift diving would require a very specific skill set. There have been nine in the 13 years I have been with the company”

“Stacking nets on purse seiners or some of the heavy lifting deckie jobs. However some women would be able to do this work, but not most”

“Digging cockles requires strength that is not always available in females”

“Deckwork carrying 35kg pots around”

“As an ex- commercial fisherman, I am aware that some of the loading and packing of ice is hard for many women”

“Commercial diving and deckhand work is very physical and requires heavy lifting”



*Run a campaign that educates the industry and highlights women succeeding at “manual labour” type seafood roles*

---

### **Other responses included:**

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“Culturally appropriate roles where men are expected to make decisions ie. Aboriginal NT Groups”

“I am at a time where my outside priorities are changing and starting a family is on the cards. I feel that if I became a mother I wouldn't be able to meet the requirements of fieldwork with a young family making it very hard to be away from home. It would then for me, become unsuitable”

“Limited hygiene facilities on board fishing vessel”

“In the government/management sector jobs are suitable for women even though we have a harder time earning fisher's respect”

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## However, this Question Outraged Two Respondents!

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“Can't believe this was even included - is this about a women's network or a survey on how far we haven't progressed? Oh, and offering a choice of identifying only as a man or a woman isn't really up with the times either is it?”

“Astounded that you are actually asking this question - WTF?????? You may as well have asked - is there any seafood industry job that requires you to use your dick? I would suggest not. If we have people using their penises at work in the seafood industry then I think we have a bigger problem and maybe they are in the wrong industry”

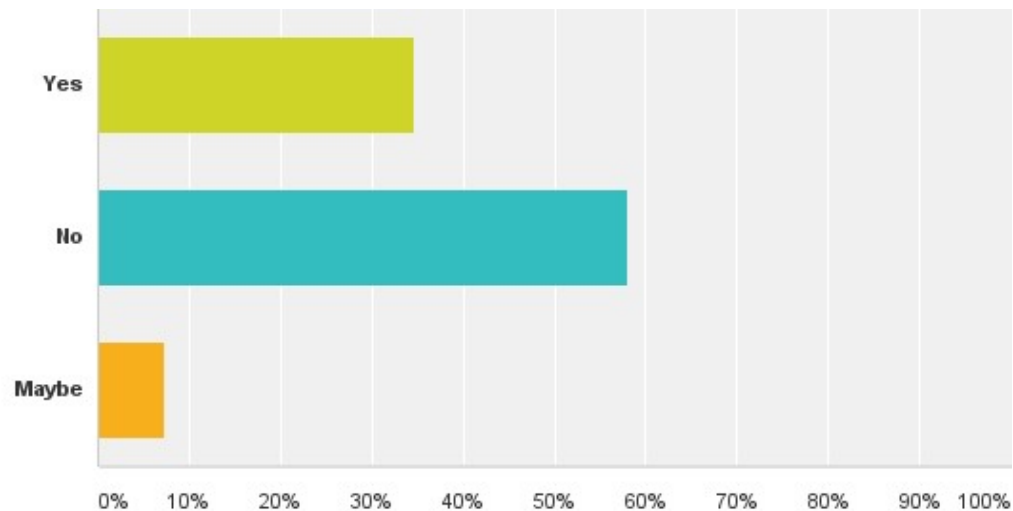


Two respondents missed the point of this attitudinal question which has highlighted that the perception does still exist. In future, these sorts of questions may need to be explained more and why they are being asked.

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## Are there any jobs in your organisation/industry that you think women are particularly suited to?

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The majority of respondents (58.12%) say there are no particular tasks women are suited to



A large percent say there are particular tasks women are suited to (yes or maybe) – 41.88%

**97 respondents provided more response to Q6 with 43% responding with answers one might perhaps “expect to fit into a stereotype” .....**

---

- Bookwork and finance
  - Paperwork/administrative roles
  - Communications, extension, PR, marketing and promotions, social media
  - Organisation and multi-tasking
  - Consultants
  - Sales
  - Customer service/retail
  - Leadership positions/executives
  - Industry liaison and stakeholder engagement
  - Roles requiring attention to detail (e.g. grading, quality control)
  - Conflict management/facilitation/negotiation/mediation
  - Cleaning (!!!!!)
  - HR
-



## **Some different and interesting responses related to the industry sector:**

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“I am disappointed there are not more females in these (executive) roles. I also think they would make good skippers. I think the problem is having to start as a deck hand and work your way up”.

“In tuna catching/farming we have tried to reduce the macho and maintain the romance but it is still very much a male environment. Our dilemma is whether we would lose very good male workers but being more pro-active on women in traditional masculine jobs”

“Caring about fish welfare (humane handling and killing of live seafood) and seafood quality”

“We find that women are more gentle when handling young oysters”.

“Nursery care - more nurturing to juvenile fish”

“Handling of fish as they are more gentle”

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## **Some different and interesting responses related to the research sector :**

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“Some male 'scientist' are really just in it (because) they love fishing recreationally. It makes one wonder whether they can think deeply about the science or are just there because there is fish involved. Women have a more objective approach and are not motivated by 'goin fishing’”.

“Threatened species research seems to be suited to women. With potentially less fieldwork and flexibility in work arrangements”

“Social research which involves talking with fishers about sensitive or emotional subjects - whilst not always the case men often seem to feel more comfortable opening up to women rather than another man”

“Women are great researchers and managers - they are collaborative! Women are great (at) technical support - they are organised”.

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## **Some other interesting responses include:**

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“Possibly mature age women have a natural ability to influence men. Men tend to jump to conclusions, usually assuming the worst. Women tend to assume good reasons for people's shortfalls and tend to be more forgiving and understanding...”

“In any position, there are particular attributes that women bring that men cant. Particularly in male dominated environments when egos can clash. Women can be seen as better listeners and allies”.

“Women are often able to engender trust and provide empathy and support”

“Particularly good at understanding the social implication and impacts on their families and communities from changes in legislation”

“Any job that requires patience and mild manners”

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## **Some other interesting responses :**

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“There are certain jobs that women bring a different perspective and perhaps a slightly different set of values. This may enable the organisation to have a different culture, one which is more nurturing, inclusive and cohesive”

“Women make much better board members and representatives. Men, especially but not exclusively those who represent the fishing industry, are more typically nepotistic and thuggish in their behaviour, and openly disrespectful and hostile towards who hold alternative points of view”.

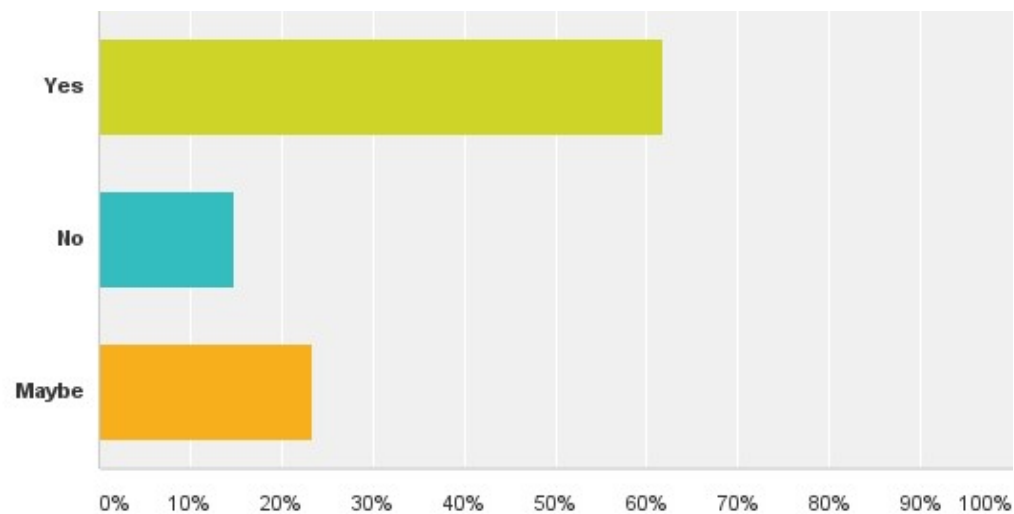
“Less testosterone means many women have less competitive natures thus are biologically better than men at working in team environments”.

“Women are particularly suited to boards and other forms of advisory/decision making bodies because they tend to be less political than men; less worried about what they say; more questioning; and more innovative in their thinking”.

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## Would you like to know more about what women in the seafood industry are doing?

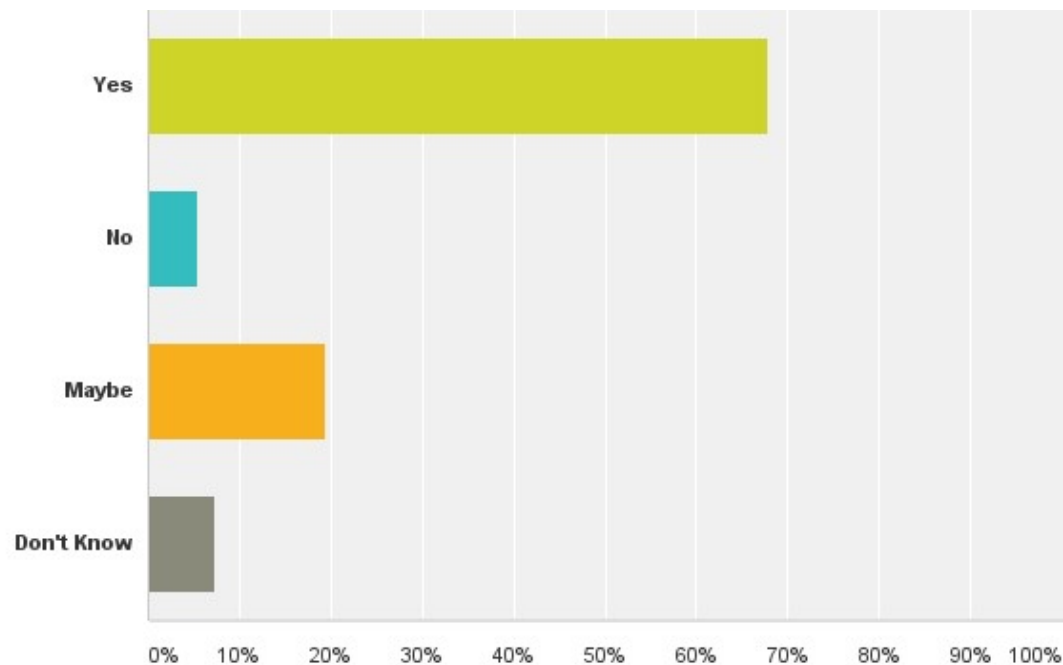
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*The appetite is there for an organisation like WINSC as people want to know more about what women are doing in the sectors*

## Do you think the seafood industry is a good career option for women?

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Over 32% do not think or are not sure if the seafood industry is a good career choice for women



*32% not being clear that the seafood industry is a good career choice for women gives WINSC a strong goal to change this perception*

**There were 63 responses providing more detail as to why the seafood industry is not a good choice OR is a good choice for women. This can be distilled down to:**

---

- 22% commented it was a good choice

For those that said it was not a good choice:

- 5% said it was due to no advancement/opportunities to progress
  - 14% related to the industry being too male dominated
  - 13% related to unsecure employment
-

## Other interesting comments include:

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“Unfortunately, my experience has been that women are not as valued as other components of the industry including through WINSC. This includes by other women”.

“It should be good because of the ample opportunity for cultural improvement, but I suspect that the men who dominate will not give up ground readily to provide the necessary avenues. This can mean that behavioural traits of those women who do succeed in this environment are also undesirable”.



Some believe for women to get ahead in the industry you have to have “undesirable” personal traits

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**There were 63 responses providing detail as to why the seafood industry is not a good choice for women. Some responses include:**

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“I have recently become involved in the fishing and seafood industry. Like much of the Australian business world, it is heavily skewed toward higher male participation, and networks and work opportunities are also skewed to existing male dominated networks and "mate" circles. It can be difficult to break into these established networks, both for females and early career males also. Without stronger female leadership in this sector ongoing, I could envisage that it will be a difficult industry for women to reach the same heights as men”.

“I was a top scientist/researcher/manager/farm owner consultant and a pioneer in my field before coming to Australia..... But after working only part-time for 20 years in Australia due to family obligations.....I found it hard to get a full-time job (and was forced to) diversify to other fields like marketing (entirely away from my field).....In short, the importance given to migrant older women with great experience in this field is minimal in this country”.

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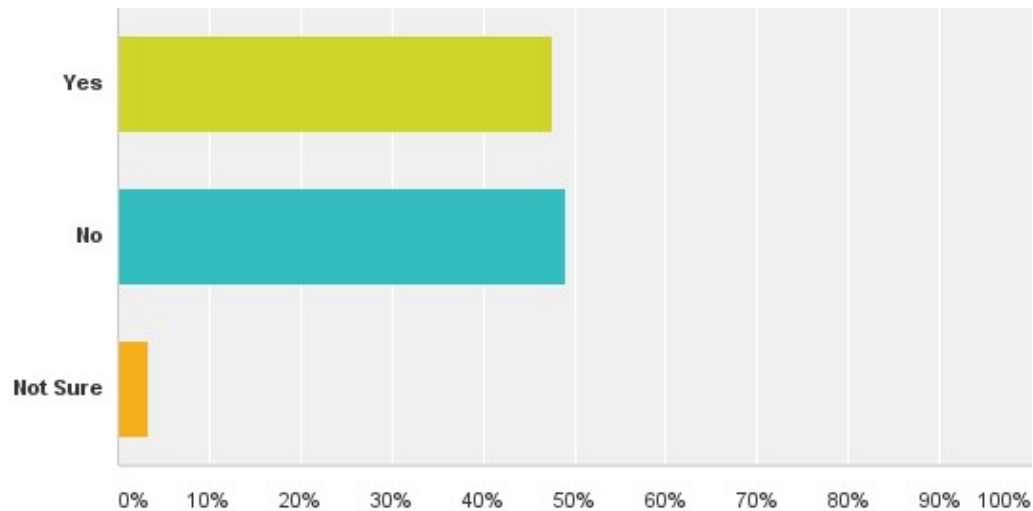
## **PART 3**

# **Finding Out About What Respondents Know About WINSC**

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## Are you aware of WINSC?

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The majority of respondents don't know of WINSC



*WINSC has a powerful opportunity to build membership through awareness campaigns*

## WINSC is an incorporated NFP organisation with several objectives listed in its constitution. How important are the following things to you?

	Least Important	Not Important	Neutral	Important	Very Important	Total
Recognise and enhance the skills of seafood women	0.40% 1	2.37% 6	11.46% 29	49.41% 125	36.36% 92	253
Develop effective partnerships with government agencies and other industry stakeholders.	0.40% 1	1.19% 3	10.28% 26	40.32% 102	47.83% 121	253
Take a professional approach to all activities and relationships with other stakeholders	0.00% 0	0.00% 0	8.70% 22	41.11% 104	50.20% 127	253
Create a supportive environment to ensure women of the fishing industry reach their potential	0.79% 2	0.79% 2	9.88% 25	33.60% 85	54.94% 139	253
Actively encourage the involvement of seafood women	0.00% 0	1.19% 3	13.44% 34	34.39% 87	50.99% 129	253
Provide community education on all aspects of the seafood industry	0.40% 1	1.98% 5	12.65% 32	39.13% 99	45.85% 116	253
Create a positive image of the seafood industry through the promotion of the benefits of the industry to the community	0.40% 1	1.58% 4	7.91% 20	33.99% 86	56.13% 142	253



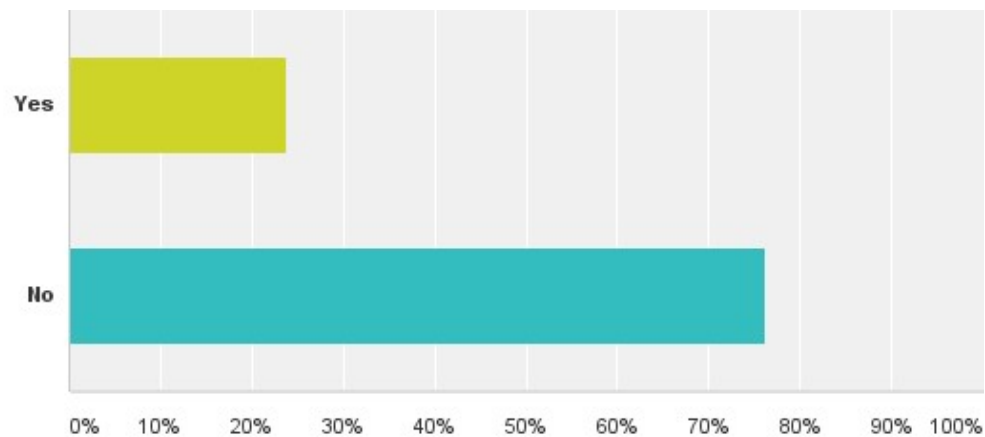
The top 3 important objectives relate to: promotion of the industry, creating a supportive environment for women, encouraging women to become involved in the seafood industry



*Moving forward, WINSC should focus on ensuring their activities meet these top 3 objectives*

**Are there objectives/roles for WINSC that are not listed above that you think are important and should be included?**

---



The majority of respondents believe the objectives and roles of WINSC are right

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**60 respondents provided further input into WINSC's possible objectives.  
The top 5 can be loosely distilled down to:**

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- Support women in their roles in the seafood industry
  - Promote women in seafood domestically and internationally
  - Encourage women to step up and take leadership roles
  - Deliver mental health programs/advocacy
  - Promotion of diversity and equality
-

## **Other interesting comments:**

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“May also need a dedicated process of succession planning. Encourage all to be involved but actively recruit young women for leadership courses, committees etc.”

“Encourage and provide opportunities for women to advance their career through education, training, mentoring and practical Board experience”.

“Encourage women to aim for the higher positions that are so often held exclusively by me.” (from a male respondent)

“Fight the inequity of the way positions are allocated on the FRDC NSILP. Almost two thirds of positions are allocated to men - should be 50% allocation to women. Women are regularly missing out because FRDC will not implement an affirmative action program. It is straight out discrimination and needs a complaint made to the discrimination commissioner”.

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## **PART 3**

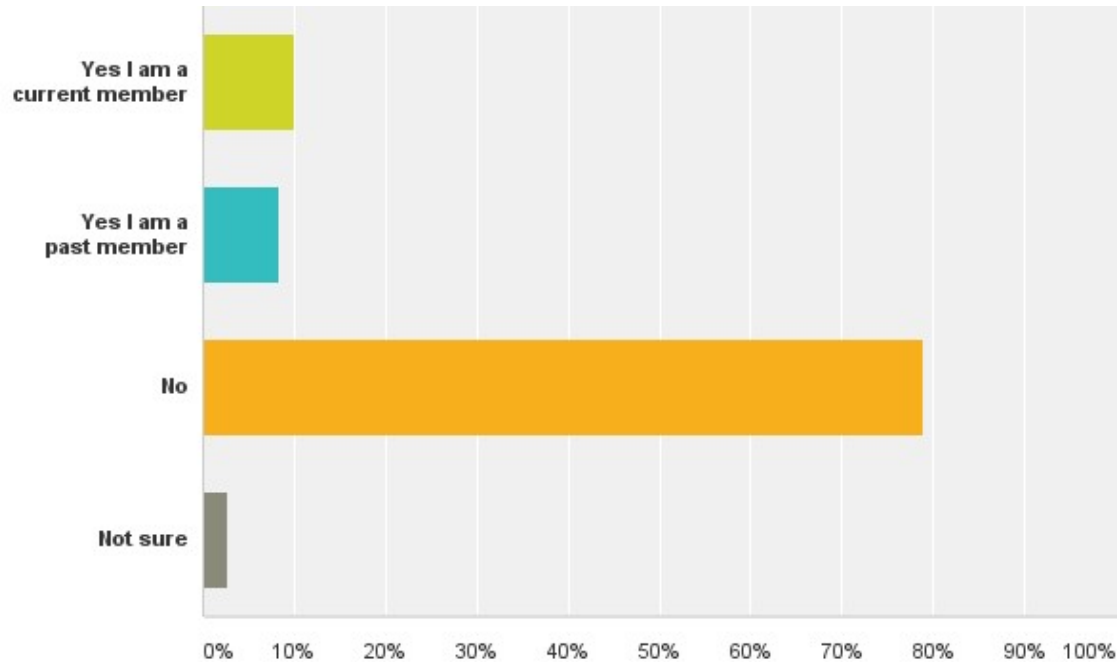
# **Finding Out About WINSC Membership**

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## Are you, or have you been, a member of WINSC

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79% of respondents have never been a WINSC member!



*WINSC has a powerful opportunity to build new memberships through awareness campaigns and delivering valued programs*

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## **Current WINSC Members**

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## If you are a member why do you continue to be a member?

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Answer Choices	Responses	
It deals with issues that are relevant to me and my role in the seafood community	40.00%	10
I get a lot out of meeting with other women in the seafood industry	52.00%	13
It provides me with personal development opportunities that I can't get access to elsewhere	16.00%	4
It keeps me informed on what is going on in the seafood industry that is relevant to my role	60.00%	15
It provides me with a platform to raise issues about the seafood industry that I am concerned about	40.00%	10
Total Respondents: 25		



The main reason why those renew their membership is they see WINSC providing them with valuable industry information

## What things does WINSC do well according to current members?

Answer Choices	Responses	
Gets seafood women together from all over Australia	68.00%	17
Runs useful and informative events and conferences	40.00%	10
Provides financial support in the form of scholarships, grants and travel bursaries	60.00%	15
Provides support through access to networks and expertise that I need	44.00%	11
Profiles the diversity of roles of women in the seafood industry	60.00%	15
Promotes the value of the contribution of women to the profitability of the seafood industry	52.00%	13
Provides a voice for seafood women to politicians and industry forums	56.00%	14
Total Respondents: 25		



The top 3 things WINSC does well are: Getting women together, providing financial support for opportunities and profiling the diversity of roles



The lowest score was for providing relevant events



*WINSC has an opportunity to review its event and activity offerings which may in turn boost membership and engagement*

**25 responses were received when asked what sorts of new initiatives would excite them if WINSC adopted them. Responses fitted into the following categories:**

---

- 3% - State programs such as workshops, breakfast forums etc.
- 3% - Getting more females on TV and in the media
- 3% - Health promotion programs
- 3% - School programs
- 3% - Board training
- 3% - Updated and well maintained online media presence
- 3% - Coordinating projects for the future
- 9% - More relevant conferences
- 9% - Mentor style programs
- 9% - Profiling women
- 9% - Networking opportunities
- 15% - Study tours
- 28% - Personal development opportunities



*WINSC members support domestic and international study tours and personal development opportunities (including providing financial support) as key activities they would like WINSC to implement*

## **Some responses of interest:**

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“State conferences, state 'champions' or ways to participate more actively as a member”

“Female engagement with media and TV shows such as fishing shows or Landline”

“A roadshow around Australia to promote and recognise women in the seafood industry, and highlight the challenges facing them”.

“I'm not sure exactly what WINSC does outside of the conference. I think there is opportunity to create a dynamic network that is more active. I am a member of WINSC but I don't hear anything about what is going on. I think an e-newsletter could be good. I also think providing tailored training suited to the needs of women would be good in regional areas”.

“More state by state involvement i.e. workshops, breakfasts, forums”

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## **Past WINSC Members**

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## If you have previously been a WINSC member why have you ceased to be a member?

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Answer Choices	Responses	
Not relevant	26.32%	5
Not enough time	57.89%	11
No benefits to me	31.58%	6
Too hard to get my view heard	15.79%	3
Membership fees too expensive	5.26%	1
My views are not consistent with other members	15.79%	3
Total Respondents: 19		



The top 3 reasons why memberships are not renewed is because people are too time poor and WINSC does not offer any benefits/or relevant activities



*WINSC has an opportunity to review its event and activity offerings which may in turn boost membership and engagement*

---



## What things could WINSC improve on?

---

Answer Choices	Responses	
Getting seafood women together from all over Australia	26.32%	5
Running useful and informative events and conferences	63.16%	12
Providing financial support in the form of scholarships, grants and travel bursaries	52.63%	10
Providing support through access to networks and expertise that I need	57.89%	11
Profiling the diversity of roles of women in the seafood industry	52.63%	10
Promoting the value of the contribution of women to the profitability of the seafood industry	47.37%	9
Providing a voice for seafood women to politicians and industry forums	21.05%	4
Total Respondents: 19		



*The top 3 things WINSC can do to boost memberships and engagement are: Revise event and activity topics and formats, identify new strategic networks and connect women to these and review grant/scholarship opportunities*

---

## What things could WINSC be doing, but not currently doing, that would help you become a member of WINSC again?

---

19 responses were received when asked - They can be categorised as:

- 5% - Mentoring
- 5% - Community education projects
- 5% - Provide support services
- 10% - Focus on other sectors – not just industry
- 15% - Personal development opportunities
- 20% - Be more proactive and modern
- 35% - I don't know what's being done now!



*WINSC needs to improve its communication to members and adopt more innovative and “modern” activities*

---

## Some interesting responses:

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“Be more proactive in its approach; although a NFP organisation, there has in the past been times when this was considered that the organisation was not able to hold any funds. This view of course meant that there was very limited ability for the organisation to deliver directly to its members and/or to the industry at large”.

“Increase communication - step into the digital age – be interactive and engaging, (ie not pages of reports that no one is ever going to read)”

“Be more integrated, advocate alongside other groups - rather than just a forum for women to get together (seems just a bit ineffective and tokenistic at present”

“Tap into international expertise for high level business courses or programs”

“Take a lead on a small number of issues and engage partners to drive them where there is a strong human dimension and a need for cultural change in small businesses”

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## What sorts of new initiatives would excite you if WINSC adopted them?

---

19 responses were received which fit into the following categories:

- 5% - Awareness of the community
- 5% - Community education projects
- 10% - Innovative projects/events
- 10% - Greater representation of women on committees, boards etc.
- 10% - Leadership initiatives
- 10% - Join international networks
- 10% - Mentoring
- 15% - Online events (e.g. webinars, conferences, social media support)
- 25% - Don't know



*WINSC needs  
to adopt more  
innovative and  
“modern”  
activities that  
feature online*

## Some interesting responses:

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“Deliver innovative projects that address the needs of the industry broadly. Opportunities to bring women together in an environment where the views of many are heard and respected”.

“Leadership initiatives and actually supporting real opportunities for women. I'd be keen to see WINSC taking on some projects to actively support women in more disadvantaged situations locally and overseas. Mentoring would be a good start (both for women and by women - let's get some of the "blokes" mentored”

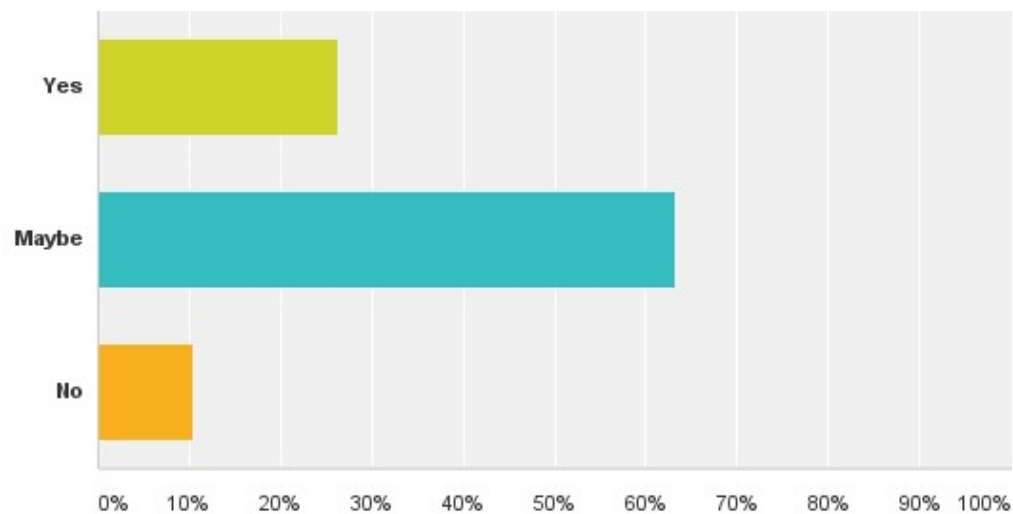
“Join international women's networks that cover what we are doing or are more advanced”.

“Create better networks and links to industry from a woman’s perspective across a range of programs. Better engagement with males in the industry”.

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## Q20: If WINSC did these things would you rejoin WINSC?

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*Whilst the majority of respondents remain non-committal, 26% said they would re-join. If 20% of the 'maybes' could be converted to re-joining, this could boost WINSC membership significantly*

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**Never Been a WINSC Member**

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## What sorts of new initiatives would excite you if WINSC adopted them?

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197 responses were received which fit into the following categories:

1% - Succession planning  
2% - More media presence  
2% - Funding for female led research projects  
2% - Career development  
2% - Assistance with marketing and branding  
2% - Political advocacy/lobbying  
2% - Engage with remote/ regional/ indigenous members  
3% - Schools/university/cadetship programs  
3% - Leadership programs

3% - Industry promotion  
3% - Promote women into more senior roles  
5% - Scholarship programs  
7% - Mentoring programs  
16% - Promote and profile women (including equal pay, equal opps)  
23% - Personal development/forums/networking events  
24% - Don't know

---



## Some interesting responses:

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“I’m not sure WINSC is relevant any more”

“Something tangible - a demonstration of skills on International Women’s Day or similar”.

“I think this community is great but I wasn't aware that it existed, so maybe spreading the word more and possibly educating women at school or TAFE of job opportunities for women in the seafood industry?”

“I do not really know enough to comment, but I will be doing some research after this”.

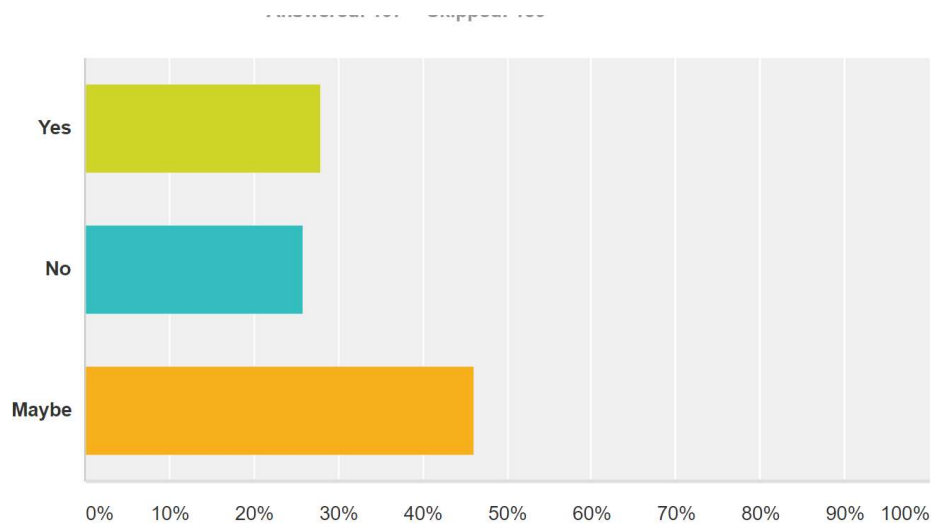
“When I open my FRDC magazine I'd like to see more females in the photographs of high level industry meetings that currently contain no females at all (and I don't mean getting a secretary to stand in the picture)”

“Working actively to get a 50:50 proportional involvement of women in all roles within the seafood industry”.

---

## If WINSC did these things would you join WINSC?

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*Whilst the majority of respondents remain non-committal (46%), 28% said they would join. This figures suggest there is a good case present to boost WINSC membership significantly*

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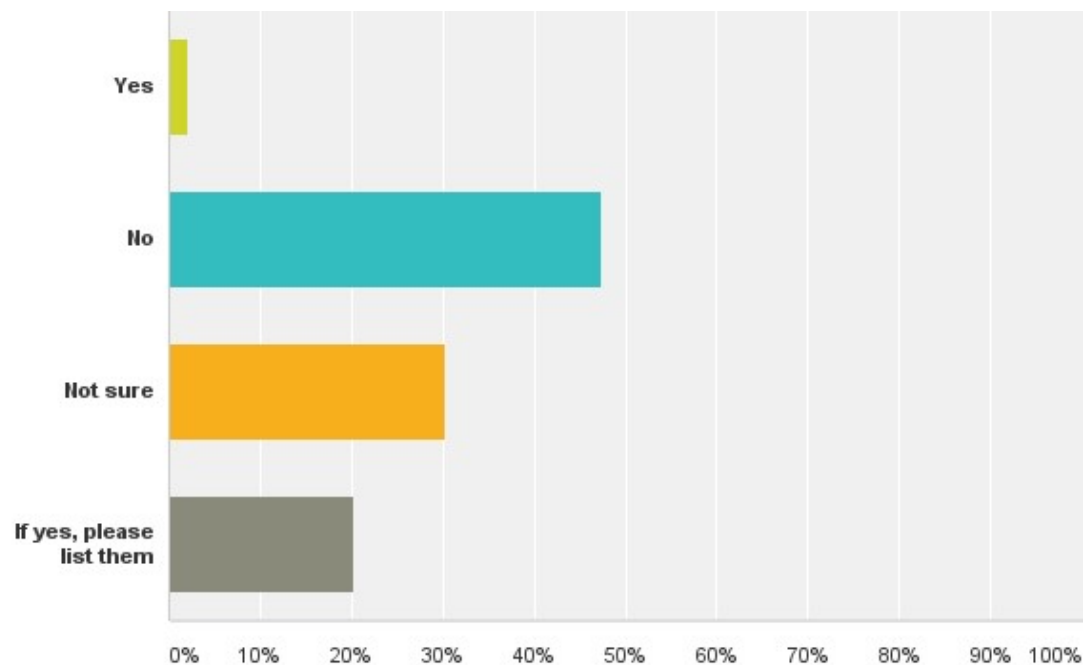
## **PART 4**

# **Gathering Ideas for a New Focus and Activities for WINSC**

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## Are you aware of some groups women in seafood could tap into?

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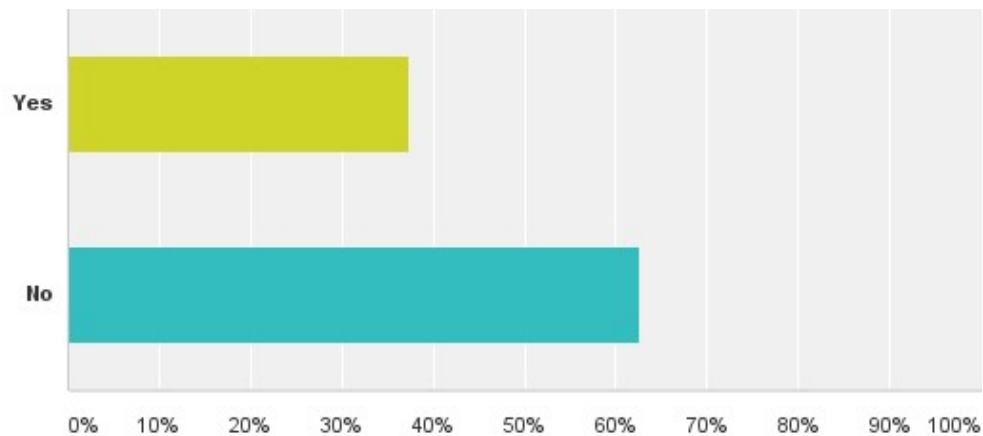
A small number of respondents could list other relevant groups in which WINSC could build its partnerships and networks

## “Non-Seafood” Related Responses included:

Non Seafood Related Groups	
State and Federal run women’s programs	Rural Women’s organisations/ networks
Business chambers	Women in Leadership
WWF	Fabian Dattner of Dattner Grant
Australian Institute of Company Directors	CEO Institute
SAGE and the Athena SWAN project WiT - Women in Technology	Agricultural groups
Country Women’s Association	Tourism operators
Rural Health Network	Restaurants
Australian Women in Agriculture	Business Chicks
Women in Hospitality	

## Are you a member of another industry representative group or professional organisation, including women's networks?

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The majority of respondents don't belong to another professional organisation



Is this a function of the seafood industry's mindset? Is this a barrier for increasing WINSC membership?

**For those that are members of other organisations, they tend to be seafood related:**

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Answer Choices	Responses	
Pledged with United Seafood Industries	19.32%	17
Master Fish Merchant's Association	1.14%	1
National Seafood Industry Alliance	5.68%	5
Australian Seafood Industry Council	1.14%	1
National Aquaculture Council	4.55%	4
Country Women's Association	4.55%	4
State Sector Body	36.36%	32
Industry Association	76.14%	67
Total Respondents: 88		



The top three organisations are: A seafood industry association, a state sector body and the newly formed United Seafood Industries

## Why are you a member of this/these group/s?

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Answer Choices	Responses	
It deals with issues that are relevant to me and my role in the seafood community	63.64%	56
I get a lot out of meeting with other people in the seafood and other industries and/or my profession	34.09%	30
It provides me with personal development opportunities that I can't get access to elsewhere	29.55%	26
It keeps me informed on what is going on in the seafood industry and other industries that is relevant to my role	53.41%	47
It provides me with a platform to raise issues about the seafood industry or issues with my role that I am concerned about	45.45%	40
Other	22.73%	20
Total Respondents: 88		



The top three reasons are consistent with what respondents have said are important about WINSC's objectives: relevance to their roles, keeping informed and a platform to raise issues



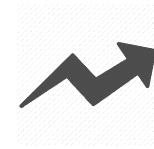
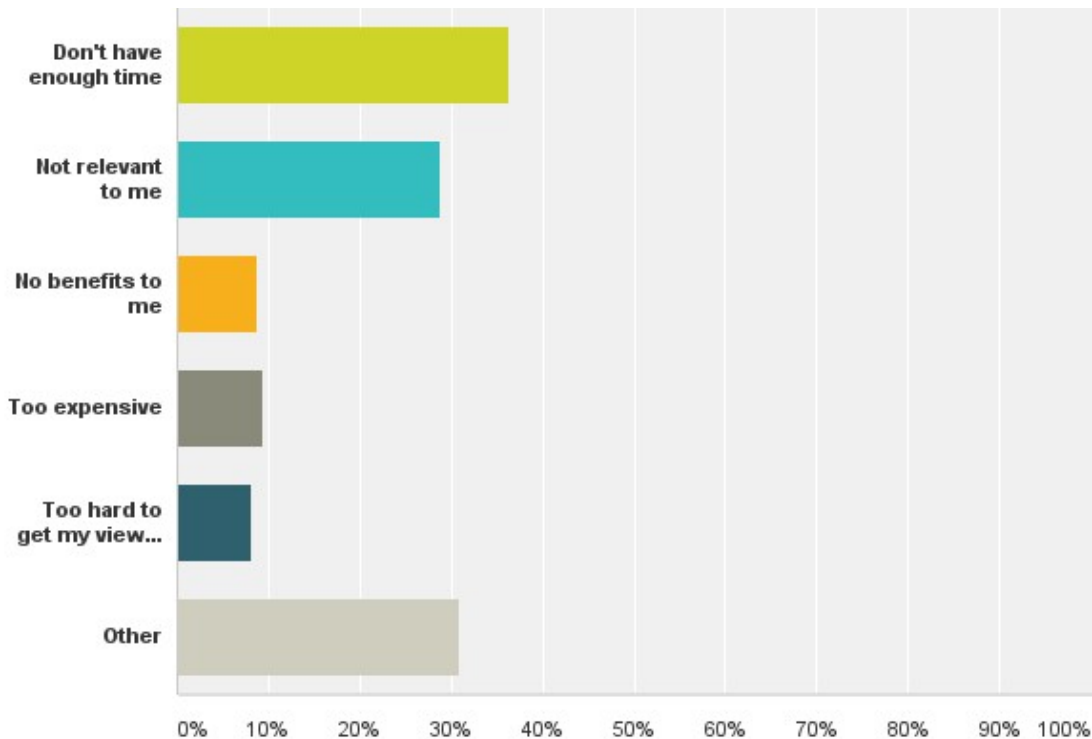
*Ensure WINSC's renewed focus keeps these top 3 priorities on the agenda*

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## If you are not a member of another group, why is this?

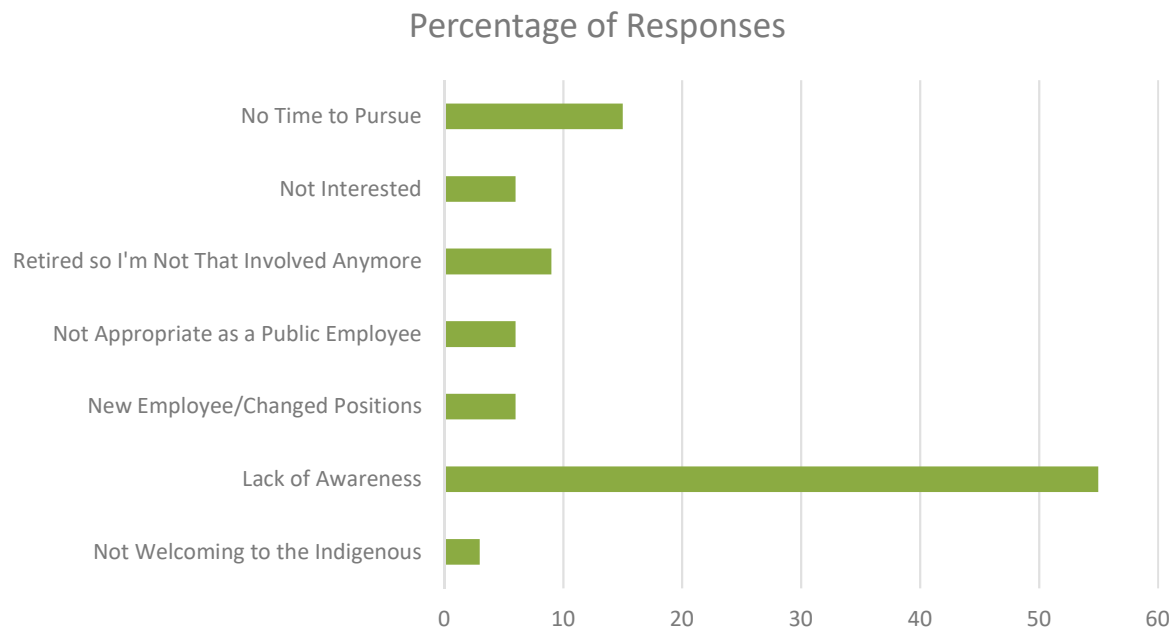
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Again the reason why respondents are not part of professional organisations is related to time and lack of relevance

## 41 other reasons were provided that fit into the following categories:

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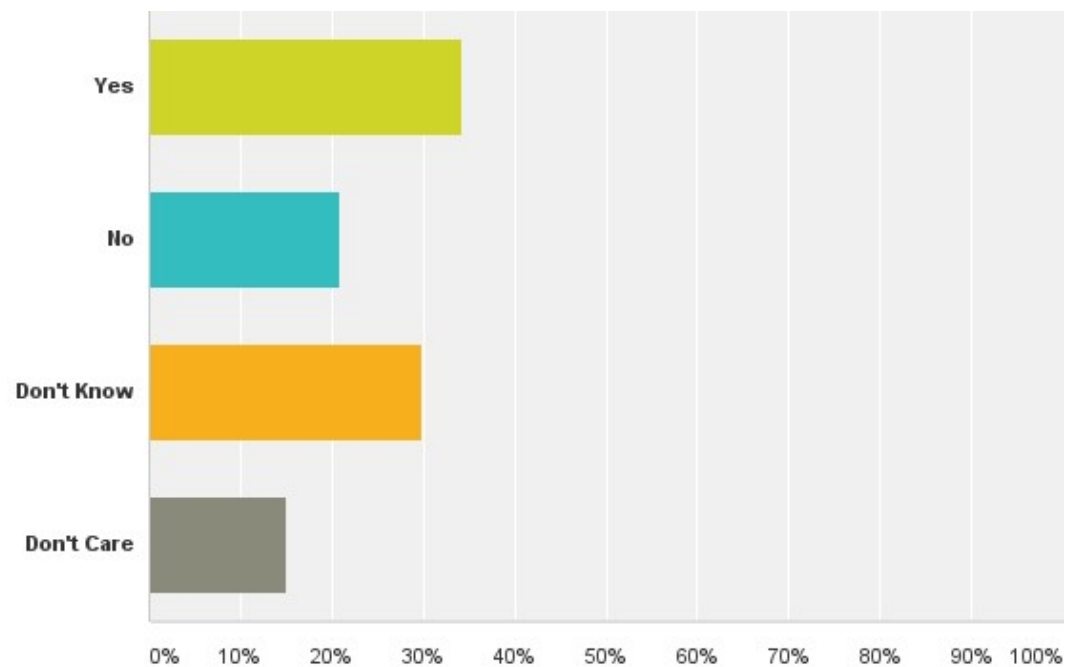


**interesting**

There is a strong lack of awareness that joining professional associations/organisations is even an option/something worth pursuing

## Do you think WINSC should change its name?

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The majority of respondents think WINSC should change the name of the organisation



*WINSC should change its name as part of the renewal process*

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## **Some thought about the WINSC name:**

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“Name does not have to be literal for example the "Athena Swan" is the program to support women in science”.

“The current name conveys the feeling that we are dealing with a group that feels like the underdog so our support will be generated by sympathy. Women don't need that. I think the name needs to be more general (like small business network???) and that the group needs to enter into MOUs with other bodies. Remove the gender thing entirely”

“Dunno, but it's currently awful and even the acronym is no good”

“Something a bit more snappy, easy to remember, more meaningful”

“Needs to be aligned with achieving objectives; Does it wish to remain a women only organisation, which is what its present title encourages”

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## **Some examples of some potential new names provided by respondents:**

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”FISI” - Females in Seafood Industry

“Women who Fish” - Look at Instagram “Women who Farm”. Highly successful.

“Women in SIN” - Might catch on!

“NOW - Network of Women”

“Chicks in Fish”

“WISE - Women in seafood enterprises”

“SWAN - Seafood Women’s Australia Network”

“Starboard Women”

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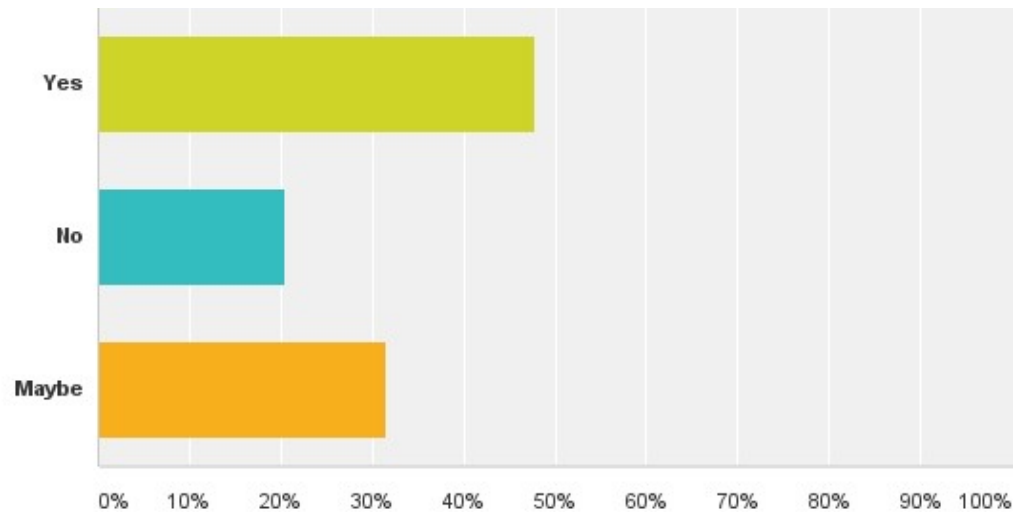
## **PART 5**

# **How WINSC can Communicate**

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## Are you interested in finding out more about WINSC?

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The majority of respondents would (or may like to) receive further information about WINSC

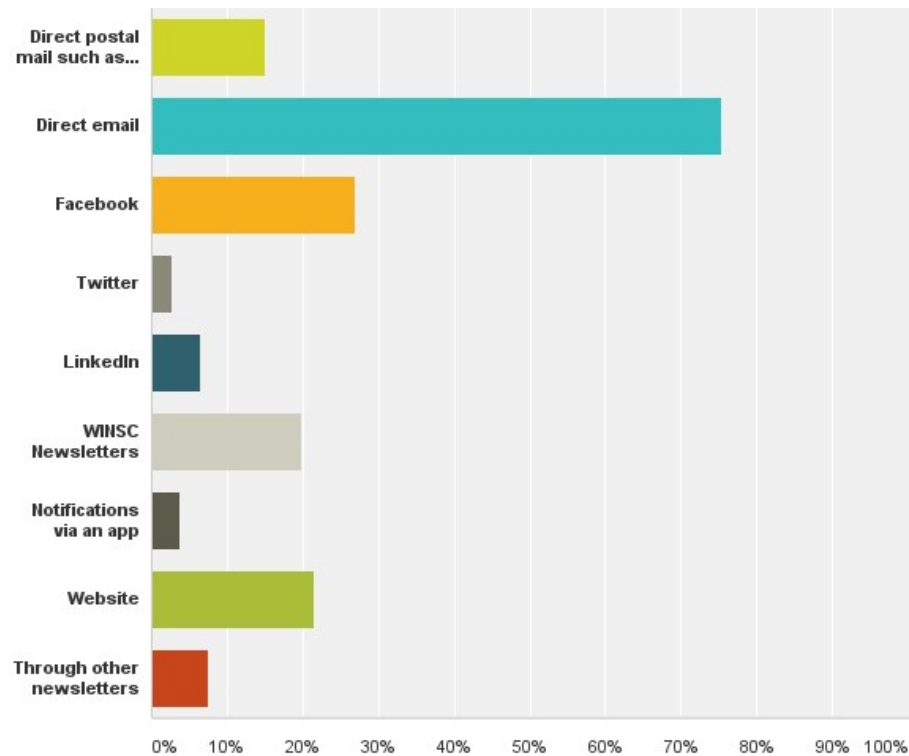


*This response provides WINSC with the opportunity to seek funds and deliver a national awareness campaign of a renewed WINSC, its objectives and planned activities*

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## If yes or maybe how would you like to receive the information?

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The top three communication platforms include direct email, FaceBook and a website



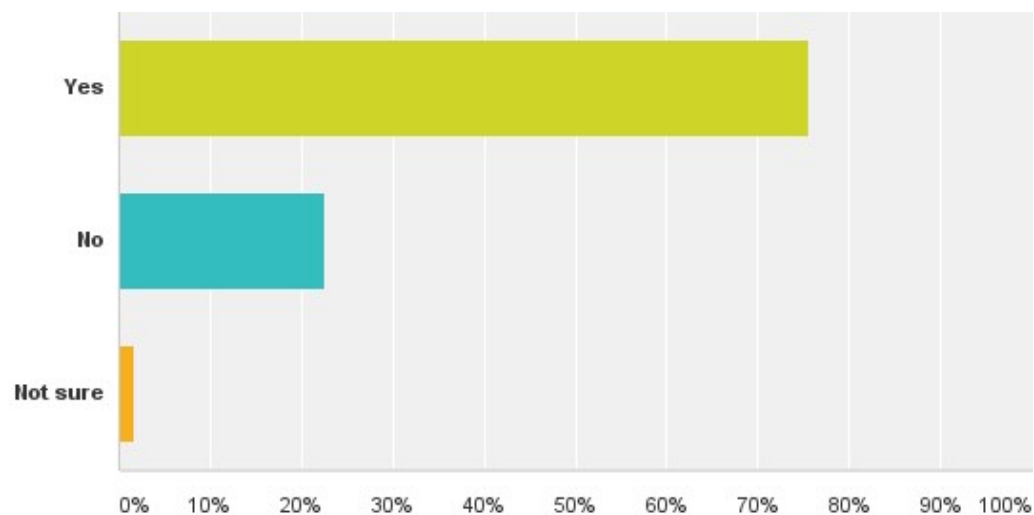
*WINSC could establish a regular e-news service, put more resourcing into social media and audit, refresh and regularly maintain the WINSC website*

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## Do you receive FISH Magazine?

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The majority of respondents receive and recognise FRDC's Fish Magazine

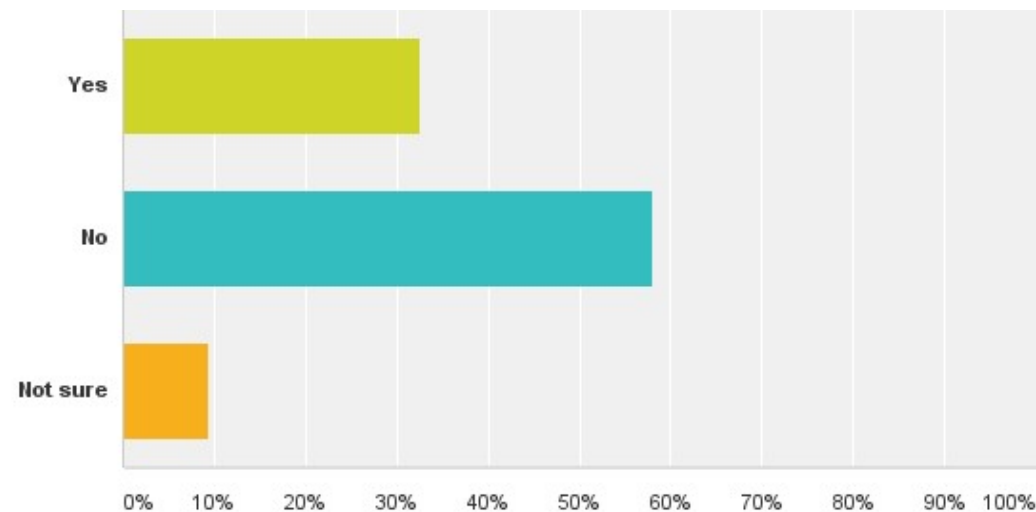


*Negotiate a two page spread in every edition to promote WINSC and its activities, achievements*

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## Do you receive FishFiles e-news?

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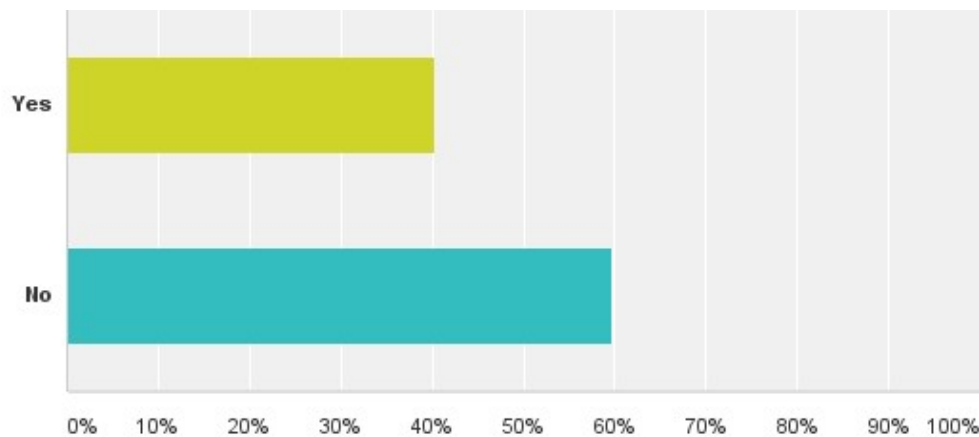


The majority of respondents don't receive or recognise FRDC's FishFiles e-news suggesting this may not be the best platform for WINSC to use for communication

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## Would you be willing to be interviewed face to face or by telephone further about your responses?

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The majority of respondents do not wish to be interviewed further



*Honey and Fox will contact 10-15 respondents who are willing to be interviewed to further explore some of the sentiments expressed in this survey via an interview template*

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**Is there a woman in the industry you would like to nominate for a future, potential project that plans to celebrate 100 incredible women in the Australian seafood industry?**



104 responses were provided with over 150 individual names (to be provided in a confidential report to WINSC)



*WINSC has a foundation to develop a national award activity and profiling and promotion activities of women in Australian seafood*

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**END OF SURVEY**

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# WINSC RENEWAL WORKSHOP II

## "TIME FOR CHANGE"

MONDAY, 1<sup>ST</sup> MAY 2017, VENUE: TBA



Facilitated by Honey and Fox Pty Ltd

Your Workshop Hosts: Jayne Gallagher and Emily Mantilla

[www.honeyandfox.com.au](http://www.honeyandfox.com.au)

10am – Welcome and introduction to Honey and Fox

10:15am – Recap of Workshop 1 – Jayne Gallagher

10:45am – Walk through of the 2017 WINSC Renewal Survey: Trends, interesting findings and opportunities – Emily Mantilla

12pm – Lunch and networking

1pm – Group discussion – Jayne Gallagher

2:00pm – Next steps and recommendations – Jayne Gallagher

3pm – The action plan

4pm – Workshop close

## **Identified Inspirational Women (*in no particular order*)**

### **1. Veronica Papacosta (x 4)**

- Leading the development of SIA
- She took on the mammoth task of securing enough pledges for SIA and was successful (while also running her own business). She also provides so much support and help to other industry groups/organisations.
- Vibrant passionate and dedicated to a united seafood Industry in Australia .

### **2. Leonie Noble (x8)**

- Works tirelessly to raise the profile of WINSC.
- Inspires others to participate and be the best they can be
- I have watched her develop and to my mind she has achieved a lot against the odds and achieved outcomes.
- National leader
- Has been selfless in keeping women together
- Understands the deeper needs of women, families and communities and how they could interact with the "powers" in the sector
- Long term Industry leader
- Started SAWIN
- She is across so many issues, organisations and networks.

### **3. Judy Dipmar**

- Dermal long line and shark fishery - windy harbour WA

### **4. Katherine Winchester (x 3)**

- She's so professional

### **5. Margaret Stevenson (x4)**

- She's such a lovely person who has done so much for industry
- For her passion to survive in a small fishing business and the continual submissions to secure a future for this very sustainable fishery.
- Margaret works tirelessly for the Commercial Fishing Industry in QLD using her knowledge and experience.

### **6. Sandy Newman**

- She's been with Jeff and supported him right or wrong since they were young. The life they lead is tough but she makes it seem like the best lifestyle in the world

### **7. Jennifer Wren Karumba**

- She is such an excellent business women and I'm sure that Wren Fishing would not be nearly as successful without her firm leadership

8. Industry women who have worked tirelessly through the NSW reform and parliamentary inquiry

9. Esmay Hropic

- Commercial Fishing NSW
- Heavily focused on continuing the traditions of women in commercial fishing and supplying fresh local seafood to NSW regional communities.

10. Lynette Williams

- Aquatic Animal Health Laboratory Geelong.
- She has worked in the field of aquatic animal diseases for many years and has played a role in many of the important diagnostic tests used across the Australian aquaculture industries.

11. Hazel Farrell

- NSW Food Authority Shellfish Program.
- She is amazing!

12. Stephanie Williams (x2)

- Sydney Fish Market
- Her passion and commitment to the industry speaks for itself.

13. Suzie McEnally

14. Tricia Beatty

15. Lowri Pryce

- OceanWatch

17. Frances Bender

- Huon Aquaculture

18. Most wives of commercial fishers.

- They hold it all together

19. Kate Brooks

- For her research in work health and safety in fishing.
- Has done a lot to raise the profile of industry and the place of women and family in industry

20. Claire Webber

- For her tenacity and enthusiasm in working tirelessly with the Eyre Peninsula fishing community

21. Linda Sams

- Tassal
- Integrity, strength in the face of huge challenges

22. Karen Holder

- Great leader with extensive experience



23. Heather Brayford (x3)

- Vastly experienced fisheries management executive
- Achieved the ultimate senior role in the state government department, traditionally a male-dominated executive environment.

24. Gillian Beakey

- Laurieton Commercial Fishermens Co-operative.
- She's a great positive role model for women in a male-dominated work sector.

25. Jane Clout

- Koorringal Oysters Morton Island QLD
- Jane has been actively involved in the oyster industry for decades after a life style change. She's embraced the change and become exceptionally good at what she does.
- She's involved on several volunteer boards and committees within the industry and takes a very holistic approach to her work.

26. Adrienne Laird

- Northern prawn trawl

27. Debbie Ahern

- Debbie's Seafood, Mackay
- Finalist in last years' awards

28. Heidi Walker

- Walker Seafoods
- Tuna Longline
- Heidi is making significant advances in the promotion, selling and distribution of MSC accredited longline fish from Australia to various markets around the world...and she has to put up with Pavo :)

29. Sarah Jennings

30. Pat Dixon

31. Qifeng Ye

- SARDI

32. Emma Wilkie

- Executive Officer SOCo
- Great communicator
- enthusiastic
- Has a vision for the oyster industry and handles herself very well

33. Kirsten Rough (x3)

- Southern Bluefin Tuna Industry

- Kirsten has been quietly working away in the tuna industry since just after its inception (mid nineties).
- Whilst she is very researched focused, she is acutely in tune with the needs of industry and defends them professionally to the likes of oil and gas operators and marine parks encroachment.
- She works cross sectorally with other fishing and aquaculture groups (such as oysters) and has specific expertise in areas including oceanography, fish health, ecosystem function, biofouling and fish husbandry.
- She is a quiet achiever in the noisy world of fisheries and aquaculture.
- Kirsten has been in the tuna industry for over 20 years; she has made a huge contribution to its transition from a wild to fish husbandry operation by working direct with the fishers; and still underpins the industry's fish health program.

34. Gretta Pecl (x2)

- Scientist
- She has an amazing track record of supporting small scale fishery development (i.e. cephalopods) and recreational fishing, particularly through her work on broadening the understanding of climate change and Redmap.
- She is an extremely highly regarded scientist internationally and has been a huge advocate for women, particularly in science.

35. Natalie Moltschaniwskyj

- First female Director of NSW DPI Fisheries Research.

36. Barbara Konstas (x3)

- Melbourne Seafood Centre
- History, passion and expertise
- Tireless advocate for the Victorian seafood industry, from the local fishers to the retailers.

36. Serena Zipf

37. Mary Mitchelson

- Wild catch sector Gippsland Lakes
- Mary has been (with her late husband Kevin) a pioneer in the Australian Fishing Industry.
- She was one of the early women actively fishing and operating fishing businesses in South Eastern Australia.

38. Lyn Warn

- Victorian abalone licence holder and former seafood processor
- Loads of experience effectively representing the fishing industry on various government committees yet was ostracized by a group of male bullies who staged a coup within an industry association several years ago. Since her departure along with several colleagues (another woman and several men), the relationship between industry and government has been atrocious, which attests to her effectiveness in providing leadership and a responsible voice for industry issues.

39. Beth Fulton (x2)

- Research
- Internationally renowned for leading the ecosystem and fisheries modelling world.

40. Juanita Davey

- FV Wildcard
- Incredibly hard working woman and inspiring.

41. Julie-Anne Ward

- Karumba
- Lives and works in remote area & deserves recognition for her hard work & dedication (a quiet achiever).

42. Erica Starling (x4)

- Local Geraldton women passionate about the seafood industry
- Because she fought hard and well in a male dominant area
- Erica is a pioneer who takes incredible, but well considered risks to generate a new industry for community benefit. Finfish aquaculture is not for people who are faint hearted or easily swayed from their chosen course.
- She is intelligent, hard working, honest, moral and tenacious, and combative when necessary.

43. Ana Rubio

- Researcher

44. Sue McIntyre

- Broadwater Oysters Aquaculturist
- Sue has driven environmental management and founded sapphire coast wilderness oysters a farmer collective that is committed to our industries sustainability and provides providence, environmental credentials and an exclusivity within farmers.

45. Sandy Skerritt

- Moreton Bay Rock Oysters.
- She manages the family farm together with her husband Wade in a remote location while also home schooling her daughter.

46. Jenny Lott

- Now passed away
- Fisher of mackerel off Townsville and trawling in the Gulf of Carpentaria

46. Mary Howard (x5)

- Incredible energy and effort in the fight to save NSW seafood industry
- Because of her continual pressure of government for water qualities issues and fair access to fishing grounds.
- She just amazes me with her 'continued' efforts. At half her age I struggle to keep up.

- Mary has been proactive in caring for and working for the fishers and the families of the NSW commercial fishers for over 40 years. Her skills and knowledge has been pivotal in the challenges our industry is facing in NSW. She has also provided support and shared her knowledge with me personally and she is more than worthy of this accolade

47. Renata Brooks

- Board member of FRDC and committed to great aquaculture outcomes

48. Alison Turnbull

- Marine Biotoxins
- Ali's breadth of knowledge and assistance and support that she has given and provided to the seafood industry, primarily in Tasmania, but now nationally via SafeFish"

49. Kirsten Abernethy

- Researcher at Seafood Industry Victoria.
- Kirsten has many years international experience and is now working on a very important project regarding fishermen's health.
- She is involved selling the message of sustainable Victorian Seafood and interacts weekly with all levels of the fishing industry.
- She is highly trusted by all fishing sectors in Victoria.
- Kirsten is dedicated to the fishing industry and is a great ambassador for us.

50. Frances Bender (x 2)

- Aquaculture
- Her integrity and application
- Shown a lot of courage in Tasmania over the management of the salmon industry

51. Robyn Denny

- Ocean Fish Diving
- Supportive, knowledgeable, hard worker, business innovator, community orientated, driver of change

52. Mary Nenke

- Cambinata Yabbies farming
- She has built an industry that has created rural employment for several hundred farmer's wives and daughters.

53. Lyn Warn

- Her work in the abalone industry, chair of seafood victoria and the board member had passion and drive for all sectors of the industry.

54. Gloria Jones (x3)

- South Australia inland fishing
- Lifetime of work in all facets of the industry and a hands-on fisher for a lot of that time.
- She started SAWIN which became WINSC

55. Barbara Radley

- NSW trap and line fish Now in Tasmania

56. Ilona Stobutzki

57. Jennifer Ovenden

- Research scientist Molecular Fisheries Laboratory, University of Queensland.
- Jenny has been an incredible role model as a leader in her field of fisheries genetics. She has mentored many scientists through postgraduate degrees and collaborated with scientists around the world.
- Despite the QLD Government making both her and her research team redundant 5 years ago she has fought back to lead a stronger lab based at the University of Queensland and currently holds the record for most annual journal publications in her department. I feel very lucky to have had the opportunity to work with this amazing woman.

58. Fiona McKinnon

- Senior Fisheries Manager for NSW Department of Primary Industries.
- Fiona has devoted over 20 years of her life to managing Australian fisheries with care, compassion and integrity. She is passionate about the sustainability of the resources and the fishing industry.
- In a role that is dominated by males, she brings a different and valuable perspective to fisheries management discussions.

59. Rachel King

60. Shirley Sawynok

- From a grass roots perspective
- Years of service to the Queensland Tagging program and Recfishing Research and countless projects without ever receiving a shred of credit. (There are many women in this boat)

61. Michelene Bunting

- Gladstone Sportsfishing Club
- For her services to the club and grass roots advocacy for fishing.

62. Vicki Martin

- Social scientist providing a vital link to better understanding the most important resource in the sector - the fishers.

63. Chloe Laurence

- She fishes website
- Has provided a great visible role model for women who fish.

64. Mel Young

- Young Guns Fishing Adventures
- Has taken risks and has taken the scars but still going

65. Darcie Arahill

- US YouTuber
- Helping promote Rockhampton and fishing

66. Kay Webber

- Recreational Fishing Sector
- Dedicated many hours of work over 2 decades to volunteer work and a number of advisory committees relating to recreational fishing education and administration.
- In the early days she was the sole female participant in a male dominated environment.
- Apart from the fact that she trail blazed in respect to her committee membership her approach to the work at hand was always professional and significant.

67. Annie Jarrett (x4)

- She would hate the attention but deserves it
- Annie has had a long involvement in the leadership of the wild prawn industry.
- Skilled in both governance, policy & sector development
- Annie is widely respected.

68. Sue McIntyre

- A tireless, yet strategic, member of the NSW oyster industry who has patiently and positively championed environmental management and sector marketing.

69. Caroline Henry

- For taking the lead in an industry that needs a lead

70. Renae Tobin

- Social scientist
- Has done a lot to raise the profile of industry and the place of women and family in industry

71. Judith Handler

- For all her work on documenting aquatic animal diseases in Australian molluscs - in particular the diagnostic CD for abalone disease and pathology

72. Wendy Skene

- Victorian Fishery Officer
- Began career years ago when it was hard for women to be accepted.

73. Trudy Schmidt

- Victorian Fishery Officer
- Began career years ago when it was hard for women to be accepted.

74. Debra Ferguson

75. Christine Jackson (Jones) (x2)

- Christine has taken over from her father (Henry Jones) in the Coorong fishery.

- She has done a lot for the environment of the Coorong and its wildlife and sealife creatures.

76. Helen Jenkins

- APFA
- Has the ability to manage multiple stakeholders and positively engage across levels of industry

77. Lynda Mitchelson-Twigg

- Lakes Entrance
- She is a fisher, mother, daughter, business manager of one of the most successful fishing businesses in Victoria

78. Elaine Lewthwaite (x2)

- An ongoing and tireless advocate for the commercial fishing Industry

79. June Gill

- She started SAWIN which became WINSC

80. Charmain Wait

- She started SAWIN which became WINSC

81. Emily Mantilla

- She is known for her successes and has made a sustained and valuable contribution to the industry. She has also taken on leadership roles

82. Janet Howieson.

- An incredible independent women, helping the seafood industry remain profitable with a great ability to communicate with industry

83. Kelly Morgan

- From 'Reef and Retail'
- Kelly's determination to provide the best freshest local seafood to the public is admirable. Her tireless energy is inspirational.

84. Jayne Gallagher

- She is known for her successes and has made a sustained and valuable contribution to the industry. She has also taken on leadership roles

85. Joanne Coulter

- Harvey Bay Seafood Festival

86. Anne Whalley

- Wild Catch Queensland
- Anne has held a position on the WINSC board, from President and treasurer she has held position on the National Rural Women's Coalition.

- Anne has always strived for the recognition of women in the seafood industry as a quiet achiever and a team player who deserves recognition for the years and valuable time she has given to her industry and WINSC.