

Methods to profile and connect the provenance of wild caught prawn fisheries and their values to the community



Pete Smith Bi-catch is a massive issue. My son reports 50% bi-catch on his fishing trawler in the Great Aust Bight and that is even with special nets. That is 50% dead fish being returned to the sea.

Like · Reply · Message · 2w



Author

Australian Wild Prawns That's why reducing bycatch is such a priority and there's never a "good enough" percentage. The industry is always aiming to do better. Here's the full story showing what SA fishers are doing about it --->

<https://www.facebook.com/111689433646434/videos/133292131433557/>



Like · Reply · Commented on by Benjamin Hale [?] · 2w · Edited



Pete Smith Australian Wild Prawns well done guys.

Like · Reply · Message · 2w

Rachel King

Ben Hale and Matt Blyth

May 2022

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2018/172**

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Researcher Contact Details

Name: Rachel King
Address:
Phone: 0425 237 566
Fax:
Email: acpf.eo@gmail.com

FRDC Contact Details

Address: 25 Geils Court
Deakin ACT 2600
Phone: 02 6122 2100
Email: frdc@frdc.com.au
Web: 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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Pictured L-R: David Patane, Cooper Patane, Phil Robson, Alex Kailis, Lenny Franklin, Mark Robson, Ashley Lukin at the project's launch 10 March 2020

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Pictured L-R ACPF Directors Ashley Lukin and Stefan Diacos, Minister Jonno Duniham, ACPF Chair Annie Jarrett, ACPF EO Rachel King, FRDC Managing Director Patrick Hone, ACPF Directors Dylan Skinns and Simon Clark (to July 2021) at the project's launch 10 March 2020

Annie Jarrett, Dylan Skinns, Felicity Horn, Stefan Diacos, Ashley Lukin

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Matt Blyth and Alaneo Gloor who travelled Australia spending many hours at sea filming Australian Wild Prawn fisheries and the heart of its people.

Ben Hale who managed the execution of the campaign reaching millions of Australians to earn trust

The Comunicado team who branded and pitched Australian Wild Prawns with transparency and poetry

The Romeo Digital team who created a cross-generational digital work of beauty



L-R: Amanda Schultz, Romeo Digital; Matt Blyth, Millstream Productions; Ben Hale, Adpower; Marco Eychenne, Romeo Digital; Nikki Cole, Comunicado; Joel Garvey, Romeo Digital; Gemma Boucher, Romeo Digital at the project's launch 10 March 2020

Executive Summary

What the report is about

The wild prawn industry, as a key influencer of the community's (sustainability) perception of the Australian seafood industry, has addressed identified risks to social license so that it can protect the legal license to operate in public waters. This report provides the results and conclusions on the interventions and methods trialled to engage the community.

Background

As one of its highest priorities, the ACPF has focussed on building and planning the execution of its Community Engagement Strategy (2018-2020). The ACPF's focus is driven by community sentiment expressed during the Super Trawler debate, loss of fishing ground along the eastern seaboard and advice received on risks to wild catch prawn social license.

Essence Communications, 2015 and Diplomacy, 2018 advised that the community is unsure about wild prawn fisheries in the absence of compelling and pride instilling information. In 2018, the ACPF noted that many of its fishery's RD&E investments directly address community concerns but the industry has rarely or effectively engaged the community on RD&E based industry achievements. The ACPF is at risk of losing RD&E investment gains through a disengaged community and declining social license.

At the outset, the project needed to avoid crossing the line into product-based marketing (which is the domain of industry funded Love Australian Prawns) and balance the use of one-way (Public Relations) versus two-way (engagement) communication tools. It was known to the ACPF that the best practice community engagement activities for wild prawns would;

- be in partnership with stakeholders to increase reach (Futureye, 2017 and Diplomacy, 2018) eg food service, Government, eNGOs, retailers and tourism organisations
- involve stakeholder partnership in a common project eg in this case a RD&E project to extend prawn fisheries production and common values information (Diplomacy, 2018), and
- engage interested people and also those likely to be influenced by stakeholder organisations eg the seafood consuming community, recreational fisherman (Essence Communications, 2015 and Futureye, 2017).

Aims/objectives

1. Connect the community to each prawn fishery through wild prawn fishery stories told by authentic people on location
2. Prawn fishery stories have an emotional connect on issues of common concern with reference to relevant RD&E initiatives (as described by Project 2017-242 ± Our Pledge)
3. Implement engagement tools based on community behaviour insights that provide repeat and long term connection with the community at points of community interaction
4. Build a database of engaged community members to which ACPF can communicate its commitment and achievements against Our Pledge
5. Create an extensive bank of media for future industry use including provision of footage to fisheries for their use

6. Measure effectiveness of community engagement method through consumer evaluation channels eg commissioned consumer evaluation

Methodology

The project followed the method:

1. COMMUNITY VALUES and BEHAVIOURAL INSIGHTS: Identify the community group to engage, with what content, on what topics, which spokespeople and in which channels.
2. FISHERIES PROFILES and COMMON VALUES CONTENT DEVELOPMENT: At-sea and interview footage to be recorded across Australian prawn fisheries during fishing windows.
3. COMMUNITY ENGAGEMENT MECHANISMS: Digital means of engaging the community - in two way conversation - with the footage.
4. EVALUATION: Evaluation of engagement mechanisms, considering effectiveness, impact, and cost.

Key Results

Project's Goal of Change: Social license to operate with most of the community trusting, accepting, and supporting seafood industry's activities (Goal of Change, FRDC M&E Framework, 2020)

Project's Effectiveness: Measure of success is defined by the project's engagement mechanisms. These are captured digitally and evaluated primarily by reach and engagement metrics. The project followed a process to identify results in each of Audience, Audience Values, Community Influencers, Target Channels, and Content:

Audience: Prawn consumers and those interested in the (oceanic) environment are the audience most likely to engage in social license issues. While it is important to reach prawn consumers/foodies and ocean lovers/eco conscious with transparent *production* related messages to build trust, our known wild prawn purchase decision makers (55+ females) weren't the majority cohort to engage - their drivers to purchase are *post-production issues taste, price, format, quality*, etc. The engaged cohort was 70% 30+ male with outdoor, sport, vehicle, and food interests.

Audience values: The community's positive response (by view and engagement rates) to environmental stories and stories with heartfelt authenticity supports the initial research, and Community Trust in Rural Industries findings (CTRI, 2022), that environmental drivers and transparency in connection are key community touchpoints: transparent and authentic stories about the environment predicate trust. The emerging issues reported by Adpower were very likely existing additional social license risks, some of which may have risen in importance in response to anti-China sentiment driven by COVID-19.

Community influencers: Government, scientific, eNGO and recreational fishing stakeholders were involved in the project and there was no evidence to suggest it was detrimental to involve them with the aim of vouching for the industry to improve credibility.

Target channels: The project identified many opportunities to reach and engage the community at or near the retail environment and at home (via social media). Results reported under 'Audience' suggest that content engagement, and the interested audience, is better reached away from the point of sale. This is either related to lack of time at point of sale and/or that the purchaser is interested in different issues. The project could not identify an effective way of engaging the community at food service or with chefs and the supply chain – an opportunity to 'edutain' people at a moment where their attention is turned to their food.

Content: The project confirmed the need to use evidence-based content and values-based messaging that resonates with the community: "*There are many "doorways" to the heart of the public. A positive story doesn't have to be entirely about the trawling industry to be good for the trawling industry. That people, as much as provenance can add value, connection, depth, and dimension to a fishery's story,*" Adpower.

Project's Impact: Evaluation using the FRDC's M&E Framework for digital engagement - using reach and engagement metrics – provided the best summary insight: 2.3M were reached via social media, an engagement rate of 20.4% watching over 1.2M minutes of video content with over 100 hostile conversations moderated and de-escalated. 5.2M were reached via broadcast and print media but, with no engagement mechanism in those mediums, there is no insight into the effect of the communication. Interactive print media reached over 1.7M, with engagement (scans only) at 0.2%.

Project's Economic analysis:

- The most cost-effective means of maximising reach was via mass media at \$0.01 per person reached. This was under the scenario that all placement was at no cost except for the cost of Public Relations to pitch stories to the media.
- The most cost-effective means of maximising engagement was via social media at \$0.22 per person engaged. Note that interactive print media engagement effectiveness is underreported as there is no other way of measuring engagement (shares, comments, etc) from interactive print media than the rate of QR scans.
- The most cost-effective means to maximise both reach and effective engagement is via a targeted and expertly moderated social media program.

Implications for relevant stakeholders

The 5-10 year FRDC's M&E Framework goal cannot be achieved over the course of a single project. Consistent effort is required by management and industry to achieve the goal over a long period. This project was a foundational step to achieve the project's outcome "The community is connected with the individual fisheries, as part of a broader social license strategy"

Supported by CTRI 2022 results, management and industry are best to reach and engage the community with their actions to address environmental community concern as it is the most effective way to improve trust and acceptance.

When designing community engagement on social license issues for seafood:

- It may not always be the purchasing consumer (55yo+ females for wild prawns) that engages on social license issues, but it may be the non-purchasing consumer with related interests; noting that wild prawn consumers are predominantly 45yo+ – both genders. This has implications for;
 - the effectiveness of social license topic interventions at point of sale
 - the targeting of audiences in future social license issue campaigns via social media, and
 - the place of social license issues - they must trail product positioning campaigns rather than be front and centre as the target (purchasing) audience is not as interested as we think they are.
- The audience must be built from those connected to the story and then expanded to disconnected audiences to establish trust.
- The stories must address key common values and social license risks that the industry has previously identified for its sector as a way of acknowledging the concerns of the community in the conversation. SIA's 'Our Pledge' may assist as a proxy for industries that are not sure what their social license risks are.
- RD&E outputs are vital evidence of the industry's action towards addressing commonly held values and should be communicated in common-values language by all food producing sectors.
- The best content to profile and build trust in the sector may be centred around the person and their values rather than the industry.

- The best channels in which to intervene on social license for food products may not be the most obvious ie at point of sale, but more likely to be the platform in which engagement takes place to build trust eg social media.
- Further work is required to engage some stakeholders, for example chefs, as they are trusted influencers amongst those interested in food selection.
- The industry and Government must not avoid the seafood consuming audience for fear of breaching RD&E funding terms as the product's production methods are intrinsically tied to acceptance of the industry by their underlying ethics.

The most cost effective (\$0.22/person engaged and \$0.04/person reached), scalable (>2 million) and controllable (with expert moderation) community engagement activity is a targeted and moderated social media campaign. However, an industry cannot take a 'set and forget' approach after setting up a social media program: a holistic community engagement program must be managed by the industry over several years. This must contain aspects of the annual 'reflection' process to identify risks and continued work with stakeholders as outlined by the FRDC's M&E Framework.

A social media program must be appropriately and expertly moderated so that the activity does not appear as if it is a Public Relations style one-way-conversation, potentially doing more damage than if the industry remained silent.

Continuous community engagement with stories that instill pride amongst industry members, needs to be considered as a positive way to help the industry 'walk the talk' over time.

Recommendations

1. **5-10 years is a more realistic timeframe to improve trust and acceptance than a two-year project.** A two-year project, such as this, is vital to establish a foundational approach to improving a sector's social license. A project such as this can test hypotheses on identified audience, audience values, content, and channels. However, trust can be affected by other externalities in a short timeframe (CTRI, 2022) and a longer timeframe is needed to improve perception.
2. **Community engagement must continue for the long term.** Once a conversation has commenced with the community it cannot stop as the community may conclude that the activity was a one-off or there is something to hide (CTRI, 2022) and mistrust may grow. The ACPF's 2021-2025 Community Engagement Plan needs to contain consistent community engagement outputs.
3. **Stakeholder engagement is as important as community engagement.** Including stakeholders in content may lead to them feeling 'used' as a third party. The ACPF needs to continue stakeholder engagement to gauge their needs as part of its ongoing Community Engagement Plan.
4. **Environmental issues must continue to be addressed and communicated to the community.** Identified of significant interest to the community in this project and in CTRI, 2022 findings, the ACPF must continue to invest in and profile attempts to find solutions to environmental concerns to build trust.
5. **Continue to reach the seafood and ocean loving audience and avoid targeting a narrow product purchaser focused audience.** Social license campaign settings should remain targeted at seafood and ocean lovers as CTRI indicates that product trust influences sector trust. The campaign should avoid the temptation to target the product purchase focused audience as their interests differ and the objective is to improve trust, not lift sales. For wild prawns, the consumer group engaged in social license issues is the 45yo+ (male and female) audience rather than solely 55yo+ females who primarily make wild prawn purchase decisions.

6. **Use moderated social media optimized for reach and engagement to target audiences as the most cost-effective tool.** Two-way engagement best demonstrates the industry's willingness to listen and acknowledge issues, which builds trust, and enables the ACPF to monitor for emerging risks.
7. **Limit point of sale and media 'reach' activities as the engagement rate is lower.** These activities are better suited to influence the purchaser and to create awareness.
8. **Investigate ways to reach the community via food influencers.** The project was unable to find an effective means of reaching the community via food service. The most effective means of achieving this is likely via trusted influencers and this will require additional work.
9. **Use the tools created, and demonstrated to be effective, to continue community engagement.** Now that the tools have been created for the ACPF; website, social media, and a video series, the ACPF should continue to utilize these and expand them over time with new content.
10. **Add and maintain live links to environmental sustainability metrics on the Australian Wild Prawn website.** In light of the importance of environmental sustainability transparency, the www.australianwildprawns.com.au website should provide live links to credible third party information such as the Status of Sustainable Fish Stocks (SAFs) site fish.gov.au.
11. **Use analyses of social media data to advise the industry of the importance of social license risks to the industry, both existing risks and new risks.** If community surveys aren't available as a source of information, social media reporting and moderation is the best form of advice on the importance of identified risks to the community. Moderation and analysis of comments is vital to gauge the emergence of new risks.
12. **Commission new material to address emerging risks.** To demonstrate that the industry is listening and is progressive, create new content in the style of the 'What We Care About' series as an output of commissioned RD&E. Content messaging and structure should follow the formula demonstrated in this project.
13. **Obtain community sentiment data as an indicator of sector progress to improve trust/acceptance.** The CTRI, 2022 produced valuable insight into sector trust, acceptance, and social license risks. Continuation of CTRI's community sentiment surveys will enable the ACPF to continue to track progress but with an understanding that other externalities outside the ACPF's work affect trust. If possible, a wild prawn sector category needs to be added (alongside wild capture fisheries and primary production) so that the ACPF can more directly gauge community sentiment.

Introduction

The community has a decreasing trust in the ability of the Government to objectively regulate industries and their legal license to operate ((Boutilier and Centre For Food Integrity). This has led to the increasing role of trust based social license to operate.

The community is determining this social license subjectively using a perception of whether the industry adheres to shared values (Boutilier, 2018; Centre for Food Integrity, 2017).

The (seafood) industry relies on its access to the public resource. However, it has not effectively generated transparent and compelling information about its practices and achievements. This leaves the community uncertain about the industry's adherence to shared values (Essence Communications, 2015; Diplomacy, 2018 and Intuitive Solutions, 2017).

Agenda driven activists have stepped into the void to influence community perception using outrage tactics. Using campaigns to demonstrate lack of social license, policy is determined by community groundswell (Futureye, 2017). This has had subsequent impact on the industry's access to the publicly owned natural resource.

These mechanisms caught Australia's seafood industry by surprise during the 2015 Super Trawler debate. In the void created by weak community-industry relationship, activists led a campaign based on fear and mistrust against a scientific based proposal to improve harvest efficiency. The Government accepted the community determined social license to operate over a science based legal license to operate and the proposal was shelved.

Intuitive Solutions (2017) documented that the number of people who believe that we should focus *"only on protecting the marine environment"* rose from 25% in 2011 to 54% in 2017. This is compared to the number of people who believe we should *"only focus on being able to provide fresh seafood for consumption"* (60% in 2011 down to 34% in 2017).

Clearly, community values have changed in less than 10 years. The community's demands on the industry to acknowledge and demonstrate adherence to shared values have also changed. Continued social and regulatory license to operate is dependent on the industry's ability to strengthen the commercial seafood industry–community relationship.

The need:

Australia's wild prawn fisheries are not yet in social license crisis. Futureye (2017) observed that the industry was still relying on promoting its compliance to existing laws, promotion of the industry's good practice to government and regulatory agencies and appealing to the consumer about prawns. However, Futureye (2017) advised the ACPF of risks to its social license that require acknowledgement and proactive management if it wanted to prevent eroded social license from removing its legal license to operate. Essence Communications (2015) gave the same warning.

Diplomacy (2018) confirmed the need to proactively manage risks. Diplomacy advocated the use of positive story telling through stakeholder partnerships about how the industry's investments meet shared values.

Intuitive Solutions (2017) reported that any improvements in perception of the commercial wild catch sector, of which the prawn industry is a significant member, is a key influencer of the community's perception of the whole Australian seafood industry.

Australia's community trusts the commercial trawling sector the least of all seafood sectors (Intuitive Solutions, 2019) and the perception about whether the commercial trawling sector shares the same values as Australians affects Australia's overall perception of the seafood industry. Australia's prawn fisheries' social license risks, mechanism for community influence and future trends are described in Figure 1:

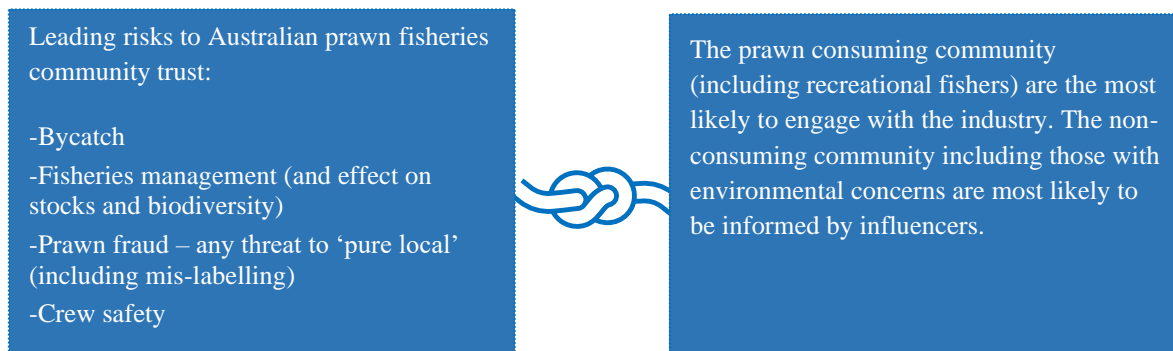


Figure 1: Australian prawn fishery's community perception and risks

Objectives

1. Connect the community to each prawn fishery through wild prawn fishery stories told by authentic people on location
2. Prawn fishery stories have an emotional connect on issues of common concern with reference to relevant RD&E initiatives (as described by Project 2017-242 ± Our Pledge)
3. Implement engagement tools based on community behaviour insights that provide repeat and long-term connection with the community at points of community interaction
4. Build a database of engaged community members to which ACPF can communicate its commitment and achievements against Our Pledge
5. Create an extensive bank of media for future industry use including provision of footage to fisheries for their use
6. Measure effectiveness of community engagement method through consumer evaluation channels e.g. commissioned consumer evaluation

Method

The project followed a staged approach where Fisheries Profiles and Common Values filming (2) commenced in parallel to an analysis of Community Behaviour insights (1). This analysis then determined the Community Engagement methods (3) and their Evaluation (4).

1. COMMUNITY VALUES and BEHAVIOURAL INSIGHTS

An analysis of Community Behavioural insights was required to gather further evidence to validate the ACPF's insights into community behaviour relative to the wild caught prawn industry. The conclusions defined the type of community engagement that was most likely to be effective and underpinned the brief used in the call for Community Engagement Proposals.

The ACPF reviewed community and social license relevant data and recommendations which included:

- Food insights from the Centre of Food Integrity, the Australian Egg industry, and the CSIRO. The CSIRO has been instrumental in its work with the Australian Egg industry to build social license. The CSIRO's Trust Model and its preceding evidence underpins Australia's primary production approach to building social license.
- Seafood insights via the Department of Agriculture and the FRDC. The FRDC has routinely commissioned community sentiment surveys, as did the Department of Agriculture that contain significant information to advise the starting point for this project.
- Wild prawn insights from the ACPF's workshop of members on social license. The February 2018 workshop shortlisted social license risks, the way in which they needed to be addressed and identified stakeholders.

The material was summarised in a way that would populate a brief for an agency. It identified the issue, the audience, their values, the channels relevant to that audience, the content, the spokespeople, and the messaging – both visual and script.

2. FISHERIES PROFILES and COMMON VALUES CONTENT DEVELOPMENT

The ACPF's 2018-2020 Community Engagement Plan incorporated advice (Futureeye and Diplomacy) that the most effective way to connect the target audience to the industry was via film. Authentic story telling was an integral part of reaching the community directly and via trusted stakeholders. This project's method included the production of video footage introducing the Australian wild prawn industry: its people and places and the values that the industry holds in common with the community. Evidence of commonly held values and the industry's willingness to address social license risks was addressed by incorporating relevant RD&E into those stories.

The project produced two sets of stories:

- I. Fishery provenance stories: The universal themes and the key provenance values unique to each fishery - environment, people, species
 - i. Northern Prawn Fishery
 - ii. QLD
 - iii. Exmouth WA
 - iv. Shark Bay WA
 - v. NSW
 - vi. VIC

- vii. Spencer Gulf, SA
 - viii. Gulf of St. Vincent, SA
 - ix. Australian wild prawn (summary)
- II. Common values stories: Stories addressing commonly held values and areas of social license risk for the industry. Stories included RD&E industry investment as a means of communicating intent to address social license risks. Topics included:
- i. Environmental sustainability (bycatch reduction, trawl efficiency RD&E, etc including an eNGO partner)
 - ii. Food authenticity (trace elements, chain traceability RD&E & achievements in Australian products including a retail partner)
 - iii. Fishing management (science behind quota regulations, co-management achievements, etc including a Government/science partner)
 - iv. Valuing people (worker safety and role in community)

3. COMMUNITY ENGAGEMENT MECHANISMS

The project would not have achieved its purpose to engage the community if it had produced a series of carefully constructed films and then filed them away. The primary task of the project was to investigate the most effective means to engage the community by experimentation. The results were intended to underpin the ACPF's 2021-2026 Community Engagement Plan and for the advice of any other seafood sector looking to address social license risks amongst the community.

The brief written for the request for Community Engagement proposals was defined by the Community Behaviour Insights. At the outset of the project, it was envisaged that at least the following mechanisms would be included in agency proposals:

- a) Release of footage to the community via digital media (Facebook, Instagram, etc), journalists and identified ACPF community stakeholders such as tourism organisations.
- b) A mechanism that would enable the retention of community members with which the ACPF could continue to engage with on the release of new material
- c) Trial and implementation of 'next generation' tools for experiencing fishery provenance (eg QR link to footage, animations, augmented reality, etc)
- d) Launch of material including fishery led launch activities conducted through in-kind contribution at fishery level

4. EVALUATION

A framework for evaluating the project's progress towards achieving ACPF's community engagement goal was developed using recommendations, measures, and information from the following:

- *Community Trust in Rural Industries project (CTRI)*, led by Voconiq (CTRI, 2022)
- *Community Engagement Monitoring and Evaluation Framework and Toolkit* (FRDC 2018-201), led by Clear Horizon (Clear Horizon, 2021). This included a Digital Toolkit to support monitoring and evaluation of online engagement.

- *Engagement for Success: evaluation of engagement events to inform industry management strategies* (FRDC 2019-074), led by OceanWatch and still active
- *The right conversations – Identifying optimal stakeholder engagement and evaluation practices for fisheries* (FRDC 2017-133), led by Mazur and Brooks (Mazur and Brooks, 2018)

The parts of the project which were evaluated were the fisher profiles and common values content development (2) and the community engagement mechanisms (3).

The key evaluation questions and metrics were as follows:

- + Effectiveness: How effective were the project processes and activities in developing impactful community engagement mechanisms? Specifically, how effective were the project activities at Audience identification, addressing Audience values, connecting with Community influencers, identifying Target Channels, and developing Effective Content?
- + Impact: How well did the community engagement mechanisms used support ACPF to reach and engage with target audiences?
- + Economic: How cost-effective were the community engagement mechanisms used?

Results

Results are presented for each Method stage:

1. Community values and behaviour insights
2. Fisher profiles and common values content development
3. Community engagement mechanisms
4. Evaluation

1. COMMUNITY VALUES and BEHAVIOURAL INSIGHTS

The project's goal of change is expressed by the FRDC M & E Framework, 2020: "*Social license to operate with most of the community trusting, accepting and supporting seafood industry's activities*". The Community Behaviour Insights analysis of the literature formed the project's hypotheses on the most effective way to achieve this goal of change. The findings defined the audience, values, relevant influencer involvement, effective content, and the mechanisms with which to engage. These in turn formed the basis for the film brief and the agency brief for community engagement.

Summary Community Values and Behavioural Insights from the literature were:

- Target audience:
 - The prawn consuming community (which includes recreational fishers) as they are willing to find out more and already have a degree of confidence in the industry which can be supported (Essence Communications, 2015; Intuitive Solutions, 2017). The prawn consuming community have prawns top of mind where they are purchased; at retail for consumption at home (>50%) and out of home (<50%) (Ehrenberg Bass Institute, 2010).
 - The non-consuming and environmentalist community - – this group cannot be effectively engaged by the industry directly but via concerns they hold and via influencers they trust (Quantum, 2018; Intuitive Solutions, 2017).
- Audience values:
 - Evidence (eg through RD&E investment and progress) that the prawn industry is addressing environmental values.
 - Community benefits of the industry's operations as safe and responsible employers to provide trustworthy food.

Note: These values are also reflected in CTRI (2022) Trust model and SIA's Our Pledge.

- Community influencers:

To avoid being dismissed over self-interest and to amplify reach, content needed to include trusted stakeholders. The ACPF's stakeholders are included in order of community trust importance:

- Government (and Scientists): AFMA, CSIRO and FRDC as spokespeople in all Environment stories. Source Certain International spokespeople in Food Transparency story.
 - NGOs and Lobbyists: WWF spokesperson in all Environment stories.
 - Recreational Fishers: Recfishwest profiled in Shark Bay's story.
 - Supply chain.
 - Community.
- Target channels:
 - The channels trialed to reach consumers need to be relevant to the consumption experience, for example, any retail applications need to be labelling related. The content used in those channels needs to avoid being blatantly educational.
 - The channels trialed to reach non seafood consumers needs to be selected with trusted environmental organisations in mind. The content used in those channels needs to reflect that this cohort rates environmental concerns more highly than industry information.
- Content:
 - Content needs to resonate with the audience. For example, the prawn consuming community are more likely to connect to provenance footage with some reference to ethics and shared values (Centre for Food Integrity, 2017; Essence Communications, 2015) while non-consumers and stakeholders will be interested in more independent and unbiased evidence that the industry is addressing shared values.
- Measure of success:
 - Based on the CSIRO Trust model, changes in community acceptance and trust are too indirect a measure of project success. Other determinants of trust, and ultimately community acceptance, such as Government regulation and the balance of the industry's benefits vs impacts are outside the influence of this project.
 - Engagement is the key determinant of trust and is within the remit of this project. The measure of success of this project will be its ability to engage as many of the community as possible through the target audiences, identified channels, with key influencers and resonating messages.

2. FISHERIES PROFILES and COMMON VALUES CONTENT DEVELOPMENT

The predominant medium chosen in this project was video and interactive digital as they allowed cost effective, controlled, scalable story-telling and a means of evaluation. This delivered against Project Objective 5: *Create an extensive bank of media for future industry use including provision of footage to fisheries for their use.*

This project delivered footage that profiled unique stories of each of the [main fishery's people](#) and addressed [key common values](#) as captured in "Our Pledge". It delivered on Project Objective 2: Prawn fishery stories have an emotional connect on issues of common concern with reference to relevant RD&E initiatives (as described by Project 2017-242 ± Our Pledge).

Summarising advice (Centre for Food Integrity, 2017; Essence Communications, 2015; Intuitive Solutions, 2017; Futureye, 2017; Diplomacy, 2018) and supported by survey evidence (CTRI, 2022), the project used an engagement formula (Figure 2) in each video production.

Acknowledge, don't defend, or apologise: A conversation with the community must begin with a 'We care too' posture to find equal footing. The crises industry organisation posture of 'We're right and you're wrong' alienates the community. On the other hand, an industry organisation posture of 'We're sorry we exist' alienates industry members. Acknowledgment of past practices and pride in new advances spoken by cross-generational fishers was the middle ground posture chosen in this project.

Show don't just tell: Video footage provides the opportunity to show what is being talked about so that claims are believable. Footage of RD&E outputs in action (eg underwater footage of bycatch reduction device innovations) provide the best form of evidence.

Others vouching for claims: Trusted stakeholders were filmed with honest opinions included

Find the care factor:

All social license stories addressed identified values that both the community and prawn fishers have in common:

- Bycatch Innovation (Reducing the Impact of Trawling)
- Partners in Sustainability (Fisheries Management)
- Provenance, Trust, and Transparency (Food Trust)
- Our People (Safety and Community)

The provenance stories needed to profile each fishery but in a way that found the unique characteristic of the fishery and its universal themes, for example:

- NPF: Young people who find their place and purpose in the vastness of the ocean to lead innovation
- Qld: Fishers that spending time at sea away from their families to feed people in their regional and coastal communities.
- NSW: Generational heritage, pride, and a place for the next generation
- Vic: Locals catching prawns for locals
- Gulf St Vincent: A story of a Croatian refugee who came to Australia, found love, and built a family fishing business
- Spencer Gulf: A story of a multi generation family, also from Croatia, who are proud of the industry's sustainability.
- Shark Bay: Fishing sustainably for wild prawn delicacies alongside recreational fishers in a World Heritage Area
- Exmouth: The growth of a remote outpost to a community with the utmost respect for the wild under the hard work of an immigrant Greek family

Allow for conversation: This footage was the conversation starter in social media engagement. Using a platform such as social media invites a reply that a Public Relations campaign cannot achieve.

Figure 2: Video content and messaging formula

3. COMMUNITY ENGAGEMENT MECHANISMS

The project's outputs, summarised in Figure 3, were delivered by respective entities:

- Fisheries footage: Millstream Productions
- Architecture and digital platforms including social media moderation: Romeo Digital, Adpower
- Creative and graphic design: Communicado

The project outputs included using tools such as QR scans on printed collateral and social media campaigns to drive traffic to a core website containing all content. These tools were selected from marketing agency proposals as the most likely of tools to reach, engage and evaluate the audience selected by the ACPF.

The trialled channels and mechanisms included the following age demographics:

- Youtube; a known younger demographic
- Facebook; a known older demographic
- Point of sale collateral; prawn consumers who we know are empty nesters; 55+ female with another cluster between 25-44.
- Gourmet Traveler; a known 55+ female highly engaged foodie audience
- Website.



Figure 3: Architecture of project elements that were evaluated for effectiveness

Further notes on execution are provided below:

The project's budget was increased after reviewing proposals on how best to reach and engage the community at points where prawns are top of mind. Figure 3 demonstrates that video footage is the key project material, and it is housed on australianwildprawns.com.au (and the associated Youtube channel). Video footage was recorded at sea (Millstream) and on a film set (Communicado) to a prescribed brief between December 2018 and February 2020.

The website also contains an interactive fishery exploration tool and an Augmented Reality tool which allows viewers to ‘step onto the boat’. The AR tool was also developed for Coles but it did not proceed.

Collateral was developed that invited engagement with content; A5 Take-One fliers in Woolworths (Figure 4), interactive floor mats and cabinet stickers in independent seafood retailers, on-pack provenance QR codes (see Adpower’s report, Appendix 4) and Gourmet Traveller content. The trial of take-home fliers with Woolworths was scheduled for January 2021 but was delayed by Woolworths to July 2021. The trial subsequently ran during widespread COVID-19 restrictions in July 2021 and was reduced in scale and cost.

The reach and engagement data can only be estimated from Woolworths’ data. This underspend enabled similar material to be placed in provenance-based Gourmet Traveller (Figure 5 and Appendix 7) that was distributed in late November 2021.



Figure 4: - A5 Take one flyer on Woolworths cabinets



Figure 5: Example Double Page in Gourmet Traveller

Social media campaigns, via Facebook and Youtube, were used for reach and engagement. When reporting on the audience for digital media evaluation, Adpower utilised a phenomenon also reported

by CTRI, 2022 that the audience's trust is increased when someone they know can vouch for the people and the story. When executing the social media campaign, Adpower first launched provenance stories close to their fishing port to gain allies. All stories were then promoted to medium/heavy seafood consumers in the home state. The social license stories were then promoted nationally to seafood and ocean lovers. With the support base established, all stories were then promoted nationally to Seafood and Ocean Lovers (Figure 6). This strategy was an effective way to connect the community to each prawn fishery through wild prawn fishery stories told by authentic people on location (Objective 1).

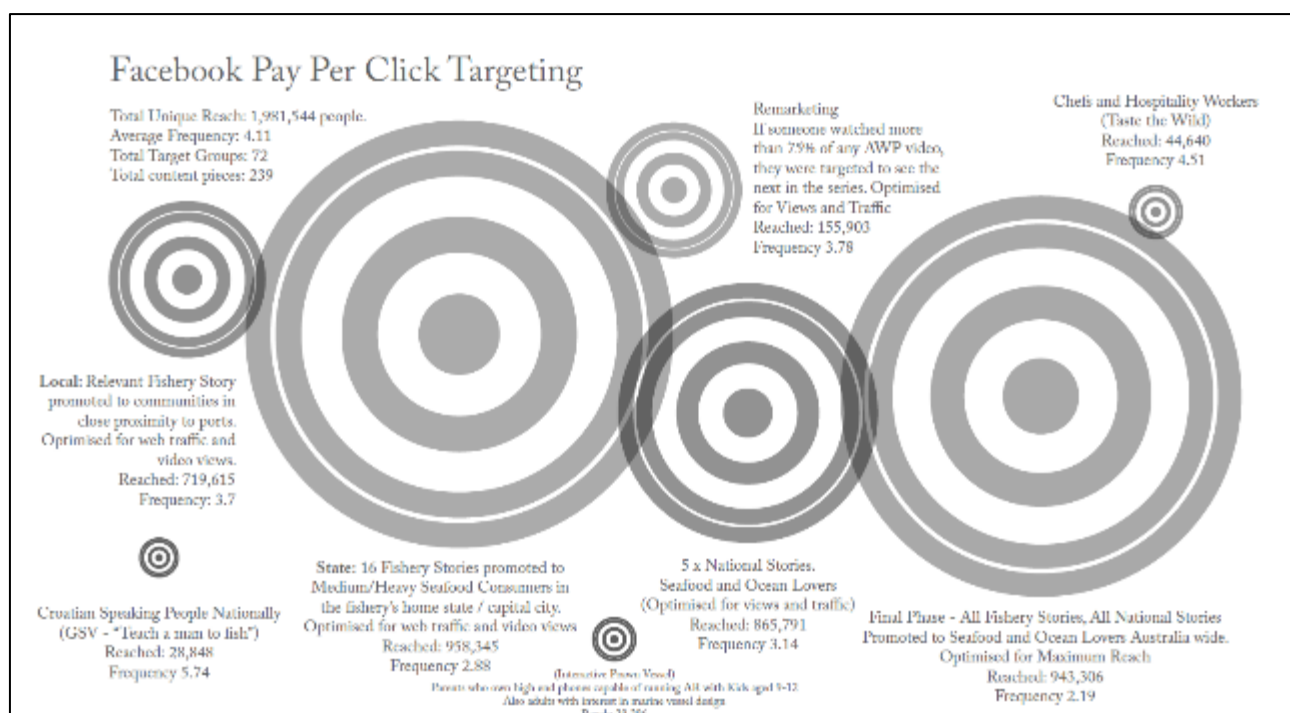


Figure 6: Facebook Pay per Click Targeting strategy

Reach campaigns were conducted via regional broadcast TV (taking up a distressed media opportunity during 2020 COVID-19 restrictions with unspent Coles budget), tabloids and radio.

The project identified many opportunities to reach and engage the community at or near the retail environment and at home. However, it could not identify an effective way of engaging the community at food service – an opportunity to ‘edutain’ people at a moment where their attention is turned to their food. Avenues included:

- The ‘Wild tables’ restaurant table projection concept (Figure 7 as presented to the ACPF Board on 15/8/2019) was designed to reach the end-user, was innovative but was high maintenance, not scalable and required ongoing support (ie no



Figure 7 - Proposed food service intervention

legacy). It did not proceed past concept stage to the project.

- The project produced a 'Taste the Wild' video with an associated social media promotion budget that targeted chefs. It had lower view and engagement rates than other videos. It had an unknown impact amongst the intended audience as the project did not survey those who viewed it.
- A QR code produced for packaging, that may be scanned in a food service setting, was developed as one way in which chefs and, potentially their customers, may access the provenance information behind the prawns. However, the codes have not been utilized by industry. Even if they were, it is a passive means of communication with food service and wholesale that has been ineffective as a means of engagement.

The project delivered on Objective 3: Implement engagement tools based on community behaviour insights that provide repeat and long-term connection with the community at points of community interaction but could not find an effective means of interacting with food service.

The project team opted not to request email addresses from engaged community members (Objective 4) as it is a known barrier for engagement. Instead, social media followers; over 5,200 liking the Australian Wild Prawns Facebook page, is used as a means of retaining contact information. The social media strategy also captured website page view access information and directed content to those IP addresses.

4. EVALUATION

Assessment on the effectiveness of intervention in each of Target audience, Audience Values, Community influencers, Target channels, Effective content and Measures of success are outlined under **a) Effectiveness**.

The assessment tools used are outlined in **b) Impact**.

The cost and Return on Investment of each experiment by channel is outlined in **c) Economics**.

a) Effectiveness:

- Target audience:

Implementing findings from review of literature, the project attempted to reach and engage those who identified as seafood consumers and those with an interest in the ocean.

In complete contrast with the Love Australian Prawn's (product campaign) 55yo+ female audience, the audience who was most interested in this project's content were seafood/ocean lovers who were 70% male, 30% female and over 30 years of age (Figure 4). This may reflect the differing interests between the purchasing consumer (taste, quality, price, format) and the non-purchasing consumer. The difference in engagement could also relate to the differing interests amongst consumer types captured by Philipov et al (2019); Interested home cooks, Intractables and the Highly Engaged foodies.

A Google Analytics analysis of the audience who engaged with the material showed that those who viewed website content, having following links, were 73% male, 27% female; most who were 30yo+ with almost equal distribution across ages with slightly lower rates for 25-34yo and 55-64yo.

The Facebook campaign targeted seafood and ocean lovers and Google Analytics reports the engaged audience's predominant interests as sport, the outdoors, and vehicles.

The Youtube campaign targeted the eco-conscious millennial audience who are cooking enthusiasts, foodies, and green living enthusiasts.

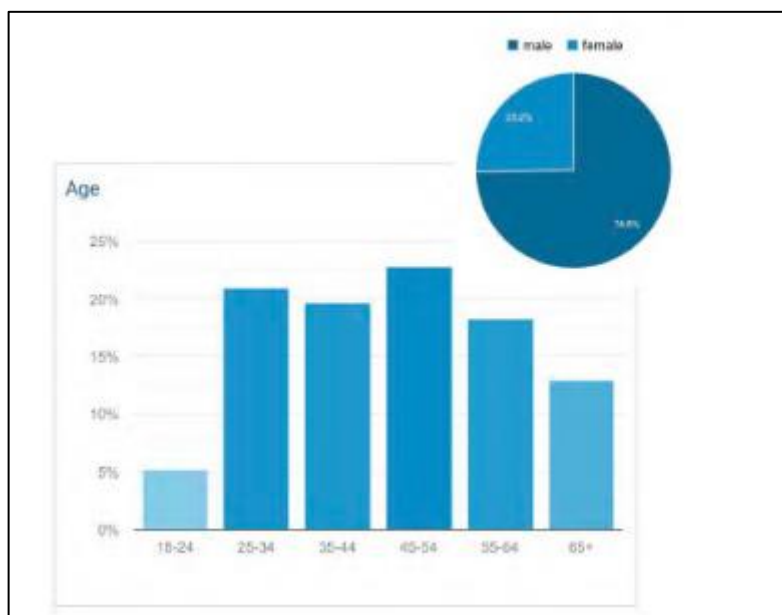


Figure 8: Demographic interacting with the website in response to project materials

It may not always be the purchasing consumer (55yo+ females for wild prawns) that engages on social license issues but the non-purchasing consumer with associated interests; noting that wild prawn consumers are predominantly 45yo+ – both genders. The CTRI, 2022 revised trust model (Figure 10) maintains the importance of (valued) product in determining trust which underlines the importance of talking to the known consumer group on social license issues, even if the purchaser has different interests to the consumer.

The project results highlight a nuance on the preliminary informing research findings that prawn consumers and those interested in the (oceanic) environment are the audience most likely to engage in social license issues. While it is important to reach prawn consumers/foodies and ocean lovers/eco conscious with transparent product related messages to build trust (CTRI, 2022), our known wild prawn purchase decision makers (55yo+ females) weren't the majority cohort to engage - their drivers to purchase are taste, price, format, quality, etc. The engaged cohort was 70% 30yo+ male with outdoor, sport, vehicle, and food interests.

- Audience values:

Implementing findings from review of literature, the project attempted to address environmental/sustainability, food trust and employer values issues.

The most popular fishery story (on Facebook) by number and length of views (66,053 minutes viewed), and with the highest engagement, was 'Teach a Man to Fish'. Adpower concludes that "that there are many "doorways" to the heart of the public. A positive story doesn't have to be entirely about the trawling industry to be good for the trawling industry. That people, as much as provenance can add value, connection, depth, and dimension to a fishery's story."

The most popular common values story (on Facebook) by number and length of views (88,521 minutes viewed), and with the most positive sentiment expressed, was 'Partners in Sustainability'.

Emerging negative sentiment that surfaced from Adpower's analysis of 2020 social media commentary included the following topics.

- "They export the best, we get the rest"
- Overseas processing of Australian caught prawns
- Supermarkets sell inferior imported farmed product
- Negative opinions (formed decades ago) about the industry's sustainability remain that way until changed

View rates of videos give an indication of community interest, for example, environmental sustainability ranked highly. Apart from the measure of view rate, there is limited evidence to suggest that the emerging issues in 2020 replaced existing important social license risks (environmental sustainability, food trust and people safety). CTRI 2022 results support the continued importance of environmental sustainability in establishing trust (Figure 10). Without evidence to suggest otherwise, it is safe to assume that the emerging issues reported by Adpower were existing additional social license risks, some of which may have risen in importance in response to anti-China sentiment driven by COVID-19.

The community's positive response (by view and engagement rates) to environmental stories and stories with heartfelt authenticity supports the initial research, and CTRI, 2022 findings, that environmental drivers and transparency in connection are key community touchpoints: transparent and authentic stories about the environment predicate trust. The emerging issues reported by Adpower were very likely existing additional social license risks, some of which may have risen in importance in response to anti-China sentiment driven by COVID-19.

- Community influencers:

Implementing findings from review of literature, the project attempted to include third party stakeholders to improve message credibility.

Community influencers WWF, Recfishwest, CSIRO and FRDC were represented as spokespeople in the stories. The project did not produce data that enabled evaluation of the effectiveness of involving independent stakeholders. We can only assume that, based on best practice, the stories were seen as more credible as a result.

CTRI's evaluation of the project has identified that many of ACPF's stakeholders were unaware of the project.

Based on best practice recommendations (Mazur & Brooks, 2018) and the absence of any evidence arising from the project that suggested it was detrimental to involve stakeholders, it can be concluded that involving third party stakeholders to vouch for the industry improves credibility.

- Target channels:

The project trialled digital, social, print and broadcast media channels to reach and engage the target audience with content housed at www.australianwildprawns.com.au

Effectiveness of channel intervention is measured in reach and engagement terms as per the project's measure of success and summarised in Table 1.

Channel	Platform	Reach	Engagement
Social	Facebook (primarily via PPC promotion to target audience) 10/3/20 – 31/1/2021	2,127,089	434,662 (20.4% of reach) (> 5,000 followers)
Social	Youtube (via promotion to target audience)	187,648	470 (clicks) (0.2% of reach)
Total social		2,314,737	435,132
Media	Broadcast TV (29/11/20 – 13/12/2020)	2,461,000	N/A
Media	Goodfood.com.au (5-6 December 2020) Melbourne and Sydney	2,500,000	N/A
Media	3AW interview with Gippsland Lakes fisher, Buzz (17 October, 2020)	89,000	N/A
Media	Gourmet Traveller, Ross Fidden (23 February 2021)	181,294	N/A
Total media		5,231,294	
Print (Point of Sale)	250 kits sent to seafood retail: floor mats, cabinet stickers, posters (March 2020 –). Scan data as at Dec 2021. <i>*No data on foot traffic in stores. Estimate reach based on reach/engagement ratio from Woolworths A5</i>	1,070,000*	2,884 scans
Print (Point of Sale)	A5 Take-homes for Woolworths (30 July – 6 August 2021). Data as at Dec/Jan 2022	253,100	633 scans
Print	On-pack QR codes (2021 -)	Unknown	0 – not widely adopted
Print	Gourmet Traveller (readership >248,000 for Dec issue (Roy Morgan via Adpower): 11 full pages across 3 publications; The 2022 Cookbook 25K copies (est passed on 3 times), December Edition and a full page in the Jan edition. Data as at Dec/Jan 2022. Unique reach is 1.5 of Dec issue.	>447,000	312 scans (trial continues through 2022)
Total print		1,752,100	3,829 scans
Total		9,289,131	438,961

Table 1: Reach and engagement comparison by channel.

The project identified many opportunities to reach and engage the community at or near the retail environment and at home (via social media). Results reported under 'Audience' suggest that content engagement with the interested audience is better achieved away from the point of sale. This is either related to lack of time at point of sale and/or that the purchaser is interested in different issues (price and quality rather than ethical production). The project could not identify an effective way of engaging the community at food service, or with chefs and the supply chain, an opportunity to 'edutain' people at a moment where their attention is turned to their food.

- Effective content:

The project gained subjective feedback obtained from social media conversation to enable evaluation that the structure and messaging of stories allowed for effective engagement. The moderation of social media conversation in the same style was also influential in the success of story structure and messaging; moderation always acknowledged conflict and accusation and showed what was being done to address it (Figure 9). This approach had a high rate of success in deescalating outrage.

Given the traffic to website content from social media campaigns and the interest in the environment, the site should contain links to credible, third-party environmental information such as Status of Australian Fish Stock information.



Figure 9 – Social media moderation achieving de-escalation of outrage

The project confirmed the need to use evidence-based content and values-based messaging that resonates with the community: "There are many "doorways" to the heart of the public. A positive story doesn't have to be entirely about the trawling industry to be good for the trawling industry. That people, as much as provenance can add value, connection, depth, and dimension to a fishery's story," Adpower.

- Measures of success:

Of all four factors affecting trust; environmental responsibility, industry responsiveness, industry product (quality), and distributional fairness, (CTRI, 2022) the project has direct influence over engagement and industry responsiveness, hence the project's investment in the trial of engagement methods. This approach was subsequently confirmed by CTRI and the FRDC M & E Framework, 2020 (digital assessment). The ACPF has no control over other trust influencers such as distributional (regional) fairness.

A target reach and engagement objectives were not set as recommended by Philipov, et al, 2019 but the campaign was optimised for engagement and reach. Social Insider (2021) reported a Facebook engagement rate of 0.23% for food items. The project's reach and engagement results are shown at **Impact**.

Comparative followings for social media campaigns include Tassal's -Our Community (social license) Facebook page with 3,400 followers since 2017 and the Love Australian Prawns (product) Facebook page with >15,000 followers since 2013.

The Intuitive Solutions, 2021 results on perception and trust of proposed wild differentiation positioning (see **Impact**) are exciting but it is very early in the ACPF's community engagement strategy to hold a dataset of 100 results as direct evidence of impact on community trust.

CTRI (2022) confirmed their earlier work that the activity of engagement and responsiveness is a key factor in building trust; in 2021, reporting that “the most common response to silence is that there’s something to hide”.

CTRI (2022) findings that transparent engagement builds trust, further supports the project’s starting hypothesis that the project’s effectiveness is defined by its engagement mechanisms. These engagement mechanisms are captured digitally and evaluated primarily by reach and engagement metrics.

b) Impact:

The CTRI’s 2022 survey results (Figure 11) show an increase in trust for Australia’s rural industries because of COVID-19 but show trust in fisheries below other rural industries. However, the CTRI’s 2022 Trust model (Figure 10) is clear that trust is affected by more than one factor. The trust survey results (2022) for fisheries cannot be interpreted as a direct result of this project but rather as a goal for sector initiatives.

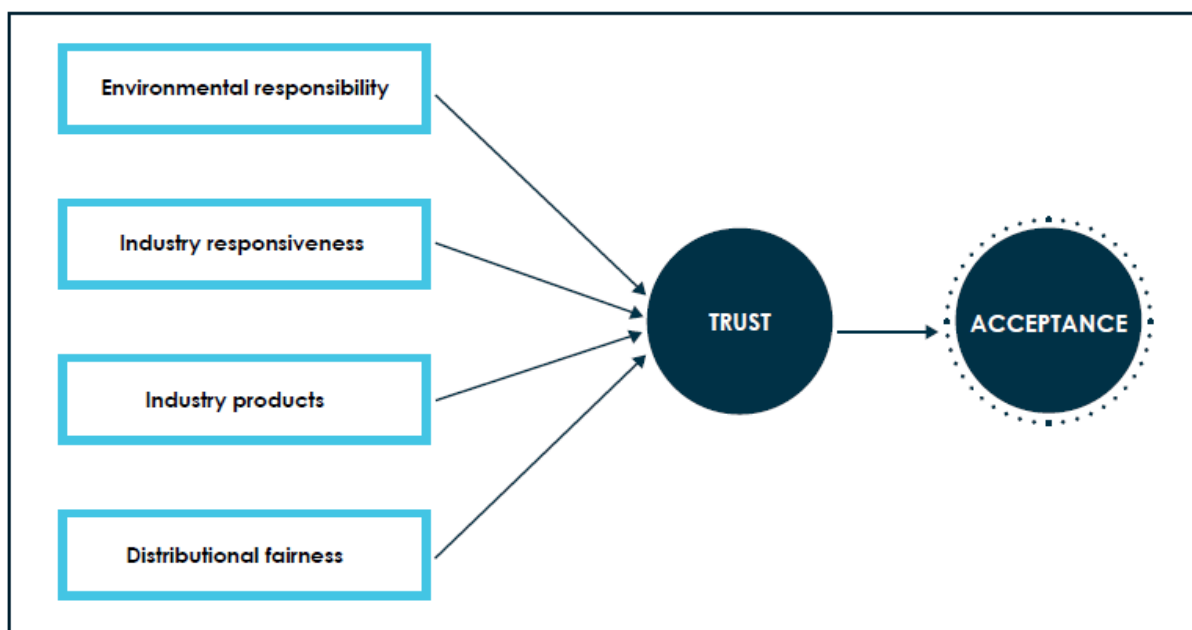


Figure 10: Community Trust in Rural Industries revised (summary version) 2021 Trust model

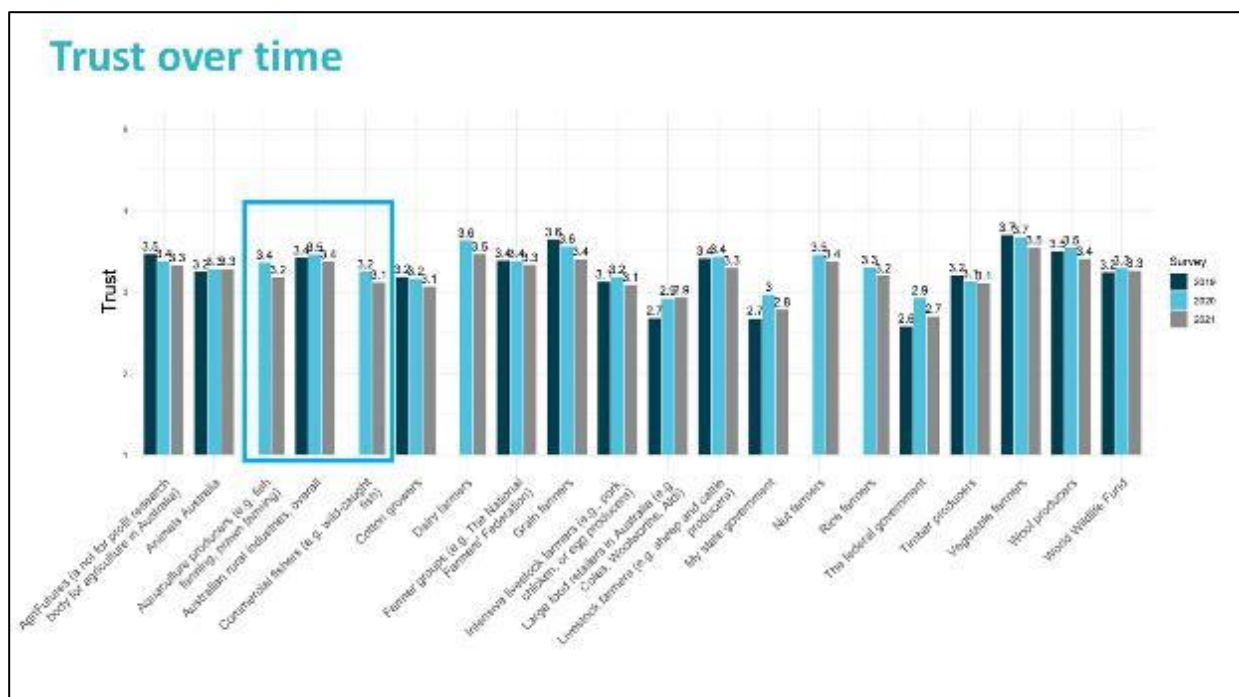


Figure 11: Commercial fishing trust rates below Australian rural industries (overall) CTRI, 2022

Instead of community trust, effective reach and engagement were subsequently confirmed by CTRI and the FRDC M & E Framework, 2020 (digital assessment) as the project's best success metric and results are summarised in Table 1. Impact is measured using tools for relevant activities in the FRDC M & E Framework, 2020 and Oceanwatch's impact tool (Appendix 8).

FRDC M & E Framework, 2020. When defining impact, the FRDC M & E Framework, 2020 provides tools to measure interventions ranging from face to face, online, and media engagement. The project has defined success as effective reach and engagement, and these are summarised in Table 1 for those outlined in the M&E Framework.

At the time of reporting, the Australian Wild Prawns Facebook page had attracted >5,000 followers since March 2020 (compared to Tassal's – Our Community page 3,400 followers since 2017). Note that this was achieved after continued campaigns from February – September under FRDC Project 2016/412.

The project has achieved an outstanding social media (Facebook) engagement rate of 20% compared to the benchmark of 0.23% (Social Insider, 2021) as the campaign was set to optimise both reach and engagement.

FRDC M & E Framework, 2020 - Face to Face: The project did not trial face-to-face intervention as face-to-face interaction could not be accurately replicated with confidence or reach a significant audience number on a cost-effective scale.

FRDC M & E Framework, 2020 - Online: The project primarily used digital means to reach, engage and record its audience interaction. Some activities were purely of a 'reach' nature, eg regional TV and media. Most activities used a reach/engagement combination to encourage engagement, eg QR scan codes linked to website material and social media posts linked to website material. The project engaged Adpower to evaluate digital channels between March 2020 and January 2021 (Appendix 4). Some standout statistics include:

- Over 75,000 people visited the AWP website, generating 116,725 page views.
- Facebook was responsible for over 90% of the traffic to the website and 8% from QR scan codes.
- Average time on a website page was 3 min 15 secs which suggests that the audience was highly engaged by the content. The Fisheries Map, 'What We care About' and Our Stories ranked the highest in combination of number of page views and the amount of time spent on a page.
- The Youtube campaign was responsible for the consumption of 253,842 minutes of video content and Facebook 990,085 minutes.
- Average view time, across all 30 second and full-length videos, was 1.08 minutes with 76% watching to the end. Attention span dropped significantly after about 3 minutes for a full-length production.
- 3,493 comments posted to the Facebook page
- Over 100 of these posts were hostile and were moderated with acknowledgements of the concerns expressed and showing what the industry is doing about those concerns.

Some project activities were delayed outside Adpower's reporting period (Woolworths and Gourmet Traveller) or were conducted outside the project (via FRDC Project 2016/412). Those activities and their results include:

- Woolworths trial. The Take-One flyer counter-top trial was delayed from November 2021 by Woolworths and ran in-store for 1 week from 30 July 2021. Unfortunately, the trial coincided with widespread COVID-19 restrictions so the scan data (633 scans; Adpower/Romeo to 11 January 2022) is not representative of comparable campaigns (eg Love Australian Prawns). Woolworths could not deploy the flyer into many NSW stores in greater Sydney as they were unable to access the stores for compliance checking. The reach data, 253,100 over the period, reported by Woolworth's media group Cartology is considered an estimate.
- Gourmet Traveller trial. The project was left with residual budget after Woolworths was unable to deploy material in all stores and so was able to take up a distressed media opportunity with Gourmet Traveller in October for circulation from November 2021. The opportunity was taken as it was a chance to speak directly to 'Highly engaged foodies' (Philipov, 2021) and those interested in provenance that the project had not already reached. The print material (Appendix 7) links to the website's Our Stories, What We Care About series, the Interactive map and species information appeared in the 2022 Gourmet Traveller cookbook, the December 2021 and January 2022 edition. The ACPF will continue to monitor scan rates from each of the eleven Gourmet Traveler pages over the next 12 months to assess how Gourmet Traveller's 55yo+ female readership interacts with the material compared to the younger male audience that has engaged with content to date.
- February – September 2021 'What We Care About' series social media promotion. Almost 500,000 additional people were reached through promoting the 'What We Care About' series between February and September 2021 to target audiences. This was undertaken in FRDC Project 2016/412 project's 'Community Engagement Program' budget and the details are reported separately as part of the FRDC Project 2016/412 final report.

As part of a separate FRDC Project (2020/099) the ACPF had the opportunity to test proposed wild differentiation positioning with the community. Intuitive Solutions 2021 (via FRDC 2020/099) survey results indicate strong recognition of the Australian Wild Prawns logo (32% compared to 30% for Love Australian Prawns) and trust (65% compared to 62% compared to Love Australian Prawns). The result may indicate that the engagement activity of this project has had positive impact on community trust – at least trust in the brand.

FRDC M & E Framework, 2020 - Media: The ACPF designed a Public Relations/media strategy with Comunicado, who then executed the strategy, as part of the project (Appendix 6). This was designed for reach. A Google Alert media watch for 'prawn' spanning March 2020 – March 2021 is summarised in Figure 12. This provides context for project related media coverage versus all prawn coverage. Alerts were analysed for prawns as a food source. Of 251 alerts, 53% of media alerts were related to recipes with a peak at Christmas, 10% related to recreational fishing, 23% related to wild prawn fishing, 14% to aquaculture. Wild prawn fishing alerts include topics such as fishing seasons and management, industry viability, sea safety and infringements. 4 media alerts of the 251 were generated by this project.

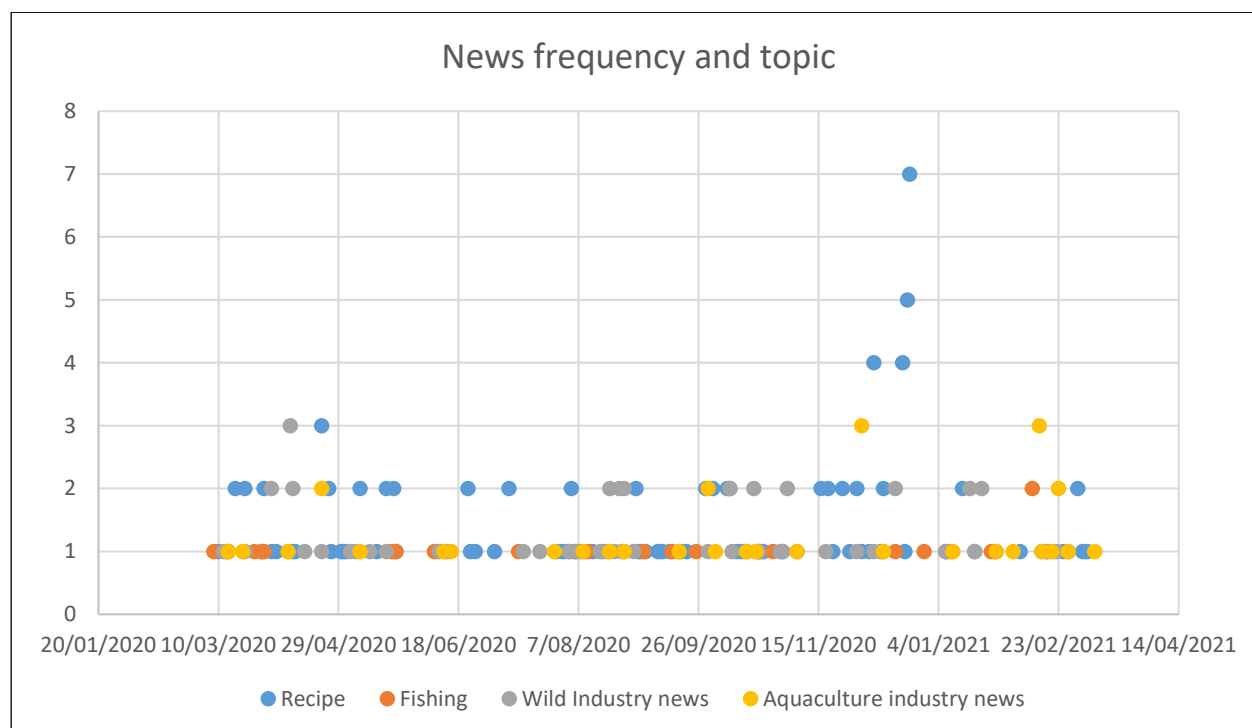


Figure 12: News frequency and topic (January 2020 to April 2021)

Oceanwatch’s impact evaluation tool. An impact evaluation tool has been devised by Oceanwatch which enables an organisation to rate and compare reach, budget, political and media sentiment for activities that it commissions. The results are included in Appendix 8.

CTRI evaluation. This project was case studied by the CTRI program to evaluate the industry’s perception of the project’s effect on the community and its effect on the industry; noting that improvements in social license are also determined by the industry ‘walking the talk’. CTRI’s report was delayed and is relevant to the FRDC M&E Framework, 2020 ‘Most Significant Change’ evaluation process. Interviewees include fishers who were filmed in the project, fishers who were not filmed in the project, stakeholders (eg CSIRO, FRDC) who were filmed in the project and those who were not (MSC, Great Barrier Reef Marine Park Authority). Initial feedback from industry and stakeholders includes the expected wide range of awareness of project footage and outputs.

Continuous community engagement with transparent stories that also instil pride in industry members is one way to help the industry ‘walk the talk’ over time. That is, the structure of the stories advocates that the industry listens and responds to community concern in industry practices. Importantly though,

this is done in such a way that does not portray the industry as the bad guy so that the engagement posture is more easily embraced by industry.

Evaluation using the FRDC M & E Framework, 2020 for digital engagement - using reach and engagement metrics – provided the best summary insight: 2.3M were reached via social media, an engagement rate of 20.4% watching over 1.2M minutes of video content with over 100 hostile conversations moderated and de-escalated. 5.2M were reached via broadcast and print media but, with no engagement mechanism in those mediums, there is no insight into the effect of the communication. Interactive print media reached over 1.7M, with engagement (scans only) at 0.2%.

c) Economic

The FRDC M & E Framework 2020 defines economic assessment as 1) the cost of doing the activities and 2) the Return on Investment of the activities.

The project's ROI is defined by the most effective community reach and engagement. The success of social license related community engagement cannot be measured by greater sales, improved protection of access to natural resource or greater community trust/acceptance. These are all goals that are outside the measures of success of this project and are affected by other external factors.

Each activity is compared by cost by reach and cost by engagement. The project's high-level management and reporting overheads are not included in each of these activities; only the directly attributable management costs have been included.

Table 2 demonstrates that:

- The most cost-effective means of maximising reach was via mass media at \$0.01 per person reached. This was under the scenario that all placement was at no cost except for the cost of Public Relations to pitch stories to the media.
- The most cost-effective means of maximising engagement was via social media at \$0.22 per person engaged. Note that interactive print media engagement effectiveness is underreported as there is no other way of measuring engagement (shares, comments, etc) from interactive print media than the rate of QR scans.
- The most cost-effective means to maximise both reach and effective engagement is via a targeted and expertly moderated social media program.

Channel	Platform	Reach	Engagement*	Cost	Cost/reach	Cost / engagement
Social	Facebook (primarily via PPC promotion to target audience) 10/3/20 – 31/1/2021	2,127,089	434,662	\$75,000	\$0.04	\$0.17
Social	Youtube (via promotion to target audience)	187,648	470	\$22,000	\$0.12	\$46.81
Total social		2,314,737	435,132	\$97,000	\$0.04	\$0.22
Media	Broadcast TV (29/11/20 – 13/12/2020)	2,461,000	N/A	\$46,750	\$0.02	N/A
Media	Goodfood.com.au (5-6 December 2020) Melbourne and Sydney	2,500,000	N/A	\$1,500	\$0.00	N/A
Media	3AW interview with Gippsland Lakes fisher, Buzz (17/10/2020)	89,000	N/A	\$1,500	\$0.02	N/A
Media	Gourmet Traveller, Ross Fidden (23 February 2021)	181,294	N/A	\$1,500	\$0.01	N/A
Total media		5,231,294	N/A	\$51,250	\$0.01	N/A
Print	Seafood retail: 250 kits (floor mats, cabinet stickers, posters) (March 2020 -). *No data on foot traffic. Estimate reach based on reach/engagement ratio from WW A5 trial	1,070,000*	2,884	\$25,000	\$0.02	\$8.67
Print	A5 Take-homes for Woolworths (30 July – 6 August 2021).	235,100	633	\$58,148	\$0.25	\$91.86
Print	On-pack QR codes (2021 -) . Not widely used	Unknown		\$8,730		
Print	Gourmet Traveller: 3 publications (Dec 2021 -). Readership >248,000 for Dec issue x 3 pub. Data as at Dec21 and Jan22	447,000	312	\$21,707	\$0.05	\$69.57
Total Print		1,752,100	3,829	\$113,585	\$0.06	\$29.66
Total		9,298,131	438,961	\$261,835	\$0.03	\$0.60

Table 2: Comparison of cost by reach and engagement. Note that costs include pro-rata estimates of management costs for the activity where an exact cost is not available. * Engagement measured in: Social media - Likes, Shares, Comment. Print – QR scans (all other responses cannot be measured).

Discussion

Achieving Objective 1. Connect the community to each prawn fishery through wild prawn fishery stories told by authentic people on location

Designing good content underpinned the entire project – its importance emphasised by Philipov et al 2019. Building a careful brief outlining industry people, their stories, and the unique fishery theme in collaboration with the fishery and Millstream Productions was key to story authenticity. Enabling Millstream Productions to further explore stories on shoot, and to edit for most impact, was vital. A surprise story, discovered by Millstream Productions, was the story of the Kolic family in Gulf St Vincent who arrived in Australia as Croatian refugees. The emotional connection and positive sentiment on social media from that story resulted in the story being the most popular fishery story of all the stories.

CTRI, 2022 reports that community connection and acceptance is closely linked to a person's knowledge (and acceptance) of someone they know in that industry. As detailed in Results, Adpower achieved connection and acceptance by beginning the social media promotion of each story with a social media campaign targeting the local community, extending to the state and then to Australia.

Philipov et al (2019) recommends not to target too broad an audience ie all consumers. This project narrowed the target to seafood and ocean lovers closest to ports and then expanded the target as followers grew. The project avoided the narrow target of the highly engaged foodie as its mainstay as advised by Philipov et al 2019: there are many others who are interested in ethical issues other than the highly engaged foodie group.

Achieving Objective 2. Prawn fishery stories have an emotional connect on issues of common concern with reference to relevant RD&E initiatives (as described by Project 2017-242 ± Our Pledge)

Both the video content of the 'What We Care About' series and all copy on the website is designed around commonly shared values; like those articulated in Seafood Industry Australia's Our Pledge. Beginning narratives with commonly shared values (we care too) language - couched in emotion – establishes common ground where there is no established connection. This approach is recommended by Philipov et al 2019 so that a social media audience 'doesn't tune out' as it would if the conversation was started with industry productivity language.

The most effective sequence of engagement is followed in the 30+ second [bycatch video](#) where the narrative outlines declaration of the problem, acknowledgment of action to be taken, sharing of an industry vision and an invitation to evaluate progress. The most deeply shared values and emotional connection include family pride (ie that past generations would be proud of future generation's sustainability achievements) and providing for family (ie looking after the resource so that there is something for the next generation) which features repeatedly in the films and is shared by the community.

The evidence of action to be undertaken is embedded in commissioned RD&E. For example, the bycatch video utilises RD&E on bycatch reduction devices undertaken in fisheries and the trust and transparency video references RD&E on trace elements commissioned by the ACPF.

Achieving Objective 3 and 4. Implement engagement tools based on community behaviour insights that provide repeat and long term connection with the community at points of

community interaction and Build a database of engaged community members to which ACPF can communicate its commitment and achievements against Our Pledge

The project methodology initially set out to seek email addresses from community members for future content, however this is a barrier to engagement as community members rarely offer their email address. The project utilised social media tracking tools instead.

The project carefully utilised engagement mechanisms that balanced reach, to gain awareness, and engagement, to allow conversation. Tools such as mass media may achieve great awareness and reach but have a short lifespan and do not promote engagement. Digital tools, such as social media used to funnel to website housed content, enable audience tracking and re-promotion of content to those who had engaged with content. The 5,200 Australian Wild Prawn Facebook page Followers are an engaged audience with whom the ACPF can continue to share community relevant information and gauge response.

Reaching the community at points of interest to encourage engagement was successfully achieved through social media audience and location targeting and through collateral containing scan codes at locations near where prawns were top of mind (eg seafood retail).

Achieving Objective 5. Create an extensive bank of media for future industry use including provision of footage to fisheries for their use

A library of video and stills has been made available to ACPF's member fisheries for their future use. Each fishery has been encouraged to promote their story amongst stakeholders. The ACPF and its members have discussed the need to coordinate this effort in future and are discussing a wild prawn product promotion strategy that will utilise this footage. The footage has been utilised by ACPF stakeholders eg MSC's Saltwater School and for a number of other industry and tourism initiatives. The ACPF supports the CTTRI's preliminary comment that the ACPF has much work to do promoting the footage and website to all stakeholders for their awareness and use.

Achieving Objective 6. Measure effectiveness of community engagement method through consumer evaluation channels eg commissioned consumer evaluation

At the time of project proposal, it was anticipated that it would be possible to commission a community evaluation survey to measure changes in trust. In 2020, the FRDC was also investigating the best way to measure effectiveness of community engagement activities. Their findings, along with conclusions from the CBI concluded that;

- The ACPF did not have a starting trust/acceptance baseline for the sector that could be used prior to the project's execution. FRDC's community perception surveys report results for fisheries generally
- Trust/acceptance of a sector is determined by factors external to the project. CTTRI's community survey results showing increased trust in the seafood sector are probably more indicative of COVID impacts on all primary production than they are of any positive consequences of this project.
- The measures of success of this project lie in CTTRI's 'Industry Responsiveness'; the perception that the sector is being transparent and is willing to reach and engage as many community members as possible to demonstrate its intentions.

Conclusion

The project was conceived with an understanding of the growing industry-community divide, the sector's social license risks, and a historical lack of coordinated community engagement on the sector's progress to address those risks. The project uses the FRDC M&E Framework, 2020 to evaluate the most effective means of engaging the community to increase social license and achieve intended outcomes.

The Goal of Change for this project remains unchanged from the outset 'to improve social license to operate' and can be expressed in FRDC M&E Framework terms; "Social license to operate with most of the community trusting, accepting and supporting seafood industry's activities". This 5-10 year FRDC M & E Framework, 2020 goal cannot be achieved over the course of one project and requires consistent effort over a long period. But this project was a foundational step to achieve the project's outcome "The community is connected with the individual fisheries, as part of a broader social license strategy".

The (measure of) Effectiveness for this project remains unchanged from the community behaviour analysis where the effectiveness of reach and engagement is seen as the measure of success. CTRI, 2022 results confirmed that Industry Responsiveness contributes to Community Trust and Acceptance. CTRI, 2022 results also gave evidence to the importance of communicated action to improve environmental credentials, as utilised in the project, as a predictor to community trust and acceptance.

The Process evaluation drew the following conclusions:

- Prawn consumers and those interested in the (oceanic) environment are the audience most likely to engage in social license issues. While it is important to reach prawn consumers/foodies and ocean lovers/eco conscious with transparent product related messages to build trust (CTRI, 2022), our known wild prawn purchase decision makers (55yo+ females) weren't the majority cohort to engage -the engaged cohort was 70% 30yo+ male with outdoor, sport, vehicle, and food interests.
- The audience's values are presumed to be unchanged (environmental sustainability, food trust and people values) and echo CTRI's predictors to trust as supported by view rates on each of the themes. The emerging issues reported by Adpower were very likely existing additional social license risks, some of which may have risen in importance in response to anti-China sentiment driven by COVID-19. The value of an individual's story, as opposed to an industry story, is not to be underestimated in the power of story-telling connection.
- Based on best practice (Mazur & Brooks, 2018), and no evidence from the project that suggested otherwise, it can be concluded that involving third party stakeholders to vouch for the industry improves credibility.
- The channels identified for trial in the community behaviour analysis were to be at or near prawn purchase where the food item was the connector to the underlying social license issues eg food service and labelling at retail and, for non-consumers, messages delivered by community trusted stakeholders. The project identified many opportunities to reach and engage the community at or near the retail environment and at home (via social media). Results reported under 'Audience' suggest that content engagement, and the interested audience, is better reached away from the point of sale. This is either related to lack of time at point of sale and/or that the purchaser is interested in different issues. The project could not identify an effective way of engaging the community at food service or with chefs and the supply chain – an opportunity to 'edutain' people at a moment where their attention is turned to their food.

- The content included video-based storytelling to establish human connection to the sector. Content was to authentically profile people, including the vulnerability of their personal story, and include evidence of progress towards achieving commonly held values vouched for by third parties. Subjective evidence supported that this content was effective at establishing connection both on a human level eg Teach a Man to Fish and on a common values based level eg Partners in Sustainability. Considering the importance of environmental sustainability transparency, the www.australianwildprawns.com.au website should provide live links to the Status of Sustainable Fish Stocks (SAFs) site fish.gov.au and other independent information.

The Impact and associated Economics of this project are measured by maximisation of reach and engagement with social license material. CTRI, 2022 and the FRDC M & E Framework, 2020 confirmed this approach as a valid means of improving trust and acceptance. Cost effectiveness and scalability were significant factors determining the tools trialled. The FRDC M & E Framework, 2020 advises that the goal for each community engagement activity needs to be established at the outset. The project demonstrated that:

- The most cost-effective means of maximising reach was via media – if the opportunities were discounted. While it is noted that very few of the media monitored coverage (Google Alert) originated from this project, investment in Public Relations expertise increased the probability of free of charge coverage.
- The most cost-effective means of maximising engagement was via social media. Investment in expert social media moderation is vital to support the view that the industry is responsive. If moderation is under resourced, a social media campaign would appear as if a PR exercise and would likely result in more damage than if the industry remained silent.
- The most cost-effective means to maximise both reach and engagement is via a targeted and expertly moderated social media program.

Implications

The 5-10 year FRDC M & E Framework, 2020 goal cannot be achieved over the course of a single project. Consistent effort is required by management and industry to achieve the goal over a long period. This project was a foundational step to achieve the project's outcome "The community is connected with the individual fisheries, as part of a broader social license strategy"

Supported by CTRI 2022 results, management and industry are best to reach and engage the community with their actions to address environmental community concern as it is the most effective way to improve trust and acceptance.

When designing community engagement on social license issues for seafood:

- It may not always be the purchasing consumer (55yo+ females for wild prawns) that engages on social license issues, but it may be the non-purchasing consumer with related interests; noting that wild prawn consumers are predominantly 45yo+ – both genders. This has implications for;
 - the effectiveness of social license topic interventions at point of sale
 - the targeting of audiences in future social license issue campaigns via social media, and
 - the place of social license issues - they must trail product positioning campaigns rather than be front and centre as the target (purchasing) audience is not as interested as we think they are.
- The audience must be built from those connected to the story and then expanded to disconnected audiences to establish trust.
- The stories must address key common values and social license risks that the industry has previously identified for its sector as a way of acknowledging the concerns of the community in the conversation. SIA's 'Our Pledge' may assist as a proxy for industries that are not sure what their social license risks are.
- RD&E outputs are vital evidence of the industry's action towards addressing commonly held values and should be communicated in common-values language by all food producing sectors.
- The best content to profile and build trust in the sector may be centred around the person and their values rather than the industry.
- The best channels in which to intervene on social license for food products may not be the most obvious ie at point of sale, but more likely to be the platform in which engagement takes place to build trust eg social media.
- Further work is required to engage some stakeholders, for example chefs, as they are trusted influencers amongst those interested in food selection.
- The industry and Government must not avoid the seafood consuming audience for fear of breaching RD&E funding terms as the product's production methods are intrinsically tied to acceptance of the industry by their underlying ethics.

The most cost effective (\$0.22/person engaged and \$0.04/person reached), scalable (>2 million) and controllable (with expert moderation) community engagement activity is a targeted and moderated

social media campaign. However, an industry cannot take a 'set and forget' approach after setting up a social media program: a holistic community engagement program must be managed by the industry over several years. This must contain aspects of the annual 'reflection' process to identify risks and continued work with stakeholders as outlined by the FRDC M & E Framework, 2020.

A social media program must be appropriately and expertly moderated so that the activity does not appear as if it is a Public Relations style one-way-conversation, potentially doing more damage than if the industry remained silent.

Continuous community engagement with stories that instil pride amongst industry members, needs to be considered as a positive way to help the industry 'walk the talk' over time.

Recommendations

- 1. 5-10 years is a more realistic timeframe to improve trust and acceptance than a two-year project.** A two-year project, such as this, is vital to establish a foundational approach to improving a sector's social license. A project such as this can test hypotheses on identified audience, audience values, content, and channels. However, trust can be affected by other externalities in a short timeframe (CTRI, 2022) and a longer timeframe is needed to improve perception.
- 2. Community engagement must continue for the long term.** Once a conversation has commenced with the community it cannot stop as the community may conclude that the activity was a one-off or there is something to hide (CTRI, 2022) and mistrust may grow. The ACPF's 2021-2025 Community Engagement Plan needs to contain consistent community engagement outputs.
- 3. Stakeholder engagement is as important as community engagement.** Including stakeholders in content may lead to them feeling 'used' as a third party. The ACPF needs to continue stakeholder engagement to gauge their needs as part of its ongoing Community Engagement Plan.
- 4. Environmental issues must continue to be addressed and communicated to the community.** Identified of significant interest to the community in this project and in CTRI, 2022 findings, the ACPF must continue to invest in and profile attempts to find solutions to environmental concerns to build trust.
- 5. Continue to reach the seafood and ocean loving audience and avoid targeting a narrow product purchaser focused audience.** Social license campaign settings should remain targeted at seafood and ocean lovers as CTRI indicates that product trust influences sector trust. The campaign should avoid the temptation to target the product purchase focused audience as their interests differ and the objective is to improve trust, not lift sales. For wild prawns, the consumer group engaged in social license issues is the 45yo+ (male and female) audience rather than solely 55yo+ females who primarily make wild prawn purchase decisions.
- 6. Use moderated social media optimized for reach and engagement to target audiences as the most cost-effective tool.** Two-way engagement best demonstrates the industry's willingness to listen and acknowledge issues, which builds trust, and enables the ACPF to monitor for emerging risks.
- 7. Limit point of sale and media 'reach' activities as the engagement rate is lower.** These activities are better suited to influence the purchaser and to create awareness.
- 8. Investigate ways to reach the community via food influencers.** The project was unable to find an effective means of reaching the community via food service. The most effective means of achieving this is likely via trusted influencers and this will require additional work.
- 9. Use the tools created, and demonstrated to be effective, to continue community engagement.** Now that the tools have been created for the ACPF; website, social media, and a video series, the ACPF should continue to utilize these and expand them over time with new content.
- 10. Add and maintain live links to environmental sustainability metrics on the Australian Wild Prawn website.** Considering the importance of environmental sustainability transparency, the www.australianwildprawns.com.au website should provide live links to

credible third party information such as the Status of Sustainable Fish Stocks (SAFs) site fish.gov.au.

- 11. Use analyses of social media data to advise the industry of the importance of social license risks to the industry, both existing risks and new risks.** If community surveys aren't available as a source of information, social media reporting and moderation is the best form of advice on the importance of identified risks to the community. Moderation and analysis of comments is vital to gauge the emergence of new risks.
- 12. Commission new material to address emerging risks.** To demonstrate that the industry is listening and is progressive, create new content in the style of the 'What We Care About' series as an output of commissioned RD&E. Content messaging and structure should follow the formula demonstrated in this project.
- 13. Obtain community sentiment data as an indicator of sector progress to improve trust/acceptance.** The CTRI, 2022 produced valuable insight into sector trust, acceptance, and social license risks. Continuation of CTRI's community sentiment surveys will enable the ACPF to continue to track progress but with an understanding that other externalities outside the ACPF's work affect trust. If possible, a wild prawn sector category needs to be added (alongside wild capture fisheries and primary production) so that the ACPF can more directly gauge community sentiment.

Further development

Engaging food service and food influencers. A number of food service intervention concepts were considered and two were executed (packaging QR code and a video promoted to chefs) but there was no evidence that this was effective. Further work is required to work out how to engage food service as many (chefs) are misconceived about the sector and feel as if they are asked to act as spokespeople without properly being informed (Philipov et al, 2019).

Stakeholder engagement as a continuous practice. The ACPF's 2018-2020 Community Engagement Plan contained stakeholder engagement processes in addition to community engagement processes. The ACPF's 2021-2026 Community Engagement Plan needs to continue plans to engage stakeholders rather than simply to continue investment in a moderated social media campaign.

Further material addressing social license risks. As new social license risks are identified and/or relevant RD&E is commissioned, a community engagement output needs to be produced to add to the 'What We Care About' series.

Wild prawn promotion. Though the wild prawn was often used as the 'hook' connecting an audience to underlying issues, this project focussed on the sector and its values, not the prawn itself. Focus on the product as a food to be trusted will also contribute to trust but is the task of an industry funded campaign to position the product. FRDC Project 2020/099 underpins this strategy and consumer-based positioning that was behind the 'Taste the Wild' campaign launched in April 2022.

Extension and Adoption

The project's 'What We Care About' series will continue to be extended to identified target audiences to June 2025 via the ACPF's Community Engagement social media program as part of FRDC Project 2021-080.

The fisheries profile videos will be promoted to the public as part of the industry funded Australian Wild Prawns 'Taste the Wild' campaign and extended to the community by the fisheries.

The project was summarised and presented by Ben Hale, Adpower at the World Fisheries Congress 2021.

The project's outputs were launched on 10 March 2020 with Senator the Hon Jonathon Duniam, Assistant Minister for Forestry and Fisheries.

The ACPF will investigate ways in which its stakeholders can utilise the material over the course of its 2021-2026 Community Engagement Plan.

Project coverage

World Fisheries Congress 2021

Media (as per Table 1)

Project Launch, 10 March 2020

Social media; Youtube and Facebook (Table 1)

WAFIC Seafood Industry Awards Promotions Category Winner 2021

Project materials developed

See attached Appendices for outputs which included:

Website: www.australianwildprawns.com.au

- Interactive fisheries and species map
- ‘Connect’ footage. ‘Content’ footage: fishery and ‘Values’ stories
- AR experience of a trawler

Independent and Woolworths POS collateral to website and AR tool (Appendix 7)

Packaging intervention (links to website)

Media:

Initial press coverage of 10 March event released Minister Duniam

<https://minister.awe.gov.au/duniam/media-releases/get-board-australias-wild-prawn-fishers>

<https://www.bundabergnow.com/2020/03/16/local-prawn-fishos-highlighted-in-short-film/>

<https://www.abc.net.au/radio/northandwest/programs/north-and-west-and-eyre-peninsula-rural-report/north-and-west-and-eyre-peninsula-rural-report/12035662>

National ‘pitches’ of stories to selected media through the year (Appendix :

- Goodfood.com.au (5-6 December 2020) Melbourne and Sydney
- [3AW interview](#) with Gippsland Lakes fisher, Buzz (17 October, 2020)
- Gourmet Traveller, Ross Fidden (23 February 2021)
- Gourmet Traveller (December 2021 -) – 8 pages with QR codes to website

Appendices

1. List of those involved
2. References
3. Community Behaviour Insight
4. Digital Evaluation (Adpower)
5. Youtube performance Evaluation (Communicado)
6. Public Relations report (Communicado)
7. Woolworths and Gourmet Traveller directional collateral 2021
8. Engagement for success evaluation criteria

Appendix 1 - List of those involved:

Production:

Millstream Productions:

Matt Blyth – Director

Alaneo Gloor – Editor

Digital and UI:

ROMEO Digital:

Amanda Schultz – Managing Director

Gemma Boucher – Business Director

Jennifer Haig

Rodney Chapman – Art Direction

Marco Eychenne – Art Direction

Joel Garvey – Digital Producer

Justin Walduck, Sam Dale - Developers

Social Media and Campaign Management:

Adpower

Ben Hale, Managing Director

Brand and PR:

Communicado

Jenny Littlehood - Head of PR

Terence Thean - Strategy Director

Fiona White - Copywriter

Nikki Cole - Account Manager

Project management and advice:

ACPF Board

Our appreciation to all those filmed

Appendix 2 - References

- Boutilier R, 2018. A measure of the social license to operate for infrastructure and extractive projects
- Centre for Food Integrity, 2017. What Makes Food News & Information Credible?
- CTRI, 2022. Community Trust in Rural Industries, 2022: Year Three Insights Briefing, March 2022: FRDC
- Diplomacy, 2018. MAKING IT WORK' Advice to the ACPF via FRDC Project 2017/412: Our pledge: Australian seafood industry response to community values and expectations (*unpublished*)
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- FRDC M & Framework, 2020. [Community Engagement Monitoring & Evaluation Framework and Toolkit. FRDC Project 2018/201.](#)
- Futureye, 2017. SLO findings report for the ACPF (*unpublished*)
- Intuitive Solutions, 2016. Unpacking the consumer seafood experience: a report for the FRDC
- Intuitive Solutions, 2017. Community perceptions of the sustainability of the Australian fishing industry: report for the FRDC
- Intuitive Solutions, 2019. Unpacking the consumer seafood experience: a 2019 update for the FRDC
- Intuitive Solutions, 2021. 2021 Logo and Execution Research for the ACPF (via FRDC Project 2020/099) (*unpublished*)
- Mazur & Brooks, 2018. The Right Conversations: Building Industry Engagement Capacity for Socially-supported Fisheries and Aquaculture (FRDC Project 2017/133).
- Phillipov, M., Farmery, A. & Gale, F. 2019, Media Messages About Sustainable Seafood: How Do Media Influencers Affect Consumer Attitudes? Canberra, October. CC BY 3.0
- Quantum Market Research, 2018. Consumer Sentiment Fresh Food & Fibre Benchmark March 2018 for the NSW Farmers Association
- Social Insider, 2021 "2021 Social Media Industry Benchmarks - Know Exactly Where You Stand in Your Market" <https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

FRDC 2018/172: Methods to profile and connect the provenance of wild caught prawn fisheries and their values to the community



Stage 2 of the project involves a) Community behaviour insight analysis and b) Targeted Community Engagement.

In order to proceed to commence Stage 2b) (Targeted Community Engagement) the following is required:

1. Review relevant community behavioural insights from existing community reports and from existing and/or new datasets. For eg, data may be extracted from those produced by Intuitive for FRDC, Quantum for NSW Farmers and other relevant data.
2. Design a brief for Stage 2 Part b) using the summary of insights to call for proposal/s from experienced creative agencies that will most effectively target the community in innovative and lasting ways
3. Review proposal/s against the brief and summary of community insights and commission provider for Stage 2 Part b).

This analysis of community behaviour insights draws on material provided by FRDC and includes:

What is our situation?

Who are we talking to?

What do they care about?

Who influences the community?

How to reach the target audience?

What content is best?

What does success look like?

What action do we want the audience to take?

What is our situation?

The problems:

The community has a decreasing trust in the ability of the Government to objectively regulate industries and their legal licence to operate. This has led to the increasing role of trust based social licence to operate. The community is determining this social licence subjectively using a perception of whether or not the industry adheres to shared values (Boutilier and Centre For Food Integrity).

The (seafood) industry relies on its access to the public resource. However, it has not effectively generated transparent and compelling information about its practices and achievements. This

Stage 2a) Community Behaviour Insights

leaves the community uncertain about the industry's adherence to shared values (Essence Communications, Diplomacy and FRDC 2017).

Agenda driven activists have stepped into the void to influence community perception using outrage tactics. Using campaigns to demonstrate lack of social licence, policy is determined by community groundswell (Futureye). This has had subsequent impact on the industry's access to the publicly owned natural resource.

These mechanisms caught Australia's seafood industry by surprise during the 2015 Super Trawler debate. In the void created by weak community-industry relationship activists led a campaign based on fear and mistrust against a scientific based proposal to improve harvest efficiency. The Government accepted the community determined social licence to operate over a science based legal licence to operate and the proposal was shelved.

FRDC 2017 documented that the number of people who believe that we should focus "*only on protecting the marine environment*" rose from 25% in 2011 to 54% in 2017. This is compared to the number of people who believe we should "*only focus on being able to provide fresh seafood for consumption*" (60% in 2011 down to 34% in 2017). Clearly, community values have changed in less than 10 years. The community's demands on the industry to acknowledge and demonstrate adherence to shared values have also changed. Continued social and regulatory licence to operate is dependent on the industry's ability to strengthen the commercial seafood industry – community relationship.

The need:

Australia's wild prawn fisheries are not yet in social licence crisis. Futureye (2017) observed that the industry was still relying on promoting its compliance to existing laws, promotion of the industry's good practice to government and regulatory agencies and appealing to the consumer about prawns. However, Futureye (2017) advised the ACPF of risks to its licence that require acknowledgement and proactive management if it wanted to prevent eroded social licence from removing its legal licence to operate. DAF, 2015 gave the same warning.

Diplomacy (2018) confirmed the need to proactively manage risks. Diplomacy advocated the use of positive story telling through stakeholder partnerships about how the industry's investments meet shared values.

Stage 2a) Community Behaviour Insights

FRDC 2017 reported that any improvements in perception of the commercial wild catch sector, of which the prawn industry is a significant member, is a key influencer of the community's perception of the whole Australian seafood industry.

Summary - What is our situation?

In the void left by decreased trust in the Government's ability to regulate the industry and in the absence of compelling industry generated information, activists are influencing the community perception of the industry using outrage tactics.

The wild prawn industry, as a key influencer of the community's perception of the whole Australian seafood industry, needs to address the risks to social licence so that it can protect the legal licence to operate in public waters.

Who are we talking to?

When the Department of Agriculture surveyed the community's views toward the seafood industry in 2015, the demographic of the 1722 surveyed was representative of the population at the time; ½ eat seafood once/week, had low knowledge about fisheries (esp in metro areas), 40% were recreational fishers and knew more about the fishing industry than the average.

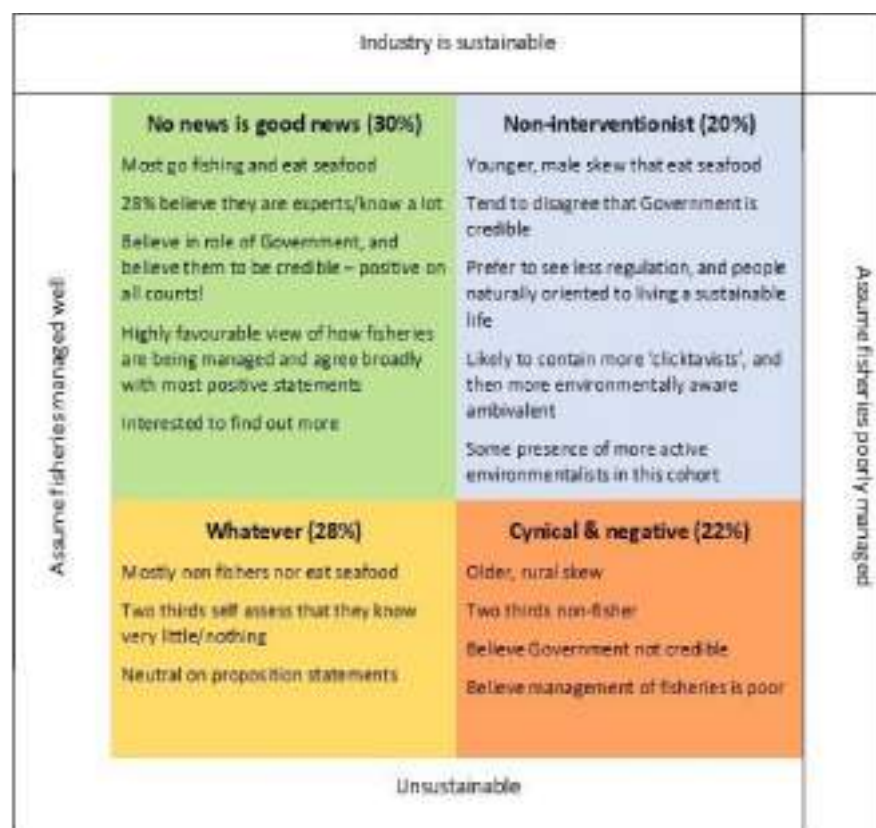


Figure 1 - categorisation of community views to seafood industry sustainable management (adapted from DAF 2015)

Stage 2a) Community Behaviour Insights

In the same Department of Agriculture survey, the community was categorised into attitudes and behaviour groups (Figure 1).

FRDC's 2017 report categorised 1000 respondents into degrees of confidence that the seafood industry could be sustainable:

- Those that think the industry is sustainable now (41%)
- Those that are confident the industry can become sustainable (18%)
- Those that are not confident the industry can become sustainable (19%)
- Those that don't think the industry is or can become sustainable (5%)

Similar to DAF, FRDC 2017 noted that the more familiar the community was with the industry the higher their degree of confidence. The two surveys confirm that there is a correlation between a higher degree of confidence about the industry, the frequency of seafood consumption and the frequency of recreational fishing.

FRDC 2017 recommended that the two groups who already had a degree of confidence (59%) should be the first focus for the industry and that this should involve providing evidence and communication to instil confidence that the industry is sustainable. DAF also recommended this be directed at the consumer despite their general apathy.

While being more engaged is likely to present more opportunities to 'talk directly' to these consumers, the challenge will be to ensure in the longer term the information and evidence around sustainability of the fishing industry reaches the broader community, in particular those that have less involvement and connection to the industry (FRDC 2017).

Quantum 2018 and FRDC 2017 described the cohort in which confidence was lowest, and potentially would be a cohort too difficult to engage directly. They typically had strong feelings about both environmental and animal welfare issues in the 18-34yo category, more often female, were influenced by activists, and were also the shopping decision maker.

Prawn consuming community

'Who are we talking to' concluded that the project needed to engage the community who are consumers (which includes recreational fishers) as they are willing to find out more (DAF, 2015) and already have a degree of confidence in the industry which can be supported.

Stage 2a) Community Behaviour Insights

Today's consumers who want to eat less meat (in the US) also want to eat more fish and seafood instead. However, a majority of (US) operators and consumers want a guarantee that fish / crustaceans are humanely caught and harvested (Data Essential, 2019).

Only 12% of the community do not consume prawns (Intuitive Solutions for FRDC, 2016). Over 50% of prawns are purchased at retail and consumed in a home and less than 50% are eaten out of home (restaurant (33%) and fish & chip outlet (16%)) where prawns are the most frequently ordered seafood species at both casual and fine dining restaurants but origin is a concern (Ehrenberg Bass Institute for Seafood CRC, 2010).

a) Consumer at retail (>50%)

For a lot of people purchasing seafood at retail, seafood is still an occasion based experience; there are fewer for whom seafood is part of the weekly food plan (FRDC, 2016). Prawns are purchased to celebrate special occasions such as Christmas, Easter and increasingly, family celebrations or special events and were the most commonly purchased seafood at retail (FRDC, 2016). Australian prawns make up approximately 90% of volume purchased at retail compared to imported prawns (Nielsen report, 2019) and are labelled by country of origin.

b) Consumer at food service (<50%)

People eat seafood at a restaurant because they are looking for experience and see it as a luxury food to eat as a treat (Ehrenberg Bass, 2010). Prawns are also the most commonly featured seafood on menus (Ehrenberg 2010) but most prawns will be imported.

Infrequent or non-consuming community and environmentalist

Even though FRDC, 2016 stated that only 9% of the community are non-consumers of seafood there is likely to be overlap of environmental concern between the consumer and non-consumer cohort. Quantum 2018 characterised the 18-34yo environmentalist, who were also shoppers, that fall into this category (addressed under 'What do they care about?').

Summary - Who are we talking to?

Engage the prawn consuming community (which includes recreational fishers) as they are willing to find out more and already have a degree of confidence in the industry which can be supported.

Engage the non-consuming and environmentalist community via concerns they hold and influencers they trust.

What do they care about?

Community in general

Community members are affected by their values. CFI reported that addressing ethics/shared values is 3-5 times more likely to build trust than hard data on its own. Community values (ie also risks to industry social licence) relevant to the wild catch seafood industry are reported in community surveys (FRDC 2017, DAF, 2015, Quantum 2018) and desktop analysis (Futureye 2017) and were reviewed by the ACPF (2018). These are compared in Appendix ?.

When rating the magnitude of the threat for ACPF's social licence risks Futureye, 2017 identified environmental risks as the most recurring issues for the prawn industry (Figure 2). FRDC (2017) has also focussed on environmental sustainability as a key definer of social licence. Quantum 2018 reported the rise of animal welfare community concern alongside environmental impact concern. Although animal welfare has not registered yet for the wild prawn sector, it will no doubt need to be addressed in future.

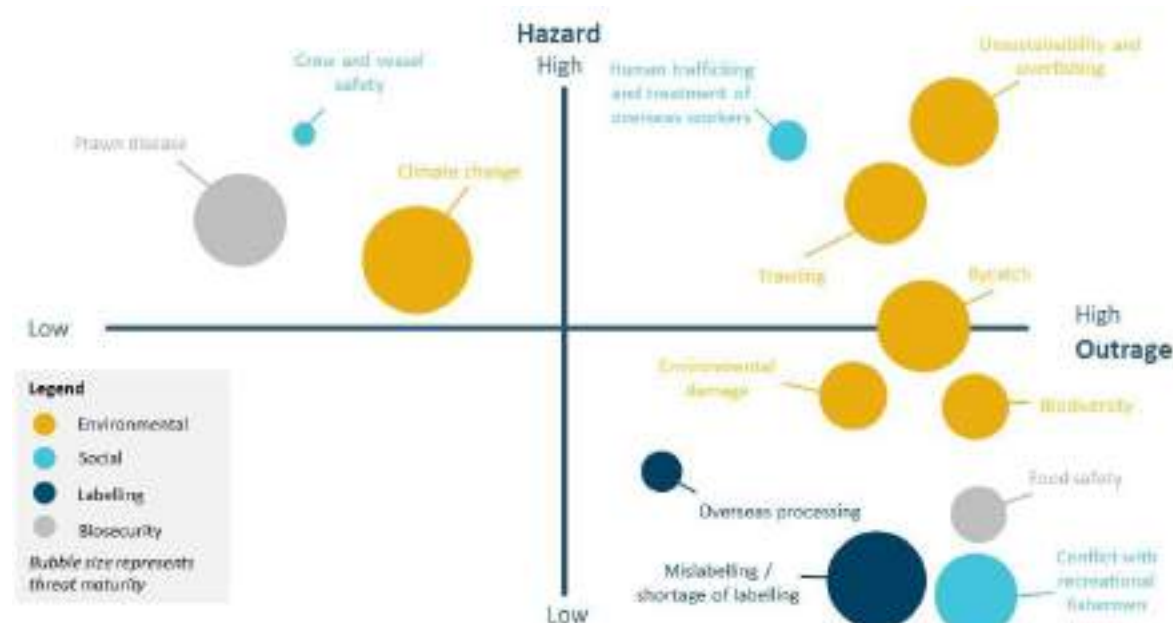


Figure 2 - Scale of hazard and outrage as assessed by Futureye 2017 for ACPF

The ACPF categorised these values into Environment, Economic and Social/Health in 2018 and aligned them to the industry's values.

The community's view of the commercial fishing industry's sustainability was the lowest of all primary food production groups (FRDC 2017) but the whole seafood industry rated the highest trust index of primary production food groups in Quantum 2018. CSIRO 2018 suggested that the seafood

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industry's lack of visibility and familiarity, compared to broadacre agriculture, were the basis of some perception issues. However, there are sustainability concerns unique to fishing. DAF reported in 2015 that environmental concerns far outweighed the importance of the industry as a profitable food source. As DAF stated *"While the benefits of the fisheries industry are clear and the community supports the industry in providing jobs and a healthy food source, when they think about it, they can identify many more potential negative aspects to the industry. While these negative aspects aren't dominating their view of the industry, this places us in a potentially risky position"*. DAF concluded that the community needed pride instilling positive stories from the industry to balance their view.

Finding common ground with the community requires the industry to use shared values (ethics) in its messages to establish trust.

This approach is an element of the D.A.V.E. communication approach advocated by Futureye 2017 and adopted by Seafood Industry Australia when drafting "Our Pledge" (Figure 4).

These common values encompass both the ACPF's values and the community values relevant to the prawn industry (Appendix ?) and need to be included in the content of community engagement material.

We are the Australian seafood industry and we are committed to putting great local seafood on your table now, and for generations to come.

To ensure we do this in ways we are all proud of, we promise to:

- actively care for Australia's oceans and environment and encourage others to do the same
- value our people, look after them and keep them safe
- respect and care for the animals we interact with
- not condone illegal activities
- listen to and respect community concerns and
- keep looking for ways to do things better

This is our pledge to you.

Figure 4 - Seafood Industry Australia's "Our Pledge" reflecting shared values

Prawn consuming community

While the consumer is the more likely cohort to be more interested in the industry's shared values stories than DAF's (2015) 'Whatever' community cohort, consumers care more about the food itself when considering seafood. MSC & Globescan (2019) also reported that US consumers value seafood's sustainable source but they don't act on it; conventional factors (taste, price, etc) dominate seafood purchases. Table 1 lists what drives Australian purchase at retail and at fine dining.

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Importance of factors amongst seafood consumers (highest to lowest importance)	
When buying seafood at retail (FRDC, 2016)	When buying seafood at fine dining and casual food service (Seafood CRC, 2010)
<p>Knowing how long it's been in store</p> <p>Knowing if the seafood is fresh or has been frozen</p> <p>Whether the seafood was caught in Australia or overseas</p> <p>Knowing how long the seafood will last at home</p> <p>That the seafood I buy offers good value for money</p> <p>Knowing the differences between the different species available (taste, cooking time, etc.)</p> <p><u>Whether the seafood is sustainable</u></p> <p>Nutritional content of the seafood</p> <p>Knowing if the seafood was farmed or caught from the wild</p> <p>Method used to catch the seafood</p>	<p>The combination of ingredients complements each other well</p> <p>A dish that I could not/would not want to prepare at home</p> <p>The method of preparation</p> <p>A sufficient portion size that will satisfy my appetite</p> <p>The accompaniments that come with the dish</p> <p>A dish that I have tried before and I know that I will like the taste</p> <p>A dish I've never tried before</p> <p>The way a dish is written on the menu tempts my palate</p> <p>The price of the dish</p> <p>A dish representing a healthy option</p> <p>A dish that features local produce</p> <p>Avoidance of certain foods</p> <p><u>The core ingredient of the dish is sustainably produced</u></p>

Table 1 - Drivers of Australian seafood purchases at retail and at fine dining

Infrequent or non-consuming and environmentalist community

For the non-consumer, concerns over environmental impacts are much higher ranked (3 and 4 out of 10) in Table 2 than the seafood consumers at retail (7 out of 10) and seafood consumers in food service (13 out of 13) in Table 1.

Importance of factors amongst non-seafood consumers as to why they don't buy seafood (highest to lowest importance) (FRDC, 2016)
<p>The smell of seafood</p> <p>Previous bad experience eating seafood</p> <p><u>My concerns over the impact of fishing</u></p> <p><u>My concerns over the sustainability of seafood</u></p> <p>Price of seafood</p> <p>Health issues</p> <p>Allergies to seafood</p> <p>How long it's been in the store</p> <p>Don't believe there are any health benefits of eating seafood</p> <p>Don't trust that I'm getting the type of fish I think I am</p>

Table 2 - Reasons for non-consumers to not buy seafood

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Summary - What do they care about?

The general community is most interested in evidence that the prawn industry is addressing environmental values.

While animal welfare is an increasing community concern, growing in importance alongside environmental sustainability, it is not registering as the wild prawn industry's largest issue.

The community also cares about the benefits of the industry's operations, not just the impacts, such as Australian wild prawns as a locally produced food that is responsibly handled by commercially viable fishing businesses who are safe regional employers (ie the shared values reflected in "Our Pledge").

The prawn consuming community are the most likely cohort to be interested in engaging in industry information that compliments the consumption experience and they already have a degree of confidence about the industry that can be supported. This group also includes recreational fishers.

The non-consuming and environmentalist community needs to be engaged via their environmental concerns through influencers they trust.

Who influences the community?

When the community decides how much it trusts an industry, most of the community turn to a trusted source of information (CFI). Futureye advised that it is ineffective for an industry to speak to the general public as a lone voice as key influencers are more powerful thought changers (confirmed by DAF, 2015).

Arnason (2019) described the ineffectiveness of trying to directly reaching members of the community with different views via social media as the audience generally only like to read what they already agree with.

Futureye observed that the seafood industry relied on good science to convince the community of its worth. Futureye and CFI report that the community is no longer influenced directly by scientific



Figure 5 - Influence of stakeholders by their level of engagement (from Futureye)

Stage 2a) Community Behaviour Insights

data and evidence alone. CFI reported that almost 40% of the population followed an unbiased source of objective information overlaid with ethics. Ethics - or the values that drive our beliefs, decisions and opinions - are what make messages resonate. It's our shared values that earn trust (CFI). Futureye described the influence of stakeholders by their level of engagement and prioritised those who were most likely to cause damage to community perception (Figure 5).

DAF (2015) ranked the level of trust that the community had in stakeholders (Figure 6). The common denominator was the lack of financial gain in trying to gain social licence. A trusted third party – money and financial gain is seen as the corrupting influence

The ACPF shortlisted its high priority stakeholders in February 2018 and accepted Diplomacy (2018) advice in October 2018 that, wherever possible, projects that communicate the industry's investments addressing shared values should be carried out in partnership with high priority stakeholders.

- 1) **Scientists** (there is data confirming industry's impact)
- 2) **Environmental groups** (there is evidence they are working towards community concerns)
- 3) **Government departments** (visibility of compliance and trying to find the common balance)
- 4) **Recreational fishers** (I can still catch fish)
- 5) **Consumers** (fish tastes great & I can get it)
- 6) **Commercial fishers** (honest about past and future focus)
- 7) **Media**
- 8) **Government – politicians**

Figure 6 - Level of trust that the community has in stakeholders (DAF, 2015)

ACPF's agreed priority stakeholders are listed in Appendix ? and are grouped into;

- Government
- Supply chain
- NGOs and Lobbyists
- Community
- Recreational Fishers
- Others

There is no certainty that stakeholders will want to actively engage with the community on behalf of the industry as a result of a joint stakeholder-industry project. Futureye described the aim of engaging stakeholders as being to create spokesperson allies who could provide independent information in the event of a crisis. The industry must actively engage the target community

Stage 2a) Community Behaviour Insights

through the most effective channels with messages that resonate in partnership with stakeholders. For example, to reach prawn consumers a chef would be a trusted influencer, to reach the non-consuming community, an eNGO would be a trusted influencer.

Summary - Who influences the community?

The industry must actively engage the target community, in partnership with relevant trusted stakeholders, with shared value messages that resonate ie the industry must not be the sole spokesperson to avoid being dismissed over self-interest.

How to reach the target audience?

Prawn consuming community

There is limited time to convey material at point of retail purchase: The majority of Australians (57%) buy their seafood during their regular shop from the major supermarkets with the majority of those purchasing at least once a month (Intuitive Solutions for FRDC, 2016)

There is opportunity, and more time, to engage the consumer in the food service environment but the material needs to deliver entertainment and experience value to address the drivers for restaurant dining (Ehrenberg Bass Institute, 2010).

Labelling (Country of Origin and certified labels) on food products was the best source of info (DAF and FRDC 2017) with TV/video campaigns the next most used source of information. MSC & Globescan (2019) also reported that 70% of consumers would like independent labelling and that supermarkets' and brands' claims about sustainability should be clearly labelled by an independent organisation but not many notice them when shopping. Table 3 outlines preferred channels for information.

Best source of sustainability info) FRDC 2017	Best source of sustainability info) DAF 2015	Sources of information about (how to buy and prepare) seafood FRDC 2016
On fishing specific radio/TV shows (48%) In general newspapers (34%) On general news websites (26%)	Country of Origin labelling (40%) Increase awareness through TV ads (23%) TV program or documentary (20%)	Cooking websites / apps (62%) Friends (38%) Seafood specific or fishing websites / apps (25%)

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Talking to family and friends who fish (26%) On fishing websites (23%) In general conversation with other people (18%) In fishing industry publications (16%) On general news radio (7%)	Certified sustainability labelling (19%) Increase awareness through ads (newspapers etc) (16%) Increase awareness through celebrities (15%) Increase visibility of management via gov spokesperson (14%) Tips and hints about how to purchase sustainable fish (14%) Demonstrating the sustainability of Australian fishing industry (13%) Published information about fish stocks of different species (9%)	Cooking shows (Masterchef, My Kitchen Rules) –their shows, websites and apps (24%) Review sites on buying, preparing and cooking seafood (15%) Well known chefs and cooks (13%) Websites with information from people in the fishing industry (12%) Bloggers (7%) Other (15%)
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Table 3 – Preferred channels nominated by consumers for information

Summary - How to reach the target audience?

The channels and content need to compliment the consumption experience rather than be academic and obviously educational. Any retail applications need to be labelling related.

Non seafood consumers rate environmental concerns more highly and messages delivered via trusted environmental organisations are probably the only way to reach this group

What content is best?

Content based on ethical positions and values is 3-5 times more likely to build trust than hard data on its own (CFI). DAF 2015 recommended that the content needed to be unbiased, unpoliticised and not financially motivated. DAF 2015 and Diplomacy 2018 agreed that content needed to be emotional and pride instilling that creates visibility and ownership for the Australian industry (DAF). We need to give them reasons to rally and feel better about the industry. These reasons need to be both factual and emotional (DAF). Futureye 2017 recommended that the industry acknowledge community values and deal with past issues with honesty.

Appropriate content is particularly important when trying to appeal to seafood consumers who are simply looking for a 'hearts' experience with family and friends, rather than an academic education, when eating seafood.

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The highest priority, according to seafood consumption drivers, is where the seafood is from ie is it local. Regional provenance connection is paramount for each fishery to connect place, people and values with the food. 'Information' on shared values needs to be carefully interspersed in provenance information without overpowering it.

The provenance information serves as an introduction to further stories addressing shared values. Shared valued stories are also more appropriate for relevant stakeholder audiences, for example eNGOs will be interested in sharing environmental stories with members while buyers will be interested in sharing food origin and handling information with their followers.

The highest priorities of the common/shared values for ACPF to address (from 'What do they care about' should focus on the Environment followed by Economic and Social/Health values. Diplomacy 2018 recommended that the industry's RD&E achievements be used to provide evidence of the industry's commitment to shared values.

DAF 2015 tested messages to work out how well they resonated with the community (Appendix ?). For example, the community did not believe an industry person claiming to have the most sustainable practices in the world, but the same message spoken about them and demonstrated by a scientist did resonate.

Of the shared values of SIA's Our Pledge, Table 4 includes the highest priority to address for the ACPF along with messages (DAF, 2015) on how they should be explained.

Messages with the highest level of resonance are:

- An interest in seeing action taken to penalise commercial fishers for non-compliance and/or to help the environment
- A need to reflect the pride we have in the natural Australian resource of the ocean
- A desire for more factual information including specific measures or details that prove exactly how or why an action is happening.

Summary - What content is best?

Content needs to resonate with the audience. For example, the prawn consuming community are more likely to connect to provenance footage with some reference to shared values while non-consumers and stakeholders will be interested in more independent and unbiased evidence that the industry is addressing shared values.

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Theme	Our Pledge common value	Topic	Stakeholders to include	Messages to include	Messages to avoid
<u>Environment</u>	<i>“actively care for Australia’s oceans and environment and encourage others to do the same” and “not condone illegal activities”</i>	Trawling and bycatch (incl bycatch reduction, trawl efficiency RD&E, etc	eNGO partner & CSIRO	<p>Evidence of care of a diverse marine ecosystem</p> <p>Evidence of penalty/compliance with standards eg MSC</p> <p>Evidence of devices that protect non-target species</p> <p>Evidence of fishing quotas/harvest management strategies that stop fishing</p>	Australia uses a risk based approach to minimise by-catch (blanket statement).
		(Over) fishing management (science behind quota regulations, co-management achievements, etc)	Gov't partner and rec fisher	<p>Ensuring seafood we enjoy now is available for future generations (MSC & Globescan 2019).</p> <p>Evidence that officers board commercial fishing boats to monitor operations or at least monitoring devices are visible.</p> <p>Evidence that current fisheries management is determining how healthy our oceans will be in the future.</p>	<p>Australia has stronger fisheries regulations than elsewhere</p> <p>Australia’s approach to fisheries management is based on scientific evidence. (Don’t tell me – show me)</p>
<u>Economic</u>	<i>“value our people, look after them and keep them safe” and “not condone illegal activities”</i>	Safe jobs in economically sustainable fishing businesses (vessel safety, the economically viable fishing family & regional employer eg ‘give something back’,	A local school principal (coastal Qld)	The family is here, invested in the town. The dad goes out fishing – and comes back again.	

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		less offshore processing)			
<u>Social/Health</u>	<i>“we are committed to putting great local seafood on your table now, and for generations to come” and “respect and care for the animals we interact with”</i>	Local food handled with care & that can be trusted - (Responsible (animal) handling, food authenticity (incl trace elements, chain traceability RD&E & achievements in Australian products	Incl a retail partner eg Coles, SCI), Chef		

Table 4 – Shared values stories; theme, scope, stakeholder partner, message

What does success look like?

Defining success is relevant to project Stage 3) EVALUATION, however it impacts the content and call to action so is addressed as part of Stage 2a) COMMUNITY BEHAVIOUR INSIGHTS.

Ultimately, the ACPF aims to protect access to natural resource via continued legal licence to operate. While the Government will consider community acceptance when granting the legal licence, community acceptance is not just determined by the community's trust in the industry.

Moffat et al, 2015 and Boutilier agree that community acceptance is achieved through a number of components; a positive balance of benefits over impacts, government regulation, and the industry's responsiveness to the public. The industry's engagement with the community is a key driver of community trust. This is reflected in the CSIRO Trust model. The egg industry applied the CSIRO Trust Model based on community survey findings and described three similar components for community acceptance in Figure 7:

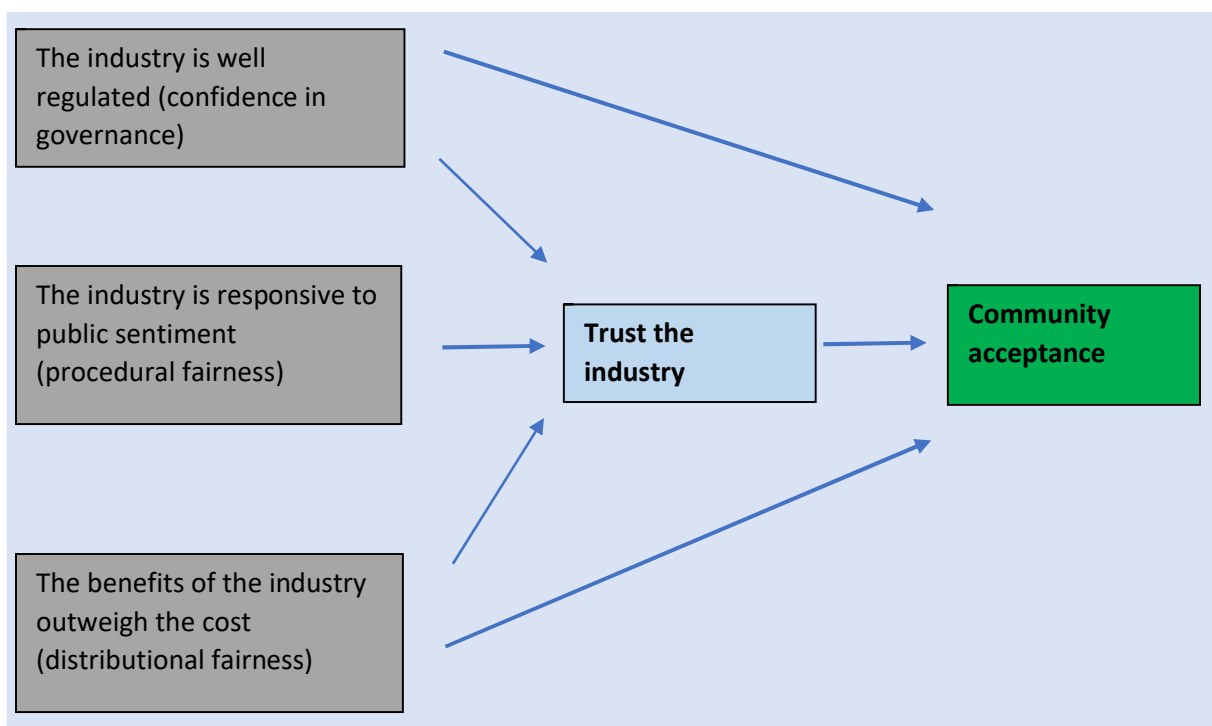


Figure 7 – Trust model (CSIRO) adapted to the Australian egg industry.

Community acceptance of an industry or project is determined by other factors than trust. The government's role (confidence in government) and the costs/benefits (distributional fairness) are other those factors which this project cannot influence. Therefore, measuring project success by community acceptance (ie the issue of legal licence to operate) is not appropriate for this project.

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Besides the huge cost of repeating Quantum (2018) trust index studies specifically for wild prawns being outside the scope of this project, trust is not simply determined by one factor. To work out whether this project is effective in changing trust would require removing other influencing factors outside the project's control; confidence in governance and distributional fairness.

Boutilier, DAF and FRDC (2017) all agreed that the lack of community engagement by the commercial fishing industry was a large risk to community trust and social licence. FRDC 2017 reported that the more familiar the community is with the commercial sector the more likely they are to think it is sustainable. In the words of Boutilier *"The main insight that should not be lost is that stakeholders can summarize how they feel about the project when they describe their perceptions of their relationship with the company."*

The measure of success of this project will be its ability to engage as many of the community as possible as it is the key determinant of trust that is within the industry's immediate control.

The nature of the engagement ie how much do we want to engage is covered in "What action do we want the audience to take" and is informed by FRDC (2018).

Summary - What does success look like?

Other determinants of trust, and ultimately, community acceptance such as Government regulation and the balance of the industry's benefits vs impacts are outside the influence of this project.

Changes in community acceptance and trust are too indirect a measure of project success.

Engagement is the key determinant of trust and is within the remit of this project. The measure of success of this project will be its ability to engage as many of the community as possible through the target audiences, identified channels, with key influencers and resonating messages.

What action do we want the audience to take?

The action we want the audience to take, and how closely we want to involve them, will depend on who they are and their likely willingness to continue a conversation with the industry. In defining best practice engagement, Futureye detailed a similar spectrum of involvement with stakeholders as reported in FRDC Project No 2017-133: *"The Right Conversation"* (June 2018) (Table 5).

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Inform (the PR approach)	Consult	Involve	Collaborate	Empower
WAFIC or TSIC's industry profile videos	ACPF's Community Engagement Strategy 2018-20	SA Wildcatch with Foodlands to promo seafood (and Fairfish)	SIV's Seafood Trail/events with Tourism Vic & others	
				
Stakeholder doesn't speak			Stakeholder has final say	

Table 5 – The spectrum of stakeholder involvement.

For example, the ACPF would not place an environmental activist eNGO in an **empower** position in a bycatch project but may **involve** a conservation group such as Oceanwatch and **consult** or **inform** environmentalists. It would not be feasible to call for action that would **empower** a community member. However, on a food related topic like authenticity, ACPF would be missing an opportunity if it did not **collaborate** with chain partners and end users – it is a lower risk partnership with better alignment of values.

Futureye and FRDC (2018) advice was relevant to stakeholders, accepting that stakeholders are influencers of the general public and the general public are too difficult to reach. Given DAF's and FRDC (2017) reported community disinterest in the industry it is unlikely that any of the community will want to interact at an **Empower** or **Collaborate** level with the industry. However, if the engagement activity does not allow for any involvement other than **Inform** (ie the PR approach), the ACPF is simply reinforcing that we are disengaged and disinterested in the community.

The project needs to call for actions that allow the community an opportunity to have their say on issues concerning them (**Consult**) and to provide opportunities to **Involve** them. Examples of this may be a social media page from which updates of industry achievements are released and feedback welcomed (Consult) or an invitation to meet a fisherman and be part of a seafood festival in their area (Involve).

Summary - What action do we want the audience to take?

The project needs to call the audience to provide details or give permission to remain in contact with the ACPF to receive further information and/or provide feedback eg social media and invite the community to activities where they can be involved.

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fisheries and aquaculture”

Moffat et al (2015) “The social licence to operate: a critical review”

MSC & Globescan (2019) “What Consumers Want – The Future of Sustainable Seafood” (Seafood
Expo North America)

Appendix

Table 1 Messages that resonated Proposition

Commercial fishers should be prosecuted if they do not comply with strict regulations.

Officers should regularly board commercial fishing boats to monitor operations.

How we manage fisheries now determines how healthy our oceans will be in the future.

Australia should comply with worlds best practice standards.

If we manage a renewable resource properly today, then we continue to have that resource in the future.

Australia is one of the few places in the world with a diverse marine ecosystem and we need to look after it.

The general public’s response:

HIGH level of agreement

Strong agreement with this statement although skepticism about if it actually happens

Strong agreement with this statement although skepticism about if it actually happens.

The health of the ocean strikes a chord and provides something to aim for. There is potential to build pride off the back of this concept.

People generally find statements like this easy to agree with.

Many had never consciously considered that fisheries were renewable, in comparison to other industries. Interesting and thought provoking concept, again showing potential to build support and pride on industry achievements.

This statement is popular because it acknowledges why sustainable practices are so important, and again reinforces the pride in Australia’s natural assets.

Table 2 Messages that somewhat resonated Proposition

The government should set and manage a quota system that limits how much fish can be taken each year. Once the quota is reached, fishing ceases.

The government should regulate specific actions (eg allowing only certain types of fishing equipment) to limit the capture of non-target species.

The government should be doing more to ensure the fishing industry is sustainable.

The fishing industry is important to the Australian economy.

Recreational fishing is an important part of Australian culture.

There’s too much illegal fishing in Australian waters.

Decades of mismanagement has taught us the importance of being conservative when it comes to the environment.

Industry knows that looking after the resources today will mean they have jobs and an industry tomorrow.

The government cares more about the economy than the environment when it comes to fisheries.

Fisheries management should ensure balance between people who fish for recreation, and those who fish commercially.

Cameras should be installed on board commercial fishing boats to remotely monitor compliance.

The general public’s response:

MEDIUM level of agreement

The concept of a quota is a good ‘reason to believe’ and there are plenty who are unaware of it.

Rated higher in qualitative research when able to be discussed.

Specific actions always positive, although the examples could ironically be more specific. Rated higher in qualitative research when able to be discussed.

This is an easy statement to agree with.

Easy to agree with, but they do not know how important.

This is an easy statement to agree with.

This is an easy statement to agree with.

Widely agreed, and a mea culpa always appealing but it does not offer a path for the future.

Did well in qualitative groups where there was more balanced debate about commercial fishers more generally. Lower rating overall in quant, but note appeal in certain cohorts.

It is easy to agree with this statement.

There is a prevailing sense that the recreational fisher is being more harshly dealt with, monitored and fined than the commercial sector.

People struggle with the operational aspects of how this could be implemented. They feel that it is too easy to get around a security camera.

Appendix

Table 3 Messages that failed to resonate

Proposition

Australia has stronger fisheries regulations than elsewhere.

The global fishing industry is sustainable.

The Australian fishing industry is sustainable.

Australia's approach to fisheries management is based on scientific evidence.

Australia's approach ensures any risks to the environment are at an acceptable level.

The government has good control over what happens with our fisheries.

Fishing stocks have steadily increased since 2000.

Australia uses a risk based approach to minimise by-catch.

Fisheries are being managed well in Australia.

The general public's response:

LOW level of agreement

The statement fared better in qualitative research when it was able to be discussed. This statement was seen as truthful.

People felt that this was not the case.

This statement opposition as a blanket statement.

This statement fared better in qualitative research when it was able to be discussed. There is high trust in scientific evidence.

People admit that they do not know enough about this. It is an easy to statement to disagree with.

This statement invites opposition as it is a blanket statement.

This statement invites opposition as it is a blanket statement. There was however, some agreement in qualitative research groups.

People admit that they do not know enough about this. It is an easy to statement to disagree with.

This statement invite opposition as it is a blanket statement.

Appendix

Stakeholder group	Stakeholder <i>(Current high priority stakeholders agreed at the workshop are indicated with an "H")</i>
Government	State Fisheries Departments
	State Environment Departments (incl Biosecurity)
	Commonwealth DAWR
	Commonwealth Environment & other Departments
	AFMA (H)
	Great Barrier Reef Marine Park Authority (H)
	Local Councils
	Politicians/political parties
	Overseas Gov't authorities
	State Tourism
Supply chain	Supermarkets
	Retailers
	Restaurant & Caterers
	Importers
	Food service (companies)
	Chefs (esp celebrity chefs)
	SFM
	MFMA
NGOs and Lobbyists	Greenpeace (H)
	Australian Marine Conservation Society (H)
	World Wildlife Fund (H)
	Carefish
	The Wilderness Society (H)
	Animals Australia
	Sea Shepherd
	Conservation Council SA (H)
	Blue Planet Society
	PETA
	RSPCA
	Ocean Watch Australia
	Other celebrities & campaigns eg Mission Blue

Appendix

	PEW Foundation (H)
	Oz Fish Unlimited
Community	Consumers
	General public
	Indigenous groups
	Local opinion leaders
Recreational Fishers	Recfishwest (H)
	Recfish Australia
	ANSA
	Australian Recreational Fishing Foundation
	Recreational Fishing Alliance NSW
	Amateur Fishermen's Association of NT
	Victorian Recreational Fishers
	Sunfish
	Recfish SA
	Amateur Fishing Tackle Association
	Campaigns eg No Netting
Others	Scientists
	FRDC
	SIA
	Marine Stewardship Council
	Shark Bay World Heritage Committee
	Family and crew
	Oil and Gas
	Other commercial fisheries & aquaculture
	Key Individuals

Appendix

DAF Community values (risks)	FRDC 2017 Community values (risks)	ACPF Risk practices (Community values)	ACPF Industry values
<p><u>Positives:</u> Regional employer Fish as a healthy food source</p> <p><u>Negatives</u> (where negatives outweighed positives) Overfishing Exported fish Accessibility and price Confusion over labelling (and what it tells them about how the seafood has been handled) Destruction of the ecosystem Commercial interests at all costs Lack of visibility (unlike sheep and cattle) Bycatch</p>	<p>Concerns <i>If we keep up our current practices, we will run out of fish</i></p> <p><i>There are too many people illegally fishing/have no regard for the environment</i></p> <p><i>Our current fishing practices are causing damage to the environment</i></p> <p><i>Australian Commercial Fishers are unable to turn over a profits</i></p>	<p><u>Environment</u> Trawling (practice and negative perception of) Interaction with iconic & protected species Overfishing Bycatch (perception of waste & taking from available resource eg rec fishers. Visual impact of images) Environmental damage (habitat impact incl sea floor – “walls of death”) Rec fisher conflicts (no fish left to catch for rec fish sector) Resource allocation conflict & resulting perception Greedy, unprofessional fisherman – overfishing the ocean at the expense of the environment Climate change (our impacts on?)</p> <p><u>Economic</u> Treatment of overseas workers Overseas processing Crew safety Dodgy operators</p> <p><u>Social/health</u> Food safety Mislabeling (provenance & lack of trust that flows back through chain) Prawn diseases (and their impact on human health)</p>	<p><u>Environment</u> Sustainability achievements, co-management & recognition, eg MSC Law abiding. Doing the right thing in environmental management Equality - managing environment now for the future</p> <p><u>Economic</u> Profitable, Surviving tough times Jobs provision & progression Food supplier Crew Safety Law abiding. Complies with a raft of regulations</p> <p><u>Social/health</u> Lifestyle Family heritage Pride in product/quality, pride in fishery, pride in process, passion, commitment, wellbeing Individuality as prawn fishing adventurers Freedom to be own boss and to innovate</p>

Appendix

Category	Community Values	Prawn Industry Values
Environment	<p>Healthy populations of targeted fish</p> <p>Healthy marine ecosystems:</p> <ul style="list-style-type: none"> • Marine animals and plants • Marine habitats <p>Looking after protected marine animals & communities</p> <p>Healthy marine environments:</p> <ul style="list-style-type: none"> • Pollution-free • Disease/pest-free <p>Strong management for ESD</p> <p>Certainty in science that measures the impacts</p>	<p>Sustainability achievements, co-management & recognition, eg MSC</p> <p>Law abiding. Doing the right thing in environmental management</p> <p>Equality - managing environment now for the future</p>
Economic	<p>Industry that looks after the environment</p> <p>Industry that complies with regulations (<i>Does the right thing</i>)</p> <p>Jobs and economic activity from industry</p> <p>Responsible management of crew safety (<i>Bring them home safe</i>)</p>	<p>Profitable, Surviving tough times</p> <p>Jobs provision & progression</p> <p>Food supplier</p> <p>Crew Safety</p> <p>Law abiding. Complies with a raft of regulations</p>
Social	<p>Going fishing:</p> <ul style="list-style-type: none"> • Lifestyle (<i>Seafaring adventure. Being own boss</i>) • For recreation • To feed the family <p>Family heritage/maritime history</p> <p>(<i>High quality</i>) seafood that is safe to eat</p> <p>Seafood that is locally-produced</p>	<p>Lifestyle</p> <p>Family heritage</p> <p>Pride in product/quality, pride in fishery, pride in process, passion, commitment, wellbeing</p> <p>Individuality as prawn fishing adventurers</p> <p>Freedom to be own boss and to innovate</p>



You get more with [Australian
Wild
Prawns



Australian Wild Prawns
Community Engagement Program

Australian Wild Prawns Provenance and Community Engagement Program.



There's a nostalgic notion of the intrepid fisher returning from sea, brine tanks brimming with wild prawns, tying up and cheerfully selling his fresh catch to familiar faces lined up expectantly on the pier.

While this still does occur, it isn't commonplace. Today, modern, efficient fishing fleets operate from many, often remote regions, relying on sophisticated supply chains to deliver product to restaurants, retailers and supermarkets. Is it possible to meaningfully connect these fleets to the community in a way that replicates the fisher on the wharf? Can we initiate conversations to communicate the sense of purpose, pride and environmental stewardship from fisheries all around Australia? Can this exchange of information preserve their social licence to operate and give people a greater sense of connection between the food on their plate, the wild region it's from and the values of the people who provide it?

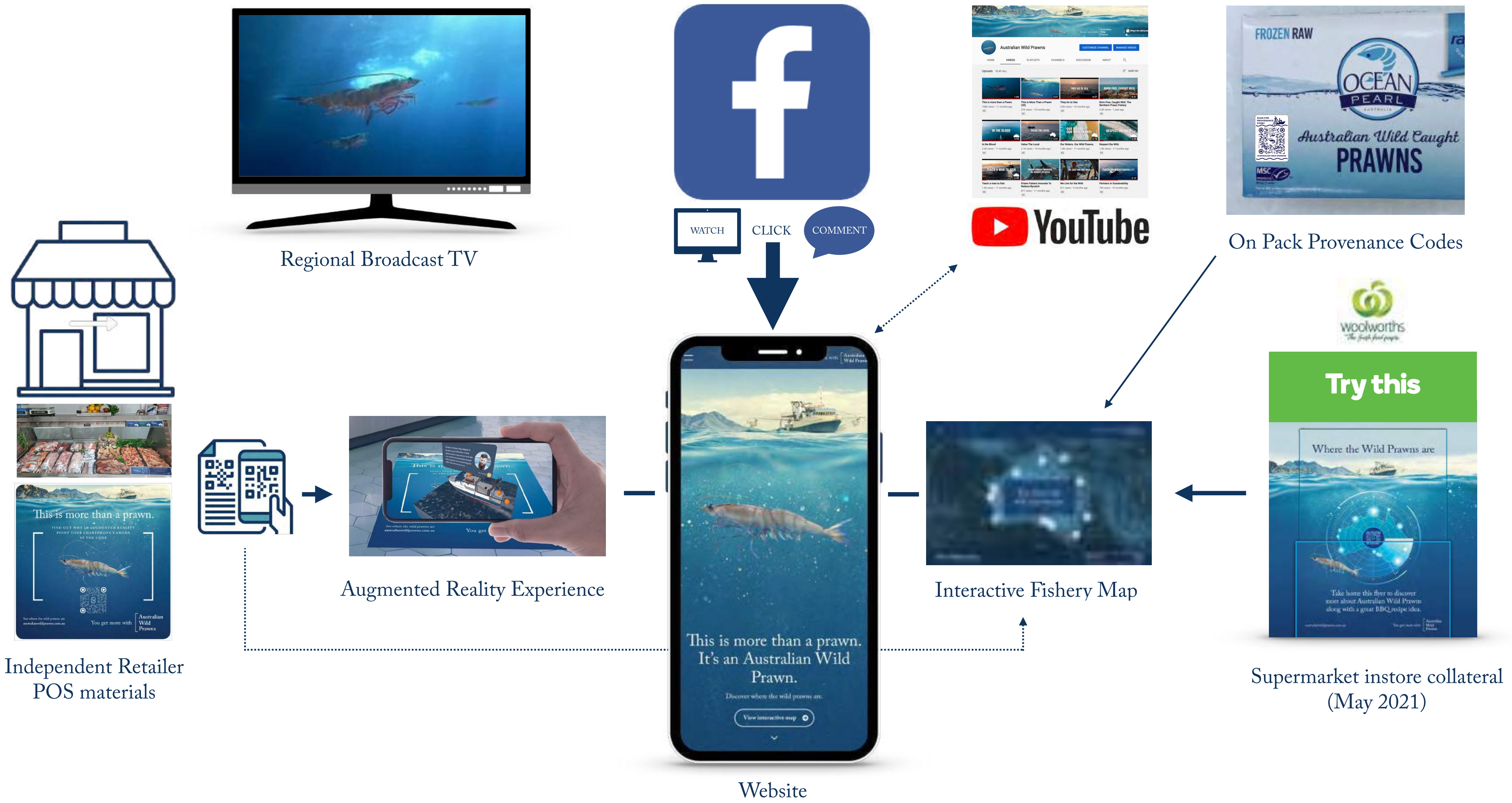


After face to face communication, video is the most powerful storytelling medium - offering vision, sound, colour, motion and emotion.

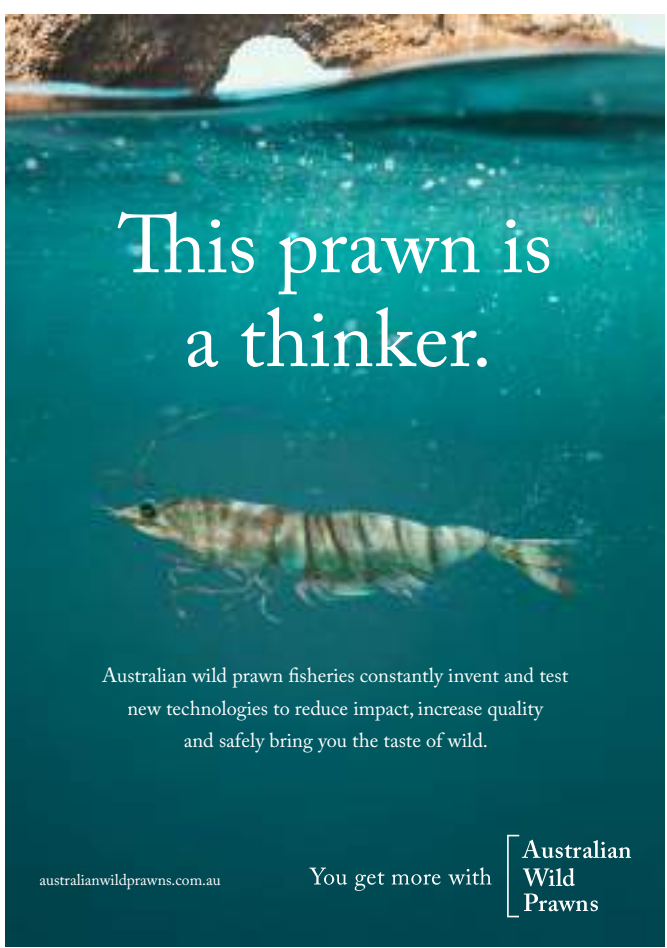
A documentary team spent 1 year travelling around Australia gathering the stories of Australia's wild prawn fishers and these stories were a catalyst to initiate conversations and interactions with the public, humanising the wild prawn industry and connecting people with the beauty, danger, splendour and wonder of Australia's Wild Prawn Fisheries.

These stories were collected and collated into a website and delivery platforms were identified to bring the stories to the communities most likely to engage with them.

Program Elements



Point of Sale



250 kits containing interactive floor mats, posters and cabinet stickers were despatched to reputable independent seafood retailers around Australia. The floor mats linked to an augmented reality experience featuring an interactive trawler.

3 x posters in 2 sizes



2 x cabinet stickers linking to website or interactive fisheries map.

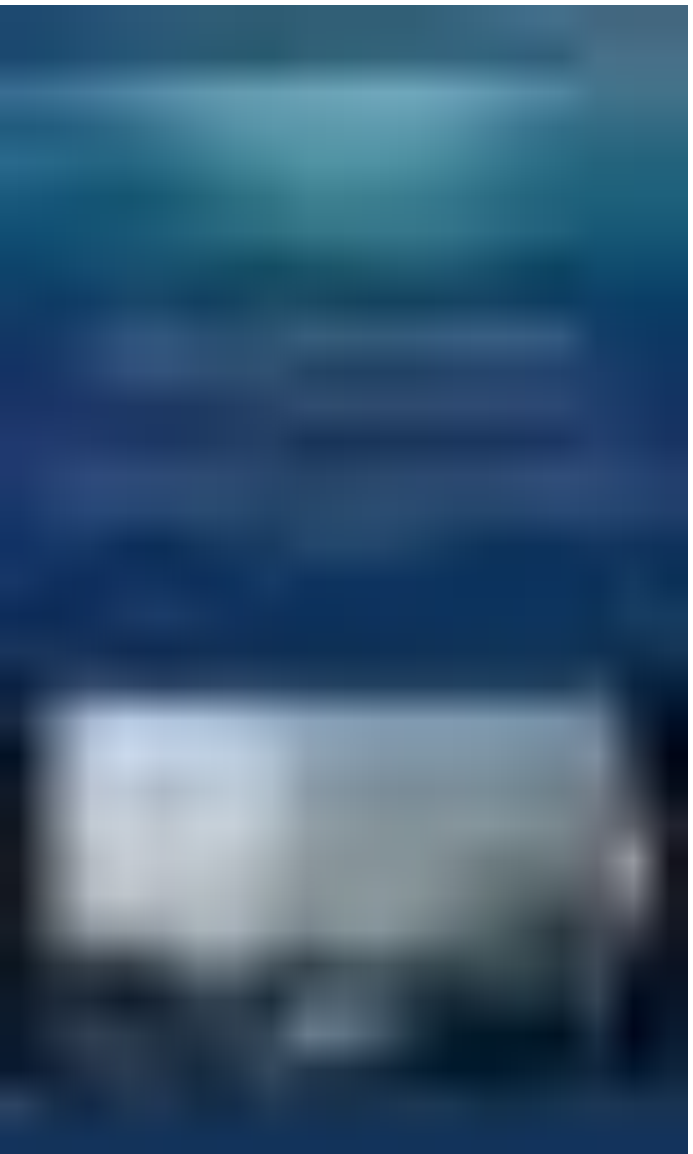
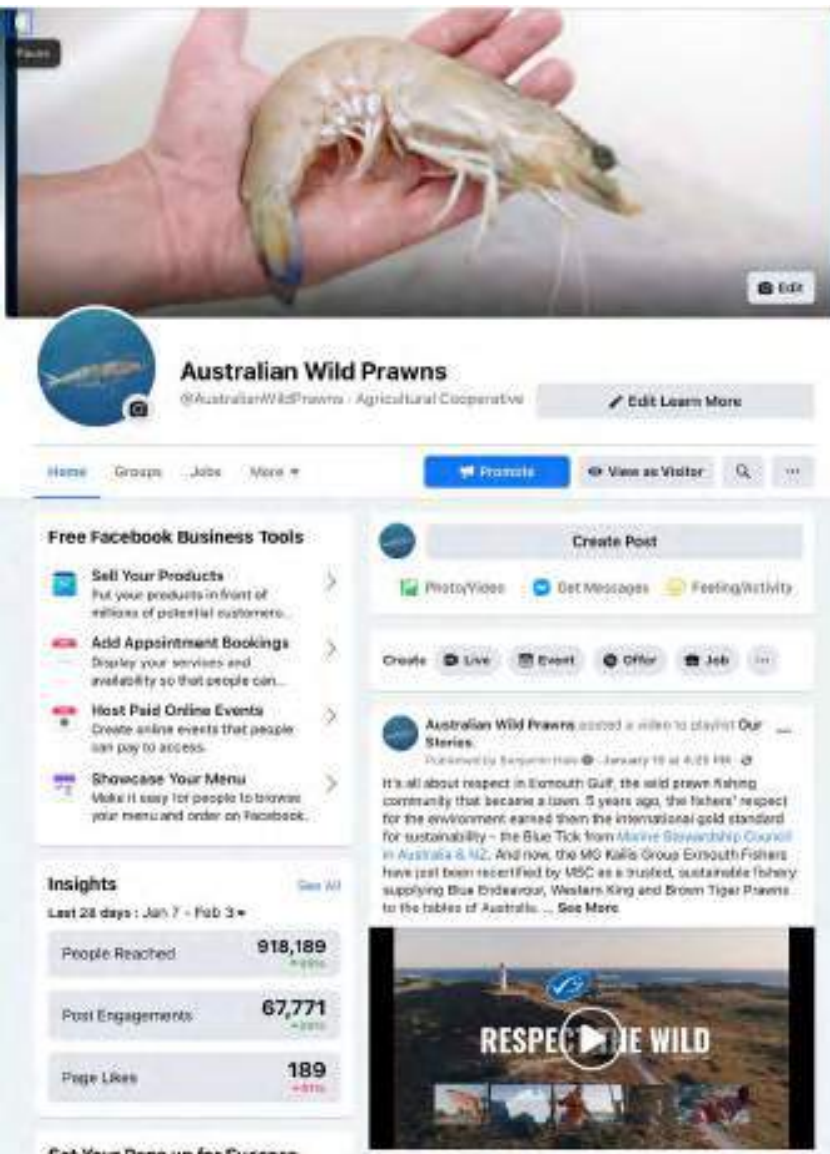
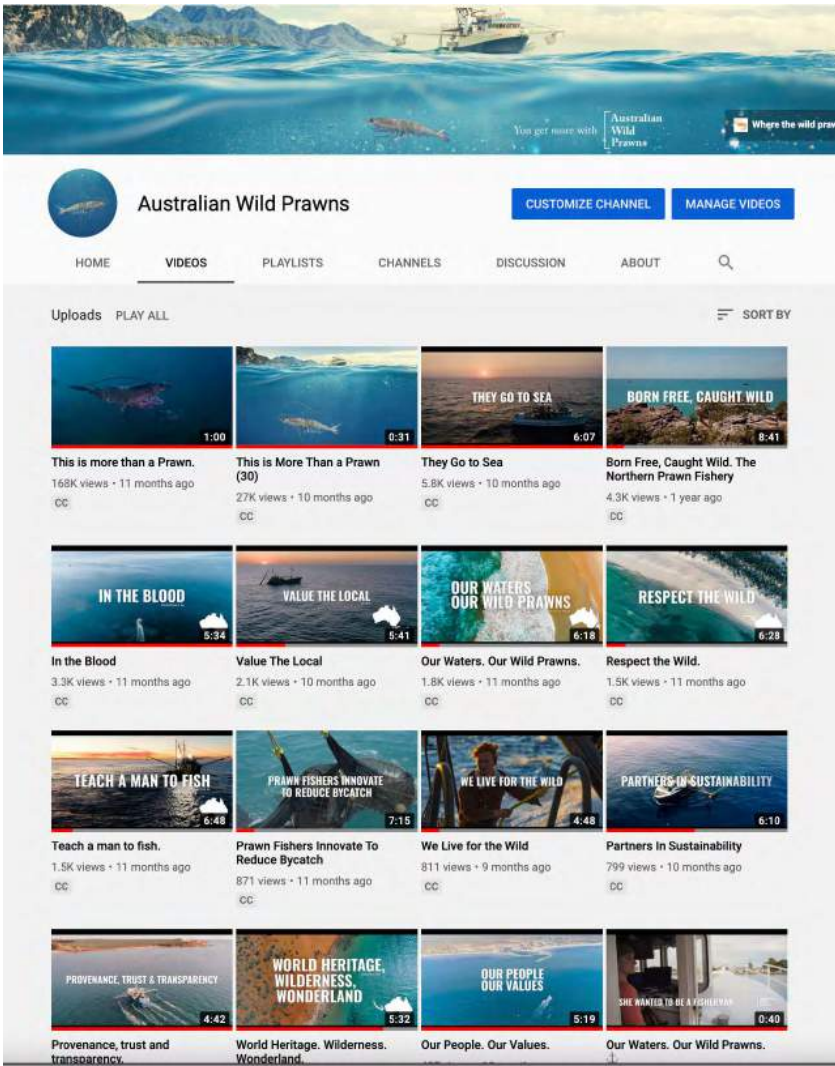


A5 take home Counter Card

2,200 TRACKED SCANS	1846 UNIQUE USERS
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The campaign averaged 183 scans per month. The most scanned item was the take home counter card, followed by the interactive floor mats.

Digital Campaign Components



Website

Facebook.

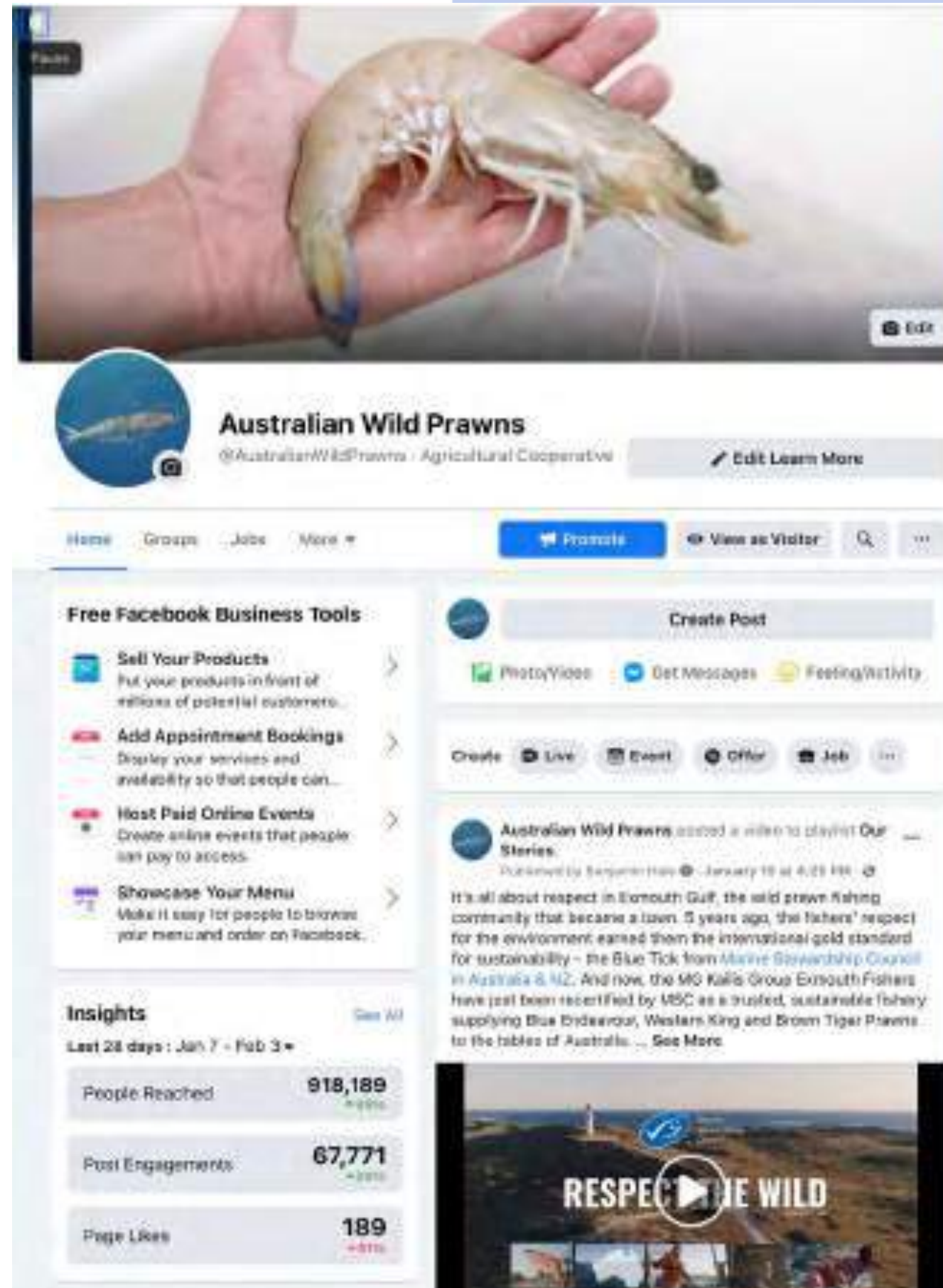
Engagement on Facebook takes many forms.

Someone curious about a story may click to play a video as they scroll through their news feed. They might express their approval with a 👍 like, or disapproval tapping 🍊. They may be tempted to click a link to find out more and leave Facebook altogether to browse a website or digital experience. They can share the content with their network or like the page to ensure they see more of this content in their feed in the future. Best of all, they can comment, telling us exactly how they feel about that content or subject.

Every interaction changes their relationship with the content and its provider, ensuring they see more or less of that in future.

The Facebook component of this program reached 2,127,089 people, generating 434,662 tracked engagements.

1 in 5 people who encountered Australian Wild Prawn content on Facebook, engaged with it in a meaningful way.



Facebook Pay Per Click Campaign Structure and Performance.

Facebook offers 11 potential objectives a paid campaign can be optimised for. It can be to maximise reach, to increase comments and likes, increase traffic to a website (clicks), or maximise video views. Campaigns can also be optimised for conversions (sales, leads, downloads).

There is a trade off when choosing one objective over another. Campaigns optimised for video views don't deliver as much site traffic. Campaigns optimised for clicks achieve lower reach. Campaigns optimised for reach result in lower clicks and views, yet reach a large number of people economically.

The best practise is to create layered campaigns optimised for the 2 or 3 most important outcomes desired.

Three campaign goals were identified for the Australian Wild Prawns Campaign,;

1. **Generate visits to the Australian Wild Prawns Website** (Traffic).
2. **Increase views of Australian Wild Prawns video content on Facebook** (Views).
3. **Serve content to as many people as possible within a defined target group** (Reach).

33 discrete campaigns targeted 72 different audience groups with 239 different pieces of creative. They reached 1.98 million people with a frequency of 4.11 exposures.

These campaigns were rolled out in 3 phases over the 12 months to Jan 2021.

	Traffic	Views	Reach	Total
Proportion of Spend	49%	38%	13%	100
People Reached	611,325	1,019,647	943,306	1,981,544
Clicks to AWP website	89,500	8,312	1,978	99,790
Video Views (more than 3 secs)	472,475	1,449,967	255,129	2,177,571
Video Views 50% through or more	133,731	136,123	22,254	292,108
Video Views to 100%	73,227	79,109	6,611	158,947
Cost per 1,000 people reached	\$23.56	\$11.16	\$4.08	\$14.96

This is total **unique** reach from paid campaigns. A person is only counted once, no matter how many campaigns or ads they encounter,. 1,592,734 people were reached by more than one video or campaign.

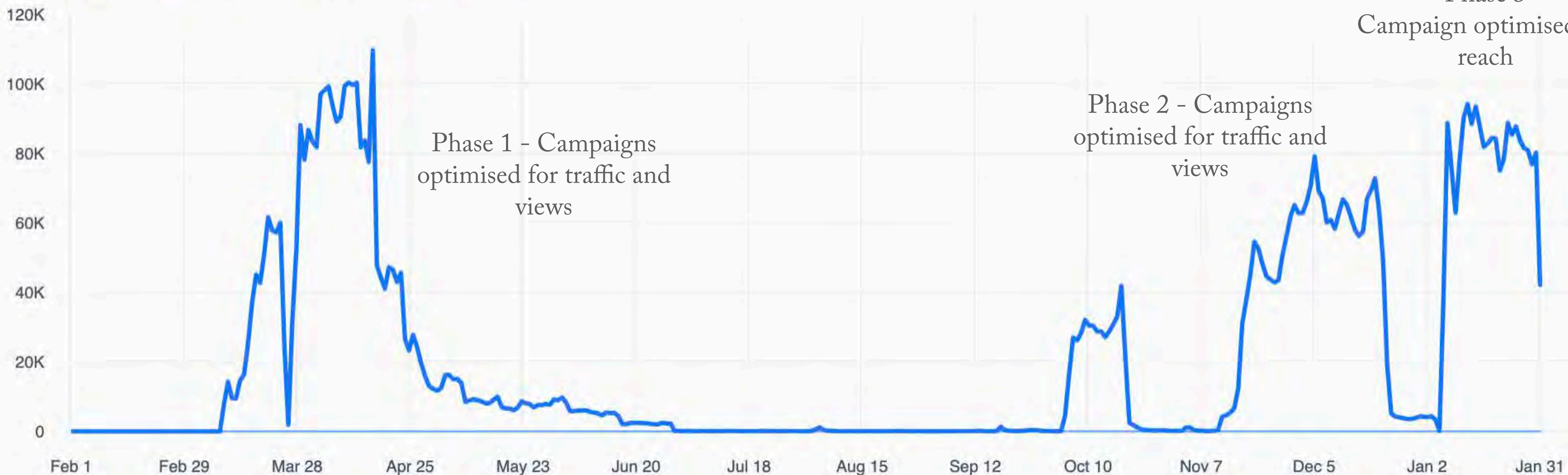
While traffic and view campaigns have a similar number of video views to 50% and 100%, the videos promoted in the traffic campaign were mainly shorter format 30 sec videos. So 79,109 views to 100% in the view campaign were of the longer format videos - up to 8 mins 45 secs long, therefore a far greater total volume of video content was consumed in the Views campaign.


Facebook Page Overall Performance.

People Reached

Feb 1, 2020 - Jan 31, 2021

2,127,089 People Reached



Page	People Reached	Engagement	Link Clicks	Comments	Shares	New Followers
 Australian Wild Prawns Agricultural Cooperative	2,127,089	434,662	101,815	3,493	5,418	4,785
	Organic 145,545	Likes, comments, Click to play video Link clicks and other actions.				
	Paid 1,981,544					

Facebook Pay Per Click Targeting

Total Unique Reach: 1,981,544 people.
Average Frequency: 4.11
Total Target Groups: 72
Total content pieces: 239

Local: Relevant Fishery Story promoted to communities in close proximity to ports. Optimised for web traffic and video views.
Reached: 719,615
Frequency: 3.7

Croatian Speaking People Nationally (GSV - “Teach a man to fish”)
Reached: 28,848
Frequency 5.74

State: 16 Fishery Stories promoted to Medium/Heavy Seafood Consumers in the fishery’s home state / capital city. Optimised for web traffic and video views
Reached: 958,345
Frequency 2.88

(Interactive Prawn Vessel)
Parents who own high end phones capable of running AR with Kids aged 9-12
Also adults with interest in marine vessel design
Reach: 39,296
Frequency: 5

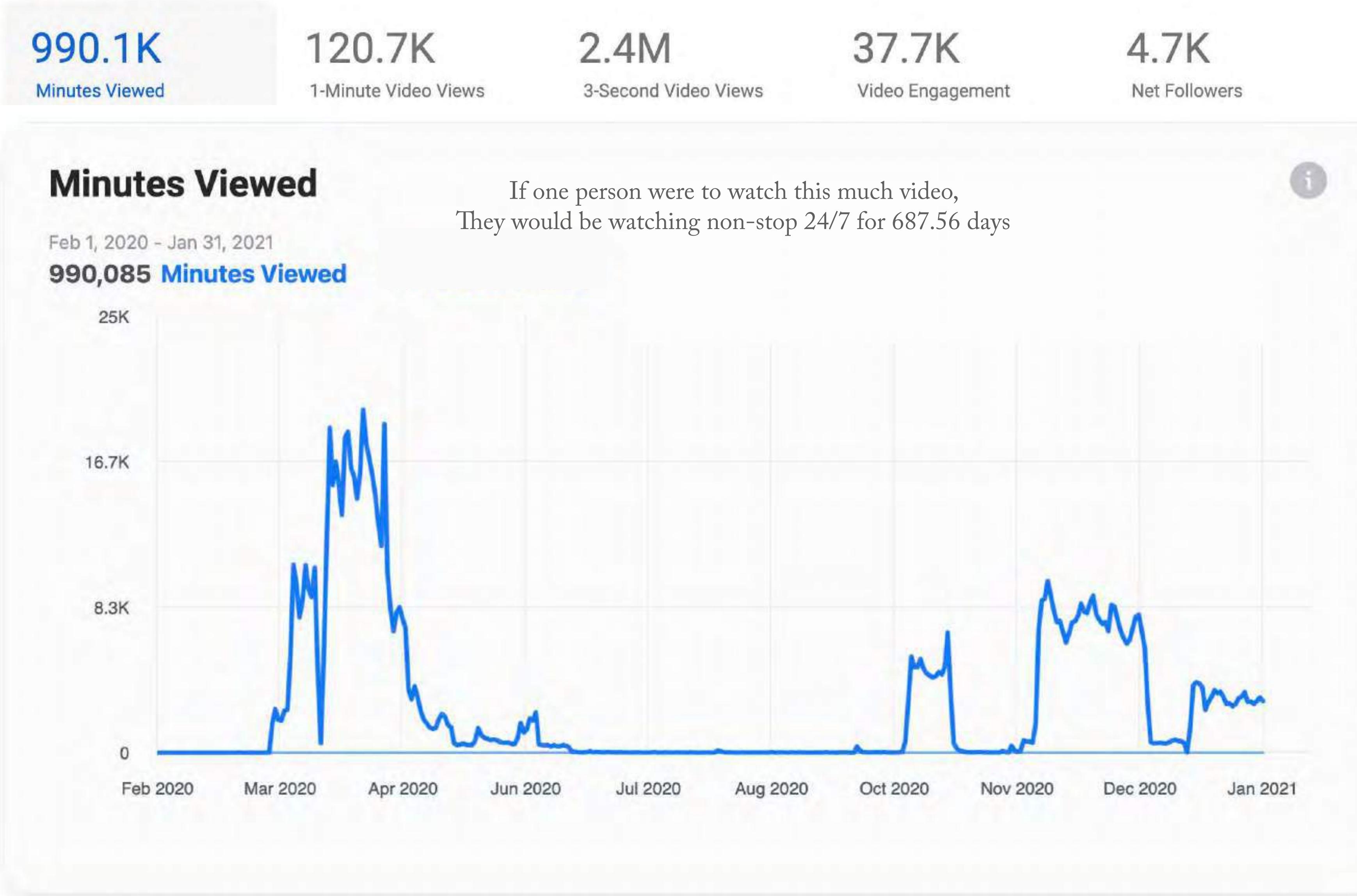
5 x National Stories.
Seafood and Ocean Lovers (Optimised for views and traffic)
Reached: 865,791
Frequency 3.14

Remarketing
If someone watched more than 75% of any AWP video, they were targeted to see the next in the series. Optimised for Views and Traffic
Reached: 155,903
Frequency 3.78




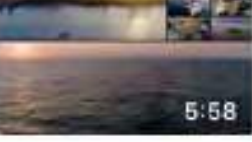

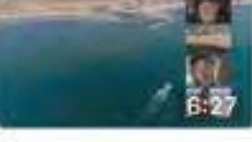




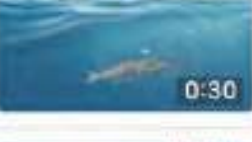

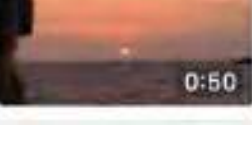
Final Phase - All Fishery Stories, All National Stories Promoted to Seafood and Ocean Lovers Australia wide. Optimised for Maximum Reach
Reached: 943,306
Frequency 2.19

Chefs and Hospitality Workers (Taste the Wild)
Reached: 44,640
Frequency 4.51

Facebook Video Consumption.



Top performing videos on Facebook.

Video		Date Added	Minutes Viewed ↓	1-Minute Video Views	3-Second Video Views	Engagement
	We Live for the Wild Australian Wild Prawns,...	04/03/2020 4:22 PM Australian Wild Prawns	147,720	25,928	369,628	2,533
	Partners in Sustainability Australian Wild Prawns	03/09/2020 11:56 AM Australian Wild Prawns	88,521	12,755	183,020	1,474
	Teach a Man to Fish. Australian Wild Prawns	03/09/2020 11:56 AM Australian Wild Prawns	66,053	9,100	115,284	2,738
	They Go To Sea. Australian Wild Prawns	03/16/2020 12:27 PM Australian Wild Prawns	60,803	9,680	128,345	835
	Born Free, Caught Wild. Australian Wild Prawns,...	03/09/2020 11:56 AM Australian Wild Prawns	52,898	8,381	86,218	1,193
	Respect the Wild Australian Wild Prawns	03/09/2020 11:56 AM Australien Wild Prawns	39,004	6,025	82,385	1,130
	Our Waters. Our Wild Prawns. NSW Australian Wild Prawns, Sydne...	03/24/2020 11:18 AM Australian Wild Prawns	29,017	4,529	60,816	985
	Taste the Wild Australian Wild Prawns,...	05/17/2020 1:03 PM Australian Wild Prawns	27,942	2,654	94,813	650
	In The Blood. Australian Wild Prawns, Seafoo...	03/09/2020 11:56 AM Australian Wild Prawns	24,197	3,826	48,550	1,269
	Value the Local Australian Wild Prawns	03/27/2020 9:17 AM Australian Wild Prawns	17,128	2,198	43,960	753
	This is more than a prawn ⚓ Australian Wild Prawns	11/27/2020 11:34 AM Australian Wild Prawns	12,572	0 Less than 1 min long	54,976	1,148
	Value the Local ⚓ Australian Wild Prawns	05/04/2020 2:59 PM Australian Wild Prawns	9,703	0 Less than 1 min long	30,752	1,651
	Born Free. Caught Wild. ⚓ Australian Wild Prawns	03/05/2020 4:39 PM Australian Wild Prawns	9,287	0 Less than 1 min long	34,462	154

30 Videos were posted and promoted on Facebook between 1/2/2020 and 31/1/2021

Most popular Fishery stories (in order of total video consumed);

1. Teach a man to Fish (Gulf St Vincent)
2. They go to Sea (Qld East Coast)
3. Born Free. Caught Wild (NPF)
4. Respect the Wild (Exmouth)
5. Our Waters. Our Wild Prawns (NSW)
6. In the Blood (Spencer Gulf)
7. Value the Local (Vic)
8. World Heritage. Wilderness. Wonderland (Shark Bay)

Most popular National Social Licence Stories






































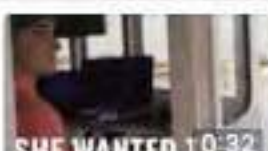








































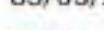



























10 Videos (Long and short versions of 5 stories) were promoted nationally. In order of total video consumed, the most popular were;

1. We live for the wild.
2. Partners in Sustainability.
3. Taste the Wild
4. Provenance Trust and Transparency
5. Prawn Fishers Innovate to Reduce Bycatch
6. Our People. Our Values


There were also two shorter videos promoted

More than a Prawn - 60 sec

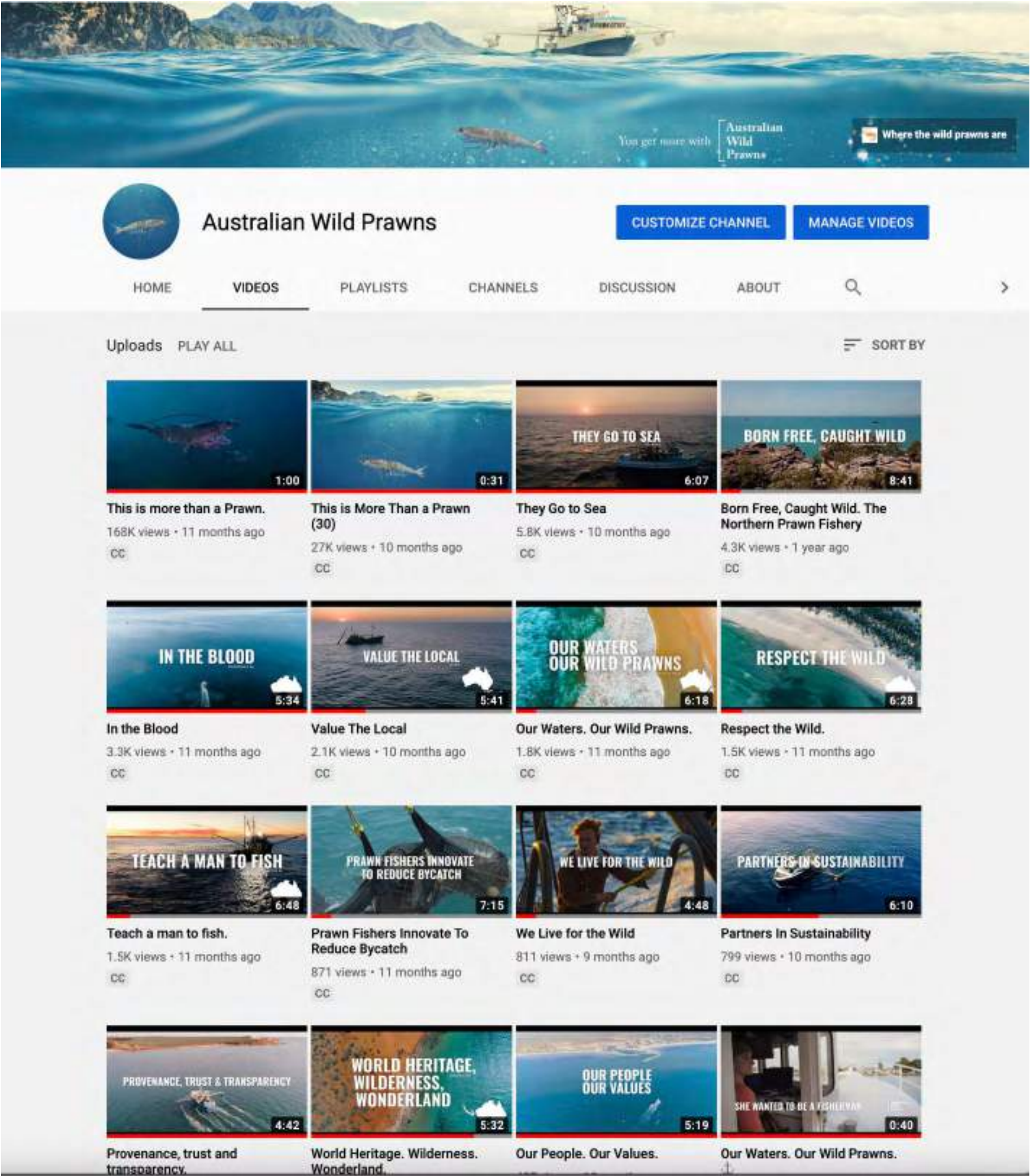
More than a Prawn - 30 sec

Video		Date Added	Minutes Viewed ↓	1-Minute Video Views	3-Second Video Views	Engagement
	This is More than a Prawn.  Australian Wild Prawns, ... ▼	02/28/2020 4:51 PM  Australian Wild Prawns	8,248 	2,086 	27,082 	941 
	Prawn Fishers Innovate to Reduce...  Australian Wild Prawns, ... ▼	03/09/2020 11:57 AM  Australian Wild Prawns	6,907 	1,146 	10,048 	296 
	Exmouth Gulf   Australian Wild Prawns	03/05/2020 5:56 PM  Australian Wild Prawns	5,115 	0 Less than 1 min long 	23,681 	197 
	They go to Sea   Australian Wild Prawns, ... ▼	03/10/2020 9:23 AM  Australian Wild Prawns	5,097 	0 Less than 1 min long 	16,700 	904 
	Our People. Our Values.  Australian Wild Prawns; Sydney, ... ▼	03/09/2020 10:05 AM  Australian Wild Prawns	3,916 	691 	6,510 	282 
	Our Waters. Our Wild Prawns.   Australian Wild Prawns	03/05/2020 4:46 PM  Australian Wild Prawns	3,472 	0 Less than 1 min long 	12,520 	503 
	Our People. Our Values.   Australian Wild Prawns	03/11/2020 10:03 AM  Australian Wild Prawns	2,887 	0 Less than 1 min long 	12,084 	49 
	--  Australian Wild Prawns	03/05/2020 7:58 AM  Australian Wild Prawns	2,289 	0 Less than 1 min long 	5,516 	95 
	Provenance, Trust & Transparency  Australian Wild Prawns; Banana, ... ▼	03/09/2020 11:56 AM  Australian Wild Prawns	2,089 	253 	6,014 	103 
	Provenance. Trust. Transparency   Australian Wild Prawns	03/11/2020 10:03 AM  Australian Wild Prawns	1,992 	0 Less than 1 min long 	5,636 	60 
	Acting to reduce bycatch   Australian Wild Prawns	03/05/2020 5:56 PM  Australian Wild Prawns	1,653 	0 Less than 1 min long 	5,193 	18 
	Partners in Sustainability   Australian Wild Prawns	03/11/2020 10:03 AM  Australian Wild Prawns	1,582 	0 Less than 1 min long 	5,444 	158 
	World Heritage. Wilderness....  Australian Wild Prawns	01/14/2021 2:04 PM  Australian Wild Prawns	1,552 	141 	5,476 	64 
	In the Blood   Australian Wild Prawns	03/05/2020 5:56 PM  Australian Wild Prawns	1,280 	0 Less than 1 min long 	5,796 	70 

Detailed video consumption
Rank 14-29

Video titles with an  in the title indicate the short version of the video.



Australian Wild Prawns YouTube Channel



Video	Views	Average percentage viewed	Watch time (hours) ↓	Average view duration
<input type="checkbox"/> Total	222,211	74.1%	4,230.7	1:08
<input type="checkbox"/> This is More than a Prawn.	168,564 75.9%	92.1%	2,587.6 61.2%	0:55
<input type="checkbox"/> They Go to Sea	5,829 2.6%	54.3%	322.8 7.6%	3:19
<input type="checkbox"/> Born Free, Caught Wild. The Northern Prawn Fishery	4,271 1.9%	49.2%	303.9 7.2%	4:16
<input type="checkbox"/> This is More Than a Prawn (30)	27,948 12.6%	96.6%	232.5 5.5%	0:29
<input type="checkbox"/> In the Blood	3,338 1.5%	61.4%	190.1 4.5%	3:25
<input type="checkbox"/> Value The Local	2,106 1.0%	54.6%	108.9 2.6%	3:06
<input type="checkbox"/> Our Waters. Our Wild Prawns.	1,849 0.8%	51.1%	99.1 2.3%	3:12
<input type="checkbox"/> Teach a man to fish.	1,545 0.7%	51.2%	89.7 2.1%	3:28
<input type="checkbox"/> Respect the Wild.	1,595 0.7%	49.8%	85.6 2.0%	3:13
<input type="checkbox"/> Prawn Fishers Innovate To Reduce Bycatch	870 0.4%	51.5%	54.1 1.3%	3:44
<input type="checkbox"/> Partners In Sustainability	797 0.4%	54.2%	44.4 1.1%	3:20
<input type="checkbox"/> We Live for the Wild	809 0.4%	47.6%	30.8 0.7%	2:17
<input type="checkbox"/> World Heritage. Wilderness. Wonderland.	478 0.2%	53.4%	23.6 0.6%	2:57
<input type="checkbox"/> Our People. Our Values.	437 0.2%	57.6%	22.3 0.5%	3:03
<input type="checkbox"/> Provenance, trust and transparency.	516 0.2%	46.5%	18.8 0.4%	2:11
<input type="checkbox"/> Taste the Wild	99 0.0%	65.5%	4.6 0.1%	2:47
<input type="checkbox"/> What Chefs go wild for.	216 0.1%	79.3%	3.7 0.1%	1:01
<input type="checkbox"/> Our Waters. Our Wild Prawns. ⚓	225 0.1%	85.6%	2.1 0.1%	0:34
<input type="checkbox"/> Born Free. Caught Wild. ⚓	99 0.0%	62.1%	1.0 0.0%	0:36
<input type="checkbox"/> In the Blood ⚓	139 0.1%	79.7%	1.0 0.0%	0:24
<input type="checkbox"/> Partners in Sustainability ⚓	109 0.1%	76.8%	1.0 0.0%	0:31
<input type="checkbox"/> Prawn Fishers Innovate To Reduce Bycatch ⚓	64 0.0%	74.0%	0.6 0.0%	0:34
<input type="checkbox"/> Value the Local ⚓	71 0.0%	70.9%	0.6 0.0%	0:29
<input type="checkbox"/> World Heritage. Wilderness. Wonderland. ⚓	70 0.0%	68.4%	0.5 0.0%	0:28

“More than a Prawn” 60 sec and 30 sec videos were the only ones that received paid promotion on Youtube. All other views were organic, most coming from people watching the videos embedded on the AWP website.

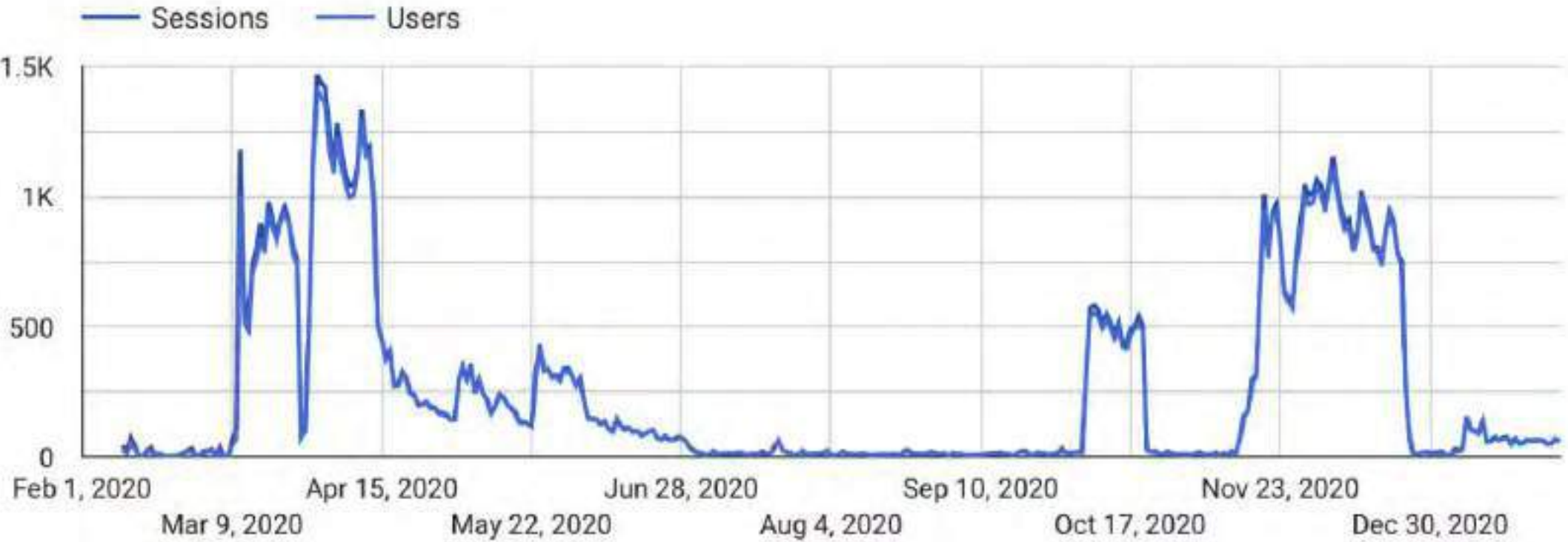
Digital Engagement Campaigns - combined performance

Metric	 YouTube	 facebook	Total
Reach	187,648	2,127,089	2,314,737
Minutes of Video watched	253,842	990,085	1,243,927
Investment (ex GST)	\$25,000	\$55,000	\$80,000

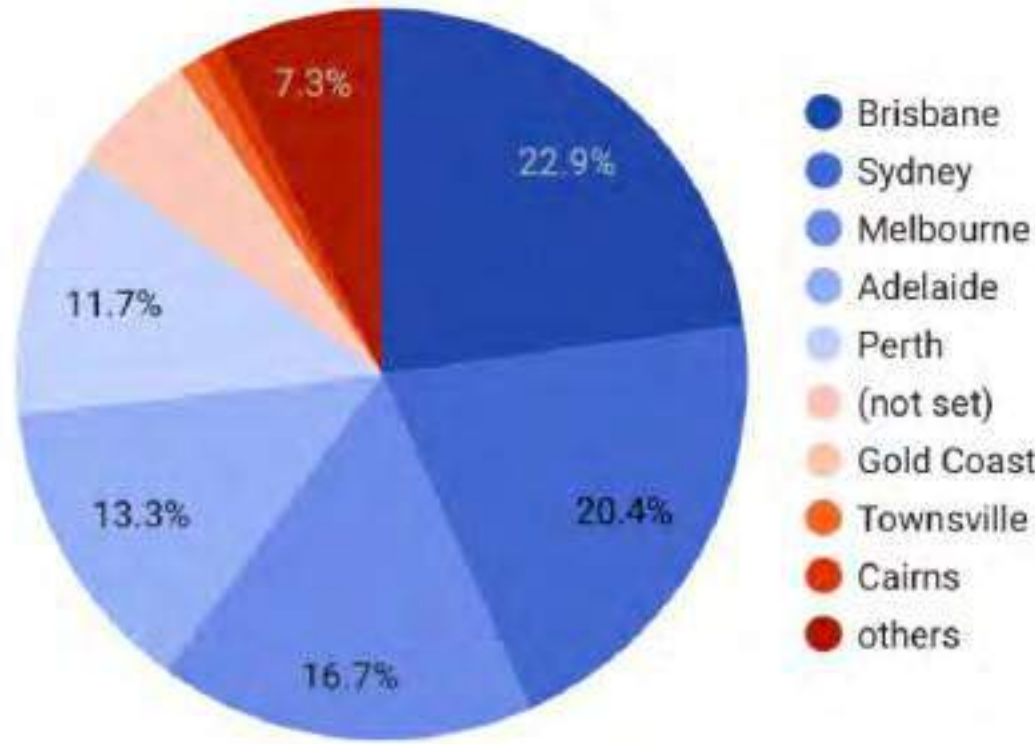
Australian Wild Prawns Website.

Over 75,000 people visited the AWP website, generating 116,725 page views over 12 months
The overwhelming source of traffic to the site was from Facebook.
Average time on page of 3 min 15 secs suggests the pages are highly engaged with by the audience.

Website Traffic



Web Traffic By City



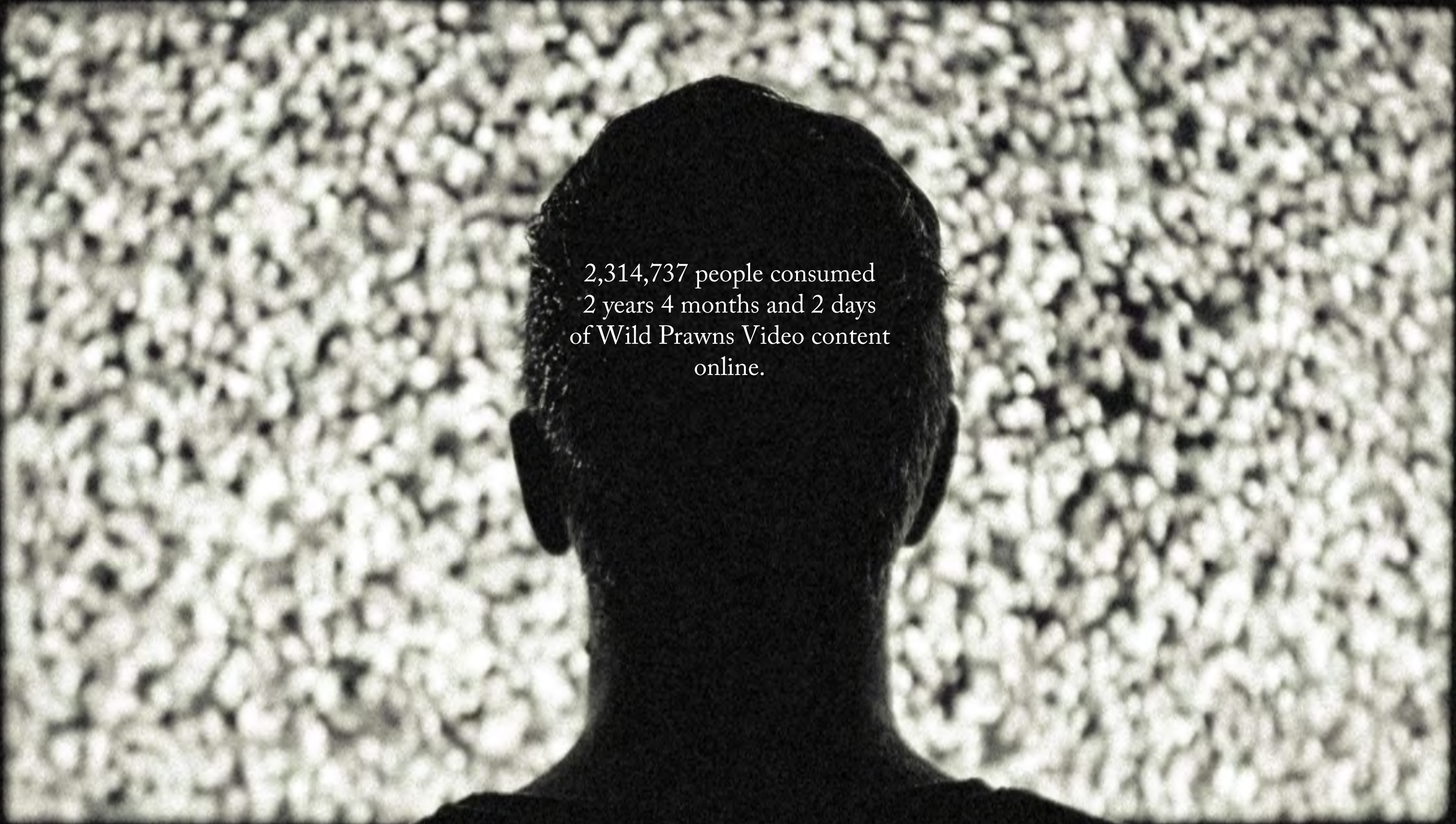
Traffic Source		Expenditure
1.	m.facebook.com	76,761
2.	(direct)	7,646
3.	Facebook	4,207
4.	facebook.com	1,713
5.	AWP Fisheries View Content	1,658
6.	l.facebook.com	918
7.	google	401
8.	youtubeads	209
9.	AWP Fisheries View Content Phase 2 (Aux)	194
10.	linkedin.com	126
11.	business.facebook.com	97

Facebook Marketing
Interactive Floor Mats, QR code scans + other
Facebook Marketing
Facebook Marketing
Facebook Marketing
Facebook Marketing
Organic Search
MTAP Paid Youtube Promotion
Facebook Marketing
LinkedIn Organic
Facebook Marketing

Australian Wild Prawns Website.

Page	Pageviews	Av. time on page
Fisheries Map	29,216	4 mins 32 secs
What we care about	27,838	7 mins 03 secs
Our Stories	17,449	5 mins 22 secs
Interactive Prawn Vessel	12,487	2 mins 34
Home	8,885	1 min 40
More than a Prawn	6,570	3 mins 15
Prawn Species	1,908	2 mins 34
All Other Pages	12,372	3 mins 45
Total	116,725	3 min 15





2,314,737 people consumed
2 years 4 months and 2 days
of Wild Prawns Video content
online.

If one person was to watch all the Australian Wild Prawn video viewed on Facebook,
Youtube and the Wild Prawns website, they would need to watch non-stop for 2.36 years

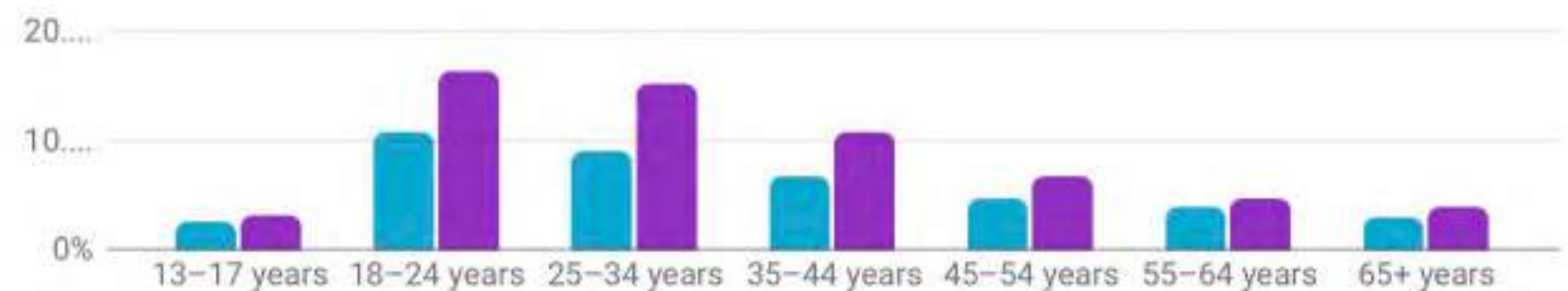
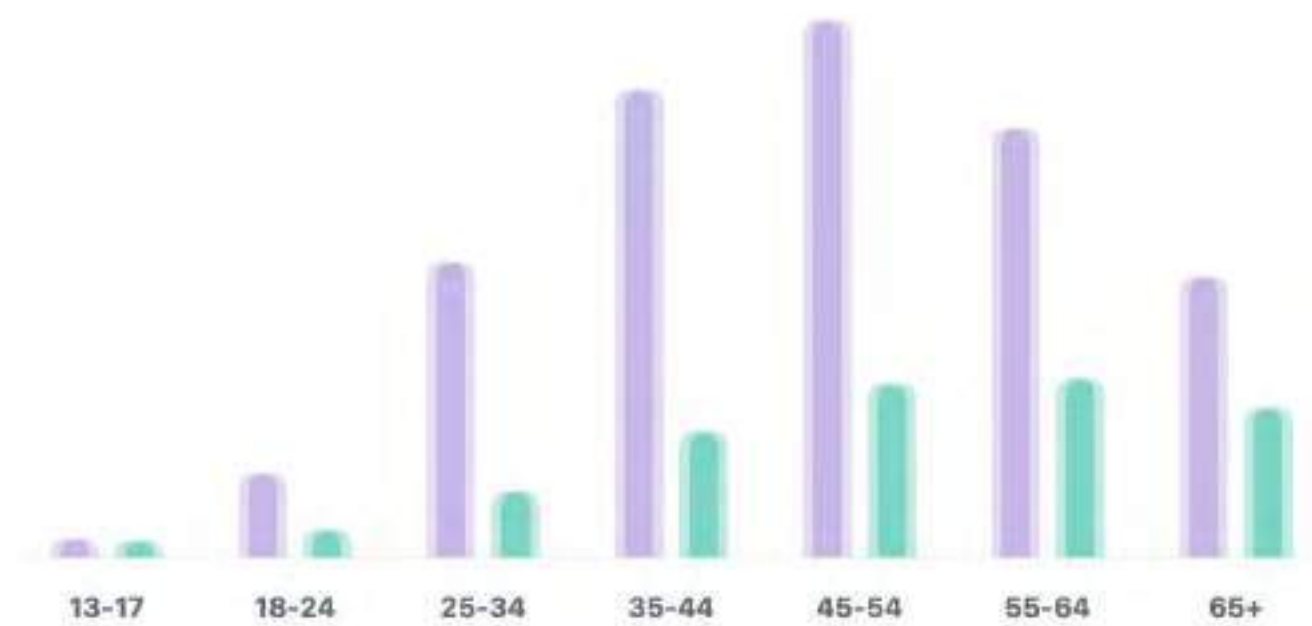
Digital Content - Demographics



Website

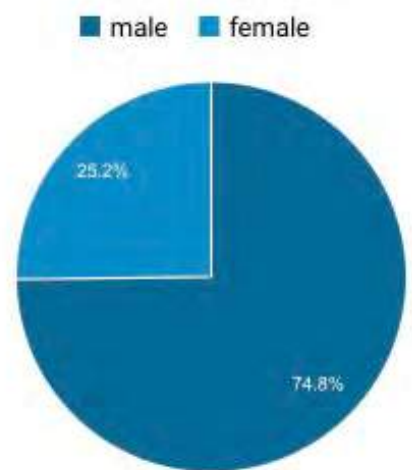
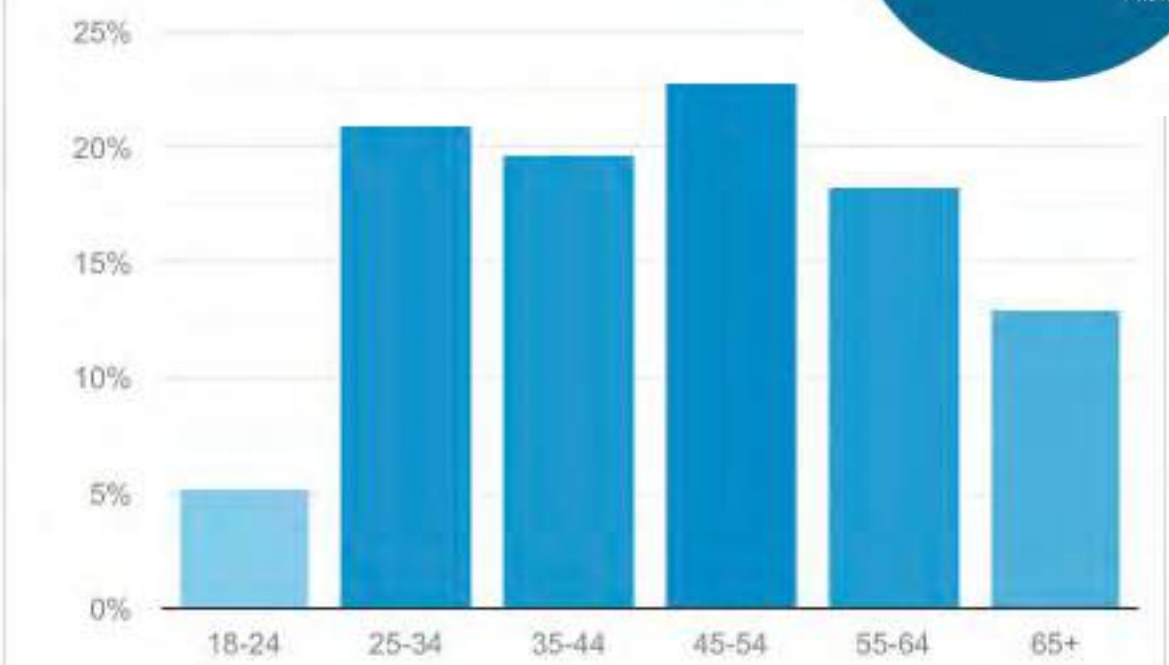
Age and Gender of Followers

76% Men 24% Women



Viewer age	Views		Watch time (hours)	
	Female	Male	Female	Male
Total	39.8%	60.2%	38.8%	61.2%
13-17 years	2.4%	3.0%	2.2%	2.8%
18-24 years	10.8%	16.3%	10.1%	15.8%
25-34 years	9.0%	15.1%	8.5%	14.6%
35-44 years	6.7%	10.7%	6.5%	11.2%
45-54 years	4.6%	6.7%	4.6%	7.2%
55-64 years	3.7%	4.6%	4.0%	5.3%
65+ years	2.7%	3.8%	2.9%	4.3%

Age



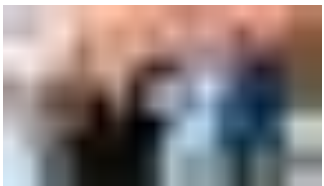
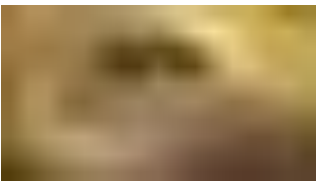
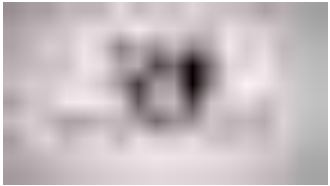
The Facebook audience skewed male and older while Youtube delivered a younger, less male dominated profile. The website reflected a mix of the two in age profile, but skewed male similar to Facebook's demographics as Facebook was its predominant source of traffic.

Free To Air Television



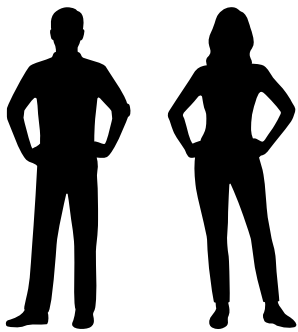
A 30 second TV commercial ran in 4 states targeting main grocery buyers in regional areas of states with the most active fisheries.

		Week 1	Week 2	TOTAL	
State	30 sec	Reach	Reach	Reach	TARPs
QLD	126	809,000	809,000	1,618,000	31%
NSW	237	921,300	921,300	1,842,600	42%
SA	42	516,000	516,000	1,032,000	26%
WA	69	624,150	624,150	1,248,300	28%



Broadcast TV Media Plan targeting national regional communities.
[Click here for detailed plan.](#)

Broadcast TV Media Delivery



2,461,000



Reach - Target all people 25-54

221.8

Target Audience Rating Points

Schedule Ran Nov 29th 2020 - Dec 13th 2020
[Click here to view post telecast times](#) (Booked)
[Click here to view post telecast times](#) (Bonus)

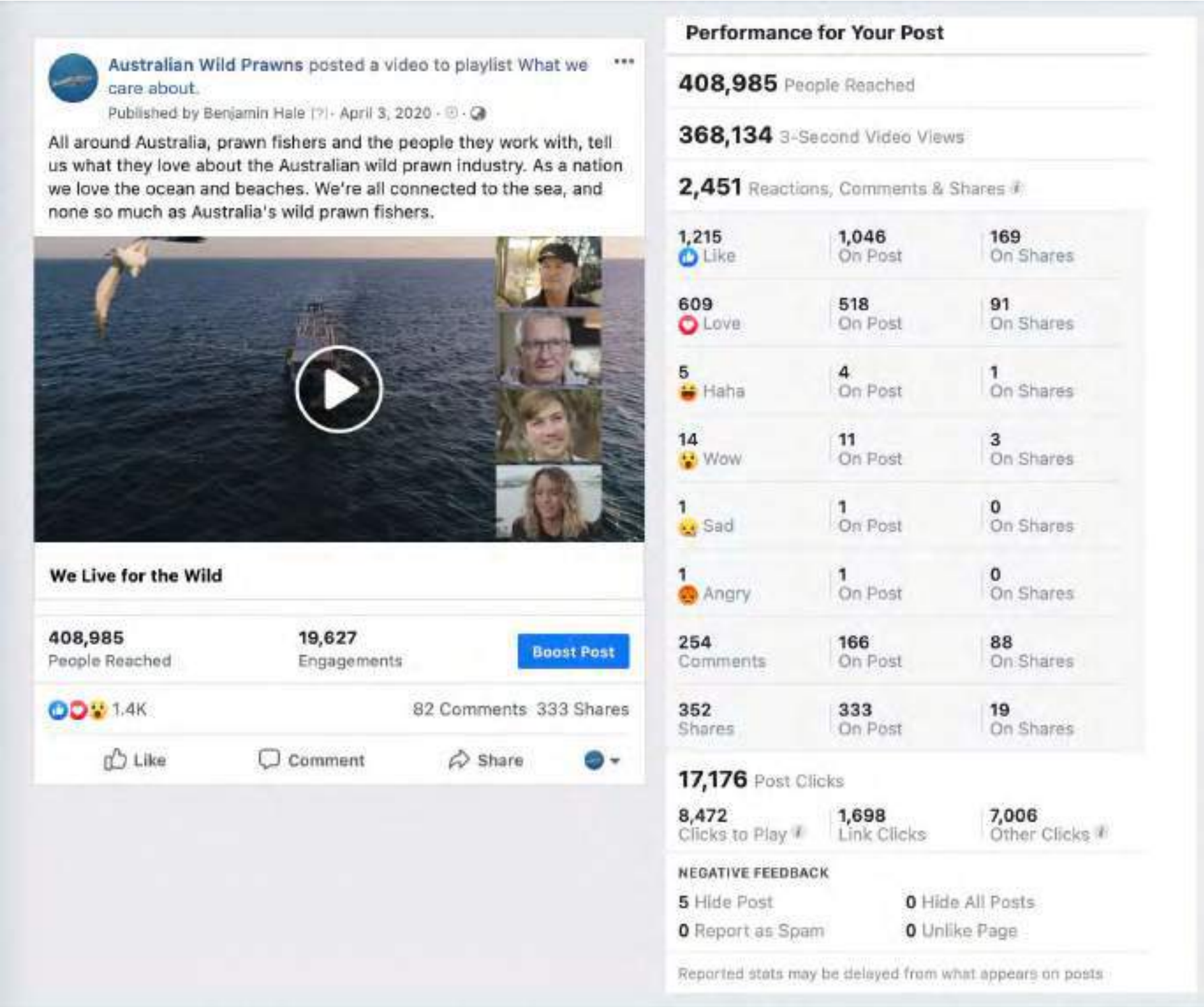
Digital and Broadcast Media Reach

Metric	 YouTube	 facebook	Television	Total
Reach	187,648	2,127,089	2,461,000	4,775,737
Minutes of Video watched	253,842	990,085	N/A	1,243,927
Investment (ex GST)	\$25,000	\$55,000	\$40,000	\$120,000



Detailed analysis of Facebook content
and community sentiment.

Most popular Facebook post – reaching over 400,000 people



Distribution Summary

+37.1x higher than your other posts within 21+ days of publishing.

↑ 63.6x more 1-Minute Views

↑ 17.3x more Comments

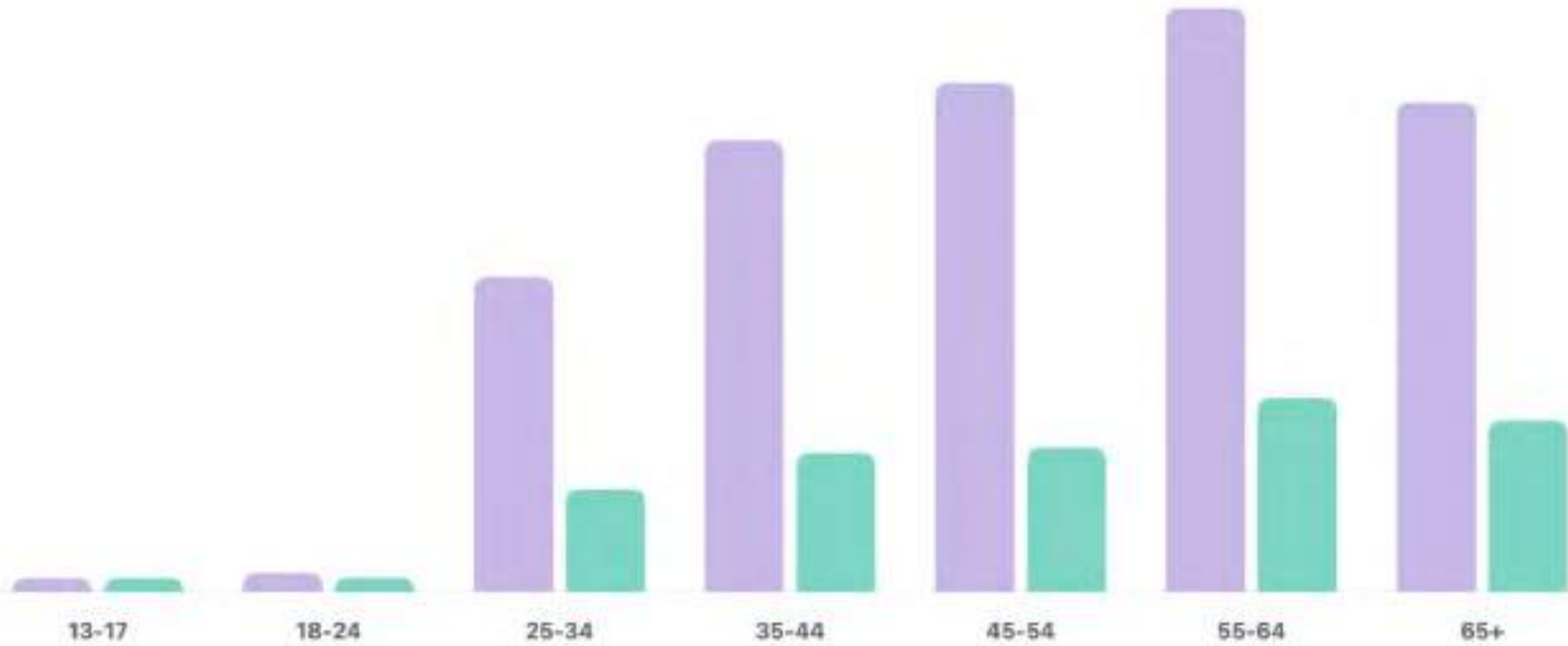
↑ 13.7x more Shares

↑ 1.4x more Average View Time

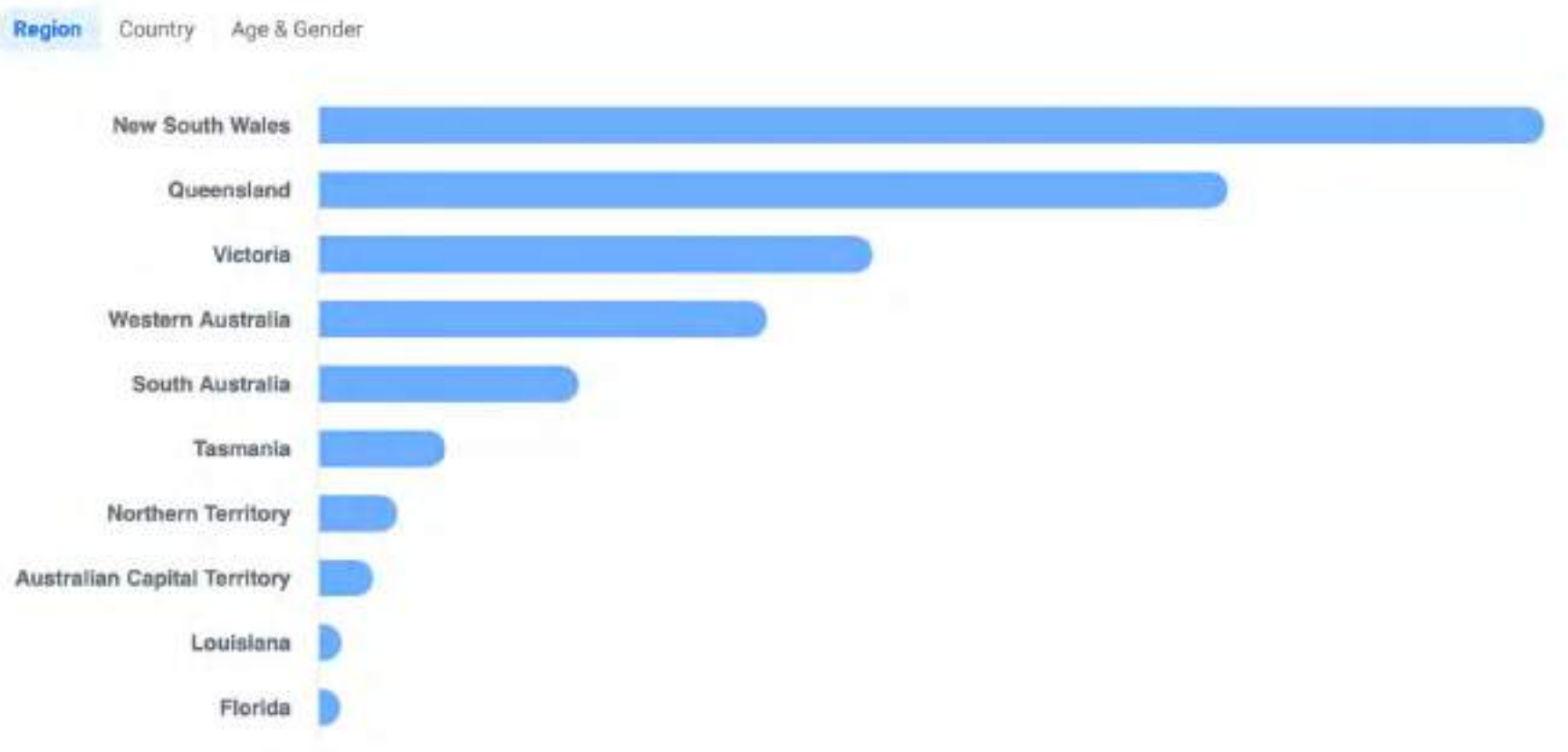
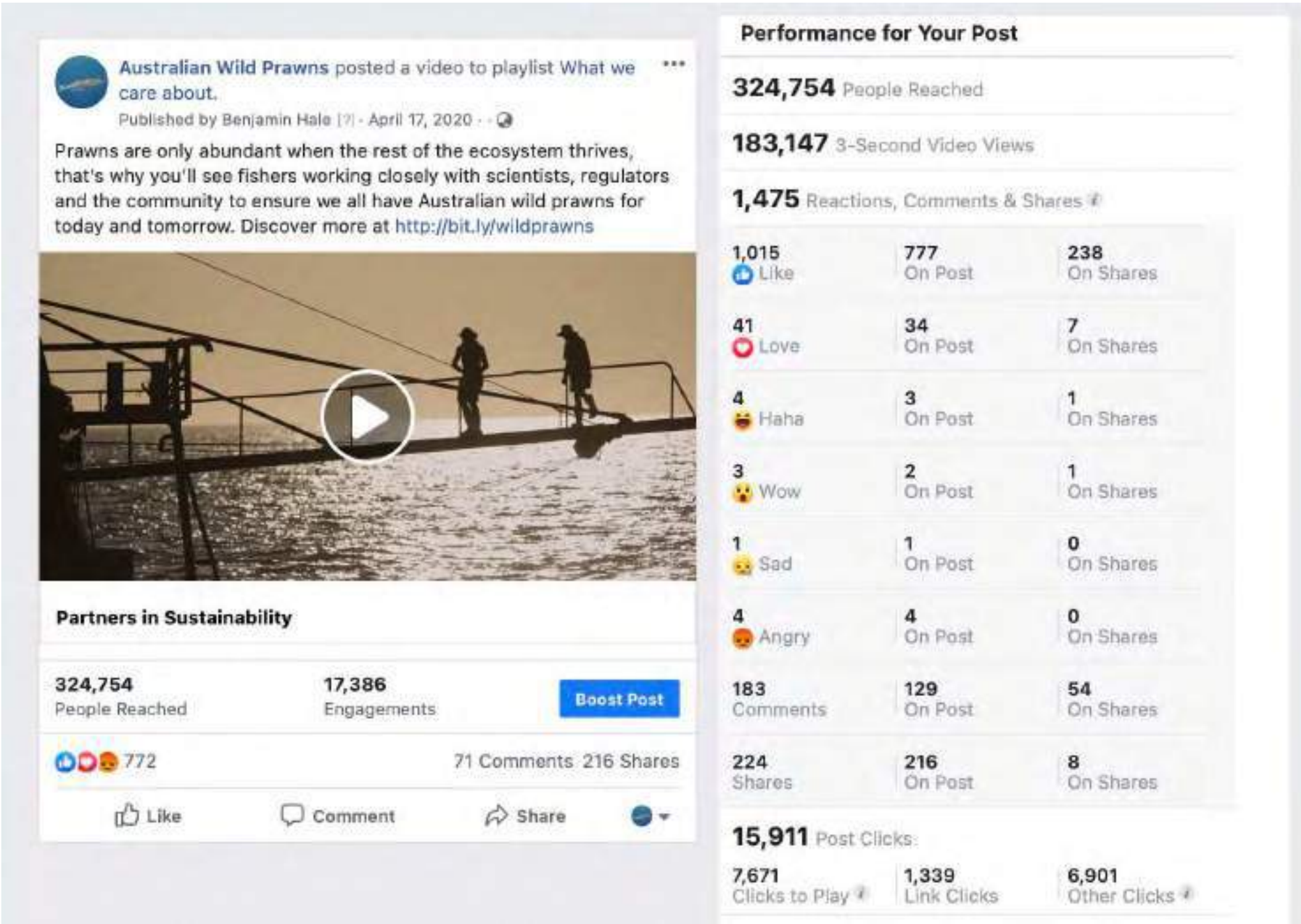
↑ 12.3x more Reactions



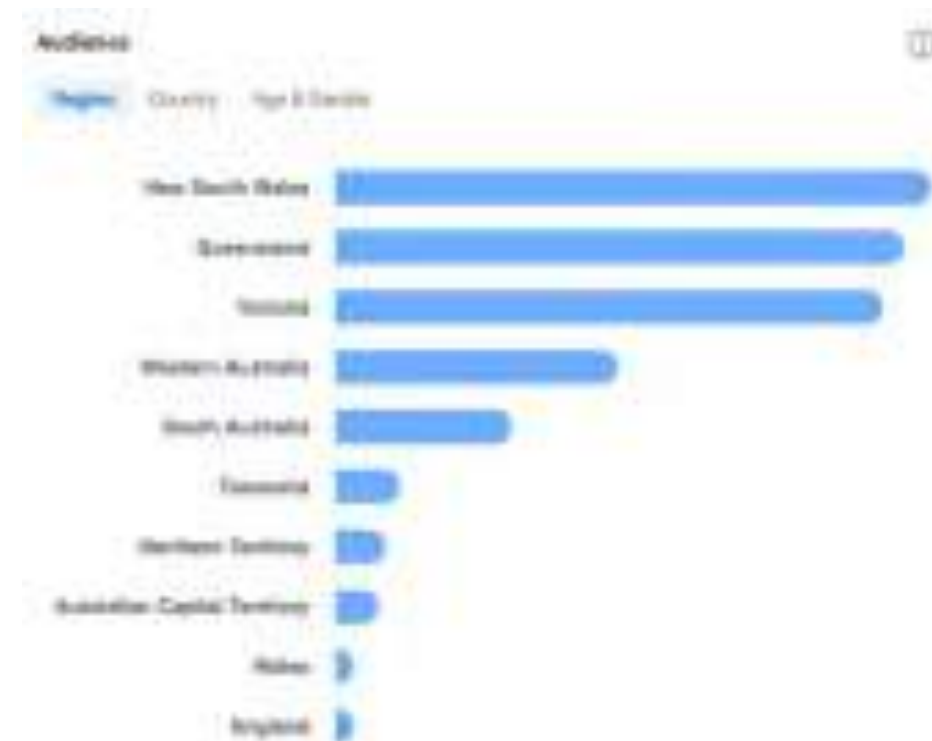
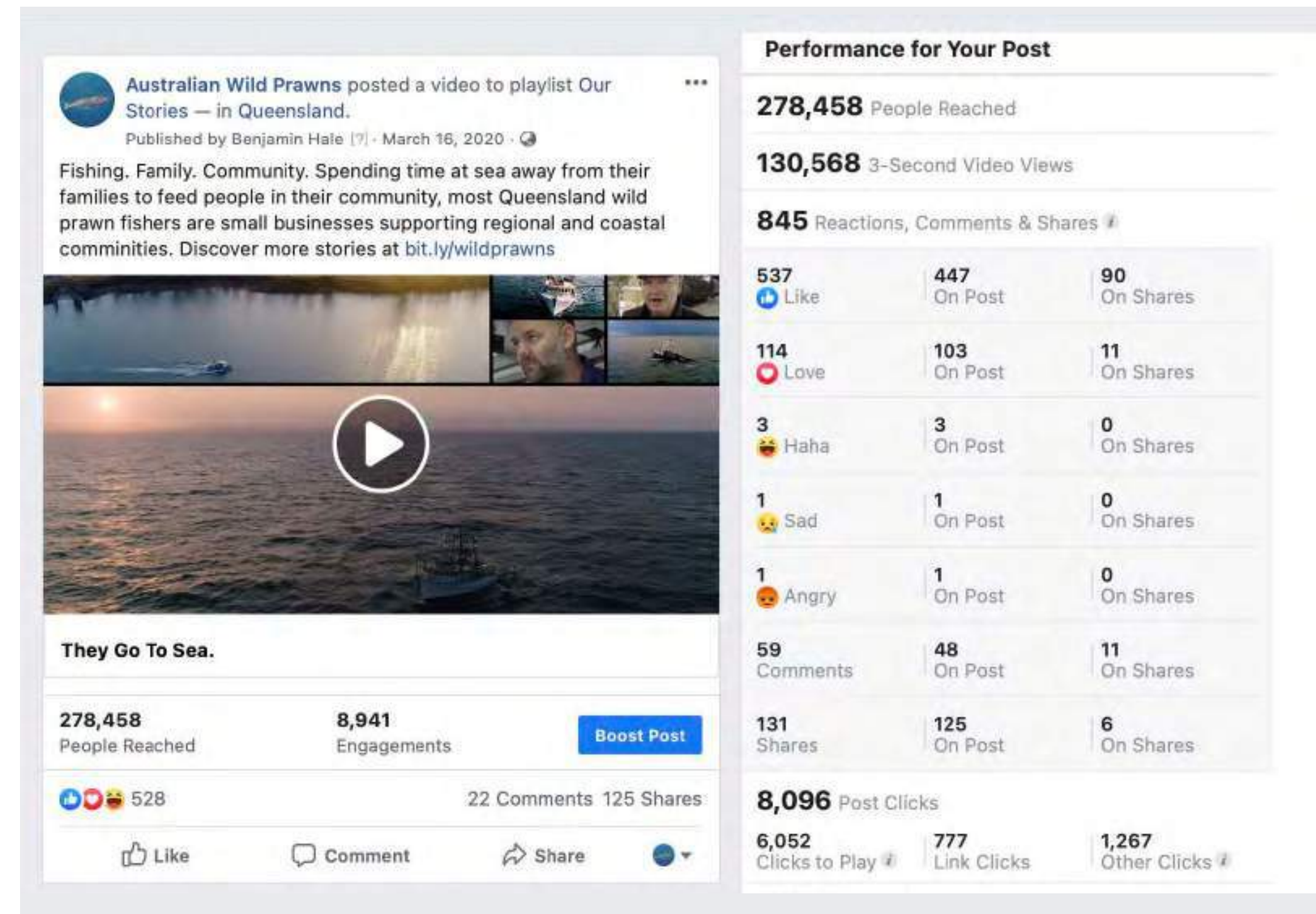
Like most posts for AWP, this was engaged with most by men 30+.



2nd highest reaching Facebook post



3rd highest reaching Facebook post



Initially this post was only promoted in Queensland. In the final phase of promotion it became very popular in NSW and Victoria, showing that people were interested in fisheries and stories beyond those in their own state. (Overseas interest was purely organic, no posts were promoted internationally)

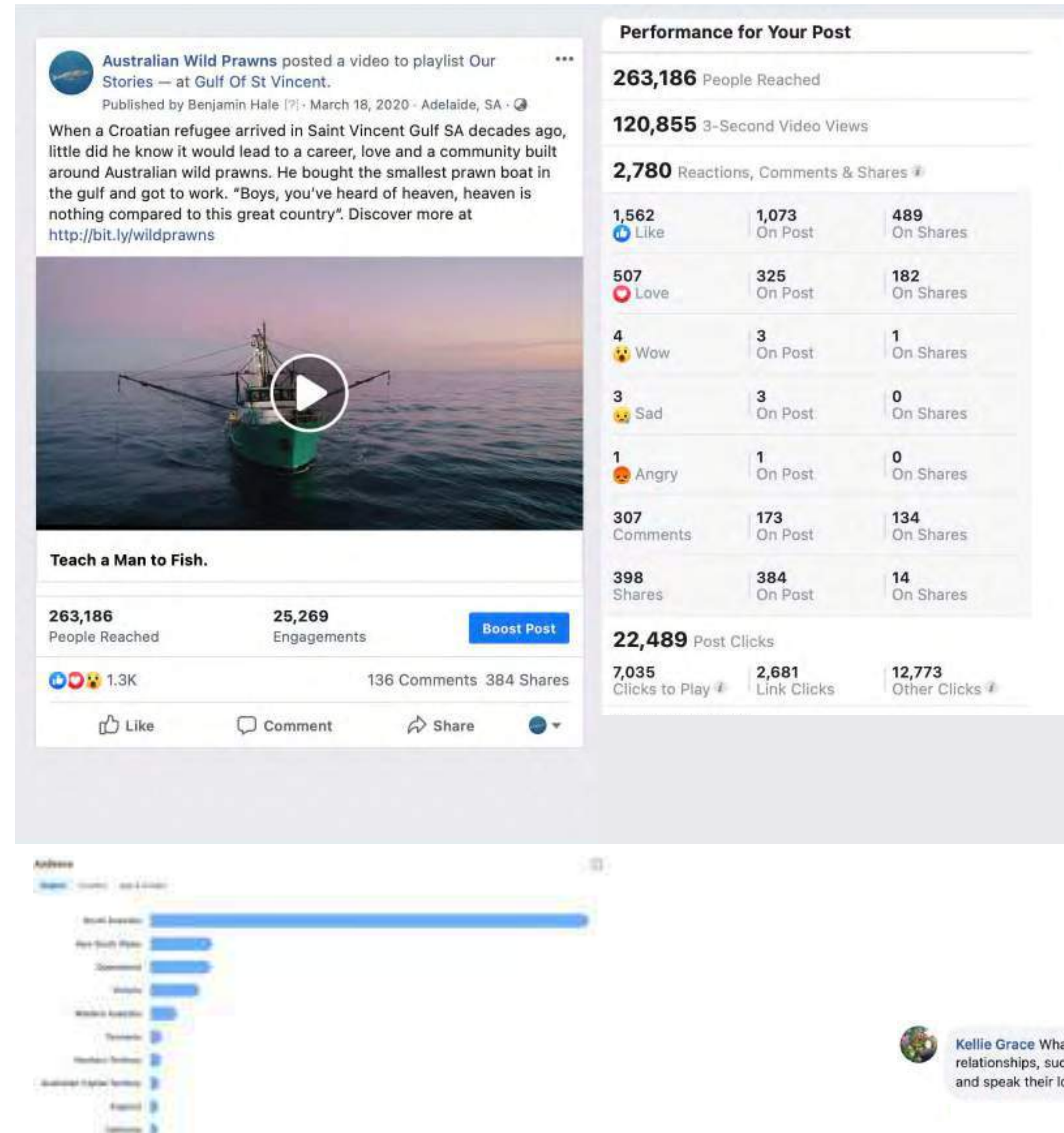
Post with highest engagement and most positive sentiment.

This post had the highest engagement rate of all posts - attracting more comments, likes and shares than any other.

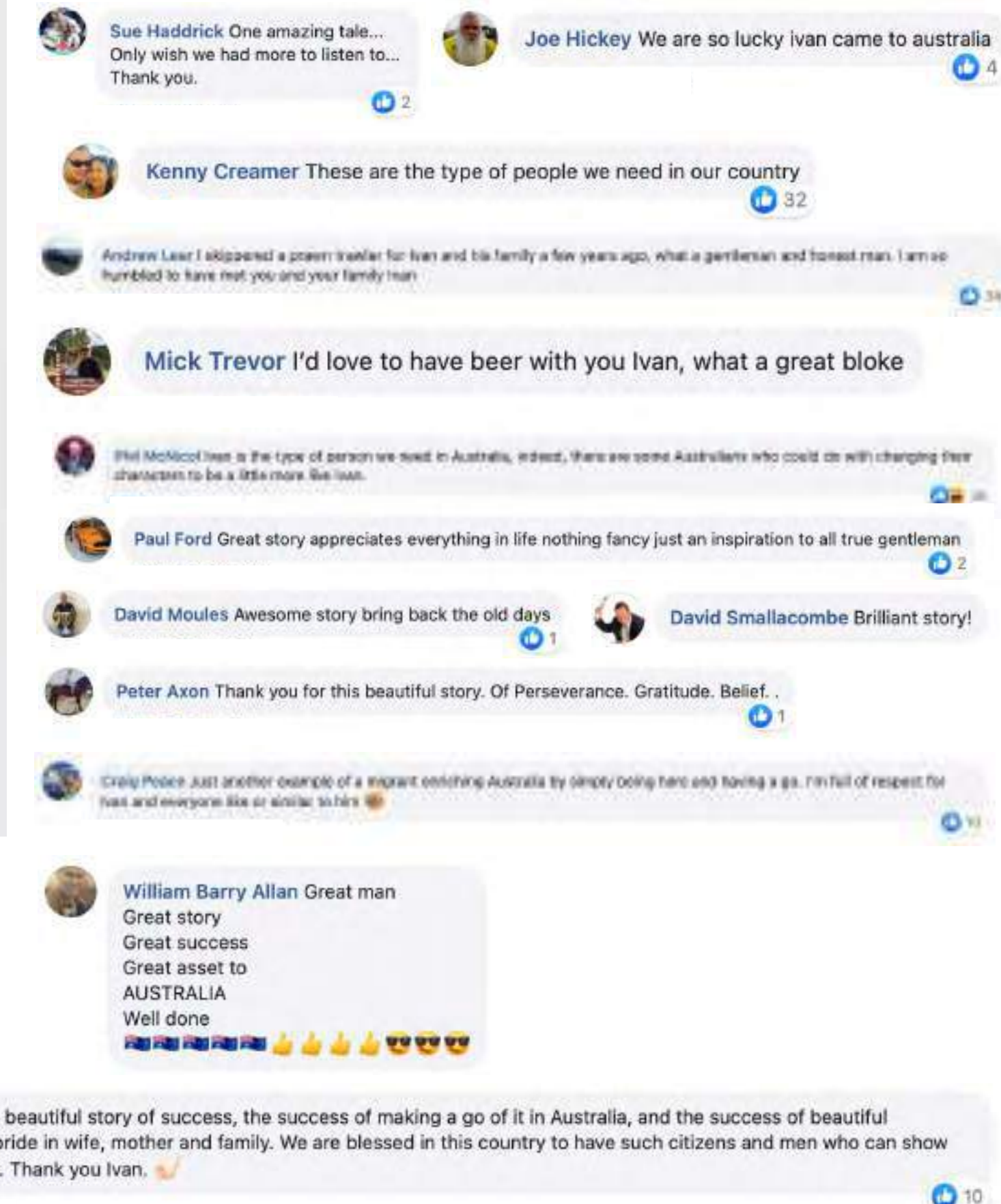
It reveals a very interesting insight for social license campaigns and storylines for future production. This is the story of an immigrant made good, a very personal emotional story that isn't solely about fishing and prawns.

It speaks to the character and history of trawling, creating a warm connection between fishers and the public. The lesson here is that there are many “doorways” to the heart of the public. A positive story doesn’t have to be entirely about the trawling industry to be good for trawling industry. That people, as much as provenance can add value, connection, depth and dimension to a fishery’s story.

In addition to SA, this post was promoted to the Croatian speaking community in Australia, again finding a way into people's hearts and creating goodwill, nostalgia and respect for the industry.



[Click to view live post and comments](#)



Feedback from the community.


In the 3,493 comments posted to the AWP Facebook page are clear indications from consumers about what concerns them about the industry, specific fisheries and products. While there were far more positive than negative comments, it's the negative comments that give us the greater understanding of the consumer mindset and give us clues on the issues to address in the future. The common themes were;

1. **“They export the best, we get the rest”.** There is a very common misconception that Australia's wild prawn fishers export their highest quality prawns (especially to China) chasing greater profits. Many consumers believe they are then forced to eat lower grade local prawns and imports. There was a force multiplier to this heading into Christmas over the industry's “sudden new interest” in Aussie consumers - because of another misconception that China had placed import bans on Australian prawns as well as lobster. While none of this is true and exports have halved in the last 5 years, this is a pervasive, consistent and common community perception - and one that should be prioritised to be addressed with future content/stories.
2. **Overseas Processing.** Consumers look for Australian product and read packaging carefully. When they discover that some Australian prawn meat and cutlets are processed overseas, the goodwill towards the industry and the fishery/brand evaporates quickly. Responding to this issue required us to reframe it, asking the community to chose 2 of three dimensions - Australian, convenient and cheap. If people want their prawns peeled for them, then having Australians do it for them means paying Australian wages and an increased price to the consumer. If they want prawn meat and cutlets that haven't left Australia, then enjoy the ritual that comes with purchasing quality Australian produce, slow down, savour the food you're about to eat and peel them yourself. This might not be enough for some consumers who do want all three, and for that “we're working on it” with innovations in onboard or onshore processing. No-one defended offshore processing, but many were supportive of encouraging people to peel their own prawns.
3. **Negative opinions remain that way until changed** - someone who watched an oil filter thrown off a deck in 1985 still believed this happens. Another who drove their tinny through stirred up seagrass and dead fish in one fishery believes this happens in all fisheries. People who have strong feelings about trawling keep those attitudes until they're addressed. This campaign surfaced many negative opinions that were firmly held for years, simply because no-one had addressed them before. The lesson here is that education is a constant process. It's important to present a modern, advanced and environmentally aware industry that acknowledges the past - without exaggeration or greenwashing. Those who saw terrible things in the past changed their attitudes and indeed were grateful for more information and very supportive of the industry when it was clearly shown what steps have been taken.
4. **Supermarkets sell inferior imported farmed product.** Again, this is a completely false narrative that seems to have gained traction over time. In this case it's relatively easy to counter by naming the fisheries, species and volume of Australian product supermarkets sell. There might be merit in a future story/video to address this directly.
5. **Industry is watching.** Many comments were received from people working in the industry. Some came to rallying to our defence, others were upset over issues that could be decades old. It's to be expected old gripes will surface in our first large scale community engagement program, and will continue to happen in the future. Many people told us, for the first time, this campaign enabled them take pride in their industry and give them something positive to share.

Alan Haig-Brown shared a post. 2d

Just had to share this video because of the shots of the fleet in the harbour. Clearly prosperous and respected by their gov't. A goal for all fishermen.

https://www.facebook.com/AustralianWildPrawns/videos/1434463013425049/UzpfSTEwMDAwNTc1NjY1ODMyMzpWSzozMzAwNzQ5MDU2Njc2ODc1/?multi_permaLinks=3302875986461182¬if_id=1603160993172943¬if_t=group_activity



31,505 Views

Australian Wild Prawns
Published by Benjamin Hale [?] · 3d


It's still beanie and jacket weather in the Spencer Gulf prawn fishery as they head out right now to search for the western king prawns that will grace our tables for Christmas. We hope it's a safe journey for all. The fishery is only active 50 nights of the year to ensure sustainable stocks. In fact, the Spencer Gulf fishery was the first king prawn fishery in the southern hemisphere to be awarded the [Marine Stewardship Council in Australia & NZ blue tick](#). Discover more at <http://bit.ly/wildprawns>

16 3 Comments 4 Shares

Hugh Warren In 1989 I worked on a mother ship, we serviced 56 trawlers...I remember them tied up along side with the crew sorting out their last shot, and remember thinking to myself" how long can the gulf of Carpenterra sustain this...?

Like · Reply · Message · 1d

Author
Australian Wild Prawns There are far fewer boats operating today than in '89 - and operating in a vastly different way. The NPF, where you were, soon became the first tropical prawn fishery in the world to be certified sustainable by [MSC - Marine Stewardship Council](#). They did this by introducing significant bycatch reduction measures, and since certification, have invented, trialled and deployed new gear that reduces bycatch by a further 40%. If you want to know what that same fishery is like today, check this out [https://www.australianwildprawns.com.au/fisheries-map/...](https://www.australianwildprawns.com.au/fisheries-map/)



AUSTRALIANWILDPRAWNS.COM.AU
Australian Wild Prawns | Fisheries Map

Like · Reply · Commented on by Benjamin Hale [?] · Remove Preview · 15h

Hugh Warren Thank you...

Like · Reply · Message · 13h

Dan Floor Man Is this sustainable ? lots of boats lots of nets lots of bycatch. I dont know facts only what I see and I am worried. Healthy waterways = more fish.

Like · Reply · Message · 34w

Author
Australian Wild Prawns Hi Dan, here's what the industry is doing in regards to sustainability. Lots of advancements. <https://www.australianwildprawns.com.au/what-we-care-about/>



AUSTRALIANWILDPRAWNS.COM.AU
Australian Wild Prawns | What we care about

Like · Reply · Commented on by Benjamin Hale [?] · Remove Preview · 34w

Dan Floor Man Australian Wild Prawns thank you for info


Like · Reply · Message · 34w

People with first hand experience are genuinely worried about the sustainability of fisheries. Those views formed decades ago are still held. However, once they hear that something has been done and the journey is ongoing, they tended to be supportive.


Our fisheries were admired overseas
This post was shared in a USA Trawling industry group

There are supporters of the industry who respond to the detractors. But even when coming to the industry's defence, they can pull up old or outdated ideas like supermarkets selling predominantly imported product.

Hot button issue – Overseas Processing




Peter Richards



Like · Reply · Message · 32w

1




Author

Australian Wild Prawns

Thanks for those shots Peter. There are a number of brands of packaged prawns caught in Australia and processed offshore. If prawns need to be peeled, deveined or turned into cutlets, there currently isn't the processing capacity in Australia to do this. But there are a number of people and companies working on it. We're looking a new ways of onshore processing at the large volumes required, while still keeping the price at a level consumers will still buy. Here's where it's at <https://fightfoodwastecrc.com.au/project/prawns/>


Like · Reply · Commented on by Benjamin Hale [?] · 32w



Peter Richards

Australian Wild Prawns that sounds great, keep on it n let me know when you're up n running and ill support the shit out of it n you

Like · Reply · Message · 32w




Author

Australian Wild Prawns

It's a deal Peter.


Like · Reply · Commented on by Benjamin Hale [?] · 32w



Mark Vickery

Is this add suppose to make us forget they tear up the reef and bottom of the ocean to get prawns

6




Author

Australian Wild Prawns


Mark if they were tearing up reef, they'd be tearing up their nets. It would be like a farmer trying to plough a quarry. Trawlers never operate over or on reef. Trawling is done over sand or mud bottom - and in the case of the NPF the fishery in this video, trawling happens only over 12% of the fishery area. Watch from 4 mins 30 to see what they're doing to reduce other impacts.

17



Philip J. Coetzee


Australian Wild Prawns and the by catch is dead feed to the dolphins or turned into dog food



Mark Vickery

Australian Wild Prawns so u don't damage the sea bed at all haha 🤔


1




Author

Australian Wild Prawns

There will always be an impact of some kind wherever fishing takes place. There will never be an acceptable level of damage or by-catch, it can always be improved - and here's what is being done about it <https://www.australianwildprawns.com.au/what-we-care-about/>



AUSTRALIANWILDPRAWNS.COM.AU
Australian Wild Prawns | What we care about



Chris Gormley

Mark Vickery hi mark. The bottom line is that the fishery is doing the best it can to minimise its bycatch. And good on them. They produce an amazing product that we as Australians should and can be proud of. This year at Christmas I hope you and your family can enjoy the prawns bugs and scallops that these fishermen have worked hard to catch. Otherwise go to coles or Woolworths and buy some imported prawns or fish that tastes like shit. Just saying.

1

Some people just like to lob hand grenades.
But if we engage them, we really can change sentiment and minds.
Nearly every issue raised was addressable through linking to a fishery or social license story.
The two subjects that will require content to address in future are the export myth and overseas processing.

 **Brad Anderson** Bullshit

 Author
Australian Wild Prawns Any particular part you don't agree with Brad? Or is it the whole "vibe".  1

 **Brad Anderson** Australian Wild Prawns all I see is take out put nothing back



 Author
Australian Wild Prawns Then here's what fishers are doing to take less and put back more.
<https://www.australianwildprawns.com.au/what-we-care-about/>  2


 **Brad Anderson** Australian Wild Prawns fair enough  1


 **James Halaufia** You kill all the fish guys. Soon be no fish left. Sad n you all know that!
Like · Reply · Message · 26w

 **Australian Wild Prawns** Fishers recognised there were problems, spoke up about them and work with scientists and regulators to address them. Through better engineering and the will to improve, fishers have reduced bycatch by over 40%, then shared those designs with other fishers around Australia. It's not easy or simple, and it's a task that will never end because there is always room for improvement, but you can find out more about what Australian prawn fishers are doing about bycatch here <https://www.australianwildprawns.com.au/what-we-care-about/>

 AUSTRALIANWILDPRAWNS.COM.AU
Australian Wild Prawns | What we care about

 **Mario Cufone** The efforts that have been implemented over the years to keep the marine environment in top shape have been fantastic. Years ago it was rape and pillage, now its been a total 180 turn around. New ideas and methods are remarkable.  7

 **Campbell Mcdougall** **Mario Cufone** Who are you trying to convince I worked on trawlers and it's the worst percentage of prawns in every shot is 5% it's the worst type of fishing

 **Australian Wild Prawns** Thats what this video is all about. There have been significant improvements in bycatch reduction over the last decade and especially in the last 2 years. Todays fishing is very different to yesterday's

Past experience remains with people unless we show them what's changed.

Graham Parker Raking ocean floor flat and tons of juvenile fish species killed in by catch for years around the world .no wonder hard to catch a feed of fish nowadays. Nothing there
Like · Reply · Message · 10w

Dom Zaghini Graham Parker Wrong
They all have exclusion nets now
They real ease the unwanted
Our rec fishers kill more unwanted fish
Do your research
Like · Reply · Message · 10w

Shannon Silent-t Guihot Graham Parker rubbish
Like · Reply · Message · 10w

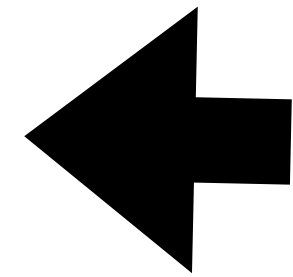
David Bard Dom Zaghini wake up dickhead
Like · Reply · Message · 9w

Australian Wild Prawns Ease up fellas, Dom is right, new technology using an ingenious device called the Toms Covered Fisheye has reduced bycatch of juvenile fish by almost 40%. There will never be an "acceptable" level of bycatch, that's why we don't stop trying to do better.



Like · Reply · Commented on by Benjamin Hale [?] · 9w

Dom Zaghini Australian Wild Prawns 🙌
Cheers
Great info
Sharing that
Keep feeding a nation
Like · Reply · Message · 9w



Tensions are real between recreational and professional fishers.
Many arguments tripped our profanity filter.
We weren't always able to turn detractors into fans,
but we were able to post up to date information and de-escalate the tension

This was common - "they export the best, we get the rest"

David Polich It's a pity Kailis send all our top quality seafood overseas and we get 5th grade sewage seafood sold to us. Yet another Chinese business rapping us Australians.
Like · Reply · Message · 5d

Author
Australian Wild Prawns Most of the prawns caught in Australia stay in Australia. Exports have halved over the past 5 years.
Like · Reply · Commented on by Benjamin Hale [?] · 5d

David Polich Australian Wild Prawns when at coles or woolies 95% of the seafood is imported!!! All of Kailis packaged seafood is imported. WA has beautiful prawns from Exmouth but us Aussies don't get to see any. It's a shame.
Like · Reply · Message · 4d

Author
Australian Wild Prawns David Polich Both Exmouth and Shark Bay wild prawns are available in Coles and Woolies seafood counters. Its worth having another look and reading the country of origin labels - most of the prawns sold at the seafood counters in supermarkets around Australia are Australian. You'll also find more and more Aussie prawns in the freezer section, but read the labels carefully.
Like · Reply · Commented on by Benjamin Hale [?] · 4d

Some comments we just had no conceivable answer to.

Daniel Weir CSIRO can't be trusted as they are a part of the covid lie.
Like · Reply · Message · 8w



More than a prawn

Campaign post analysis review

April 2020

What you will see today

Creative review

Media review and results

PR status

Creative review

The creative idea and outputs.

Creative platform

More than a prawn

With beautiful and compelling copy we brought to life the rich story of Australian Wild Prawns. The single, innocuous prawn that is more than it appears was the vehicle to rope in readers and viewers as we took them on a journey. The idea firmly set Australian Wild Prawn Fisheries above the rest, celebrating them as the very best in produce, people, process and progression.

You get more with  Australian
Wild
Prawns

Development process

Tag line

The campaign tagline was finalised in a lockup to be utilised on all outputs.

Renders

The intricacies of the king prawn were captured in the detailed render process. Once approved it was adapted to the banana and tiger prawns and then animated for the hero video.

Backgrounds

Stock imagery depicting a variety of seascapes was adapted for each of the prawn species.

Guidelines

Campaign guidelines capturing all core assets were developed and distributed to all agencies for consistency on messaging and creative outputs.

Key visual

The king prawn was selected for the key visual being the most commonly farmed species across the fisheries.



Key visual extensions



Hero video



60 second



30 second

Media.

Recap of the media buy, KPIs, performance and results.

Why YouTube?

TARGETING

Being owned by Google means YouTube's audience targeting is second to none, if you overlay this with its ability to reach consumers in contextually relevant verticals the platform became an obvious choice.



AD FORMAT

TrueView is an opt-in online video format specifically found on YouTube in which users are given the option to skip the video ad after 5 seconds. It's great for long form creative because you will only pay upon the completion of the creative or when 30secs have passed!

The targeting



Eco-conscious
millennials

Relevant
content

Audience Targeting:

- + Cooking enthusiasts
- + Foodies
- + Green living Enthusiasts

Contextual Targeting:

- + Green and eco-friendly shopping
- + Food/Recipes (specifically targeting fish & seafood)
- + Social issues and advocacy

We are also excluded vegetarians/vegans

Forecasted results

Channels

YouTube TrueView

Budget

\$20,000

Estimated views

114,000 unique
views

Estimated lifetime frequency

1 times

Delivered results



Impressions & Clicks

Impressions
355,724

Clicks
470

Video Completions

Completed Views
117,442

Teachtime Views
148,861

View Through Rate
43.76%

Completion Rate
33.01%

halfdome

Overall the campaign delivered **148,861 YouTube views** which means people watched at least 30secs of the 60sec ad or completed the entire 30sec ad – this is an over delivery of **+34,861 views or +23%**

A view-through rate (VTR) of **44%** is particularly strong, sitting about **+13%** above industry standard. A completion rate of 33% is also a fantastic result, to put that in perspective that's 1/3 people choosing to watch the ad through to the end.

Audience comparison

TrueView Ad	Impressions	Clicks	Complete Views (%)
Aus Prawn 60 Sec Audience: Cooking Enthusiasts	<div><div></div></div>	172	41,412
Aus Prawn 60 Sec Audience: Green Living Enthusiasts	<div><div></div></div>	85	20,605
Aus Prawn 60 Sec Audience: Foodies	<div><div></div></div>	61	19,662
Aus Prawn 30 Sec Audience: Cooking Enthusiasts	<div><div></div></div>	33	14,882
Aus Prawn 30 Sec Audience: Foodies	<div><div></div></div>	24	7,886
Aus Prawn 60 Sec Contextual: Food/Recipes	<div><div></div></div>	87	5,902
Aus Prawn 60 Sec Contextual: Social Issues/Advocacy	<div><div></div></div>	24	2,340
Aus Prawn 30 Sec Audience: Green Living Enthusiasts	<div><div></div></div>	5	1,573
Aus Prawn 30 Sec Contextual: Food/Recipes	<div><div></div></div>	3	1,509
Aus Prawn 30 Sec Contextual: Social Issues/Advocacy	<div><div></div></div>	7	1,227
Aus Prawn 60 sec Contextual: Food/Recipes	<div><div></div></div>	9	78
Aus Prawn 30 Sec Audience: Foodies	<div><div></div></div>	0	3
Aus Prawn 30 Sec Audience: Green Living Enthusiasts	<div><div></div></div>	0	3
Aus Prawn 60 sec Contextual: Social Issues & Advocacy	<div><div></div></div>	0	2
Aus Prawn 60 Sec Contextual: Green& Eco Friendly	<div><div></div></div>	0	1
Grand total	355,751	471	117,442

Audience line items have performed better than the contextual line items, delivering more completed views. We can also see that overall, the 60s creatives have delivered more completed views than 30s creatives.

The best Audience for the 60s creative was the Cooking enthusiast, followed by Green Living Enthusiasts which combined delivered 53% of the overall total completed Views.

The best Audience for the 30s creative was again the Cooking enthusiast segment delivering 13% of the total Views. However, Food/Foodies was the second-best type for the 30s creative, rather than Green Living Enthusiasts.

Creative comparison

60s creative

TrueView Ad	Impressions	Clicks	Complete VLS	TrueView View Rate	Completion Rate
Ad: Power 60 Sec Audience: Cooking Enthusiasts		172	41,412	3.33	32.15%
Ad: Power 60 Sec Audience: Green Living Enthusiasts		25	20,605	3.41	30.68%
Ad: Power 60 Sec Audience: Foodies		51	25,062	3.43	30.71%
Ad: Power 60 Sec Contentual: Food/Recipes		47	5,365	4.05	29%
Ad: Power 60 Sec Contentual: Social Issues/Advocacy		14	1,345	3.33	28.12%
Ad: Power 60 Sec Contentual: Food/Recipes		3	18	3.43	33.62%
Ad: Power 60 Sec Contentual: Green & Eco-Friendly		5	1	3.21	6.25%
Ad: Power 60 Sec Contentual: Food & Sports & Advocacy		3	2	3.33	25.57%
Grand total	187,588	309	90,069	0.4	28.75%

30s creative

TrueView Ad	Impressions	Clicks	Complete VLS	TrueView View Rate	Completion Rate
Ad: Power 30 Sec Audience: Cooking Enthusiasts		44	14,832	3.33	45.03%
Ad: Power 30 Sec Audience: Foodies		24	7,805	3.33	43.41%
Ad: Power 30 Sec Audience: Green Living Enthusiasts		3	1,972	3.33	39.95%
Ad: Power 30 Sec Contentual: Social Issues/Advocacy		3	1,237	3.33	31.19%
Ad: Power 30 Sec Contentual: Food/Recipes		3	1,505	3.33	45.01%
Ad: Power 30 Sec Audience: Foodies		0	5	3.33	35.32%
Ad: Power 30 Sec Audience: Green Living Enthusiasts		0	3	3.33	41.88%
Grand total	68,471	72	27,482	4.38	46.24%

Looking at a comparison between the two creative lengths, we can see that the 60s had better View Through Rate than the 30s creative with a 40% VTR compared to 38% VTR.

However, the 30s creative had a high Completion Rate of 38.24% compared to 28.75% for the 60s creative. This means that more people were watching the 30s to completion.

So if we want more people to complete the entire video, then 30s are the better option. But if we want to tell a story and have people engaged for longer with the ad, the 60s is the better creative length to run.

Drop off difference

60 Second Creative	Video Starts	25%	50%	75%	Video Completions
Views	424,961	219,272	164,127	138,820	119,248
Drop Off Rates	0%	48%	61%	67%	72%

30 Second Creative	Video Starts	25%	50%	75%	Video Completions
Views	67,348	40,744	34,524	30,275	27,400
Drop Off Rates	0%	39%	48%	55%	59%

The table to the left shows the volume of views for both the 30s & 60s creative at their respective 25/50/75 and 100% marks and subsequent drop off rates.

As we can see more users are dropping off at every stage of the 60s creative when compared to the 30s creative.

We can also see that there was lower drop off from users at the completion of the 30s creative than there was for the 60s creative (59% compared to 61%).

Tech issues – serving outside of geo



It would be remiss of us not to mention that there were some issues that emerged during set-up.

The campaign was set live before geo-targeting was overlaid, and as such within that first hour the campaign served roughly 43,000 Views in countries outside Australia.

Since this has happened, we have implemented stricter quality and control measures on all campaigns with more people cross checking campaign set ups before going live. We will now only start a campaign once it is an officially signed off with an IO before ever going live.

All impressions served outside of Australia did not form part of final delivery numbers.

PR status

PR campaign ready to pitch - majority post COVID-19 restrictions.

Communications plan

PIECES	MESSAGE	TARGET MEDIA	FINANCIAL/TECH/TALENT/STAKEHOLDERS
Values, sustainability	Progress with by-catch, listed innovations, Seafood Reduction Program	Lead line	Jo Anne McGrew, Fisheries and Seafood Manager, NPS Australia, Dr Crispian Ashby-PROO, Dr Alastair Hobday, Senior Principal Research Scientist, CSIRO, NPS spokesperson
Provenance, trust	Australians becoming more aware of where their food is coming from, fisheries doing the right thing	The Weekend Australian Magazine	Chefs who know both seafood & fisheries: Peter Manilla (WA), Sam Mahlooli (Vic), Cam Goodling/Green Eyeline, SD, Jo McIlrath WWF or Lorna Ockenwirth, Grange's Q&A (fisher and consumer facing angle)
Provenance, trust	Cover a handful of big ports & when you can find them in those season (Port Lincoln, Cairns/Morley Bay, Coffs Harbour) and a handful of little known locations (Parumba, Emerald, Lakes Entrance)	Gourmet Traveller	Chefs who know both seafood & fisheries: Peter Manilla (WA), Sam Mahlooli (Vic), Dan O'Donoghue as travelling chef, Alex Stalnow, SPS
Values, people	Emerald - how the Reef is built a town off the back of fishing and now it's a popular holiday destination	Weekend Australian or Country Style	Nes Kells (advertise from 1 July open meeting with the town as fisheries management), Paul Minniear, Chef
Values, sustainability	Shark Bay spreading as a World Heritage Area, impacts with start of snapper season on 1 Aug - how do the two sectors (recreational & commercial) manage to operate alongside each other & still be winning?	Radio National 'A Big Country'	Shark Bay and Penfolds as an independent
People	Alex Hopkins - transition from fashion designer to deck hand and CEO, Crew Member Observer (flagship program for Australia)	Radio National 'Conversations'	Alex Hopkins
Provenance, values, people	Pitch Yenda or the Pribben's closed town (The Gardens) or Weyburn's Ferry to Countrywide - program that talks about the food you eat, how it's produced and what this means for the Australian economy, the catch and eat local model	ABC Countrywide	Pez and Jenna Padden, Jonathan Dickman
Provenance, values, people	Bendurey Cove - generational fishers (David & Crispin Pelase - how they fish and supply locals (a very tangible good news story) - how they've stayed the course as community members in times of panic like COVID	ABC Country Weekend	David & Crispin Pelase

Thank you.

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APPENDIX 6 – PR report

ACPF PR/Media outcomes

Values	Angle	Media outlet	Reach
Provenance & trust	Prawn provenance Story on prawn provenance pitched in the lead up to Christmas.	Goodfood.com.au	2,500,000
Provenance & people	Do you know your prawns? Most Australians think of Queensland when they think of prawns and the Sunshine State does produce the bulk of the wild caught prawns we consume, but what many people don't know, even Victorians, is that this state produces around 137 tonnes of prawns a year valued at \$1.7 million. The waters in and around the Gippsland Lakes is where our prawns – the Eastern King Prawns and School Prawns – originate.	3AW	89,000
Provenance & People	What does the moon have to do with prawns? Ross Fidden, a fifth-generation commercial prawn fisher, has been fishing in the Myall River for decades and says it's unique in terms of prawn fishing.	Gourmet Traveller	181,294
Sustainability	MSC re-certification for Shark Bay and Exmouth Gulf Fisheries. This ended up being handled by MSC.		Check with MSC/Felicity

APPENDIX 6 – PR report

ACPF PR/Media outcomes

<https://www.goodfood.com.au/eat-out/news/how-to-locally-source-your-christmas-lunch-in-victoria-from-prawns-to-pudding-20201203-h1sm0d>

<https://www.goodfood.com.au/eat-out/news/how-to-locally-source-your-christmas-lunch-in-sydney-from-prawns-to-pudding-20201204-h1sm6a>

Gourmet Traveller



Gourmet traveller Journalist feedback:

Afternoon Jenny,

Thanks so much for checking in.

I had such a fabulous time prawn fishing! It was a great experience and I learnt so much.

Ross was very hospitable and the accommodation was comfortable – although I would've slept anywhere haha (we got back at 3am).

Thanks again for organising this for us and I'll be sure to let you know when the article goes to print.

K

APPENDIX 7

Australian Wild
Prawn
directional
collateral;
Gourmet
Traveller Dec
2021 and Annual
Cookbook





Australian W
Prawn
directional
collateral;
Woolworths
stores (limited
COVID-19
exposure, Jul
2021)

Primary objectives
Secondary benefits

Primary objectives Secondary benefits		INPUT			INTERMEDIATE INDICES						OUTCOME							Legacy	
Activities	Scope	Cost (over a year)	Expertise requirement	Direct reach		Indirect reach		Fisher and farmer involvement	Impact on approval				Market or consumer effect		Political impact				
				Indice	Level of confidence	Indice	Level of confidence		General Public	Level of confidence	Vocal Opponent	Level of confidence	Indice	Level of confidence	Indice	Level of confidence			
ET	National	\$\$\$\$	φφφ	✓✓✓✓	Low	✓✓	Low	Medium	+	Low	0	Low	0	Low	0	0	This activity happened multiple times (2 seasons) This activity increased the cohesion between fishers. It increased their sense of self-worth.		
SFM Tours	State	\$\$	φφ	✓✓	High	✓✓	Low	Low	++	Medium	0	0	0	Low	↑	Low	The activity is very popular. The activity started many years ago.		
AWP	National	\$\$\$\$	φφφ	✓✓✓✓✓	High			Medium	+	Medium	0	Medium	0	Low	0	Low	Activity continues using social media platforms		

APPENDIX 8 - Engagement for success evaluation criteria