Community Perceptions and Stakeholder Survey of Western Rock Lobster 2023



Research conducted by **research <u>solutions</u>**

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1.0 Executive Summary

The Western Rock Lobster Council (**WRL Council**) commissioned Research Solutions to conduct the Council's second Community Perceptions Survey in August 2022.

1.1. The community perceptions survey results

The community survey engaged a robust sample of 600 community members across Western Australia with representative samples in:

- The metropolitan area (400 respondents);
- Coastal Western Rock Lobster fisher communities (100 respondents); and
- Elsewhere in country Western Australia (100 respondents).

This final sample was representative of the balance between metropolitan and regional communities in Western Australia and was weighted to ensure that the sample was representative. It provides a maximum forecasting error of $\pm 4\%$ at the 95% confidence level.

The survey explored:

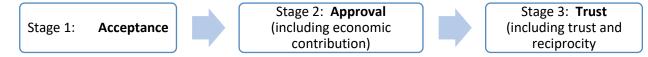
- Awareness of the WRL Council and support for the industry
- Social License (acceptance, approval and trust) and the coastal fisher communities' perceptions of the industries' support of their community
- Purchase and consumption behaviour
- Marketing and promotion.

Awareness of the WRL Council

Awareness of the WRL Council remains fairly low, similar to 2020, with a quarter (25.3%) of community members indicating they have heard of the Western Rock Lobster Council. However, of those aware of the WRL Council, two-thirds consider it to be the custodian of the industry. This is a two-and-a-half-fold increase since 2020 in the WRL Council being recognised as the custodian of the industry (25.5% in 2022, up from 10.5% in 2020).

The majority of the community (55.7%) perceived the Department of Primary Industries and Industry Development to be the custodian of the industry.

Social license



The Western Australian community supports the WRL Industry, with 77.2% of the community supporting the industry overall and 53.6% being very supportive. The results for trust are similar, with overall trust at 80.7% of the community. Both results are similar to the 2020 study.

The key tenants of social license are support and trust, with social license strongest in Perth (79.2% of respondents supporting the industry and 85.1% having trust in the industry). By comparison, country respondents are less likely to support (71.0%) or trust (66.8%) the industry.

Analysis of the factors which have the most impact on the level of support for the Western Rock Lobster industry indicated that support for the industry is influenced most by perceptions of the following:

- Being an industry that the community is proud of;
- Operating sustainably;

- Being a good custodian of Western Rock Lobster in WA;
- Being concerned about and considering the views of West Australians;
- Being an industry trusted to support the WA community;
- Adhering to animal welfare practices.

The factors listed above are in order of importance and together represent over 30% of what impacts the community support for the industry.

When analysing the relative importance (influence) of these issues and comparing it to perceptions of the industries' performance on these issues, the attributes of higher relative importance and perceived lower performance, i.e. those most required to be addressed, are:

- Being an industry that the community is proud of, and
- Being concerned about and considering the views of West Australians (improved by 5% compared to 2020.

Perceptions of Western Rock Lobster being available in WA at a reasonable price have increased significantly compared to 2020, with over 70% of the community believing this in 2022 compared to just over 60% in 2020. There have also been small but not significant increases in perceptions of availability and accessibility (75.1%).

WRL performs highly in terms of the industry's economic contribution to the State, though these economic attributes, in the aggregate, only have a small impact on support for the industry. The industry performs at a 'good' or 'very good' level as:

- An important export industry (86.4%)
- Making an important contribution to the WA economy (85.6%)
- An important source of employment for WA (84.4%).

Respondents living in coastal fisher communities were asked how they perceived the industry in terms of its reciprocity in their community. The results were similar to 2020 on two of the three key measures of providing jobs in the towns (59.6%) and facilitating economic activity (47.2%). Putting back into local communities shows a significant improvement in the last two years, doubling its score to 44.1% of coastal fisher community members believing that the industry puts back into their community.

Awareness and consumption of Western Rock Lobsters

Most respondents said they were aware that rock lobsters live in saltwater and crayfish live in freshwater, similar to the 2020 study.

Just under 40% of the community say they consume Western Rock Lobster at least once a year, a small but not significant increase compared to 2020. The majority of people view Western Rock Lobster as a special occasion food, but as the frequency of consumption increases, consumers are more likely to view it as an affordable luxury. Usually bought from a shop, fresh and uncooked and, for the majority of people, eaten at home (as in 2020). Regular consumers and country consumers are more likely to catch it themselves or receive the product from friends.

Availability of Western Rock Lobster in the respondents' community was considered good or very good by 55.5% of respondents, and availability at a reasonable price compared to other premium foods was considered good or very good by 53.5% of respondents, similar to 2020. Country people outside the coastal fisher communities were the most critical of Western Rock Lobster being available in their community with only just over one-third rating both availability and pricing to be reasonable compared to other premium foods and almost half of country people rating price and availability as poor.

Marketing and promotion

The Western Rock Lobster Council has undertaken several marketing initiatives since 2020, including:

- Back of Boat sales;
- Festivals and market days on the wharfs;
- Cooking shows on how to cook lobster;
- Provided information about the history of the industry;
- WRL stand at the Perth Royal Show.

The Back of Boat initiative has achieved a reasonable level of awareness at 25.1% of the community, particularly as the survey was completed before the launch of the Back of Boat online ordering and payment website in early December 2022.

Awareness of the other initiatives included: 16.2% for cooking shows on how to cook lobster; 9.0% for festivals and market days on the wharves; 9.7% for information on the industry's history and 7.0% for the WRL stand at the Perth Royal Show.

There was almost unanimous support for all the initiatives.

1.2. The stakeholder survey results

The stakeholder report is based on the industry's three main stakeholders:

- All seven processors;
- Retailers, including one wholesaler;
- The hospitality industry, including pubs/bars and taverns, hotels, restaurants and one tourism operator.

The sample of 50 stakeholders was drawn from a list of processors, retailers and the hospitality industry provided by the WRL Council and through an anonymous online survey distributed to AHA members. Overall, the sample of stakeholders has all processors represented.

The survey explored similar issues to the consumer survey and the same questions as the 2020 stakeholder survey, with the addition of a question on recent promotional activity by the WRL Council.

As in 2020, almost all processors and retailers surveyed and most hospitality venues understood that rock lobsters live in saltwater and crayfish live in freshwater.

Processors

Almost all retailers and half of the members of the hospitality industry were aware of the WRL Council, similar to the 2020 results.

1.2.1. Social license

2022/23 shows a decline in support for the industry from processors from 100% support in 2020 to almost two-thirds of processors and retailers surveyed being very supportive in 2022/23. The hospitality industry has increased its support for the WRL Industry from 59% supportive of the industry in 2020 to 84% supportive of the industry in 2022/23.

Processors rate most aspects of social license highly, with the majority of processors rating the industry's performance as good or very good, similar to 2020. The hospitality industry has slightly lower, though not statistically significant lower ratings in terms of industry perceptions compared to processors and there have been significant improvements in hospitality in terms of:

- Ensures that Western Rock Lobster is available in WA at a reasonable price
- Ensures adequate availability and accessibility of Western Rock Lobster.

The retailer results are similar to the processor results.

All processors perceive that the WRL Industry has a very positive economic impact on WA as was the case in 2020.

However, the hospitality industry's perceptions of how well the industry is regulated have declined since 2020.

Awareness of the Marine Stewardship Council Certification logo has increased by two-thirds in the hospitality industry since 2020, and they show a greater understanding of the values of the Marine Stewardship Council Certification 2020/23.

1.2.2. The product

Processors are now more positive about the future demand for Western Rock Lobster products, particularly frozen raw and cooked products than in 2020. The hospitality industry felt the demand for fresh products and tails would increase over the next few years as in retail, particularly since half of the retailers surveyed felt the demand for Western Rock Lobster in recent years had decreased.

The retail and hospitality industries perceived the competitive products of Western Rock Lobster to be prawns and, to a lesser extent, imported lobster and freshwater crayfish.

Overall, positive perceptions of the pricing of Western Rock Lobster relative to other premium food products have increased from 50% positive perceptions of price amongst processors to 73% positive perceptions in 2022/23. Further, the proportion of processors who believe that the price of Western Rock Lobster is expensive has halved since 2020.

In the hospitality industry, the perception of both availability and access to WRL has more than doubled since 2020. However, price perceptions relative to other premium products continue to remain low.

Retailers and processors continue to prefer to have individual industry brands, whereas the hospitality industry supports a single brand as in 2020.

1.2.3. Back of Boat initiative

Awareness of the Back of Boat initiative was 100% amongst processors and retailers participating in the survey and high at 83% amongst the hospitality industry participating in the survey. The primary source of awareness of processors and retailers was through colleagues in the WRL industry and articles and information in the industry newsletters. In the hospitality industry, the main sources of awareness were social media, mass media and through colleagues in their industry. Excluding processors, half of the retailers surveyed and a quarter of the hospitality respondents had purchased Western Rock Lobster off the back of a boat since September 2020 to sell/prepare for their customers.

Support for the Back of Boat initiative was high amongst the hospitality industry (particularly restaurants and accommodation venues) and retailers; however, half of the processors surveyed did not favour the initiative.

1.2.4. Promotion initiatives and events

Processors have the highest level of awareness of WRL initiatives followed by retailers with less than a third of the hospitality venues aware of any of WRL's promotions or events. Support for the WRL Council initiatives was high amongst all stakeholder segments.

Cooking shows, festivals and market days on the wharf, WRL stand at the Perth Royal Show, and information about the history of the WRL Industry were all perceived to be good or great ideas to promote WRL Industry.

In conclusion, the WRL industry has continued to build upon the positive basis established in 2020, showing a greater understanding of Marine Stewardship Certification and improved perceptions of price and availability.

Community Perceptions Survey of Western Rock Lobster 2023

2.0 Introduction

Western Rock Lobster Council (**WRL**) is the peak industry body representing the interests of Western Australia's Western Rock Lobster fishery. Its mission is that the Western Rock Lobster fishery is an iconic global leader in sustainable fisheries management. The WRL has been working hard over the last two years to increase the accessibility and availability of Western Rock Lobster for local consumption with its launch of Back of Boat sales (**BoB**), the ability to purchase Western Rock Lobster online, its presence at the Royal Show in 2022 and it has increased its presence in mainstream media and social media showing the public how to prepare and cook Western Rock Lobster.

2.1. Objectives

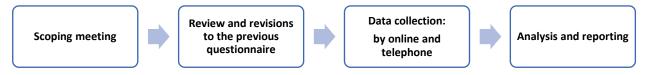
WRL commissioned Research Solutions in October 2022 to undertake its' biennial community perceptions survey and a survey of processers and hospitality venues regarding their perceptions of the industry, particularly the industry's social license to operate; this report details the findings of the 2022 consumer perceptions survey with comparisons to the 2020 survey, where applicable, to provide trend information to inform WRL's ongoing strategy.

The research covers the following issues:

- Awareness of Western Rock Lobster and its position as the custodian of the industry;
- Perceptions of the Western Rock Lobster industry (the WRL Industry), including measures of social license, support and perceived sustainability;
- For coastal fishing communities the perceived contribution that the WRL Industry makes to their community;
- Awareness of the Marine Stewardship Council certification and the values that it represents;
- Consumption of Western Rock Lobster, including how it's purchased, where it's eaten and consequently how it is eaten;
- Use / participation in WRL promotional initiatives and level of support for WRL initiatives, and
- Demographic information and location information for analysis.

2.2. The Method

The study adopted a similar approach to the 2020 study, as shown below.



The study commenced with a scoping meeting between WRL and Research Solutions to discuss the study's logistics. The scoping meeting also reviewed the 2020 questionnaire and promotional initiatives WRL had undertaken in the past two years.

Research Solutions then revised the Community Perceptions Survey and the Stakeholder survey questionnaires and provided them to WRL for consideration, feedback and approval. The Community Perceptions Survey questionnaire was programmed into specialised online survey software and for telephone (CATI) data collection. The questionnaire was thoroughly tested on both platforms before the survey's launch.

2.2.1. The Community Perceptions survey

As in 2020, a mixed-mode approach was undertaken for the survey. Data for the community perceptions survey was collected via an online panel in the metropolitan area and via a telephone survey in the country; once again, this proved efficient and cost-effective.

The community perceptions survey comprised:

- An online survey of 400 respondents in the metropolitan area using a specialist national online market research panel infrequently used in Western Australia. This resulted in a reasonable response rate of 19%
- A telephone survey of 100 people living in coastal Western Rock Lobster fisher communities, around a third of this sample, was undertaken in the communities of Geraldton and Mandurah
- A telephone survey of 100 country residents spread across Western Australia outside the coastal fisher communities.

Collectively, this provided a robust sample of 600 respondents in total. As the coastal communities were over-sampled, the sample was weighted back to be representative of the West Australian community. The overall sampling error is $\pm 4.0\%$ at a 95% confidence level, similar to the 2020 survey.

Comparisons have been made to the 2020 community survey results. These comparisons have been undertaken by comparing the two results and using a test of statistical significance, either chi-square or ztests, to identify if there is a real difference in the results between years or if the difference could be due to sampling error caused by taking a sample each year rather than a census. As noted above, the sampling error for both years is \pm 4%; comparing the results for the two years with each sample (2020 and 2022) having a sampling error of \pm 4%, this means that since results are close to 50% display the maximum error differences greater than \pm 8% denote a real improvement or decline; this is described as a 'significant difference' in the report, where the significance test identifies no difference between the results. The two results are described as 'similar'.

This year again Research Solutions conducted some sophisticated driver analysis to determine the factors which have the greatest impact on support for the industry. A relative weight analysis approach was taken using a similar approach to that used in factor analysis and regression analysis, using 'support for the industry' as the dependent variable. The independent variables or predictor variables were the social licence variables (Q.8) and perceptions of Western Rock Lobster (Q.16a). The model had an acceptable R-square coefficient of 52.4%, indicating that 52.4% of the variance in 'support for the industry' is explained by the model.

2.2.2. The Stakeholder survey

The stakeholder survey comprised a sample of 50 respondents drawn from WRL's three main stakeholder groups:

- **Processors**: a sample of 9 respondents with representatives from all 7 WRL processors.
- Retailers: a sample of 12 retailers including one wholesaler
- **Hospitality Industry:** a sample of 29 respondents in the hospitality industry, including respondents owning one or more of the following types of hospitality venues: pubs/bars and taverns (16), hotels and accommodation venues (6), restaurants and cafes (10), a tourism operator and two hospitality venues who described themselves as "other types of hospitality venues".

This survey was initially conducted online with an invitation containing a unique link sent to a list of 81 stakeholders who work for processors, retailers and hospitality venues inviting the recipients to complete the survey. The list was compiled by Research Solutions and WRL Council and the stakeholders received two reminder emails encouraging them to complete the survey. Stakeholders who did not respond were then contacted by telephone. Twenty-four stakeholders responded from this list. At least 5 subsequent attempts by telephone were made to contact each person who had not responded online. Hence a total of 8 attempts were made to contact each person on the WRL list.

The Australian Hotels Association (AHA) also agreed to ask its members to participate and included a short description of the survey and a link to the online questionnaire in their regular hospitality newsletter. This

newsletter link was sent out in early December and again in mid-February. A total of twenty-six respondents participated in the survey. This was about half of the number of AHA members who participated in 2020; however AHA commented that response rates to their surveys recently had also been much lower than previously.

We would like to thank the Australian Hotels Association for its advice and assistance in distributing this questionnaire and in encouraging its members to participate.

A total sample of fifty respondents has been achieved for stakeholders and a census of processors. The results of the survey are detailed in the following pages of this report.

3.0 The Western Rock Lobster Council

This section measures understanding of *Western Rock Lobster* and *crayfish* terminology, awareness of the WRL Council and its role as caretaker of the WRL Industry.

3.1. Western Rock Lobster versus Crayfish Awareness

The survey began by establishing whether the West Australian community knew that rock lobsters live in saltwater and crayfish live in freshwater. Overall, 61.8% of the community surveyed knew that rock lobsters live in saltwater and crayfish in freshwater. As shown in the figure below, this is statistically similar to the 2020 survey results, which were 58.9%.

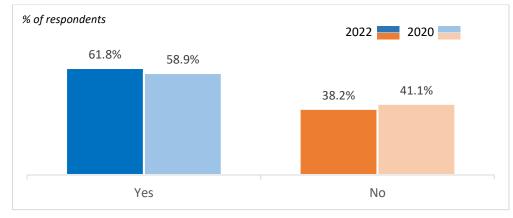


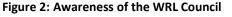
Figure 1: Awareness that rock lobsters live in saltwater.

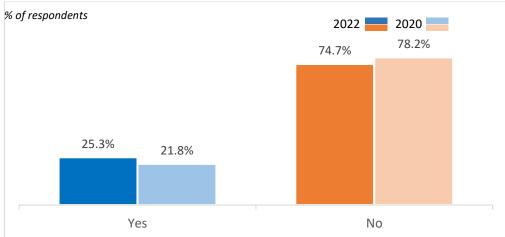
Q1. Are you aware that rock lobsters live in saltwater and crayfish live in freshwater? (Sample size: 2022 n=600, 2020 n=801)

Males (67.2%) were significantly more likely than females (56.4%) to be aware that rock lobsters live in saltwater and crayfish live in freshwater. Moreover, recreational fishers (81.3%) and those who eat Western Rock Lobster (75.1%) were significantly more likely to be aware that rock lobsters live in saltwater and crayfish live in freshwater.

3.2. Awareness of the Western Rock Lobster Council

Awareness of the WRL Council remains fairly low, with a quarter (25.3%) of community members indicating they have heard of the Western Rock Lobster Council. In comparison to the previous study, the awareness level of the Council is statistically similar.





Q6. Before today, have you heard of the Western Rock Lobster Council? (Sample size: 2022 n=585, 2020 n=787. Don't know excluded 2022 n= 15, 2020 n=14))

The research found that recreational fishers (36.6%) and those who eat Western Rock Lobster (34.8%) were significantly more likely to say they had heard of the Western Rock Lobster Council. Moreover, those who eat Western Rock Lobster four or more times a year were significantly more likely to have heard of the Western Rock Lobster Council (26.3%) than those who eat Western Rock Lobster three or fewer times a year were significantly rock Lobster three or fewer times a year

3.3. Custodianship of the WRL Industry

Similar to the previous study, around a third of respondents felt that the industry had multiple custodians. The Department of Primary Industries and Industry Development (55.7%) was the most frequently mentioned custodian, as shown below.

The WRL Council was nominated by a quarter (25.5%) of respondents, this result has significantly improved since the 2020 study (10.5%) as shown below. Awareness of WRL was measured after custodianship; but two-thirds of people aware of the WRL Council (66.2%) attributed custodianship of the Western Rock Lobster industry to the WRL Council.

Other frequently mentioned custodians were the Federal Department of Agriculture, Water and Environment (23.8%) and the rock lobster fishers (19.5%). One in five survey respondents did not know who the custodian of the industry is, similar to the 2020 survey.

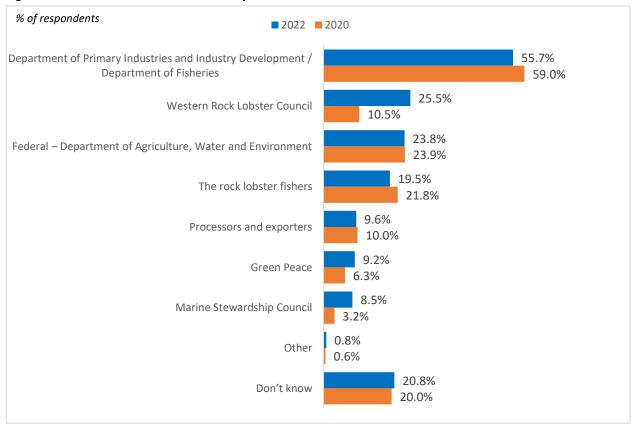


Figure 3: The custodian of the WRL Industry

Q5. Who do you feel is the caretaker for the Western Rock Lobster industry? Response options listed as above. (Sample size: 2022 n=600, 2020 n=801)

Department of Primary Industries and Industry Development / Department of Fisheries was the most frequently mentioned custodian by males (60.0%) and their female counterparts (51.0%). Moreover, respondents aged 35 years and over (58.7%) were more likely to mention the Department of Primary Industries and Industry Development / Department of Fisheries than younger respondents (49.2%). Recreational fishers (63.9%) and those who eat Western Rock Lobster (61.4%) were also significantly more

likely to name the Department of Primary Industries and Industry Development / Department of Fisheries as the custodian of the Western Rock Lobster industry.

Those who mentioned the Western Rock Lobster Council were more likely to be recreational fishers (35.1%) and more likely to reside in Perth (33.3%) than in the country (1.6%). Awareness of WRL Council custodianship was very low in the country, and even though one in three people in coastal fisher communities were aware of the WRL Council, none recalled them as top of mind as custodians of the WRL Industry.

Awareness of the WRL Council custodianship was greater in the under the age of 35 (32.3%) than amongst older people (22.5%), and amongst those who eat Western Rock Lobster four or more times a year (40.0%) than less frequent eaters (23.8%).

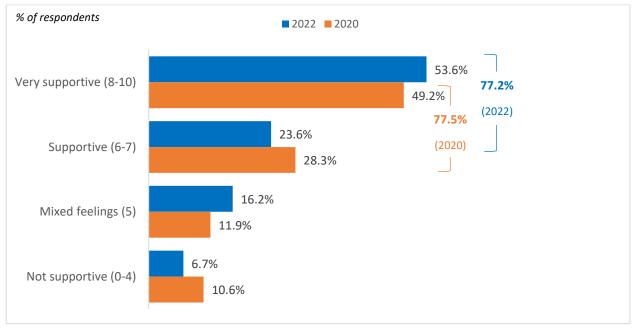
4.0 Perceptions of the Industry

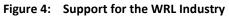
The research measured support for the WRL Industry and perceptions of the industry, including measures of social license.

4.1. Support for the industry

In 2022 up to 30% of the community could not comment on the industry or their support for the industry as they felt they did not know enough about it to comment. Amongst those able to comment on the WRL Industry, support for the industry is high, with 77.2% of respondents rating themselves as supportive or very supportive of the industry (rating themselves 6 or more out of 10); just over half of respondents rate themselves **very** supportive of the industry (53.6% - rate their support as 8 or more out of 10).

Compared to the previous study, the total proportion of the community supportive of the industry has remained stable (77.2% in 2022 vs. 77.5% in 2020). Although there appears to be an increase in the proportion of respondents who rate themselves as very supportive of the industry in 2022 (53.6%) compared to the 2020 study (49.2%), the change is not large enough to represent a significant improvement.





Q7. How would you describe views of the Western Rock Lobster industry? It is an industry I am.... (Sample size: 2022 n-442, 2020 n=631. Don't know excluded: 2022 n= 158, 2020 n= 170)

Metropolitan respondents (59.5%) and those who live in fisher communities on the coast (54.2%) were significantly more likely to be 'very supportive' than were country respondents (36.0%). Moreover, significantly more males (60.3%) than females (46.4%) stated they were 'very supportive' of the Western Rock Lobster industry.

Unsurprisingly, those who eat Western Rock Lobster four or more times a year (68.1%) and recreational fishers (60.1%) were significantly more likely to be 'very supportive' than those who are less frequent eaters (52.7%) or those who don't eat Western Rock Lobster (48.3%) and non-recreational fishers (49.8%).

4.2. Social license

Social licence encompasses a range of measures that start with the approval of the industry and move up to support and trust in the industry. Qualitative research undertaken in 2020 indicated that there were at least four aspects of social license to consider, which help to build trust in the industry:

- 1) Industry acceptability, i.e. what makes the industry acceptable/a good corporate citizen, and one which people would feel positive about;
- 2) Economic values/contribution;
- 3) Reciprocity putting back into the community; and
- 4) Trust in the industry.

Previous research has identified the value of the industry being easy "to connect with" in terms of its social licence and identified the perception that the WRL Industry was an industry that was difficult to connect with as it was perceived as at "arms' length" from the general community.

4.2.1. Industry acceptability

The research utilised seven measures of industry acceptability. The highest performing attributes were 'is a good custodian of Western Rock Lobster (resource) in WA' (82.1%), 'is well regulated' (81.0%) and 'adheres to animal welfare practices' (79.7%).

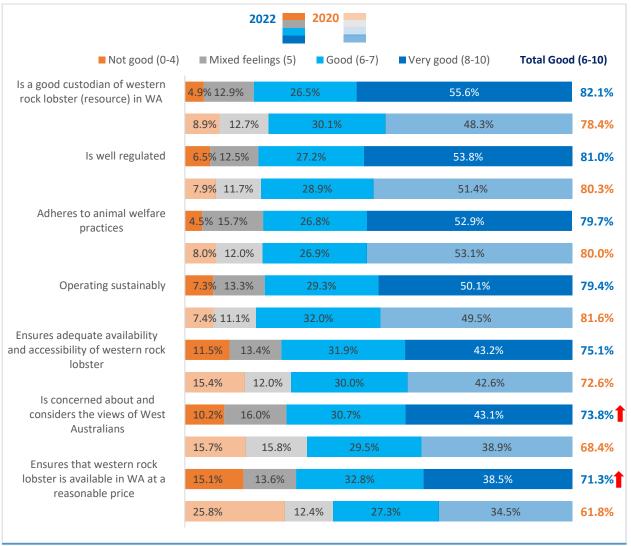


Figure 5: Perceptions of industry acceptability

Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=421-477, 2020 n=587-658. Don't know excluded 2022 n=123-179, 2020 n=143-214)

A good custodian

The good custodian attribute is the highest performing attribute with an overall performance score of 82.1%, comprising 55.6% rating it as 'very good' and 26.5% rating it as 'good'. Although the attribute's performance score is similar to that of 2020 (78.4%), moving up from fourth place.

Respondents from Perth (60.8%) and coastal fisher towns (62.8%) were significantly more likely to rate the good custodian attribute as 'very good' than those living in other country areas (34.2%). In addition, those under 35 (62.7%), recreational fishers (63.1%) and those who eat Western Rock Lobster (61.0%) were much more likely to give a 'very good' rating than those 35 years and over (52.3%), non-recreational fishers (51.2%) and non-consumers of Western Rock Lobster (50.0%). Moreover, those who eat Western Rock Lobsters four or more times a year (68.9%) were also significantly more likely to rate the performance as 'very good' than less frequent consumers (56.6%).

Well regulated industry

The industry is perceived to be well-regulated, with four-fifths (81.0%) of respondents rating it as 'very good' (53.8%) or 'good' (27.2%). Of the seven industry acceptability attributes, well-regulated is the second highest performer. Overall performance has remained stable compared to the 2020 study (80.3% in 2020).

Significantly more males (59.3%) than females (47.4%) rated the industry as very well-regulated. Additionally, recreational fishers (70.4%) and those who consume Western Rock Lobster four or more times a year (73.2%) were significantly more likely to rate the industry's performance as 'very good' in terms of regulation compared to non-recreational fishers (43.8%) and non-consumers of Western Rock Lobster (46.5%).

Adheres to animal welfare practices

Adheres to animal welfare practices was the third highest performing attribute of industry acceptability. In total, 79.7% of respondents rated the attribute's performance as either 'very good' (52.9%) or 'good' (26.8%). The current performance result is similar to that recorded in the 2020 study (80.0%, 'good' and 'very good' combined).

Perth respondents (55.9%) were significantly more likely to rate the performance of adhering to animal welfare practices as 'very good' than were their country counterparts (44.0%). In addition, recreational fishers (64.4%) were also much more likely to rate adhering to animal welfare practices as 'very good' compared to non-recreational fishers (45.9%).

Operating sustainably

With an overall performance score of 79.4%, operating sustainably was the fourth-highest-performing industry acceptability attribute. Overall, 50.1% of respondents rated the industry's sustainability as 'very good', with an additional 29.3% rating it as 'good'. The current level of performance is similar to that recorded in 2020 (81.6%, 'good' and 'very good' combined).

Males (45.3%) were significantly more likely to rate the industry as 'very good' at operating sustainably than females (44.7%). Further, recreational fishers (63.8%) were more likely to rate the industry's operation as 'very good' in sustainability than non-recreational fishers (41.8%). Moreover, those who consume Western Rock Lobster four or more times a year (66.5%) were significantly more likely than less frequent consumers (49.4%) and non-consumers (44.3%) to rate the sustainability of the industry's operation as 'very good'.

Ensures adequate availability

Overall, three-quarters (75.1%) of respondents felt the industry was performing well in ensuring adequate availability and accessibility of Western Rock Lobster; this score comprises 43.2% rating the industry as 'very good' and a further 31.9% rating it as 'good'. Since 2020 the performance has remained statistically similar.

Respondents from both Perth (50.0%) and coastal fisher towns (41.1%) were significantly more likely to give a 'very good' rating to availability than those who live in other country areas (17.3%) possibly reflecting availability and accessibility in these non-coastal country towns. In addition, recreational fishers (55.6%) and those who consume Western Rock Lobster (50.5%) were significantly more likely to rate availability as 'very good' compared to non-recreational fishers (36.4%) and non-consumers (36.0%). Moreover, those who eat Western Rock Lobster four or more times a year (64.1%) were significantly more likely to rate availability and accessibility as 'very good' than less frequent consumers (42.9%).

Concerned about and considering the view of West Australians

The industry's performance in terms of being concerned about and considering the views of West Australians was found to be good, with nearly two-thirds (73.8%) of respondents rating the attribute as either 'very good' (43.1%) or 'good' (30.7%); this is a **significant improvement** compared to the previous study, increasing from 68.4% in 2020 to 73.8% in 2022.

The location where one resides appears to play a role in determining the perceived performance level on the attribute. Those living in Perth (49.7%) were significantly more likely to rate performance as 'very good' compared to those living in coastal fisher towns (30.2%), who in turn were significantly more likely to rate performance as 'very good' than those from other country areas (22.8%). In addition, recreational fishers (55.3%) and those who eat Western Rock Lobster four or more times a year (57.4%) were significantly more likely to rate the performance of the attribute as 'very good' compared to non-recreational fishers (36.1%) or less frequent consumers (42.1%).

Ensures availability at a reasonable price

Overall 71.3% of community members felt that the industry ensures the availability of Western Rock Lobster at a reasonable price, comprising 38.5% of respondents rating the industry 'very good' and 32.8% giving a 'good' rating. The overall score of 71.3% has **improved significantly** compared to the 2020 perceptions of 61.8%. Although still high at 71.3%, ensuring availability at a reasonable price is the lowest performing of the industry acceptability attributes.

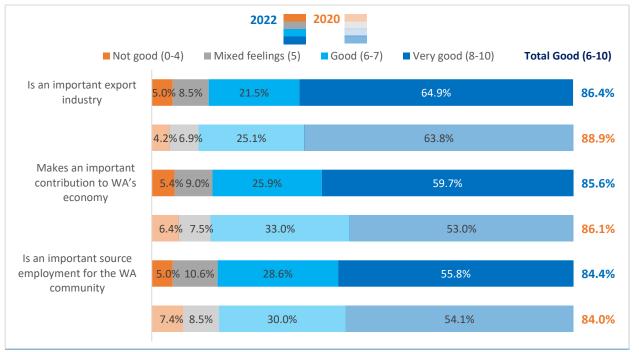
Ensuring availability at a reasonable price appears to be influenced by where one lives. Respondents from Perth (45.5%) were significantly more likely to perceive performance as 'very good' compared to those who live in coastal fisher towns (23.1%), who in turn were significantly more likely to give a 'very good' rating than those living in other country areas (16.5%); this may be a function of access to Back of Boat sales.

Respondents under the age of 35 (49.7%), recreational fishers (50.9%) and consumers of Western Rock Lobster (45.2%) were significantly more likely to rate ensuring availability at a reasonable price as 'very good' than those aged 35 years and over (33.5%), non-recreational fishers (31.7%) and non-consumers (31.9%). Moreover, those who eat Western Rock Lobster four or more times a year (57.9%) were much more likely to give a 'very good' rating on reasonable price than less frequent consumers of Western Rock Lobster (38.2%).

4.2.2. Economic contribution

The industry is perceived to perform well in terms of its economic contribution. On all three economic impact attributes, over five in every six respondents rate the industry as 'good' or 'very good'. Similar to the 2020 study, the highest performing economic impact attribute was 'an important export industry' (86.4%, rating 6-10/10).

Figure 6: Perceptions of industry economic impact



Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=470-482, 2020 n=679-689. Don't know excluded 2022 n=118-130, 2020 n=112-122)

Statistically, the results of the three economic contribution attributes are similar to those reported in the 2020 study.

Important export industry

Overall, 86.4% of respondents rated the industry's performance highly as an important export industry; this score comprises 64.9% of respondents providing a 'very good' rating and 21.5% a 'good' rating.

Perth respondents (69.1%) were significantly more likely to rate the industry's importance as an export industry as 'very good' than were country respondents (53.1%). In addition, males (69.2%) and those 55 years and older (71.9%) were also significantly more likely to rate performance as 'very good' compared to females (60.5%) and those under 55 (61.6%). Further, recreational fishers (74.5%) and those who eat Western Rock Lobster four or more times a year (76.5%) were also much more likely to give the industry a 'very good' rating than were non-recreational fishers (59.8%) and those who consume rock lobster less frequently (65.2%).

An important contribution to the WA economy

The majority (85.6%) of respondents perceive the industry to make an important contribution to the West Australian economy. Around three-fifths (59.7%) of respondents rated the industry making an important contribution to the economy as 'very good', and a further 25.9% gave a 'good' rating.

Respondents who live in Perth (64.1%) were significantly more likely to give a 'very good' rating than those from the country (46.8%). Further, respondents 55 years and older (66.2%) and recreational fishers (67.9%) were also much more likely to rate the industry's performance as 'very good' in terms of making an important contribution to the WA economy than were respondents under 55 (56.6%) and non-recreational fishers (55.3%).

An important source of employment

Over five-sixth, (84.4%) of respondents feel that the industry is an important source of employment for the West Australian community; this comprised 55.8% providing a 'very good' rating and 28.6% giving a 'good' rating.

Respondents living in Perth (61.3%) were significantly more likely to give a 'very good' rating than those living in the country (40.4%). Interestingly, when comparing 'very good' ratings, there was no significant difference between those living in coastal fisher towns (39.1%) and other country areas (40.7%) in terms of the industry being an important source of employment. Recreational fishers (67.2%) were also more likely to rate the industry's performance as 'very good' than non-recreational fishers (49.7%).

4.2.3. Reciprocity

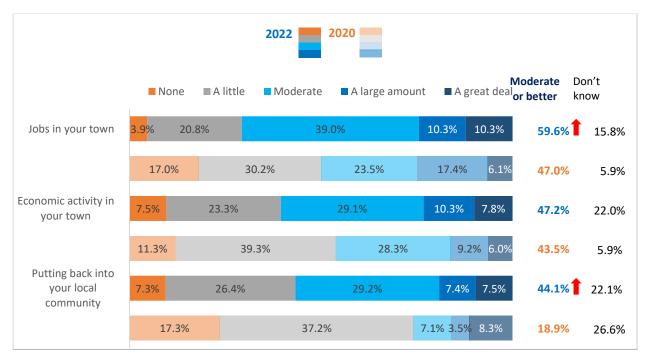
Reciprocity was measured in the coastal fisher communities regarding the contribution the WRL Industry makes to the coastal communities, including Kalbarri, Horrocks, Dongara/Port Denison, Leeman/Green Head, Jurien Bay, Cervantes, Lancelin, Ledge Point, Geraldton and Mandurah.

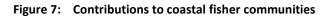
Reciprocity was measured in terms of the following:

- The contribution to jobs in towns
- Economic activity in towns
- Putting back into local communities

Of the three measures, only jobs in your town recorded at least 50% rating performance as moderate or above (59.6%); this result has **improved significantly** since 2020 when 47.0% rated the attribute as moderate or above.

Putting back into your local community has also **improved significantly** since 2020, increasing from 18.9% in 2020 to 44.1%, rating the attribute as moderate or higher in the current study.





O20a (2022), Q18a (2020). How big a contribution do you feel that the WRL Industry makes to your community...(Coastal communities including Kalbarri, Horrocks, Dongara/Port Denison, Leeman/Green Head, Jurien Bay, Cervantes, Lancelin, Ledge Point and samples from Geraldton and Mandurah) (Sample size: 2022 n=100, 2020 n=106)

Females (20.8%) were significantly more likely to feel that the Western Rock Lobster industry has contributed a 'great deal' to local jobs than their male counterparts (3.8%).

Those who eat Western Rock Lobster four or more times a year (27.3%) were significantly more likely to say the industry contributes a 'great deal' in economic activity to towns than either those who eat it less frequently (3.7%) or those who don't eat Western Rock Lobster at all (10.3%).

Coastal respondents who eat Western Rock Lobster four or more times a year (43.2%) were significantly more likely to believe the industry contributes a 'great deal' or a 'large amount' in putting back to their local community than either those who eat it less frequently (14.8%) or those who don't eat Western Rock Lobster at all (13.8%).

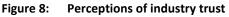
Suggestions made by respondents from coastal fisher towns regarding how the Western Rock Lobster Council could work more closely and collaboratively with coastal fisher communities include:

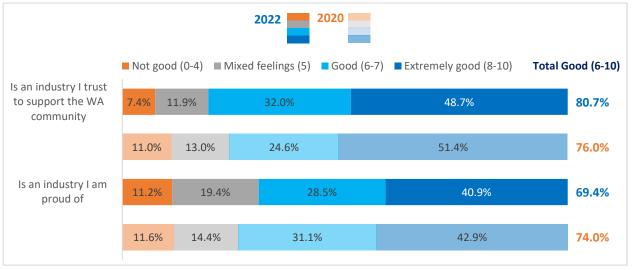
- 1) Marketing and Tourism:
 - Host local festivals and events to facilitate tourism and educate the community about Western Rock Lobsters, their breeding cycles, and when to buy them.
 - Bring back the lobster festival in Dongara.
 - Increase marketing efforts in both domestic and international markets.
 - Market the lobster as a local product and a part of tourism, such as through open days/tours and tastings at a Fishermen's Co-op.
- 2) Economic Opportunities:
 - Provide more employment opportunities in the industry
 - Facilitate boats operating out of Mandurah
 - Encourage tourism and bring new business to the local area
 - Improve availability and pricing of fresh lobster locally. Sell the lobster cheaper to residents and tourists
 - More opportunities to buy direct from the fisherman (BoB).
- 3) Education and Information:
 - Increase awareness of allergies and food safety
 - Increase education in local schools and to the general public
 - Improve communication and community involvement.
- 4) Sustainability and Environmental Impact:
 - Work with environmental organisations to reduce the impact of marine debris and promote sustainability
 - Address pollution and the environmental impact of the industry's practices
 - Make people aware of the fragility of the industry and make it more sustainable.

4.2.4. Trust

Trust in the industry is high, with four-fifths (80.7%) of respondents stating they trust the industry to support the Western Australian community (rating 6-10 out of 10). Moreover, around 7 out of 10 (69.4%) respondents indicated they are proud of the Western Rock Lobster industry (rating 6 or more out of 10).

Compared to the 2020 study, the 2022 results are statistically similar for pride and trust.





Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=441-479, 2020 n=621-647. Don't know excluded 2022 n=121-159, 2020 n=154-189)

Trust to support the WA community

Trust to support the WA economy appears to be related to one's place of residence. Perth residents (53.0%) were significantly more likely to rate their trust as 'very good' compared to those from coastal fisher towns (43.0%), who in turn are much more likely to give 'trust' a 'very good' rating than people living in other country areas (33.3%). Moreover, recreational fishers (60.8%) were also significantly more likely to give trust a 'very good' rating than non-recreational fishers (41.9%).

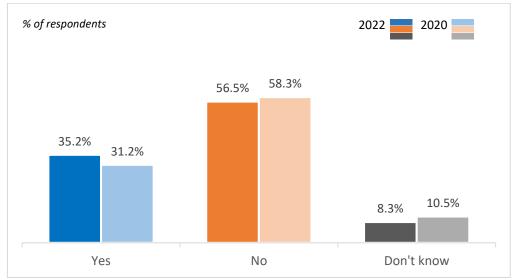
Pride

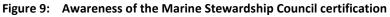
Perth respondents (44.8%), recreational fishers (54.8%) and those who consume Western Rock Lobster (48.4%) are more likely to rate pride as 'very good'. Moreover, those who consume Western Rock Lobster four or more times a year (57.3%) were also significantly more likely to give the industry a 'very good' rating than were less frequent consumers (43.5%).

5.0 Marine Stewardship Council Certification



The survey indicated that over one-third (35.2%) of community members had seen the Marine Stewardship Council certification logo before the survey, as shown in the figure below. Statistically, the level of awareness is similar to that recorded in the previous study (31.2%).





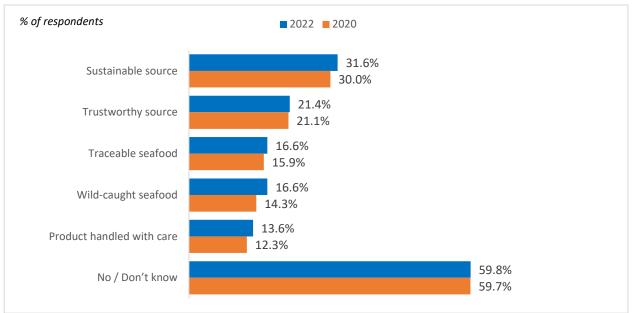
Q9. Have you seen the logo for the Marine Stewardship Council certification before? it is a blue logo with certified sustainable seafood on it and the outline of a fish in white. (Sample size: 2022 n=600) Q10. Here is a label associated with the Western Rock Lobster industry. Have you seen it before? (Sample size: 2020 n=801)

Unsurprisingly, recreational fishers (49.0%) were significantly more likely to say they had seen the Marine Stewardship Council certification logo than non-recreational fishers (29.1%). Furthermore, those who eat Western Rock Lobsters (47.8%) were significantly more likely to say they had seen the logo than those who don't eat Western Rock Lobsters (25.0%). Of those who eat Western Rock Lobster, those who eat it four or more times a year (62.4%) were much more likely to recall seeing the logo than those who eat it less frequently (40.7%).

As in 2020, around two-fifths (40.2%) of respondents know of any Marine Stewardship Council certification values. Sustainable source (31.6%) was the value with the highest level of awareness among respondents. The sustainable source value was followed, significantly lower, by a trustworthy source (21.4%), then traceable seafood (16.6%) and wild-caught seafood (16.6%).

In comparison to the previous survey, the current results are similar to those recorded in 2020.

Figure 10: Values of the Marine Stewardship Council certification



Q10 (2022), Q11 (2020). Do you know what values the Marine Stewardship Council (MSC) certification stands for? (Sample size: 2022 n=600, 2020 n=801)

Awareness of the values of the Marine Stewardship Council certification should be treated with care since the survey in the metropolitan area was undertaken online; hence respondents were able to see the list of values and half of the respondents surveyed ticked at least one value (50.7%). In comparison, in the country and coastal fisher communities where the respondents were asked this question in an unprompted fashion, only 7.6% of country respondents could name any values.

Respondents from Perth attributed the following values:

- Sustainable source (40.3%)
- Trustworthy source (27.0%)
- Traceable seafood (22.0%)
- Wild-caught seafood (21.3%)
- Product handled with care (16.8% metro)

In addition, females (62.9%), those aged 35 years and over (63.0%), non-recreational fishers (65.9%) and those who don't eat Western Rock Lobster (64.7%) were significantly more likely to say they don't know.

Males were significantly more likely to mention the trustworthy source (25.1%), wild-caught seafood (21.7%), and traceable seafood (21.3%) values than were females (17.7%, 11.6% and 12.0%, respectively).

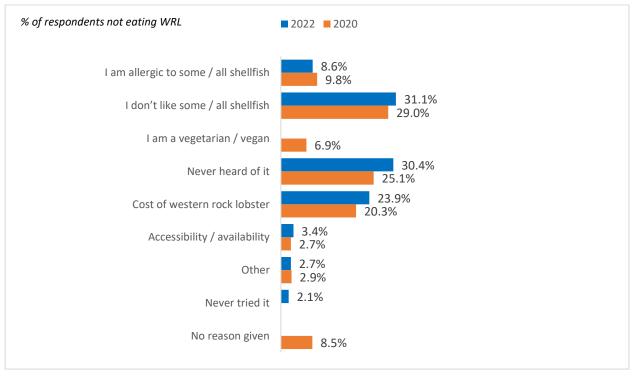
6.0 Consumption of Western Rock Lobster

The survey indicated that 44.8% of the community consumes Western Rock Lobster at least occasionally; similar to the proportion of the population recorded as consuming Western Rock Lobster in 2020 (43.5%). Coastal fisher communities had the highest incidence of consumption at 68.8% of respondents consuming Western Rock Lobster at least occasionally, 56.1% of other country area respondents reported consuming Western Rock Lobster compared to 40.3% living in Perth. Moreover, recreational fishers (66.4%) were significantly more likely to eat Western Rock Lobster than non-recreational fishers (35.2%).

The balance of respondents (55.2%) said they did not eat Western Rock Lobster and attributed not eating Western Rock Lobster to the following reasons:

- Not liking it
- Lack of awareness of the term
- Cost.

Figure 11: Reasons for not eating Western Rock Lobster



Q3 (2022), Q2 (2020). Why don't you eat Western Rock Lobster? (Sample size: 2022 n=331, 2020 n=414) note in 2022 vegetarians were excluded from the sample.

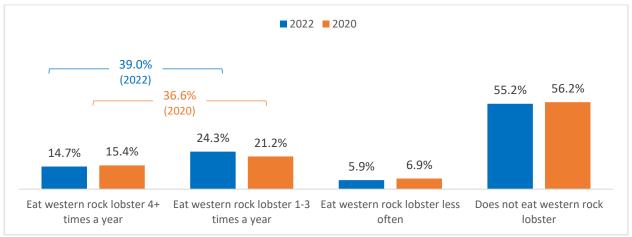
Half of the country respondents who don't consume Western Rock Lobster said that they don't like some/all shellfish compared to their metro counterparts (43.9%). On the other hand, metro respondents (36.0%) were significantly more likely to say they had never heard of Western Rock Lobster than were country respondents (5.2%).

A small percentage of respondents were allergic to Western Rock Lobster. Significantly more females (11.5%) and those aged 55 years and over (13.0%) stated they don't eat Western Rock Lobster because they are allergic to some/all shellfish than were males (5.3%) and those under 55 (4.3%).

6.1. Frequency of consuming Western Rock Lobster

Respondents were grouped into four segments based on how frequently they eat Western Rock Lobster. As mentioned, most respondents (55.2%) don't eat Western Rock Lobster; this result is similar to that recorded in 2020 (56.2%).

Nearly two-fifths (39.0%) of all respondents eat Western Rock Lobster at least once a year, with around three in every twenty people (14.7%) stating they eat Western Rock Lobster one to three times a year. In comparison to the previous study, the results are statistically similar for each of the four Western Rock Lobster frequency of eating categories.





Q4 (2022), Q3 (2020). How often would you eat Western Rock Lobster at home, in restaurants, at a friend's house, etc? (Sample size: 2022 n=600, 2020 n=801)

Respondents from country communities, including coastal fisher communities, were significantly more likely to eat Western Rock Lobster four or more times a year (36.9%), more than double that of Perth.

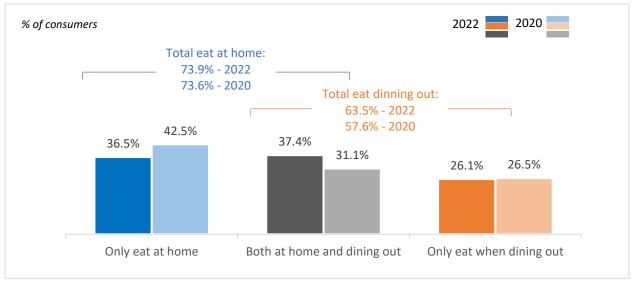
Unsurprisingly, recreational Western Rock Lobster fishers (57.0%) were significantly more likely to eat Western Rock Lobster four or more times a year than other recreational fishers (23.4%). And these two groups were significantly more likely than non-recreational fishers (7.6%) to eat Western Rock Lobster four or more times a year. Clearly, access to Western Rock Lobster increases the propensity to consume the product more frequently.

6.2. Place of consuming Western Rock Lobster

Dining on Western Rock Lobster at home was the most common way of consuming Western Rock Lobster (73.9%, comprising 36.5% only at home and 37.4% both at home and dining out). Four in every eleven consumers of Western Rock Lobster only eat the product at home (36.5%), and just over a quarter (26.1%) of Western Rock Lobster consumers only consume it when dining out.

Similar to the previous study, significantly more people who eat Western Rock Lobster do so at home (73.9%) than when dining out (63.5%). Further, of those who eat Western Rock Lobster at home, almost twice as many feel confident to cook it themselves (74.2%) than people who only eat Western Rock Lobster away from home (42.9%).

Figure 13: The place where Western Rock Lobster is eaten



Q12 (2022), Q13 (2020). Where do you eat Western Rock Lobster? (Filtered by consumers of Western Rock Lobster; Sample size: 2022 n=269, 2020 n=383)

The place of consumption of Western Rock Lobster does vary according to the location, with coastal fisher communities and other country communities more likely to consume the product at home. Country respondents (46.7%) were significantly more likely only to eat Western Rock Lobster at home than their Perth metropolitan counterparts (31.7%). Conversely, Perth respondents (31.7%) were significantly more likely to say they only eat Western Rock Lobster when dining out than their country counterparts (14.3%). Further, those aged 35 years and over (42.8%) were significantly more likely only to eat Western Rock Lobster at home than their Rock Lobster at home than their younger counterparts (24.8%).

Non-recreational fishers (32.4%) were significantly more likely to say they only eat Western Rock Lobster when dining out than recreational fishers (18.6%). Recreational fishers are more likely to eat WRL at home and feel confident cooking Western Rock Lobster (76.6%).

Of those who eat Western Rock Lobster, just under two-thirds (66.1%) said they feel confident about cooking Western Rock Lobster. Unsurprisingly, those who eat Western Rock Lobster at home were significantly more likely to feel confident cooking Western Rock Lobster (74.2%) than those who only it when dining out (43.4%).

Moreover, confidence in cooking Western Rock Lobster appears related to consumption frequency. 83.2% of those who eat Western Rock Lobster four or more times a year said they are confident in cooking it, which is significantly higher than those who eat it one to three times a year (61.5%), who in turn were significantly more confident in cooking it than those who eat it less often (42.2%). Clearly, among consumers, there is an opportunity to continue to increase people's confidence in cooking Western Rock Lobster – particularly for infrequent eaters of Western Rock Lobster.

6.3. Place of obtaining Western Rock Lobster

Consumers of Western Rock Lobster were most likely to purchase it from a shop (60.2%). Some 56.1% said they buy from a restaurant or hotel, and 37.4% said they catch it themselves or get them from family and friends. Unsurprisingly, those who consume Western Rock Lobster four or more times a year were significantly more likely to say they catch them themselves or get it from family or friends (58.5%) than were those who consume three or fewer Western Rock Lobsters a year (27.1%).

Those who consume Western Rock Lobster at least once are year were significantly more likely to purchase it from a shop (64.1%) than those who consume it less often (32.4%). The research found no significant difference between the consumption frequency and place of purchase.



Q13. Do you...? (Filtered by consumers of Western Rock Lobster; Sample size: 2022 n=269)

Perth metropolitan respondents who eat Western Rock Lobster (69.6%) were significantly more likely to purchase Western Rock Lobster from a shop than their country counterparts (40.5%). Moreover, those under 35 (68.8%) were significantly more likely to purchase Western Rock Lobster from a shop than older consumers (55.7%).

Similarly, Perth respondents who eat Western Rock Lobster (67.7%) were also significantly more likely to buy Western Rock Lobster at a restaurant/hotel than their country counterparts (31.6%). And those under 35 years (72.7%) were significantly more likely to purchase Western Rock Lobster from a restaurant/hotel than older consumers (47.3%).

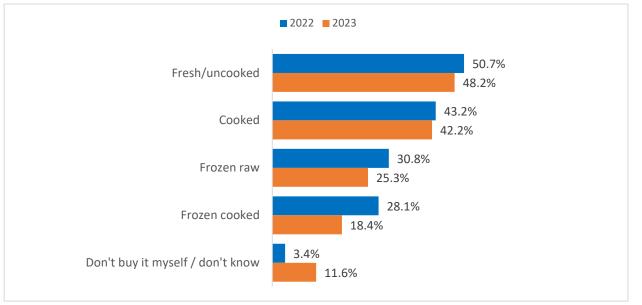
However, country respondents who eat Western Rock Lobster (63.9%) were significantly more likely to say they caught it themselves or received it from family or friends than their metro counterparts (24.8 Moreover, those who consume Western Rock Lobster four or more times a year (58.5%) were significantly more likely to have caught it themselves or received it from family or friends than less frequent consumers of Western Rock Lobster (27.1%).

Those who said they purchased Western Rock Lobster from a shop were most likely to buy the product fresh/uncooked (50.7%), see Figure 14. Forms of purchase also included: cooked Western Rock Lobster (43.2%) and then, to a much lesser extent, frozen raw (30.8%) and frozen cooked (28.1%) Western Rock Lobster.

Compared to the previous study, there has been a significant increase in respondents who purchase frozen cooked Western Rock Lobster, increasing from 18.4% in 2020 to 28.1% in 2022. In addition, the number who said they don't buy the product themselves or don't know has declined this year (see Figure 14).

Perth respondents who purchase Western Rock Lobster from a shop (55.4%) were significantly more likely than their country counterparts (33.7%) to buy it as a fresh and uncooked lobster. Moreover, respondents under 55 (57.6%) were more likely to buy it fresh and uncooked, whereas those 55 years and over were significantly more likely to buy it frozen and cooked (45.1%).





Q14. Do you usually buy Western Rock Lobster...? (Filtered by those who buy Western Rock Lobster from a shop (Q13); Sample size: 2022 n=162, 2020 n=170)

6.4. Ease of obtaining Western Rock Lobster

Two-fifths (39.8%) of respondents felt obtaining Western Rock Lobsters in their local area was easy; this result is comparable to that recorded in 2020 (41.4%). However, nearly a third (31.5%) of respondents said it is not easy to get Western Rock Lobsters in their local area, and 28.7% did not know.

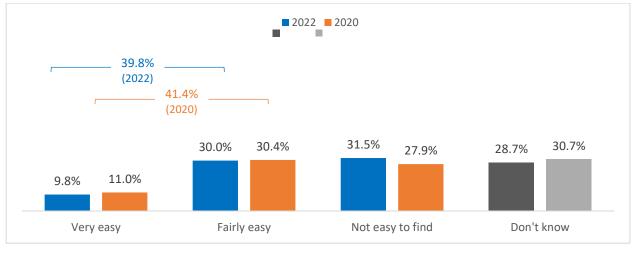


Figure 16: Ease of obtaining Western Rock Lobster in local area

Q11 (2022), Q12 (2020). How available is Western Rock Lobster to buy in your local area? (Sample size: 2022 n=600, 2020 n=801)

Respondents from coastal fisher towns (20.8%) were significantly more likely to say it is 'very easy' to get Western Rock Lobster in their local area than were respondents from Perth (7.8%) or other country areas (15.0%). Respondents from other country areas (48.0%) were most likely to say getting Western Rock Lobsters was 'not easy to find' compared to those living in coastal fisher towns (19.6%) or Perth (28.3%).

Males (15.5%) and those under 35 (19.0%) were significantly more likely to say finding Western Rock Lobster is 'very easy' compared to females (5.2%) and those 35 years and over (5.7%).

There is clearly a relationship between ease of access and frequency of consumption. As illustrated in the figure below, those who consume Western Rock Lobster four or more times a year were significantly more likely to feel it is both 'very easy' (28.4%) and 'fairly easy' (44.9%) to obtain Western Rock Lobster in their

local area than those who eat it less frequently or don't eat it at all. Those who consume Western Rock Lobster 1-3 times a year (43.5%) or less often (45.0%) were significantly more likely to say it is 'not easy' to obtain Western Rock Lobsters in their local area than others.

Those who don't eat Western Rock Lobsters were significantly more likely to say they don't know (43.8%) how easy it is to find compared to those who eat Western Rock Lobsters.

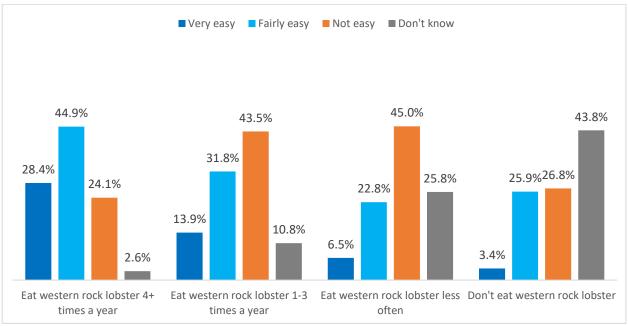


Figure 17: Ease of obtaining Western Rock Lobster in a local area by frequency of consumption

Q11. How available is Western Rock Lobster to buy in your local area? Q4. by how often would you eat Western Rock Lobster at home, in restaurants, at a friend's house, etc? (Sample size: n=600)

6.5. Seafood products consumed

The incidence of seafood consumption was high in the community with fish, prawns and squid consumed by over sixty per cent of the community. Western Rock Lobster was consumed by a similar proportion of the population as oysters (see below).

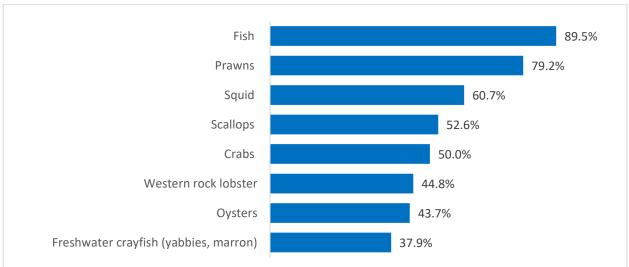


Figure 18: Consumption of seafood products

Q2 Now, which of the following types of seafood do you eat even if only occasionally? (Sample size: n=600).

The proportion of the community consuming some of the types of seafood was similar between the metropolitan area, coastal fisher communities and other country areas, except for crabs which more country people consumed both in coastal fisher towns and other country areas (60.3%); and except for Western Rock Lobster (58.9%); squid (69.9%) and freshwater crayfish which were consumed mostly in other country areas (61.4%).

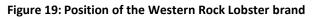
Recreational fishers who do not fish for Western Rock Lobster tended to have a higher incidence of eating fish and all forms of shellfish except for Western Rock Lobster, compared to other groups in the community. As one may expect the incidence of recreational Western Rock Lobster fishers consuming Western Rock Lobster is significantly higher than any other group in the population measured.

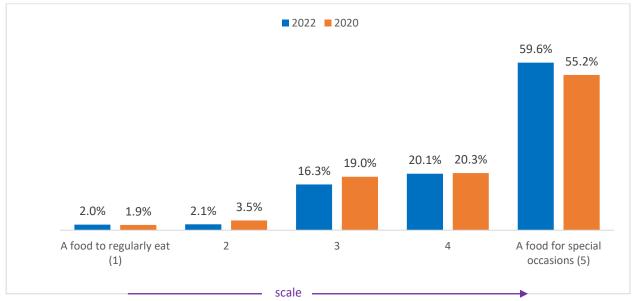
7.0 Perceptions of the Western Rock Lobster Brand

This section details perceptions of the Western Rock Lobster brand, including its perceived product attributes and how the product is perceived to be positioned.

7.1. Position of the Western Rock Lobster brand

As depicted in the figure below, Western Rock Lobster is clearly seen to be a food for special occasions; 59.6% of respondents describe the product as a special occasion food. These results are similar to those recorded in 2020.





Q16b (2022), Q17 (2020). How would you describe Western κock Lobster on a scale of 1 to 5; where 1 is a food to eat regularly and 5 is a food for special occasions? (Sample size: 2022 n=600, 2020 n=801)

Country respondents (72.1%) were significantly more likely to perceive the Western Rock Lobster as a product for special occasions than those from Perth (65.5%). Moreover, those 35 years and over (62.2%) were also more likely to feel the product is one for special occasions than their younger counterparts (53.7%).

Non-recreational fishers (63.1%) and those who consume Western Rock Lobster less than four times a year (66.2%) were more likely to feel it is a product for special occasions than recreational fishers (51.6%) and those who consume it four or more times a year (30.6%). Furthermore, those who do not eat Western Rock Lobster (63.6%) were much more likely to feel it's a product for special occasions.

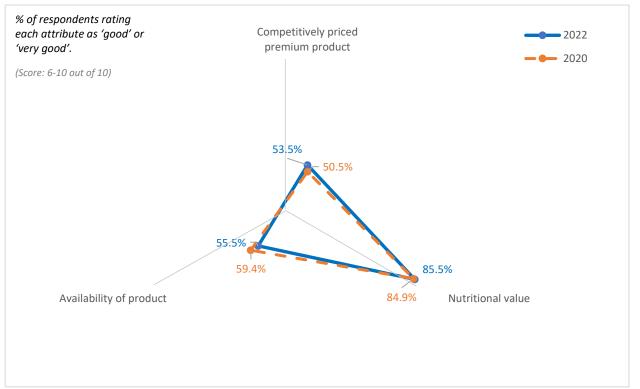
7.2. Perceptions of Western Rock Lobster product attributes

Perceptions of Western Rock Lobster were measured in terms of:

- Competitively pricing
- Nutritional value
- Availability of product.

Western Rock Lobster is perceived to have very good nutritional value (85.5%) and just over half of respondents perceived it to be available (55.5%), and well-priced compared to other premium foods (53.5%).

Figure 20: Perception of Western Rock Lobster product attributes



Q16a (2022), Q16 (2020). Now, thinking about Western Rock Lobster how... (read out statement) rating out of 10 where 0 is extremely poor and 10 is extremely good. (Sample size: 2022 n=444-482, 2020 n=633-654. Don't know excluded: 2022 n=118-156, 2020 n=147-168)

7.2.1. Competitively priced premium product

Just over half (53.5%) of respondents perceive Western Rock Lobster to be competitively priced in relation to other premium foods, with 28.4% rating it as 'very good' and 25.1% rating it as 'good'. A further 16.8% expressed mixed feelings, and 29.8% felt the Western Rock Lobster was not a competitively priced product (see Figure 19).

Perceptions about the product being competitively priced relative to other premium foods have remained similar to 2020.

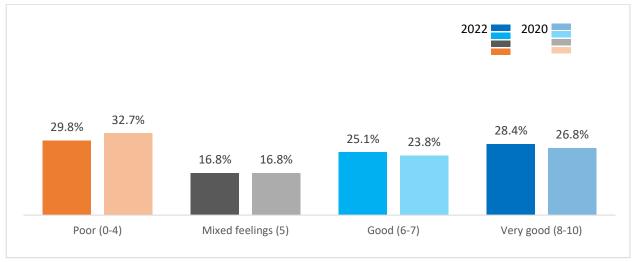


Figure 21: Perception of competitively priced in comparison to other premium foods.

Q16a (2022), Q16 (2020). Now, thinking about Western Rock Lobster how well-priced is it in comparison to other premium foods? Rating out of 10 where 0 is extremely poor and 10 is extremely good. (Sample size: 2022 n=444, 2020 n=633. Don't know excluded: 2022 n=156, 2020 n=168)

Perceptions regarding price appear driven by location, with respondents from Perth (34.0%) significantly more likely to rate Western Rock Lobster highly as competitively priced compared to other premium foods compared to country respondents (11.9%). Conversely, those living in the country (43.4%) were significantly more likely to rate competitively priced compared to other premium foods as 'poor' compared to their metropolitan counterparts (25.1%).

Those under 35 (37.1%) were significantly more likely to rate competitively priced compared to other premium foods as 'very good' compared to those 35 years and over (24.1%).

Unsurprisingly, those who consume Western Rock Lobster four or more times a year (48.9%) were significantly more likely to rate competitively priced compared to other premium foods as 'very good' compared to those who eat Western Rock Lobster less frequently (21.9%).

7.2.2. Nutritional value

Of the three brand attributes measured in the current study, nutritional value exhibited the highest score, with 85.5% of respondents having positive perceptions about the product's nutritional value; this comprises 55.0% of respondents rating nutritional value as 'very good' and 30.5% rating it as 'good'. A further 10.5% expressed mixed feelings, and only 4.0% felt the product had poor nutritional value.

Perceptions about the nutritional value of Western Rock Lobster have remained stable between the 2020 and 2022 studies.

Perceptions regarding the nutritional value of Western Rock Lobster appear driven by whether someone eats the product or not. Those who consume Western Rock Lobster (60.8%) were significantly more likely to rate its nutritional value as 'very good' compared to those who don't eat Western Rock Lobster (49.1%). Furthermore, those who consume Western Rock Lobster four or more times a year (69.4%) were significantly more likely to rate its nutritional value as 'very good' than less frequent consumers (56.2%).

Those living in Perth (59.7%) were significantly more likely to rate the nutritional value of Western Rock Lobster as 'very good' compared to their country counterparts (40.6%).

Moreover, recreational fishers (61.9%) were significantly more likely to rate the nutritional value as 'very good' than non-recreational fishers.

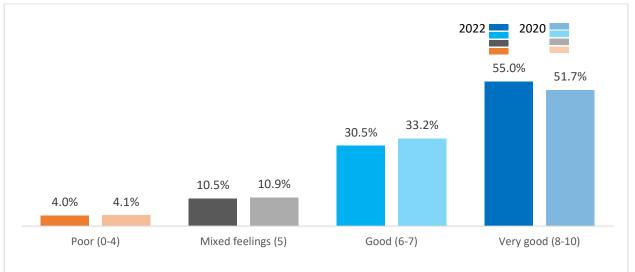


Figure 22: Perception of the nutritional value of the product

Q16a (2022), Q16 (2020). Now, thinking about Western Rock Lobster how is its nutritional value? Rating out of 10 where 0 is extremely poor and 10 is extremely good. (Sample size: 2022 n=482, 2020 n=642. Don't know excluded: 2022 n=118, 2022 n=159)

7.2.3. Product availability

Overall, 55.5% of respondents felt Western Rock Lobster have 'good' (25.9%) or 'very good' (29.6%) availability. A further 15.4% of respondents had mixed feelings regarding product availability, and 29.0% felt that the availability of Western Rock Lobster was poor.

Product availability perceptions have remained unchanged between the 2020 and 2022 studies.

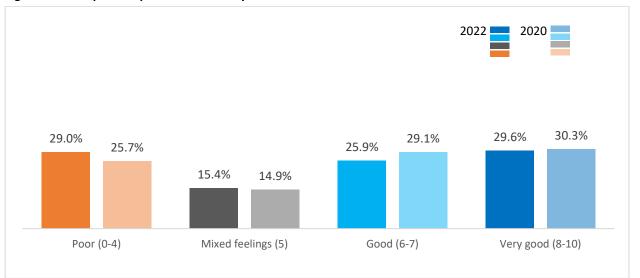


Figure 23: Perception of product availability

Q16a (2022), Q16 (2020). Now, thinking about Western Rock Lobster how is its availability? Rating out of 10 where 0 is extremely poor and 10 is extremely good. (Sample size: 2022 n=480, 2020 n=654. Don't know excluded: 2022 n=120, 2020 n=147)

Like competitively priced product perceptions, product availability is influenced by location. Respondents residing in Perth (60.9%) and coastal fisher towns (62.0%) were significantly more likely to rate the availability of Western Rock Lobster as 'very good' or 'good' compared to those living in other country areas (37.6%). Further those living in other country areas (46.1%) were significantly more likely to rate product availability as 'poor' compared to either those living in Perth (24.8%) or in coastal fisher towns (20.1%).

Respondents aged under 35 (39.4%) were significantly more likely to rate product availability as 'very good' compared to their older counterparts (25.0%), who were much more likely to rate product availability as 'poor' (32.4%).

Recreational fishers (61.9%) and those who eat Western Rock Lobster four or more times a year (53.7%) were significantly more likely to say the availability of Western Rock Lobster is 'very good' than either non-recreational fishers (22.2%) or less frequent eaters of Western Rock Lobster (29.0%). Those who don't eat Western Rock Lobster at all (36.9%) were significantly more likely to rate product availability as 'poor' (36.9%) compared to those who eat the product (21.8%).

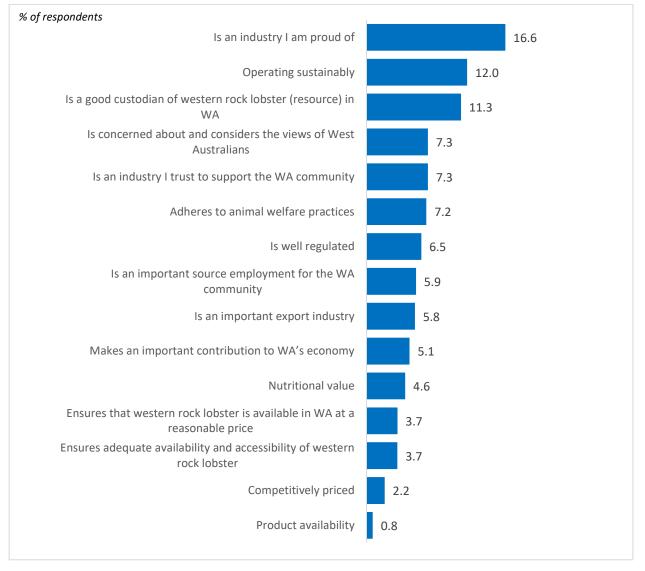
8.0 What drives overall support for WRL Industry

This section explores which of the factors measured has the greatest influence on how supportive respondents are of the Western Rock Lobster industry. Employing relative weight analysis was used as the most appropriate form of driver analysis to determine the relative importance of the predictor variables on overall support for the industry. The model had an acceptable R-square coefficient of 52.4%, indicating that 52.4% of overall support for the industry is explained by the predictor variables (Q8 and Q16a attributes).

Each of the fifteen statements was found, to varying degrees, to exhibit significant influence on the overall level of support for the industry. The most influential and their degree of influence were:

- It is an industry I am proud of (16.6%)
- Operating sustainably (12.0%)
- Is a good custodian of Western Rock Lobster in WA (11.3%)
- Is concerned about and considers the views of West Australians (7.3%)
- It is an industry I trust to support the WA community (7.3%).

Figure 24: The relative importance of predictor attributes



Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=421-482. Don't know excluded: n=118-178) and Q16a. Now, thinking about Western Rock Lobster how... (read out statement) rating out of 10 where 0 is extremely poor and 10 is extremely good. (Sample size: 2022 n=444-482. Don't know excluded: n=118-156) as predictors for Q7. How would you describe views of the Western Rock Lobster industry? It is an industry I am.... (Sample size: n-442. Don't know excluded: n= 158).

8.1. Performance-Importance gap analysis

The relative importance (calculated and shown in Figure 23 above) of each statement in influencing overall support for the industry has been plotted against the perceived overall performance of the industry on each statement (sections 4.0 and section 7.2). This can help to determine the areas to allocate scarce resources in order to improve 'support for the industry'. The figure below depicts the performance-importance gap analysis as perceived by the West Australian community. Relative importance/impact is plotted along the horizontal axis taken from fig 23 above and performance is plotted along the vertical axis. The lower right axis denotes those statements or factors of higher importance but lower performance. The numbering of the points is based on each statement's question number.

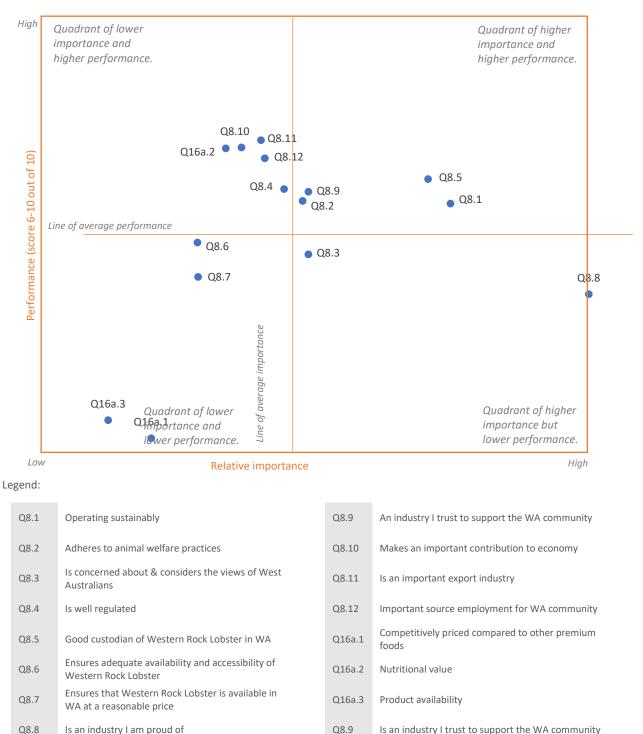


Figure 25: Performance-importance map



As shown in the plot above (Figure 24), both 'is concerned about and considers the views of West Australians' and 'is an industry I am proud of' fall within the quadrant of higher relative importance to the community but lower than average performance. Therefore, to increase support for the industry, improving the performance levels in both of these areas is important.

The attributes in the top right quadrant represent those of high importance and have higher than average performance; the performance levels of these attributes should be maintained.

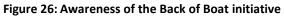
9.0 Back of Boat Initiative

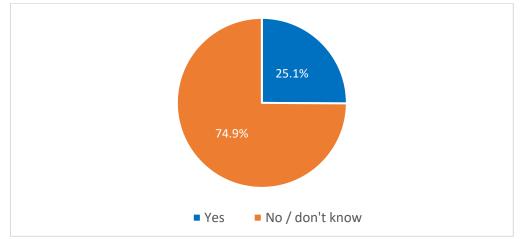
The research measured awareness and usage of Western Rock Lobster's Back of Boat initiative. The initiative was launched around the time the previous research was conducted, and it was too early to measure its impact. No comparative data is available.



9.1. Awareness of the Back of Boat initiative

Overall, a quarter (25.1%) of respondents stated they knew they could buy Western Rock Lobster from the back of a cray fishing boat in ports (BoB). These results are good since the launch of the new BoB website, and online payment system occurred on 11th December 2022 after the data collection had been completed in late November.





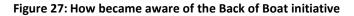
Q17a. Were you aware that there are now opportunities to buy Western Rock Lobster from commercial fishers off the back of a cray fishing boat? (Sample size: n=600)

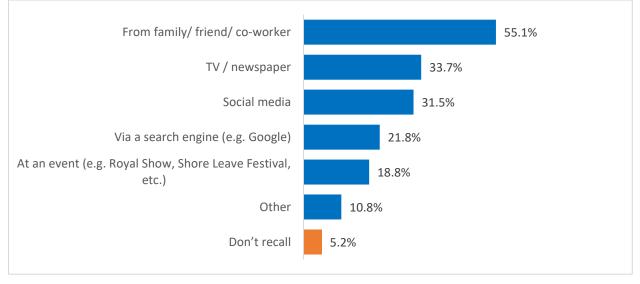
Place of residence impacted awareness. Those living in coastal fisher towns (62.6%) were significantly more likely to say they knew they could purchase Western Rock Lobster direct off the back of cray fishing boats than were either Perth respondents (17.3%) or those living in other country areas (46.0%).

Males (29.8%) and those under the age of 35 years (36.2%) were more likely to know they could buy from off the boat than were females (20.6%) or those 35 years and over (20.2%).

Moreover, recreational fishers (48.3%) and those who eat Western Rock Lobster four or more times a year (58.6%) were significantly more likely to know about the Back of Boat initiative than non-recreational fishers (14.8%), less frequent Western Rock Lobster consumers (33.1%) or those who don't eat it (11.9%).

Those aware of BoB had heard about it through family, friends or co-workers (55.1%); this was followed significantly lower by TV/newspaper (33.7%) and social media (31.5%). The figure below details the places respondents mentioned where those aware of the initiative had learned about it.





Q17b. How did you learn about it? Filtered by those aware of the Back of Boat initiative. (Sample size: n=151)

The primary source of awareness of BoB for Perth respondents was social media (53.6%) compared to their country counterparts (7.6%). Moreover, males (39.6%) and those under 35 (57.2%) were significantly more likely to mention social media than females (20.0%) and those 35 years and over (10.8%).

Those who consume Western Rock Lobster (60.5%) were significantly more likely to have heard about the Back of Boat initiative from family, friends or a co-worker than non-consumers of the product (40.0%).

9.2. Support for the Back of Boat initiative

All respondents were asked what they think of local fishers being able to sell Western Rock Lobsters direct to the public as they arrive in port. Overall, a majority (93.8%) of all respondents support the initiative, with over half (53.0%) indicating the BoB initiative is 'a great idea', and a further 40.8% feeling the initiative is a 'good idea'.

Those aware of the initiative were significantly more likely to say the BoB initiative is 'a great idea' (67.9%).

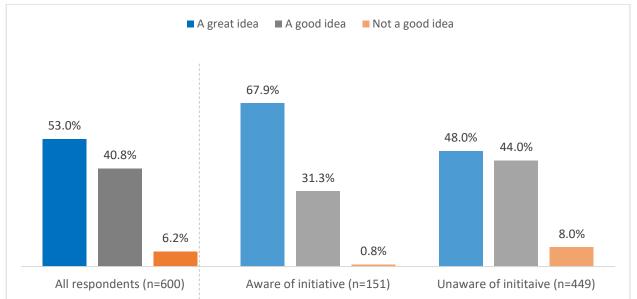


Figure 28: Support for the Back of Boat initiative

Q18. What do you think of the idea of local fishers being able to sell Western Rock Lobster direct to the public as they arrive in port? (Sample size: n=600) by Q17a. Were you aware that there are now opportunities to buy Western Rock Lobster from commercial fishers off the back of a cray fishing boat? (Sample size: n=600).

Those who thought the initiative was a 'great idea' were significantly more likely to be recreational fishers (63.4%), consumers of Western Rock Lobster (63.4%) and those who live in the country (61.5%).

9.3. Purchase from the Back of Boat

Overall, 6.7% of all respondents said they had purchased a Western Rock Lobster from BoB in the two years before December 2022; this increases to one in four (26.2%) of those aware of the BoB initiative. See Figure 27 below.

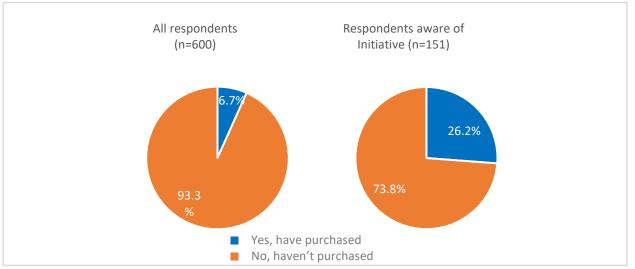


Figure 29: Purchased Western Rock Lobster from BoB

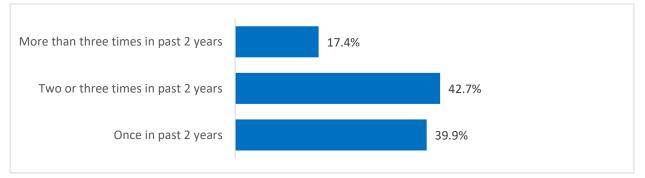
Q17c. Have you purchased Western Rock Lobster off the back of a cray fishing boat in the last 2 years, that is since September 2020 (Sample size: All respondents n=600; Respondents aware of initiative n=151)?

Of those who purchased Western Rock Lobster from BoB in the past two years, just under half (42.7%) were repeat purchasers (two or three times). A further 17.4% stated they had purchased Western Rock Lobster more than three times in the past two years, and 39.9% said they had done so only once.

Respondents under 35 years (12.8%) were significantly more likely to say they had purchased Western Rock Lobster BoB in the past two years than their older counterparts (3.8%). Moreover, those who consume Western Rock Lobster four or more times a year (21.9%) were significantly more likely to have purchased from BoB than less frequent eaters of Western Rock Lobster (8.1%).

Of those who purchased from BoB in the past two years, the largest proportion said they had done so two or three times in the past two years (42.7%). A further 39.9% said they had only purchased from BoB once in the past two years. The remaining 17.4% have purchased four or more times in the past two years.



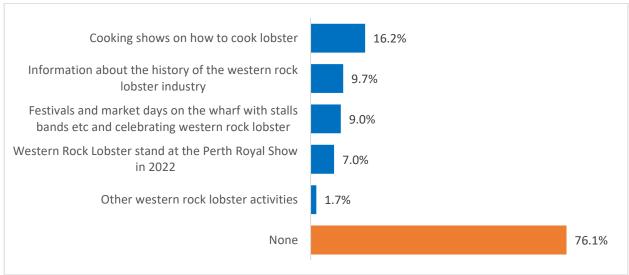


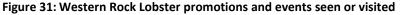
Q17d. How often? (Sample size: Respondents who have purchased Western Rock Lobster off the back of a cray fishing boat in the past 2 years n=40).

10.0 Western Rock Lobster Promotion Initiatives and Events

Respondents were given a list of promotional activities Western Rock Lobster has undertaken in the past two years and asked if they had seen or visited any of them. A quarter of the community (23.9%) of all respondents indicated they had seen or visited at least one of the promotions/events in the past two years.

Cooking shows on how to cook lobster was the most frequently mentioned promotion/event respondents had seen/attended (16.2%). Cooking shows were followed by having seen information about the history of the Western Rock Lobster industry (9.7%) and festivals and market days on the wharf (9.0%).





Q19a. In the last 2 years since November 2020, have you seen/visited...?? (Sample size: n=600).

Those who mentioned cooking shows on how to cook lobster were significantly more likely to be males (19.7%), under 35 (29.0%), recreational fishers (32.6%), live in the country (23.1%) and consume Western Rock Lobster four or more times a year (41.0%).

A range of other lobster-related activities/information respondents had seen/visited were suggested, including:

٠	Visited the lobster processing factory in Cervantes	(n=3)
•	Television show/Landline program/documentary about lobster	(n=3)
•	General and China-specific export updates	(n=2)
•	Visited the wharf in Geraldton	(n=1)
•	Visited the giant lobster at Dongara	(n=1)
•	Lobster promotion in a seafood restaurant	(n=1)
•	People talking about farming Western Rock Lobster	(n=1)

10.1. Support for the Western Rock Lobster Promotions and Events

The level of support for the WRL promotions and events is high across the community. Those who feel the initiatives are 'a good idea' or a 'great idea' were as follows:

٠	Information on the history of the Western Rock Lobster industry	(95.9%)
•	Cooking shows on how to cook lobster	(93.7%)

- Western Rock Lobster festivals and market days on the wharf (93.6%)
- Western Rock Lobster industry stand at the Perth Royal Show (93.6%)

10.1.1. Cooking Shows on How to Cook Lobster

Support for cooking shows on how to cook lobsters is very high, with 93.7% of all respondents indicating they think the initiative is 'a great idea' (37.3%) or 'a good idea' (56.4%).

Overall support is slightly higher amongst those who had seen or visited a cooking show on how to cook lobster in the past two years (98.8%) compared to those who had not seen or visited a cooking show on how to cook lobster in the past two years (92.7%). However, significantly more respondents who had seen or visited a cooking show on how to cook lobster in the past two years felt the initiative was 'a great idea' (51.1%) compared to those who hadn't seen or visited a cooking show on how to cook lobster in the past two years (34.6%).

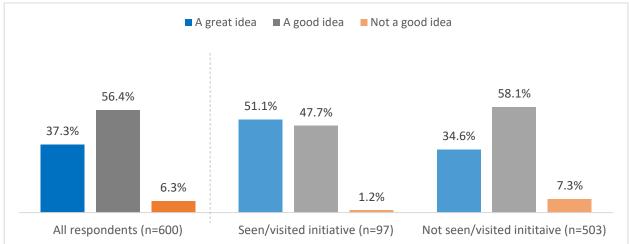


Figure 32: Support for cooking shows on how to cook lobster

Q19b. What do you think of...?? (Sample size: n=600) by Q19a. In the last 2 years since November 2020, have you seen/visited...?? (Sample size: n=600).

Those significantly most likely to feel cooking shows on how to cook lobster are a 'great idea' are:

- Those who live in Perth (41.3% vs. 24.9% country).
- Under 35 (43.9% vs. 34.3% 35+ years).
- Consumers of Western Rock Lobster (42.2% vs. 33.3% don't eat Western Rock Lobster).

10.1.2. History of the Western Rock Lobster Industry

Support for information on the history of the Western Rock Lobster industry is very high, with 95.8% of all respondents indicating they think the initiative is 'a great idea' (33.3%) or 'a good idea' (62.5%).

Overall support is similarly higher among those who had seen information on the history of the Western Rock Lobster industry in the past two years (98.5%) than those who had not seen information on the history of the Western Rock Lobster industry in the past two years (95.6%). However, significantly more respondents who had seen information on the history of the Western Rock Lobster industry in the past two years felt the initiative was 'a great idea' (60.9%) compared to those who hadn't seen information on the history of the Western Rock Lobster industry in the past two years (30.4%).

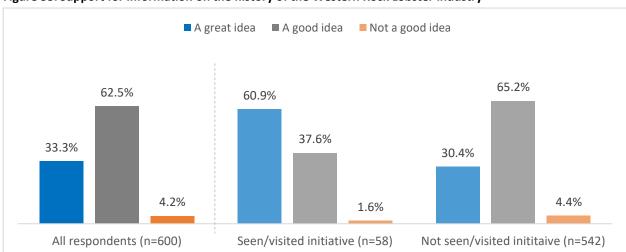


Figure 33: Support for information on the history of the Western Rock Lobster industry

Q19b. What do you think of...?? (Sample size: n=600) by Q19a. In the last 2 years since November 2020, have you seen/visited...?? (Sample size: n=600).

Those significantly most likely to feel the information on the history of the Western Rock Lobster industry is a great idea are:

- Those who live in Perth (35.8% vs. 25.7% country dwellers).
- Recreational fishers (42.3% vs. 29.3% non-recreational fishers).
- Consumers of Western Rock Lobster (40.0% vs. 27.9% don't eat).

10.1.3. Western Rock Lobster Festivals and Market Days on the Wharf

Support for information on Western Rock Lobster festivals and market days on the wharf is very high, with 93.6% of all respondents indicating they think the initiative is 'a great idea' (40.2%) or 'a good idea' (53.4%).

Everyone who had seen or visited Western Rock Lobster festivals and market days on the wharf in the past two years expressed support for the initiative (100.0% combine a great idea and a good idea). Further, significantly more respondents who had seen or visited Western Rock Lobster festivals and market days on the wharf in the past two years felt the initiative was 'a great idea' (71.3%) compared to those who hadn't been (37.2%).

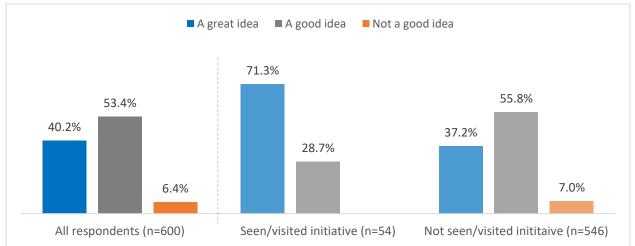


Figure 34: Support for Western Rock Lobster festivals and market days on the wharf

Q19b. What do you think of...?? (Sample size: n=600) by Q19a. In the last 2 years since November 2020, have you seen/visited...?? (Sample size: n=600).

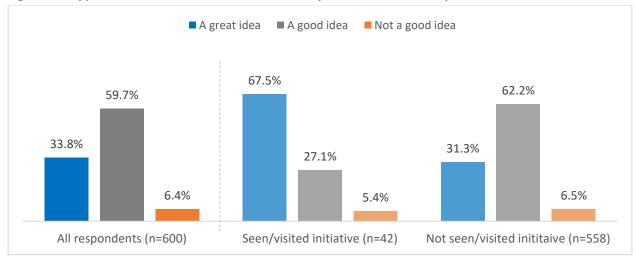
Those who consider the festivals and market days celebrating Western Rock Lobster to be a 'great idea' were significantly more likely to be:

- Under 55 (44.6% vs. 30.7% 55+ years)
- Recreational fishers (49.0% vs. 36.3% non-recreational fishers)
- Consumers of Western Rock Lobster (50.5% vs. 31.9% don't eat Western Rock Lobster).

10.1.4. Western Rock Lobster Industry Stand at the Perth Royal Show

Support for the Western Rock Lobster industry stand at the Perth Royal Show is very high, with 93.5% of all respondents indicating they think the initiative is 'a great idea' (33.8%) or 'a good idea' (59.7%).

Overall support is equally high among those who had seen/visited the Western Rock Lobster industry stand at the Perth Royal Show and those who have not. However, significantly more respondents who had seen/visited the Western Rock Lobster industry stand at the Perth Royal Show felt the initiative was 'a great idea' (67.5%) compared to those who hadn't seen/visited the Western Rock Lobster industry stand at the Perth Royal Show (31.3%).





Q19b. What do you think of...?? (Sample size: n=600) by Q19a. In the last 2 years since November 2020, have you seen/visited...?? (Sample size: n=600).

Respondents who were more likely to feel having a Western Rock Lobster stand at the Perth Royal Show to be a 'great idea' include:

- Under 55 (42.7% vs. 26.5% 55+ years).
- Recreational fishers (43.0% vs. 29.8% non-recreational fishers).
- Consumers of Western Rock Lobster (41.2% vs. 27.9% don't eat Western Rock Lobster).
- Eat Western Rock Lobster four plus times yearly (49.8% vs. 37.0% less frequent consumers).

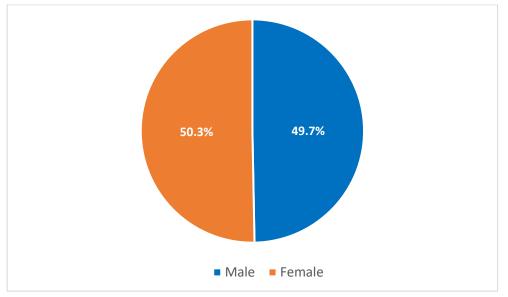
11.0 Sample Profile

Figure 36: Location of residence

Location	Unweighted %	Weighted %	Weighted Group %
Greater Perth metropolitan area	66.7%	75.7%	75.7%
Coastal fisher communities	11.7%	0.5%	
Geraldton	1.7%	1.5%	5.3%
Mandurah	3.3%	3.3%	
Other country areas	16.7%	19.0%	19.0%

S1. Where do you live? (Sample size: n=600)

Figure 37: Gender

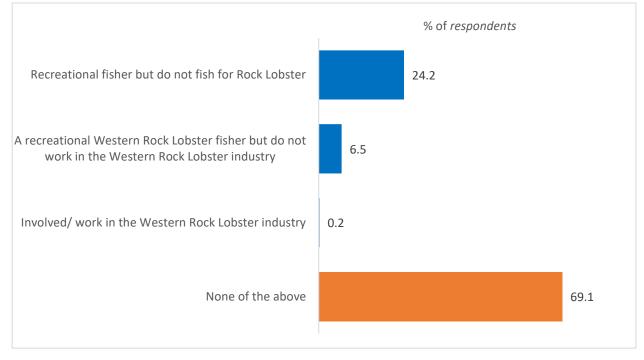


S2. Are you? (Sample size: n=600)

Figure 38: Age

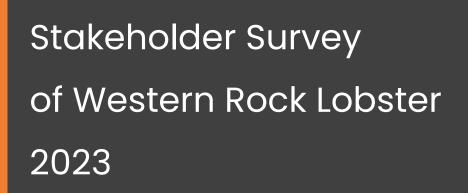
Age categories	%	Group %
18-24 years	9.6%	21 10/
25-34 years	21.4%	31.1%
35-44 years	19.0%	27 50/
45-54 years	18.5%	37.5%
55-64 years	16.2%	21 40/
65 plus years	15.2%	31.4%

S3. In which of the following age groups do you belong? (Sample size: n=600)



Q21. Are you a...? SR (Sample size: n=600)

<u>Note:</u> Only one person said they work in or are involved in the rock lobster industry. As such, no analysis has been conducted based on industry involvement.



12.0 The Western Rock Lobster Council

The stakeholder survey is based on three of the industry's main stakeholders:

- All seven processors
- Retailers including one wholesaler.
- The hospitality industry, including pubs/bars and taverns, hotels, restaurants and a tourism operator.

As in 2020, the survey commenced with a measure of understanding of the terminology "Western Rock Lobster", followed by the awareness of the WRL council and its role as caretaker of the WRL Industry.

12.1. Understanding of Western Rock Lobster's habitat

Almost all processors surveyed, as in 2020, were aware that rock lobsters live in salt water and crayfish live in fresh water. Further 92% of these respondents work for organisations that sell Western Rock Lobster to a third party to prepare/cook or to the general public; 33% cooked Western Rock Lobster for consumption on their premises or as a takeaway (these processes were generally integrated into a restaurant or a retail operation).

Most retailers were aware that rock lobsters live in saltwater and that crayfish live in freshwater.

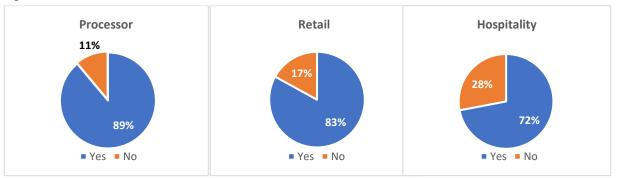


Figure 40: Awareness that rock lobsters live in saltwater

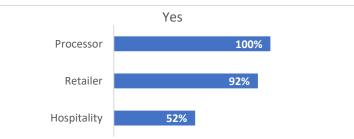
Q1. Firstly, are you aware that rock lobsters live in saltwater and crayfish live in freshwater? (Sample size: Processor n=9; Retailer/Wholesaler n=12; Hospitality n=24)

In all, 72% of hospitality venues were aware that rock lobsters live in saltwater and crayfish in freshwater; 55% of these businesses cook Western Rock Lobster for consumption on their premises or as a takeaway.

12.2. Awareness of the WRL Council

Awareness of the WRL Council is 100% among processors, 92% among retailers and just 52% awareness among members of the hospitality industry.

Figure 41: Heard of Western Rock Lobster Council



Q2. Before today, had you heard of the Western Rock Lobster Council? (Sample size: Processor n=9; Retailer n=12; Hospitality n=29)

Awareness of the WRL Council amongst the hospitality industry was half that of processors and retailers. Restaurants and cafes had particularly low levels of awareness of the WRL Council at 30%.

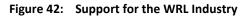
Awareness of the WRL Council is similar to the 2020 results where processers had 100% awareness, and the hospitality industry had 59% awareness (2020).

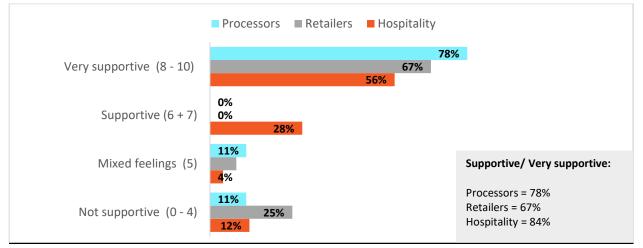
13.0 Perceptions of the Industry

The research measures support for the WRL Industry and perceptions of the industry, including measures of social licence.

13.1. Support for the industry

Support for the WRL Industry was fairly similar amongst processors, retailers and the hospitality industry, as shown in the figure below.





Q3. How would you describe your view of the Western Rock Lobster industry? - It is an industry I am...? (sample size processors n=9; retailers n=12; hospitality n=25)

The 2022/23 survey results show two processors are no longer supportive of the WRL industry; support for the industry is now 78% down from 100% support in 2020. Two-thirds of retailers surveyed are very supportive of the WRL Industry. The hospitality industry has increased its support for the WRL Industry from 59% supportive of the industry in 2020 to 84% supportive of the industry in 2022/23.

13.2. Social licence

Attitudes to the WRL Industry were measured, moving from approval of the industry to support and trust of the industry as a way of measuring social licence. A similar approach has been used in the community survey.

13.2.1. Industry acceptability

Industry acceptability was measured amongst stakeholders in the following areas:

- Operating sustainably
- Adhering to animal welfare practices
- Well regulated
- A good custodian of the resource
- Is concerned about and considers the views of West Australians
- Ensures adequate availability and accessibility of the product in Western Australia
- Ensures that Western Rock Lobster is available in Western Australia at a reasonable price.

Processors

Processors rated most aspects of social licence highly, with the majority of processors rating the industry's performance as very good on these aspects. The area where support was lower was: WRL is concerned about and considers the views of Western Australians, as shown in the figure below.

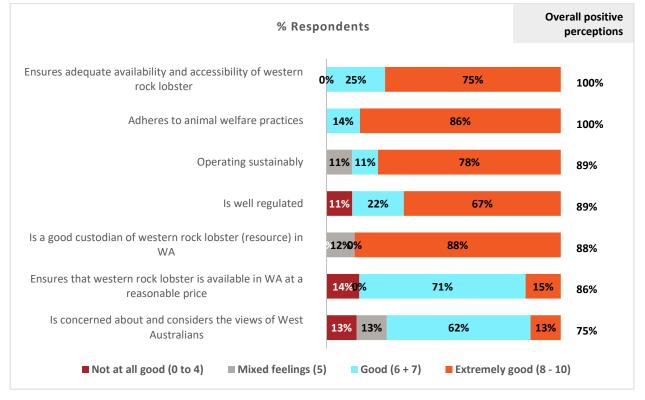
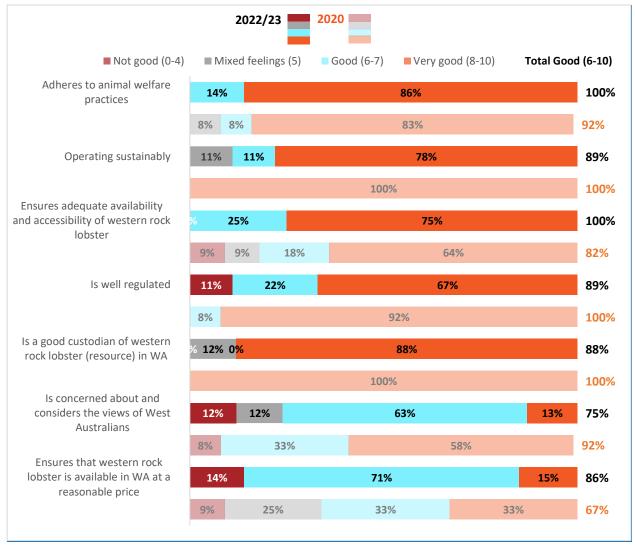


Figure 43: Processors' perceptions of the WRL Industry

Q4. How would you describe the Western Rock Lobster industry? (Processors - sample size n=8-9)

The results are similar to 2020.

Figure 44: Processors' perceptions of the WRL Industry comparable to 2020



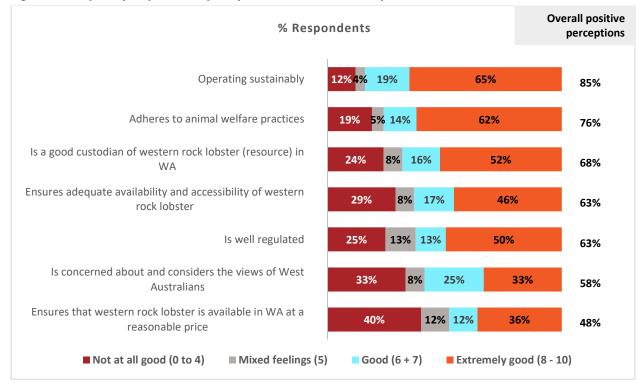
Q4. How would you describe the Western Rock Lobster industry? (Processors sample size, 2022/23 n=8-9, 2020 n=11-12)

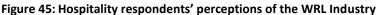
The two areas which were rated lowest by the community were also rated lowest by processors:

- Ensures that Western Rock Lobster is available in WA at a reasonable price; and
- Is concerned about and considers the views of West Australians.

Hospitality

The hospitality industry has slightly lower, though not statistically significantly lower, ratings in terms of industry perceptions compared to processors as shown below.





Q4. How would you describe the Western Rock Lobster industry? (Hospitality -sample size n=21 to 27)

Perception of operating sustainably and adhering to animal welfare practices by the hospitality industry are similar to those expressed in 2020.

There have been significant improvements in perceptions of the WRL Industry by the hospitality industry in the areas of:

- Ensuring that Western Rock Lobster is available in WA at a reasonable price (13% positive perceptions in 2020 compared to 48% positive perceptions in 2022/23)
- Ensuring adequate availability and accessibility of Western Rock Lobster (35% positive perceptions in 2020 increasing to 63% positive perceptions in 2022/23).

However, perceptions of how well the industry is regulated have declined from 86% positive perceptions in 2020 to 63% positive perceptions in 2022/23).

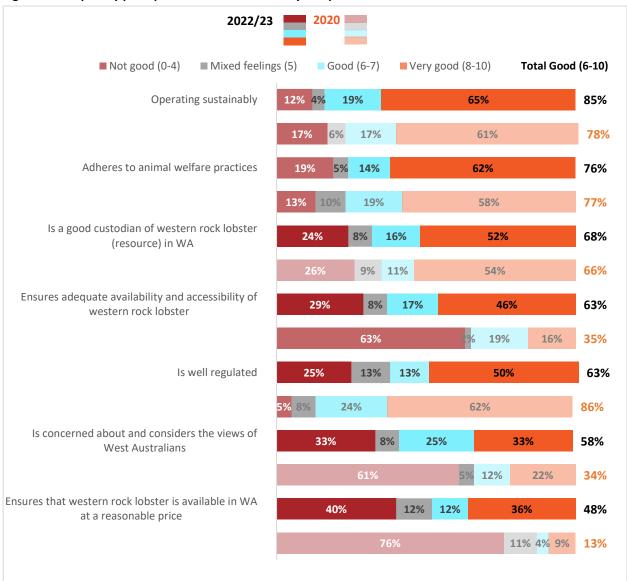


Figure 46: Hospitality perceptions of the WRL Industry comparable to 2020

Q4. How would you describe the Western Rock Lobster industry? (Hospitality -sample size 2022/23 n=21 to 27, 2020 n=31 to 45)

Retail

The retail results were similar to the processor results (the number of respondents in both groups is small) as shown in the figure below.

The retail results were particularly low for:

• Ensures that Western Rock Lobster is available in WA at a reasonable price

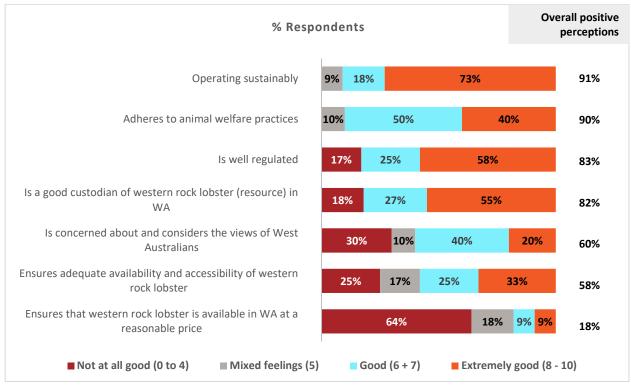


Figure 47: Retail respondents' perceptions of the WRL Industry

Q4. How would you describe the Western Rock Lobster industry? (Retail -sample size n=10 to 12)

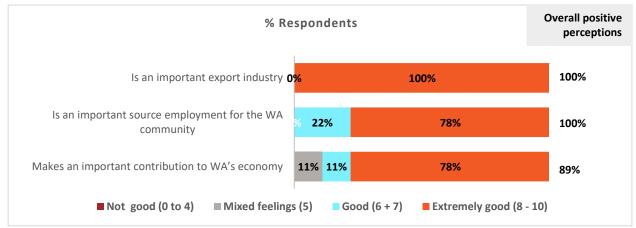
There is no comparative information for 2020, as retailers were not specifically targeted in that sample.

13.3. Economic contribution

In a similar way to the community, all stakeholders perceive that the industry performs well in terms of its economic contribution to Western Australia, particularly in terms of:

- Makes an important contribution to WA's economy
- Is an important export industry
- Is an important source of employment for the Western Australian community (processors and retailers).

Figure 48: Processors' perceptions of the economic impact of the WRL Industry

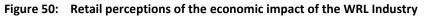


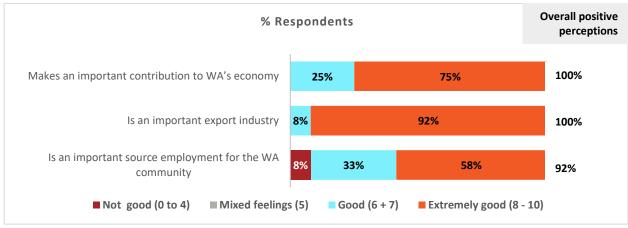
Q4. How would you describe the Western Rock Lobster industry? (Processor sample size n=9)





Q4. How would you describe the Western Rock Lobster industry? (Hospitality sample size n=26-27)





Q4. How would you describe the Western Rock Lobster industry? (Retail sample size n=12)

Perceptions of processors and the hospitality industry are similar in this study to those expressed in 2020.

14.0 Sustainability and the Marine Stewardship Council Certification

As noted in the previous section, one of the great strengths of the industry was perceived to be that it operated sustainability with over 85% of the hospitality industry and 92% of processors and 91% of retailers perceiving that the WRL Industry operates sustainably. This section measures awareness and understating of the Marine Stewardship Council certification.

14.1. The Marine Stewardship Council certification

Awareness of the Marine Stewardship Council certification logo was 100% amongst processors (as in 2020) and very high amongst retailers at 92% (measured for the first time this year).

Awareness of the Marine Stewardship Council certification logo was significantly higher this year amongst the hospitality industry at 77%, a significant increase in awareness of the Marine Stewardship Council's certification in 2020 at 47%, as shown in the figure below:

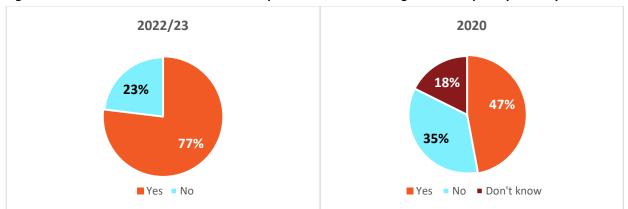


Figure 51: Awareness of the Marine Stewardship Council certification logo in the hospitality industry

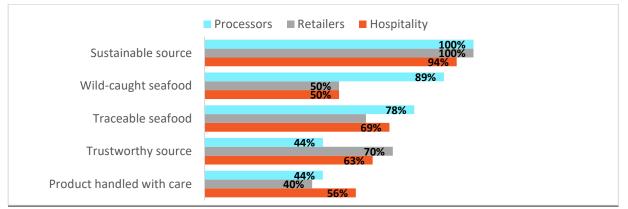
Q5. Here is a label associated with the WRL Industry - Have you seen this logo before? (Filtered by hospitality industry; sample size n=26)

Q7. Here is a label associated with the WRL Industry - Have you seen this logo before? (Filtered by hospitality industry; sample size n=51)

Processors, retailers and the hospitality industry all understand that the Marine Stewardship Council certification stands for sustainability. Most processors also understand that this certification stands for wild-caught seafood and traceable seafood.

These attributes are less well understood by other members of the industry; however, retailers also attribute certification to a trustworthy source of WRL.





Q6. Do you know what values the Marine Stewardship Council (MSC) certification stands for? (Processers sample size n=9; Retailers n=10; Hospitality n=16)

The understanding of the attributes of Marine Stewardship Council certification in 2022/23 is similar to those of 2020 for processors. Hospitality venues appear to show a greater understanding of the values of Marine Stewardship Council certification in 2022/23; however, as the hospitality sample is smaller this year these gains are not yet statistically significant.

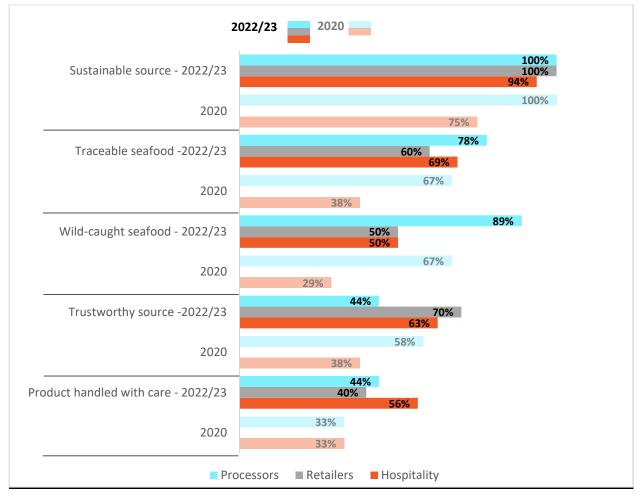


Figure 53: Values of the Marine Stewardship Council certification – comparable to 2020

Q6. Do you know what values the Marine Stewardship Council (MSC) certification stands for? (2022/23 processers sample size n=9; Retailers n=10; Hospitality n=16; 2020 processers sample size n=12; hospitality n=24)

14.2. The perceived value of Marine Stewardship Council certification

The hospitality industry and retailers clearly saw significant value in the Marine Stewardship Council certification, with 78% of hospitality survey participants and 73% of retail participants seeing value in the certification.

Only half of the processors saw value in Marine Stewardship Council certification.

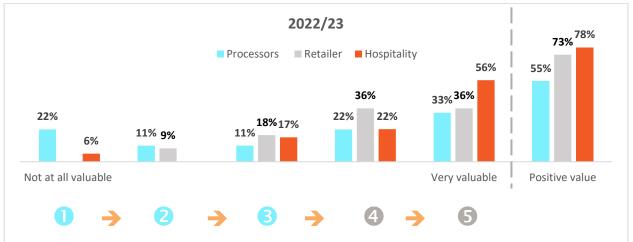


Figure 54: Stakeholders' perception of the value of Marine Stewardship Council certification

Q7. How valuable do you see this certification to be? - (sample size processers n=12; retailer n=11; hospitality n=18; excluded those not aware of the Marine Stewardship Council certification logo n=12)

The results for 2022/23 are very similar to those of 2020, (shown below) although, as noted above, awareness of the Marine Stewardship Council certification in the hospitality industry is higher this year compared to 2020. (see Section 14.1)

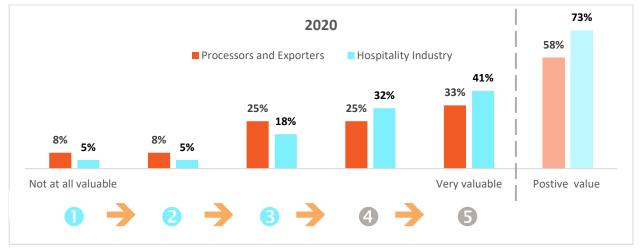


Figure 55: Stakeholders' perception of the value of Marine Stewardship Council certification

Q7c. How valuable do you see this certification to be? - How valuable do you see this certification to be? (sample size processers and exporters n=12; hospitality n=22; not aware of the Marine Stewardship Council certification logo n=24)

15.0 The Product

This section provides information on the perceptions of processors, the hospitality industry and retailers on:

- The demand for the product
- It's perceived positioning in the market
- Competitive products
- Perceptions of the product
- Branding and promotion.

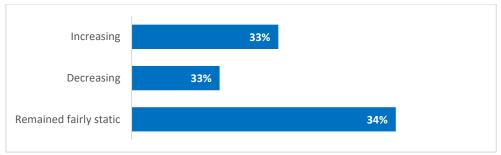
15.1. The demand for Western Rock Lobster

Processors and retailers felt that in recent years, the demand for Western Rock Lobster had declined; the hospitality industry generally found this difficult to gauge. The future demand for Western Rock Lobster varied both by product category and stakeholder group. (A more detailed analysis is shown in figures 57, 60 and 63 below).

Processors

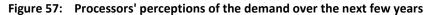
Looking back over recent years, excluding the impact of Covid-19 in 2020 and 2021, processors were divided in their view as to whether there has been an increase or a decrease in the demand for Western Rock Lobster as shown in the figure below.

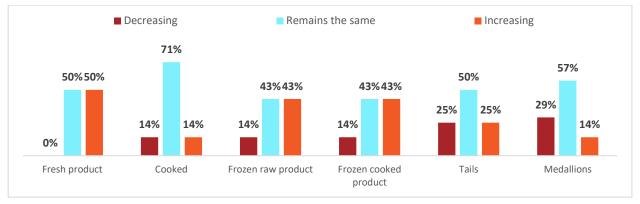




Q8. Excluding the current COVID-19 situation, generally what has been happening to the demand for Western Rock Lobster over recent years – has it been...(Filtered by **processors** respondents – sample size n=12)

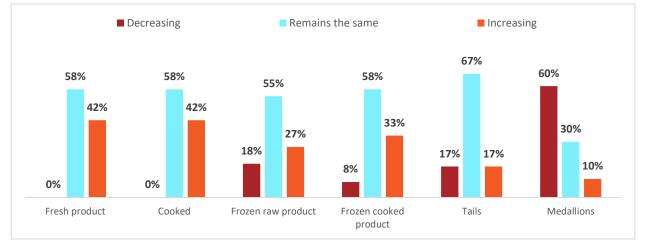
Looking forward into the future, processors perceive the demand for various types of WRL products will remain the same, though an equal number believe that the demand for fresh, frozen raw and frozen cooked will increase.

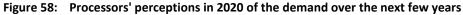




Q15. How do you see the demand for Western Rock Lobster changing over the next few years... (Processors sample size n=7-9)

Processors are more positive about the future than in 2020 when many processors felt the demand would remain fairly constant for all of the products and decline for medallions.

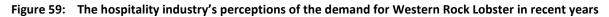


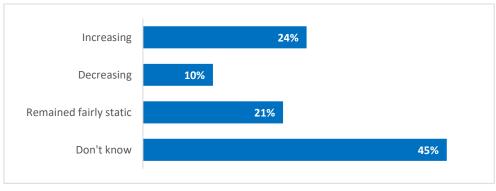


Q15. How do you see the demand for Western Rock Lobster changing over the next few years... (Processors sample size n=10-12)

Hospitality

The picture of the demand for WRL products in recent years presented by the hospitality industry is not a clear one. As in 2020, many members of the industry felt unable to comment about the demand for Western Rock Lobster in recent years in their industry and only one in four felt it had increased.

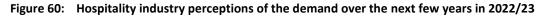


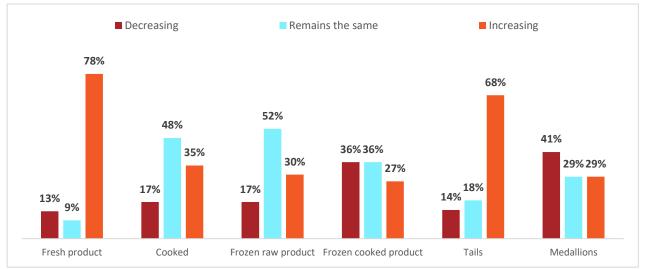


Q8. Excluding the current COVID-19 situation, generally what has been happening to the demand for Western Rock Lobster over recent years – has it been...(Filtered by hospitality respondents – sample size n=12)

However, the hospitality industry felt that the demand for fresh product and tails would be increasing over the next few years, whilst the demand for cooked product and raw product would remain the same and the demand for medallions and frozen cooked products may decline (as shown on the next page in figure 60)

This outlook was similar to that expressed in 2020 though few predicted the decline in the demand for medallions and frozen cooked products in 2020 (figure 61)





Q15. How do you see the demand for Western Rock Lobster changing over the next few years... (Hospitality sample size n=17-23; don't know 6-12)

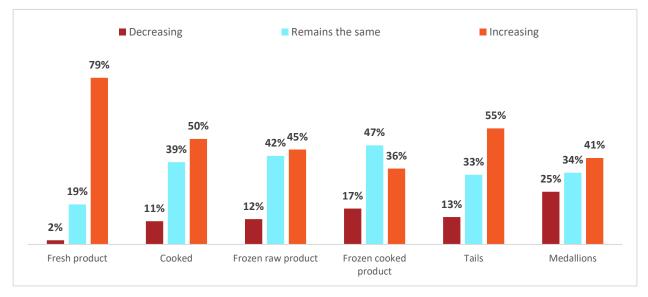
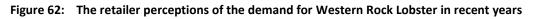


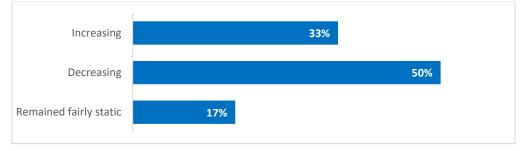
Figure 61: Hospitality perceptions of the demand over the next few years in 2020

Q15. How do you see the demand for Western Rock Lobster changing over the next few years... (Hospitality sample size n=32-42)

Retail

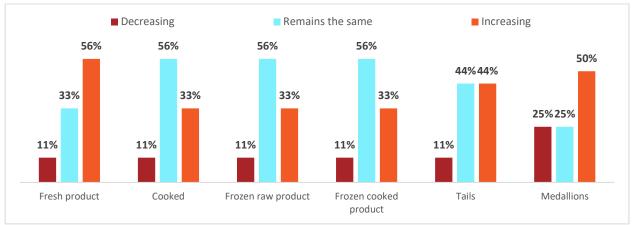
Half of retailers surveyed felt that the demand for Western Rock Lobster in recent years had been decreasing, as shown in the figure below.

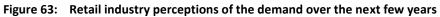




Q8. Excluding the current COVID-19 situation, generally what has been happening to the demand for Western Rock Lobster over recent years – has it been...(Filtered by retailer respondents – sample size n=12)

Retailers felt that in the future the demand for fresh products and medallions would increase but the demand for other products would remain static.





Q15. How do you see the demand for Western Rock Lobster changing over the next few years... (Retail industry sample size n=8-9)

15.2. The competition

Processors

Processors perceive the competition to be imported lobster. The results are similar to 2020 as shown in the table below.

Figure 64: Competitive product – processors

Products	2022/23	2020
Imported lobster	67%	58%
Prawns	33%	33%
Wagyu Beef	33%	17%
Fillet steak	33%	8%
Bugs	11%	17%
Freshwater crayfish (Yabbies, Marron etc)	-	8%
Smoked salmon	-	-

Q10 What products do you see as the competition/ comparable to Western Rock Lobster? (filtered by processors 2022/23 n=9; 2020 n=12)

Other products mentioned were local fin fish and seafood (in general)

Hospitality industry

The hospitality industry perceived the competition to Western Rock Lobster to be mainly prawns.

Figure 65: Competitive product – hospitality industry

Products	2022/23	2020
Prawns	66%	55%
Imported lobster	45%	41%
Freshwater crayfish (Yabbies, Marron etc)	41%	47%
Waygu Beef	28%	29%
Bugs	28%	-
Fillet steak	17%	31%
Smoked salmon	10%	14%

Products	2022/23	2020
Moreton Bay Bugs	-	43%
Crabs	-	4%
Fish	-	2%
Surf and Turf; Reef and Beef	-	2%

Q10 What products do you see as the competition/ comparable to Western Rock Lobster? (filtered by hospitality 2022/23 n=29; 2020 n=51)

Other products mentioned by the hospitality industry were crab and premium fish and scallops.

While prawns continue to be perceived by the hospitality industry as the main competition to Western Rock Lobsters; some also view imported lobster and freshwater crayfish as competition; the latter is not a competitor which is recognised by the processing industry.

Retail

The majority of the retail industry who sell seafood also perceive the competition to Western Rock Lobster to be prawns:

Products	2022/23
Prawns	75%
Imported lobster	50%
Waygu Beef	42%
Bugs	42%
Fillet steak	42%
Freshwater crayfish (Yabbies, Marron etc)	33%
Smoked salmon	17%

Q10 What products do you see as the competition/ comparable to Western Rock Lobster? (filtered by retail n=12)

Other products suggested by the retail industry as competition to the Western Rock Lobster which they sold were the increasing number of people obtaining rock lobster licenses to fish for private consumption, crabs and other premium seafood.

15.3. Perceptions of the Western Rock Lobster product

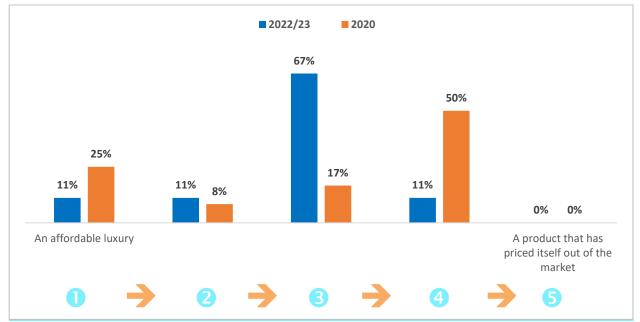
The survey investigated how Western Rock Lobster was positioned in the minds of stakeholders. Specifically perceptions of Western Rock Lobster as:

- An affordable luxury
- A quality product
- Nutritional value of the product
- The availability of the product
- Access to the product
- Pricing relative to other premium products.
- market and how it was perceived.

Processors

Processors perceive that Western Rock Lobster sits midway between an affordable luxury and a product that has priced itself out of the market, as shown in the figure below.

This is a **significant improvement** on perceptions in 2020 when half of the processors positioned Western Rock Lobster closer to a product that has priced itself out of the market (rating it 4 out of 5 - below).





As in 2020, processors were highly positive about the quality, availability, and access to Western Rock Lobster. Overall, positive perceptions of the pricing of Western Rock Lobster relative to other premium food products have also increased from 50% positive perceptions amongst processors in 2020 to 73% positive perceptions in 2022/23. Since 2020, the proportion of processors who perceive that the price of Western Rock Lobster is expensive has halved from 33% to 18% in 2022/23



Figure 68: Processors' perception of the Western Rock Lobster product 2022/23

Q9. Where do you see it positioned in the market? (filtered by processors, sample size:- 2022/23 n=9; 2020 n=12)

Q11. How would you rate the western rock product on the following... (Filtered by processors – sample size n=9)

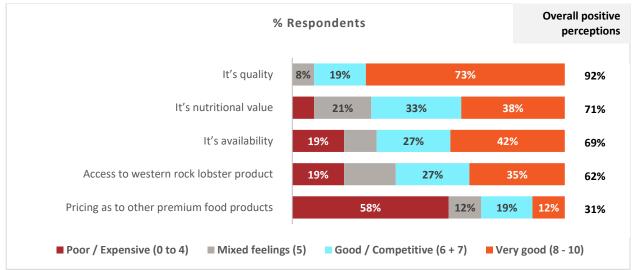
Hospitality

As in 2020, the hospitality industry felt that the WRL product was of high quality (92%) and delivered good nutritional value (71%).

Both availability (69%) and access (62%) in 2022/23 are significantly higher than in 2020 when availability was 33% and access 18%.

Perceptions of price relative to other premium products remain similar.

Figure 69: Hospitality industry perception of the Western Rock Lobster product



Q11. How would you rate the western rock product on the following... (Filtered by hospitality – sample size n=24-26)

Retail

Retail perceptions of the Western Rock Lobster products are good with around two-thirds of retailers having overall positive perceptions of all aspects of the Western Rock Lobster product. The product was presumed to perform particularly well in terms of quality and nutritional value, pleasingly also in terms of access and availability. Further, pricing relative to other premium food products was perceived to be good by 64% of retailers as shown in the figure below.

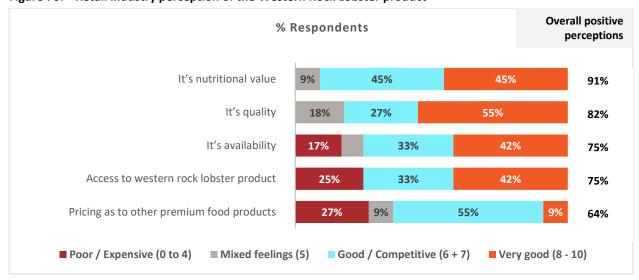


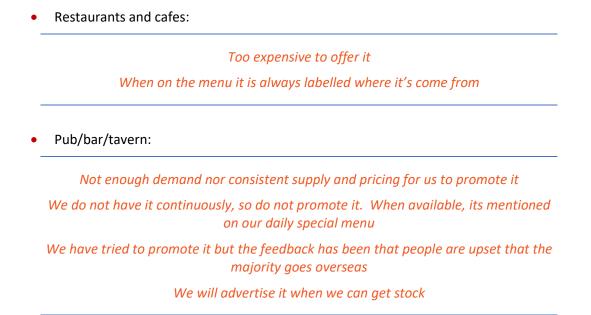
Figure 70: Retail industry perception of the Western Rock Lobster product

Q11. How would you rate the western rock product on the following... (Filtered by retail – sample size n=11-12)

15.4. The promotion of Western Rock Lobster

All processors said that they promoted Western Rock Lobster through their business and over half of the hospitality industry respondents (60%) and most retailers (89%) said that they promoted Western Rock Lobster through their business.

The reasons why the hospitality industry did not promote Western Rock Lobster through their business were:



15.5. Branding

In 2020, all processors preferred individual industry brands and only one-third (33%) supported a single industry brand approach for the industry. Retailers also prefer individual industry brands (75%).

As in 2020, the hospitality industry supported a single brand (68%).

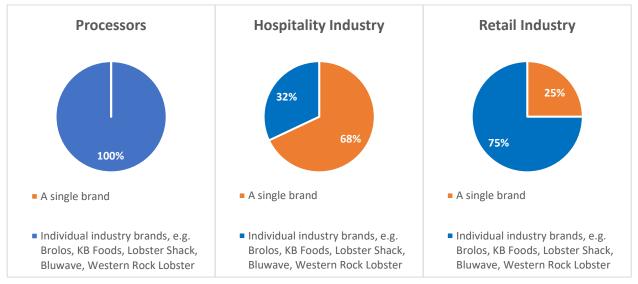


Figure 71: Marketing under a single brand or a series of individual brands

Q14. Do you feel that Western Rock Lobster should be branded as a single West Australian brand or under a series of individual bands as are now available in Western Australia? (processors sample size n=12; retailers sample size n=9; hospitality industry sample size n=22, no response n=7)

16.0 Back of Boat Initiative

Awareness and usage of the opportunity to buy Western Rock Lobster from commercial fishers off the back of a crayfish boat is high amongst commercial stakeholders. The hospitality industry has become aware of the Back of Boat through the media; processors and retailers through industry colleagues and newsletters.

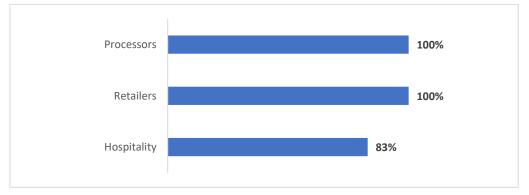


16.1. Awareness of the Back of Boat initiative

Awareness of the Back of Boat initiative was 100% against processors and retailers participating in the survey and high amongst the hospitality industry (83%) participating in the survey.

Awareness was equally high among restaurants and cafes, and accommodation venues participating in the survey. The one tourism operator participating was not aware of the Back of Boat initiative.

Figure 72: Awareness of the Back of Boat initiative



Q16a. Were you aware that there are now opportunities to buy Western Rock Lobster from commercial fishers off the back of a crayfishing boat? (Sample size: processor n=9; retailer n=12; hospitality n=29)

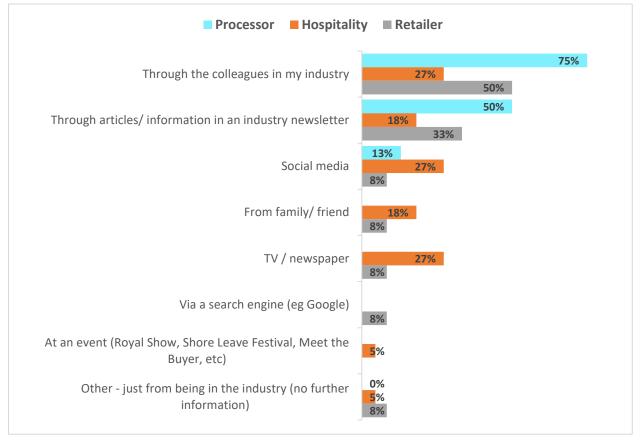
The primary source of awareness for processors was through colleagues in the WRL industry and through articles and information in industry newsletters. This was also the case for retailers. See Figure 73.

In the hospitality industry, the main sources of awareness were:

- Social media
- Mass media
- Through colleagues in my industry.

Excluding processors, half of the retailers (50%) and a quarter of the hospitality respondents (22%) had purchased Western Rock Lobsters off the back of a cray fishing boat since September 2020 to sell/prepare for their customers.





Q16b. How did you learn about it? (Filtered by Is aware of Back of Boat initiatives – processor n=11; retailer n=12; hospitality n=22)

16.2. Support for the Back of Boat initiative

Support for the Back of Boat initiative was high amongst the hospitality industry (particularly restaurants and accommodation venues) and retailers. Processors were less enthusiastic about the initiative.

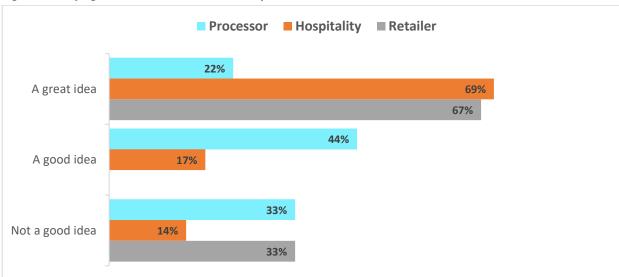


Figure 74: Buying Western Rock Lobster directly from local fishers

Q17. How would you describe the concept of being able to buy Western Rock Lobsters directly from local fishers as they arrive in port? (Sample size – processors n=9; retailers n=12; hospitality n=29)

17.0 Western Rock Lobster Promotion Initiatives and Events

Stakeholders were given a list of promotional activities which WRL has undertaken in the past two years and asked if they were aware of these activities. The activities with the highest level of awareness were:

- Festivals and market days of the wharf with stalls, bands, etc.
- Western Rock Lobster stand at Perth Royal Show in 2022.

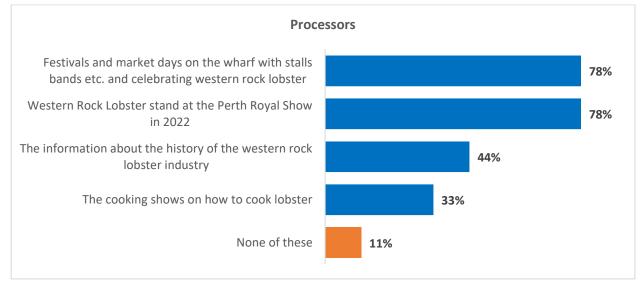
Processors

Processors had a high level of awareness of Western Rock Lobster activities with only one of the 12 processor respondents not being aware of any of the activities measured.

Awareness amongst processors was greatest for:

- Festivals and market days of the wharf with stalls, bands, etc.
- The WRL stand at the Perth Royal Show

Figure 75: Western Rock Lobster promotions and events seen or visited

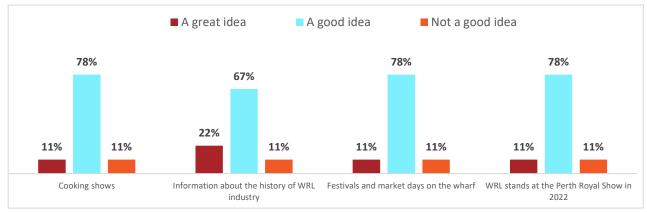


Q18a. In the last 2 years since November 2020, have you seen/visited? (Filtered by... Sample size processors n=9)

Support for all the WRL Council's initiatives was high with 89% of processors supporting:

- Cooking shows on how to cook Western Rock Lobster
- Festivals and market days on the wharf with stalls bands etc, and celebrating Western Rock Lobster
- WRL stand at the Perth Royal Show in 2022.

Figure 76: Processor industry – support for WRL Council initiatives

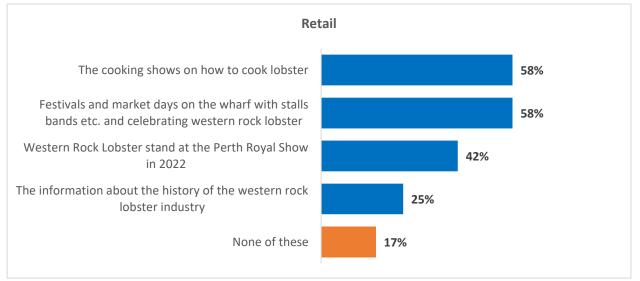


Q18b. What do you think of... (Filtered by processors sample size n= 9)

Retail

Awareness of the cooking shows on how to cook Western Rock Lobster was highest amongst retailers, significantly higher than either the hospitality industry or processors. Retailers also had a reasonable level of awareness of festivals and market days on the wharf to celebrate Western Rock Lobsters. Only 17% of retailers were not aware of any promotional activities undertaken by the WRL Council.

Figure 77: Western Rock Lobster promotions and events seen or visited

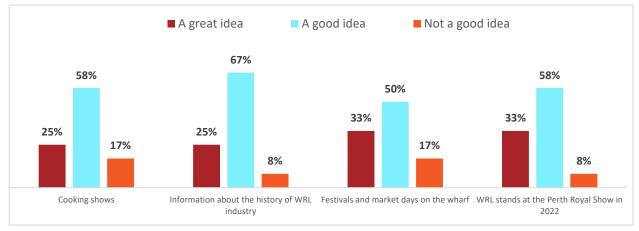


Q18a. In the last 2 years since November 2020, have you seen/visited? (Filtered by... Sample size retailers n=12)

Support for WRL Council initiatives was high particularly for:

- Information about the history of the WRL Industry
- Festivals and market days on the wharf with stalls bands etc and celebrating WRL
- WRL stand at the Perth Royal Show in 2022.

Figure 78: Retail industry – support for WRL Council initiatives

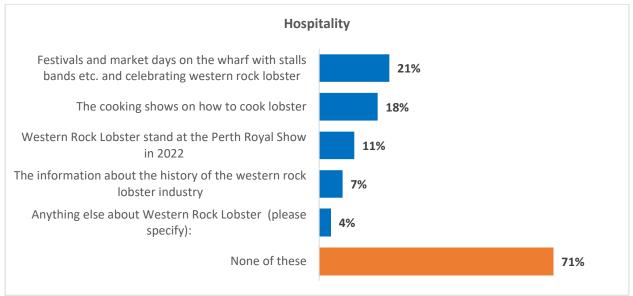


Q18b. What do you think of... (Filtered by retailer sample size n=12)

Hospitality

The hospitality industry had significantly lower levels of awareness of the WRL Council promotional initiatives and events with just under three-quarters (71%) not being aware of any of the initiatives.

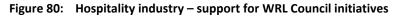
Figure 79: Western Rock Lobster pro	pmotions and events seen or visited
-------------------------------------	-------------------------------------

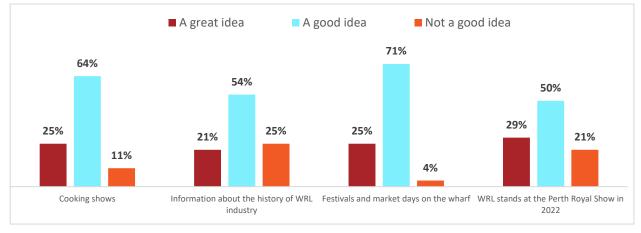


Q18a. In the last 2 years since November 2020, have you seen/visited? (Filtered by... Sample size hospitality n=28)

Pubs, bars and taverns had the lowest level of awareness of WRL Council initiatives with three-quarters of these venues not aware of any of the initiatives. This group were also the least aware of festivals and market days on the wharf to celebrate WRL and was not aware of the stand at the Perth Royal Show.

Support for the WRL Council marketing and promotional initiatives was high amongst hospitality respondents and festivals and market days and cooking shows were particularly well supported with round 90% of hospitality respondents identifying these as a good idea or a great idea.





Q18b. What do you think of... (Filtered by hospitality sample size n=28)

18.0 Key issues the WRL Council should address

Stakeholders were asked to nominate the key issues that they felt the WRL Council should address for their industry.

Processors

The issues raised by processors included:

Issues:	Responses
The Back of Boat sales have allowed local fishers to venture into selling directly to retailers and hospitality venues which are undercutting wholesalers	1
Keep local pricing fair in relation to export conditions. Local support is what will keep the industry going when times are tough.	1
Support processors supporting regional areas with supply.	1
Fuel and bait costs need to be cheaper	1
More promotion to help market diversification	1
Address the delays in fisheries for quota transfers between MFL holders	1
Regulations and restrictions are becoming too restrictive within the industry. There's too much red tape and over-compliance.	1
Ensure that there's not an overabundance of Government marine parks and sanctuaries	1
Sustainability and fisheries management	1
WRL Council need to work harder to stand up against quota restrictions and support the continuity of product supply which in turn will reduce the retail cost of rock lobster in the local market.	1
The fee deferral repayment on future fishing seasons, large corporates/investment companies buying up WA quotas and the real impact of the recreational lobster catch - how can this be accurately measured?	1

Hospitality

As in 2020, almost all the comments made by the hospitality industry related to the pricing and availability of the product in the local market:

Issues:	Responses
It's very hard for the hospitality industry to sell lobster and achieve gross margins. It's a fantastic product but unfortunately, we would struggle to ever be able to utilise this product in the future.	1
A reliable supply with reasonably consistent pricing to the food service sector would be helpful.	1
Ensure that the domestic market gets its fair share of products before exports dominate sales.	1
1. Affordability. 2. Accessibility. 3. Education of consumers and community.	1
Pricing for the hospitality industry to support the industry and be able to provide the product to the public at the right price we need to be able to purchase the Lobster at the right price.	1

Other comments included:

Continue to push sustainability so that it is here for years to come.

Ensure the origin is listed on product.

Pricing for the hospitality industry to support the industry and be able to provide the product to the public at the right price we need to be able to purchase the Lobster at the right price.

Retail

In the addition to the comments by retailers who are also processors, which are listed under processors above, many of the retail comments related to affordability:

Issues:	Responses
Local crays are too expensive for the locals. \$20-\$25 should be the most paid by the	1
locals. Otherwise, it's too expensive a commodity for local West Australians. If the	
price was set at \$40 a kilo, more crays would be sold locally.	
Back of Boat sales have taken away the credibility of lobster distributors and retail	1
stores selling WA lobster	
Make the price of Western Rock Lobster cheaper for suppliers and consumers. It's	1
too expensive.	
Diversify a bit to not be so heavily involved in the China export market and how it	1
dictates the price. Look at broader local and overseas markets	
Take away control from the big processors who hoard the quota and effectively	1
blackmail fishers into staying with loyalty bonuses.	
There should be a smaller local-only processor or even multiple processors, that way	1
the local market could be serviced better, and we would have more locals and tourist	
eating what should be a state icon.	
WRL is doing good but needs better attention to nurture younger people from the	1
next generation as the new custodians. The most significant thing is ensuring that	
ownership of the resource is sustained and maintained within the fisher community.	

Appendices

- Questinnaire Community
 Perceptions Survey
- Questionnaire Stakeholder
 Survey
- Technical appendix
- Verbatim comments

19.0 Appendices

19.1. Questionnaire -Community Perceptions survey

Western Rock Lobster Community Perception Survey 2022



INTRODUCTION

Good afternoon/evening. My name is *[insert name]* from Market Research Australia, I'm calling on behalf of Research Solutions. We are conducting research on the natural environment. May I please speak to the youngest male aged 18 years or older in the household [*check quotas for age/gender*].

The survey will take about 13 minutes. Federal privacy laws protect the confidentiality of any comments you make in relation to this survey, and you may access the information you have given after your responses at any time until it has been identified. Your responses will be used solely for research purposes. My supervisor may monitor this interview for quality control, but if you would prefer that they didn't, please let me know.

IF ASKED:

Our privacy policy is to be found on https://www.researchsolutions.com.au/privacy-policy/ We are interested in **your thoughts and opinions, there are no right or wrong answers**. Please answer as openly and honestly as you can.

To start with we want to make sure we have a good cross-section of the population.

Where do you live: <mark>(Check Quotas)</mark>	
In the Greater Metropolitan area	O ₁
On the coast – Kalbarri, Horrocks, Dongara / Port Denison, Leeman /	O ₂
Greenhead, Jurien Bay, Cervantes, Lancelin, Lodge Point, Two Rocks,	
In Geraldton	O ₃
In Mandurah	O ₄
Elsewhere in Country WA	O ₅
Геннан	۷۲
Female	2
In which of the following age groups do you belong? (Check Quotas)	
18 – 24 years	1
25 – 34 years	2
35 – 44 years	3
45 – 54 years	4
55 – 64 years	5
65 plus years	6
Prefer not to say	9

Firstly, talking about seafood

 Q1
 Are you aware that rock lobsters live in saltwater and crayfish live in freshwater?

 Yes
 O1

 No
 / Don't know
 O2

Bearing this in mind, this survey is about Western Rock Lobster

Q2 Now, which of the following types of seafood do you eat even if only occasionally? (read out) Randomise

Fish	
Prawns	
Crabs	
Scallops	4
Western Rock Lobster	
Freshwater Crayfish (yabbies, marron etc)	\square_6
Oysters	
Squid	
None of the above	0 ₉

ASK IF Q2 = 1 to 4 or 6 to 9 i.e. don't eat Western Rock Lobster

I am allergic to some / all shellfish	\Box_1
I don't like some / all shellfish	
I am a vegetarian / vegan	
Never heard of it	
Other (please specify):	

Now go to Q5

Q3

ASK IF Q2 =Western Rock Lobster (5)

Once a month or more often	O ₁
4 to 10 times a year	O ₂
2 or 3 times a year	O ₃
Once a year	O ₄
Less often	O ₅
Never	O ₆

Remembering that rock lobster is the saltwater shellfish

ASK ALL

Q5 Who do you feel is <u>the</u> caretaker for the Western Rock Lobster industry? <u>Read out</u> *Probe for 1 answer only if possible*

Department of Primary Industries and Industry Development / Department of Fisheries	
Federal – Department of Agriculture, Water and Environment	
Green Peace	
Western Rock Lobster Council	4
Marine Stewardship Council	□5
Processors and exporters	
The rock lobster fishers	D 7
Other (please specify):	🗆
Don't know	O ₉



No O2	Don't know Ω_3

Now, talking about the <u>industry</u>:

Q7 How would you describe your view of the Western Rock Lobster industry? Please rate your support out of 10 when 0 is not at all supportive and 10 is extremely supportive. It is an industry I am....

	Not at all Extremely supportive of									Don't Know	
O ₀	O1	O ₂	O ₃	O ₄	Ο ₅	O ₆	O ₇	O ₈	О9	O ₁₀	O ₁₁

Q8 How would you describe the Western Rock Lobster industry? For each statement I would like you to rate the industry's performance out of 10 where 0 = is not at all good and 10 = extremely good. Firstly how would you rate.....

Randomise

	Not at allExtremelygoodgood									Don't know		
Operating sustainably	O ₀	O1	O2	O₃	O4	O5	O ₆	О7	О8	O۹	O ₁₀	O ₁₁
Adheres to animal welfare practices	O ₀	O1	O2	O₃	O ₄	O ₅	O ₆	O7	O ₈	O ₉	O ₁₀	O ₁₁
Is concerned about and considers the views of West Australians	Oo	O1	O2	O₃	O4	O5	O ₆	O7	О8	O۹	O ₁₀	O ₁₁
Is well regulated	O ₀	O1	O2	O₃	O ₄	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Is a good custodian of Western Rock Lobster (resource) in WA	O ₀	O1	O2	O3	O4	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Ensures adequate availability and accessibility of Western Rock Lobster	O ₀	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O۹	O ₁₀	O ₁₁
Ensures that Western Rock Lobster is available in WA at a reasonable price	O ₀	O1	O2	O₃	O4	Ο5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Is an industry I am proud of	O ₀	O1	O2	O₃	O4	О5	O ₆	О7	O ₈	O۹	O ₁₀	O ₁₁
Is an industry I trust to support the WA community	O ₀	O1	O2	О3	O ₄	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Makes an important contribution to WA's economy	O ₀	O1	O ₂	O ₃	O ₄	Ο5	O ₆	O ₇	O ₈	O۹	O ₁₀	O ₁₁
Is an important export industry	O ₀	O1	O2	O₃	O ₄	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Is an important source employment for the WA community	O ₀	O1	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁

Q9 Have you seen the logo for Marine Stewardship Council certification before, it is a blue logo with certified sustainable seafood on and the outline of a fish in white.



-		
Yes O ₁	No O ₂	Don't recall O_3

Q10 Do you know what <u>values</u> the Marine Stewardship Council (MSC) certification stands for? If yes ask them what the values are MR.

Randomise 1-5

Wild-caught seafood	
Traceable seafood	
Sustainable source	
Product handled with care	
Trustworthy source	□5
No /Don't know	O ₆

Q11 How available Western Rock Lobster to buy in your local area? (read out) Not easy to find Fairly easy Very easy Don't know (do not read out)

ASK IF Q4 =(1 - 5)

Q12	Do you eat Western Rock Lobster? (read out)				
	Only at home	O ₁			
	Only when dining out	O ₂			
	Both	O ₃			

ASK IF Q4 =(1 - 5)

Q13	Do you
	Davadavaica

Randomise		
buy Western Rock Lobster in a shop?	Yes O ₁	No O ₂
buy Western Rock Lobster in a restaurant / hotel?	Yes O ₁	No O ₂
catch Western Rock Lobster yourself or receive it from family/friends?	Yes O ₁	No O ₂

ASK IF Q4 =(1 - 5)

Q14

Do you <u>usually</u> buy Western Rock Lobster(read out)	
fresh?	
cooked?	
frozen raw?	
frozen cooked?	
Don't buy it	O ₅
Don't know	O ₆

ASK ALL

Q15 Do you feel confident to cook Western Rock Lobster?

 be you reer connuclie to cook wes			
Yes	O ₁	No	O ₂

 O_1

O₂ O₃

 O_4

Q16a Now, thinking about Western Rock Lobster how ...(read out statement) rating out of 10 where 0 is extremely poor and 10 is extremely good.

Randomise

	Extrei poor	mely								Ex	tremely good	Don't know
well priced is it in comparison to other premium foods?	O ₀	O1	O2	O₃	O ₄	O ₅	O ₆	O ₇	O ₈	O۹	O ₁₀	O ₁₁
is it's nutritional value?	O ₀	O1	O2	O₃	O4	O5	O ₆	О7	O ₈	O۹	O ₁₀	O ₁₁
is it's availability?	O ₀	O1	O2	O₃	O4	O5	O ₆	О7	O ₈	O۹	O ₁₀	O ₁₁

Q16b How would you describe Western Rock Lobster where **1** is a food to eat regularly, 3 is an affordable luxury and **5** is a special occasion food?

A food to eat regularly		A special occasion food		
O ₁	O ₂	O ₃	O ₄	O ₅

Back of Boat

Q17a Were you aware that there are now opportunities to buy Western Rock Lobster from commercial fishers off the back a cray fishing boat?

· · · · · · · · · · · · · · · · · · ·			
Yes	O1	No/ Don't know	O ₂

es to Q17a:

Q17b How did you learn about it?

Randomise 1-5

From family/ friend/ co-worker	\square_1
Social media	
TV / newspaper	
Via a search engine (e.g. Google)	
At an event (Royal Show, Shore Leave Festival etc)	
Other (please specify)	 9
Don't recall	O ₉₉

If yes to Q17a:

Q17c Have you purchased Western Rock Lobsters off the back of a cray fishing boat in the last 2 years, that is since September 2020?

	Yes	O ₁ No	O ₂
_			

If yes

to Q17c: Q17d How often?

Once only	0 ₁
Two or three times	O ₂
More often	O ₃

ASK ALL

Q18 What do you think of the idea of local fishers being able to sell Western Rock Lobsters direct to the public as they arrive in port?

A great idea	O ₁
A good idea	O ₂
Not a good idea	O3

Q19a In the last 2 years since November 2020, have you seen/visited: Randomise

Kandonnise				
	Q19a	Q19b		
		A great idea	A good idea	Not a good idea
Cooking shows on how to cook lobster	\square_1	O ₁	O ₂	O ₃
Information about the history of the Western Rock Lobster industry		O ₁	O ₂	O ₃
Festivals and market days on the wharf with stalls bands etc and celebrating Western Rock Lobster	□₃	O ₁	O ₂	O₃
Western Rock Lobster stand at the Perth Royal Show in 2022	\square_4	O ₁	O ₂	O ₃
Anything else about Western Rock Lobster <i>write in</i>	□₅	Ask Q19B		В
None of these	O ₉	Ask Q19B		

ASK ALL

Q19b What do you think of ...(insert each initiative at Q19a): (and fill in above)

Coastal fishing communities Section only. ASK IF S1=(2-4)

Q20a How big an contribution do you feel that the Western Rock Lobster industry makes to your community...(read out statement) is that none, a little, a moderate amount, a large amount or a great deal.

Randomise	None	Little	Moderate	A large amount	A great deal	Don't know
in terms of jobs?	O1	O2	O ₃	O ₄	O ₅	O ₆
in terms of economic activity in your town?	O1	O2	O3	O ₄	O₅	O ₆
putting back into the local community	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆

Q20b How do you feel that Western Rock Lobster could work more closely with your community? (Probe fully)

ASK ALL

Q21 Are you a: (Read out options) SR

Recreational fisher but do not fish for Rock Lobster	O ₁
A recreational Western Rock Lobster fisher but do not work in the Western Rock Lobster industry?	O ₂
Involved/ work in the Western Rock Lobster industry?	O ₃
None of the above	O ₄

Thank you for your help.

--- END QUESTIONNAIRE ---

19.2. Questionnaire -Stakeholder Perceptions survey

Job # 11094B

Stakeholder Perception Survey 2022

INTRODUCTION

Thank you for agreeing to participate in this survey.

Now, let us start with a few specific questions about your industry.

S1 Are you...

a restaurant or cafe?	O ₁
a Pub/bar/ tavern	O ₂
an accommodation venue/ hotel?	O ₃
another hospitality venue	O ₄
tourism operator	O ₅
a processor?	O ₆
a retailer / wholesaler?	O ₇
other (please specify):	□_8

S2 a) Does your business cook Western Rock Lobster?

b) Does your business sell Western Rock Lobster to a third party to prepare?

Preferred expanded question used:

S2 a) Does your business cook Western Rock Lobster either for consumption on your premises or as a takeaway?

Yes O1	No O2
-	

b) Does your business sell Western Rock Lobster to a third party to prepare/ cook themselves (e.g. a hospitality venue or wholesaler) or to the general public?

Yes O1 No O2

Q1 Firstly, are you aware that a rock lobsters live in saltwater and crayfish live in freshwater?

Yes O ₁	No / Don't know O_2	
L		

Bearing this in mind, this survey is about Western Rock Lobster



Q2 Before today, had you heard of the Western Rock Lobster Council?

Yes O ₁	No O ₂	Don't know O_3
<u>L</u>	<u>.</u>	L

Now, talking about the industry:

Q3 How would you describe your view of the Western Rock Lobster industry? It is an industry I am.... Please rate it out of 10 when 0 is not at all supportive and 10 is extremely supportive.

Not at allExtremelysupportive ofsupportive of						Don't Know					
O ₀	O ₁	O ₂	O ₃	O ₄	O ₅	O ₆	O ₇	O ₈	O۹	O ₁₀	O ₁₁

Q4 How would you describe the Western Rock Lobster industry? Please rate its performance on the following statements out of 10 where 0 = is not at all and 10 = extremely well.

Randomise												•
											Don't know	
Operating sustainably	O ₀	O1	O2	O₃	O4	O5	O ₆	О7	О8	O۹	O ₁₀	O ₁₁
Adheres to animal welfare practices	O ₀	O1	O ₂	O₃	O ₄	O ₅	O ₆	O7	O ₈	О9	O ₁₀	O ₁₁
Is concerned about and considers the views of West Australians	O ₀	O1	O2	O₃	O4	O5	O ₆	О7	O ₈	O۹	O ₁₀	O ₁₁
Is well regulated	O ₀	O1	O2	O₃	O ₄	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Is a good custodian of Western Rock Lobster (resource) in WA	O ₀	O ₁	O2	О3	O ₄	O ₅	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Ensures adequate availability and accessibility of Western Rock Lobster	O ₀	O ₁	O2	O3	O ₄	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Ensures that Western Rock Lobster is available in WA at a reasonable price	O ₀	O1	O ₂	O3	O ₄	O ₅	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Makes an important contribution to WA's economy	O ₀	O ₁	O2	O3	O ₄	Ο5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Is an important export industry	O ₀	O1	O2	O₃	O4	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
Is an important source employment for the WA community	O ₀	O1	O2	O3	O4	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁

Here is a label associated with the Western Rock Lobster industry.





Yes O ₁	No O ₂	Don't recall O_3

ASK IF Q5a=YES(1) OTHERWISE GO TO Q8

NEW PAGE

Q6 Do you know what <u>values</u> the Marine Stewardship Council (MSC) certification stands for? *Please tick each that you feel applies under the certification....*

Wild-caught seafood	\square_1
Traceable seafood	
Sustainable source	
Product handled with care	
Trustworthy source	□₅
Don't know	O ₆

ASK IF Q5a=YES(1) OTHERWISE GO TO Q8

Q7 How valuable do you see this certification to be?

Not at all valuable				Very valuable	Don't Know
O ₁	O ₂	O ₃	O ₄	Ο5	O ₆

ASK ALL

Q8 Excluding the impact of COVID-19 in 2020 and 2021, overall what has been happening to the demand for Western Rock Lobster over recent years – has it been...

increasing?	O ₁
decreasing?	O ₂
remained fairly static?	O ₃
Don't know	O4

Q9 Where do you see it positioned in the market?

An affordable luxury				A product that has priced itself out of the market
O ₁	O ₂	O ₃	O ₄	O ₅

Q10 What products do you see as the competition/ comparable to Western Rock Lobster?

Imported lobster	
Prawns	
Smoked salmon	
Bugs	
Fillet steak	
Freshwater crayfish (yabbies, marron, etc)	
Wagu beef	
Other (please specify):	□ ₈
Don't know	O ₉
Nothing	O ₁₀

Q11 How would you rate <u>Western Rock Lobster</u> in terms of:

RANDOMISE

		Extre	emel [.] r	y							Extr	emely good	Don't know
Access to Western Rock Lobster product		O ₀	O ₁	O ₂	O₃	O ₄	O ₅	O ₆	O ₇	O ₈	O ₉	O ₁₀	O ₁₁
It's nutritional value		O ₀	O ₁	O ₂	O3	O ₄	O ₅	O ₆	O7	O ₈	О9	O ₁₀	O ₁₁
It's quality		O ₀	O1	O2	O₃	O ₄	O5	O ₆	O7	О8	O ₉	O ₁₀	O ₁₁
It's availability		O ₀	O ₁	O ₂	O3	O ₄	O5	O ₆	O7	O ₈	O۹	O ₁₀	O ₁₁
	expensive comp-							Don't know					
Pricing of the Western Rock Lobster relative to other premium food products	O ₀	C	D ₁	O ₂	O ₃	O ₄	O ₅	O ₆	07	O ₈	O ₉	O ₁₀	O ₁₁

ASK IF S2(a) YES (1) OR S2(b) YES(1)

Q12 Do you promote Western Rock Lobster through your business?

Yes O ₁	No O ₂	N/A - don't sell /use it O_3
-		

Q13 Why do you say that?

Write in full:			

Q14 Do you feel that Western Rock Lobster should be branded as a single West Australian brand or under a series of individual bands as are now available in Western Australia?

A single brand	O ₁
Individual industry brands, e.g. Brolos, KB Foods, Lobster Shack, Bluwave, Western	O ₂
Rock Lobster	
Undecided / don't know	O ₃

Q15 How do you see the demand for Western Rock Lobster changing over the next few years?

RANDOMISE

	Decreasing	Remains the same	Increasing	Don't know
Fresh product	O1	O ₂	O ₃	O ₄
Cooked	O ₁	O ₂	O ₃	O ₄
Frozen raw product	O ₁	O ₂	O ₃	O ₄
Frozen cooked product	O ₁	O ₂	O ₃	O ₄
Tails	O ₁	O ₂	O ₃	O ₄
Medallions	O ₁	O ₂	O ₃	O4

Back of Boat

Q16a Were you aware that there are now opportunities to buy Western Rock Lobster from commercial fishers off the back a crayfishing boat?

Yes	O ₁	No/ Don't know	O ₂
			•••••••••••••••••••••••••••••••••••••••

If yes to Q16a:

Q16b How did you learn about it?

Randomise 1-5

From family/ friend	\Box_1
Social media	□ ₂
TV / newspaper	
Via a search engine (eg Google)	
At an event (Royal Show, Shore Leave Festival, Meet the Buyer, etc)	
Through the colleagues in my industry	
Through articles/ information in an industry newsletter	
Other (please specify)	 9
Don't recall	O ₉₉

ASK If yes to Q16a and <u>NOT</u> a processor S1 (processor) ie code 6.

Q16c Have you purchased Western Rock Lobsters off the back of a crayfishing boat in the last 2 years to sell/ prepare for your customers, that is since September 2020?

Yes	O ₁ No	O ₂
		••••••

ASK ALL

Q17 How would you describe the concept of being able to buy Western Rock Lobsters directly from local fishers as they arrive in port?

A great idea	O ₁
A good idea	O ₂
Not a good idea	O3

Q18a In the last 2 years since November 2020, have you seen or heard about:

Randomise

	Q17a		Q17b	
		A great idea	A good idea	Not a good idea
The cooking shows on how to cook lobster	\square_1	O ₁	O ₂	O3
The information about the history of the Western Rock Lobster industry		O ₁	O2	O ₃
Festivals and market days on the wharf with stalls bands etc and celebrating Western Rock Lobster	□3	O ₁	O ₂	O ₃
Western Rock Lobster stand at the Perth Royal Show in 2022	 4	O ₁	O2	O3
Anything else about Western Rock Lobster write in	□5	O ₁	O ₂	O ₃
None of these	O ₉	A	sk Q18	В

ASK ALL

- Q18b What do you think of...(insert each initiative at Q18a): (and fill in above)
- Q19 What do you feel are the key issues that the Western Rock Lobster Council should address for your industry?

Write in full:

Thank you for your help we very much appreciate your feedback.

19.3. Technical appendix – Community Perceptions

Component	Details
Project Management Team	
Research Solutions Contact	Nicky Munro
Client Contact	Natalia Perez Haedo
Field Company	Ask Australia
Field Company Credentials	ISO 20252 pending
Other Contractors	Catagraph online panel
Desseysh Mathedalam.	•
Research Methodology Data collection method	Mixed mode
Data collection method	Mixed mode
Sampling Methodology	
Target population for survey	The West Australian community
Description of sampling frame	400 metropolitan area 100 coastal fisher communities including Mandurah and Geraldton 100 country elsewhere
Source of sampling frame	Purchased list of landline and mobile numbers Access panel for the metropolitan area
List checked for duplicates	Undertaken by Access panel
Access Panel:	
Source of access panel	Catagraph
 Method of recruiting panel members 	See Survey Research Appendix: Online Panel
we meeting of recruiting parter members	Recruitment
Selection criteria for the sample	Resident of metropolitan area, excluded
	vegetarians
 Appropriateness of the sample for the purpose 	Good no evident bias
Blended sample	Yes multiple modes
Sources	Access panel/ telephone
% from each source	Access panel 67% - Perth metro area
	• Telephone country areas – 33%
Sampling Technique:	Quota sample
Quota sample	Age and gender and country sample by area/ coastal fisher community
Description of quota procedure	Location: - Metro 400 - Coastal fisher community 100 - Country elsewhere 100 Gender: - Male 50% - Female 50% Age: - 18 – 34 = 33% of the sample - 35 – 54 = 35% of the sample - 55 plus = 32% of the sample

Component	Details
Information used	ABS census information 2021
Planned sample size	N=600
Problems encountered	None
Sample Size	N=600 400 Perth metro area from the access panel 100 in key coastal fisher communities with a limit of 1/3 of the sample in Mandurah and Geraldton so that the smaller communities are covered. 100 elsewhere in the country by telephone
Do participants need to be approached again (for a future project)?	No
Fieldwork	
Briefing Method	Via zoom with written briefing notes provided
Pilot study date(s)	17 th November 2022
Changes made as result of pilot	None as the result of the Community survey
Research participant support	Access panel and stakeholder online survey: Participants were provided with the contact details of the project manager Telephone survey The contact details of the project manager were available to participants on request
Questionnaire appended to report	Yes
Incentives or methods of engagement used for participants	None
Incentives provided for respondents	None
No issues arising	None
Survey Procedure for CATI:	
Survey dates	Community survey - 17 th November to 23 th November 2022
Questionnaire length / administration time	Stakeholder survey Mid February to 23 rd March 2023 15 minutes
Questionnaire length / administration time • Number of interviewers used	2023
timeNumber of interviewers used	2023 15 minutes 15 interviewers
timeNumber of interviewers used	2023 15 minutes
 time Number of interviewers used Times of day interviews took place 	2023 15 minutes 15 interviewers Evenings and weekends Up to 6, at least 3-4 hours apart and at different
time Number of interviewers used Times of day interviews took place No of call-backs before number replaced 	2023 15 minutes 15 interviewers Evenings and weekends Up to 6, at least 3-4 hours apart and at different
time Number of interviewers used Times of day interviews took place No of call-backs before number replaced Survey Procedure for Online surveys:	2023 15 minutes 15 interviewers Evenings and weekends Up to 6, at least 3-4 hours apart and at different shift days Community survey - 18 th November to 27 th November 2022 Stakeholder survey – 5 th December 2022 to 23 nd
time Number of interviewers used Times of day interviews took place No of call-backs before number replaced Survey Procedure for Online surveys: Survey dates 	2023 15 minutes 15 interviewers Evenings and weekends Up to 6, at least 3-4 hours apart and at different shift days Community survey - 18 th November to 27 th November 2022 Stakeholder survey – 5 th December 2022 to 23 nd March 2023
time Number of interviewers used Times of day interviews took place No of call-backs before number replaced Survey Procedure for Online surveys: Survey dates Questionnaire length	2023 15 minutes 15 interviewers Evenings and weekends Up to 6, at least 3-4 hours apart and at different shift days Community survey - 18 th November to 27 th November 2022 Stakeholder survey - 5 th December 2022 to 23 nd March 2023 7.4 minutes Personalised e-mail sent from the access panel

Component	Details
Data Collection Outcomes:	
Response Rate	
Access panel online	19%
Response Rate	
telephone community	3%
Telephone stakeholders	19%
Research participant final telephone contact outcomes:	
Interviews - community	200
Not available / away for duration of	1313
study/	3054
Answering machine	3034
Refusals	1918
Language/ not suitable/ terminated	137
Overall sampling error	<u>+</u> 4.0%
Validation procedures	At least 10% of the telephone interviews were
	validated by Field Company
	The online panel survey validation was not required
	as the survey was self-completion and the panel is
	regularly validated.
Data Coding, Analysis and Data File Treatme	nt
Validity and Reliability Issues	none
Data coding	No data coding required
Consistency checks	Preliminary data file checked by Project
,	Manager using SPSS:
	 Frequency counts
	 Relevant cross-tabulations
	• Data outside the range/duplicates or
	abnormalities investigated with Field Company
	abnormalities investigated with Field Company

•

•

relevant

Western Australia.

prior to coding and analysis

excluded from the sample

Excluded from analysis and/or noted where

Individual cases with excessive missing data

Yes, to bring the location sub sample in coastal fisher communities into line with the population of

Treatment of missing data

Was sample weighted?

Component	Details
Brief description of weighting procedure	 Coastal fisher community was weighted down as the sample represented 16.7% of the WA population but actual population: The coastal fisher communities 0.5% Geraldton 1.5% Mandurah 3.3% Note: two-thirds of the coastal community's population came from coastal fisher towns other than Geraldton and Mandurah. The elsewhere country proportion of the sample was weighted down slightly from 16.7% to 19%. Metro sample was weighted up a little from 66.7% to 75.7% to be representative.
• Information source weights drawn from:	ABS census 2021 estimates
Any estimating or imputation procedures used	No
Statistical tests used	See Survey Research Appendix: Statistical Tests
Data file provided to client	At the conclusion of the research on request
De-identified data files retained	For five years

This project has been undertaken in compliance with ISO 20252.

19.3.1. Survey Research Appendix: Online Access Panel Recruitment

Research Solutions' panel suppliers adhere to the international standard ISO 26362 the key features of which are:

- 1. Online panel recruits come from a variety of sources, including at least 20% from offline recruitment. Active online panel members are validated from time to time and all children on the panel must reapply for membership after each project.
- The identity of all panel members is validated, and any duplication of panel members removed. De-duplication checks on e-mail address, first and last name, mobile telephone or other telephone number, date of birth, postcode and four further additional de-duplication checks. 50% of the panel is checked against mobile/landline telephone number.
- 3. Validation of identity is undertaken again on each occasion they wish to participate in a study email address alone is not sufficient for online panel access and a minimum of two methods must be used to validate a panel member.
- 4. Opt-out panel members are provided with a minimum of three opt-out methods to leave the panel.
- 5. The following data is maintained on each participant in the panel:
 - Total panel surveys completed per annum
 - Number of invitations sent
 - Number of invitations clicked
 - Surveys participated (completes, screeners, quota fulls)
 - Number of incomplete surveys
 - Survey topic history (all surveys ever completed data stamped for exclusion if required).
 - This data is also calculated on a per annum basis.

- 6. Updating profile data the data for panel members is updated on a 12 monthly basis and more frequently if additional information is required.
- 7. Usage of panel Panellists are asked how many surveys they wish to complete per year, and this is taken into account when inviting them to participate in a survey. Unless respondents have nominated a lower or higher personal feeling, the panel member cannot complete a survey more frequently than twice a month.

Test:	One Sample T-Test of a Proportion
Use:	To determine if the proportion of a variable in one sub-sample is significantly different to the proportion of the same variable in some other group, such as:
	• The sample overall (i.e. sub-group differs to the sample in general)
	• The rest of the sample (e.g. sub-group of people aged 18-24 differs to the sub-group of people not aged 18-24).
Data Assumptions:	 Measure being tested is normally distributed within the two (sub-) samples.
	Data must be interval or ratio.
	• Variance of measure being tested is roughly similar (homogeneity of variance).
	• Appropriate version of the test chosen for independent or dependent samples.
Test Measure /	p <= 0.05
Cut-off Criterion:	i.e. the difference between two groups has only a 5% probability of occurring by chance alone
Issues to be aware of:	The result should be both statistically significant and clinically or tactically or strategically significant. Be mindful of statistically significant differences where:
	 The sample sizes are very large Secret within the groups are very similar /i e, the groups have small
	 Scores within the groups are very similar (i.e. the groups have small standard deviations)

19.3.2. Survey Research Appendix: Statistical Tests

Test:	Z-Test
Use:	To determine if the proportions of a variable in two independent samples are significantly different.
Data Assumptions:	 Measure being tested is normally distributed with the two samples. Data must be interval or ratio. Sample size is large enough to form a normal curve (n>30) Variance of measure being tested is roughly similar (homogeneity of variance).

Test Measure / Cut-off Criterion:	p <= 0.5
Issues to be aware of:	The result should be both statistically significant and clinically or tactically or strategically significant. Be mindful of statistically significant differences where:
	1. The sample sizes are very large
	2. Scores within the groups are very similar (i.e. the groups have small standard deviations)

Test:	False Discovery Rate
Use:	A multiple comparison correction technique used to adjust the results of tests of statistical significance to reduce the chance of finding results to be significant when there are no actual differences.
Data Assumptions:	The data assumptions are relevant to the original tests of significance being "adjusted"
Test Measure / Cut-off Criterion:	q <= 0.5
Test Measures / Cut-off Criteria:	 Alpha >=0.80 indicates a good (internally consistent) scale Alpha >=0.70 & < 0.80 indicates an okay scale

Test:	Key Driver Analysis
Use:	To estimate the importance of independent variables in predicting a dependent variable.
Data Assumptions:	 The nature of the independent and dependent variables will influence the Key Driver Analysis technique chosen. Where variables are ordinal in nature, they should be coded from lowest (most negative) to highest (most positive). Key Driver Analysis can also be used with binary independent variables. All observations must be independent of each other.
Test Measures:	Review the R2 (generally higher is better but lack of variance in the data and multicollinearity can produce a high R2), the relative importance and their p values
Issues to be aware of:	 Selecting the correct type of regression for the data being modelled. Missing data – needs to be identified, understood and addressed. Incorrect choice of rectification method can reduce the variance of the independent variables, independence being a key determinant of the importance of an independent variable.

• Multicollinearity – a high Variance Inflation Factor (e.g., > 5.0) can indicate presence of multicollinearity. Similarly, the existence of few correlations between predictor variables < 0.2 indicates that a type of regression that can accommodate multicollinearity should be used.

- Serial correlation or autocorrelation Durbin Watson statistic close to 2.0
- Heteroscedasticity a failure of the Breusch Pagan Test (e.g., test statistic has a p < 0.05) can indicate the presence of heteroscedasticity.
- Outliers the presence of outliers can cause misleading results. These need to be identified and addressed or removed.

19.4. Verbatim comments

Processors

Q19. What do you feel are the key issues that the Western Rock Lobster Council should address for your industry? by Processors

Address the delays in fisheries for guota transfers between MFL holders.

Back-of-boat sales are not being done as expected or was originally intended. Local fishers are now venturing beyond back of boat and into retailers and hospitality venues and selling their products direct, which is undercutting the wholesalers. I have mentioned this issue to the Western Rock Lobster council, and nothing has been done about it to date.

Ensuring there is not an overabundance of Government marine parks and sanctuaries, there is too much red tape and over-compliance within the industry. Regulations and restrictions are becoming too restrictive within the industry.

FUEL AND BAIT COSTS NEED TO BE CHEAPER OR REBATED.

Impact of the Fee Deferral Repayment on future Fishing Seasons. Large Corporates/Investment companies buying up WA Quota. The real impact of the Recreational Lobster Catch - how can this be accurately measured.

LOCAL SUPPORT OF BUSINESSES, SUPPORTING REGIONAL AREAS WITH SUPPLY. LOOK AFTER FISHERS BETTER (THEY AREN'T FLEXIBLE WITH MARGINS). THE ORGANISATION IS TOO TOP-HEAVY.

Market.

Not repeating the issue of allowing public to buy from the back of boats as it pulled all creditability from Lobster distributors and retail stores selling WA lobster. Keeping local pricing fair in relation to Export conditions. Covid -19 was a clear case of exposing how inflated the industry was. Local support is what will keep the industry going when times are tough.

Stop listening to GFC listen to the fishermen, GFC is not a fishermen co-operative. They need to stop dictating quota amounts and support the fishing industry. Western Rock Lobster Council need to work harder to stand up against quota restrictions and support the continuity of product supply which in turn will reduce the retail cost of rock lobster in the local market.

Supporting the local market better. utilizing the full sustainable catch - Making multiple different markets in different formats in order to keep the live industry price as high as possible. Far better marketing. control taken away from big processors hording the quota and effectively blackmailing fishermen into staying with them with loyalty bonuses. the overheads of some of the companies are far too high which leads to inefficiencies. There should be a smaller local only processor or even multiple, this way the local market could be serviced better, and we would have more locals and tourist eating what should be a state icon!!! I have way more ideas, we should have a chat as i have a really good one that i think would be great for social license, tourism and the betterment of the wider seafood industry through training. Have asked for it to be mentioned to some of the members on your board.

Sustainability and fisheries management.

The quota allocation, more promotion to help market diversification .

Hospitality

Q19. What do you feel are the key issues that the Western Rock Lobster Council should address for your industry? by Hospitality industry

1. Affordability 2. Accessibility 3. Education of consumer and community.

Access at affordable wholesale prices.

Affordable access to allow all customers the opportunity to order at table.

Cheaper prices for hospitality industry.

Q19. What do you feel are the key issues that the Western Rock Lobster Council should address for your industry? by Hospitality industry

Consistent quality product at a consistent price.

Continue to push sustainability so that it is here for years to come.

Ensure the origin is listed on product.

Ensuring that the domestic market gets its fair share of product before exports dominate sales.

I have a small bar/ pizzeria and would love to have WRL on my menu . The style I cook , I could see WRL spaghetti, pizza and other dishes.

I have my own quota.

I think they are already doing a good job.

I understand that the biggest problem is Fisheries WA complex rules and regulations that fishers need to work through to be able to sell lobsters to the WA public.

It is simply too expensive for the majority of the year. We only started buying it when the Chinese import ban happened and the price dropped considerably to a point where it was feasible to put on our menu.

It's very hard for hospitality industry to sell lobster & achieve gp margins. It's a fantastic product but unfortunately we would struggle to ever be able to utilize this product in the future.

Lack of knowledge overall - sustainability, welfare, coming from where, when, how, pricing etc. Everything, but in my head seems to be a pretty easy marketing campaign (say AHA stand as well). Public knowledge - we can sell the product well, when knowing more from the industry / council that it comes from.

Making it more affordable and accessible as a fresh product.

Price.

Price and availability for hospitality venues.

Pricing, for the hospitality industry to support the industry and be able to provide the product to the public at the right price we need to be able to purchase the Lobster at the right price.

Product affordability - far too expensive for commercial resale.

Reducing price locally.

Reliable supply with reasonably consistent pricing to the foodservice sector would be helpful.

Without getting into too much, for me the bottom line is this industry sold out their local people, one may say the people of WA own this product, I am a bit over smart educated people trying to sell a WA product oversea just to make a bit more money. Will you not learn, the ocean only has so much food to offer. stop trying to make everyone happy and stop sending our seafood overseas.

Retailers

Q19. What do you feel are the key issues that the Western Rock Lobster Council should address for your industry? by Hospitality industry

A misguided survey run by Western Rock Lobster council who are controlled by the Geraldton fishers co-op who in turn are seeking feedback and answers from leading questions to achieve their intended response. A waste of time and money.

General reliance on a single market. Potential to be issues around live export and animal welfare issues. Workplace health and safety. BoB connecting fishers with consumers.

Local crays are too expensive for the locals. \$20-\$25 should be the most paid by the locals. Otherwise it's too expensive a commodity for local West Australians. If the price was set at \$40 a kilo, more crays would be sold locally.

Q19. What do you feel are the key issues that the Western Rock Lobster Council should address for your industry? by Hospitality industry

Make the price of Western Rock Lobster cheaper for suppliers and consumers. Too expensive.

More competitive balance from the industry from a processor point of view. Control over the industry is not providing the best outcomes. Also how they conduct themselves on boards and at industry meetings. Very cartel based at the moment. WRL is doing good but needs better attention to nurture younger people from the next generation as the new custodians. Most significant thing - ensuring that ownership of the resource is sustained and maintained within the fisher

community. Superannuation investors are taking over. Finding liquidity is only accessible to large super or overseas investors. Needs to stay within the local fishing community. Quota ratios should be held between fishers and the owner of the resource. Control is already too far gone with quota distribution.

Not repeating the issue of allowing public to buy from the back of boats as it pulled all creditability from Lobster distributors and retail stores selling WA lobster. Keeping local pricing fair in relation to Export conditions. Covid -19 was a clear case of exposing how inflated the industry was. Local support is what will keep the industry going when times are tough.

Price affordability and for more business promotion of where to buy local lobster.

Quota-wise regulation is good. Mentioned this to the Fisherman's co-op many years ago... Diversify a bit to not be so heavily involved in only the China export market and how it dictates the price. Look at broader local and overseas market.

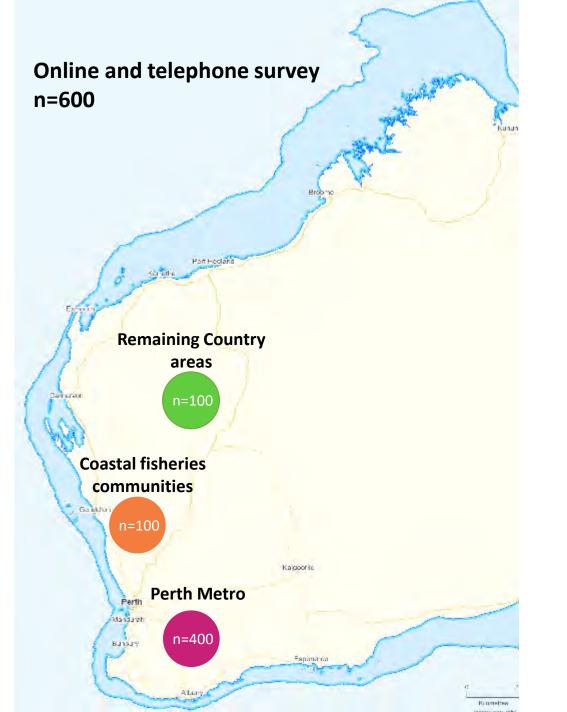
Trying to give confidence in pricing over a longer period of time - give confidence that there is an element of consistency with the pricing. Supporting the next step and ensuring that it is viable - the pathway from capture to market.

COMMUNITY PERCEPTIONS SUMMARY OF RESULTS 2023

Western Rock Lobster

2022-2023 Study

2



West Australians Aged 18 plus



Research Agency:



Method

Western Rock Lobster (WRL) Council surveys the community every two years to measure:

- Awareness of Western Rock Lobster and its position as the custodian of the industry;
- Perceptions of the Western Rock Lobster industry (the WRL Industry), including measures of social license, support and perceived sustainability
- Consumption of Western Rock Lobster, including how it's purchased, where it's eaten and consequently how it is eaten;
- The community perceptions survey used a mixed mode approach tailored to the individual communities comprising:
- An online survey of 400 respondents in the metropolitan area.
- A telephone survey of 100 people in coastal Western Rock Lobster fisher communities, around a third of this sample was undertaken in the communities of Geraldton and Mandurah, weighted back to be representative.
- A telephone survey of 100 country residents spread across Western Australia outside the coastal fisher communities.

This robust sample of 600 respondents produced a overall sampling error is \pm 4.0% at a 95% confidence level, similar to the 2020 survey.

Comparisons have been made to the 2020 community survey results.

Key Insights

¥ Support for the industry is high and the results are similar or more positive than in 2020.

- Y Support is driven by the community:
 - Being proud of the industry
 - The industry being seen to operate sustainably
 - The industry being a good custodian
 - + The views of the community need to be considered.
- Consumption appears to be increasing just under 40% of the community consuming Western Rock Lobster at least once a year; this is moving in the right direction. The perceived competition remains similar to 2020.
- Most people perceive the WRL industry to make WRL available in WA at a reasonable price; an increase from 60% of the community believing this in 2020 to just over 70% of the community in 2022.
- Industry acceptability is increasing with the community perceiving that WRL industry is increasing being concerned about and taking into account the views of West Australians; a significant increase from 62% of the community in 2020 to 71% of the community perceiving this in 2022.
- There is a strong link between perceived easy of sourcing WRL and its level of consumption.
- The Back of Boat sales initiative has strong support in the community (when described to them) and one in four aware of Back of Boat sales have purchased WRL this way.

Community Perceptions of the Industry



PRIDE

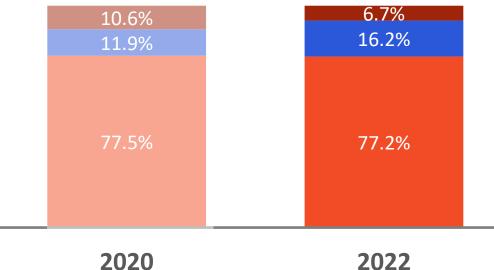
SUSTAINABLE

GOOD CUSTODIAN

J. S

Image attribution WRL Facebook page

Support for the WRL Industry has remained stable

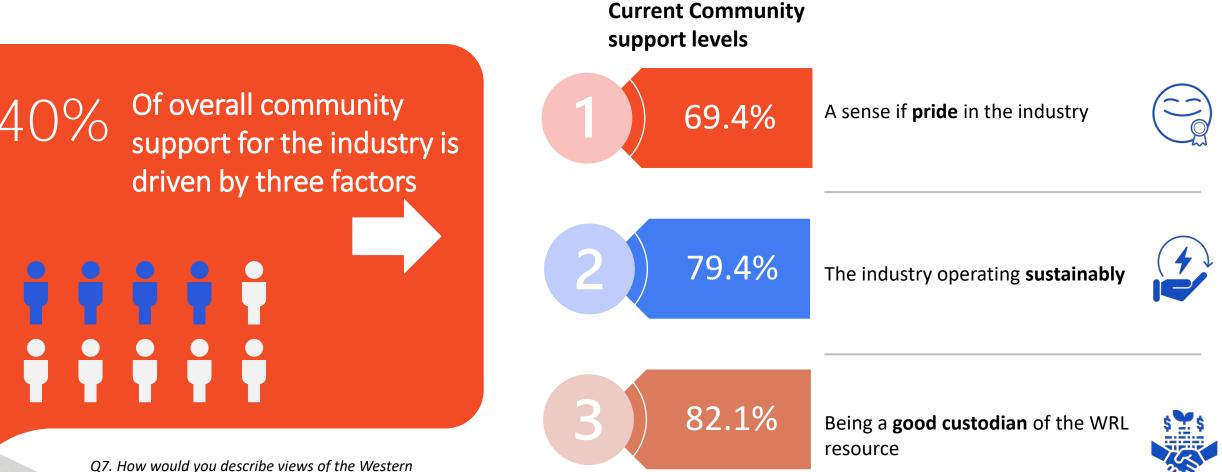


2022

- Not supportive (0-4)
- Mixed feelings (5)
- Supportive/very supportive (6-10)



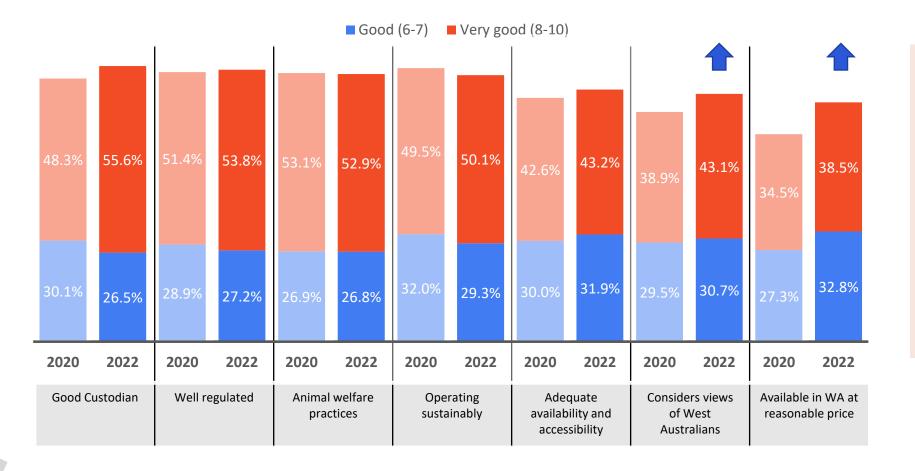
Support for the industry is largely driven by a sense of pride in the industry, industry sustainability and custodianship



Q7. How would you describe views of the Western Rock Lobster industry? It is an industry I am supportive (Sample size: 2022 n-442, 2020 n=631. Don't know excluded: 2022 n= 158, 2020 n= 170)

Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=421-477, 2020 n=587-658. Don't know excluded 2022 n=123-179, 2020 n=143-214)

Social licence – Industry acceptability show some significant improvements



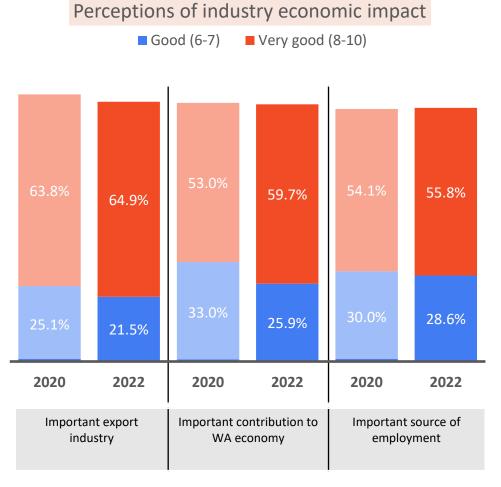
Significant improvements in:

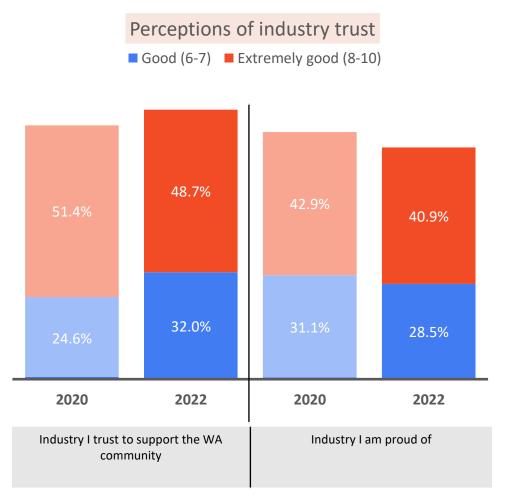
- Concern about and considers the views of West Australians (continued improvement in this area would be beneficial).
- Ensures WRL is available in WA at a reasonable price.

Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=421-477, 2020 n=587-658. Don't know excluded 2020 n=123-179, 2020 n=143-214)

8

Social licence – Economic contribution and trust remains high – similar results to 2020





9 Q8. How would you describe the Western Rock Lobster industry? (Sample size: 2022 n=470-482, 2020 n=679-689. Don't know excluded 2022 n=118-130, 2020 n=112-122)



Community Perceptions of Western Rock Lobster product



Nutritional value

Availability



Competitively priced

WRL is perceived as nutritional, available and competitively priced by the majority similar to 2020



Q16a (2022), Q16 (2020). Now, thinking about Western Rock Lobster) rating out of 10 where 0 is extremely poor and 10 is extremely good . How good or poor is WRL's (read out statement). (Sample size: 2022 n=444-482, 2020 n=633-654. Don't know excluded: 2022 n=118-156, 2020 n=147-168)

11

Consumption trends

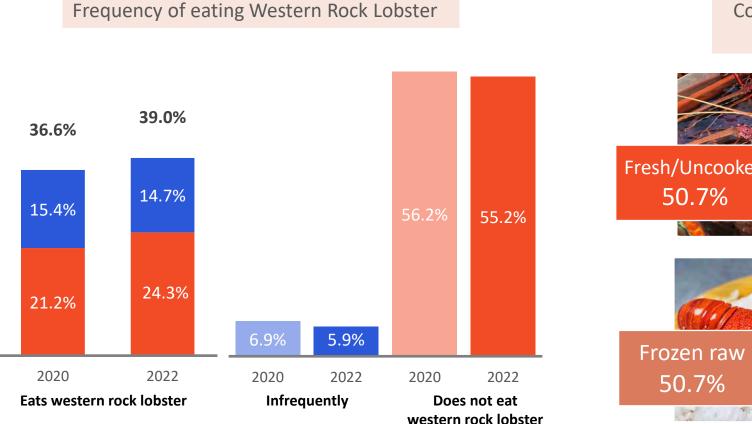
Fresh/Uncooked

Cooked

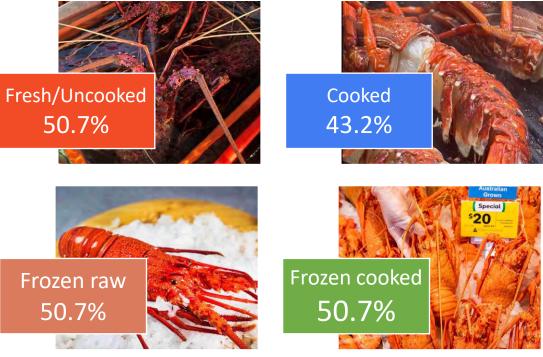
Frozen raw



Consumption remains similar to 2020



Community's methods of eating Western Rock Lobster

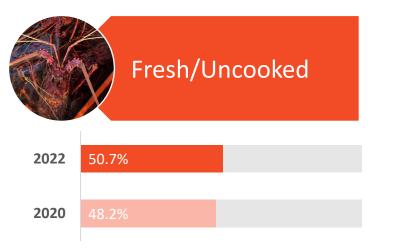


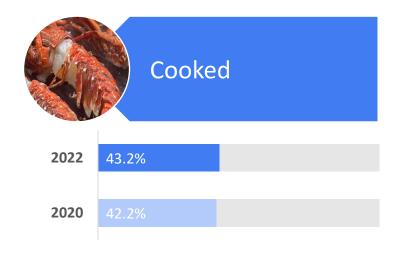
Q14. Do you usually buy Western Rock Lobster...? (Filtered by those who buy Western Rock Lobster from a shop (Q13); Sample size: 2022 n=162)

- Eat western rock lobster 4+ times a year
- Eat western rock lobster 1-3 times a year

Q11. How available is Western Rock Lobster to buy in your local area? Q4. by how often would you eat Western Rock Lobster at home, in restaurants, at a friend's house, etc? (Sample size: n=600)

Consumption remains similar to 2020









Q14. Do you usually buy Western Rock Lobster...? (Filtered by those who buy Western Rock Lobster from a shop (Q13); Sample size: 2022 n=162, 2020 n=170)



Perceived ease of obtaining WRL impacts the frequency of consumption



Eat western rockEat western rockDon't eat westernlobster 4+ times alobster 1-3 times alobster less oftenrock lobsteryearyearyear

Q11 (2022), Q12 (2020). How available is Western Rock Lobster to buy in your local area? (Sample size: 2022 n=600, 2020 n=801)

The Competition





Freshwater crayfish (yabbies, marron)



16

Q2 Now, which of the following types of seafood do you eat even if only occasionally? (Sample size: n=600).





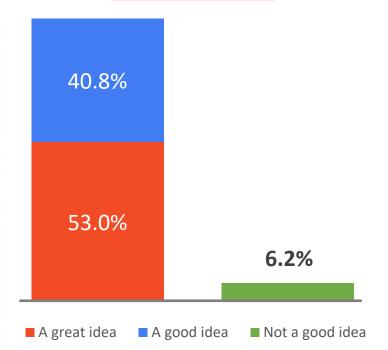
Support for Back of Boat

Image attribution WRL Facebook page

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Support for the initiative was high

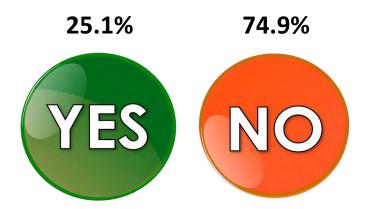
All respondents



Q18. What do you think of the idea of local fishers being able to sell Western Rock Lobster direct to the public as they arrive in port? (Sample size: n=600)

Awareness of Back of Boat initiative

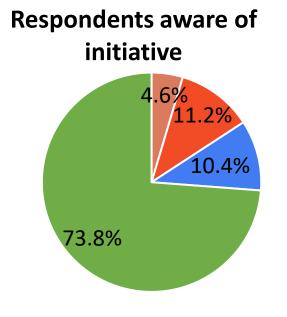
Awareness was good and mainly by word of mouth as the online ordering website was launched after the survey was completed.



Q17a. Were you aware that there are now opportunities to buy Western Rock Lobster from commercial fishers off the back of a cray fishing boat? (Sample size: n=600)

19

Just over one-quarter of those aware of the initiative had purchased from Back of Boat.



More than 3 times 2-3 times Once No

Q17c. Have you purchased Western Rock Lobster off the back of a cray fishing boat in the last 2 years, that is since September 2020 (Sample size: All respondents n=600; Respondents aware of initiative n=151)?



Summary report prepared by: research solutions

Contact:



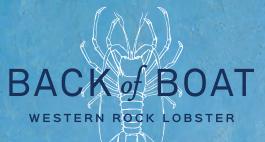
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lobster tales

Seasonal lobster Recipes

Fresh & Festive

Roast Lobster Tail with Miso Butter



Meet our fishers



Why WA is a World Leader

Delicious & Nutritious • Confidently Cooking Lobster • Buying Guide

What's Inside



Cooking your lobster with confidence A STEP-BY-STEP GUIDE



OUR NUTRITIONIST Tells us why lobster should be on your meal list more often



GETTING FESTIVE With lobster recipes and matching wines



IT'S A LIFESTYLE Why this 20 something chose the fisher life

Western Rock Lobster Council, 28 Mews Road, Fremantle WA 6160 🕴 🌐 www.backofboat.com 🛛 🞯 @westernrocklobster 💽 /BackofBoatLobsters





MAGAZINE EDITOR, STYLIST AND RECIPE DEVELOPER

West Australian food stylist and recipe developer Kate Flower loves nothing more than getting busy in the kitchen with local produce creating approachable dishes anyone can tackle at home. Kate was genuinely excited to work with WA's iconic western rock lobster to produce recipes showcasing the versatility of local lobsters and how you can enjoy them on a regular basis. Fremantlebased Kate leads an active life with her husband and three kids, often focused around water, with adventures to Rottnest or enjoying the river and beaches near her home.



CRAIG KINDER LEAD PHOTOGRAPHER

A nature man at heart, Craig Kinder is never happier than surfing or taking photographs in the natural environment particularly along our coastline. An award-winning photographer, Craig has specialised in food and travel for the past 30 years and has 45 cookbooks to his name. Career highlights include shooting Curtis Stone's first cookbook in London in 2004, working with renowned French chef Alain Fabregues of The Loose Box and his travels to Vietnam, Sri Lanka and India to photograph different cultures and cusines. As a lover of the ocean and seafood, he was excited to take part in this Western Rock Lobster publication knowing their commitment to sustainable fishing practices.



KELLY DAVIS EDITOR AND WRITER

Journalist Kelly Davis loves storytelling and having worked for magazines, both The Sunday Times and The West Australian newspapers and for local businesses in WA she always enjoys hearing what people have to say, no matter the subject! Kelly jumped at the chance to delve into the lives of our local fishers to find out what happens out there in that deep dark blue ocean in the early hours of the morning. An ocean f lover, Kelly is never happier than being at the beach, dog and family in tow.

Design by Jill Swingler @ www.seapixel.com.au

ACKNOWLEDGEMENT OF COUNTRY Western Rock Lobster acknowledges the Traditional Custodians of the Lands throughout Western Australia and recognises their continuing connection to these lands. We pay our respects to Elders, past and present.

Welcome



Welcome to Lobster Tales! As an initiative of the Western Rock Lobster Council, this publication is dedicated to celebrating the unparalleled delights of the lobsters found along Western Australia's pristine coastline. Our goal is to showcase the multitude of ways to enjoy these exquisite culinary delights, share fascintating stories of our local fishers, shed light on our sustainable fishing practices, and acknowledge the unwavering dedication of the people in our industry who work tirelessly to keep the industry flourishing.

One aspect we take immense pride in is our commitment to sustainability. Through responsible fishing practices and strict regulations, we ensure the long-term viability of the fishery for future generations and thriving ecosystems. By practicing sustainable fishing, we strike a balance between meeting consumer demand and protecting the valuable marine environment. However, it is important to acknowledge the challenges we face. Fluctuating market demands, the impacts of climate change and evolving regulatory frameworks pose significant obstacles. In the face of these challenges, it is essential for us to unite and support our local fishers.

Looking ahead, we see a future filled with exciting prospects for the western rock lobster industry. Adaptation to changing dynamics will drive innovation in fishing techniques, sustainable practices and the exploration of new markets. Collaboration among industry stakeholders, researchers and government will be vital in ensuring a resilient industry full of opportunity.

We invite you to join us on this captivating journey as we celebrate the western rock lobster industry. By supporting local fishers, raising awareness, and embracing sustainable practices, we can preserve this cherished product and industry for generations to come.

Prepare to be inspired, engaged and connected to the rich heritage of Western Australia's rock lobster industry. Enjoy Lobster Tales!

Matt Taylor

CHIEF EXECUTIVE OFFICER

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Summer Recipes

Fresh lobster and Pineapple Spring Rolls

Fresh spring rolls can be a little tricky to master, but once you've nailed the tight roll they are simple to put together and always make a great impression. The crunchy greens, fresh herbs, sweet pineapple and rich lobster flesh in this version are a match made in heaven. If you're looking for a fabulous way to share lobster with a crowd, then this recipe is perfect.

GF | DF | MAKES: 12 | PREP TIME: 30 mins | COOK TIME: 10 mins

INGREDIENTS

- 2 western rock lobsters, boiled and chilled (see page 8)
- 12 large rice paper squares
 (21cm squared)
- 1 iceberg lettuce, leaves separated, washed and spun dry
- ½ bunch mint, washed and picked
- ½ bunch Thai basil (optional)
- 1 bunch coriander, washed, roots trimmed and cut into 10cm lengths
- 2 Lebanese cucumbers, halved lengthways, then sliced into 3 lengthways again
- ½ pineapple, cored, trimmed of skin and sliced into 5mm by 10cm lengths
- 1 cup, thin rice noodles, cooked and cooled

SHELLING LOBSTER

- If your lobster was cooked whole, remove the head by twisting the carapace and abdomen (tail) firmly in opposite directions.
- 2. Clean the tomalley from the neck meat under gently running cold water.
- 3. Now flip the tail upside down so the soft shell is facing up and cut down either side of the ribs so you can peel back the shell, a bit like opening a can of sardines.
- 4. From there, use your hands to loosen the lobster meat from the shell and it should come out easily and neatly.

TO PREPARE

- 5. Slice the lobster tail into 5mm strips lengthways and set aside.
- 6. Choose a dish with high sides that will fit your wrappers and fill with warm water.
- 7. Dampen a tea towel and lay it on your bench as this will stop the wrapper sticking to the bench.
- 8. Have all the ingredients in bowls to hand. Dip a single wrapper into the water and allow to sit for ten seconds until pliable. You want it to be soft and workable without being mushy.
- 9. Remove the wrapper and allow water to drip off. Lay the wrapper in a diamond on the tea towel in front of you.

Nuoc Cham

- ¼ cup fish sauce
- 60ml rice vinegar
- 2 tbsp white sugar
- 125ml water
- 2 garlic cloves, finely chopped
- 1 red birdseye chilli, finely chopped
- 2 tbsp lime juice

To make Nuoc Cham combine all ingredients in a bowl and whisk with a fork to combine. Stir prior to serving.

- Start to stack your ingredients a third of the way into the wrapper so you will be able to bring the bottom corner up and over the stack once it is complete.
- 11. Start with a lettuce leaf folded over a couple of times then trim each end so there is 5cm of wrapper visible each side.
- 12. Continue to stack lobster, pineapple, cucumber, a small bunch of mixed herbs and ½ cup noodles all laid out evenly and continuing to leave 5cm either side of the stack.
- 13. Bring the bottom corner of your wrapper tightly over the ingredients and tuck to secure.
- 14. From here you bring each side firmly in over the stack to close the wrapper and roll it forward to completely enclose the ingredients.
- 15. Make sure you keep gently adjusting the package as you roll to keep it tight.
- Set the spring roll aside on a plate under a damp paper towel (so the wrapper doesn't dry out) and repeat until all 12 are rolled.
- 17. Slice the spring rolls in half straight through the middle (or leave whole) and serve with Nuoc Cham.

Cook's Notes

Try mango as a swap for pineapple.

If your rice paper tears during rolling, you can rescue it by wrapping the spring roll in a second paper.

Steamed Lobster with Ponzu and Lime

GF | DF | MAKES: 6-8 | PREP TIME: 30 mins | COOK TIME: 10 mins

Impress your guests with this sophisticated seafood dish which is as visually impressive as it is delicious. A picture perfect plate of finely sliced steamed lobster tail, elevated with bold flavours and delicate textures.

INGREDIENTS

- 2 western rock lobsters, steamed (see page 8), shelled (see page 5), sliced into thin medallions
- 5 radish, sliced very finely
- 8 yellow cherry tomatoes, sliced into thin rings
- 1 cup watercress
- 1 punnet micro herbs ½ cup edamame beans, cooked in
- boiling water for 2 minutes and chilled 4 finger limes, two sliced into rings,
- two with pearls removed and reserved for serving
- Chilli oil for colour and heat

Ponzu and Lime Dressing

- 3 tbsp ponzu sauce
- 1 lime, juiced

6

- 1 tsp sunflower oil
- ½ tsp toasted sesame oil
- 2 kaffir lime leaves, finely shredded

TO PREPARE

Dressing

Combine all ingredients and blend thoroughly in a food processor or with a stick blender. Dressing will last two weeks refrigerated.

TO PLATE

an internet and a second

2.

3

- Arrange lobster medallions and radish on a platter just overlapping and in an organic manner.
- Place watercress, herbs, edamame and cherry tomatoes evenly across the lobster and radish.
- Finish with finger lime slices and pearls and a tiny drizzle of chilli oil to taste.
- 5. Drizzle with Ponzu and Lime dressing, reserving some to serve at the table.

Cook's Notes

wrap and chill the lobster tail in the freezer for 15 minutes. This will firm the meat, helping you cut neater rounds.

Cooking your lobster with Confidence

Let's walk through best practice for steaming, frying or boiling your lobster to perfection.

LOBSTER COOKING CHART	WEIGHT	BOIL	STEAM
	400gm	8 - 9 minutes	10 - 12 minutes
	500gm	9 - 10 minutes	12 - 14 minutes
	600gm +	10 - 12 minutes	14 - 17 minutes

Like most seafood, it's preferred that you undercook lobsters a little and let them rest a few minutes before serving. Seafood will continue to cook after being removed from the heat.



STEAM

- Once your lobster is dispatched, remove the head by holding the tail and carapace firmly and twisting each in opposite directions.
- 2. Pull the carapace from the tail and remove the tomalley by brushing it away gently with your fingers under running water.
- To keep your lobster straight while cooking, place a thick skewer through the anus and straight through the flesh of the neck.
- Add 2 inches (50 ml) of salted water to a large stock pot. Fit a steam rack into the bottom or fit a steamer basket with lid to the pot size. Cover pot and bring to a boil.
- 5. Add the lobsters one at a time. Do not overcrowd the steamer.
- 6. Cover, and cook according to the time chart.

Note - You can also steam a lobster whole and clean after cooking.



FRY / BBQ

- Once your lobster is dispatched, split the lobster lengthways along the back with a very sharp knife.
- 2. Remove the black vein from the tail. Holding the tail pointed upwards clean away the tomalley by brushing it away gently with your fingers under running water.
- Follow your recipe instructions regarding the addition of fat and seasoning to your lobster.
- Place lobster shell side down on barbecue or in a frypan for around 5 minutes (depending on size of lobster), to help retain the juices. When the meat closer to the tail has turned white, but near the center is still slightly opaque, turn lobster over (flesh side down), for a minute or two.
- Turn the lobster over again, add any further dressing or seasoning as per recipe and allow to warm through (further minute or two).





BOIL

- Once your lobster is dispatched, fill a large pot 2/3 full with salted water (add a tablespoon of salt per litre of water) and bring to a boil.
- 2. Gently plunge the lobster/s into the water, head first.
- 3. Cover, return to a boil, and cook according to the time chart.
- 4. The meat will change from opaque to white when cooked and the shell will turn bright red.
- 5. Remove the lobsters from the pot with tongs and place on a plate to drain and cool.
- If you are serving them cold, plunge them into an ice bath to stop the cooking process straight away.

Quick & Easy

Why buy store-bought when you can whip up one of these three punchy dipping sauces in a flash at home. All three pair perfectly with lobster, creating a brilliant platter for casual entertaining. All sauces can be prepared in advance, stored in the refrigerator and popped on the table when the lobster is cooked and ready to serve.



Fried Lobster Tail

INGREDIENTS

- 2 western rock lobsters, boiled (see directions page 8), shelled (see page 5), sliced in half lengthways, remove intestinal tract, then cut into bite sized pieces.
- 2 tbsp olive oil
- 2 tbsp butter
- Sauces (see below)
- Chilli salt (see below)

TO PREPARE

1. Flash fry lobster pieces in a hot pan with a little melted butter and olive oil to caramelise the flesh (1-2 minutes).

2. Serve on a platter with accompanying sauces.

3. Sprinkle lobster with a little chilli salt before serving (see below).

Chilli Mango Sauce

(Pictured top left)

- 1 cup (packed) fresh mango, roughly diced (or use frozen)
- 2 tbsp coriander, leaves and stems, roughly chopped
- 2 tbsp red onion, finely chopped
- 1 tbsp fish sauce
- 1 tbsp sweet chilli sauce
- 1 tsp red chilli, finely chopped (adjust to taste)
- Lime juice to taste

TO PREPARE

- Place ingredients in a small food processor (or blender).
- Pulse until well combined, (you can have a chunky or smoother finish as you prefer), then adjust salt and heat to taste.

Season with lime if you'd like to increase the sour.

Note - This sauce would make a lovely alternative dressing for the Lobster Cocktail.

Citrus and Ginger Dressin

- 2 oranges, freshly juiced
- 2 tbsp fresh lime juice (or to taste)
- 1 tbsp soy sauce
- 1 tbsp sunflower oil
- 1 tbsp fresh ginger, finely grated
- 3 red chillies, thinly sliced
- 1 tsp apple cider vinegar
- 1 tsp caster sugar
- ¼ cup mint leaves, torn
- 2 tbsp basil leaves, finely sliced
- 2 tbsp chives, finely sliced
- 1/3 tsp saffron steeped in 1 tbsp warm water for 10 minutes

TO PREPARE

- Combine all ingredients in a jar with a tightly fitting lid. Shake to combine.
- If you would like to prepare this dressing ahead it will store for up to a week in the refrigerator, however only add the fresh herbs just prior to serving

Fresh Tartare

- 1 cup natural yoghurt
- ½ cup good quality mayonnaise
- ¼ cup parsley, leaves picked
- and finely chopped
- 2 tbsp dill, finely chopped
- 2 spring onions, finely sliced
- 6 cornichons, finely diced
- 1 lemon, juice and zest

TO PREPARE

- Place all ingredients in a bowl and stir to combine.
- Store in the fridge for up to 2 weeks.



1 tsp flaked chilli

Combine salt before serving

4 tsp flaked salt

and chilli and sprinkle across lobster tails



Rock lobster Salsa Tostada

GF | DF MAKES: 8 PREP TIME: 20 mins COOK TIME: 10 mins

This salsa has all the essential ingredients of a dish that hits just the right notes. It's fresh, healthy, flavourful and offers

the added interest of beautiful local lobster to boot. This is a great way to use a cooked tail or two to share with a crowd. Serve with good quality corn chips or create tacos by loading it into a soft tortilla with guacamole. It's a win either way.

INGREDIENTS

- 2 western rock lobsters, boiled (see directions page 8), shelled (see page 5) and diced to 1cm
- 2 Lebanese cucumbers, finely diced
- ½ red onion, finely diced, soaked in water for 15 minutes, drained well
- 1 cup coriander leaves, chopped
- 1 garlic clove, finely minced
- 1 green capsicum, finely chopped

- 2 long red chillies, seeds removed, finely chopped
- 3 tomatoes, seeds removed, finely chopped
- 1/2 lime, juiced
- 2 tbsp white wine vinegar
- 2 tbsp extra virgin olive oil
- Sea salt to taste
- 1 large pack quality corn chips

Serving Suggestions SOFT TACO Serve the salsa in a warm soft

tortilla with guacamole. SALAD Toss salsa through crisp baby cos.

STUFFED AVOS Slice avocados in half, remove the seed and fill with salsa as a lunch option.

TO PREPARE

- Place all salsa ingredients in a large bowl and gently toss to combine.
- Fill a serving bowl with the salsa.
- 3. Serve with quality corn chips and extra lime wedges on the side.



LOBSTER ON YOUR TABLE

Tasty and delicious? Absolutely, but did you know when you are devouring a freshly caught western rock lobster you are also delivering your health a boost?

Nutritionist and health coach Jessica Lowe shares her insights into just what these local crustaceans can provide on a nutritional level.

As a nutritionist, my role and life joy is to help people achieve optimal health and wellness with the power of whole food.

One of the areas I teach my clients to prioritise is a diet containing a wide variety of foods to ensure they optimise their nutrient intake and don't end up with nutrient deficiencies.

Protein is the main element involved in the growth formation and repair of our bones, muscles, and tissue, and it is an essential part of a healthy diet. However, not all proteins deliver the same nutritional benefits, so you need to mix up your protein sources to receive a healthy variety of amino acids and micro-nutrients (vitamins and minerals).

We get protein from many foods such as shellfish, fish, eggs, red meat, nuts, poultry, dairy products, legumes and soy.

Our digestive system breaks down these proteins making use of the amino acids to build muscle and aid the body's repair. Without the consumption of protein from food we can't make amino acids, which can result in weakened muscle tissue and stunted growth.

There are two types of amino acids known as essential and non-essential. As you've probably guessed, essential amino acids are required for good health and repair, and without them, our bodies just won't function at an optimal level.

Since not all protein sources have all nine essential amino acids, it's important to enjoy a variety of proteins and not just rely on your go-to's like chicken, meat and eggs.

Western rock lobster is a high-quality protein containing approximately 21 grams of protein per 100 gram serving, as well as several essential amino acids. It's also low in fat and the fat contained is healthy fat (not saturated).

"Western rock lobster is a high-quality protein."

The healthy fats found in western rock lobster are known as EPA and DHA, the two types of omega fatty acids which support heart health by lowering blood cholesterol levels. Omega fatty acids also improve cognitive function and lower the body's inflammatory response. Unlike chicken, western rock lobster is also an exceptional source of the trace element copper. Copper is involved in energy and DNA production. Western rock lobster also contains selenium and iodine, both essential for thyroid function and, important to note, not many foods contain both.

So, you can see why our sustainable, locally caught western rock lobsters are a great inclusion when planning a nutritious meal. They deliver a healthy, micro-nutrient dense source of protein that can be served in a variety of delicious dishes and you can feel great knowing you are supporting our local fishers.

Jessica Lowe currently runs her own businesses Happy Healthy Nutrition Club and Jessica Lowe Coaching. She holds a Diploma of Nutrition (non-clinical with AIPT) and is Level 1 & 2 Precision Nutrition Certified (Precision Nutrition).





NUTRITIONAL BENEFITS OF WESTERN ROCK LOBSTER

- High-quality, low fat protein option
- Healthy, unsaturated fat
- 21 grams of protein per 100g serving

• Delivers several essential amino acids CONTAINS:

- Omega fatty acids
- Selenium and iodine, both essential for thyroid function
- Micro-nutrients such as iron, zinc and B12





WA'S WORLD LEADING

Sustainable Fishing Practices

Future generations of West Aussies will still be fishing and enjoying our delicious western rock lobsters for years to come thanks to world-leading sustainability practices that have been implemented by our local industry for decades.

Limiting catch levels, ensuring lobster egg production remains high, mitigating risks to endangered marine life, increased quota reporting and ensuring licences are accurately monitored have put WA on the map in terms of global best practice.

And these practices aren't new, in 1963 the West Coast Rock Lobster Managed Fishery (WCRLMF), became one of the first limited entry fisheries in the world.

In 2000, it was also the first fishery in the world to be awarded Marine Stewardship Council (MSC) Certification – which sets the international benchmark for ecologically sustainable fishing.

Why is MSC Certification such a big deal?

The MSC Fisheries Standard was developed in consultation with scientists, the fishing industry and conservation groups (think WWF), and is used to assess if a fishery is well-managed and sustainable.

They are a stringent set of standards that are difficult to attain. For the WCRLMF to be the first in the world to achieve this was remarkable. It was the result of a combined effort by the Department of Primary Industries and Regional Development (formerly the Fisheries Department) and the Western Rock Lobster fishery working hard to achieve certification by putting more resources and focus into managing interactions with endangered, threatened and protected ocean species, and assessing the impact of fishing on the ecosystem and marine habitat in WA.

The fishery continues to improve and implement new practices each year to comply with continuously updated MSC Fisheries standards. Since its first certification in 2000, the fishery has moved to quota which has seen several environmental benefits, including the building of stocks to record levels, reductions in whale and sea lion interactions, improved management of bycatch, major reductions in the fuel and bait used to catch an increasing number of lobsters and increasing catchability for commercial fishers and the 55,000 recreational lobster licence holders.

Once you have MSC certification, seafood products sold under this banner come with a blue MSC label notifying consumers they are directly supporting fishers that take care of our oceans, so there is education and awareness from fisher through to consumer.

In 2022, the WCRLMF became the first fishery globally to be certified to the MSC Fisheries Standard for the 5th consecutive time.

That is a lot of innovation for our important local industry to achieve, proving our fishing industry is setting high sustainability standards for fisheries around the globe.

Why is it so important to keep our fishery sustainable?

The western rock lobster industry is an important part of WA's historical fabric both economically and socially, and we don't want to see our western rock lobster species threatened, so it is important to protect our WA fishery for generations to come.

Western Rock Lobster is Australia's most valuable single species wild capture fishery with a pre-COVID value of around \$440 million. A fleet of 235 boats operate baited pots across a 1000km stretch of coastline between Shark Bay in the north and Cape Leeuwin in the south.

The industry is important to regional communities by sustaining around 1850 direct and indirect full-time jobs, and generating up to 57% of the total economy in coastal fishing towns, as is the case in Cervantes.

It is also becoming a growing tourism opportunity for charter operators who are undertaking pot-based rock lobster fishing tours and creating new experiences for local, interstate and international visitors.

On a global sustainability scale, Governments around the world are under pressure to build food systems which can meet the needs of the growing population in a sustainable, climate-friendly way. This has put "blue foods" from the ocean into the spotlight.

The United Nations Food and Agriculture Organization's Director of Fisheries and Aquaculture, Professor Manuel Barange is a global expert on the impacts of climate change on marine ecosystems, fisheries and aquaculture. At the 2023 MSC Seafood Futures Forum he discussed how the world's political leaders, businesses and not-for-profits are realising the growing importance of food from our ocean to address the challenge of food security and nutrition, and the importance of doing this in a sustainable way both for the fish stock and the wider environment.

How is the WA industry being sustainable?

WA's managed rock lobster fishery used to work off limiting the number of allowable baited pots before transitioning in 2010 to limiting catch (quotas) and a harvest strategy that uses "maximum economic yield" as its management target.

Harvest Strategy and Control Rules (HSCR) set catch limits for both the commercial and recreational sectors on an annual basis. The HSCR's primary sustainability objective is to maintain lobster egg production at sustainable levels and a secondary, more conservative, objective to maximise the economic return of the WCRLMF.

Strict quota reporting methods and weighing of the lobsters by the fishers and fisheries department help ensure accurate numbers of lobsters being fished in any given period.

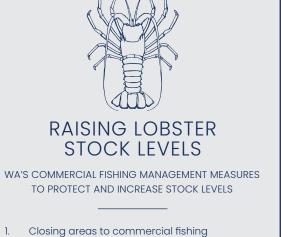
The industry also continues to work towards preventing any threat to endangered sea life so now all pots placed within designated sea lion areas are fitted with Sea Lion Exclusion Devices to stop the playful sea lion pups from entering pots. Since their introduction in 2012 there have been zero sea lions caught in pots.

Other strategies include various fishing gear modifications to minimise interactions with humpback whales and the banning of bait bands (plastic packing straps that secure cartons of bulk bait) that pose a significant threat to a range of marine life if released into the ocean.









- 2. Lobster size limits (76mm carapace length)
- 3. Protection for any females in breeding condition
- 4. Controls on the type of gear used
- 5. A limit on the catch for the whole fishery - Total Allowable Commercial Catch (TACC)



Jobster Saganaki

This classic Greek dish is traditionally made with prawns, however western rock lobsters make a perfect alternative. Serve this delicious meal with crusty bread, so you can rescue all the tasty sauce carrying the lobster shell flavour, and freshen things up with a simple leafy green salad.

GF | SERVES: 4 | PREP TIME: 20 mins | COOK TIME: 40 mins

INGREDIENTS

- 2 western rock lobsters, dispatched
- 6 tbsp extra virgin olive oil
- 1 red onion, chopped
- 2 big garlic cloves, crushed
- ½ cup dry white wine
- 500g jar tomato passata or crushed tomatoes
- 1 tsp dried oregano
- 500g cherry tomatoes on the vine (or standard cherry tomatoes)
- 1 lemon, rind and juice
- 250g Greek-style feta, sliced into four pieces
- ¼ cup Italian parsley leaves

Cook's Notes

Use a pot or pan that can move from the stovetop to your oven.

Any leftover flavourful saganaki sauce could be tossed through pasta.

TO PREPARE

- . To prepare lobsters, remove the top half by firmly twisting the tail and carapace in opposite directions and pulling apart. Clean one carapace by thouroughly rinsing out the hollow and set aside. Discard the second. Then clean the top of each tail under gently running water to remove the tomalley.
- 2. Slice each tail in half lengthways through the shell, then cover and set aside to come to room temperature.
- 3. Re-heat oven to 200°C.
- 4. Heat 3 tbsp of the extra virgin olive oil in a shallow, flameproof casserole or ovenproof skillet pan over medium high heat.
- Cook the onion and garlic with a couple of pinches of salt for 5 minutes over medium heat, or until softened, stirring every so often.
- 6. Add the white wine and continue to cook stirring until almost all the liquid has evaporated.

- Add the tomato passata, oregano and cherry tomatoes, gently stir, then cover and bring to a simmer. Cook for 5 minutes on the stovetop.
- 8. Peel three long pieces of rind from the lemon and add to the pot along with the juice of half the lemon.
- Season to taste with salt and black pepper. Leave to simmer over a low heat for 10 minutes. Check the seasoning once more, adding more lemon and salt and black pepper as required.
- 10. Push the head pieces of lobster into the sauce to add flavour, then nestle the lobster tails evenly on top of the sauce.
- Tuck the feta into the dish, drizzle with the remaining olive oil, then bake in the oven for 15-20 minutes until cooked through and the feta is tinged golden brown.
- 12. Finish with Italian parsley leaves and drizzle of oil to serve.

lobster Fried Rice with lettuce Cups

This Aussie family favourite and easy mid-week meal has been given a lift with the addition of our iconic western rock lobster. The sweet flesh of the lobster works perfectly with salty Asian flavours.

DF | MAKES: 4-6 | PREP TIME: 10 mins | COOK TIME: 10 mins

INGREDIENTS

- 1 western rock lobster, boiled (see page 8) and shelled (see page 5), then flesh finely diced or shredded
- 2 tbsp vegetable oil
- 3 garlic cloves, crushed
- 2 tbsp ginger, finely grated
- 4 cups cooked rice
- 100g char siu (barbecue pork), cut into small cubes
- 1 tbsp light soy sauce
- 1 tbsp oyster sauce
- 2 tsp toasted sesame oil
- 150g garden peas, thawed
- 1 cup fresh coriander leaves, torn, reserve half to serve
- 4 spring onions, thinly sliced into rings, reserve half to serve
- 1 red chilli, finely sliced, reserving half to serve

To Serve

1 baby cos lettuce, leaves separated and washed. You will need 8 leaves.

TO PREPARE

- Select eight lettuce leaves and trim if necessary to make cups. Place in a large bowl filled with iced water to keep crisp.
- 2. Place a wok or frypan on high heat, add 2 tablespoons of vegetable oil and swirl to coat. Add garlic and ginger, toss quickly to cook.

14CUP

some

- Add the rice, char siu, soy sauce, oyster sauce and toasted sesame oil. Stir-fry over high heat, moving everything around to prevent it from sticking (2-3 minutes). Toss through half the coriander leaves, spring onion and red chilli. Remove fried rice from wok, set aside and keep warm until ready.
- Add lobster to the wok and stir-fry until lightly caramelised. Toss in peas to heat through.
- 5. Scatter lobster and peas across fried rice. Season to taste with sea salt and pepper.
- 6. Top with spring onion, coriander and chilli
- Serve alongside lettuce cups for people to fill and enjoy as they wish.

Cook's Notes

Make best use of all the lobster flesh by using the neck meat in this dish. Already tender, it just needs a quick flash in the pan to caramelise and heat through.

Meet our Fishers



In the dark hours of the early morning while most of us are tucked up in the comfort of our beds, fishers along WA's coastline are heading out into the deep blue. They sometimes face treacherous conditions trying to make a hard-earned living under the weight of rising petrol prices, changing international trade, sustainability guidelines and their own expectations of treating the ocean respectfully and providing for their families. It's not easy, but it comes with natural benefits.



GERALDTON / ABROLHOS

Justin Pirrottina's dad Pinny started fishing in the Abrolhos Islands in the 1960's. He worked with the wellknown Basile fishing family before buying his own boat and heading to Rat Island in 1968. Justin and his brothers, also lobster fishermen, went to school there and said it was a wonderful life growing up. Bouts of sea sickness and no interest in fishing pushed Justin towards an apprenticeship building aluminium boats after school. But fishing was in his blood, and it wasn't long before the sea life drew him back in.

Working on the boats feels like a lifestyle choice, what's the appeal?

Clint - I have always loved it. It gets in your blood and you don't want to stop. It's bloody hard work and I have had plenty of setbacks, but every day I learn something new. An old fisherman said to me once

"You learn more from an empty pot than a full pot",

and I always remember that. You will never put an empty pot back in the same place. Being self-employed



FEDELE CAMARDA

Fishing has been in Fedele Camarda's family for five generations since his great grandfather began fishing in Cockburn Sound in the 1890's. Fedele spent his first summer fishing at 18 before university started and swore it would be his last. But he went back a summer later and has been fishing ever since. His Mum and Dad are still involved and Fedele now skippers their boat Neptune 3 working with his brother and 24 year old son.



CLINT MOSS

Clint Moss has been in and around fishing boats since he was two years old when his family moved to Wedge Island and his dad started fishing in 1977. He first ran his own boat in 2000.

means you can create success from your own labour, and that's so rewarding.

Justin - There's no getting away from the fact that lobster fishing is pretty tough! I vomited for the first 15 years and a tornado wiped out my house in 2012 but, living on the Abrolhos, there is not a better place in the world.

"Sometimes we don't see another person for days. You can also just go for a fish or squid and have dinner sorted in five minutes. It's a pretty unique lifestyle." It's not for everyone though, but I loved it, my kids loved it. Some days during school when the tides were low, we would just go walking out on the coral and collect shells and bits and pieces.

What is the best part of being a lobster fisherman?

Clint - Getting through the passage to get out to the ocean on the north side of Lancelin at 3am. You really have to face your fears, it is hard to navigate in big swell, but once you have faced it and made it through, you feel like a king. Fedele - It's really just great being out on the ocean and working with family. What has been fantastic recently has been able to sell back to the public. For people who can't get out on a boat themselves, it's great to be able to share our stories and experiences of being out on the water with them. Back of Boat sales are a really nice way for people to see who we are. We aren't all big huge operators, we are family businesses too who, at the moment, are doing our best to survive.

Justin - The serenity of being out in the ocean, the quietness, the freshness of everything you do. We get to see the constant changes in weather every day.

What is the most challenging aspect of lobster fishing?

Fedele - The most challenging part right now is the market and it's beyond our control. We catch the lobsters, but apart from selling a few locally, we give them to an exporter and they pay us market rate. It's hard to find ways to make a profit because it is really hard to cut costs. You can try and fish economically, using less bait and fuel, but there is only so far you can go.

What is the scariest moment you have experienced at sea?

Clint - We were out one day 15 miles from Lancelin and I snapped my rudder so I had no control. We were being towed back through the passage in 4.5m swell and were in real danger. The crew had stripped down to their boxers and life jackets and wanted to jump off and go on the tow boat but legally I had to keep them on board. We came down a wave, the line went slack and we had tipped so far over I thought we were going to roll. I was in the water and thought I was going to die but in a split-second decision I put the boat into reverse and we managed to correct, and later I found out that saved us. It took me four days before I could even look at the boat again.

Fedele - We tend not to go out when the weather is bad, but some days the weather can change unexpectedly and when the swell is about its pretty dangerous. If you are in the wrong place at the wrong time, the ocean can be unforgiving and you don't want to be in that situation.

I have had hooks stuck in my hand, a pot wrapped around my leg, and I have been hit by the tipper and had black eyes and a chipped tooth, but you just carry on.

Justin - I rolled a boat once. I was fishing at Flat Rocks south of Geraldton, we had finished pulling the pots and I turned inside the breakers just a fraction too early. It wasn't even large swell! Luckily, we were only 50m from shore so my deckie and I got in and we had a mate rescue the boat from the bottom. It just shows you how quickly it can happen.

What would surprise people the most about lobster fishing?

Clint - The contact we have with fisheries for the quota reporting. We have to email when we are going out, report when we are half an hour away from dock, how many crates we have on board, our bycatch, and any other sightings at sea. Once back in, we weigh and declare our catch, our third report for the day, and fisheries officers can show up to double check the declarations at any point. Every single crayfish that is landed is accounted for, which gives great confidence to all participants of the fishery.

What has changed most about the industry?

Fedele - Definitely the technology. I don't think you can even imagine what it was like...

...in the 1940s when my grandfather used to sail out on a small boat around Carnac Island doing only 6 or 7 knots, without a winch, a motor or a radio.

They didn't even have proper gloves. It just fascinates me how they used to do it. From there, the progression of the industry in terms of the boats we now use, technology, the pots and how we can monitor everything, has been incredible.

Justin - When quota came in, and China trade came on board, everything shifted. Our whole life changed in what seemed like five minutes. We went from \$20/25 a kilo straight to \$40 per kilo and that grew year on year, until it all went south with COVID and trade with China changed. What quota did was give us our life back. We now had all this time to spend with our families.

Can you tell us about a particularly exciting day out on the water?

Clint - My most exciting haul in one day was pulling in 1565kg (which is about 35 bags). Fisheries had shut the water for 10 days one December because people were catching too many and so I thought the pots would be empty because they had been left so long. I was amazed by it.

Justin - One of the best was seeing two Orcas whales.

I haven't seen a great white yet, which is really bugging me as everyone else has!

I have also pulled up a few painted crayfish, one that was just under 3kg which is huge. You don't usually get them in the pots because they eat weed.

What do you get to see being a fisher out in the deep sea that most others don't?

Fedele - Constant transformation! Seeing the sun come up over Garden Island. The sunrises from the ocean are pretty special. We get to see everything change in the morning and I love the peacefulness. We see sharks and whales and bird life at different times of the year and we do everything we can to ensure the sealife aren't impacted. We also get to enjoy the stars and the phases of the moon.

What is the most unusual thing you have pulled up in a pot?

Clint - There is this incredible purple-red flowery coral we bring up sometimes, it always amazes me this coral and I think about how beautiful it must be down in the deep.

Fedele - Not so unusual but we pulled a pot up once and it just felt too light, and somebody had untied our pot and tied it to a big piece of coral.

Justin - An electric stingray. We removed it with wooden batons and flicked it back into the water.

Roast lobster Tail with Miso and Seaweed Butter & Grilled Bok Choy

Try a fresh take on "lobster on the barbie" with this simple yet impressive roast lobster tail. The brilliance with this method is capturing both the delicious, smokey flavour of the charred lobster we all enjoy from the BBQ, while keeping the flesh succulent and juicy within the shell.

GF | MAKES: 4 | PREP TIME: 20 mins | COOK TIME: 10 mins

INGREDIENTS

Lobsters

• 4 western rock lobsters, dispatched

Miso Butter

- 500g butter, softened
- 10 tsp white miso paste
- 4 tbsp black sesame seeds, toasted
- 1 nori paper

Grilled Bok Choy

- I bunch bok choy, woody stems removed
- 2 tbsp sesame oil, toasted
- 1 tsp soy sauce
- 2 spring onions, finely sliced
- 1 green chilli, finely sliced
- 1 lime, sliced into rounds

TO PREPARE

Miso Butter

- Whip together softened butter and miso paste with electric beaters. Add sesame seeds and whip again.
- To wrap butter in nori paper, scoop 1/3 whipped butter and shape into a log along the length of the nori. Roll into a cylinder, dampening the edge of the nori with water to hold together.
- Wrap miso butter log in cling film and refrigerate until needed. Reserve remaining butter to brush onto lobster tails.

Lobster

- 1. Heat oven to 275°C on grill setting.
- 2. Rest lobsters on the bench allowing them to come to room temperature for 20 minutes prior to cooking.
- 3. To prepare lobsters, remove the top half by firmly twisting the tail and carapace in opposite directions and pulling apart. Discard the head and trim off the neck flesh at the top of the tail to neaten.

Reserve that meat for another dish. Now using sharp kitchen scissors, snip the shell centrally along the back of the lobster until you reach the end of the tail. Gently prise apart the shell a little to reveal the meat.

- 4. Melt 4 tablespoons of reserved miso butter and brush the lobster flesh liberally with melted butter, spooning some gently into the split in the shell.
- 5. Sit the lobsters on foil on a tray. With an additional four squares of foil, cover the lobster fans completely to prevent them from burning. Place the tray of lobsters on the highest shelf in the oven and cook for 8-10 minutes. The shells should be bright orange and starting to char in some places when ready.
- 6. Remove from the oven and rest for five minutes before serving on a platter with extra miso butter and bok choy.

Bok Choy

- Whilst lobster is cooking, prepare bok choy. Heat pan or wok on high and drizzle with sesame oil. Add bok choy and soy sauce, toss to quickly cook through (3 minutes or until stalks begin to soften).
- 8. Remove from heat onto a serving plate and scatter with spring onions, chilli and lime wedges.

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WINE PAIRING

By Jay Beeson of Old Bridge Cellars

Fervor Funka Riche Chardonnay 2021 Makers - Mike and Callum Garland

A cool climate chardonnay in a reductive, flinty spectrum from legendary Great Southern wine makers, this wine has the alluring reduction to complement the umami from the Miso and Seaweed Butter with its layered generous chardonnay fruit to complement the beautiful WA lobster.





Arthone States

Festive Recipes

Miso butter can be made 3 days in advance and will last refrigerated for one month.

Leftover miso butter can be used to dress other proteins and veggies.

Creanu Avocado Sauce

WINE PAIRING

By Jay Beeson of Old Bridge Cellars

LOWBOI Riesling 2022 Maker - Guy Lyons

Bursting with wet river stone and citrus to accentuate the herby lemon goodness of the Green Goddess sauce, the crisp cool climate acidity and balanced power will refresh the palate and make you come back for more. Shhh don't tell your friend as this stuff is rare.



lobster Cocktail

Nothing says special occasion quite like a seafood cocktail and this version filled with chilled western rock lobster is the ultimate entrée. Set the tone and get your Christmas celebration started in style.

GF | DF | MAKES: 4 | PREP TIME: 30 mins | COOK TIME: 30 mins

INGREDIENTS

Creamy Avocado Sauce

- 1 avocado
- 200g quality mayonnaise (DF)
- 1 tsp finely grated horseradish (or use horseradish cream)
- 1 green chilli, sliced
- 1 bunch coriander, stems and leaves chopped
- 1 bunch chives, chopped
- 1 bunch mint, chopped
- 1 lemon, juiced
- 2 western rock lobsters, boiled (see page 8) and shelled (see page 5)
- ½ rockmelon, seeds and skin removed and shaved into thin slices
- 4 baby cos, leaves separated and washed
- 1 lime, sliced into wedges
- 1 avocado, sliced into 8 wedges lengthways
- 1/2 cup mint leaves, picked

Sweet and Sour Chilli Salt

- 2 tbsp salt
- 1 lime, zest only
- 1 tsp chilli, ground
- 1/2 tsp sugar

TO PREPARE

- 1. Combine all avocado sauce ingredients in a high speed blender, process until smooth, then set aside in the refrigerator until ready to use.
- 2. Start with four 250ml cocktail glasses or dishes.
- Divide creamy avocado sauce between the 3 four glasses, leaving a little to dress the cocktail once assembled.
- Arrange cos leaves and avocado wedges against one 4. side of the glass to create a nest for the lobster.
- 5. Fold rockmelon slices back on themselves and tuck into the front of your cocktail nestled into the sauce.
- Slice each tail in half, lengthways, then slice each half 6. into three even pieces widthways. Keep the curved lower tail section as the feature pieces to finish the cocktails (see image for reference).
- Gently pile two pieces onto each cocktail 7. behind the rockmelon and finish with the lower tail piece to decorate.
- Sprinkle with chilli salt and drizzle with more 8. dressing as desired.

Cook's Notes

Take your time with

assembly. This dish is

as much about

pleasure to the eye as the taste buds.

ON DECK Dnika Basile - a woman in her element

At the mercy of changing weather, tide and sea conditions and despite often facing tough physical conditions, loneliness away from home, bucket showers, early starts and long days at sea, deckhand Onika Basile wouldn't have her life any other way.

As a fourth-generation lobster fisher on her family's fishing boat in the Abrolhos Islands, Onika plays a hand in one of the toughest, physically demanding industries around.

Lobster fishing is a challenging way of life but can also offer excitement, magic and wonder every single day.

"I cannot imagine a life where I wasn't on the water" Onika says. It is this simple statement that drives her as she survives the seasonality of her job grappling float lines, scrubbing, pulling, winching, stacking pots, baiting, and cleaning her family boat.

"We get to watch some incredible storms go through, and see some beautiful sunrises, but also must deal with days where the sea is rough and extremely unpleasant," Onika said. "We get to see both the best and the worst of the weather, and how it affects the crays and wildlife around us which is fascinating to me."

Her love of the ocean runs deep and even when the season is finished, she looks forward to getting straight back into windsurfing, spearfishing, freediving and her other love, underwater photography.

Describe a typical day on the boat for you?

I work together with my father on the family fishing boat Hectoo, at the Abrolhos Islands, about 35 nautical miles from Geraldton. When we are fishing, we stay on the island, only going back to Geraldton to deliver lobster. On a fishing day, we typically leave the island just after first light. Before leaving, I load the bait and crates and set up the boat for the day. This includes rolling out the deck mats, setting up the holding tanks, grapple and pot tipper ready for operation. After throwing ropes, we begin the steam to the gear. Depending on the weather and time of year, it can take anywhere from 30 minutes to 1.5 hours to reach the first pot. I grapple the float line and wrap it around the winch, and wait for the pot to surface at the side of the boat. After the pot is onboard, I move the rope and floats to the back of the boat, empty the pots, grade the lobsters, re-bait, and stack the pot. When all the pots are onboard, we set them back into the ocean, and continue on to the next lines. We usually pull between 80 to 100 pots a day. On the way back, I wash down the boat and scrub off any marks and algae. When we get to the island, we move all the lobsters to our holding tanks on the jetty. We have a quick bite to eat, and then I will prepare bait for the next day. After all the jobs are done, it's usually around 4pm or 5pm.

Working on the fishing boats feels like a real lifestyle choice, what drew you to this?

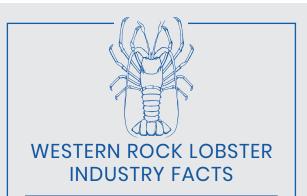
I have been very fortunate to grow up in a fishing family – I am 4th generation now. I've known since I was little that being on the ocean is where I wanted to be, and my life goal is to skipper my own vessel. As kids, my siblings and I would spend three months of the year at the Abrolhos Islands during the fishing season. We learnt to drive dinghies, set our own amateur pots and go on adventures to neighbouring islands. Being on the ocean and on boats is second nature to me.

What do you love most about your job?

I love, that for most of the time, we are on our own in the middle of the ocean. For some people it is daunting, but I enjoy the challenge of dealing with whatever is thrown at us, with what resources we have on the boat or on the island. You learn to make the most of every situation you're in - I think it's probably the element of how unpredictable fishing can be that is exciting. One day we might fill the boat up in a few lines, the next you might get nothing.

What is the most challenging aspect of your job?

As much as I love being on the ocean with just the boat and the elements, it is also a very socially isolating job. I miss my partner and our two border collie dogs every day, and only get to see them one night per week when we



235 active commercial vessels are operating in 2023.

Quota for the 2023-24 season is 7,300 tons.

The main bycatch species landed in the pots are octopus, champagne crabs and baldchin groper.

Western Rock Lobster is Australia's most valuable single-species wild capture fishery, contributing over \$400 million annually to the WA economy.

Over 55,000 recreational fishers hold rock lobster licences. In 2000, western rock lobster became the first fishery in the world to achieve Marine Stewardship Council (MSC) Certification.

Sea Lion Excluder Devices became mandatory in 2009, since then there have been zero sea lions caught in pots.

Back of Boat reached a milestone in December 2022 with 100 tons of live lobsters sold to the community.

Western rock lobster industry is a key regional employer generating around 1850 direct and indirect full-time jobs.

bring the lobsters to town. There are a few other fishermen on our island at the peak of the season, but during the winter can be just us for weeks on end.

How do you find working in such a bloke heavy industry?

It's never been an issue for me working in a male dominated industry. For our business, and previous employers I've worked for, it doesn't matter if you're male or female, if you can do the job, then you're in! I have worked hard to be physically strong enough to stack all our pots, and never let stereotypes get in the way.

What happens during your working day that people would be surprised by?

That we go round in circles, up and down, rolling port to starboard and we still don't get seasick! After a while on the same vessel you get used to the motion and don't feel sick at all...but after a rough day we sometimes get off the boat and feel like we are still going up and down.

What is the most outrageous thing you have pulled up in the pots?

We've seen some really interesting juvenile squid, fish and octopus as big as your fingernail. Honestly though, some of the most interesting are the crays themselves. We handle hundreds of them a day, and occasionally you find one with a crazy deformed shell, extra horn, legs that are just about as long as the pot. I've even had a few with split colouration, deep red on the carapace and feelers, and white on the tail and tips of the legs.

When you come off the boats what do you most look forward to?

On our weekly trip into town overnight, it is nice having a long hot shower straight from the tap. On the island we have bucket showers and all our water is rainwater, so we are extra careful not to have long showers, especially during the dry months.







Dnika's Favourite Lobster Bites

I'm not a good cook but my partner, Felix, is superb – he makes the lobster into snack sized pieces that we call 'popcorn cray'. Basically, you remove the meat from the tail and chop it up into small bitesized chunks. Soak the chunks in soy sauce, rice wine vinegar and chilli. After soaking them, drain the liquid and give the meat a pat dry with some paper towel if it's still damp. Cover in corn flour, and deep fry. Serve on its own, or in sushi and rice paper rolls.



We have taken you through how to enjoy western rock lobsters and why they are so tasty and nutritious, but where exactly can you get your hands on these beauties?

To enjoy lobster on your table, make sure you use this buying guide to help you on your way.

BACK OF BOAT

Ther freshest way to pick up a western rock lobster is straight off the back of the boats of one of our local fishers. Not only will you be sourcing these wild-caught crustaceans as soon as they get into port, you also have the chance to have a great yarn with the fishers who caught them and find out about their life at sea. Scan our QR code on the back of this magazine to find back of boat sales which run along the WA coastline from Fremantle up to Kalbarri.

SEAFOOD RETAILERS

WA seafood retailers love to support our local fishers. Ask at your local retailer when next shopping if they have any in stock. It's always a good idea to call ahead to check on stock levels and whether they have live and cooked, depending on your requirements.

You can find western rock lobsters stocked at the following retailers: Catalano's Seafood (Booragoon-Whitfords), Catalano's Factory Direct (Bassendean) Seafresh Fish Market (Innaloo-Claremont-Myaree), Effie's Gourmet (Morley), Poseidon Seafood (Malaga), Kailis Bros Fish Market (Leederville), Burswood Seafood (Burswood),b WestnFresh Seafood (Cockburn Central).

FARMERS' MARKETS

Keep in touch with seafood suppliers at your local Farmers' Market. Check their social pages for weekly locations and ring ahead to make sure they have stock on the day you plan to visit. For example the Kombination Seafood van, which only sells sustainably caught seafood, can be found at markets such as Perth City Farm and Freo Farmers Market.

INDEPENDENT & SPECIALTY GROCERY STORES

You are able to locate lobsters in both independent and specialty grocery stores as well as select IGA stores, Farmer Jack's and the Boatshed Market in Cottesloe.

BIG SUPERMARKETS

If you are stretched for time, you might find the easiest way to shop frozen lobsters is from select Woolworths and Coles supermarkets. Ask in your local store to see if they stock locally caught western rock lobster.

BUYING WHOLESALE

If you are planning a large gathering or are a business that needs to source western rock lobsters in larger quantities, try the wholesale buying opportunities from a processor or exporter by visiting www.westernrocklobster.org/buy-lobster.





CHOOSING YOUR FRESH LOBSTER

Choosing a live lobster can be a bit of an art, as it involves assessing the lobster's health and vitality to ensure you get the freshest and most delicious seafood.

Here are some tips for selecting your lobster:

- A live lobster should be lively and active. It should move its legs and antennae when picked up or touched.
- Examine the lobster's shell. It should be hard and vibrant, without any cracks or holes.
- Tail meat through the belly should appear almost transparent not opaque or cloudy.
- Size Larger lobsters tend to have more meat, but smaller ones can be sweeter and more tender.
- Colour Lobsters can vary in colour from pale pink through reds to deep purple based on life cycle stage and age but this is not strong indicator of quality or flavour.
- Aroma Fresh lobster should have a clean, subtle oceanic scent. Avoid any lobsters that have a strong, unpleasant odor, as this can indicate spoilage.
- Legs and antennae intact does not reflect the quality of the meat, however it is ideal for presentation purposes.
- Ask Questions: Don't hesitate to ask the fishers or fishmonger about the lobster's source, how long it has been in their tank, and any specific preparation advice.
- Transportation Tip: If you're traveling a significant distance with the lobster, ensure it's stored properly. A cooler with ice packs or damp newspaper will help keep it alive and fresh during transportation.
- Ideally, you should purchase lobsters on the day you plan to cook and eat them for the most exquisite flavour and texture.

CHOOSING YOUR COOKED LOBSTER

Check the colour of the meat from the underside through the shell. The highest quality cooked lobster will have white meat and no black coloration or juices, which is a result of insufficient cooking time.



If you prefer to leave the cooking and plating of our western rock lobsters in the hands of the experts, here is a guide steering you to a selection of Western Australian restaurants who feature locally-caught lobsters on their menus. You will see they are being prepared in both high end and casual venues so there is somewhere for everyone.

Art of Seafood, East Perth Bib & Tucker, North Fremantle Cicerellos, Fremantle Cray Seafood & Grill Restaurant, Belmont Dandelion, Karrinyup Emily Taylor, Fremantle Kailis, Fremantle Kailis Bros, Leederville Lobster Shack, Cervantes Lobster Pier, Perth MUMMUCC', Wembley Rusty Fig, Perth Seven Sins, Perth Hills Skeetas Restaurant Bar & Cafe, Geraldton Southerlys, Dongara Toma / Pirate Life, Perth Vin Populi, Fremantle



WA's world-famous rock lobsters alive and fresh, direct from your local fisher as soon as they reach port.

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lobster tales

Recipes Winter warmers

10121

Seasonal lobste

Lobster Bisque

Risotto with Brown Butter Lobster

Gustainability Finding the sweet spot



Meet our fishers

Portraits of industry icons - John Fitzhardinge & Jane Liddon

What's Inside



BACK OF BOAT WEBSITE What will you find?



BEVERLEY'S BECHAMEL features in our lobster toastie



JAY BEESON OF OLD BRIDGE CELLARS wine matches our Asian lobster recipes



SCOTT BRIDGER Serves up western rock lobster at Bib 'n' Tucker

Western Rock Lobster Council, 28 Mews Road, Fremantle WA 6160 🕴 🌐 www.backofboat.com 🛛 @westernrocklobster 📑 /BackofBoatLobsters

Contributors



KATE FLOWER MAGAZINE EDITOR CREATIVE DIRECTOR

West Australian food creative and stylist Kate Flower loves nothing more than cooking with and talking about local produce. Fremantle-based, Kate keeps all the plates (metaphorical and physical) spinning with a hectic but fun family life, and a busy and creative working life under her banners Kate Flower Food and Flower Food Studio, both focussed on creative services in the food industry. If Kate had to pick a favourite dish from this winter edition of Lobster Tales, it would be the Lobster Toastie because it's simple, delicious and has a great backstory and Kate is all about the story!



ALICIA ROBINSON RECIPE DEVELOPER

Cooking, produce and food has been Alicia's passion from an early age – her childhood memories catalogued by smell and taste. Lucky to have a family who shares her curiosity and passion for food, her career in food unfolded organically. When she's not in the kitchen, Alicia can be found with her hands in the soil, tending her family's extensive orchard and vegetable patch, which aligns with her commitment to flavour, the environment and sourcing locally-grown produce. If Alicia had to pick a favourite dish from this winter edition of Lobster Tales, it would be the Lobster Bisque, simply

because of its rich aroma and the memories it evokes.



CRAIG KINDER LEAD PHOTOGRAPHER

A nature man at heart, Craig Kinder is never happier than surfing or taking photos in the natural environment particularly along our coastline. An award-winning photographer, Craig has specialised in food and travel for the past 30 years and has 45 cookbooks to his name. Career highlights include shooting Curtis Stone's first cookbook in London in 2004, working with renowned French chef Alain Fabregues of The Loose Box and his travels to Vietnam, Sri Lanka and India to photograph different cultures and cusines. As a lover of the ocean and seafood, he was excited to take part in this Western Rock Lobster publication knowing their commitment to sustainable fishing practices.



JILLY SWINGLER GRAPHIC DESIGNER

Ocean swimmer, beachcomber and surfer, Jill has lived life porous with the West Australian coastline - its sights and sounds the backdrop and soundtrack to her life. Jill's creativity is inspired by the invigorating natural wonders of our unique WA environment. Her design business, aptly named Sea Pixel, services clients spanning from small business to industry leaders and her most valuable skill lies in balancing eye-catching and entertaining material with commercial practicality to pave the most successful paths for her clients within their marketplace.

Features writer: Georgina Barker @georginabarkerphotography

ACKNOWLEDGEMENT OF COUNTRY

Western Rock Lobster acknowledges the Traditional Custodians of the Lands throughout Western Australia and recognises their continuing connection to these Lands. We pay our respects to Elders, past and present.

Welcome



Welcome to the winter edition of Lobster Tales!

This issue delves into the heart of winter, offering you a collection of recipes designed to bring warmth and comfort to your table. From hearty soups to decadent lobster pasta, these dishes showcase the versatility and exquisite taste of our local rock lobster. One of the highlights of this issue is our chef profile featuring Scott Bridger, who shares his passion for working with western rock lobster and offers insights into his creative process. We also shine a spotlight on lobster fisher turned pearl farmer Jane Liddon, recognising her contributuions to the fishery. And we pay tribute to John Fitzhardinge, a boat designer and former lobster fisherman, whose innovations have helped shape the industry.

Sustainability remains at the forefront of our mission, and we continue to explore the importance of responsible fishing practices and environmental stewardship. Our commitment to sustainability ensures that future generations will continue to enjoy this incredible bounty from our oceans.

We are also excited to introduce you to the Back of Boat website, a valuable resource for lobster novices through to enthusiasts. This website offers a wealth of information, from sourcing live lobster directly from local fishers in the Back of Boat directory through to handling, preparing and recipes.

In the spirit of community and collaboration, we invite you to explore the pages of *Lobster Tales*, where every recipe, every story, and every insight is a tribute to the enduring legacy of our coastal traditions. Join us in celebrating the rich heritage of Western Australia's rock lobster industry by supporting local fishers and sharing in the joy of lobster cuisine, ensuring that this cherished industry thrives for generations to come.

Matt Taylor

CHIEF EXECUTIVE OFFICER

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Making Jobster Stock

This resourceful recipe maximises every bit of your beautiful western rock lobster, ensuring nothing goes to waste and delivering a delicious rich seafood stock. This bisque is used in the risotto on the page to follow; however, it could also be a showstopping stand-alone dish served with crunchy croutons and herbs.

GF | DF | MAKES: 2L PREP TIME: 10 mins | COOK TIME: 4+ hrs

INGREDIENTS

- 2 lobster heads and shells, reserved from cooked lobster
- 4 Tbsp olive oil
- 2 medium onions, diced
- 1 fennel bulb, diced, fronds reserved
- 4 celery stalks, sliced
- 2 carrots, diced
- 2 large tomatoes, diced
- 4 cloves garlic, roughly chopped
- 4 Tbsp tomato paste
- 4 bay leaves
- 1 bunch thyme
- 1 tsp salt
- 1 cup white wine (or replace with water)
- 2.5L water

TO PREPARE

- 1. Add all ingredients to a large saucepan or stockpot.
- 2. Simmer on medium-low for as long as possible, 4 hours plus.

When ready, skim off any froth and strain liquid into a large bowl or saucepan for future use.

COOK'S NOTES

- Store, covered, in the fridge for up to 4 days.
- Store left over stock in small portions in the freezer to use at a later time.
- Lobster bisque stock can be a stand-alone dish. Serve it with croutons and fresh herbs for a deliciously rich soup
- Use this base stock recipe to enhance any meal. Replace recipes in this magazine requiring 'quick lobster stock' with this delicious stock.

lobster Bisque Risotto with Brown Butter Sauce

The deep, satisfying flavours of lobster bisque are at the heart of this indulgent lobster risotto. A perfect winter recipe to pleasantly fuss over in a warm kitchen on a cold day.

GF | SERVES: 4-6 | PREP TIME: 10 mins | COOK TIME: 30 mins

INGREDIENTS

- 2 western rock lobster, raw
- 2 Tbsp olive oil

Risotto

- 6 cups lobster bisque stock
- 50g butter, plus extra to finish
- 2 Tbsp olive oil
- 2 onions, finely diced
- 1 fennel bulb, finely diced, fronds reserved
- 2 bay leaves
- 11/2 cups arborio rice
- ½ cup finely grated parmesan
- 1 lemon, juice
- 1 lemon, sliced into rounds
- Salt and pepper to taste

Brown Butter

- 50g butter
- salt

Cook's Notes

Don't worry if the rice is cooked before adding the entire 6 cups of stock. Only add as much stock as it takes to cook the rice.

If risotto thickens before serving, gently stir through additional warm stock.

*Tomalley is the soft, yellow 'mustard' found in the head of lobsters.

TO PREPARE

- Prepare lobster by removing head and draining *tomalley, Rinse the neck meat gently under running water, removing any tomalley, and pat dry with paper towel. Use heads for lobster bisque stock (page 4). Wrap lobster in cling film to prevent discolouration and refrigerate until ready to cook.
- . Split lobster tails in half lengthways, using scissors to snip through the soft underside then finish with a sharp knife to slice through the flesh and harder outer shell. Remove digestive tract.
- Heat 2 tablespoons of oil in a fry pan over high heat, add lobster tails to pan, flesh side down and flash-fry for 1- 2 minutes until golden, flip tail and cook shell side down until lobster is cooked through (4 minutes). Remove lobster meat from shell and set aside.

Lobster Bisque Risotto

3

- For the risotto, gently heat the lobster stock in a saucepan over medium heat.
- In a large, wide saucepan, melt the butter and the oil over medium-high heat. Add the onions, fennel and bay leaves and sauté until translucent (4 minutes).

Add the rice and stir to coat in butter before seasoning generously with salt and cracked pepper.

- Add stock to the rice, one cup at a time and simmer, stirring until each cup is almost absorbed.
 Repeat, allowing each cup to be absorbed before adding the next.
- Cook, stirring, until the rice is al dente and the mixture is creamy (20 - 25 minutes).
- 9. Remove bay leaves from rice.
- 10. Finish risotto with parmesan, lemon juice and zest. Season to taste and stir through additional knob of butter for a creamy texture.
- Meanwhile, for brown butter lobster, heat butter in a small frypan over medium-high heat. Flash-fry lobster until it turns golden and is heated through (2 minutes). Remove from pan and keep warm.
- Pan fry lemon slices in the butter until they are caramelised. Cover and set aside.
- 13. For the brown butter, continue to heat the butter. After a few minutes, the butter will start to
 - foam and begin to turn brown, smelling nutty. Carefully pour the brown butter into a small bowl, leaving any brown specks in the saucepan.
- Serve risotto immediately, topped with a lobster tail, drizzled in brown butter and a scatter of reserved fennel fronds.

lobster Pasta Bake

SERVES: 4-6 | PREP TIME: 30 mins | COOK TIME: 20 mins

Cosy up with one of winter's all time classic dishes. This is no ordinary pasta bake – it's a super-luxe version, with giant pasta shells holding generous chunks of sweet lobster meat.

INGREDIENTS

- 2 western rock lobster, raw
- Olive oil
- 300g dried conchiglioni (jumbo pasta shells)

Lobster Shell White Sauce

- 600ml milk
- 600ml chicken stock
- 2 bay leaves
- ½ bunch thyme
- Salt and pepper to taste
- 50g butter, diced
- 2 Tbsp olive oil
- 1 onion, finely chopped
- 1 fennel bulb, thinly sliced, fronds reserved
- 2 garlic cloves, finely chopped
- ½ cup plain flour
- ½ tsp salt
- ½ bunch chives, finely sliced
- 1 lemon, juice and zest, plus lemon wedges to serve
- 50g parmesan, finely grated

Crispy Crumb Topping

- 11/2 cups panko crumbs
- ¼ cup olive oil
- Pinch cayenne pepper
- ½ bunch thyme, leaves picked
- 50g parmesan, finely grated

To Serve

- Fresh green salad with a vinaigrette
- ½ bunch chives, finely sliced

TO PREPARE

3.

Pre-heat oven to 180°C

- Cook pasta as per package instructions then drain and drizzle with olive oil to prevent clumping.
- Prepare lobster by removing head and rinsing the neck meat gently under running water. Set head aside for white sauce.
 - Split lobster tails in half lengthways, using scissors to snip through the soft underside, then finish with a sharp knife to slice through the flesh and harder outer shell. Remove digestive tract.
- Place a large deep-sided ovenproof frypan over high heat. Drizzle a little olive oil and flash-fry lobster tails, shell side down, for 2 minutes to release the flesh.
- Remove lobsters from pan, remove flesh from shells and set aside. Reserve shells for white sauce.

White Sauce

Place the tail shells and head (optional to rinse *tomalley) in a large saucepan. Cover with milk and stock. Add the bay leaves and thyme, season to taste. Bring to a gentle simmer then turn down heat to medium-low for a minimum of 20 minutes allowing flavours to infuse. Strain and discard solids before using.

- Using the same large ovenproof frypan, add butter and oil. Place over medium-low heat and gently caramelise the onion, fennel and garlic (approx 12 minutes).
- Add the flour to the buttery onions, stirring well to make a creamy paste.
- Slowly add stock, stirring constantly, until the sauce thickens enough to coat the back of a spoon.
- 10. Mix through the salt, chives, lemon juice, half of the zest and grated parmesan.
- Slice each lobster tail into six pieces and stir through sauce. The lobster will continue to cook in the sauce.
- 12. Fold the cooked pasta through the white sauce and lobster.
- For the crumb, mix all ingredients in a small bowl with remaining lemon zest and scatter across pasta.
- 14. Bake pasta until the sauce is hot and crumb golden. (approx 20 minutes).
- 15. Garnish with fennel fronds and chives.



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Replace conchiglioni with any curvy pasta to hold white sauce, such as fusilli or orecchiette.

*Tomalley is the soft, yellow 'mustard' found in the head of lobsters.

Visit our Back of Boat website

Our Back of Boat website isn't just a direct connection to our community of local fishers; it also answers all your burning questions. Head over to enjoy seasonal recipes, find upcoming event details, read the latest industry information, and discover how our fishers protect the western rock lobster through world-leading sustainable practices. Start exploring!



Boiling and Shelling Lobster

BOILING LOBSTER

- Fill a large pot two thirds full with salted water (add a tablespoon of salt per litre of water) and bring to a boil.
- 2. Gently plunge your dispatched lobster/s into the water, head first.
- 3. Cover, return to a boil, and cook according to the time guide.
- 4. The meat will change from opaque to white when cooked and the shell will turn bright red.
- 5. Remove the lobsters from the pot with tongs and place on a plate to drain and cool.
- 6. If you are serving them cold, plunge them into an ice bath straight away to stop the cooking process.

SHELLING LOBSTER

Remove the head by twisting firmly in opposite direction to the tail.

Clean any *tomalley from the neck meat under gently running cold water.

Flip the tail upside down so the soft shell is facing up and cut down either side of the ribs so you can peel it back, a bit like opening a can of sardines.

From there, use your hands to loosen the lobster meat from the shell and it should come out easily and neatly.

*Tomalley is the soft, yellow 'mustard' found in the head of lobsters.

 COOKING TIME GUIDE

 400g
 8-9 mins

 500g
 9-10 mins

 600g+
 10-12 mins

John Fitzhardinge A driving force

John's life has been all about the ocean, boats and crays. At 84, it's a life he continues to love. The morning we interviewed him, he had just returned from pulling his pots off Port Denison, 13 crays in hand for his family and friends to enjoy. His passion for the ocean, boats and crays hasn't just informed his own lifestyle and career, he's been a driving force in the boat building and rock lobster industries.



John started in the rock lobster industry when he was 21. Growing up in Claremont, he visited Geraldton for a sailing regatta, decided he'd like to stay, found somewhere to live and landed a job processing crays at Geraldton Fishermen's Co-operative (GFC). Back then, all the catch was tailed, cleaned and packed into boxes to be frozen and exported to the United States.

Word quickly got out of John's boat-building experience – he had built his first boat with his father when he was nine – and he was soon designing and building his first commercial vessel, a 25-foot lobster fishing boat for a fisherman in Geraldton. John then jumped on board the fisherman's previous boat as deckhand for the fisherman's son and was soon rebuilding this boat as it was not far from falling apart.

By the following season he and his fiancé Beth had built a cray boat *Blue Marlin* for themselves, "bought a commercial lobster fishing license for 15 quid" and started fishing out of Port Denison. They soon married, went to North Island out at the Abrolhos pretty much on their honeymoon and lived in a tent while building their camp in the afternoons after pulling their pots.

And so started John's parallel career as a boat designer/ builder and professional lobster fisherman. Operating commercial vessels as a lobster fisherman provided John first-hand knowledge of vessel and equipment operation and maintenance that informed the way he built and equipped the many boats he went on to build.

In 1975 he and Beth established Dongara Marine, which continues today, now with former employee Rohan Warr as partner and a workforce of 80 carrying out all aspects of vessel construction, testing, project management, and business administration.

John went on to establish Geraldton Boat Builders with Mark and Kim Newbold and Terry Bromley, then Strategic Marine, which focused on international shipbuilding, and ultimately Southerly Designs, with Chris Smart as a partner and which still operates out of Port Denison today.

Somehow throughout all this boat designing and building, John found the time to continue fishing, through until he sold out in 2009. It was an exciting and interesting few decades – for the thrill of the catch, the isolated lifestyle, and also for the major changes to the lobster industry. "The competitiveness of being able to catch as many crays as we could," reflects John. "And the isolation of living at the Abrolhos Islands for six months of the year – the 'islands season'. We were on North Island, which is one of the bigger islands. It was a great lifestyle when we were younger. And then when we had kids, we built a school, which had up to 20 kids at times. We were very lucky to have great teachers."

Not long after John started fishing, licenses were frozen. Then the number of pots were limited, allocated according to boat size. "Another fundamental change was the introduction of multiple escape gaps in the pots for undersize crays to escape," says John. "We also developed small deck tanks with running seawater from the deck hose to keep the catch in better condition."



"On *Hero* at our jetty at North Island, with me in red, Paul Warnock (left) who skippered the boat in later years with me and still works for us. Our camp is in the background, with the lookout and osprey nest we put up in front."

John also talks about the marketing of western rock lobster while he was a director of GFC. "We developed new markets, first for whole boiled frozen lobsters to Japan, then Taiwan, and in the late 1980s live lobsters flown to Japan, then Taiwan and China."

Through the 70s to 90s he was on the Governmentappointed Rock Lobster Advisory Committee, which was made up of fishermen, processors and scientists who advised the minister on the industry. "We had to make many decisions as we reduced the catching effort to protect the resource, which was both by shortening the season and reducing the number of pots allowed to be worked. The latter started wars!"

It's 15 years since John sold his lobster fishing license, but his passion and contribution to the industry continues. Just last year, he designed a new panoramic underwater camera system for a Fisheries Research and Development Corporation research project.

And how does John like to eat his crays?

"I boil them just before we eat them, leaving them still a little raw in the middle and eat them plain. I also make big pots of pickled cray with cider vinegar, white wine and herbs."

Lobster Toasted Sandwich

WITH BEVERLEY'S BECHAMEL

We love a recipe with history and soul, and this one is brimming with both, along with generous amounts of western rock lobster! At the heart of this dish is a bechamel recipe handed down to keen fisherman Johnno Wroth by his now 97-year-old grandmother Beverley, who for decades created it to taste using crays caught at Rottnest where she lived on a boat for six months of the year. Johnno spent much of his childhood at Rotto and fondly remembers devouring his grandma's delicious lobster mornay on the back of the boat – baked then served in a casserole dish with extra cheese on top and breadcrumbs to create the crust, often with oven-baked buttered toast on the side.

SERVES: 4 | PREP TIME: 30 mins | COOK TIME: 10 mins

INGREDIENTS

• 2 western rock lobster, boiled and cooled (see method on page 8)

Bechamel

- 40g butter
- 1 clove garlic, minced
- 40g flour
- 200ml milk, warmed
- 20g Dijon mustard
- ½ tsp paprika, sweet
- 20ml dry sherry or brandy
- 1 lobster *tomalley or more to taste
- Salt to taste

Sandwich

- 2 spring onions, finely sliced
 1 loaf of good sourdough, sliced into 2cm thick slices
- 80g butter, room temp

To Serve

Salt and vinegar crisps

Cooks's Notes

The bechamel in this recipe will be much thicker than a standard bechamel to hold the lobster together in the sandwich.

If using a sandwich press, try not to squash filling out the side lower the lid gently.

> *Tomalley is the soft, yellow 'mustard' found in the head of lobsters.

TO PREPARE

- 1. Remove cooked lobster from the shell. Rinse the neck meat gently under running water, dice meat into bite-size pieces and refrigerate until required.
- 2. Using a teaspoon, scoop out the tomalley from the head of each lobster and set aside.

Bechamel

- 3. Melt butter in medium saucepan along with the minced garlic.
- 4. Add flour and cook, stirring until mixture bubbles and thickens.

- . Gradually add warm milk, stirring constantly until mixture boils and thickens.
- 6. Season the sauce with the remaining ingredients, taste and adjust as required. Allow to cool.
- 7. Mix the chopped lobster and spring onion through the cooled bechamel.
- 8. Refrigerate if not using straight away.

Toasted Sandwich

 Butter each slice of bread on one side.

- Lay out four bread slices buttered side down.
- Spread the lobster bechamel evenly across the sandwiches then close with the second piece of bread, butter on the outside.
- 12. Heat a sandwich press or heavybased pan and add sandwiches two or four at a time depending on your pan / sandwich press size.
- 3. Cook until both sides are browned and the bechamel starts to bubble out the side.
- 14. Serve immediately with a side of crisps or leafy greens.

Herbed Lobster and Pea Fritters

WITH SMOKY MAYO AND QUICK PICKLED ONIONS

Quick and easy, these fritters are perfect for a family dinner and equally appropriate for relaxed entertaining.

SERVES: 4-6 | PREP TIME: 10 mins | COOK TIME: 15 mins

INGREDIENTS

2 western rock lobster

Quick Pickled Onion

- 1 tsp boiling water
- ½ tsp caster sugar
- 3 Tbsp white vinegar
- 1 red onion, sliced very thinly

Lobster and Pea Fritters

- 150g plain flour
- 11/2 tsp baking powder
- ¼ tsp salt
- Pinch cayenne pepper
- Zest 1 lemon
- 2 spring onions, sliced, plus extra to serve
- ½ cup mint, leaves picked and chopped (plus extra to serve)
- 1½ cups peas, blanched in boiling water
- ½ cup milk

TO PREPARE

1. Boil and shell lobster (see recipe page 8)

Lobster and Pea Fritters

- 2. In a large bowl, stir together plain flour, baking powder, salt and cayenne pepper.
- 3. Add zest, spring onions and mint. Toss to coat in flour.
- 4. Stir half the peas through the flour then mash the other half in a separate bowl with a fork.
- 5. In another bowl, whisk together eggs and milk then stir through mashed peas.
- 6. Pour egg mixture into flour and fold through to make a thick batter.
- 7. Dice lobster tails into bite-sized pieces, and stir through batter.
- Heat small amounts of olive oil and butter in a large non-stick frypan over medium-high heat. Add batter to the pan in one third of a cup measures, pressing down to flatten slightly. Fry for 2 - 3 minutes or until golden on both sides. Drain on paper towel and keep warm.
- 9. For smoky mayo, combine all ingredients in a small bowl and stir well.
- 10. Serve lobster fritters with pickled red onion, avocado slices, lemon wedges and smoky mayo.

- 3 eggs
- 4 Tbsp olive oil 1 Tbsp butter
- Smoky Mayo
- 1 cup mayonnaise
- 1/2 tsp smoked paprika
- Pinch cayenne pepper
- 2 tsp lemon juice

To Serve

Avocado Lemon wedges

In a bowl, dissolve sugar in boiling water then add vinegar and onions, pushing them below the liquid to pickle for 15 - 20 minutes.



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Western Australia's western rock lobster industry has been implementing world-leading sustainability practices for many decades. In 2000, the fishery became the first in the world to be awarded Marine Stewardship Council (MSC) certification – which sets the international benchmark for ecologically-sustainable fishing.

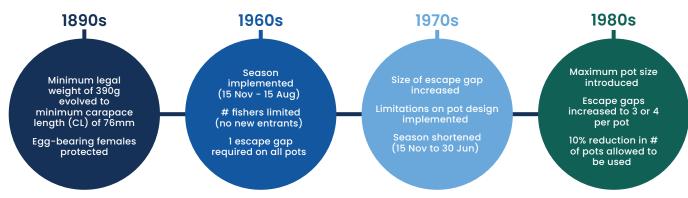
Western rock lobster expert researcher Dr. Simon de Lestang credits the resilience and management of this fishery to some of the pioneers of the industry who set up processes that are still in place today. The strong relationship between industry and government ensures they work together to maximise social benefits, economic returns, and environmental sustainability for generations to come. According to Western Rock Lobster Council CEO Matt Taylor, sustainability efforts expand on a triple bottom line approach, emphasising environment, economy, society, and governance – a testament to the industry's progressive sustainability approach.

Pioneers and the puerulus settlement index

One of the best examples of the revolutionary science that was done on the western rock lobster fishery is the puerulus settlement index. In the 1960s, CSIRO scientist Dr. Bruce Phillips worked out that if he put artificial seaweed in the water, he could then shake the seaweed to see how many baby lobsters (puerulus) had settled on it. Incredibly, this puerulus number accurately predicted the lobster catch that would be landed four years in the future when the puerulus had grown into legal size. Based on this discovery and a desire to know how many lobsters were actually settling in the whole fishery, in 1968 a long-term monitoring program was established by CSIRO, then later expanded by Fisheries WA, to estimate the abundance of young lobsters settling on reefs along the west coast. Puerulus collectors, designed to mimic floating seaweed, were deployed at sampling sites to attract the settling lobsters. A settlement index was calculated for each site based on the number of puerulus retrieved from the collectors each month.

"We still use the same protocols as those developed in the 1960s – and we've added more sampling sites so we now cover eight locations between Kalbarri and Cape Mentelle," says Simon, principal research scientist, lobster and crab, Department of Primary Industries and Regional Development (DPIRD). "We have a consistent data set since that day and it's one of the best data indices anywhere in the world."

Fisheries all over the world have tried to replicate the western rock lobster puerulus settlement index, with varying levels of success. Simon is regularly asked to advise other fisheries all around the globe on how to develop a similar index that they can use in the management of their specific species.



Limiting the catch

A good example on the value of this index is what happened in 2008. "In that year we shook the collectors and found pretty much no babies," says Simon. "This told us that in four years (2012) there would be very few new lobsters moulting into legal size and being able to be caught. And that's exactly what happened. But because of the warning, we were able to completely change the management system and the number of lobsters that were caught in the years leading up to 2012. We halved it – from 11 million kilos to 5.5 million kilos. We were pretty much banking the lobster for a rainy day."

Matt Taylor says the transition to a quota system, which involved reducing the commercial catch level to around half of the 10-year average, was a significant challenge for the industry. "While this decision was tough for fishers, it was deemed crucial for the long-term sustainability of the fishery, ensuring that lobsters would be available for future generations," says Matt. "This transition was not without its difficulties, and the industry's decision to implement these changes meant that many family businesses were no longer viable, resulting in their departure from the industry."

Increasing biomass

Ultimately, this decision led to an increase in the lobster population. By reducing the commercial catch from 11 million to 5.5 million kilograms and only gradually increasing it over 13 years to 7.3 million kilograms, the population and catch rates improved significantly. Previously, fishers would average 1 kilogram of lobsters per pot lift annually; now, they average 4 kilograms per pot lift. Consequently, the number of pot lifts needed to catch the quota has decreased dramatically, from 11-12 million pot lifts per year to just 2.2 million pot lifts per year.

The flow on

These changes have had an incredibly positive flow-on effect for the environment and recreational fishers. The commercial fishery's bait usage has dramatically decreased, from around 10,000 tonnes in the past to about 2,200 tonnes last year. This significant reduction in bait usage has lessened the environmental impact. With fewer pots in the water, there are fewer instances of pots getting snapped off, less plastic being used, and fewer broken floats. The reduced number of pot lifts has also led to a decrease in the number of fishing days, significantly cutting down fuel usage and improving safety by avoiding bad weather. All these benefits stem from better stock management and increased fishing efficiency.

"Another significant advantage of the larger lobster population is the increased catch rates and enjoyment for recreational fishers," says Simon. "With more lobsters available, anyone with a pot or dive gear can now catch a lobster more easily. It has become a very popular hobby, with more than 50,000 amateurs taking out a license each year."

Co-management

Unlike many fisheries worldwide, the western rock lobster fishery boasts a strong relationship between the industry group and the government, with Simon describing it as the closest thing to co-management. "It can and has been pretty adversarial between fishers and their government



Above left: Measuring carapice length. Right: Since 2014 cameras have been installed on some pots to track the pots and record habitats and changes in the marine environment.

regulator in the past. The two groups sometimes have different drivers. But if two groups can have the same view on what sustainability is and have the same target, they can work well together. In the case of rock lobster, both industry and the government have come to agree on how the resource should be managed because we have the same drivers – that we all want to maximise the economic return from this fishery for everyone."

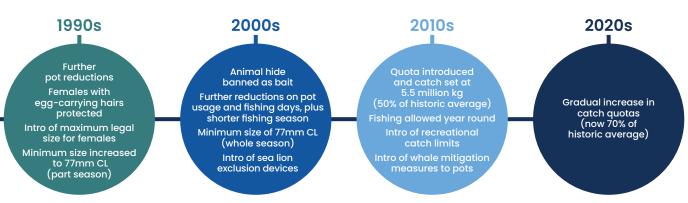
Successful co-management is achieved through the involvement of DPIRD representatives in Western Rock Lobster Council's industry committees and meetings. "DPIRD also participates in all WRL-hosted industry forums and coastal tours," says Matt. "Industry and government working together ensures all stakeholder perspectives are considered in determining how best to manage the resource now and into the future."

Sweet spot

When fishers were catching large quantities of lobster, market prices were lower. The lobster market is quite unique, with demand fluctuating throughout the year due to festivals, holidays, and wedding seasons. The demand for specific sizes of lobsters also varies for different purposes and can change daily. With a larger lobster population, fishers can choose to fish when demand is high and target the specific sizes most wanted. This allows them to catch fewer lobsters with fewer pots and bait, while maximising their return from this limited resource. This behaviour further increases lobster biomass, ensuring the fishery remains sustainable.

The industry has evolved to target market demand, which serves all stakeholders effectively. This approach includes a triple bottom line assessment that considers sustainability, economics, and ecological aspects. Previously, the goal was to maximise sustainable yield, taking as much yield as the resource could sustain. However, this was risky, as any significant change in environmental conditions could quickly lead to resource depletion.

Now, the focus is on maximising economic yield, which considers the cost to fish and supply and demand relationships in the market, resulting in a lower level of exploitation. Additionally, the management aims to improve ecological impacts while achieving other goals. Maintaining catches at the lower edge of the current range has added benefits such as reduced bait usage, carbon emissions, and time spent fishing, while also increasing recreational catches and their enjoyment.





Southern Style Lobster Gumbo

We head south, all the way to New Orleans, to share a creole classic which showcases the versatility of our western rock lobster. This gumbo serves up some serious soul food and is nothing less than comfort in a bowl.

DF | GF OPTION | SERVES: 6-8 | PREP TIME: 2+ hrs | COOK TIME: 45 mins

INGREDIENTS

2 western rock lobster, raw

Lobster and Fish Stock

- Heads from 2 western rock lobster (see above)
- 1 fish head

Gumbo

- 175ml vegetable oil
- 1 cup plain flour
- 3 brown onions, finely diced
- 4 large celery stalks, diced
- 1 green capsicum, diced
- 6 garlic cloves, coarsely chopped
- 300g Andouille sausage or chorizo, sliced
- 2 dried bay leaves
- 3 tsp Worcestershire sauce
- ½ tsp cayenne pepper, or to taste
- 600g firm white fish, cut into 3cm pieces
- 3 spring onions, sliced, plus extra to serve
- 2 cup flat-leaf parsley, leaves picked and coarsely chopped, plus extra to serve

To Serve

- 2-3 cups steamed medium-grain white rice
- Smoked paprika
- 2 limes, quartered

TO PREPARE

Lobster and Fish Stock

- Prepare lobster by removing head and rinse out remaining *tomalley. Rinse the neck meat gently under running water, removing any tomalley, and pat dry with paper towel.
- Cover meat tightly with cling film to prevent discolouration and refrigerate until needed.
- Bring 2.5 litres of water to the boil in a stockpot, add lobster heads and fish heads. Reduce heat to low and simmer until reduced by half (2 - 3 hours). Strain, discarding solids and set aside.

Gumbo

- For the roux, heat vegetable oil over low-medium heat in a large casserole or heavy-based saucepan. Add flour and stir frequently with a wooden spoon until mixture starts to deepen in colour (15 - 20 minutes).
- Reduce heat to very low and stir continuously until roux is dark brown in colour and smells nutty (an additional 10 - 15 minutes; be careful, the mixture can quickly burn if left unattended).
- Add onions, celery, capsicum, garlic, sausage and bay leaves. Stir occasionally until vegetables start to soften (10 minutes).
- Gradually add the lobster stock, stirring continuously to create a thick soup. Add enough stock for your desired consistency.
- 8. Season to taste with Worcestershire, cayenne and sea salt flakes.
- Meanwhile, prepare lobster tails by splitting lobsters in half lengthways, using scissors to snip through the soft underside then finishing with a sharp knife to slice through the flesh and harder outer shell. Remove the digestive tract.
- Heat I tablespoon of oil in a fry pan over high heat, add lobster tails to pan, flesh side down and flash-fry for I - 2 minutes until golden but only partially cooked through. Remove from pan and chop each half into three pieces.
- Increase gumbo heat to a slow simmer, add lobster and fish pieces and cook until fish is opaque (2 - 3 minutes).
- Remove pan from heat, add spring onions and parsley then finish with a sprinkle of paprika and serve with steamed rice.



yellow 'mustard' found in the head of lobsters.

GF option - replace plain flour with gluten free flour

Roast Pumpkin Soup with Garlic Parsley Lobster

GF | DF OPTION | SERVES: 4-6 | PREP TIME: 10 mins | COOK TIME: 40 mins

INGREDIENTS

• 2 western rock lobster, boiled

Quick Lobster Stock

- Heads and shells from 2 western rock lobster (as above)
- 500ml chicken stock, store bought

Roast Pumpkin Soup

- 1.5kg Japanese pumpkin, skin on, sliced into wedges, 3cm thick
- 2 onions, peeled and quartered
- 75g fresh ginger, peeled, sliced 3mm thick
- 1 green apple, quartered and cored
- 6 large garlic cloves, crushed and peeled
- 3 Tbsp olive oil
- ¾ tsp salt
- Black pepper

Garlic Parsely Lobster

- 2 lobster tails, reserved from above
- 3 Tbsp butter
- 1 tsp olive oil
- 3 garlic cloves, minced
- ½ cup parsley, leaves picked and coarsely chopped

To Serve

- Sour cream
- Crusty bread

TO PREPARE

Pre-heat oven to 180°C

Quick Lobster Stock

- Remove lobster from shell, reserving head and shell for stock. Rinse the neck meat gently under running water, removing any *tomalley and pat dry with paper towel. Dice meat into bite-sized pieces and refrigerate until required.
- 2. In a large saucepan or stock pot, place lobster shells and heads (rinsing tomalley if you prefer) and pour stock over. Cover and gently heat to a low simmer for 40 minutes to impart lobster flavours. When ready to use, strain and discard solids.

Pumpkin Soup

- 3. Meanwhile, place pumpkin, onion, ginger, apple and garlic into a large roasting pan. Toss with olive oil, salt and pepper.
- 4. Roast vegetables for 40 minutes, or until pumpkin is soft. Remove from oven and allow to cool enough to handle (10 minutes).
- Using a large spoon, scoop out pumpkin flesh from skin and place into a deep bowl or the bowl of a food processor.

- Transfer onions, ginger, apple and garlic to the bowl.
- Add 1 cup of lobster stock to the vegetables and using a hand-held blender or food processor, whizz vegetables until smooth.
- Adjust the consistency of the soup to taste with additional stock.

Garlic Lobster

9. Melt butter in a frypan over medium-high heat, add garlic, lobster, parsley and season with salt. Cook for 2 minutes or until the garlic is fragrant and the lobster is caramelised.

To Serve

6.

8.

10. Ladle soup into bowls, add a dollop of sour cream and top with garlic lobster pieces and a drizzle of the warm parsley butter.

Family Table

There's nothing more comforting than a hearty bowl of pumpkin soup, especially with the warming addition of fresh ginger. Here we've added pan-fried garlic western rock lobster, which takes this family favourite from humble to hero.

Cook's Notes

Quick lobster stock can be made in advance and will keep in the fridge for three days.

*Tomalley is the soft, yellow 'mustard' found in the head of lobsters.

Meet our fishers



PORT DENISON

Born and bred into the western rock lobster industry, Clay Bass is a thirdgeneration fisherman. On the boat with his father from a very young age, he remembers being violently ill on Christmas Eve one trip when he was about 10 – not your average childhood Christmas

memory, but not enough to put him off fishing. After being on deck for many weekends and school holidays, Clay has now been fishing full time for 26 years, based out of Port Denison and holding quota across all three fishing zones.

What's the appeal of working on boats as a lobster fisher?

Clay - The appeal for me is around the unknown of what the day is going to bring. It's always a good feeling to get a better catch than you expected.

Mat - It's in my blood. I watched dad come in from fishing every day and it was something I always wanted to do. I had a break for a few years and tried other things, but I came back to fishing. Every morning I get to see the sunrise. It's never the same. I think that's one of my favourite things. Also, the thrill of the chase. There's nothing better than putting the effort in, setting pots and then getting rewarded for your effort the next day. Nothing beats that feeling when you get it right.



MAT THOMPSON CERVANTES / JURIEN

Mat started lobster fishing in 2008, following the family tradition that his grandfather Dave Thompson began in the early 1970s. Mat's father Matthew and uncles fished and Mat knew it was always going to be his path. But there was a family rule - no lobster fishing until you've done a trade. So, Mat completed a trade in Perth then returned to Cervantes to fish, working on deck for five years before skippering one of the family's nine boats. His fishing grounds are generally around the Cervantes/Jurien Bay area with the occasional stint in Mandurah and Lancelin.

Ian - The rawness of just being out on the ocean, away from everything. And the beauty of it....

...Beautiful sunrises and the sea life – sharks, whale sharks, manta rays. It doesn't get old.

It's also the excitement of the catch. I always loved fishing as a kid and the excitement of the catch has stayed with me.

What is the most challenging aspect of lobster fishing?

Clay - There are plenty of challenging aspects. There are the financial challenges - to lease quota or not, to fish at the beach price of the



Ian Ralph is a third-generation lobster fisherman who started in the industry when he was 16, following in the footsteps of his father Charlie and his farmer-turned-fisherman grandfather Allan. Ian loved the land but the pull to the water and fishing was too great. But it wasn't just handed to him on a silver platter. Ian's dad made him get his own job. Once Ian had worked for someone else for a while and got his skipper's ticket, his dad was then happy to hand over the reins. Ian's 17-yearold son now works weekends and school holidays in the business. Based in Kalbarri, Ian's fishing grounds stretch north to Dirk Hartog Island and south to Dongara.

day or not... Then there are plenty of other things as well – environmental challenges, to work or not in the conditions that the day brings. At the end of the day safety always has to be first and foremost.

Mat - Probably working the rough weather days and keeping your crew safe on the days when it's not very nice. Mother nature will show you who's boss with some big waves. You can't ever take it for granted. You've got to keep your wits about you. It's certainly not as easy as working on flat ground that doesn't move.

lan - With the 12-month season now, the biggest challenge is when to fish. With the price changing all the time, you don't know if it's a good time to catch or not. You're always second guessing yourself – should you save some of your quota? Price can change day to day. You might have caught all your quota but then the price might be \$10 or \$20 more than what you caught it at. New rules and regulations are also a challenge. Also, renewable energy and the proposed wind farms out in the ocean, taking up valuable fishing ground with no-go zones.

What's the longest you've been at sea?

Clay - We are only generally at sea for one or two nights at a time, as the produce needs to be landed in prime condition. Although at times we may be working away from our home port for several weeks continuously, we know it's for a short period and we understand that it's just what we have to do at that time.

Mat - We've always done day trips. Shorter or longer days depending on where we're fishing, but typically eight to 10-hour days. We try and spread our fishing out over the whole year, taking a couple of weeks off to do boat maintenance and other jobs. We keep it pretty steady.

Ian - Our main trips are two nights, three days, which helps cut the costs with fuel. We typically fish within a 70-mile radius, but sometimes we could be up to about 80 miles offshore. And sometimes only 500 metres from the river mouth.

What do you eat when you're at sea?

Clay - Generally, on our vessel we all bring our own prepared meals. It's quick and easy to heat something up rather than cook from scratch when you are getting tossed around out at sea.

Ian - I've got a bit of land with a few sheep, so we usually eat a few roasts, chops and stews. Whatever we catch in the pots is fair game so if we're lucky we might eat a bit of fish or octopus. Cooking a good feed fills up a bit of the time out at sea. I'm the main chef. The boys do all the hard lifting, so I try and do the cooking and look after them

Can you tell us about a particularly memorable or exciting day out on the water?

Clay - I think for any lobster fisher, filling up the boat in a day is always exciting, so those big days are always memorable. Mat - The most memorable is the first day I went out working with my dad. It was the start of my fishing career which I always wanted to do.

Ian - Just recently I had my son and dad on board, and we filled the boat [with crays]. Three generations out there together having a successful day. I was really proud.

What's the scariest moment you've experienced at sea?

Clay - I probably don't have a single scariest moment. There have been a few over the years, working with the conditions and unpredicted swells (although the forecasting is far better these days) and it's always a challenge going in passages and areas that you are not familiar with.

Mat - The scariest times that I've experienced at sea have been in...

...lightning storms. You feel very exposed with nowhere to hide. It feels like you're a floating target!

Ian - Hitting the bottom, putting a hole in the boat and taking on water, about 30 miles from town. We put a crack in the keel and managed to get back to Kalbarri. It was back before quota, so we welded it up and were back fishing the next day. Another scary moment was when a cargo ship just about ran into us one night when we were on anchor... Copping breakers over the bow. All sorts of scary stuff. You used to risk quite a bit years ago when you could catch as much as you could. Now with quotas it's definitely safer. You're not risking life and limb to catch a cray.

What would surprise people most about lobster fishing?

Clay - There are probably a few things, like how every single lobster we land is individually checked for size, sex and breeding status (setose, tar, spawn) and then also checked to make sure it meets premium conditions (physically strong, hard shell, no more than two legs missing off one side, feelers are intact etc). It's definitely time consuming. Another thing that a lot of people are unaware of is that Western rock lobster don't like dried salt, it makes them flick off all their legs and feelers, so we constantly make sure there isn't salt drying out on any surface that they are touching.

Mat - Maybe the size of the fishery. The fishery covers from Augusta in the south all the way to Denham in the north. **Ian** - A lot of people assume all crayfishers are rich and greedy but most of us are pretty humble and enjoy what we're doing and would be doing it even if we weren't making good money, which for a long time we weren't. It's about lifestyle. The money is a bonus.

What's the biggest change you've seen in the industry?

Clay - Without a doubt the change from input controls to output, basically the change from a seasonal fishery to a quota fishery. It changed the fishery in so many ways. It's leaving a lot more lobster on the ground, meaning improved catch rates when we are fishing, and better sustainability. I also believe it gives a better work life balance and is better for families and relationships.

Mat - The change to the quota system. Before that we could catch as much as we could over the season. The harder you worked, the more kilos you'd put over the scales, the more money you'd turnover. Now it's quota based, which is more lifestyle and family friendly. I do miss the old days. It used to be a lot of fun. I'd go to work, get home, carry on with the boys... But times have changed. I'm a skipper, I have a family. The beauty of the quota is that everyone's fishing style is different. And the quota is certainly better for the sustainability of the animal. Since going to quota, we've seen more biomass on the ground and catch rates have gone up, which has made things more economical.

What is the most unusual thing you have pulled up?

A hairy lobster, covered in coarse hair and with a pair of crab-like pincers.

Clay - It looks like a cross between a lobster, prawn and scampi. In 2010 I pulled up WA's first known live specimen and it caused quite a flurry of excitement in fishing circles.

Mat - Fish from the depths, so weird that we don't even know what type of fish they are.

Ian - Half a dozen full stubbies. I don't know what happened there. They had to go in the ice box for a bit but they were good.

lobster and Salmon Laksa with Herbs and Vermicelli

This laksa is like a little piece of Southeast Asia in a bowl, with a truly West Australian twist. We have worked in our flavoursome western rock lobster, the flesh of which lends itself beautifully to a spicy dish. No part of the lobster is wasted here, with the base stock making use of the lobster heads.

DF | GF OPTION | SERVES: 4 | PREP TIME: 30 mins | COOK TIME: 20 mins

INGREDIENTS

• 2 western rock lobster, raw

Quick Lobster Stock (see recipe page 4)

- IL chicken or vegetable stock
- Heads from 2 western rock lobster (as listed above)

Laksa Broth

- 1 jar (240g) laksa paste (or to taste)
- ¼ cup vegetable oil
- IL lobster stock (as above)
- 2 Tbsp fish sauce
- 2½ tsp caster sugar
- 4 kaffir lime leaves, bruised
- 400g can coconut milk
- 600g skinless salmon, diced into
 3cm pieces
- 1 bunch baby bok choy, trimmed and coarsely chopped

To Serve

- 200g vermicelli noodles, prepared to package instructions
- 1 handful Vietnamese mint, leaves picked
- 2 Lebanese cucumber, quartered lengthways
- 1 cup bean sprouts
- 1 lime, quartered
- Crispy shallots

TO PREPARE

Lobster Stock (see recipe page 4)

Laksa Broth

- For the laksa, heat the oil in a large heavy-based saucepan over medium-high heat, Add the laksa paste and cook, stirring frequently, for 4 - 5 minutes until paste becomes fragrant and the oil splits.
- 2. Add coconut milk and cook, stirring, for a further 2 minutes.
- 3. Add the lobster stock, fish sauce, caster sugar and kaffir lime

leaves. Bring to the boil, stirring, then lower to a simmer for 10 minutes.

- Meanwhile, heat a small fry pan over high heat. Cook salmon pieces for 1 - 2 minutes each side or until golden and set aside.
- To the laksa, add the lobster tail pieces, then cook for a further 3 - 4 minutes, until lobster meat is opaque and cooked through.
- 5. To serve, divide vermicelli noodles and salmon among four bowls. Add lobster and bok choy evenly, then ladle in laksa, top with mint leaves, cucumber and bean sprouts.
 - Scatter over crispy shallots and serve with lime wedges.

WINE PAIRING

By Jay Beeson of Old Bridge Cellars oldbridge.com.au

Ponte Vecchio Fiano 2023

Makers - Collaboration between Juniper Estate and OBC

This aromatic and textural masterpiece is one of the last wines crafted by Mark Messenger from Juniper Estate before his retirement last year. With enough acidity to balance out the rich laksa flavours, this wine also has the complex aromatics to make this dish sing.





GF option - Use vermicelli noodles made from buckwheat or rice flour.

*Tomalley is the soft, yellow 'mustard' found in the head of lobsters.



DF | GF OPTION | SERVES: 4 | PREP TIME: 15 mins | COOK TIME: 10 mins

INGREDIENTS

Lobster

- 2 western rock lobster, raw
- 2 Tbsp plain flour
- **1 Tbsp cornflour**
- 1/2 tsp white pepper
- ½ tsp salt
- 2 cups vegetable oil (for flash
- deep frying)

Stir Fry

- 2 Tbsp vegetable oil
- 3cm knob ginger sliced thinly
- 4 spring onions, sliced into 3cm lengths
- 3 Tbsp Shaoxing wine
- 2 Tbsp soy sauce
- I tsp toasted sesame oil
- 1/2 tsp sugar
- 1/2 tsp ground white pepper
- 1 bunch bok choy, trimmed and quartered lengthwise

To Serve

- Cooked rice
- 1 red chilli, sliced, to serve

TO PREPARE

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Lobster Flash-Fry

1. Remove and discard the head of the lobster Rinse the neck meat gently under running water, rincing away any *tomalley and pat-dry with paper towel

Split lobsters in half lengthways, using scissors to snip through the soft underside, then finish with a sharp knife to slice through the flesh and harder outer shell. Remove digestive tract and cut each half into three equal-sized pieces, leaving the shell in place.

3. Gently pat each piece dry with paper towel.

4. In a shallow bowl, mix the plain flour, cornflour pepper and salt. Lightly dust the lobster pieces across the exposed meat to seal in the juices.

5. Heat 2 cups of vegetable oil in a wok to about 180 degrees celsius, (see cook's notes), slide the lobster into the pot a few pieces at a time and cook for 40 seconds then remove to a plate lined with paper towel to drain. Repeat using all lobster pieces and cover them lightly to keep warm.

Stir Fry

6. Remove old oil from the wok and start with a clean wok over high heat.

7. Add 2 tablespoons of oil, ginger and spring onions to the wok and fry for about 30 seconds, until fragrant.

8. Add the wine and cook for about 2 minutes, infusing the ginger and onion flavours

9. Add the soy sauce, sesame oil, sugar, white pepper and bok choy. Stir fry for another minute or until the greens are wilted. If required, add a couple of teaspoons of water to the wok to create more sauce, then add the labster back into the wok, toss quickly then serve with steamed rice.



Gewürztraminer **Riesling Blend 2023**

Makers - Chalari Aromatikós

Aromatikós' nose oozes perfumed rosewater, saffron and yuzu lemon while the palate has a rounded and textural mouthfeel with well-balanced acidity and hints of sweet lychee and saline adding further complexity.

Asian Flavours

Cantonese chefs prioritise maintaining the natural flavours and freshness of their ingredients, and what better way to cook western rock lobster than by highlighting the sweet taste of this delicate meat.



To test if your oil is hot enough for frying, pop the handle of a wooden poon or a chopstick in and if it starts steadily bubbling, it's hot enough for frying.

*Tomalley is the soft, llow 'mustard' found in the head of lobsters.

Jane liddon Abrohlos Islands life

There are so many memorable moments in Jane Liddon's Abrolhos Islands life that she struggles to single any out. But when pressed, it's the natural world that she talks about – being part of that natural world.

"Seeing whales close up. They come out of the water just off the back of the reef. When it's calm you can hear them breathing...

"Feeding frenzies, with whales taking big scoops of fish in their mouths... Packs of pilot whales with young ones...

"Going into town and having flying fish jump out of the water at the front of the boat and two dolphins jumping out of the water and one of them catching a flying fish in the air, right next to me on the bow of the boat.

"I remember when I was young on the carrier boat – which I used to hate, it took such a long time to get to the islands – I was lying on the deck and two orcas jumped out of the water right next to the boat and I saw their bellies. I can remember it so clearly.

"It's things in the natural world that are most amazing for me, and living as part of it. I come outside and there's a seal asleep on my couch with its head on my pillow."

It's these experiences and the raw isolation that has kept Jane at the Abrolhos Islands (seasonally) most of her life. But it's not all glassy ocean and natural beauty. "It's windy and hard a lot of the time but then when it's not, it's amazing," says Jane, who moved to Western Australia from the United Kingdom when she was five. Her father Sid Liddon and auntie Muriel 'Moo' Thomas were catching lobster in Dover and moving boats from Holland to England when an ad in a newspaper caught their attention. Fishermen being asked to move to Australia, in particular the Abrolhos Islands, in return for a house and a boat.

They made the move and, despite false promises, it proved prosperous. Nearly 70 years later, the Liddon roots remain deeply embedded at the Abrolhos and in the lobster fishing industry.

When they arrived, there was no house but there were some little old boats for them to choose from. Sids's boat-building experience meant he could spot a good hull, so they chose an old clinker-built river boat and sawed off most of the cabin. It was named *The Puffin.*

They arrived to the 1956 cyclone that smashed Geraldton and blew boats into the main street. Adversity turned into opportunity as Sid quickly made a name for himself as a boat builder – fixing boats that were damaged in the cyclone, then building a boat a year in the off season and, in the late 60s, the first jet boat, unlocking the lobster of the Abrolhos reefs that were inaccessible with a propeller.

After initially living in tiny huts at Wreck Point on Pelsaert Island (locally referred to as Long Island), the family moved to Post Office Island, where Moo built the first shack. This is where the Liddons remain, with Jane's two sons Sam and Jesse continuing the business and now her grandchildren also becoming involved.

The Liddons operate one of the few smaller boats left in the industry. With the change to the quota system in 2010, many of the smaller boats were no longer viable. Where the Liddons used to race against 18 other small boats on the reef to meet the A-zone time limit from 15 March to 30 June, they are now pretty much on their own, deciding when to fish throughout the year and doing it at a much slower and safer pace.

Jane started helping out as a deckhand from when she was about 13, "helping Moo with the 'whites' after school finished for the year down the mainland coast at Cliff Head". It wasn't necessarily going to be Jane's career. She went to art school, she travelled, she taught art... But in the early 1980s when she was 30, she returned and started skippering a boat. In Jane's family, it was normal for females to be in the rock lobster industry. Jane had grown up watching her pioneering aunt skipper a boat. And build a boat. But it wasn't so normal in the broader industry. Jane says one of the hardest things for females was building up sea time as a deckhand before they could get a

skipper's ticket. She says there are more female skippers around these days, though still not many

In the2000s, Jane decided that lobster fishing wasn't enough. The Liddons had all grown up on Post Office Island and loved the seasonal life out there but had to find a way to make it more viable. Pearls and tourism ended up being the answer and in 2006 they harvested their first pearls.

"I wouldn't say it's a great success economically unless you value add, which is what we're doing, making our own jewellery and selling it," says Jane, grateful to have her daughter-in-law Michela working with her on the pearling side of the business. "And we've expanded that into light-touch tourism. Small expedition ships come and do a pearl farm tour and buy our jewellery." There's also the annual long-table lunch Pearls and Plates, held over three days every autumn. It's a celebration of lobster and other Abrolhos seafood, as well as art, pearls, jewellery and live music. It's also a celebration of the Liddon family's Abrolhos lifestyle on Post Office Island, which perhaps would be better named Postcard Island.

"It's a low-lying island, shaped like a ragged letter C with a lagoon in the middle. Coral, mangroves, a tiny sandy beach on the east side. It's beautifully peaceful. Everything is based around the lagoon, which we scoot across on dinghies to each other's shacks. There are a couple of blue holes where we have jetties over the ocean."

Jane doesn't like how windy it gets. "But it makes you appreciate it when it's calm," she says. "Some people come here and feel exposed because it's so low-lying and no protection from the wind. But I love the wildness and the isolation. There's so much sky and a 360-degree horizon. The island is like a sea desert."

Scott Bridger Championing lobster

"We are so lucky here in WA to have such amazing seafood right on our doorstep," says Scott Bridger, co-owner and executive chef at North Fremantle restaurant Bib and Tucker.

On the doorstep indeed! Delivered live to the restaurant door by the fisherman himself, western rock lobster defines WA freshness and quality of product. For Scott and many others who grew up around the ocean, it also offers a sense of nostalgia. "When I was a kid, we'd catch crays and eat them at home, but you didn't see them much in restaurants. It's really nice to see them on menus these days. The public loves it and wants to see more of it."

In recent years, lobsters have become more affordable locally, making it financially viable for restaurants to put them on their menu. Bib and Tucker goes through 20-30kg of lobsters a week and Scott is in constant contact with the local fisherman who delivers them fresh from the water. "I've worked all over the world, spent a lot of time in fish markets and it's definitely very unique to be speaking directly to someone who is catching produce that's going to be on your menu."

The product is also pretty unique. "It's growing and living in one of the cleanest oceans in the world," says Scott. "Testament to why the rest of the world wants it."

"It's growing and living in one of the cleanest oceans in the world. Testament to why the rest of the world wants it."

It's also testament to why Scott loves to serve lobster raw. "It's a beautiful way to eat lobster and how I love to serve it, be it in the restaurant or at home. You get the really clean flavour of the flesh itself. It's stunning. You've just got to be brave enough and have a bit of technique."

Scott says this can be done as a crudo, just by slicing the raw lobster and adding an acidic element. Recently, he's enjoyed incorporating Japanese flavours such as seaweed, sesame, white soy and yuzu juice, and diners have been loving it.

Cooking lobster through a wood-fire oven is another favourite of Scott's. "We put it through at a very high heat then pull it back when it has a bit of colour, a bit like searing meat. Then we add sauces or butter."

A mainstay on the Bib and Tucker menu is the lobster taco. The lobster is steamed, the flesh taken out and the shells roasted slowly in the pan with oil for three hours, then strained. The lobster-flavoured oil is used to make an emulsion for the meat to be folded into. "We use a lot of native flavours such as finger limes and lemon myrtle," says Scott. "That's the beauty of the cray – it's so clean. The meat itself is super subtle and fresh, making it a really nice vessel to carry any flavour."

BIBCOTUCKER

Lobster frites recently came back on the menu as a mid-week special. Wood-fired lobster served with hand-cut frites and seaweed bearnaise sauce. Selling out each week and with growing wait lists, this is an obvious favourite.

At home, Scott loves to cook lobster spaghetti for his family. He keeps it simple, with lemon, chilli, herbs, a bit of stock (made out of the shells) and cherry tomatoes. His kids love it.

And what about cray for breakfast? "Absolutely! We put a lobster crumpet on the menu at the start of summer, wondering if it would sell. It went nuts."

Scott's tip?

"Don't waste the coral [tomalley] – the yellow 'mustard' in the head. It's really nice to play around with ways of using it. At the very least, I suggest scraping it out and mixing it with butter."



Western rock lobster, burnt mandarin, lobster oil and native sea herbs. Bib and Tucker.

Western rock lobster on the menu









EMILY TAYLOR BAR & KITCHEN 19-29 henderson st, fremantle

HEAD CHEF: Danny Feng **NAME OF DISH:** Lobster & Manjimup Truffle Dumplings

DESCRIPTION OF DISH: Western rock lobster with Manjimup truffle oil, prawn and sweet aromatic soy sauce.

"We love using the best possible WA seafood in our dumplings, and we love matching with local truffle oils from our great state. Fremantle is a very popular location for tourists, and we love to offer them a dish which presents WA so well."



LONTARA ROTTNEST ISLAND mccallum ave, rottnest island

HEAD CHEF: Quim Hernandez NAME OF DISH: Malaccan Grilled Rock Lobster

DESCRIPTION OF DISH: Cervantes crayfish, curry leaf, black pepper, chilli, spring onion, soy & oyster sauce.

"Our dish is as decadent as it is truly local, with sweet-juicy lobster flesh perfectly combined with a gutsy, full-flavoured black pepper sauce. There isn't anything better than enjoying this dish while taking in the view over the West Coast waters where these lobsters are caught. And to top it off, knowing they are sustainably sourced makes the dish taste even more delicious!"



LOBSTER SHACK 37 catalonia st, cervantes

HEAD CHEF: Diego Da Silva NAME OF DISH: Half Grilled Lobster DESCRIPTION OF DISH: Grilled western rock lobster cooked in a garlic butter and served with chips and salad.

"As a chef, working with western rock lobster is very special to me. Being part of Cervantes' crayfishing scene feels like a real privilege—it's all about history, passion, and respect. And when I'm cooking up those lobsters at the Lobster Shack, I'm serving a slice of that entire experience right onto each plate."







MAYFAIR LANE PUB & DINING ROOM 72 OUTRAM STREET, WEST PERTH

HEAD CHEF: Nina Schmedje NAME OF DISH: Seafood Platter DESCRIPTION OF DISH: Half crayfish, freshly shucked oysters, clams marinière, Shark Bay tiger prawns, Marie Rose & mignonette.

"Western rock lobster is the quintessential taste of Perth, reminiscent of family feasts, sweet, sumptuous but firm and light in texture. Lobster tail can be luxurious and satiating with its rich and buttery undertones."

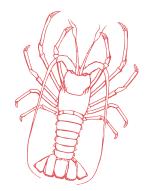


LUDO **1 MENDS STREET, SOUTH PERTH** (Located in the depth of The Station)

HEAD CHEF: Ludovic Mulot NAME OF DISH: Lobster Éclair DESCRIPTION OF DISH: Choux pastry (or pâte à choux as Ludo would say), made in-house with a balance of sweetness that goes perfectly with the lobster; tarragon, celery and Oscietra Black caviar, adding another level of texture and flavour.

"Cooking with western rock lobster is appealing due to its delectable sweetness and ability to enhance a wide range of dishes. Its inclusion on the menu elevates the dining experience, offering patrons a luxurious and flavourful seafood option."

WA WHOLESALERS



FREMANTLE LOBSTER +61 8 9494 2729 john@fremantlelobster.com.au 48 Barberry Way, Bibra Lake

INDIAN OCEAN ROCK LOBSTER +61 8 9652 7010 production@iorl.com.au 11 Madrid Street, Cervantes

GERALDTON FISHERMEN'S CO-OPERATIVE +61 8 9965 9000 sales@brolos.com.au 11 Ocean Street, Geraldton

KB FOOD CO. +61 8 9455 8500 sales@kbfoodco.com.au 23 Catalano Road, Canning Vale

BLUWAVE

+61 0408 262 342 sales@bluwave.com.au 22 Mews Road, Fremantle

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WA's world-famous rock lobsters alive and fresh, direct from your local fisher as soon as they reach port.

ORDER ONLINE



 ${f Q}$ backofboat.com



Handling and Storing Live Lobster

BACK of BOAT



Keep transport time to a minimum.

Refrigerate your lobsters immediately, and keep them cold until you are ready to cook them (best around 4°C).

The colder the lobster is, the less it will move.

Keep your lobsters moist with wet newspaper or damp cloth.

Prepare or dispatch lobster within a few hours of purchase.



Do **NOT** store live lobsters in fresh or salt water, your freezer, in sealed plastic bags (lobsters need to breathe), or let them sit in melted ice.

The best way to keep your lobsters alive for up to 24 hours is to store them covered with a damp cloth or newspaper in the coldest part of the refrigerator.

Humanely Dispatching Lobster

There are two stages to humanely stunning and dispatching a lobster that are recommended by the RSPCA.

Stage One

1. Stun the lobster in either a saltwater ice slurry or by chilling in air:

Chilling in a saltwater ice slurry (at a ratio of 3:1 giving a consistency of wet cement) at a temperature around -1°C for at least 20 minutes or until there is no sign of movement. Larger lobster may need longer.

This could be done in a sink or esky.

2. Chilling in air by placing the product into a freezer or chiller section of your fridge for at least 20 minutes (longer for larger lobster) or until there is no sign of movement. The temperature must be at no more than 4 °C.

Stage Two

Once the lobster is stunned and showing signs of insensibility, they should be mechanically killed immediately.

This is most easily achieved by splitting the lobster along the midline from head to tail with a large, sharp knife or inserting a knife deeply between the horns then turn the lobster over and cut to an inch deep from between the rear legs along to the mouth parts (spiking).

Lobsters should never be boiled (*) without first being chilled to render them insensible AND mechanically dispatched.





Cooking Western Rock Lobster at Home

The most popular ways to cook fresh lobsters are boiling, steaming, and barbecuing. Each produces delicious results, so the method you choose depends on what flavour and texture you are in the mood for.



Boiled Lobster

Fill a large pot 2/3 full with fresh or sea water. Bring to a boil. If using fresh water, add a tablespoon of salt per litre of water. Fishers prefer to use natural seawater.

Carefully plunge the lobster/s into the water, head first. Cover, return to a boil, and cook according to the time chart below. The meat will change from opaque to white when cooked and the shell will turn bright red when done.

Remove the lobsters from the pot with tongs and place on a plate to drain and cool.

Benefits: Boiling will cook the meat a bit quicker and the meat will slip out of the shell more easily than with steaming.

Steamed Lobster

Add 2 inches (50 ml) of salted water to a large stock pot. Fit a steam rack into the bottom. Cover and bring to a boil.



Add the lobsters one at a time, and be sure not to overcrowd the pot. Cover, and cook according to the time chart below.

Like most seafood, it's preferred that you undercook lobsters a little and let them rest a few minutes before serving. Seafood will continue to cook after being removed from the heat.

Benefits: More tender meat, harder to overcook.

Barbequed Lobster

Split the lobster lengthways along the back with a very sharp knife. Peel off the black vein from the tail and remove the tomalley by brushing it away gently with your fingers under running water (tail pointed up and not under the tap to ensure fresh water doesn't wash away the slightly salty taste of the meat).

Sprinkle sea salt on the lobster flesh, add olive oil or butter if desired. Place lobster shell side down on barbecue for around 5 minutes (depending on size of lobster). Shell side down helps retain the juices.



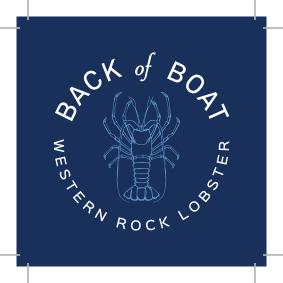
When the meat closer to the tail has turned white, but the meat near the centre is still slightly opaque, turn lobster over (flesh side down) for a minute or two.

Turn the lobster over again, add olive oil or your desired sauce (such as herbed butter) and allow to warm through (further minute or two).

Benefits: Barbecuing the lobsters will infuse the smoky flavour of the coals and any marinades or butters.

Lobster
Cooking
Chart

WEIGHT	BOIL	STEAM
400gm	8 - 9 mins	10 - 12 mins
500gm	9 - 10 mins	12 - 14 mins
600+ gm	10 - 12 mins	14 - 17 mins



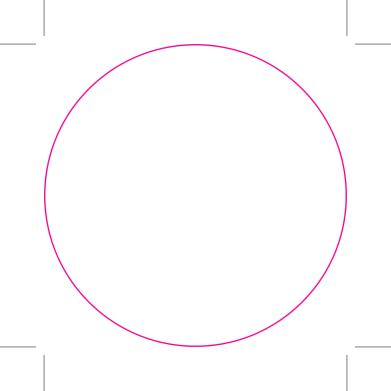
BACK of BOAT

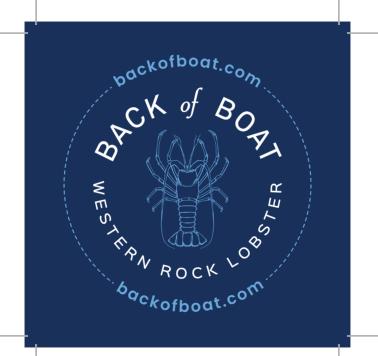
WESTERN ROCK LOBSTER



backofboat.com

backofboatlobsters westernrocklobster





FRONT & BACK DESIGN



FRONT

BACK

COLONIAL: Mens Ice Tee (T10012)

FRONT & BACK DESIGN



FRONT

BACK

COLONIAL: AS Colour Cobalt

PROUDLY MSC CERTIFIED



For sustainable seafood look for the blue fish tick



IMPACT REPORT 27 APRIL – 01 MAY 2023



WELCOME TO COUNTRY

Shore Leave respectfully acknowledges the Yamatji peoples who are the traditional owners and first people of the land on which the event takes place. The Nhanhagardi, Wilunyu, Naagulja. We pay our respects to the elder's past, present and future, for they hold the memories, the traditions, the culture and hopes of the Yamatji peoples.



SHORE LEAVE 2023 OVERVIEW

2023 was the third year of Shore Leave Festival returning to the shores of Geraldton on the coast of Western Australia.

Momentum has grown around Shore Leave Festival, with its reputation as a high quality, returning annual festival growing with locals and tourists alike.

The event galvanised the communities of Geraldton and the Midwest whilst attracting thousands of guests from outside of the region.

The 2022 event was impacted due to the COVID-19 pandemic, fortunately this year, the planning stages and ticket rollouts were able to happen without any interruptions. As such, ticket sales and attendance have increased significantly across the board this year. The local events saw increased foot traffic, as did ticketed events throughout the 4-day festival.

We welcomed many new guests to Shore Leave along with lots of returning patrons looking to experience the festival for the second or even third time.

- **33** Events over 4 days
- 24,539 Attendees across all events
- **48%** Attendance from outside the Midwest
- **93%** Contracted Suppliers from Midwest

\$720K Direct Event Economic Impact to Midwest

\$1.5M Out of Region Visitor Impact to Midwest

\$2.5M Overall Economic Impact to Midwest

"WE TAKE IT FOR GRANTED THAT A LOT OF KIDS HAVE NEVER SEE A BOAT OR LIVE CRAYS, IT'S GREAT TO GIVE THE COMMUNITY THE OPPORTUNITY TO TOUCH, SEE AND TASTE WHERE THEIR FOOD COMES FROM."

- BEACH PRICE MARKETS



FESTIVAL HIGHLIGHTS

Shore Leave 2023 showcased 33 events across 4 days, showcasing seasonal local produce, premium wines, dazzling live entertainment and performances and informative local tours.

The hero events shone once again, with the Abrolhos Long Table Lunch selling out in advance of the event. Many returning customers came to the two signature events after falling in love with the Shore Leave experience in 2022. The Beach Price Markets and Beach Price Kitchen were a hit among patrons, with a strong community spirit shining through. There was fresh seafood in abundance, cooking demonstrations, entertainment, and this year the inclusion of the Oceaneer's Bar.

Shore Leave partnered with three local tour operators and with the use of their extensive local knowledge, created both free and ticketed tours and events.

The complimentary events included Geraldton tours to showcase the town and surrounds, stargazing experiences, food and drink tastings and pairings from local providers, which all helped to create a rich and varied event schedule which encapsulated the essence of Shore Leave.



SHORE LEAVE COVERAGE OVERVIEW



MEDIA COVERAGE

105 pieces of coverage across online, offline, and social media.



ESTIMATED VIEWS

330,000 views of coverage, based on audience reach and engagement rate on social media.



7,800 combined likes, comments, and shares across social media channels.



AUDIENCE

\$8.8 combined total of publication-wide audience figures for all outlets.



PIECES OF COVERAGE

117 total number of online, offline, and social clips.





SHORE LEAVE SOCIAL REACH

2023 (24 APRIL - 1 MAY):



2022 (24 APRIL - 1 MAY)



☐ Interactions: 1,047

PERTH IS OK ACTIVITY

WEBSITE NATIVE ARTICLE

6,957 page views 6,375 unique page views



INSTAGRAM POST

166,688 impressions 130,465 reach 6,758 engagements 5,744 likes



FACEBOOK POST

82,288 impressions 62,801 reach 5,918 engagements 5,029 clicks

VIEW POST

LINKEDIN COMPETITION POST

30,812 impressions 18,112 reach 4,649 engagements 3,629 link clicks

VIEW POST





PERTHNOW NATIVE ARTICLE RESULTS

10,894 page views

Top audience demographic between 35-54 13,594 ad impressions 0.66% click through rate 555 email newsletter opens

VIEW ARTICLE HERE



THE HELM PRESENTED BY ILUKA RESOURCES



The Helm returned in 2023 as the festival hub, bringing tourists and locals alike down to the Geraldton Foreshore. This year, The Helm was a hive of activity with an array of food options from local vendors, an extensive bar list, roaming performers, live entertainment, and kids' activities.

Everyone loved coming together in the evening to catch up, hang out and watch an incredible Geraldton sunset.

The stage was set for some incredible performances, ranging from local primary schools playing digeridoos to music by both local and renowned artists including lan Weggler, Reigan Derry, Rum Jungle, Grace Barbe, & Carly Markham.

Open daily from morning until late throughout the whole festival, The Helm welcomed more than 15,000 people over 4 days. We saw a huge increase in numbers in 2023, making it the biggest year at The Helm yet.

DATE: 27 – 30 April LOCATION: Geraldton Foreshore ATTENDEES: 15,500 EVENT WEB PAGE VIEWS: 5,667

"WHAT I SEE IS COMMUNITY COLLABORATING TO CELEBRATE GERALDTON ."

- THE HELM





OPENING NIGHT AT THE HELM PRESENTED BY GMA GARNET GROUP



The Opening Night of Shore Leave 2023 at The Helm was a great success and saw more than 2,000 head down to the foreshore to celebrate the start of the festival.

Beginning with a Welcome to Country by Donna and Leroy Ronan, local primary schools followed with outstanding performances that had the crowd on their feet.

Following on from speeches from distinguished guests, the opening night unfolded with performances from local primary schools watched on by family and friends, and further entertainment from The Melodics, and Ian Weggler and Carly Markham.

The kids were kept busy with face painting, mermaids, roving performers, and everyone enjoyed the delicious food options on offer. The Opening Night was a great success and set the tone for the rest of Shore Leave 2023.

DATE: 27 April LOCATION: Geraldton Foreshore ATTENDEES: 2,000 EVENT WEB PAGE VIEWS: 1,190



"IF YOU'VE NEVER BEEN TO GERALDTON BEFORE OR THE ABROLHOS ISLANDS, FLYING OVER TO THIS EVENT IS JUST UNBELIEVABLE." - CHEF MATT MORAN

ABROLHOS LONG TABLE LUNCH BY WESTERN ROCK LOBSTER



The Abrolhos Long Table Lunch was the flagship event again this year in 2023. Hosted on the white island sands of East Wallabi Island, the sun was shining as the guests arrived via sea plane, ferry, and private transport.

The turquoise blue waters set the backdrop for the long tables, as the fires for the open-air kitchen started to roar.

The menu, curated by chef Brendan Pratt, included Western Rock Lobster, Abrolhos Octopus, and other hero dishes that were paired with indulgent Vasse Felix wines. The bar was pouring Stableviews Abrolhos Gin, Finlay's Brewing beers, and specialty cocktails for guests to sip on while enjoying the sensational views. The event was hosted by WA Good Food Guide's Georgia Moore, and Australian Wine Critic Erin Larkin.

Multiple guests returned for a third year in a row, proving the event to be a hit among locals and travellers alike. High praise was given about the menu, the drinks, and the location.

DATE: 28 April

LOCATION: East Wallabi Island

ATTENDEES: 240, 65% from outside the Midwest

EVENT WEB PAGE VIEWS: 7,304





MIDWEST PADDOCK TO PLATE PRESENTED BY MID WEST PORTS



This year the Midwest Paddock to Plate moved locations to Yanget Farm, a nearby private farm site outside of Geraldton.

The event showcased the region's produce and was once again a highlight of the festival. The menu was curated by chef Matt Moran who had help from the hospitality students from Central Regional TAFE to serve guests throughout the evening.

The long table set up under strings of fairy lights created an incredible ambiance, as guests sipped on Illegal Tender Rum Co cocktails, Finlay's Brewing beers and Xanadu Wines.

The MC Georgia Moore and Erin Larkin talked guests through the wines, the menu and location, and this paired with the open fire, live music and sensational setting created a night to remember by all.

DATE: 29 April

LOCATION: Yanget Farm

ATTENDEES: 280, 39% from outside the Midwest

EVENT WEB PAGE VIEWS: 5,529





BEACH PRICE MARKETS PRESENTED BY GERALDTON FISHERMAN'S COOPERATIVE



The Beach Price Markets returned this year and attracted a larger crowd than 2022. The markets comprised of seafood sales, kids' activities, live music, food trucks, local retailers, and groups, and for the first time the Oceaneer's Bar.

The Back of Boat Lobster sales were in full swing as guests bagged themselves a bargain with freshly caught lobsters. The roving performers kept people entertained all day, as the sea shanty performers sang fittings tunes on a sunny day at Fisherman's Wharf.

The Beach Price Kitchen presented by Buy West East Best showcased recipes and live cooking demonstrations using fresh, local produce. Chefs included Matt Moran, Portia Bodycoat and Brendan Pratt as they prepared seafood, answered questions, and created dishes for viewers to taste.

DATE: 29 April	
LOCATION: Fisherman's Wharf	
attendees: 5,000	
EVENT WEB PAGE VIEWS: 3,379	





BEACH PRICE KITCHEN PRESENTED BY BUY WEST EAT BEST



As part of the Beach Price Markets, the Beach Price Kitchen was in full swing again this year, as top chefs took the stage to cook sensational dishes using local, Buy West Eat Best certified produce. Matt Moran, Brendan Pratt, Portia Bodycoat, Mya Walker and Luke Emery cooked up a storm as they shared cooking tips and showcased their favourite recipes.

The crowd involvement was great with many questions being asked to our chefs, with audience members able to taste the recipes after the cooking. It was great to see young children being involved with the sampling and tasting, as they tried new dishes for their pallet.

The Beach Price Kitchen is a fantastic, interactive addition to the Beach Price Markets and was successful once again.

DATE: 29 April

LOCATION: Fisherman's Wharf

ATTENDEES: 5,000 at Beach Price Markets

EVENT WEB PAGE VIEWS: 1,120







FOODIE FARM TOUR

The Foodie Farm Tour took guests on a tour of the Chapman Valley to sample a range of delicious bites and beers.

Featuring slow cooked BBQ meats and beers at Burnt Barrel, sampling yabbies, jams and relishes at Chapman Valley Fishing Park and freshly picked olives and pressed oil, attendees were treated to a delicious afternoon complete with regional knowledge passed on by their tour guide.

The tour concluded at The Helm where guests utilised their complimentary beverage and dinner ticket at the Opening Night of the festival.

DATE: 27 April
LOCATION: Chapman Valley
ATTENDEES: 11
OUTSIDE MIDWEST: 91%

AMATEUR LOBSTER COOK OFF PRESENTED BY RED DUST HOLDINGS

Held at The Helm, the Amateur Lobster Cook Off saw 3 amateur Geraldton chefs try their luck at cooking lobster 'their way' in front of an audience.

The MC had the crowd cheering on as he interviewed the chefs and asked questions about their cooking skills.

This was the first time this event has run at Shore Leave, and a great way to get the local community involved and down to The Helm. Attendees were then able to purchase Western Rock lobsters for themselves as part of The Helm food options available throughout the festival.

DATE: 30 April

LOCATION: Geraldton Foreshore

EVENT WEB PAGE VIEWS: 379





MIDWEST WA FOOD MARKETPLACE

The Marketplace located next to The Helm on the Geraldton Foreshore brought together local sellers and produce in a free foodie experience for all.

The Marketplace is a partnership between the Mid-West Food Industries Alliance and the Central Regional TAFE Hospitality Team and provides an opportunity for the community to share in tasting, watch cooking demonstrations, and sample delicious local produce. Alongside the tastings there was opportunities to meet local food and beverage producers, industry stalls, accommodation providers, and more.

The event returned after a successful event in 2022.

DATE: 28 &
LOCATION:
ATTENDEES
EVENT WEE

LOBSTER FACTORY TOURS

The Geraldton Fishermen's Co-operative ran guided tours of their 90-tonne lobster facility, the main staging point for Western Rock Lobster caught in the region.

The factory staff and local fishers showcased a behind the scenes look at this global seafood producer that has been part of town for 70 years.

Guests had the opportunity to upgrade their ticket and enjoy delicious lobster and a drink while strolling through the Beach Price Markets.

This is a great way to show off the local lobster factory and help attendees get an insight into the lobster and fishing industry.

329 April

Fisherman's Wharf

s: 180

B PAGE VIEWS: 616





BOB'S GINSTRONOMY

Bob's Ginstronomy returned this year after a successful event last year. The event put on a night to remember as delicious food was paired with local gin.

Stableviews gins were featured with food matched by local chef Portia Bodycoat from The Gerald.

The event was yet again a great way to involve the local community, utilising a local bar, local ingredients, and local chef, with outstanding produce knowledge, as guests sipped their gins and enjoyed their dinner.

Shore Leave utilises the local bars, restaurants and cafes as much as possible throughout the festival, for local community spirit as well as showcase the terrific venues in town to people from outside the region.

A MORNING WITH MATT MORAN PRESENTED BY TAFE

Central Regional TAFE played host to one of Australia's most well-known chefs, Matt Moran, for a morning of questions, as he shared his passion and love for cooking and the industry.

Matt Moran is the chef and restauranteur behind some of Australia's most celebrated dining establishments, and at the heart of each of his endeavours lies a passion for quality produce hat is fresh and seasonal.

Guests were able to submit questions prior to the event so Matt could answer them on stage for the crowd. This was a great morning of education, learning, and getting a behindthe-scenes insight into Matt Moran.

DATE: 28 April

LOCATION: Central Regional TAFE Geraldton

ATTENDEES OUTSIDE MIDWEST: 12%

DATE: 29 April

LOCATION: The Gerald

ATTENDEES: 50

EVENT WEB PAGE VIEWS: 659





SKEETA'S LONG TABLE LUNCH

Guests headed to a local favourite restaurant yet again this year for the Skeeta's Long Table Lunch.

After a successful event in 2022, the stage was set once again on the boardwalk at Skeetas. Guests were served with a seafood extravaganza including fresh, local seafood in abundance.

The lunch celebrated premium, local Midwest and WA produce that was carefully paired with premium wines.

DATE: 30 April	
LOCATION: Skeeta's	
attendees: 50	
outside midwest: 36%	

BURNT BARREL MICRO TOUR

The team at Burnt Barrel took guests on a guided tour of their family owned and operated restaurant in the Chapman Valley.

Famous for its low and slow smoked Kansas style BBQ and beers brewed on site, guests indulged in a tasting paddle paired with delicious meats and had the opportunity to purchase other local produce on display.

The Burnt Barrel team were fantastic at accommodating this event, leaving guests with full stomachs and smiling faces.

OUTSIDE MIDWEST: 60%	
ATTENDEES: 16	
LOCATION: Burnt Barrel	
DATE: 27, 28 & 29 April	





KALBARRI SKYWALK SUNDOWNER AND STAR GAZING

This dining experience combined a delicious dinner with a night of stargazing at the Kalbarri Skywalk.

The Kalbarri Skywalk lets guests venture beyond the edge of a 100m drop for spectacular views of the Kalbarri National Park.

Under a sky full of stars, guests were spoilt by views of the Milky Way and the stars above, spotting constellations and planets from an other-worldly location.

This relaxed sightseeing tour showcased the incredible Kalbarri Skywalk at sunset, and the dramatic landscape that surrounds it.

DATE: 28 April

LOCATION: Kalbarri Skywalk

ATTENDEES: 4

OUTSIDE MIDWEST: 100%

GERALDTON TOYOTA LIVE AND LOCAL PRESENTED BY REGIONAL SOUNDS

After the success of 2022, this popular event made a comeback to shine a light on the incredible local talent that makes up the Midwest music scene.

The afternoon saw 9 different acts take the stage and perform to the gathering crowd at The Helm on Sunday night. The local acts included Menma, Paul and Alyce, Alida Sue and the Special Brew, Catherine Wheels Trio, Josh Crothers, A Few Simple Rules, Good Strife, Xhalisse and Ratsalad.

The event was free and encouraged locals and tourists alike to head to The Helm for the last night of Shore Leave festival 2023.

DATE: 30 April

LOCATION: Geraldton Foreshore

ATTENDEES: 5,000 Helm attendees

EVENT WEB PAGE VIEWS: 1,068



THANK YOU

Shore Leave 2023 has delivered an outstanding result for the Mid West community, showcasing unrivalled diversity from land to sea.

It would not be possible to create this event without our valued sponsors, partners, local community, suppliers and operators, staff and volunteers. So we would like to say a huge thank you to everyone involved. Approximately 25,000 guests attended both free and ticketed events with almost 50% of attendees visiting from outside the Mid West region.

The festival enjoyed significant growth this year across the board and has once again delivered a high level of economic impact and positive social benefit to the region.

Shore Leave returns from 24 - 28 April 2024. We hope you will join us!

FOUNDING PARTNER



WESTERN AUSTRALIA

PRESENTING PARTNERS

MAJOR PARTNERS



MID WEST PORTS





Gerald

















Central

Regional





SUPPORTERS

PRODUCERS





Yamaji Art

For further information visit

SHORELEAVEFESTIVAL.COM.AU

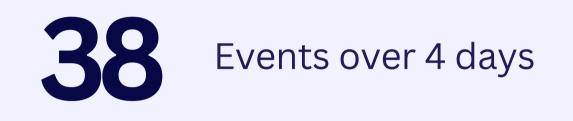
TO WATCH THE SHORE LEAVE HIGHLIGHTS VIDEO, CLICK HERE



Social Results & Sponsor Reporting



Shore Leave Event Stats



94%



• of contract suppliers from Mid West



\$735 Estimated direct event deliver spend in the Mid West.

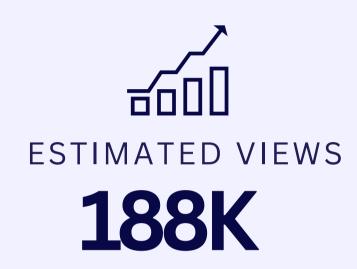
Out of Region Visitor **\$1.65M** Impact to Mid West.

\$2.6M Overall Economic Impact to the Mid West

Shore Leave Media Coverage

MEDIA COVERAGE

Pieces of Coverage across online, offline and social media



Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

888 28.5 M

AUDIENCE

The combined total of publication-wide audience figures for all outlets....



52.7K Est. Social Views Predicition of lifetime views of social posts, based on audience reach



Combined likes, comments, and shares across social media channels

Shore Leave Social Reach

2024 (25 April - 1 May)







Facebook 43.5K Reach Interactions



Epic few days in Geraldton for Shore Leave Festival! Some amazing things happening in the Mid West. Some great restaurants, and some world class produce.

Chef Matt Stone (2024)



Take me back to the rolling paddocks of Yanget Farm and the show stopping BBQ lamb and smoked beef jerky by Chef Matt Stone!

Fleur Bainger, MC and Journalist (2024)





Western Rock Lobster - Sponsor highlights

Western Rock Lobster content drove top sponsor reach and engagement across Shore Leave Events

Social promotional highlights



TOTAL POSTS

58

Total number of posts shared that feature or mention Western Rock Lobster



TOTAL REACH

100.3K

Total cumulative reach of all Western Rock Lobster posts

Event Highlights

250

Attendee stats for key Western Rock Lobster events

Abrolhos Long Table Lunch presented by Western Rock Lobster









Bob's Back of Boat BBQ



Western Rock Lobster - Sponsor highlights

With significant coverage over a range of Shore Leave Events, content including Western Rock Lobster collected high engagement and saw the highest sponsor reach throughout the whole campaign.

TOP POSTS



Shore Leave Festival 22 April at 17:45 - 3

Join us THIS Thursday as we kick off Shore Leave 2024

Bring all the family and celebrate the opening night at The Helm, in partnership with GMA Garnet Group. As the festival gets underway, you'll get to experience firsthand, the true magic of the Mid West.

Witness the Welcome to Country by Derek Councilor, along with musical performances by talented local schools like Beachlands Primary, Waggrakine Primary Didgeridoo Group & Choir, and Geraldton Primary. Then groove out to live tunes by Geraldton's very own Darcy Hay and The Squeaky Frequencies!

Bring the whole family for a delightful evening and feast on freshly caught western rock lobster at our BBQ, savor pulled pork, brisket, nachos, and classic fish & chips! # 9

12 25 April 2024 🖰 12pm - 8pm Fine Helm, Geraldton Foreshore

For more information follow the link below: https://shoreleavefestival.com.au/.../opening-night-at.../

GMA Garnet Group Australia's Coral Coast Visit Geraldton Western Australia #ShoreLeaveFestival #VisitGerladton #WesternAustralia #australiascoralcoast #geraldton #OpeningNight #ShoreLeave #GMA_Garnet #TheHelm #GeraldtonEvents



11.9k Reach **35 Engagements**





Shore Leave Festival 27 April at 13:10 - 🚱

🐈 The Abrolhos Long Table Lunch presented by Western Rock Lobster 👷 🛹

We're slowly coming back down to earth after the ultimate destination event the Abrolhos Long Table Lunch presented by Western Rock Lobster!

Imagine hopping onto a private plane and soaring off to a tranguil island in the Abrolhos for the most epic of long lunches on East Wallabi Island. Time stood still for the guests on East Wallabi Island as they enjoyed local Western Rock lobster caught fresh from the island close by only days before.

Menu curated by the acclaimed Chef Scott Bridger

Paired with award-winning wines from Xanadu Wines this was a day to remember for many years to come. More photos and memories to share soon.

#shoreleavefestival





19.1k Reach **164 Engagements**

















Shore Leave Festival 29 November 2023 - 🕄

👏 Calling all seafood lovers! 🚙 🛹 😂 🥒

The Abrolhos Long Table Lunch presented by Western Rock Lobster is a celebration of fresh, locally sourced ingredients including Western Rock Lobster, Abrolhos Octopus, and Abrolhos Scallops all carefully curated by Chef Scott Bridger from Bib & Tucker and hosted by the lovely Carmen Braidwood Modern Media Training!

The Abrolhos Islands are a hidden gem off the coast of Western Australia, boasting crystal clear waters and an abundance of marine life. This is the perfect opportunity to escape the hustle and bustle of everyday life and indulge in a truly special experience.

Tickets are on sale NOW! Don't miss out on the ultimate destination dining event! Check out the link below for tickets!

https://shoreleavefestival.com.au/.../abrolhos-long.../

#Abrolhoslongtablelunch #shoreleavefestival #westernrocklobster

Visit Geraldton Buy West Eat Best Australia's Coral Coast Abrolhos Octopus



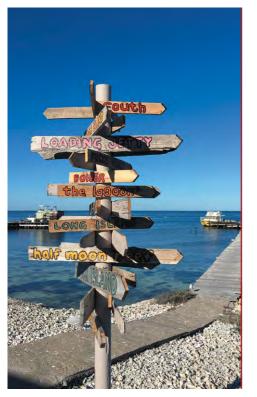




JANUARY 2023

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FEBRUARY 2023

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MARCH 2023

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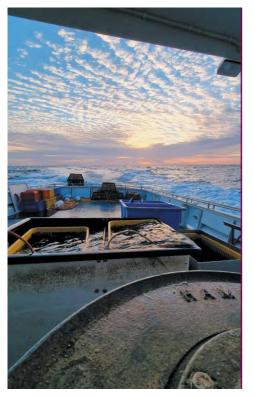


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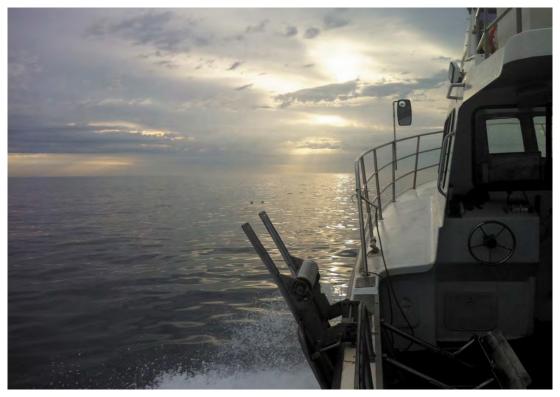


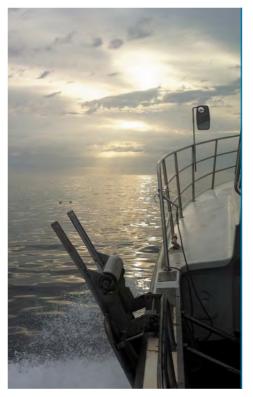


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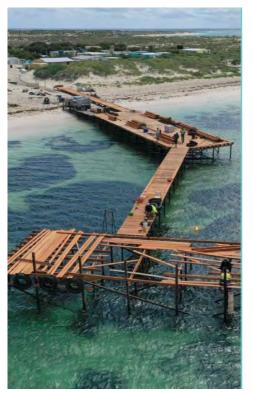


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SEPTEMBER 2023

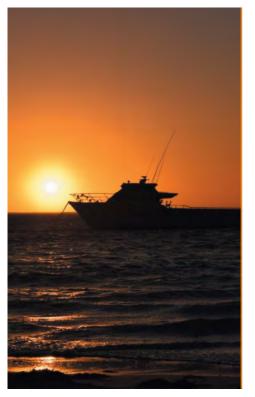
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Public Holidays

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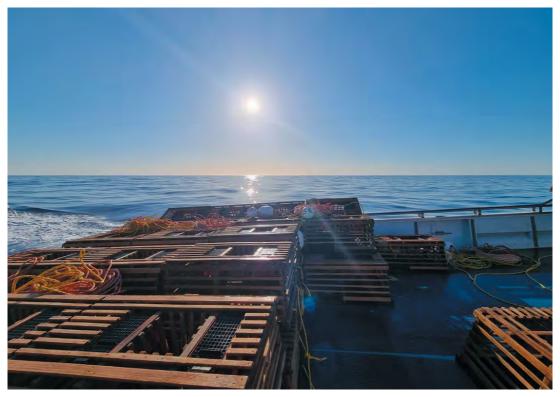


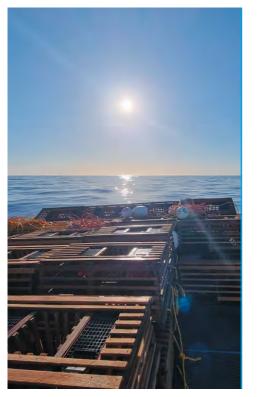


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Photographer: Bill Cooper

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Photographer: Frank Rodriguez

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Photographer: Dean Head

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Photographer: Nathan Cockman

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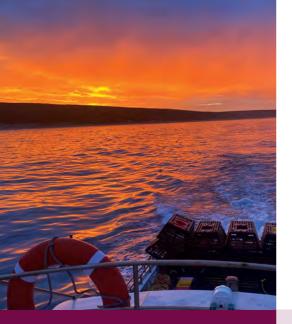
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Photographer: Terry Mouchemore

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Photographer: Tristan Bridgema

● 6 ● 14 ○ 22 ● 29 ● Public Holidays





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hotographer: Carlo Zorino

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Photographer: Tim Trindall

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Photographer: Frank Rodriguez

● 3 ● 11 ○ 18 ● 25 ● Public Holidays





OCTOBER 2024

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Photographer: Carlo Zorino

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Photographer: Tristan Bridgeman

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Photographer: Frank Rodriguez

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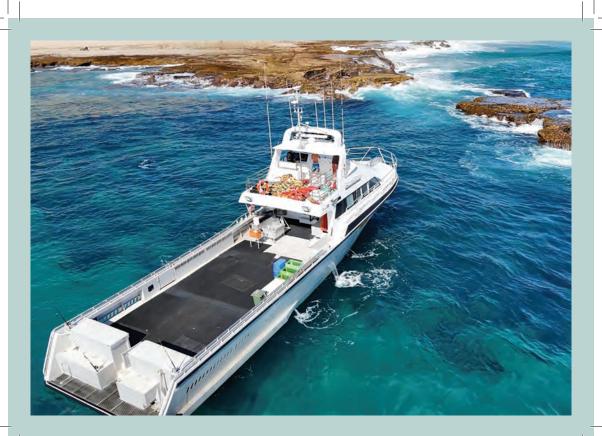
JANUARY 2025

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PHOTOGRAPHER Matthew Greaves	24	25	26	27	28		



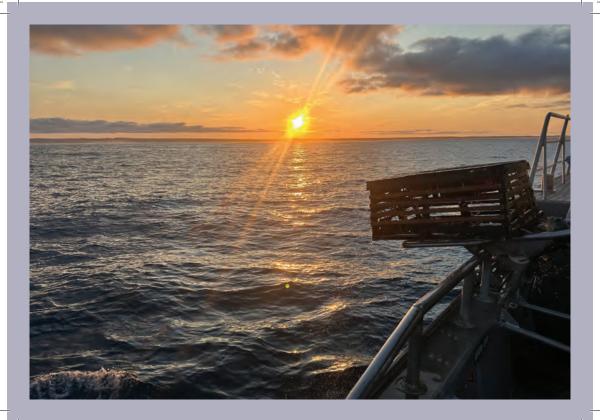
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PHOTOGRAPHER Merric Perrin	31						



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PHOTOGRAPHER Peter Roberts	28	29	30				



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Public Holidays

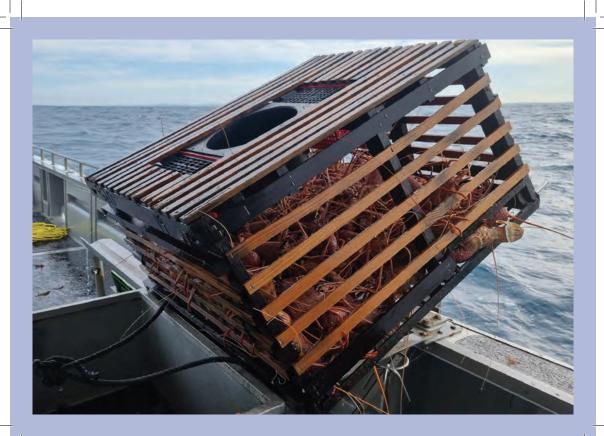
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PHOTOGRAPHER Jude Rodriguez



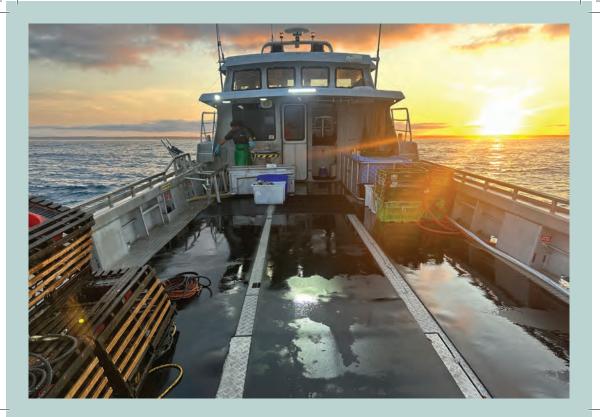
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OCTOBER 2025

Public Holidays

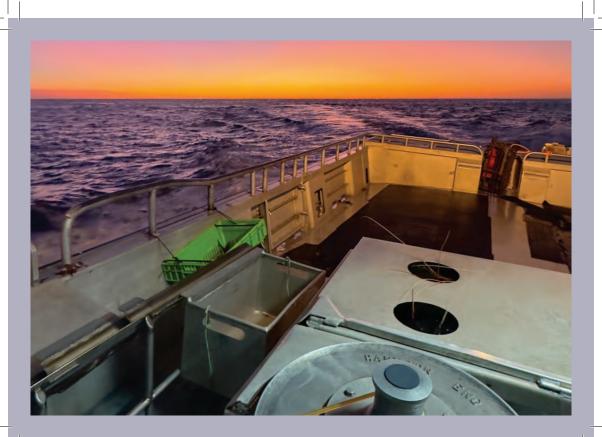
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PHOTOGRAPHER Hugo Oakey	29	30	31				

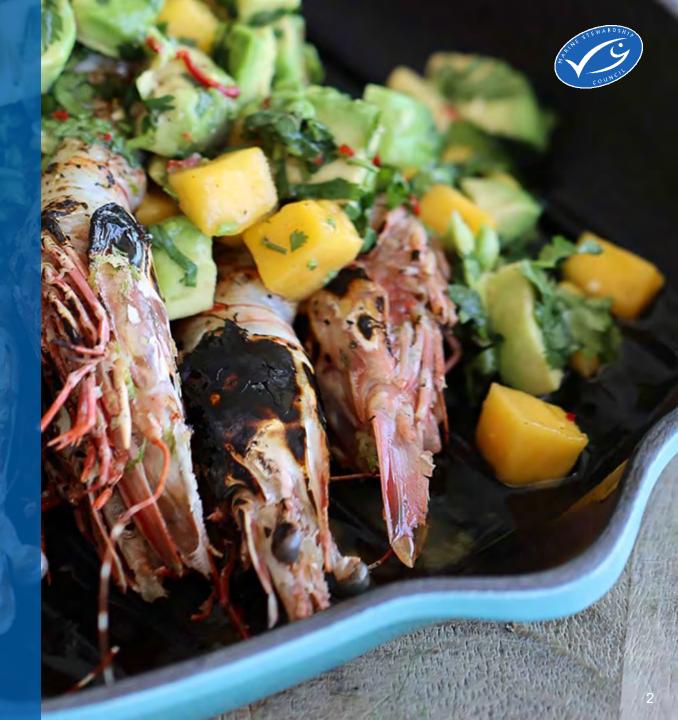




Christmas prawn campaign evaluation

5 December 2022 - 6 January 2023, Australia wide

Overview of the campaign



Synopsis



A national Christmas Prawn campaign led by a strong creative and media narrative.

From sustainable wild-caught seafood to tasty chefs' recipes, the campaign asked consumers to 'peel the difference' by choosing MSC-certified sustainable seafood.

Running throughout December, the campaign consisted of:

- Digital advertising
- Chef influencer recipes
- Paid media with Women's Weekly Food
- Earned media coverage
- Social media engagement
- Competitions
- Partner participation



Aims and objectives



The MSC blue fish tick is the easiest and most trustworthy choice for enjoying wild caught, sustainable seafood this Christmas and beyond

- Encourage people to purchase MSC-certified sustainable
 when buying prawns this Christmas
- Raise awareness and understanding about the MSC blue fish tick label
- Build support for the MSC-certified sustainable fisheries by telling their story





Learning	Application
Do a few things well	Reduced the campaign from 10 weeks to 4 weeks and focused primarily on Christmas rather than the broader Summer period and trying to incorporate the Global New Year campaign
Earned media requires focus	Focused media pitching on the Christmas prawn moment
Strong integrated creative	Worked with a creative agency to develop scroll stopping creative
Re-use relevant assets	Used existing AdWords, Christmas Prawn web page, recipes, case studies, fishery video content, and stats
Lean on partners	Produced a partner toolkit and bespoke activations / sponsorship opps
Stick to prawns	Focused mainly on prawns with some lobster content for WA



Key audiences



Primary audience the campaign is aimed at:

• MSC blues – aspirational seafood consumers who like shopping and have concern for the environment







Sponsor

Content/Distribution

Media















Creative approach

LOOK FOR THE

BLUE LABEL





vw.msc.ora

An eye-catching campaign to cut through busy Christmas period advertising, showcasing famous chefs with sustainable prawn & lobster tails.

While grabbing attention, we explain the difference of sustainable wild caught seafood, and provide tasty and easy-to-make recipes so consumers can experience the difference.



Key messages





- 1. It wouldn't be Christmas without Aussie seafood on the table, like gorgeous prawns and lobster, wild-caught off our shores.
- 2. This Christmas, peel the difference by choosing MSC certified sustainable seafood.
- 3. By making the sustainable choice, you're helping care for our ocean.
- 4. Look for the MSC blue fish tick for seafood that's certified sustainable.

Campaign performance



Headline outcomes

Objective	Headline outcome
Encourage people to purchase MSC-certified sustainable when buying prawns this Christmas	An overall reach of almost 39
Raise awareness and understanding about the MSC blue fish tick label	million with high engagement levels and over 2,000 new email addresses
Build support for the MSC-certified sustainable fisheries by telling their story	New fisheries videos watched over 300,000 times with a 50% view rate

YoY metrics



Channel	Metric	2019	2020	2021	2022
msc.org landing page	Unique visits Conversions rate	19,738 21.7%	23,620 16%	25,372 (80% estimate) 30.4%	25,968 (estimate) 21%
Google Display	Reach Clicks CTR CPC	5,380,000 19,100 0.35% 0.34 GPB	2,467,250 7,321 0.3% 0.51 GBP	9,947,702 29,978 0.3% 0.23 GBP	1,503,376 35,767 2.38% 0.15 GBP
YouTube bumper	Reach CPM	256,838 3.87 GBP	285,644 4.55 GBP	n/a	211,179 7.10 GBP
YouTube in-stream	Reach View rate CPM	n/a	146,797 49.46%	1,221,485 64% 4.66 GBP	290,812 49.35% 7.56 GBP
Facebook/IG ad network	Reach Engagements	772,863 6,068	295,485 21,687	622,129 39,082	316,992 24,491
Google AdWords	Reach Clicks	5,711 560	10,869 758	76,855 7,746	30,800 3,300
Influencer posts organic	Reach Engagements	430,000 6,930	34,173 2,095		
Earned media	Reach Messages landed	32,000,000 223 (1.3 av. msg)	87,000,000 n/a	7,624,987 84 (2 av. msg)	19,135,792
Paid media article	Page views Post reach Display impressions	n/a	n/a	11,685 185,751 120,017	7,177 84,168 340,695
WA Radio ads Coles Radio ads	Reach Reach	n/a	n/a	n/a	525,000 5,000,000
DOOH advertising	Reach CPM Screens	n/a	n/a	7,962,122 \$6.28 4,236	4,910,325 \$2.40 37
Organic social	Reach Engagements	61,622 3,669	26,296 5,170	29,018 265	20,981 1,826
Competition msc.org	Entries Opt in rate	n/a	n/a	n/a	3203 1624 (50%)
Competition Mix 94.5 FM	Entries Opt in rate				722 291 (45%)
Combined	Reach CPM	40 million \$1.77	90 million \$0.76	27,277,016 \$3.85	38,853,833 \$2.56

Each campaign varies in length, objectives, budget spent and marketing mix.

The YoY stats should be compared with the fuller context.

2022 combined reach estimated to be 38,853,833

Campaign by channel



Digital brand marketing





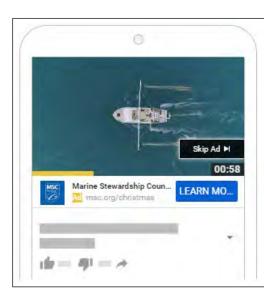


<u>Google display ></u> (Reach: 1,503,376; CTR 2.38% (vs industry average 0.46%)



sustainable seafood.

YouTube bumper> (Reach: 211,179; View rate)



YouTube fishery videos >

(Reach: 290,812; 49.4% view rate vs industry average 31.9%)



Facebook and Instagram > (Reach: 316,992)

Digital content marketing





Peel the difference

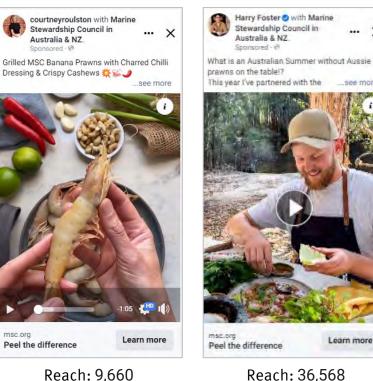
It wouldn't be Christmas without Aussie seafood on the table, like gorgeous prawns and lobster, wild-caught off our shores. Serve them up old-school or with your own special twist. Just look for the MSC blue fish tick label at your local supermarket for seafood that's certified sustainable.

From sustainable wild-caught seafood To tasty chefs' recipes

This Christmas, peel the difference by choosing MSC certified sustainable seafood.



<u>View landing page ></u>





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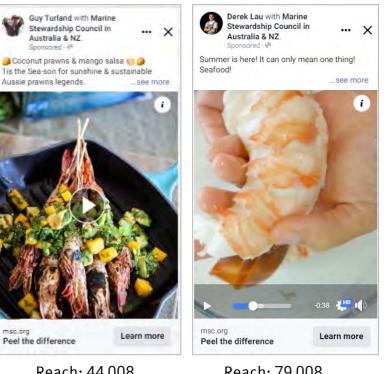
...see more

Reach: 44,008

Reach: 79,008

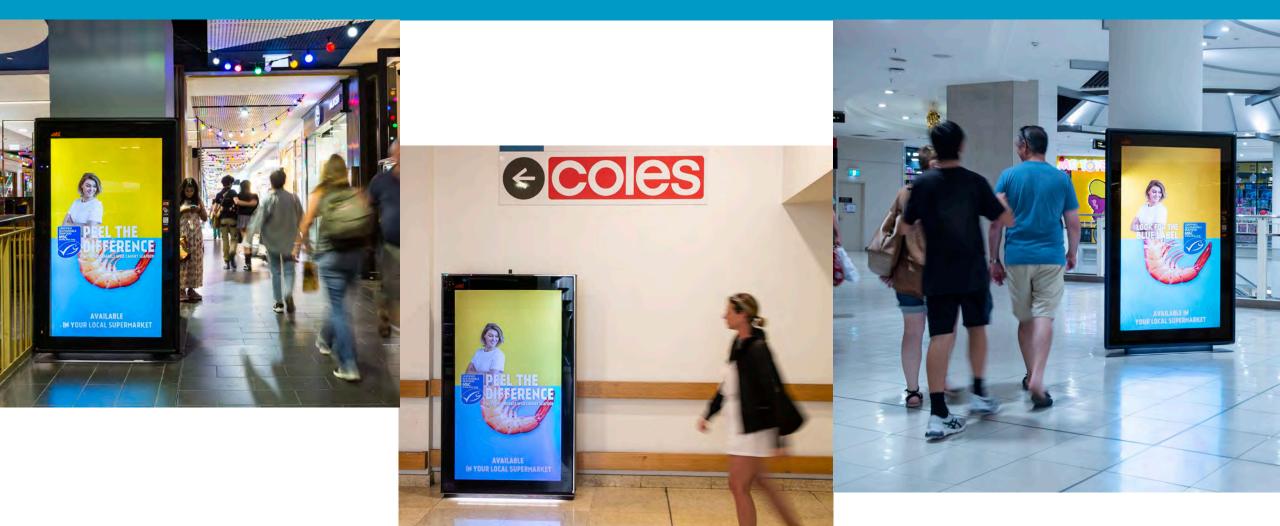
We selected four chef content creators who are familiar with the MSC, that share our vision, and who can bring sustainable seafood to life with their own content creations. They were briefed to focus on a different species and to produce something different, aspirational but achievable.

msc.org



Digital out of home advertising





37 screens for two weeks in shopping centres near supermarkets in key metro areas of Queensland, Victoria and NSW, reaching almost 5 million people with a CPM of \$2.40 vs the industry average of \$9-32.

Paid media article

Women's Weekly Food recipe collection

We sponsored a recipe collection on Women's Weekly Food from 9 December 2022 – 6 January 2023.

- We selected Women's Weekly Food as a top tier recipe destination for the audience likely to engage with the Peel the Difference campaign via digital media ads, and more likely to shop for Christmas seafood at a supermarket rather than a fish market or fishmonger
- The recipe collection featured links to five recipes from the Women's Weekly Food archives and five recipes on the msc.org/en-au website
- Display ads ran alongside the recipe collection
- Digital ads also ran on associated Are Media recipe websites, including Gourmet Traveller and Better Homes & Gardens
- The recipe collection was promoted via the Women's Weekly Food Facebook page and a campaign ad ran in their 15 December newsletter

19



ning wild prawn and lobster are not only good for you, it choose seafood with the MSC blue fish tick label you know it's caught using ustainable practices to ensure the environment is protected. That's seafood

being left with that beavy feeling

can feel good about









Paid media article

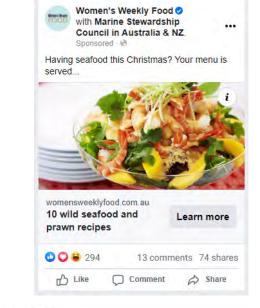
Women's Weekly Food recipe collection

Results: 7,177 recipe collection page views over 4 week period

3:18 average time on recipe collection page – almost double the time on page compared to our previous sponsored content pieces

84,000 reach via organic and promoted Facebook posts

340,000 digital ad impressions across Are Media websites (Women's Weekly Food, Better Homes & Gardens, Gourmet Traveller)







20

The WA specific media partnership provided the opportunity to talk to listeners about Seafood at Christmas and initiate a conversation about where their seafood comes from and sustainability.

Objectives:

- Drive awareness of the Marine Stewardship label
- Put the MSC label front of mind when purchasing seafood at Christmas
- Initiate conversations about sustainable seafood in the lead up to Christmas and beyond
- Drive people to purchase prawns/ Lobster at Coles







WA radio: Mix 94.5



Pete, Matt and Kymba Breakfast Partnership

Across the final week leading into Christmas, we had the Marine Stewardship Council partner with Pete, Matt and Kymba to promote the MSC Key Messaging.

Through extended messaging, breakfast show opening and closing credits, recorded impacts and talent read messaging, we kept the marine Stewardship Council blue tick of approval seafood choices top of mind as we lead into the Christmas season.



Impacts Committed: 83

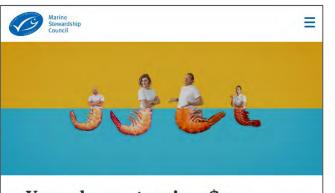
Impacts Delivered: 83

Value Committed: \$20,630

Value Delivered: \$20,630

Sponsored competitions





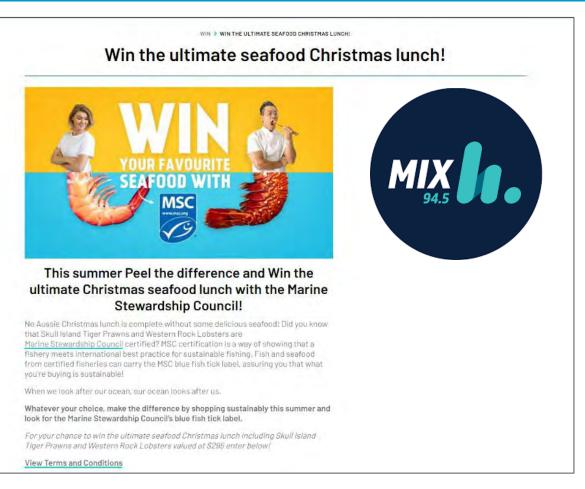
Your chance to win a \$500 Coles Gift Card

Enjoy your favourite sustainable seafood this Summer with your chance to win a \$500 Gift Card from Coles - awarded Australia's Best Sustainable Seafood Supermarket from 2017 to 2022 by the Marine Stewardship Council.



This Christmas, peel the difference by choosing MSC-certified sustainable seafood.

Listed on various competition websites, running for 4.5 weeks and promoted through MSC channels, entrants answered a multiplechoice question for the chance to win a \$500 Coles Gift Card



Listeners simply needed to fill in their details for the chance to win 1 of 5 \$100 Coles voucher and 3kg of prawns . At the end of the promotion, we drew our prize winners and provided an opt-in database for MSC.

Key media coverage



Online **#honey** kitchen

Australian chef Courtney Roulston reveals the only way you should be peeling a prawn

6 December 2022

How to spot the best quality prawn, according to a chef

12 December 2022

How to cook the perfect prawn, according to a celebrity chef

18 December 2022

honev kitchen

Roulston has partnered with the Marine Stewardship Council for their 'Peel the Difference' campaign, encouraging Australians to enjoy wild-caught, sustainable prawns this Christmas

The MSC blue fish tick label on your seafood indicates it comes from a certified sustainable fishery.

TV

Thousands expected to roll through Sydney Fish Markets in coming hours by 9News Staff | 9:41pm Dec 23, 2022

Proudly promoting



23 December 2022

Radio interviews









The Mest

Anstralian

Newswire pick-up

PR Newswire

20 December 2022

CISION

The Canberra Times







AAP syndicated story



22 December 2022 example pick-up

HERALD **EXAMINER** MERCURY vahoo! news

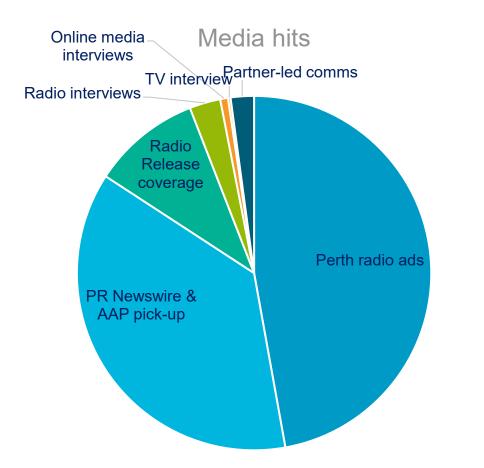
The Conrier



Cision media hits



Cision picked up 425 Christmas-related media hits from 1 December-6 January - broadcast, online and print coverage mentioning the MSC – including radio ads.



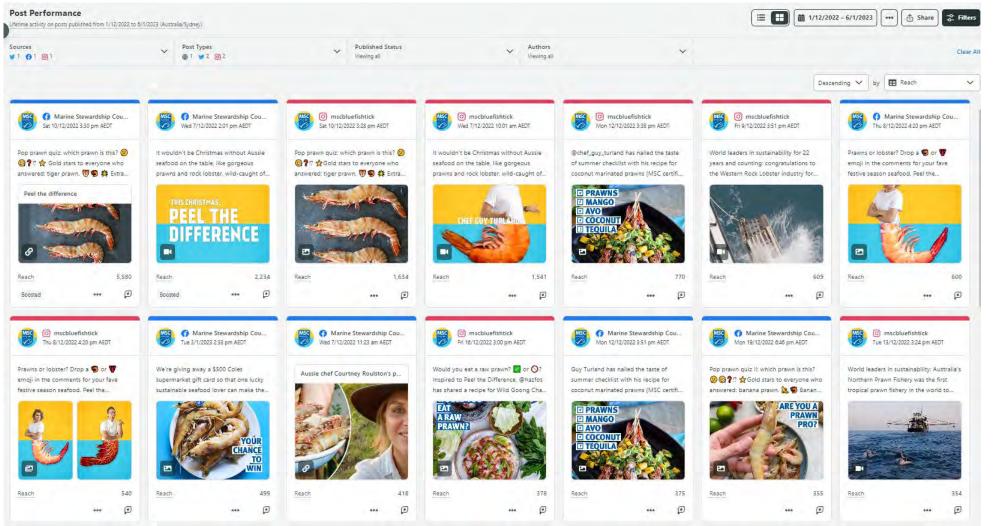
Key words & spokespeople mentions

Christmas	355
sustainable fishing	293
MSC	284
Marine Stewardship Council	246
prawns	182
blue fish tick	163
global standard	155
lobster	49
Adrian Gutteridge	40
Coles	39
Anne Gabriel	33
sustainable seafood	30
Courtney Roulston	29
Peel the Difference	6
Alex Webb	5
certified sustainable seafood	0

Organic social: Facebook & Instagram



Top posts by impressions



Top performing post was the pop prawn quiz about tiger prawns, which generated ~4 times more reach and engagement than other posts and stories, but similar question-oriented posts did not generate the same engagement.

Coles in-store radio



colesradio



Ran for four weeks, 90 spots per week, approx once per hour. Coles process over 20,000,000 customer transactions per week.

Estimated unique reach of 5 million based on the average shopper visiting twice weekly for 30 mins.



Back of boat sales









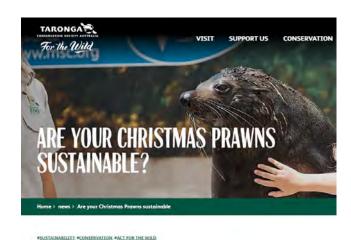
Stickers placed on board 5 boats during WA rock lobster back-of-boat sales. Customers stand next to and on board the boats to pick up their lobsters. More stickers were provided for additional boats and stickers will stay up until further notice.

Additional partner engagement





Supplied cotton tote bags for the Harley & Johns Seafood Christmas Eve market



A blog by Community Conservation Manager, Belinda Fairbrother, about how to enjoy sustainable seafood this Christmas

Taronga Zoo blog: Are your Christmas prawns sustainable? 24.12.22

Posted on 24th December 2022 by Media Relations



Christmas Eve reel posted by education ambassador Laura Wells

Appendix





Women's Weekly Food recipe collection

ARE MEDIA POST CAMPAIGN REPORT - CONTENT

Booking Number: 524700
Report Date: 10/1/2023

TITLE	CONTENT LINK	DIGITAL BRAND	CONTENT TYPE	GUARANTEES
10 wild prawn and lobster recipes for a sustainable summer	https://www.womensweeklyfood.com.a u/wild-prawn-and-lobster-recipes- 33250	Australian Women's Weekly Food	Recipe Collection	5,000

CONTENT TOTALS		
PAGE VIEWS (PVs)	UNIQUE PAGE VIEWS (UPVs)	AVG. TIME ON PAGE
7,177	6,365	0:03:18
TOTAL CONTENT REACH	TOTAL CONTENT SOCIAL CLICKS	TOTAL CONTENT INTERACTIONS
84,168	5,994	7,110



LIVE DATE	END DATE
9-Dec-22	6-Jan-23

SOCIAL DRIVERS											
POST	BRAND	POST LINK	POST TYPE	POST REACH	POST LANDING PAGE VIEWS	POST REACTIONS	POST COMMENTS	POST SHARES	POST SAVES	POST ENGAGEMENT RATE	POST INTERACTIONS
Having seafood this Christmas? Your menu is served	Women's Weekly Food	https://fb.me/1Zm4FEb7dvqM6Ft	Promoted Facebook Post	69,009	5,314	256	11	71	500	9%	6,152
Having seafood this Christmas? Your menu is served	Women's Weekly Food	https://www.facebook.com/14647 4318707010/posts/601907780477 9936	Organic Facebook Post	15,159	680	199	8	59	12	6%	958
COMBINED CONTENT TOTALS:				84,168	5,994	455	19	130	512	8%	7,110

Paid media article



Women's Weekly Food recipe collection

CAMPAIGN REPORT

are

Advertiser: MARINE STEWARDSHIP COUNCIL-51458 Campaign: ARE Media-524700 | WWF x Marine Recipe Collection IO: 524700 Report Date: 09-Jan-23

DISPLAY

Site	Section	Creative Size	Buy Type	Start Date	End Date	Booked	Delivered	Clicks	CTR %
Women's Weekly Food	ekly Food ROC - Food - Desktop Roadblock	lock 300x250 Standard Mon 12-Dec-22 S	Standard	Map 12 Dec 22	Sat 24-Dec-22	50,000	0	18	#DIV/0!
women's weekly rood	KOC - FOOD - DESKTOP KOBUDIOLK		38L24-DEC-22	30,000	50,005	37	0.07%		
					Total	50,000	50,005	55	0.11%

NATIVE

Site	Article	Creative Size	Buy Type	Start Date	End Date	Booked	Delivered	Clicks	CTR %
	10 wild some and laborations for	300x250					17,800	11	0.06%
Women's Weekly Food a sustainable summer	320x50	Sponsorship	Fri 09-Dec-22	Fri 06-Jan-23	100% SOV	15,118	13	0.09%	
	728x90					7,661	2	0.03%	
						Total	40,579	26	0.06%

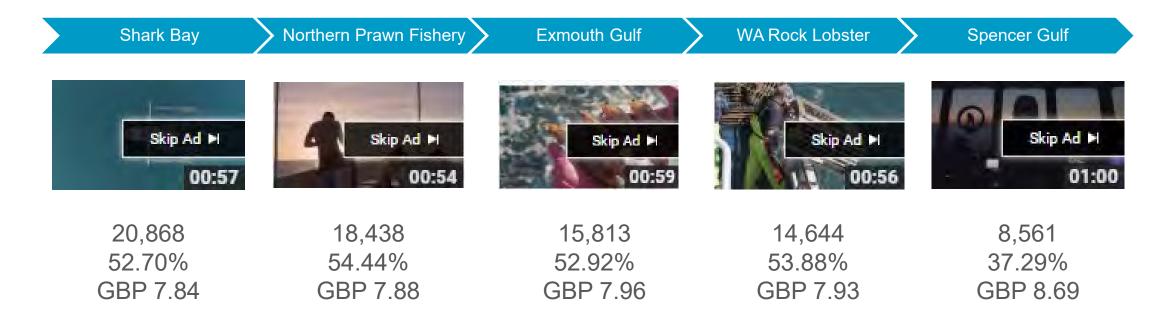
AMPLIFICATION

Site	Article	Creative Size	Buy Type	Start Date	End Date	Booked	Delivered	Clicks	CTR %
Women's Weekly Food	10 wild prawn and lobster recipes for a sustainable summer	Teaser	Standard	Fri 09-Dec-22	Fri 06-Jan-23	250,000	250,011	146	0.06%
					Total	250,000	250,011	146	0.06%

EMAIL									
Site	Section	Creative Size	Send Date	Total Delivered	Total Opens	Open Rate	Total Clicks	CTR %	Unique Clicks
WWF	Newsletter Ad Inclusion	300 x 250	Thu 15-Dec-22	38,830	14,269	36.75%	23	0.16%	N/A

YouTube ad sequence campaign





What did we do?

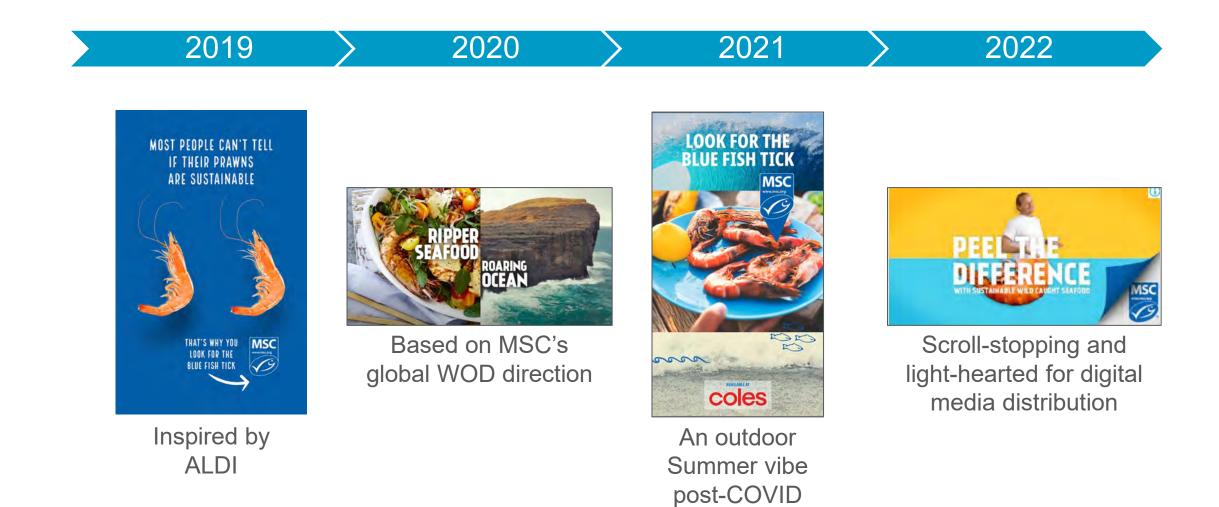
We used YouTube ad sequencing to deliver a series of behind-the-scenes fisheries videos. We chose to let YouTube determine the order of the sequence using its algorithm.

What is YouTube ad sequencing?

With video ad sequencing, you can tell your product or brand story by showing people a series of videos in the order that you define. You can use a video ad sequence to build interest, reinforce a message, or create a unifying theme.

Creative progression





Each creative direction used core MSC brand elements of logo, font, colour palette and visual style.



Thank you

For more information, contact:

The MSC Oceania team.

© Marine Stewardship Council, 2023



FISH FOREVER CAMPAIGN



RECAP AND REVEAL









2023 CAMPAIGN LAYDOWN

		Sustainable Seafood Week	Easter Week	
	w/c 20 March	w/c 27 March	w/c 3 April	
Launch event	Friday 24 March			
Advertising		SoMe, Display, DOOH, VOD		
Media coverage		Awards, Storytelling, Easter Lifestyle		
Paid media		Profiling hero messaging		
Partner activations		Partner activities		
Awards comms		Award winners announce their wins		









Total Campaign reach

104.7 million

Earned Media

ASC

188 total earned media articles 10,324,501 reach

> MSC 308 mentions 90 million reach







Advertising

Super seafood ads 4.7 million total ad views

Post-campaign seafood consumer survey

27% aware of the campaign

48% increasingly recognise the labels

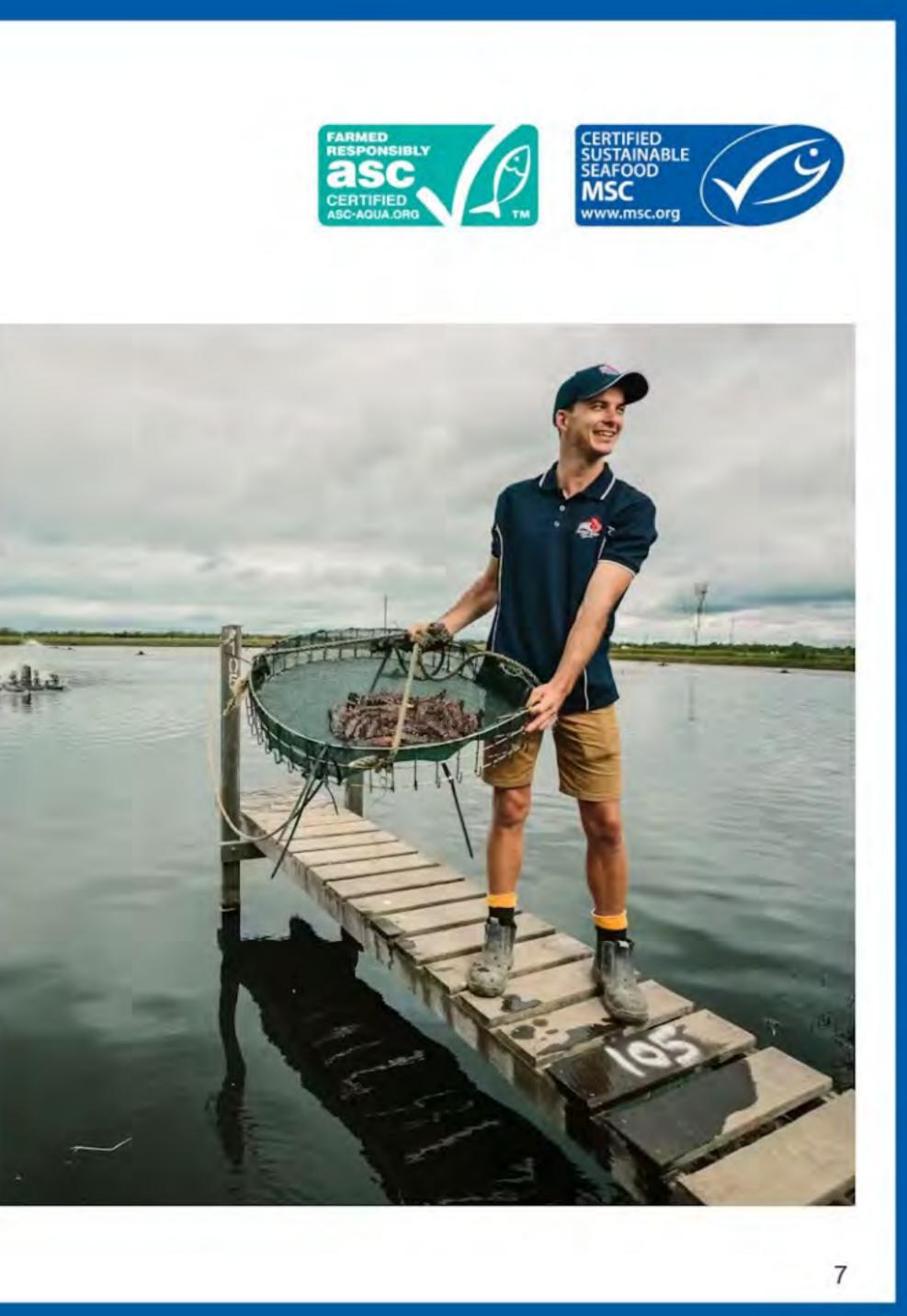
68% increasingly understand what the logos stand for

67% increasingly trust the labels

THEME SUPER SEAFOOD and the heroes behind the scenes that make it happen

Choosing ASC or MSC certified seafood is the best environmental choice in seafood and supports the people working every day to deliver future-proof seafood that's good for you and the ocean too.





CREATIVE DIRECTION



YOU'VE MADE A SFAF(





E CHOICE!



CHOOSE CERTIFIED SEAFOOD









	Q5. Ad statements					
Q5. Ad statements	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	
I trust the claims made by the organisation/s that the ad is for	31%	36%	23%	6%	4%	11
It helps me understand what MSC and ASC blue and green labels on seafood products mean	30%	38%	18%	9%	4%	11
I had seen the MSC and ASC blue and green labels shown in the ad before taking this survey	24%	24%	22%	17%	14%	11







	Q5. Ad statements					
Q5. Ad statements	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	
It makes me start looking for the MSC and ASC blue and green labels (indicating seafood product was sourced sustainably and responsibly) when buying seafood	35%	35%	22%	5%	3%	11
It makes me more likely to purchase certified sustainable seafood as I know that my seafood consumption doesn't harm the ocean/environment	37%	35%	20%	6%	3%	11
It makes me willing to pay more for seafood products that are certified sustainable compared to similar products that aren't	27%	33%	24%	11%	5%	11





KEY MESSAGES

- Super seafood is certified to the world's best seafood standards for people and the planet. Look for the green ASC and blue MSC labels to be sure.
- When you make a super seafood choice, you're choosing seafood that comes from an ASC-certified farm or an MSC-certified fishery.
- For Fish Forever, choose super seafood by looking for the blue MSC and green ASC labels.





AMBASSADORS



First Nations chef Mark Olive



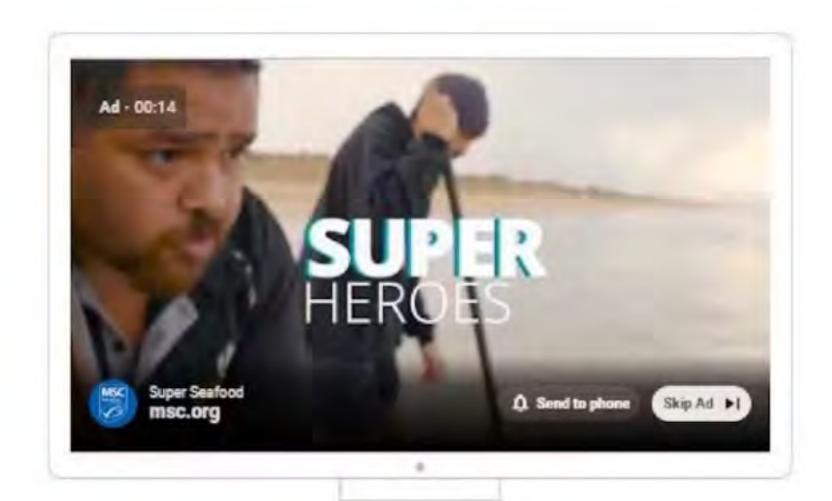


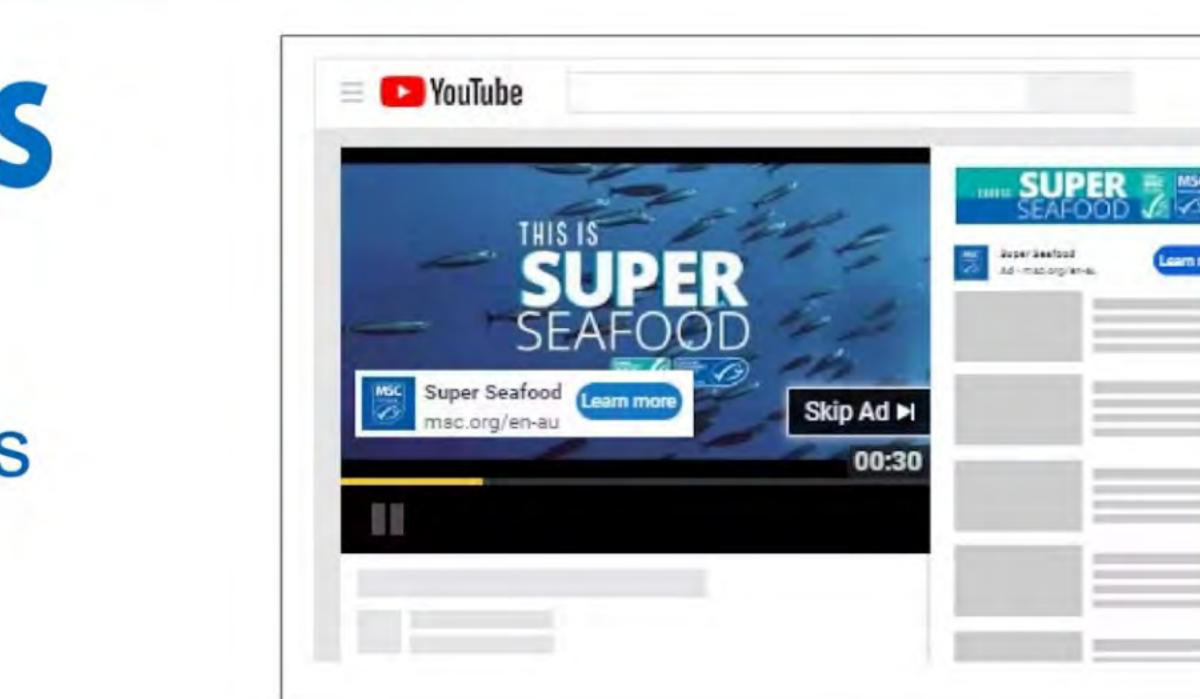
Award-winning broadcaster and journalist Alice Zaslavsky

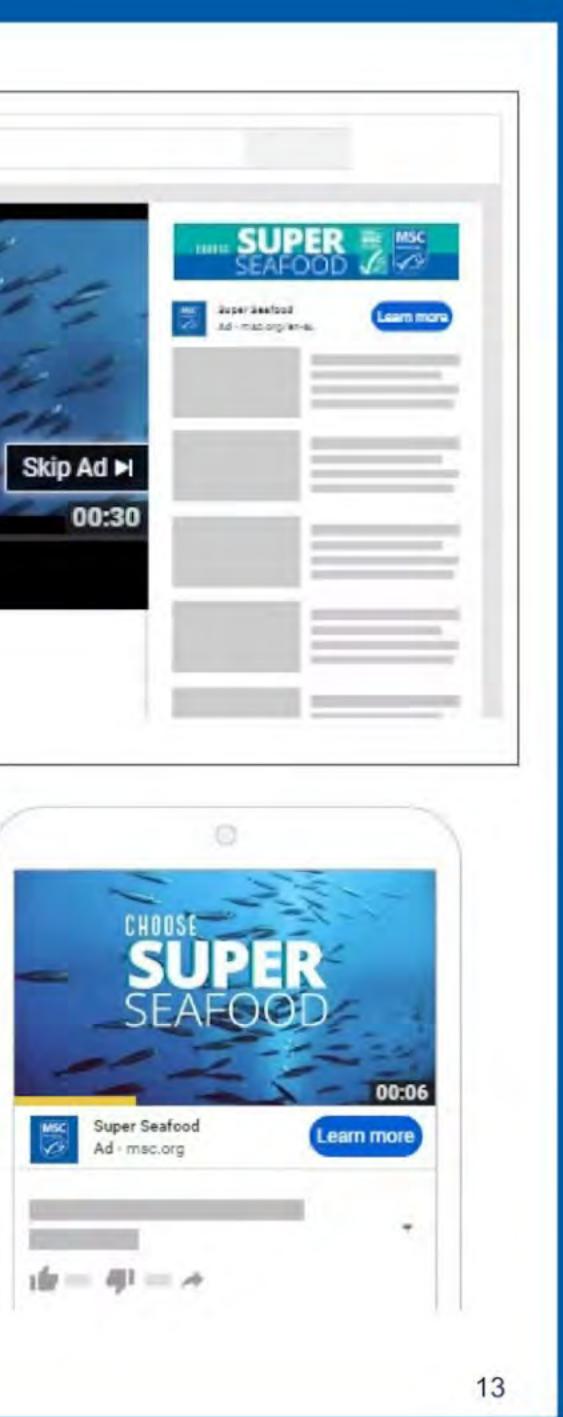


YOUTUBE VIDEO ADS

- 2.2 million views
- Mainly targeting TV screens
- Capital cities only







META ADS

- Geo-targeted Capital cities only
- 1,480,679 views
- 1,228,932 reach
- 30 sec and 15 sec versions / newsfeed posts and stories

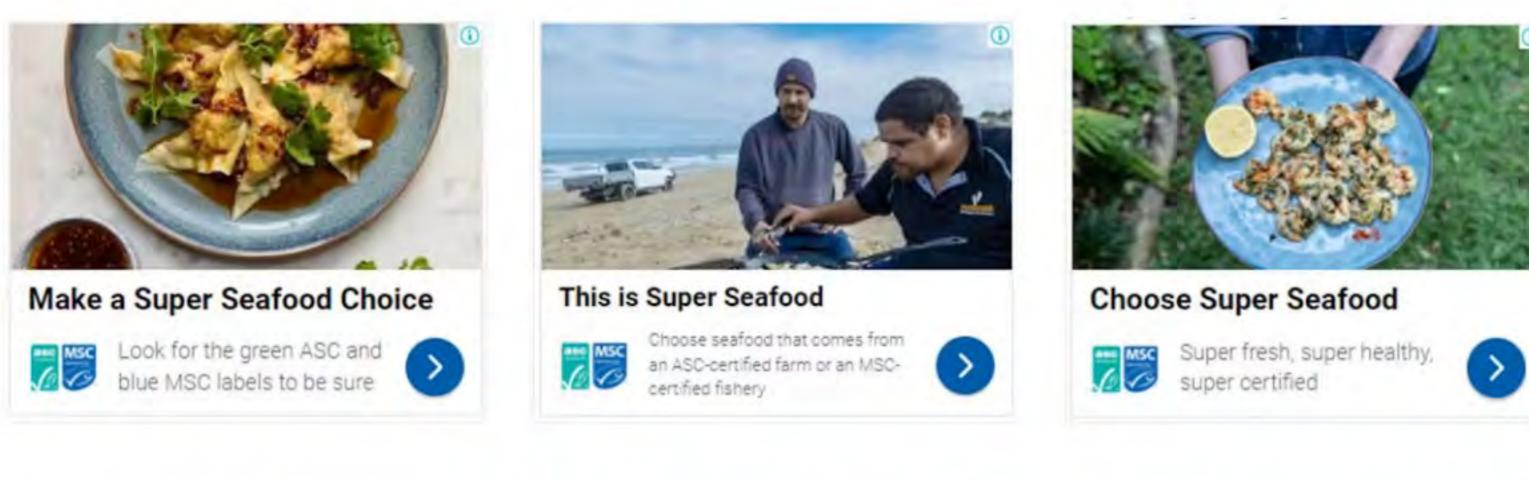






GOOGLE DISPLAY ADS

 Easter weekend to capitalize on shopping peak 1 million impressions





Choose Certified Seafood Harvested by super farms or caught by super nshenes

msc.org



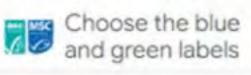


Open >





Make a Super Seafood C...



Open >



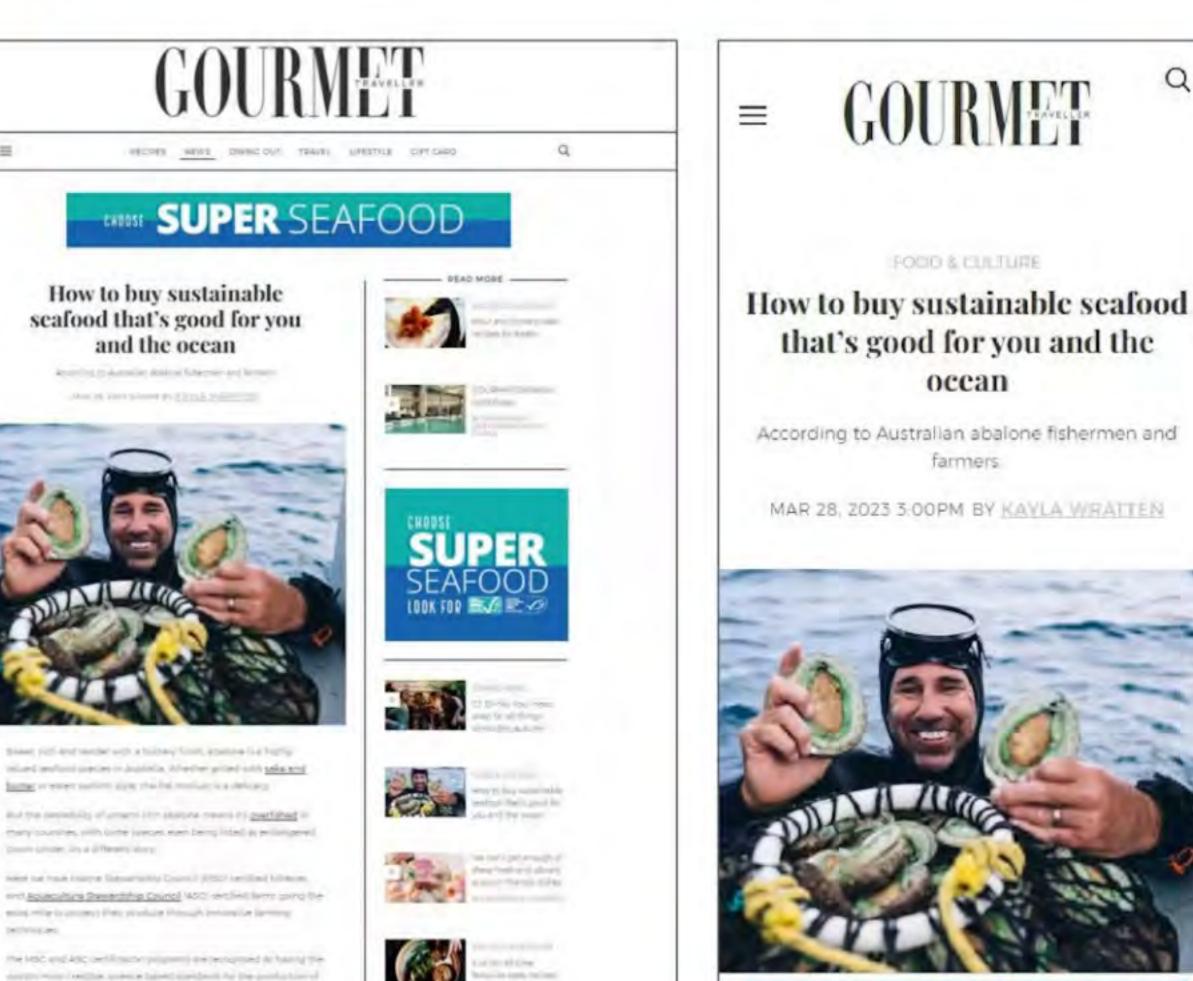
GOURMET TRAVELLER

- Focused on an abalone fisher and farmer
- Total content reach: 76,883
- Social clicks: 2,321
- Dwell Time: 4.44 minutes (benchmark is 3.53 minutes)



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Summinable seators

51 how can be immeree by ing fore centeel protocent

Assession for the MS2 blog function wAS2 preen label there

CHOOSE

How to buy sustainable seafood

According to Australian abalone fishermen and



MEDIA - AWARDS

- 76 earned media items for the Sustainable Seafood Awards in 2023. ٠
- 2 Print, 32 Radio, 31 Online and 12 Social Media earned media items, .
- Combined circulation of 1,778,826. ٠
- 25 international + 15 national + 36 state-based earned .

RetailWorld Food&Drink

- The 🚇 Islander
- **Fish Farmer**
- Stock journal

REGISTER





- Retail World Magazine (14.6k readers)
- Food & Drink Business (11.2k readers)
- The Islander (10.1k readers)
- **Fish Farmer Magazine** (7.8k readers)
- Stock Journal 7.6k readers)
- North Queensland Register (7.5k readers)
- Eco Voice (7.4lk readers)
- Tasmanian Farmer (2.5k readers)



2GB Radio (314k listeners) nterview with Duncan Leadbitter for the Sustainable Seafood Awards mentioning ASC:



Mention of Sustainable Seafood Awards and ASC;

River 1467 (101k listeners)



4BC Radio (70k listeners) Mention of Sustainable Seafood Awards and ASC;



ABC Northern Tasmania (20k listeners) Mention of Sustainable Seafood Awards and ASC;



ADELAIDE



Yumbah Aquaculture takes home Above and Beyond Award for sustainability

00000

Upilated Marriel 27 2023 - 2079er, ING patricest 2.27(pe)



D Tastenably farmed abalane on one of Yambah's land-based aquaculture operations. Pic

Yumbah Aquaculture has been recognised as the national win Above and Beyond Award at the 2023 Sustainable Seafood Aw Australia, once again proving its commitment to sustainabili

Yumbah plans a major expansion of its Kangaroo Island land abalone farming operation at Smith Bay.





 Gold Central Victoria Mention of Sustainable Seafood Awards and ASC.

> ABC Radio Adelaide Mention of Sustainable Seafood Awards and ASC

5RM Mention of Sustainable Seafood Awards and ASC:

4BC 1116 News Talk Mention of Sustainable Seafood Awards and ASC

EASTER COOKBOOK

ERTIFIED SEAFOOD FARMS TO YO FROM

CLICK HERE TO DOWNLOAD





MEDIA - EASTER

112 earned media items for the Easter Cookbook This resulted in 1 TV, 1 Print, 65 Radio, 8 Online and 37 Social Media earned media items, with a combined circulation of 8,545,675.

8 international + 15 national + 89 state-based earned media items were achieved to promote ASC's Easter cookbook in 2023.



BBM Radio (150k listeners) Interview with Mark Olive discussing the ASC Easter Cookbook





- SBS Radio (3.6 million listeners) Interview with Mark
- Olive discussing the ASC Easter Cookbook
- ABC South East SA (1.1klisteners) interview with Mark Olive discussing the ASC Easter Cookbook;







- Koori Radio (280k listeners) Mention of the ASC Easter Cookbook,
- ABC Radio National (631k listeners) Interview with John McFadden discussing the ASC Easter Cookbook;
- АВС Шамата (42.4klisteners) interview with Mark Olive discussing the ASC Easter Cockbook;



eat. drink play.







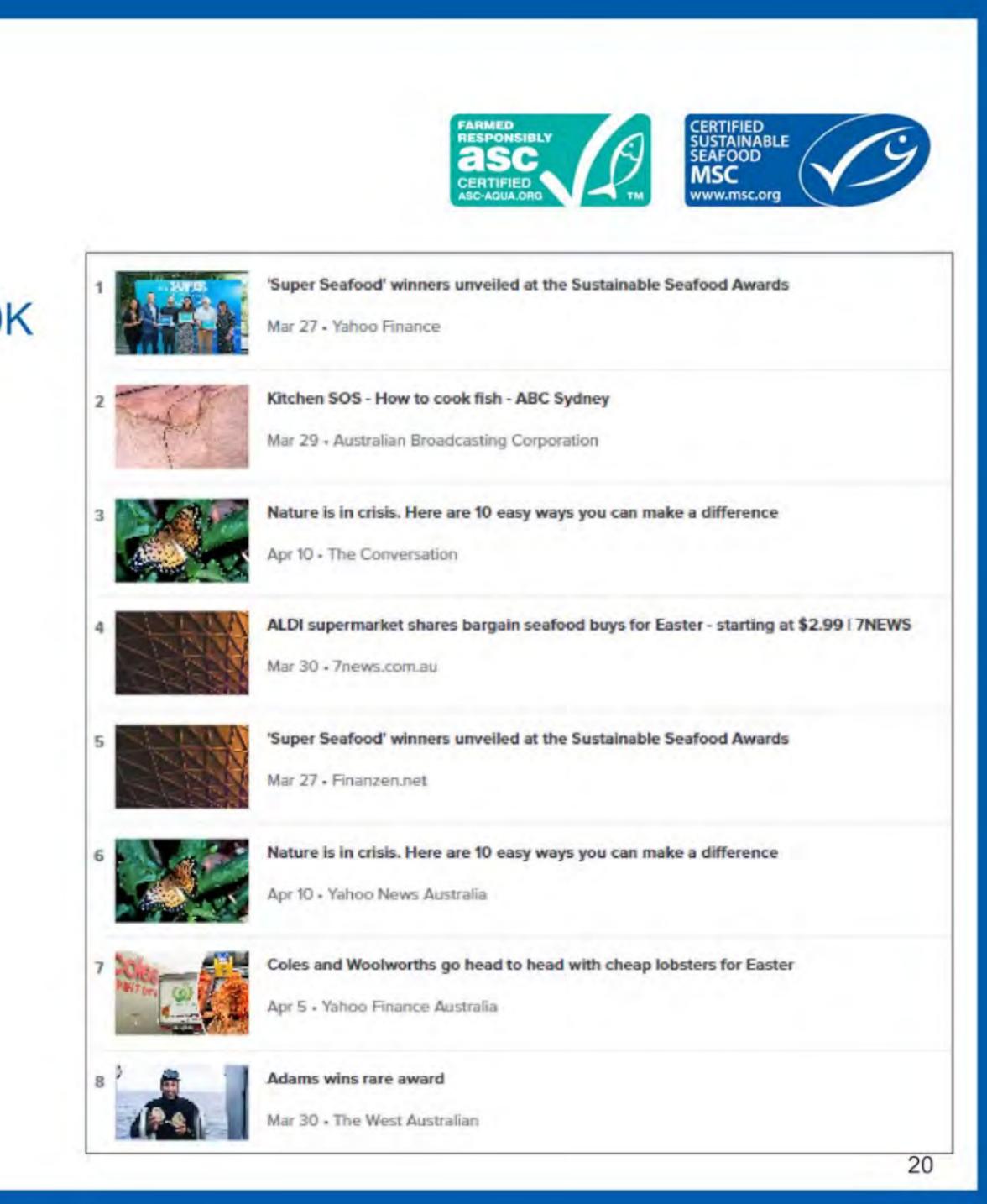
- The Fish (149k readers)
- Eat, Drink, Play (80k readers)

MEDIA

98,545,675 million reach from 420 mentions, \$200K • value

- Big boost to SEO with keywords links from high SEO ranking sites
- Coverage majority positive, and feature mentions
- Major titles include: ٠
 - Sunrise TV live weather crosses (not picked up by Cision)
 - Sky News
 - The Conversation
 - ABC Radio
 - 7News.com.au
 - 9 Honey Kitchen
 - The West Australian
 - Yahoo Finance
 - Yahoo News
 - Tonnes of radio from award winners and prawn fishers
 - Earned media highlights include top international, national,
 - and state media publications such as ABC Radio National,
 - ABC Radio Illawarra, SBS Radio, Sky News, The Fish, and Eat,
 - Drink, Play.





THE CONVERSATION

THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Books + Ideas Business + Economy Education Environment + Energy Health Politics + Society Science + Tech









Our top ten actions to help biodiversity

1. Choose ASC and MSC certified seafood products

Why? Why? Overfishing is devastating for fish species. By-catch means even non-food species can die in the process. Good wild fishery and aquaculture practices minimise impacts to biodiversity.

Where to start: Look for certification labels from the Marine Stewardship Council (MSC) or the Aquaculture Stewardship Council (ASC) on seafood products where you shop. Certified products are caught or farmed sustainably.



These labels tell you the seafood is a sustainable choice. Image: MSC/ASC, Author provided

SUNRISE LIVE WEATHER CROSS









Watch on Vimeo >

7NEWS.COM.AU



ALDI's affordable seafood range for Easter - with prices starting from \$2.99

The delicious items are priced within shoppers' budgets.



The supermarket has been named Australia's Best Sustainable Seafood Supermarket by the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC)'s Sustainable Seafood Awards.

ALDI has had responsibly sourced seafood on all private label ALDI products since 2021, whilst keeping their products within shoppers' budgets, as the cost of living crisis continues to pack a punch in Australia.





THE WEST AUSTRALIAN

The Mest Anstralian

Augusta-Margaret River Times

Rare Foods Australia's Augusta founder Brad Adams wins 'Sustainable Fishing Hero' award

Warren Hately | Augusta Margaret River Times Fri, 31 March 2023 9:42AM







ABC RADIO

MABC

SYDNEY

Home







ABC NATIONAL NEWS

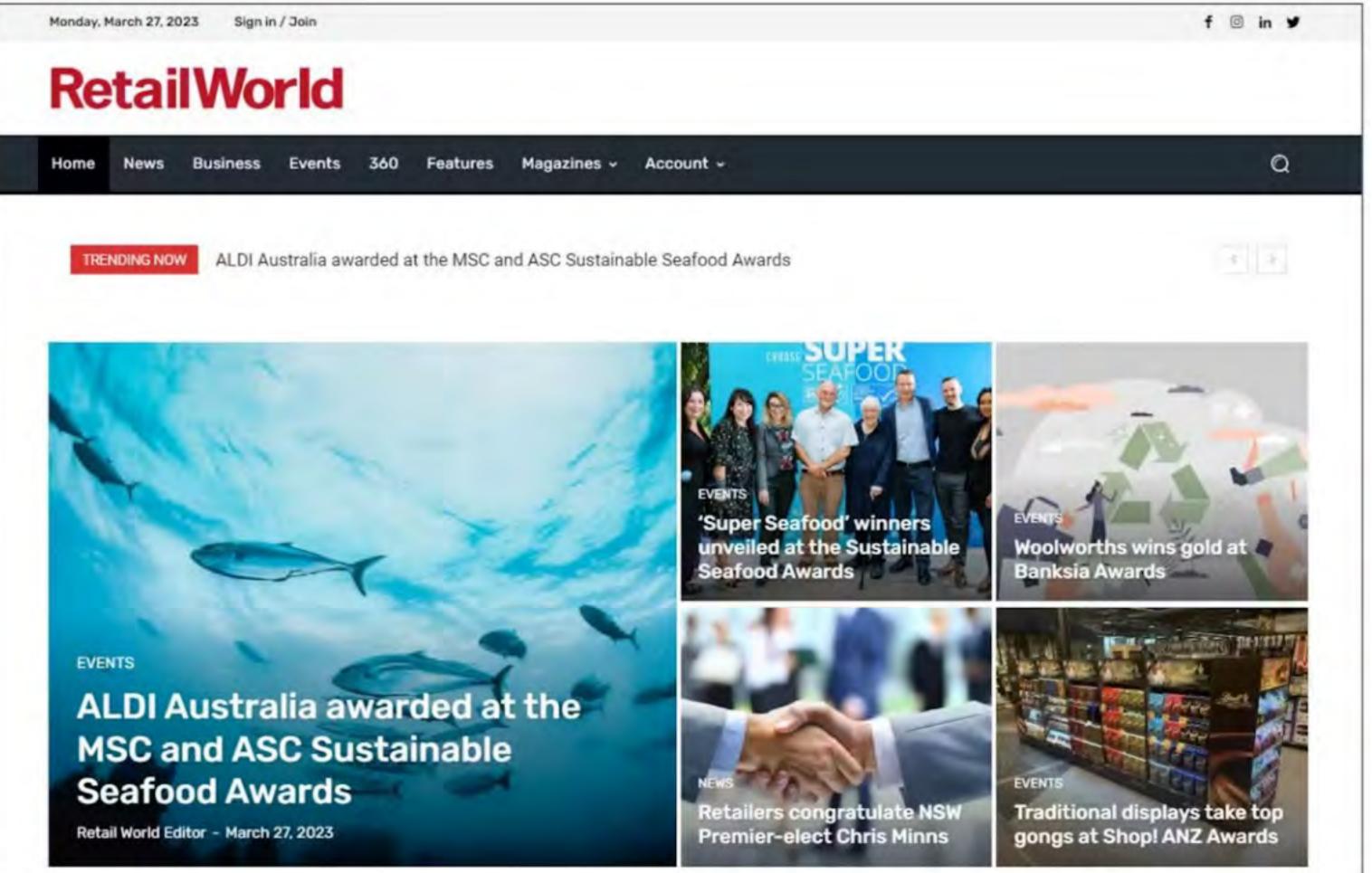








RETAIL WORLD







RETAIL WORLD MAGAZINE

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HON NOT

At their incentive AlleM-ACT NGA Asset da. where Hastings Co-op wor two major honours dhe Large Men Department of the Yold Award and the Community Barvisa Amerili, ICA and Unam? Division Manager Darren Partricipe paid tribute in his socialities of openics to know CED Man Gordon, who dies late month

Mr Central remains an and a beautigiving back to the local community. doing his 10-year took in. Writtendge

said, adding that this is reflected in the Co-min touritees springering. precimentation Antic Icommunity support programs.

At the tool, as may CEO Gary Humphicyc site sale the 2022 IGA Hammal Community Service Austral mits nin ecconere that Mr Gordon was paraulary praid at "To wan mile yorke's reflect plan Commanity Service Swined is the settimente coccegorización de Albert ell'a-

wasin't kel a respected businessmen.

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surse of the word." MY Humahreys said. When mus the first to can the term. Hastings Co-de lamity' and chen talket about the need for customers to feel that buys "unity of any car inspected alloy to help the community thrive. "Hawtings Corose is off alleled."

community penetti - from revaulping cestomers while are pair of the Coop tem try and giving back to local groups and charibles. to being one of the sequent employees of year's and shiwcasing local producers in HAR EXAMPLE

LENARD'S NEW MODEL FRANCHISE STORE OPENS

The first new Lenger's Burchise slote Brain years, has lightened lunder Rounder. owner and Dilloctor Lonard Position as part of a neuroscie to consistences ItentRises across the country.

The Envicken contentivi established in Brithane in 1987, plane to laurice an extensive frantruse reenatment carecoarge this place with multimeter retearbing company Ether Exchange.

"After 38 years in basi less, we reventuring mic new militi mechina with our updekied "Lan and's Streep" and pur hider

Level of a Reliance in "N/ Poetier said. "Our pressure offering has augustited from aur much loved roady to-cook sample to retransition of the lastice, passify dire-

heat means and seizeds.

"We're caudy to wild the perfect." goartment do joint up and allone the love." The new cenargia state: in Dubbo. INFAN, IA HIM TIME BARATTINAL IN THE REQUINE in sine untils and tes been opened. by Bubbo local Latrian Marris, who expland at Lone 2's Dubbo atore from Inc opt of 15 in 22

He latte successful with the financial meeting from access Rem to official Losard's Dublia stort: awnor with his. with iga

"I mass living to lind reclines for some products make when I saw air action a Lonard's Dunke Inerchane opportunity," Mr Harris said. "Tim a Endered product. Fea hand Nons elimited all my life. I've been

ALDI HONOURED FOR RESPONSIBLE SEAFOOD SOURCING

machined in many-small buckmedians in Datition and lows the and and the local CHAPTER LINEY 7 His amountable wateries investigation

Letterd's quality produces their wally author him to return to the Levers's Service

"It's a tentaged product." NP Harns stant of camacity. "It's treat, manifolde OKICLICES SID REACH REPORTED VI.

Tim also looking forward to using local products and suppliers, who must ovallable. In put business back into the community."

The new Lonard's Dubbo stare is at Silvers 24. Institute Scienter, 177 Manuame St, Dumos NEW 2831



ALD Automit was recognized in MSC Bask Sustainable: Easthort Supermervel al the MSC and ASC Surdemetric NewYOOD Assures, pep of freep recards the Dourson whatler

ALDI with invantied the MGC Best. Torrestore Teacherst Teacer contrast Meto wide image of everyons effordable. THE ACCOUNTS MILE MILE MEETING CHECKLICH and they contributed commitment to Ocean Freem

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emerded based on sourcing powery, ASC taballed porticitie and the promotion of

ISE inexamples) ALCH were also awarded that ASC Award for Basi Product for its Specially Selected canned Smoker Trial (ROg) which refels: in \$3.90 providing currinmers with an all number associated in menters sanicoc spikes'

"The Annual in Normal Avenue maching millions from boll the Manne and Aguarpilities Warwardship Councils for our responsible Tail and marload sources," ALD: Australia Composité Résponsibilité Okrestor Garnet Himper Last, "To his source but Hee Bash Sunta naivie Sectoral Supervierium annual go work as line Boos Apropiles awand an anno Guile less sales. "Congress assored reflects the effort and dedication of our to ALDI to scopping ASC's Bent control prochasts which ansieting one act which the maners is that advances have namonabily and importably across our MSC situated isorie at AUD provin-

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ALDI sairs it sime to innsize mining Amatria kain' mani Amarana is-mila nahanseatooil options et alternable prices

"These weards and further proof that ALD's great prices do not came of the microme of quality and sustainability "Bathens," My Billion man?

MSC Pingram Director Oceaning durig mine than just institug your





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SUPER SEAFOOD AWARD WINNERS HONOURED

The Marine Stewardship Lound (MSC), de allomational non-profil that alms to and quartistrangity satting standards for customable operations and supply them accuration recently preservation of the annual Summitte Saidoot Awards Australia run in partnership with the Aquatolitane. Sieverchilip Council (ASC)

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The judging samel inclusion sealedd and suctainability experts from willing having a net set of in vert.

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Author, broadcastley and tasksmissie Note Zatastiky nosled the awards event, which featured a range of horsours presidents, Publisher

- MSC Best Sustainable Sealood Bupermarket ALCI for its widerange of "everyoay neocalikas and screepible MSC attelled produced
- west his "continued committeeard incommon freestable).
- MEC Bett Sectamate Scattool Product Awards Russell Faller ins Tar Its at Balane general tions"
- Managerite MSC Best Sustainable Pathood
- Product Award, Mars Princero Avatralia 300 products available points different and individual's

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> for its DINE Pulled Menu - Grey interlepense with Taria. MSC Litetime Achievement Award. Monry Kamporis from Sausiot Inc. The repair of providence of the generation movement towards sustainable failing and summable matter."

> MSC Community Champion Award GOOW PARCE SOUT ANY SIA ton is "world-leading affords in

Epstraintly creptonent and finit "solicies convict likelines" MSC Sustainable Fishing Herox Ered adams from Rare Pools Australia for his clubbed seper seefood. The comparent Teadenthy and provering approach to

embedding sustainability variet within the electric first commercial abaline and C. Sprocial Recognition for traillelacing. effects: Bellord, Coley Supermanants

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*Blue loops' - loops derived from riguatic animals, plants and algae. Collivation and cause and to descrive the rate of an entry of a 10 mill." manne environments - have much to offer trisicality the freath and webberg an international run profit that any

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Centurion highlights super seafood' afforts

During Sustainants Seeland Week, Its. MSC and ASC meed avalueness of them mand Rivardon Administration of move autoenticating camprice promoting certified senitorit. Ingring its MSE-certified Interes and ASC centres terms in Australia and the "Institute" Instituted lines and more thank workers similarity buckers (with each

Socolet g applet the ACOUS (DEDTE ciackelorem car greening withinky, Sacing ratio Choice Group Humiler and CEO Hamme Treasy said: "When used correctly: centrication schemes are not MSC and the ASE have the power to guide and every sign over a measure consumption and play a unitical and m inducating the masses that the choices possible at the signmental dially do make a difference.

TERCETORY IN MORE TO A POINT OF by the ACEC into successful by cinitté, etc.com nove sero a citari way feature of the presidents on contemporately. manyinghi and haved sustainability metsaging A sey award form is the use of sco-labers that are from main party accardulations, compared with self makine (desires)

Takew is the time for susin it tees. to neite a third cost of third party. institutions and labels to ensure they to highlighting the spacific conduct. or bland they apply to more the stays of saying tenter to the book!

The Aussecture Sevenin'sp Oxmit to transform a duriculture to wants.

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PARTNER LAUNCH EVENT

"Hearing from **Rupert discuss** the basics on why sustainable seafood is important. The venue was great. Great moderator. Food venue and networking were excellent."

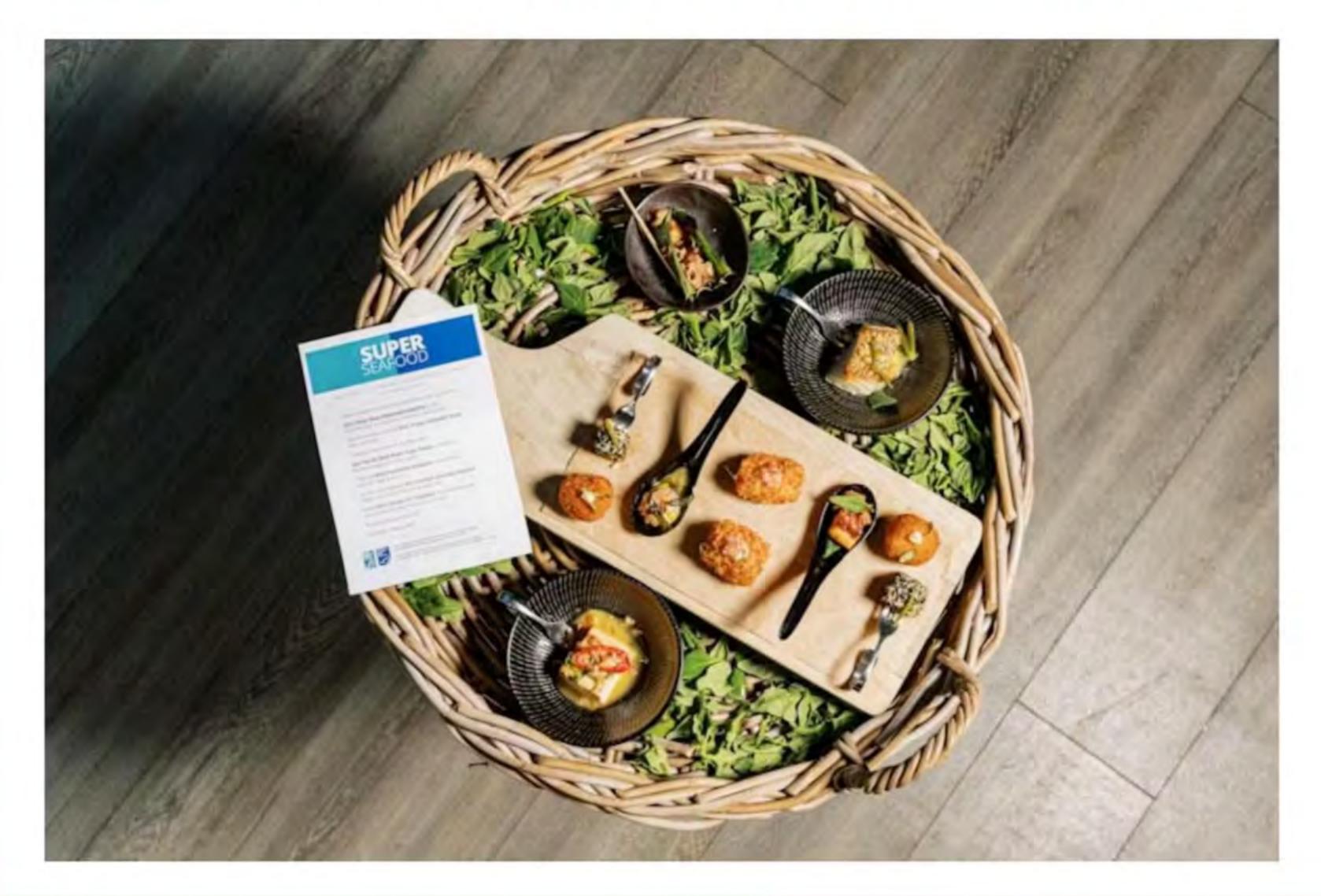








SUPER SEAFOOD SERVED





Guests enjoyed MSC and ASC certified seafood that included prawns, octopus, abalone, kingfish and toothfish.



ASC AND MSC CERTIFIED





cier 51.











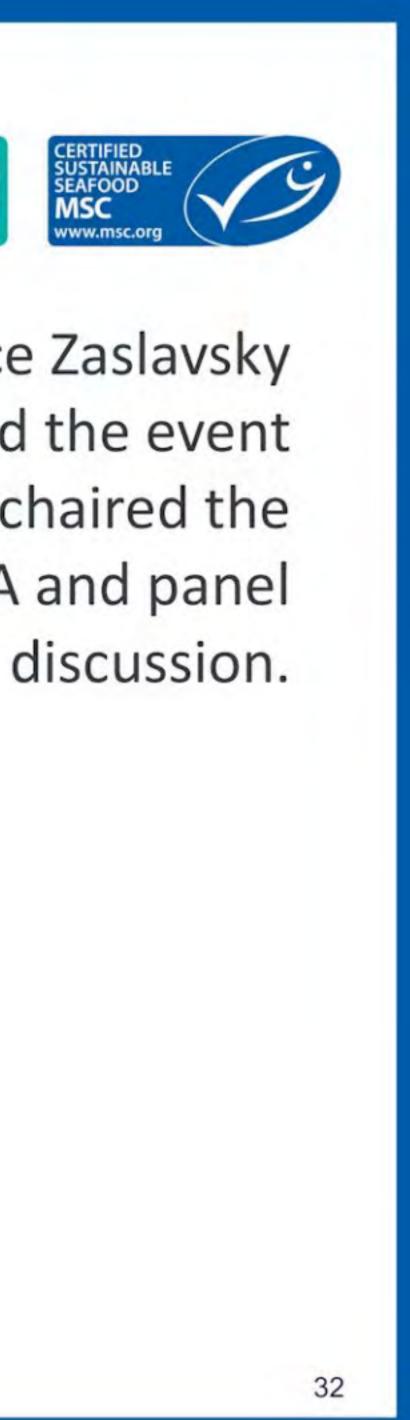
SPENCER GULF INGE FROM SOUTH AUSTRALIA

HOST AND MODERATOR









Alice Zaslavsky hosted the event and chaired the Q&A and panel

SPEAKERS













PANEL DISCUSSION





WHAT DO CONSUMERS EXPECT WHEN WE SAY SUSTAINABLE OR RESPONSIBLE?

> WHY IS IT IMPORTANT WE HAVE VERIFIED CLAIMS?

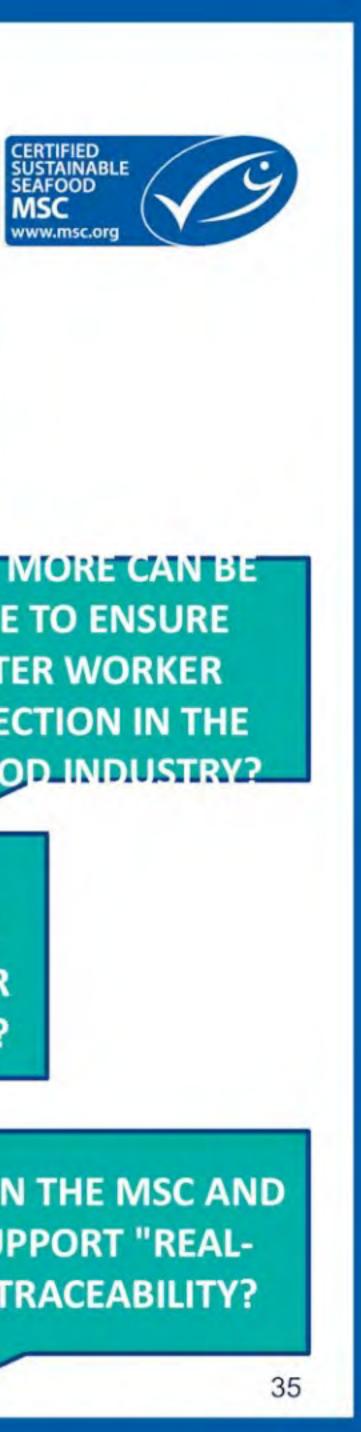
WHAT MORE CAN BE DONE TO IMPROVE SUPPLY CHAIN INTEGRITY?



QGA WITH ASC AND MSC







WHAT'S THE FUTURE **GROWTH STRATEGY** FOR THE ASC AND MSC?

> WHAT MORE CAN BE DONE TO ENSURE **BETTER WORKER PROTECTION IN THE** SEAFOOD INDUSTRY?

HOW ELSE CAN SUPERMARKETS TACKLE **OVERFISHING AND OTHER** MARINE-RELATED ISSUES?

> HOW CAN THE MSC AND ASC SUPPORT "REAL-TIME" TRACEABILITY?

CERTIFIED SUSTAINABLE SEAFOOD MSC KEYNOTE ON GREENWASHING



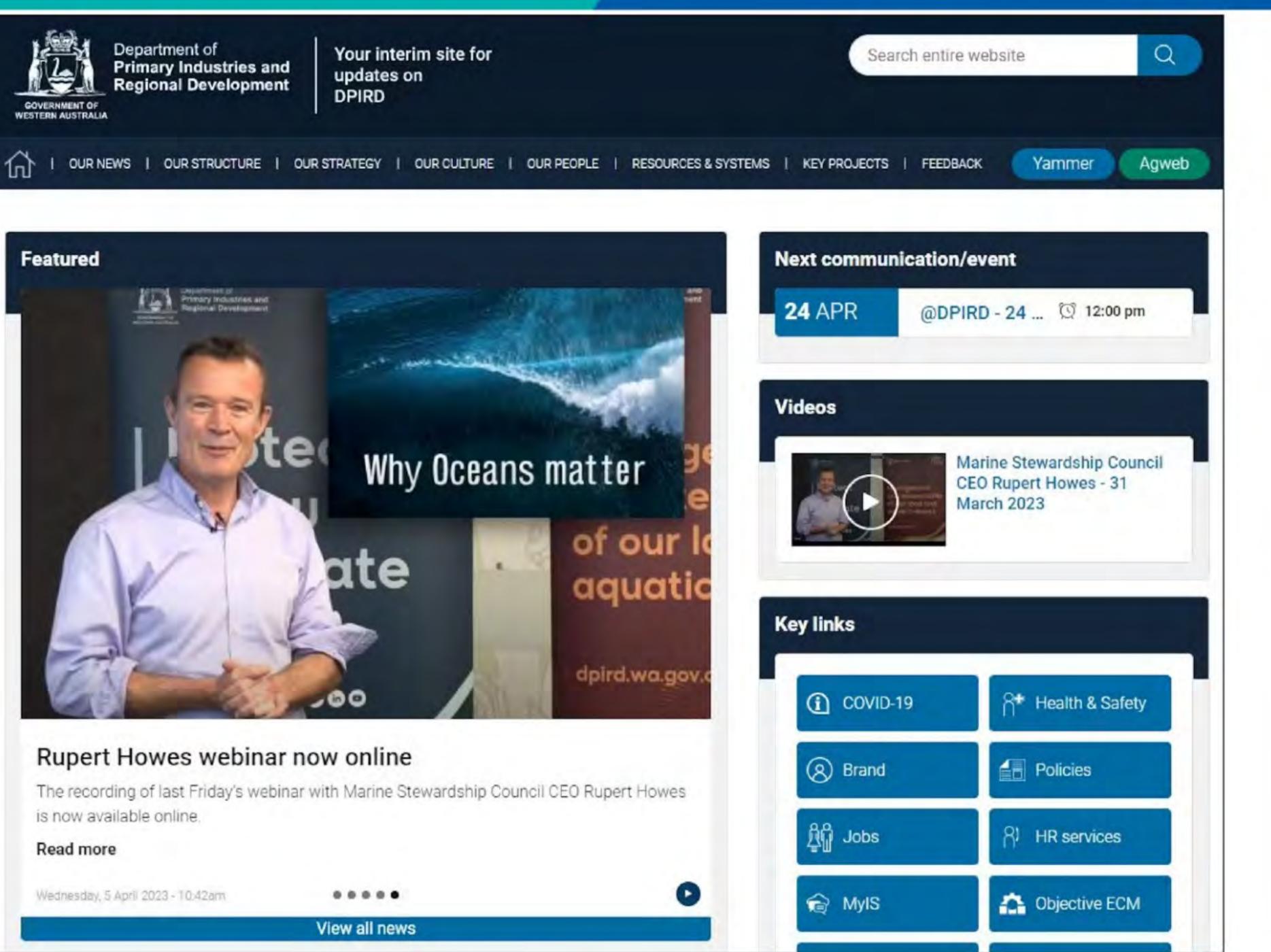
The message to the audience was that the days of in-house 'sustainability' logos are over.

Explaining the four watch-outs to tackle greenwashing from the ACCC:

- Vague or unclear environmental • claims
- Insufficient evidence to substantiate claims
- Publishing environmental goals ٠ without clear plans for how these will be achieved
- The use of certifications and symbols ٠ in a confusing way









TOP PERFORMING POSTS



Marine Stewardship Cou...
Wed 4/5/2023 8:30 am BST

Wild Tuna Fish Cakes by Elena Duggan V Looking for a crowdpleaser for Good Friday? Why not try...



1,632

P

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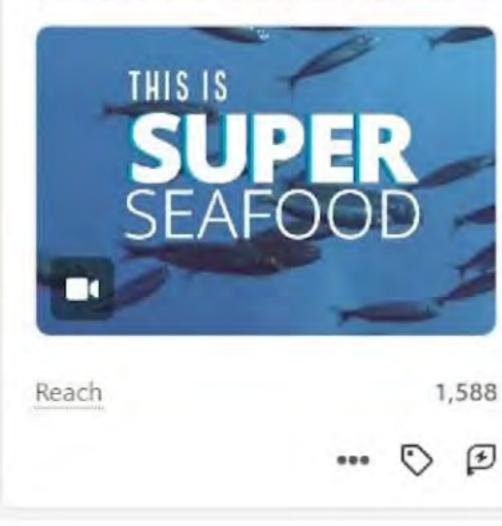
....

Reach

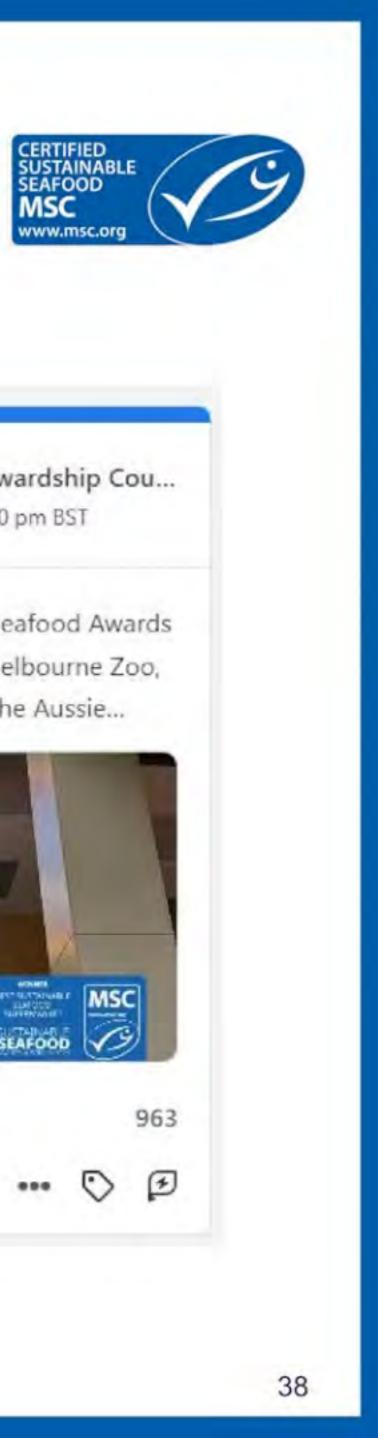
SUPER

O mscbluefishtick Tue 3/28/2023 3:35 am BST

It's Sustainable Seafood Week!
It's Sustainable Seafood Week!
It's Content - 2 April 2023 All this
week we're celebrating MSC and ASC-...







SUPER

Marine Stewardship Cou... Mon 3/27/2023 2:30 am BST

It's Sustainable Seafood Week!
It's Sustainable Seafood Week!
I 27 March - 2 April 2023 All this
week we're celebrating MSC and ASC-...



F

0

....



Sun 3/26/2023 8:30 pm BST

The annual Sustainable Seafood Awards were held on Friday at Melbourne Zoo, these awards showcase the Aussie...



KARUMBA PRAWNS









MURES TASMANIA



MSC KING PRAWNS BOWL

mesculine lettuce base 8 whole king prawns mures cocktail sauce lemon super seafood sticker on lid

\$18.00



Menu items referring to MSC (Marine Stewardship Council) come from an MSC certified sustainable fishery. www.msc.org





ASC HIRAMASA KINGFISH SASHIMI

mesculine lettuce base 130g thinly sliced kingfish (approx. 8 slices) soy sauce pickled ginger wasabi lemon super seafood sticker on lid

\$15.00



Menu items referring to ASC (Aquaculture Stewardship Council) come from a farm that has been independently certified to the ASC's standard for responsibly farmed seafood. www.asc-aqua.org

JOHN WEST



johnwestaustralia @ Original autio

> johnwestaustralia Seeling like a light fresh lunch? Using our MSC certified John West Springwater Tuna, this Vietnamese inspired tuna salad is a delicious meal for any day of the week! #MSCcertified #FishForever

PREPARATION TIME 20 minutes

COOKING TIME: 5 minutes

SERVES: 4

INGREDIENTS: 100g rice vermicelli noodles W iceberg lettuce, shredded 2 carrots, shredded Vs bunch coriander, leaves only W cup small fresh Vietnamese or regular mint leaves 425g can John West Tuna in Springwater, drained and flaked Vs cup Vietnamese salad dressing W cup chopped roasted peanuts, for serving Lime cheeks, for garnish

INSTRUCTIONS: STEP 1

Prepare rice noodles following packet directions. Refresh under cold water and drain. Roughly cut noodles into shorter lengths.

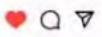
STEP 2

In a large bowl combine noodles, lettuce, carrot, and herbs. Drizzle with Vietnamese dressing and toss well.

STEP 3

Gently fold in drained John West Tuna chunks and place in serving bowls. Sprinkle with peanuts and garnish with lime cheeks. Serve.

TIP: Omit adding the dressing and use the salad as a rice paper roll filling. Serve with the Vietnamese dressing as a dipping sauce.

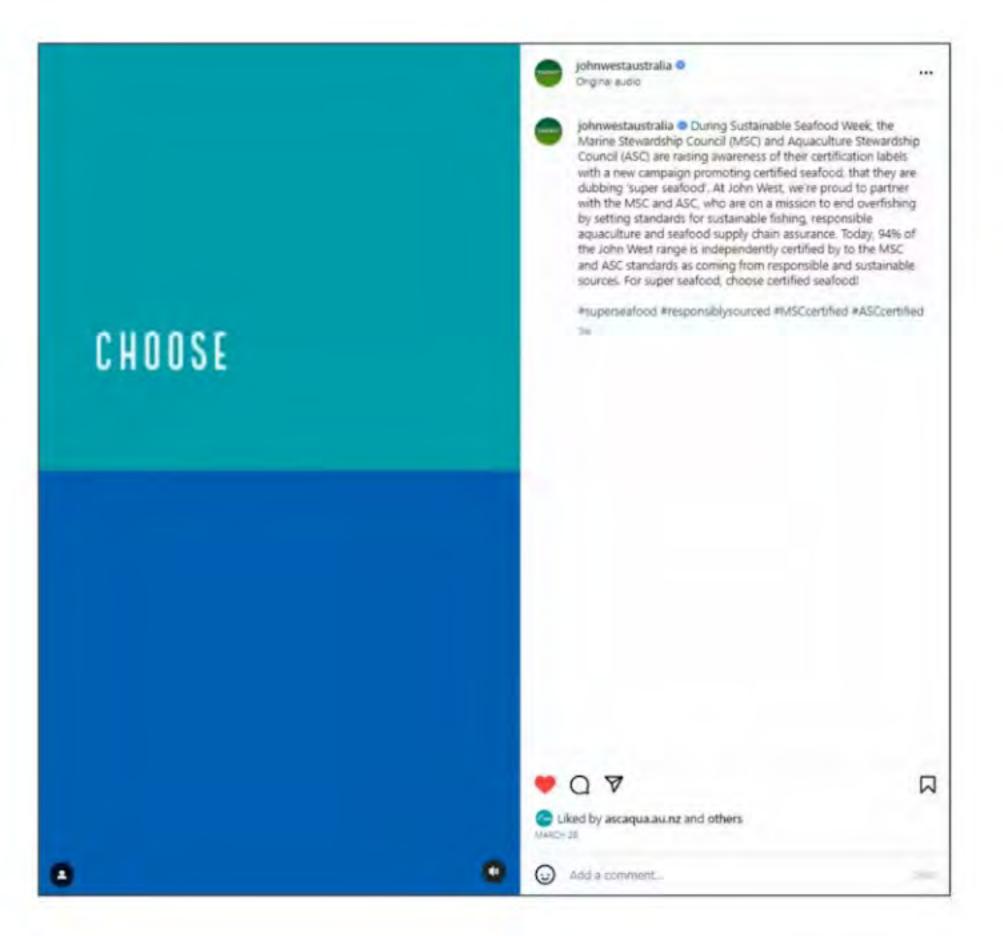


310

Uked by mattwakes and others

Add a comment.







ALDI AWARD WIN COMMS

- Social media
- DAT screens
- Product stickering
- Catalogues
- Freezer door decal
- Website

590 stores, 10 million weekly shoppers

We've reeled in the big fish.

ALDI IS THE WINNER OF:

- MSC Best Sustainable Seafood Supermarket 2023
- ASC Best Responsible Seafood Retailer 2023











ALDI Stores Australia 125,624 followers 2d . 3

ALDI has been awarded Best Sustainable Seafood Supermarket by Marine Stewardship Council (MSC), Best Responsible Retailer by Aquaculture Stewardship Council (ASC), and the ASC Best Responsible Seafood Product for its Specially Selected canned Smoked Trout (110g). The awards reflect the importance ALDI places on supplying the highest quality products while ensuring we act sustainably and responsibly across our entire supply chain.

The Sustainable Seafood awards recognise people and organisations working to help MSC and ASC's mission to advance responsible fish farming and sustainable fishing practices. ALDI was acknowledged for its commitment to sustainable seafood sourcing, its portfolio of MSC and ASC labelled products and the promotion of responsible sourcing messaging.

Learn more about the Awards here - https://bit.ly/42TAGk2



We've reeled in the big fish

TRIFECTA! ALDI is awarded Best Sustainable Seafood Supermarket, Best Retailer and Best Product for 2023 at MSC and ASC Sustainable Seafood Awards. We have a wide range of everyday, affordable and accessible, MSC and ASC-labelled products including our Specially Selected Smoked Rainbow Trout. What a catch!





Spaghetti with Spicy Salmon and Ofives

....



Sustainable Seafood Week 27 March-2 April

Make a Good Difference this Sustainable Seafood Week by purchasing ALDI's responsibly sourced seafood with the ASC or MSC labels. This supports the MSC and ASC's mission to ensure we have fish forever through responsible fish farming and sustainable fishing practices.

Scan to learn more about ALDI's 100% Responsibly Sourced Seafood commitment and how ALDI cares for our Good Planet.





Ocean Royale Southern Blue Whiting Fillets tig

Skin On \$10.99 per kg

your fresh produce in

Ocean Rise Pink Salmon 130g Skinless & Boneless \$23.00 per kg

\$299

Visitald.com.au/recipes

Ocean Boyale Temps in Fish Fillers 425g \$9.39 per kg

\$399

8 sunge and price smay differ between stores and are adject to change.





ALDI Australia makes a splash at the MSC and ASC Sustainable Seafood Awards

- MSC Best Sustainable Seafood Supermarket
- ASC Best Responsible Seafood Retailer
- ASC Best Responsible Seafood Product (Ocean Rise Smoked Rainbow Trout)

The awards recognise people and organisations that work to help MSC and ASC's mission to advance responsible fish farming and sustainable fishing practices, and today, it was announced that ALDI is this year's recipient of three important sustainable seafood awards.

ALDI was awarded the MSC Best Sustainable Seafood Supermarket for their wide range of everyday affordable and accessible MSC-labelled products and their continued commitment to ocean health.

The ASC Best Retailer was awarded to ALDI for its overall approach to responsible reporting and policies. It is awarded based on sourcing policy, ASC labelled portfolio and the promotion of ASC messaging.

"We are proud to have received these awards that recognise our commitments towards sourcing and promoting sustainable fish and seafood options.

All private label ALDI products in our seafood range are responsibly sourced and we are delighted to continue our work closely with industry bodies including the Marine and Aquaculture Stewardship Councils, together we are ensuring that our products meet standards for sustainable fishing,

ALDI was also awarded the ASC Award for Best Product for its Specially Selected canned Smoked Trout (110g) which retails for \$3.99, providing customers with an affordable, sustainable and convenient seafood option.

ALDI has been awarded MSC Best Sustainable Seafood Supermarket, ASC Best Responsible Seafood Retailer and ASC Best Responsible Seafood Product at the Sustainable Seafood Awards Australia 2023.



We've reeled in the big fish.

ALDI's Smoked Rainbow Trout 110g is ASC's Best Responsible Seafood Product 2023.



ALDI is MSC's Best Sustainable Seafood Supermarket 2023.



We've reeled in the big fish.

We've reeled in the big fish.

ALDI is ASC's Best Responsible Seafood Retailer 2023.





CONTRACTOR OF A DESCRIPTION OF A DESCRIP

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We've reeled in the big fish.

ALDI IS THE WINNER OF:

- MSC Best Sustainable Seafood Supermarket 2023
- ASC Best Responsible Seafood Retailer 2023









We've reeled in the big fish.

ALDI IS THE WINNER OF:

- MSC Best Sustainable Seafood Supermarket 2023
- ASC Best Responsible Seafood Retailer 2023













2024 DATES

- Awards open: Tuesday 3 October
- Toolkit: Monday 4 December
- Awards close: Friday 26 January
- Launch event: Friday 15 March
- Campaign: Monday 18 March to Monday 1 April





THEME JOIN THE TABLE **Celebrating super seafood** and uniting for a sustainable future.

The ASC and MSC celebrate the role each person and partner plays in safeguarding our ocean, supporting responsible fishing practices, and ensuring thriving marine ecosystems for generations to come.





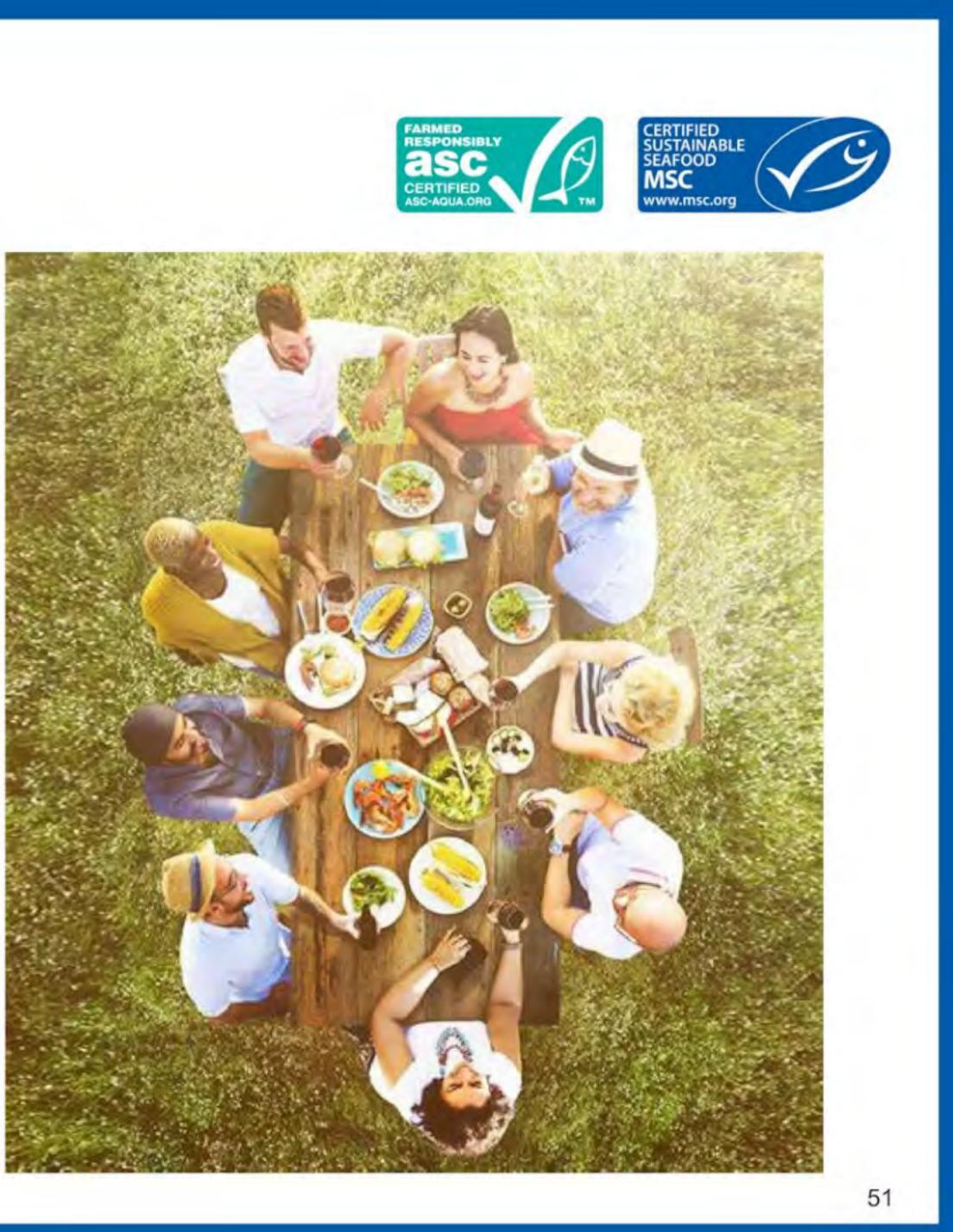




THEME " **JOIN THE** TABLE?' is

Inviting Inclusive Informative Inspiring Actionable





TOPIC SUPER SEAFOOD

Choosing ASC or MSC certified seafood is the best environmental choice in seafood and supports the people working every day to deliver future-proof seafood that's good for you and the ocean too.







KEY MESSAGES

- BE PART OF THE SOLUTION: Everyone plays a crucial role in safeguarding our ocean, supporting responsible fishing practices, and ensuring thriving marine ecosystems for generations to come.
- SUPER SEAFOOD IS CERTIFIED, SUSTAINABLE, ACCESSIBLE QUALITY PRODUCT: Super seafood is certified to the world's best seafood standards for people and the planet. Look for the green ASC and blue MSC labels.
- JOIN THE TABLE AND LOOK FOR SUPER SEAFOOD: Super seafood is identified by the blue MSC and green ASC labels.



CELEBRATE SUPER SEAFOOD AND DISCUSS SUSTAINA



What springs to mind with the concept: "Join The Table"? 29 responses

open discussion dinner party table by the ocean share inclusion get together conversation holidays food fun 0 group meals **5** family rking together COM inclusivity lets talk 0 togetherness diversity discussion family and friends

food

ating

14



BENEFITS OF JOINING THE TABLE ASC.

Together we can be leaders in sustainable seafood.

- Collective Impact
- Inclusive Dialogue •
- Inspiring Change •
- Measurable Progress •





What goals or outcomes would you like to achieve through this collaboration?

Increased stakeholder engagement

Increased label awareness

5

9

Str

Building community support

Recognising partner efforts

Strongly agree

3.8

3.7

4.4



CREATIVE INSPIRATION















STORYTELLING AND SHARING









#JOINTHETABLE

SUSTAINABLE SEAFOOD WEEK 2024 MARCH 21 - 28

THE TICK THAT MATTERS





I#JOINTHETABLE



I#JOINTHETABLE

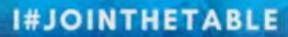














I#JOINTHETABLE



I#JOINTHETABLE

What content assets are on your wish list? 14 responses

1.00

Video explainers

Recipes

Engaging creatives

Infographics

Messaging

Impact stories

Infographics Decals Great photos



What content assets are on your wish list? 14 responses

At Sea Films/Stories

Stories from aquaculture

Stories from the fisheries

Stories from partners who use msc/asc certified products in their organisations

Product specific recipes by notable chefs



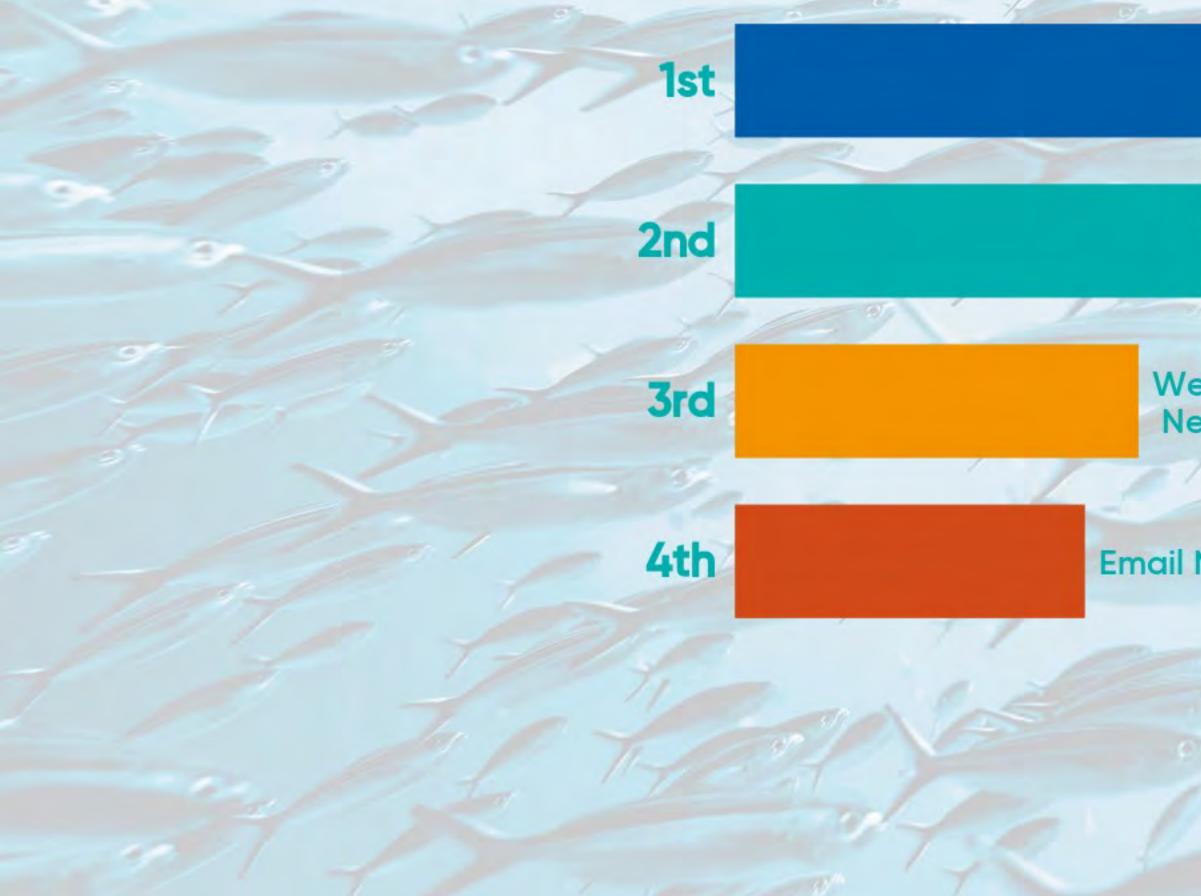
How would you prioritise these topics of discussion?







Rank your preferred channels for social engagement



Facebook, Instagram and Twitter (X)

LinkedIn

Website (Blogs, News)

Email Newsletter



SPONSORSHIP OPPORTUNITIES

Including exclusive access and discounts









BROADCAST







PODCAST/ARTICLES

IN-STORE







110 media

THE







OUR FARMED SEAFOOD IS HANDLED WITH CARE

We are fortunate to responsibly farm 31 this iconic Australian shellfish and are proud to be an ASC Certified farm

The Budge | Tambah Ageneralitare





() LISTNR

- Australia's #1 Commercial Digital Audio Network
- Potential Monthly Audience over 14 Million Australians across Live InStream Audio and Podcast
- Cost effectively reach people everywhere across
 Australia without paying for Metro Radio Schedule.
- We can target Audio commercials to our preferred InStream listener, excluding those who are less likely to make grocery purchases
- Smart Speaker Delivery during meal preparation times to reach people in contextually relevant mood and location e.g. kitchen

TRIPLE

SUSTAINABLE SEAFOOD WEEK 2024 Monday Mar 18, Outside Broadcast, Geraldton WA

Digital Audio Strategy: InStream 2nd Screen & Smart Speaker Placement

1 Month In

\$15,000 + GST STAND

BONUS : \$4,000+ G

\$5,000 +GST Li

Ge

Cam

Included : 2nd Screen Display Banner Impressions & LiSTNR IMPACT Website Tracking

LiSTNR summary: target your preferred audience, with a potential reach of over 300,000 Australia wide for \$20,000 ex gst

Objective: To educate seafood loving grocery buyers about the MSC blue tick, in the lead up to Sustainable Seafood Week 2024, our man Cliff from Triple M 'The Drive Home' will shine a spotlight on the importance of sustainably sourced seafood. Joined by a local chef cooking fresh seafood on a barbie and teaching listeners the best seafood recipes whilst discussing different species, common myths, Sustainable Seafood Week and the MSC blue tick. <u>Triple M summary</u>: promote your brand right across regional WA over 2 weeks (161,500 people are tuning into Triple M in Regional WA, Male skewed & 80,200 over 40 yrs old) from only \$4,134 ex gst

Total Campaign Impressions: 960,00
600,000+ Impressions P/M Hit Network Targeting Grocery Buyers "Greenies" Females 35-54 Modern Families
160,000 + Impressions P/M Hit Networ Targeting Grocery Buyers
200,000+ Impressions P/M RON Dayparted 3pm – 8pm Mon – Fri Dayparted 5am – 8PM Sat - Sun
Australia Wide
March 1 – March 30 2024**





Our State On A Plate

Half Hour TV Show Showcasing WA's Best Produce! Series 10 - April-June 2024

Our State on a Plate TV Show is designed to showcase Western Australia's leading primary producers and the phenomenal products being grown, raised and created here in Western Australia. Telling the stories and exhibiting the hard work behind creating the produce people love to buy and consume.

The twelve-week series, premiering on Sundays at 5.30pm before Nine's News, is dedicated to building an understanding for viewers of what goes into producing some of the world's best produce. In addition, showcasing food events, recipes and trails, farmers markets, wineries, distilleries and anywhere food is celebrated and enjoyed in Western Australia. The aggregated Audience Per Episode is 212,000 viewers across the Nine Network (Channel 9 Perth & Regional WA, 9Now for 2 months, Nationally on 9Life a minimum of 3x.

Audience Profile: 25 to 64 Year Old's Skewed Female Grocery Buyers Foodies/Wine Lovers Gourmet Travellers

3 MINUTE STORIES BROADCAST ACROSS WA VIA CHANNEL 9 PERTH METRO AND REGIONAL WA, REPEATED NATIONALLY ON 9HD & A MINIMUM OF 3 X ON 9LIFE AND AVAILABLE ON 9NOW

> PROVISIONS OF RAW FOOTAGE FOR UNLIMITED ROYALTY FREE RE-USE

\$5,000 PER 3 MINUTE STORY PLUS GST

(DISCOUNTED OPTIONS & SOCIAL MEDIA



Recipe Collection Sponsored Content Package Inclusions:

 1 x 500 Word Native Article Recipe Collection 5000 Page View Guarantee

Angle: Recipes using tinned and frozen seafood products with a focus on health, affordability, sustainability, taste on a budget, and surprising ways to make it all look bougie.

- 1 x Facebook Post
- 15,000 Surrounding Display Ad Impressions 100% SOV
- 250,000 Network Amplification Impressions

Roy Morgan Audience Data:

Monthly UA: 835,681 Page Views: 1,267,420 Facebook: 771,893 Pinterest: 447,000 Instagram: 231,149 Weekly EDM: 44,700



Added Value Digital Editorial:



- 1 x Digital Editorial inclusion in high performing relevant content – Value \$28,000
- 1 x Editorial Facebook Post linking to the Editorial article with mention – Value \$7,000
- 1 x Editorial Instagram Story swipe up to the Recipe Collection – Value \$7,000 (this is in addition to the FB Post as part of the Commercial Content package)
- 1 x Editorial Pinterest Pin linking to Recipe Collection Value \$7,000
- 1 x E-Newsletter MREC Value \$7020
- 1 x E-Newsletter Editorial Mention Value \$13,590

TOTAL CAMPAIGN VALUE - \$83,610 TOTAL CAMPAIGN RATE - \$9750

SQUIZ

We are Australia's go-to news podcast and newsletter for half a million busy, educated, influential women.





47%

have a postgraduate qualification



are a C-suite or business owner 50%

Average newsletter open rate

200,000

Average podcast listens per week

95%

Say we are a trustworthy source of information

88%

Say we are an integral part of their daily routine



What creative ways are you able to "Join the Table"?

Sponsorship

Donating product

Lending space

Providing content

Spokesperson

Hosting an event

3.9

Digital media

Competition



Any other ways? 2 responses

meet a fisher host a lunch and learn



Get in touch

chichi.menendez@asc-aqua.org (Chi Chi - ASC)



CERTIFIED SUSTAINABLE SEAFOOD **MSC** www.msc.org

anzmarketing@msc.org (Alex and Inday - MSC)



BACK of BOAT

WESTERN ROCK LOBSTER

POST CAMPAIGN REPORT 2023



Key-Takeaways.

We know that not everyone has the time to flick-through everything, so –

...what's important to know is

- **Print Campaign Exposure**: The print campaign generated a remarkable 14,719,000 exposures throughout the year, indicating widespread visibility and impact in print media.
- **Digital Campaign Success**: The digital campaigns collectively garnered significant traction with 1,058,619 impressions delivered across the year to the target audience, achieving 1,840 clicks, demonstrating effective online outreach and engagement.
- Impressive Social Video Performance: Western Rock Lobster received 335,687 video views across three social videos in 2023. The December Social Video was a standout, exceeding expectations, delivering 206,446 views, or 3.4 times the intended goal of 60,000 impressions, showcasing the effectiveness of video content in reaching and engaging the target audience.
- Effective Reach: QR Codes served as an effective way to build engagement with the Western Rock Lobster messaging throughout the year, delivering 2,565 scans in 2023 across all campaigns. The Back of Boat QR campaign achieved substantial engagement with 2,410 total scans, indicating strong interest and resonance from the audience with the various promotions available within.

2023 Print Reach & Frequency.



Total insertions





The Mest Anstralian Sünday Times



Table interpretation –

Target: All people

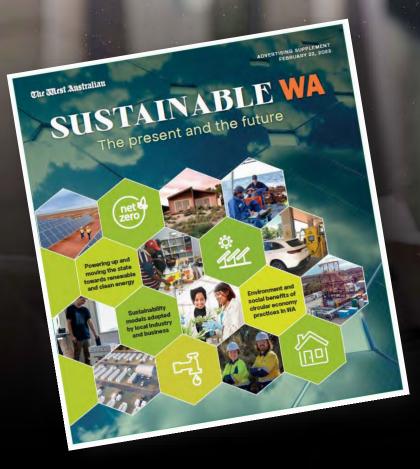
- There are 2,315,000 people aged 14 years or over in Western Australia. The schedule reached 1,330,000 or **57.4%** of the WA population aged 14+ years.
- On average, each reader was exposed to 11.1 issues, generating a total of 14,719,000 exposures or opportunities to see the campaign.
- The total cost per thousand (exposures) for this campaign was \$12.99.

Roy Morgan Single Source: People 14+ for the 12 months to June 30, 2023. Schedule: 12x Sunday Times, The West: 13x Sat, 6x Thu, 4x Wed, 1x Mon. Total Investment @ \$191,250.00 NB: A person seeing 11 issues counts as one reader and 11 exposures.

Press Creative QR Code Total Engagements



Press Creative The Mest Anstralian





ass rainfait also means less

Protecting the future with sustainable fishing

Rock LOBSTER



eeded to understand that eater was recious and WA's groundwater levels ere vital and needed to be supported really effective, as these can shut of scheduled impation if it rains The Water Corporation has managed

inuing declines

Sustainability Checklist

al Economic and not number

modifications to reduce the risk of whole ant

BURE Scan the OR code for more states

Wednesday, 22nd Feb 2023

14 Unique QR Scans

Custodians of the reso



Press Creative The West Anstralian





FISHING IN FRED MARK LECRAS FAVOURITE CATCH

FAVOURITES AND TIPS

SEASONAL FISHING









BACK of BOAT WESTERN ROCK LOBSTER Western Rock Lobster at FREMANTLE BOAT & SEAFOOD FESTIVAL

Rock LOBSTER



MARCH 10-12 FREMANTLE FISHING BOAT HARBOUR AND ESPLANADE

WWW.BACKOFBOAT.COM

FREMANTLE BOAT & SEAFOOD FESTIVAL

Saturday 4th March 2023

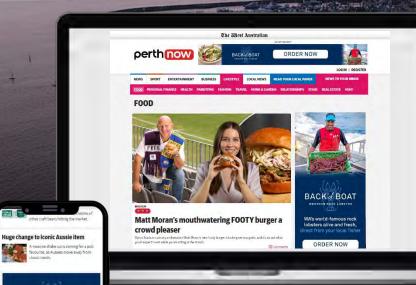
BACK of BOAT

WESTERN ROCK LOBSTER

EASTER

March 2023

EASTER 2023 SWM Display



BACK of BOAT

ORDER NOW

Stylish but not too wanky' place with

XCELLENT spuds



The highlights-

0.14%

CTR

 \bigcirc

303,072

Impressions

• With a forecast of 300,000 impressions this display campaign delivered in full at 101%

\$

\$11.87

eCPM

420

Clicks

BACK of BOAT

- The campaign achieved an overall CTR of 0.14%, 2.8x times higher than the industry benchmark of 0.05%
- The Lobster image MREC was the best performing ad unit with 101 clicks and a CTR of 0.22%

Press Creative The West Anstralian



Saturday 25th March 2023 Page 16



Wednesday 29th March 2023 Page 11



Saturday 1st April 2023 Page 13

Press Creative Sünday Times



Sunday Times 2nd April 2023 Page 13





Step 3 Heat up a m the shell. Pour



STM Guest Chef 2nd April 2023



Press Creative Guardian

Geraldton Guardian Friday 31st March 2023



Press Creative perth now



Western Suburbs 30th March 2023



Fremantle/Cockburn/Melville 31st March 2023

r direct from your local fisher and ta

1



BONUS Press Creative The Matralian Saturday - Play Magazine, Mad About



Saturday 22nd March 2023



Saturday 29th March 2023



Saturday 8th April 2023

Press Creative QR Code

ROCK LOBSTCH





backofboat.com

592 Scans

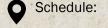


NSC S

backofboat.com

EASTER Reach & Frequency.

The Mist Australian Sünday Times



1x insertionThe West Australian (Wednesday)2x insertionsThe West Australian (Saturday)1x insertionsThe Sunday Times

Base: WA	Readership	WA Market Reach	Gross Impacts (Exposures)	Average Frequency
All People 14 years or older	798.000	34.5%	1,715,000	2.15
Potential audience: 2,315,000	100,000			

Table Interpretation:

A total of 2,315,000 people aged 14+ years reside in Western Australia. This schedule reaches 798,000 people or 34.5% of the WA population aged 14+ years. On average, each reader was exposed to 2.15 issues, generating a total of 1,715,000 exposures or opportunities to see the campaign.

Roy Morgan Single Source: All people 14+ for the 12 months to 30 September 2023 * e.g. A person seeing two issues counts as one reader and two exposures.



BACK of BOAT

WESTERN ROCK LOBSTER

SINCUESICHEF



Press Creative





STM Guest Chef 2nd April 2023



The Sunday Times Sunday 28th May 2023







The Sunday Times Sunday 16th July 2023



The Sunday Times Sunday 3rd Dec 2023

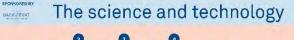
BACK of BOAT

WESTERN ROCK LOBSTER

SPONSORED EN MAR



Press Creative





 Contract to the proof from the proof of lobsters with eggs on their tails are referred to as

46-65km long dash ta the "ruhern reads. Onco the pueruit gain same a datur they will moult again into a juvenik loss?».

 Larvae - the eggs can insubate for anywhore from 8-88 days and hotch intel lance between Nevember and february.
 Larvae - Larvae moult again and lose their oink shells for a red one, becoming a residential acluit. Mating - mature termale locators undergo a special moult into a setoes state, ready to mate with the males, in late whiter and spring, the males, attach a pocket of sporm to the underside other feature and the set of the set of the underside November on al following: O hybrid series - for d-s months, the bitters label O hybrid series - for d-s months, the bitters label Mary I have the bitters - for d-s months, the bitters label Mary I have the bitters - bitter

Pioneers and global leaders in sustainability

Holding the distinction of being the first fishery in the world to be certified sustainable by the Marine Stewardship Council (MSC) – and now the first to be recertified for the fifth time – the achievement recognises a long-term commitment to sustainability for

By ticking the bex for all of the above, the the delicacy and fishermen continuing on their family legacies but also protects the marine life it shares the waters with.

reaching standards set by the MSC. Western Rock Lobster Council CEO Mall Taylor said it. was able to demonstrate its accountability

With more than five per cent of bait being New Zealand whole blue mackerel that could not be determined as sustainable due to not be determined as sustainable due to stack assessments not being able to be completed on this polagic species, Mr Taylor add the fishery worked with the processing sector, fishes and the MRC auditors to lower the usage below five per cent to have the

will moult in spring, changing colour from the usual rad into a pole pink. These whites will make a

before settling in offshore roofs to meet with the adult lobsters. Once they have arrived, they will

ondition removed This is an example of real action lifs not just conversation" Mr Jaylor said. We're achieving





driving a sustainable fishery

Committed to a lasting legacy

Sustainability of the western rock lobster boils down to good fisheries management



Stock sustainability

and to a sustainable stock. Adjustments are ond resulted in bare rock areas with fittle to no then made to the catches to ensure current marine life. he reintroduction of large lobsters

corrected this imbalance, and the eccevaterna returned to pristine.

From observing the oreading stock and maniforing the level of incoming juverile labsters, to assessing what they eat and any habitat changes, the fishery records data down to a tee.

Techniques and methods used are also reviewed every five years with overseas experts in the field making sure systems and



World leading best practice stock assessment module and monitoring shods to assess the lishery on an amual asis has commuted to the commercial





generations to come: The setting of the setting of



those benchmarks that give us the ability to say we are at the forefront of sustainable fishories management in the world?





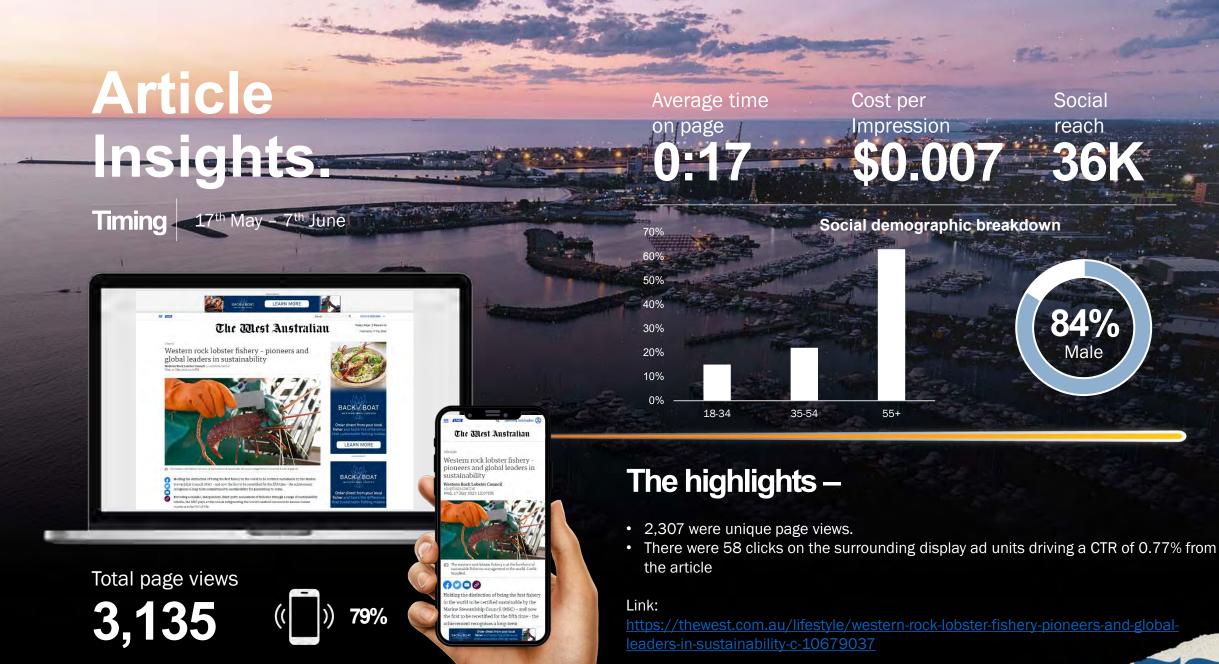
fishery being, arguably, the best recreational fishery in the work:

process are continuously improving.

The Sunday Times Sunday May 14 2023

population indicators remain above the sustainable reference levels.

Soci distance cate an equilation to carso allo to explain (or the explanation of the exp



Social Engagement.

17th May - 7th June

Social reach **36,808**

Timing



Link Clicks

Shares

Link:

1,695

The highlights –

84% of the social audience was male.

57

Reactions

Comments

• The engagement rate on this post was 4.97% (well above the benchmark of 4%)

https://www.facebook.com/thewestaustralian/posts/pfbid024tnARVLTgPFgB7gYFSd

• The social campaign delivered 67,447 impressions across Facebook.

ggUMxAXR158wfVnoy5mNnmVeZQBYKyVHN7oFNVVYxtvQCI

Press Creative

SPONSORED B



Treasured delicacy nourishing appetites and the economy BACK BOAT Western Rock Lobster

SUNDAY, JULY 16, 2023

SURDAY HEY IS NOT

R is estimated the west rack labster industry CREATED OR SUPPORTED

The Sunday Times Sunday 16th July 2023

1841FTE JOBS



A lobster tale from catch to kitchen

in alive and locking to the back of in heaven - Western Australian fishermen and chefs working together to ensure the freshest the kitchen. There are not many products you can get that arrive western rock lobster is brought to the table, straight off the boat and skilfully prepared. ive, so we can ensure it's the freshest product going to the customer.

and skillnilly prepared. From pulling pats an thin vased and supplying WA redeatants with the finest cater, to choise presuring the delicacy to castomers with imaginative fiering instanty and tood nervices sector work hand in Nario to showcase the cullingry delight. What can you tell us about the western rock lobster Justin Pitrotting: Western rock lobsler was the first fishery in the world to be recognised as ecologically sustainable by the

Lobster fabring can be validly using the and Rich Tucker Pascative Chief and Part Owner Scott Bridger chat about what makes western rock lobster a thriving industry - both on the water and in the kitchen. Marine Stewardship Council (MSC). We've proudly held that certification for 22 years, and our sustainable practices are widely recognised. Over the last How does the western rock 6 years we've been operating

in a quota-managed lishery. It's the most important factor of our business. Pre-quota, fishermen lobster bring locals and industries together? Justin Pirrotting: Every business vere taking nearly every available labeled at the time and we moded

contract with we lobster is local and tabily run six months off for lobster levels They all employ people from the community and put money into the towns - from Bunbury of the way up to Kalborn Drendbing to the local restaurants and rourism operators to boat building, pot building and runabouts - its oll a locol perspective.

Scott Bridger: We have worked with Western Rock Laberton its Eack of Roat annuation which has really opened up the connection for chels and for local people to et in touch with the lishernie directly - there's no third party and the money stays in WA We have been using the same listication for a couple of years now and he catches on the day we let him know how much we want and

to repleneth. Conservation is the number-one priority of mine to mole as Lew Nerve stack these. Were also not allowed to louch browship landias and was have to browship landias and was have to browship landias and was have and the state of the state of the understate. Carything under Zeam — It has to go back that The Lurder more stack to last for the future. raw and then prepare it how you desire — whether that is chosing it in butter, drumising it and more. Scott Bridger: Bib & Tucker has Scott Bridger: Bin 5 Tucker has created humbres of diama with western nock lobater, but we currently have a lobater lace antroe We lightly steam the lobaters in break heats table the meet out, and then roast the shells with a U fennel and gartic. We take a group skin and fly it in the shope of the can and shift the lobater meet back inhe the little tables and with source packing and bibler Taking is sustainable fishing scott Bridger: Western rock practices, and how does this benefit the consumer? which means you know exactly which means you know exactly which means the one you. Know it is from a well-managed industry. As we get them live straight from the ocean and it is as fresh as with some pickled cabbage and espellete pepper

can be, the ocean-to-plate story How can Western Australians shines through celebrate the delicacy and support the industry? How can western rock lobster be enjoyed? Justin Pirrottina: will be involved in the Riessing of the Reet, which Justin Pirrottina: The best way

to prepare western rock (claster is to provide western rock) (claster is to out the fail in hall and place it shall side down on a tochocute A lot of people think to book if fleet side down, but doing it this way will see the lobater meet cooking in its is happening in late October in Geraldton. I also soll labsters at the Shore Leave Festival, so 'll be doing that again in 2024. Western rock lobster will be featured heaving next year at the event, so it's going own juices. A tip is to peel the tail to be a creat celebration. You can also call us up to grab a couple of

lobsters through our book-of-boor sales - you can get the freshest product directly off the fishing vessel. If you don't feel like cooking them yourself, try a lonster cooked to perfection of a local restaurant.

Scott Bridger: Wo've had western rocklobster on the menu consistently for a few years now. Castomers can come in and by the delicacy, which is caught from the ccean our restaurant overlooks. I will also be backing at the 2024 Share Leave I estival, which is sponsored by Western Rock Lobster. It's a beautiful long table lunch on the Abrolhos is and s and we are going to be designing a range of menus with western rock labster.



The western rock lobster industry

938 FTE JOBS

including 593 FTF Jobs in the fishing industry.

ECTLY EMPLOYED





\$149.8 MILLION TO REGIONAL WA TOWN and 534 FTE jobs, of which 474 were direct jobs.

SPONSORED BY

Rock LOBSTE

A VALUABLE PRIMARY INDUSTRY

he value of production is higher than OTHER SIGNIFICANT

WAPRIMARY INDUSTRIES.

FOUR KEY SECTORS

lustry supply chain

- Boot building Tourism

including milk and pi

Source: Economic Contribution of the Western Rock Labster industry 2020-27 report.

How to get your claws on culinary delight

Fremantie, Jurien Bay, Two Racks, Jancelin, Ledge Point, Kalbarri, Geraldhan and Dongara, there is bound to be a back of boat sale For many West Aussies, it wouldn't be a family get-tagether without fresh, local As the king of Indian Ocean fare. noar you.

The process is simple, head to western rock lobster can be produred in several ways. backaback.com and pre-order online or contact your local fishermon to arrange pick-up and price, then meet them at the wharf Back of Boat Securing Inesh, live lobster directly from a boat is a temptation hand to resist, with back or hoat soles

with your ocoler and collect your fresh catch. ensuring you are getting the treshest product possible. In addition to purchasing labsters, back-of-boat buyers also leave with a deeper connection to the r With operations out of Cervantes



food and community, and the knowledge that they have directly supported local business. Setting behind your local section retailer is a great way to support small to medium businesses in Farmers markets WA. Arriid the Iruit and vegetable stalls. western rock lobster can be found

In season of your local formers market. Stock up on producer to plate ingredients and celebrate Western Australian ingredients. Seafood retailers From traditional eat martets to pan-ready seated seafood, retailers regularly stock their

Suppromykot sholyos Struggling to make it out to a local farmers market or back-o sa saley supernakels se estern rack lobster in their ricatessens, while indeper



provision the de abroted crustoceon.







Total page views







Social demographic breakdown 74% Male

55+

Cost per

Impression

Social

reach

\$0.006 36K

The highlights –

35-54

- 3,072 were unique page views
- There were 130 clicks on the surrounding display ads driving a CTR of 1.08% from the article

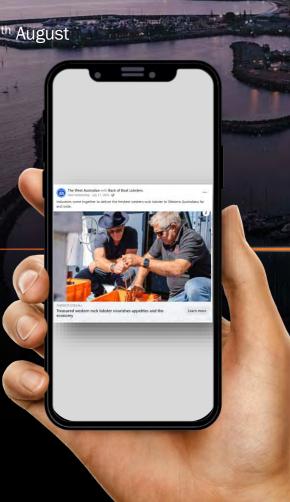
Link:

https://thewest.com.au/lifestyle/treasured-western-rock-lobster-nourishesappetites-and-the-economy-c-11280072

Social Amplification.

Timing 17th July to 7th August

Social reach **36,344**





Shares

Link Clicks

1.96



The highlights –

- The engagement rate on this post was 5.87% (well above the benchmark of 4%)
- 74% of the social audience was male.
- The social campaign delivered 89,764 impressions across Facebook.

Link:

https://www.facebook.com/thewestaustralian/posts/pfbid02ffAFPPpZL2G4VB6Phx4P knyuGtY4f2rrJY53mWXATvHSp3TFQyPucjuudqAZYSr1I

Press Creative



SPONSORED E Western Rock Lobster

Get to know your local fisher and their produce

Nicolette Barbas

Inconcute earbas It's a worm summer's day in December with a light breeze blowing in from the ocean. You've dragged your mum, bayfried, sister, cousin a friend along to join the locate and tourists down at the port to get your hands on the freshest and best crustocean in the word, right in time for the Christma featibles that dare oround the corner.

The rack labster you purchased lies (ust been cought by the commercial fishermery kept in a two tank until the point of landing at port and then weighed and put on loc in your caky.

Thanks to Westom Rock Lobston's Back of Boat (BoB) initiative, this is a roality for soafaod lovers and fishers across the state. Since September 2020, Western Australians have been able to purchase lobators straight from the back of fishing coats through Wester Rock uobstar's BoB program.



chain into the local market, so there was a range of difficilities that come with that," Mil Taylor hald 'Up until this point, fishers had been purely a fishing company. "They would go out, cotch their ontch, supply it to their processor and that would be the and of Undir fishing day. This new initiative meant fishers needed to create a rotall business in addition to their fishing business." The unwavering dedication to provide

consumers, tour lists and restaurants with the spportunity to purchase the freshest, best-value stater from filehennian quickly paid off. Currently, there are 102 fishing vessels regularly delivering tonnes of the locators to customers at 21 ports along the coast An advocate for the initiative since joining th

Nestern Rock Lobster Gouncil Deouty Chai and Framantic fishermon Fedele Camarda said the program gave industry an invaluable opportunity to angage directly with the primiunity and to domonstrate its values and practices Watching the boot some in and seeing the live product calvered off the back of the best is a

"it's a great way to connect with the public - they get the freshest and best available crays and we get the opportunity to tell our stories." "We established a local lobate program which and calculated and calculated and calculated and calculated and calculated and calculated and calculate of and calculate of participation of the calculated and calculated 0

SUNDAY, NOVEMBER 76, 2023

SUNDAY, NOVEMBER 26, 202

pring platform

sy reach the part.

0

Western Rock Lobelor Council receptly western keer tosseer cherkeinedening ished the online ordering and payment form allowing consumers to purchase item Australia's world tomous, first rate rock

tors direct from their local fisher as soon as

www.backofboat.com

Click on the Order lobster online button to go to the ordering platform

actions actors to Boll fishers along the

ast from Mandurah to Kalbarri, of faring

"This was great to have up and running but was only colly for peak partials, and i reliating world a large scale initiative that operated all years days and was got the opportunity to all our stories." The story of western rock lobster is one kir Taylor sold Western Australians could and chould be Following the COVID 19 pandemic, the industry built the program up to what it is today, monthing the local demand for back of boot sales.

"Once people are aware of the industry, appreciate the product and connect with the fisherman, a real areas of trust and pricie is built and thruts what we're brying to generate in accorsing the community resource, the calid To cloto 125 000 kilograms of lobsters bas landed through the BoE initiative - that's 215,000 labster with an overage weight of 635 grams! But this success came with its challenges. With some big things on the horzon, Mr Taylor said consumers had plenty to look forward to. The initiative has evolved with a landing limit - originally this was 100 lobster per landing, per day and 200 any December day." he explained 'flut we were finding that figure in December

wasn't enough to supply the market, so it increased to 200 lobstor per day and 400 lobsters for any December day." Necently, it was announced that this limit had increased to a daily limit of WQ. "Without a doubt, the big rpike in domand is around Christmas lime," Mr Taylor said.

Tin the first year of operation for BoB we sold 27,500 kilograms of rock lobster in the month of Dependent plane, in comparison to the 1909 to 2000 blograms we sold in other months. Several and a several several and the several modulate. "We are organising a sories of BoB Christmos sales activations on Saturday Decembor 23 to ensure everyone can enjay locally sourced lobster this holiday season. Confirmed locations include Mandurah, Port Cooges. Tramontle, Hillarys and Carvantes."

WRL recently launched an online ordering on with access journed an online ordering one power styleton to be meaning from the track to an end work of the table. And approximating of the track o



cording to nutritionist and health coach "Western rock labstor is a high-quality protein assian Lowe labstar is a valuable addition to balanced diet comprising whole foods. containing approximately 21 grants of protein per 100 grant serving, and it contains several essential amino acids, she adia, 116 a disolow in fat and the fat it does contain is the healthy find With anound seven years appointed in the mithle natural seven years appointed in the initial natural sity. Mits have process a large focus on adjusting har ninnis around the importance of protein and the diverse range of lands we are lucky anough to have access to in WA. not saturated. Unlike chicken, western rock lobster is also an exceptional source of the trace element copper involved in energy production, iron abcorption, 'One of the creat: Leach my clients to prioritise is a dist containing a wice variety of foods to ensure they optimise their nutritional intoke and don't and up with mutifiant deficionaics, who add

making red bloc cits and maintaining the mmune system] * "Western rock labeter contains solonium and iddine - both nutriants are assantial for thyroid function and not many foods contain both." Mrs Lowo said protoin was the main element olved in the formation and repair of our bones, muscles and skin and was an essential The nutritional value these local crustaceans have to offer make it easy to understand why

towavor, not all proteins deliver the same si stainable, locally caught wastern rock lobste are a great inclusion when planning a deliciour 'We get protein from many foods such a and nourishing meat. in fish aggs, red meat, nuts, poultry, dairy Mrs Lowe's serving suggestion is to pair them with a salad, cook them in a marine souce with



"Western rock lobster is a high quality protein containing approximately 21 grams of protein per 100 gram serving."



The Sunday Times Sunday 26th November

part of a healthy diet.

nutritional bonafits

The industry seas BoB as central to establishing genuine relations tips with the community. and how it works, and get key information around sustainability and other industry-related topics. genuine relationships what the community, strengthening the connaction to the fishery and building a mass of identity. The sciel 'I his pratform makes it easier for consumers to connect with fishers, helps strengthen our oblity 0 own on the brack of boat websites

Back of Boat

ordering for a particular day and location.

Western Rock Lobster Council CEO Matt Taylor:

Buying fresh and direct is easy-breezy

vith the festive sector a natter of weeks away, aying frash, promium labeter har naver bean aging threats, to the Back of Back (BoB) and aging threats to the Back of Back (BoB) and Western look Lobster Council CA Vat

the page, you can explore the 'how to' guides around handling and storing live lobster, cooking methods and a range of tasty and healthy to effectively communicate our story differentiate recipes to get the most out of your leaster. Here's a step-by-step guide to ordering western rock lobster for your upcoming festivities

Hosterindon botter openand betwart here wart here openand here betwart openand betwart openand betwart openand betwart openand betwart openand here openand he

our premium product and explain what makes

estern recklobster the best in the world

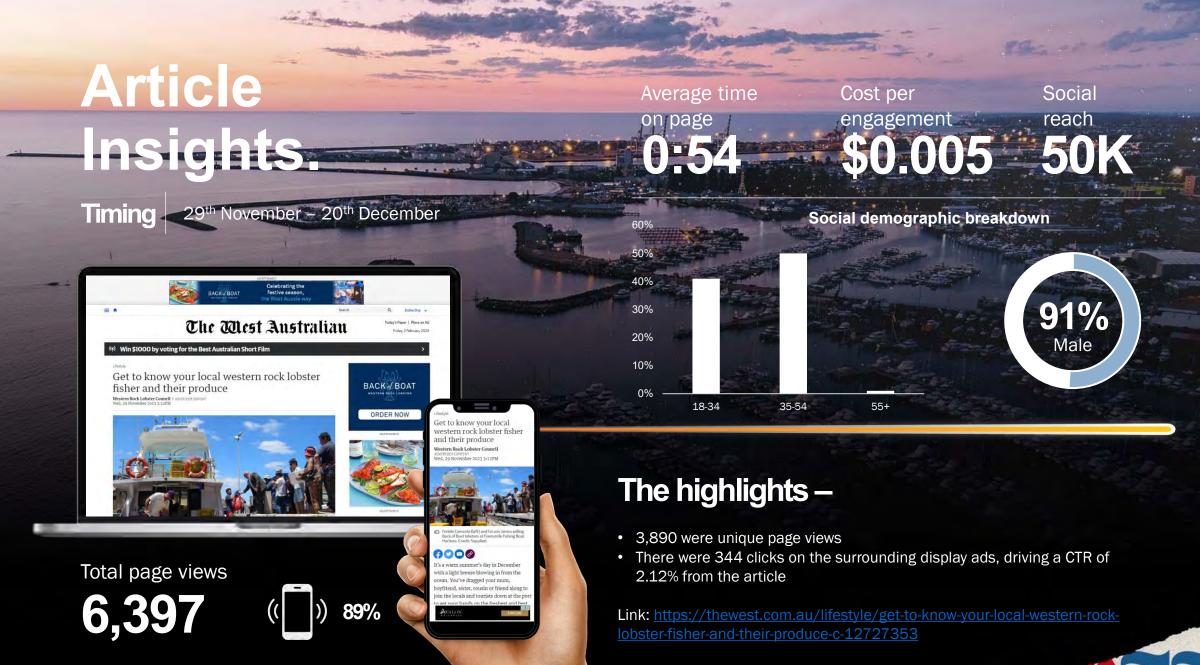
The ReB acclosite is a web vable rests areas

SPONSORED BY

BACK BOAT

For both methods, simply follow the prompts to onter your start and and datas to see the results. L a a al he Fisher Directory provides the name and contact details of more than a dozan registered fithers you can apply the the restrict rock late to room in person

The Port Directory takes you to a page when can select the port you wish to pick up your w rock labeler from. There are 15 parts to choose



Social Amplification.

Social reach **50,389**

Timing



3,405

Link Clicks



46 Comments

The highlights –

- The engagement rate on this post was 7.3% (almost double the average of 4%)
- 91% of the social audience was male.
- The social campaign delivered 96,537 impressions across Facebook.

Link:

https://www.facebook.com/thewestaustralian/posts/pfbid0QxCPDmCnupP6aNNWGVJbT3npW qsXbaiViRqV89YMZ4MWLDHt5p8WtGzSE2iRmADAI

BACK of BOAT

BUY WEST EAT BEST

Press Creative The Mest Anstralian **Buy West Eat Best Feature**





Lord rations art califina How a last stort where with potatos are post, bally, "A fandates for collater last another is to devide up to an a



Get behind our local producers and hospitality sector What are the scholershear to constroles of

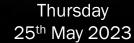


Crushing it with farm-to-bottle philosophy



Seafood steals the show





Press Creative The West Anstralian

Buy West Eat Best Feature

The West Australian Thursday 28th September 2023



42 Unique QR Scans

WA'S BEST LOBSTER RESTAURANTCOMPETITION

2023

BACK of BOAT

Targeted Display









Impressions 303,015





2023

The highlights –

- We received **1,062** entries in total, a **16**% growth from the previous year.
- The MREC showing the festive style table attracted the most clicks; 67 in total.

Press Creative Best Restaurant Competition



The West Australian Saturday 20th May 2023 Opinion Page 139



The West Australian Wednesday 24th May 2023 Page 21



The West Australian Thursday 25th May 2023 Page 4



2023

The West Australian Monday 29th May 2023 Page 4

We received 1,062 entries in total, a 16% growth from the previous year.

Press Creative QR Code



The Mest Australian



VOTE FOR WA'S BEST LOBSTER RESTAURANT

Have you found WA's ultimate destination for lobster lovers? The West Australian and the Western Rock Lobster Council are searching for the State's best lobster eatery, with a host of prizes on offer for everyone who votes. Members of the general public are invited to vote for their favourite restaurant, cafe or hotel – any eatery that features lobster on its menu – and four lucky readers who vote will each win:

1x \$150 voucher to their nominated restaurant, and
 1x \$100 online voucher for backofboat.com

HOW TO ENTER: For your chance to win, visit thewest.com.au/win. Entries close 4:00pm AWST Friday, 2 June 2023. Results published in the Today liftout on Thursday June 8, 2023. Terms and Conditions apply.



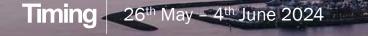
Conditions apply.



BACK of BOAT

WAN DYANG

Social Video

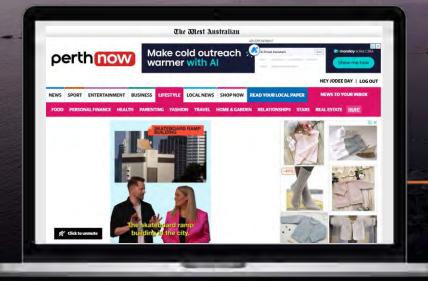


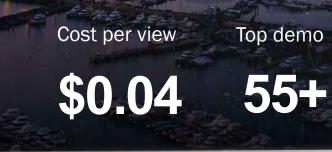


Video delivery goal 60,000

51% Female

BACK of BOAT









9,690 Instagram **Reel Reach** 15

6,382 Facebook Total Engagements



8.44% Facebook **Engagement Rate**

Link: https://www.perthnow.com.au/lifestyle/have-you-heard/wa-icons-c-10780634

BACK of BOAT

Social Video Amplification.

26th May – 4th June 2024

PerthNow posted a video to playlist Brand Partners — with Back of Boat Lobsters. Paid Partnership - May 26, 2023 - 🚱

What WA icons would you add to the list?





Total engagements

150 8 Shares Reactions

24

Comments

The highlights -

- The campaign had a strong engagement rate of engagement rate of 8.44%, with viewers lowering the cost through view to \$0.04.
- The social video achieved 110,108 impressions on the Facebook platform, with a reach of over 70K.
- The Instagram reel achieved 10,402 impressions, and a reach of 9,690.

Facebook Link:

6,200

Clicks

https://www.facebook.com/perthnow/posts/pfbid02QGmuUAk8gwicPcc8n89bSdFKP7fF zHfFx8Ebo42XaSjp9tNbuLzjQ174CCaivqXtI Instagram Link: https://www.instagram.com/reel/Cssx Gqv33F/

Press Creative The West Anstralian



Saturday 27th May 2023 Page 16





Saturday 3rd June 2023 Page 17



WA Day Wrap Monday 5th June 2023 Page 03

Press Creative Sünday Times

Sunday 28th May 2023 Page 11



NEWS

BACK / BOAT



Press Creative perth now





PerthNow Western Suburbs Wednesday 1st June 2023 Page 09







PerthNow Cockburn/Fremantle/Melville Wednesday 1st June 2023 Page 09



Press Creative Guardian

Geraldton Guardian Friday 2nd June 2023 Page 8



808

Police nab shoplifters

in major crackdown

WA CRAY

DAY

BACK & BOAT

IT'S WA DAY, IT'S CRAY DAY This WA Day celebrate our State with family, friends and our iconic western rock lobster.



Press Creative QR Code

IT'S WA DAY, IT'S CRAY DAY

This WA Day celebrate our State with family, friends and our iconic western rock lobster.

WA CRAY DAY

BACK BOAT

Total Scans 451



The Mest Anstralian
Sünday Times
perth now
Guardian

Social Video



Delivered video views 65,199

Video delivery goal 60,000

BACK of BOAT



Cost per view Top demo 53% 35-54 \$0.05 15 15 \mathbf{O}

> 4,616 Instagram **Reel Reach**

1,040

Facebook

Total Engagements



1.42% Facebook **Engagement Rate**

Link: https://www.perthnow.com.au/lifestyle/food/perths-fave-ways-to-enjoy-lobster-<u>-c-11892759</u>

BACK of BOAT

Social Video Amplification.

13th September to 21st October 2023

BACK BOAT

Total engagements





Shares Reactions

Comments

The highlights –

• The campaign registering an engagement rate of 1.42%, and a cost per play of \$0.05.

106

- The social video achieved 173,961 impressions on Facebook with a reach of over 73K.
- The Instagram reel achieved 5,060 impressions and a reach of 4,616.

Facebook Link: <u>https://www.facebook.com/perthnow/videos/326518289762829/</u> Instagram Link: <u>https://www.instagram.com/reel/CxH5mJChwVE/</u>

WA DAY Reach & Frequency.

The Mest Anstralian Sünday Times

Schedule:

1x insertionsThe West Australian (Monday)2x insertionThe West Australian (Saturday)1x insertionThe Sunday Times

Base: WA	Readership	WA Market Reach	Gross Impacts (Exposures)*	Average Frequency
All people 14 years or over	822,000	35.5%	1,775,000	2.16
Potential audience: 2.315.000	022,000	00.070	1,110,000	2.10

Table Interpretation:

A total of 2,315,000 people aged 14 years or over reside in Western Australia.

The campaign reaches 822,000 people or 35.5% of the target market.

On average, each reader was exposed to 2.16 issues, generating a total of 1,775,000 exposures or opportunities to see the campaign.

Roy Morgan Single Source: All people 14+ for the 12 months to 30 September 2023 * e.g. A person seeing two issues counts as one reader and two exposures.



PHOTO COMPETITION

Press Creative Photo Competition



Sunday 15th October 2023 **Outdoor Explorer** Page 2



Thursday 19th October 2023 The West Australian **Coffee Break** Page 1



Saturday 21st October 2023 The West Australian Page 21



ANXIETY AUNT



Saturday 28th October 2023 Play Magazine Page 3

Press Creative Photo Competition

Sunday 12th November Outdoor Explorer Page 2



Press Creative QR Code **Photo Competition**





CAPTURE THE ESSENCE OF THE WESTERN ROCK LOBSTER FISHERY

What are well a deing for? We ments you to capture the funct and social s? ser-industry through your lens. Horizon palling proport of cash Sectors were associated and of their bears of the pilly. Whipping apyour revolute obstendian Complete to overlay read blacks, and with Logic of each

Comparisi an statem Stanley 2011 Coluber 2023

How to EnterY Subre type: a set of cturing a verified

show water modelshe in 2013. Stay tanks for continences of car bills. What is in the you? 751 2 winning photo will be first and in the insuring-thermologies Photo Sciendar, Each of the Continent niffirest velecitus velčaskisti Zostimersharonis (Sus. nega počin protigrati postalneno stanka)



Total Scans 50

BACK of BOAT

WESTERN ROCK LOBSTER

THEULTIMATE CHRISTMAS FEAST

Press Creative



The West Australian 30th November 2023 Page 03

551

BACK of BOAT

<u>CHRSIMAS</u>

November – December 2023

CHRISTMAS 2023 SWM Display

Timing 3rd December – 25th December 2023



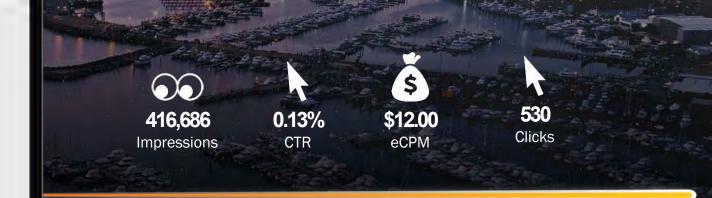
Perth warned of staggering heat on Christmas Day as temperature expected to reach 35 degrees in city

0000





ORDER NOW



The highlights-

- With a forecast of 416,686 impressions this display campaign delivered in full at 100%
- The campaign achieved an overall CTR of 0.13%, 2.6x times higher than the industry benchmark of 0.05%

BACK of BOAT

- Mobile was the strongest performing device category, achieving 329 clicks and a CTR of 0.14%.
- Thewest.com.au, PerthNow and Streamer delivered impressions across the campaign, with thewest.com.au being the best performing, with 350 clicks achieved and a CTR of 0.18%.
- The lobster plate as shown MREC was the best performing ad unit with 104 clicks and a CTR of 0.20%
- Although the City of Perth achieved the highest number of impressions of 145,664 throughout the campaign, we've registered the highest CTR of 2.27 in Broome.

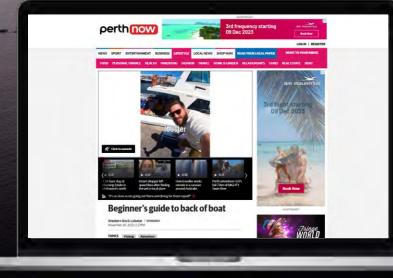
Social Video





Video delivery goal **60,000**

85% Male BACK of BOAT



 Cost per view
 Top demo

 \$0.02
 35-45



24,654 Instagram

00

Instagram Facebook Social Reach Total Engagements

15

15,220

15

4.63% Facebook Engagement Rate

Link: <u>https://www.perthnow.com.au/lifestyle/fishing/beginners-guide-to-back-of-boat-c-12740667</u>

Social Video Amplification

'm going











BACK of BOAT

The highlights -

185

- The campaign registered an engagement rate of 4.63%, with a cost per play of \$0.02.
- The social video achieved 432,459 impressions on Facebook with a reach of 328,699. •
- The Instagram reel also performed very well, achieving 25,695 impressions and a reach of 24,654.

Facebook Link: https://www.facebook.com/perthnow/videos/223449030779476/ Instagram Link: https://www.instagram.com/reel/C0QyzA2sjeF/?fbclid

Press Creative The Mest Anstralian





TASTY TRADITONAL ROAST TURKEY



The Ultimate Christmas Feast 30th November 2023



Press Creative The West Anstralian



Saturday 2nd December 2023 Page 13



Wednesday 6th December 2023 Page 15

Park creep admits hey bind 13yo gind admots hey been made admots here admots h	Pair remain I	M M A B	um & Eth I Ccusi Ail T	SON HAUL ED IN WIST
old grif while she was at a shop in Bedon. Polite were sherted to Per- rism's activities after they reoched reports of a man filming children and women at Tom Saroson Park on Gosan-	Pair remain l	COLUMN TO AND A		
filming children and women at Tom Samson Park on Ocean-		behind bars c	lespite courtr	room victor
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Saturday 9th December 2023 Page 11

Press Creative The West Anstralian



Wednesday 13th December 2023 Page 14



B.

Saturday 16th December 2023 Page 15

Press Creative Sünday Times



Sunday 10th December 2023 Page 7



Sunday 17th December 2023 Page 13







Friday 8th December 2023 Page 9



Cops push for road safety





Friday 15th December 2023 Page 7



Press Creative Local & perth now



Western Suburbs 7th December 2023 Page 2



Fremantle/Cockburn/Melville 7th December 2023 Page 2







Mandurah 13th December 2023 Page 2



Western Suburbs 14th December 2023 Page 4



Fremantle/Cockburn/Melville 14th December 2023 Page 4

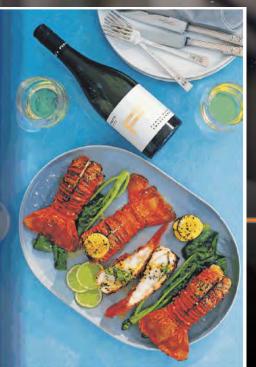
Christmas Press Creative QR Code



Celebrating the festive season, the the West Aussie way.

backofboat.com





Scans 1,300



The Mest Anstralian
Sünday Times
perth now
Guardian

CHRISTMAS Reach & Frequency.

The Mist Australian Sünday Times

Schedule:

2x insertionsThe West Australian (Wednesday)1x insertionThe West Australian (Thursday)3x insertionsThe West Australian (Saturday)2x insertionsThe Sunday Times

Base: WA	Readership	WA Market Reach	Gross Impacts (Exposures)*	Average Frequency
All people 14 years or over Potential audience: 2,315,000	946,000	40.9%	3,246,000	3.43

Table Interpretation:

A total of 2,315,000 people aged 14 years or over reside in Western Australia. The campaign reaches 946,000 people or 40.9% of the target market.

On average, each reader was exposed to 3.43 issues, generating a total of 3,246,000 exposures or opportunities to see the campaign.

Roy Morgan Single Source: All people 14+ for the 12 months to 30 September 2023 * e.g. A person seeing two issues counts as one reader and two exposures.



Next Steps.

Not only do we believe in providing you with the best solution now – but also the best solution moving forward.

Through this campaign we have learned a lot; and this is what we recommend for next time!

Recommendations:

Implement cross-channel promotion to enhance campaign impact and bolster brand presence across diverse touchpoints.

- Leverage Print Media: Maintain print media to enhance brand visibility, through creative advertisements and sustain audience engagement.
- Data Targeting: Trial targeting in-market audience segments through social activity, such as remarketing to lookalike audiences from existing subscriber lists or leveraging online portal traffic and conversions.
- **Creative:** Develop advertisements to engage the male-skewed demographic, focusing on sustainability education, social license, history, industry, and family.
- **QR Code Integration**: continue integrating **QR** codes into artwork to drive engagements.

THANK YOU

Western Rock Lobster

BACK of BOAT

BACK of BOAT

WESTERN ROCK LOBSTER

Easter 2024

POST CAMPAIGN REPORT

March 2024

Key-Takeaways.

We know that not everyone has the time to flick-through everything, so –

...what's important to know is

- The display campaign has fully met the guaranteed impressions and delivered a CTR of 0.09%, which is 1.8 times higher than our benchmark of 0.05%.
- The social video achieved a total of 205,311 video views against the booked 60,000, resulting in a low CPV of \$0.04, which is 3 times lower than the booked rate.
- Additionally, the social video had excellent engagement with the audience, achieving 4,662 total Facebook engagements and an engagement rate of 2.76%, significantly higher than our average of 1.02%.

Press Creative. The Mest Anstralian



Saturday 16th March 2023 Page 13



Wednesday 20th March 2023 Page 15



Saturday 23rd March 2023 Page 17 379 Scans

Press Creative perth now



Fremantle/Cockburn 21st March 2023 Page 2



Melville 21st March 2023 Page 2





Press Creative Guardian

Geraldton Guardian Friday 22nd March 2024



13 Scans

Press Creative Sünday Times

The Sunday Times Sunday 24th March 2024



Targeted Display.

Timing Friday 15th March – 30th March 2024





300,009

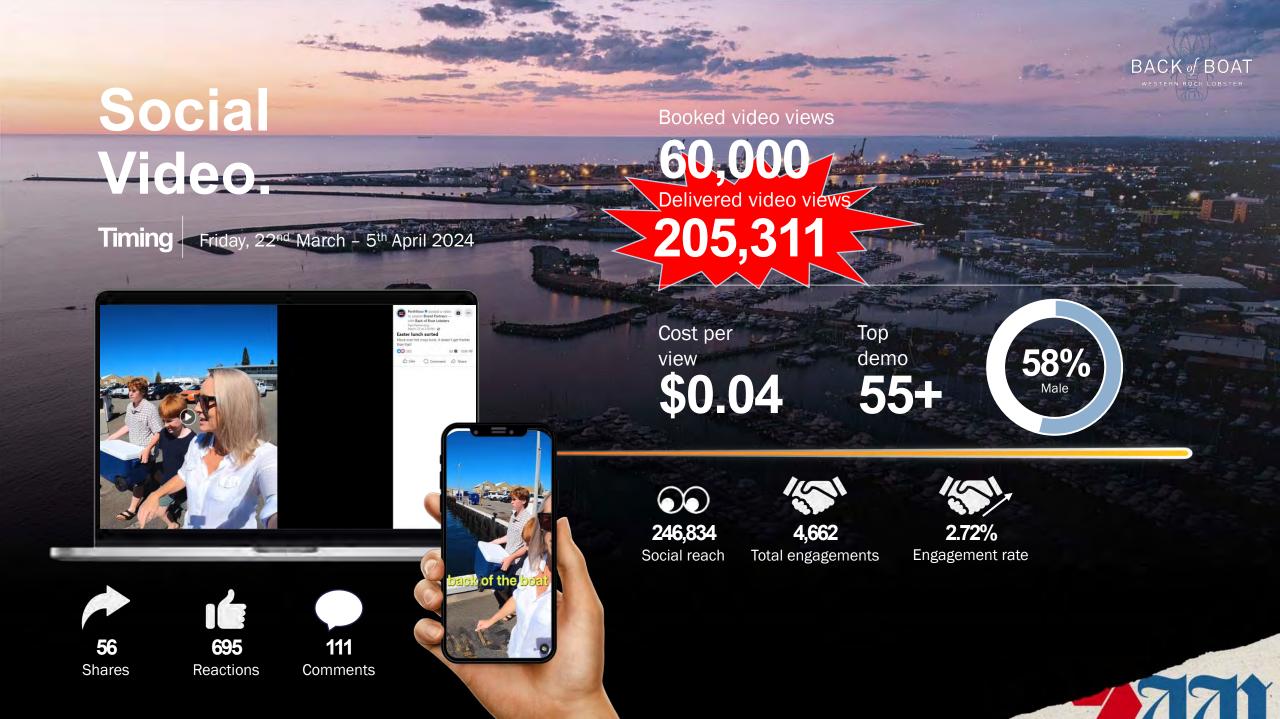
Impressions

The highlights –

- The campaign achieved a CTR of 0.09% which is 1.8x times higher than our benchmark of 0.05%.
- The Tablet was the best performing device category achieving a CTR of 0.14%.
- The MREC was the top-performing creative size, achieving 121,118 impressions and a high CTR of 0.15%.

BACK of BOAT

- Friday was the best performing day of the week achieving 45,963 impressions and a CTR of 0.12%.
- The city of Rockingham was the top performing geographic location achieving a high CTR of 0.29%.



Print (metro) Reach & Frequency. Target: All people

ATHERINE. THE PRINCESS OF WALES







Table interpretation –

33.4%

WA Market

Reach %

788,000

WA Market

Reach

• There are 2,358,000 people aged 14 years or over in Western Australia. The schedule reaches 788,000 or 33.4% of the WA population aged 14+ years - reaching 1 in 3 Western Australians!

1,714,000

Gross Impacts

(Exposure)

BACK of BOAT

\$

\$14.76

Cost per Thousand

(Gross Impacts)

2.2

Average

Frequency

- On average, each reader was exposed to 2.2 issues, generating a total of 1,714,000 exposures or opportunities to see the campaign.
- The total cost per thousand (exposures) for this campaign was \$14.76.

Roy Morgan Single Source: People 14+ for the 12 months to December 31, 2023. Schedule: 1x Sunday Times, 1x The West M-F, 2x The West Sat . Total Investment @ \$25.3K NB: A person seeing two issues counts as one reader and two exposures.

Readers Average Issue West Regional News (print & epaper)



		READERSHIP*	
NORTH WEST	1. KIMBERLEY ECHO	480	PAID
	2. BROOME ADVERTISER	14,474	FREE
	3. NORTH WEST TELEGRAPH	8,154	FREE
	4. PILBARA NEWS	17,611	FREE
GREAT SOUTHERN	5. GREAT SOUTHERN HERALD	1,349	PAID
	6. ALBANY ADVERTISER	6,708	PAID
	THE EXTRA	25,242	FREE
	7. NARROGIN OBSERVER	1,273	PAID
MID WEST	8. MIDWEST TIMES	50,534	FREE
	9. GERALDTON GUARDIAN	7,148	PAID
SOUTH WEST	10. MANJIMUP-BRIDGETOWN TIMES	3,762	PAID
	11. BUNBURY HERALD	45,014	FREE
	12. SOUTH WESTERN TIMES	5,693	PAID
	HARVEY WAROONA REPORTER	5,256	FREE
	AUGUSTA MARGARET RIVER TIMES	8,749	FREE
	BUSSELTON DUNSBOROUGH TIMES	29,678	FREE
GOLDFIELDS	15. KALGOORLIE MINER	9,747	PAID
WHEATBELT	14. COUNTRYMAN	20,000^	PAID
PERTH / PEEL	15. MANDURAH TIMES	51,226	FREE
	SOUND TELEGRAPH	56,745**	FREE



* Readership estimated based on the 2023 West Regional Readership Survey conducted August-September by Marketintel – Average issue readers hardcopy and digital edition. **Average weekly estimated readership February 2023 based on PerthNow Local Readership Survey 2022, conducted by Marketintel (hardcopy and digital edition).

Next Steps.

Not only do we believe in providing you with the best solution now – but also the best solution moving forward.

Through this campaign we have learned a lot; and this is what we recommend for next time! —

Our recommendations:

- Maintain print media utilisation, using editorial content to enhance brand visibility through creative advertisements and sustain audience engagement.
- Continue developing fresh native video content to engage the maleskewed demographic. Focus on sustainability education, social license, history, industry, and family.
- Looking toward the remainder of the year, trial the use of broadcast channels such as 7Plus to build an always-on approach to build Back of Boat brand and awareness, with a focus on reach and engagement.
- Repurpose existing vision in various sizes to repurpose on owned Western Rock Lobster channels and enhance their longevity.

BACK of BOAT

WESTERN ROCK LOBSTER

THANK YOU



Post Campaign Report.

May – June, 2024

The Mest Anstralian Sünday Times

177

thewest.com.au perthnow

Key-Takeaways.

We know that not everyone has the time to flick-through everything, so...



Overall, the SWM campaign delivered a significant return on investment, reaching a large audience and generating strong engagement at a cost-effective price.

- Your low-cost SWM Display campaign delivered a strong performance reaching a significant audience, generating a solid 300,012 impressions throughout its run. Additionally, the consistent click-through rate of 0.05% indicates steady user interest.
- We saw an outstanding 563 scans on the Print QR code, demonstrating strong user engagement with your campaign. This translates to a potential reach of 2,386,000 people aged 14 or over in Western Australia – a significant audience you connected with!
- Each reader saw your print campaign on average 3.1 times, resulting in a total of 2,714,000 exposures. This means your message had a high chance of being noticed by your target audience.
- The total cost per thousand exposures (CPM) for this campaign was only \$26.71. This demonstrates a highly efficient campaign that maximised your reach within budget.



SWM Display.

Timing Thursday, 16th May – 1st June 2024



Impressions 300,012







The Highlights -

- Your low-cost SWM Display campaign delivered 300,012 impressions, with a consistent click-through rate of 0.05%. This means your message was seen by a large audience and generated steady interest.
- May 22nd was an especially strong day, delivering 21,735 impressions and an impressive CTR of 0.07%. This shows your campaign was resonating particularly well on that specific date.
- Users clicked on a remarkable 38% of all MREC impressions, maintaining a steady CTR of 0.07%. This format clearly captured your audience's attention.
- While Perth saw the most impressions (141,348), the Shire of Dardanup truly stole the show. Their incredible click-through rate of 0.45% demonstrates an engaged audience in this area.



in stewardship aims SEAN BRIGGS Recognised internationally for Rits world-leading sustainability practices, the western rock lobster fishery is a Western Australian icon and a champion of the community.

In 2000, it became the world's first fishery to be certified by the Marine Stewardship Council as ecologically sustainable, and it has since received five re-certifications.

According to Western Rock Lobster Council CEO Matt Taylor, a triple bottom line (TBL) approach underpins four key pillars - environment, economic, social and governance which drives everything related to the fishery's sustainability.

comes in.

it results in a much higher biomass of lobster in the water than would be the case if the more traditional objective "It's all about operating and decision-making that maximises social benefits, the economic value and of maximising yield were adopted." The focus on maximum economic the environmental sustainability yield means fewer pots are fished associated with the industry," he said. less bait is used and there are lower costs to fishers, less fuel burned, "The fourth pillar of governance is where the co-management approach less interaction with animals such as

whales and seals, and better catch rates for recreational fishers. "A good co-management arrangement With boots on the ground, Dr de Lestang said the fishing community was an invaluable source of essential data and knowledge. with proper governance around process and decisions ultimately protects the environment, sustains the resource, maximises its economic

the resource, maximises its economic yield and ensures optimal social benefits in terms of providing jobs for local fishing families, flow-on community benefits and boosts the "Sustainability of the stock is ensured by the data provided to the department by industry," he said. recreational sector's ability to catch western rock lobsters." "They allow us to use their vessels to monitor their catch and run surveys

the environment.

The fishery's success is largely attributed to the co-management approach between industry and the for us to provide a standardised measure of lobster numbers all over the coast. This data Department of Primary Industries and Regional Development (DPIRD). is essential for stock assessment conducted According to DPIRD Lobsters and Crabs to estimate lobster Principal Research Scientist Simon de Lestang, this partnership has delivered biomass and determine what the correct quota should be." significant sustainability benefits. "Co-management works when both Successful coparties share the same objectives," he management and effective governance said. "We use a TBL approach, focusing

on maximising lobster sustainability, is achieved through Western Rock Lobst maximising the economic yield to the industry and minimising the impact on Council involving DPIR representatives on all of its industry committees such as the Total Allowable Commerci "It's a great set of objectives because

Catch Committee, Fishing Operations Committee and Digital Transformation Steering Committee. DPIRD also participates in all Western Rock Lobster Council-hosted industry meetings such as industry forums and coastal tours.

biology to communit Industry and government working engagement. together ensures all stakeholder "We have a large perspectives are considered at the same time in determining how best to manage the resource now and into the future. collaborative research and development program with about \$10 million in "The Western Rock Lobster Council also places great importance on collaborative research to minimise the portfolio, which looks at a whole range of differen research priorities intended risks and improve sustainability for future generations," Mr Taylor said.

to mitigate risks and create opportunities," Mr Taylor said. The Western Rock Lobster Council has multiple TBL initiatives underway to support everything from markets and For more information, visit backofboat.com/sustainability/

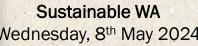
-

economics

to ecology and



Wednesday, 8th May 2024





INFEREN

THE WEST OF STREET, CONTROL

The Diest Anstralian BUY WEST EAT BEST Thursday, 30th May 2024

Get behind WA's local farmers, producers and venues ariother and too Minister tacks and and Burg local space food minister days and turned.

houghts on Plating Up WA and why not boying local is so important and Food Minister Jackie Jarvis set the Flating Up WA Campalign July grown, farmed, fished, po grown, farmed, fished, po server



Haginal Devisionment Minute Den Funch land paricaliume and food Minute racke priver, image mere Makey, Deputted of Final Day prior workshows and Beginal Eventgement of Final Paris unduring and Beginal Eventgement Editors Louise Allan • Designs Torim Chambertain • Advertising: Ch

mage: Young George Executive Chef and Co-Owner Mellssa Palmkas with her Plating Up WA feature dish, charned carnots, barley and BLOCK 275 mayonnaise. Image: Tristam McKanze.



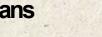
Which sussound produce do you enjoy most in writine? I low polators - they're a very versable vegetable, grown locally and affordable. Wha desert Like hot chips or mains pould datad What's a disk you like to prepare writi these learner in grownerst

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THERSDAY, MAY 10, 2024 -

















MEWS

WA CRAY

DAY

IT'S WA DAY, IT'S CRAY DAY Let's celeb

> The Mest Anstralian Saturday, 1st June Page 11



Automation and a second



The Mest Anstralian WA Day Wrap Monday, June 3rd Page 03







Sünday Times

Sunday, May 26th Page 04









FLOREAT TRAGEDY 7



perthnow Western Suburbs Thursday, May 30th Page 07





perthnow Fremantle/Cockburn/Melville Thursday, May 30th Page 07





BACK of BOAT





INTERI

Friday, May 31st Page 05



Everything shipshape after cruises

The capitro of the form of the second of the second second

use city and Demian Tutly hoped nore cruste. Genation for the first time.



Lack of staff fuels a crisis in child care

NEWS 5







INESSEE









Print Scan Summary

MESSE

IT'S WA DAY, IT'S CRAY D

WA CRAY DAY

BACK BOAT

WESTERN ROOK LOBSTER

ATT

WA CRAY DAY

SCAN TO WIN



WIN BIG !

Do you have a favourite spot for enjoying delicious lobster dishes?

The west Australian and the western rock Looster Council want to know! Vote for the State's best lobster eatery and you could win fantastic prizes. WA residents are invited to vote for any restaurant, seafood shack, or food truck that features lobster on its menu. Five lucky waters will each win:

- 1x \$100 voucher to their nominated restaurant
- 1x \$100 online voucher for backofboat.com
- To enter, visit backofboat.com/win. Entries close at 5pm AWST on

Friday, 31 May 2024. Terms and conditions apply.



563 Total Scans



INCOM

SPONSORED BY

Western rock lobster always on the menu for WA's top chefs Western BACK & BOAT

KINDAY, BINF 7, 2404

SUNDAY, JUNE 2, 2024

Sünday Times

Sunday, 2nd June Pages 10 & 11



The many ways to enjoy seafood gem

ticking.

Scott Bridger, Bib & Tucker BY MADELIN HAVES Perched along the coastline, it is no surprise Bib & Tucker fosters a strong connection with Found amidst Western Australia's vibrant coral reefs, western rock lobster epitomises the state's cullnary flair, gracing menus with its succulent, umami-rich profile. oceanic fare.

Whether featured alongside a posta dish or served whole in all its glory, three of the biggest names in WA's hospitality industry share what they love about this iconic local instantiant



ment from the shell and serve it as a canap too, so it allows more people to try lobster," he said. Currently available to partake of at Bib & Tucker are lobster tacos and lobster frites – both a hit amongst customers, according to

Taking pride of place on the North Fremantle restaurant's menu, 8ib & Tucker Executive Chel Scott Bridger sold western rock lobster was a hero ingredient in his dishes. Scott. The lobster toco is a fun play on a taco and Waster nock lobster is a kuwy item we are bucky to have caught right on our shores." he said: "Bits 6 Tucker overloaks the coran, and it's nice to have it on our menu because people know it is cought out the back of Rottmest biand." has been on the menu for a few years," he said. "It's one of our most popular items. Instead of using a traditional taco, we use a dumpling wrapper. We pull the lobster out of the shells and then make a sauce out of the lobster oil, adding Scott highlighted that Bib & Tucker utilise the Western Rock Lobster Council's fermented fennel and some Espelette he Western Rock Lobster Council's Back of Boat program to ensure the freshest lobster catch available. peoper from France."

Diners can tuck into a lobster frites - a fun ake on steak frites - on a Thursday night at "The program allows us to speak directly to our fisherman every week," he said. Bib & Tucket. "That can be a half or full lobster served with "He goes out, catches as many craylish as we need and delivers them straight to the door still live and kirking eaweed and hand-cut frites, which are very fine potatoes," Scott said.

Scott said he enjoyed working with lobster due to its adaptability – from serving it raw to cooked on the barbecue or baked in a woodfire oven. "As far as getting tresh produce, it doesn't get better than that," The western rock lobster fishers is one o he world's most well-managed fisheries ne said.

When planning a lobster dish, Scott said he carefully curated recipes celebrating the crustacean. "It has a lot of great programs to help the community and chefs to buy lobster, putting people in touch with fishermen. 'It is a conduit to helping people find and "We will often pull the



for components otherwise discarded.

When drafting

Pingping said she joined the

ooking.

"The first thing I take

Sebastian Sindermann, Seven Sins Perth Hills

"We always make stocks from the shells to utilise the entire lobster," he said. "As a chef, With a focus on local cuisine, adding w you always have to look at things differently use all products and minimise your waste ock lobster to the menu was a no-braine or Seven Sins Perth Hills Head Chef and you can often reuse bits and pieces." Owner Sebastian Sindermann. "Western rack lobster is such a high calibre of seafood and an absolute WA gem," he said. "1 enjoy working with the tenderness of the meat and knowing we have it right here on our doorstep. Pingping Poh, Nobu At Nobu, the spiny lobster is not just a dish-it is a performance.

"When people visit from interstate or overseas, they want to try something local, and lobster is one of the most local things w utilise – they're caught just down the road." Currently favoured on Seven Sins Perth Hill menu is a whole WA crayfish braised in herb emon butter with sun-dried tomato and porcini mushroom linguine 'It's a must-try.

"The most important thing is highlighting the lobser itself," sebastian said. "You don't want it to have an intense flavour with what you are cooking it with. "I poach it gently and balance it with something quite light.

"The important thing is to not overpow lobster, so the dish has very light herbi-it, a touch of lemon juice and butter. "On the side is the linguine with the beautiful mushrooms through it and sun-dried tomatoes to add a bit of sweetness. The linguine has a heaviness to keep you

when planning a dish is the season nice and full." each one brings o Sebastian said Seven Sins Perth Hills different appetite an attraction," she said rad a minimal waste approach to cooking and usually found other uses We keep it simple to

For more lobster dining options, visit the newly added restaurant page backofboat.com/ restaurant



bring out the patural taste of the lobster itself "Lobster meat doesn't need much done to it. Make a tomaliey butter or an emulsion; there are so many elements to play around with and dishes you can make with a single

According to Pingping, zero waste is at the lore of the Nobu philosophy – making sure food is never thrown away in the kitch

Whether you opt for the Nobu-style lobster ceviche or a half lobster with wasabi peppe the crustacean commands the spotlight. "We like to go with the basic techniques while thinking outside the bax," she said. "We use the lobster shells for soup "My favourite lobster dish on the menu is ases, bisques, squces obster sashimi," Nobu Chef de Culsine Ingping Poh said, "Many years ago, I has ny first lobster sashimi and still rememb thickening or oils." how I was taken aback by the soft, swee translucent pieces with a hint of wasab



Print Reach & Frequency.

Timing May – June, 2024



Total insertions The Mest Australian Sünday Times

Roy Morgan Single Source: People 14+ for the 12 months to March 31, 2024. Total Investment @ \$72.5K. The schedule – The West: 3x M-F, 2x Sat, 2x Sunday Times.

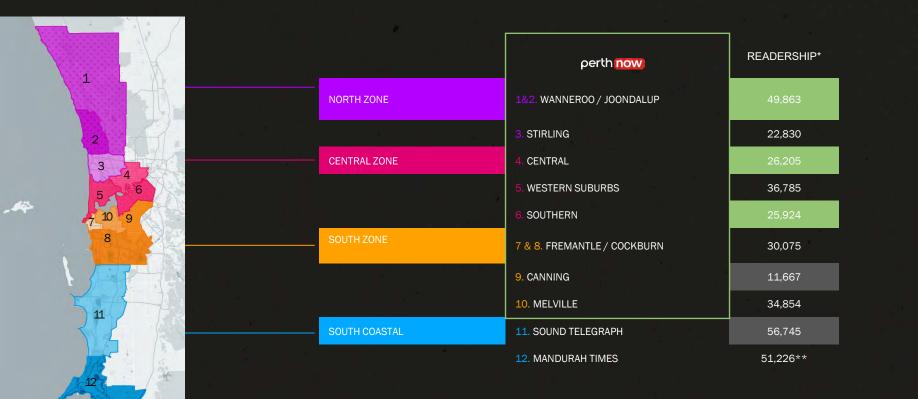


Table Interpretation -

- There are 2,386,000 people aged 14 years or over in Western Australia. The schedule reaches 866,000 or 36.3% of the WA (adult) population – reaching MORE THAN 1 in 3 West Australians!
- Each reader was exposed to 3.1 issues, generating a total of 2,714,000 exposures or opportunities to see the campaign.
- The total cost per thousand (exposures) for this campaign was \$26.71.



Readers Average Issue PerthNow local (print & epaper)





*Average weekly estimated readership February 2023 based on PerthNow Local Readership Survey 2022, conducted by Marketintel (hardcopy and digital edition) – Gross readers ***Readership estimated based on the 2023 West Regional Readership Survey conducted August-September by Marketintel – Average issue readers hardcopy and digital edition.



Readers Average Issue West Regional News (print & epaper)



		READERSHIP*	
NORTH WEST	1. KIMBERLEY ECHO	480	PAID
· ·	2. BROOME ADVERTISER	14,474	FREE
	3. NORTH WEST TELEGRAPH	8,154	FREE
	4. PILBARA NEWS	17,611	FREE
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	6. ALBANY ADVERTISER	6,708	PAID
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* Readership estimated based on the 2023 West Regional Readership Survey conducted August-September by Marketintel – Average issue readers hardcopy and digital edition. **Average weekly estimated readership February 2023 based on PerthNow Local Readership Survey 2022, conducted by Marketintel (hardcopy and digital edition).





Thank You.

The Mest Anstralian Sünday Times

thewest.com.au perthnow

