

Community Communication Guide

Strategies for Positive Action

*for the Women's Industry Network Seafood Community (WINSC)
and the Australian Seafood Industry Council (ASIC)*



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DEVELOPMENT
CORPORATION

Funded by Fisheries Research and Development Corporation

Author Judith Ham

Introduction

A community communication plan is essential for the seafood industry to approach the many challenges it faces in addressing current community attitudes and perceptions about the industry.

Fisheries management decisions increasingly take into consideration social and economic impacts as well as sustainability and environmental issues. Our industry's strength lies in its ability to respond positively and clearly communicate its position within our dynamic society.

This guide is for the use of individuals and groups associated with the Australian seafood industry. It will be particularly useful for women involved in the industry - through the Women's Industry Network Seafood Community (WINSOC), and the local community networks they have created.

It should be used with the associated Resource Folder, which provides practical tips and examples for implementing action at a local and individual level.

**This Community
Communication Guide
provides advice for
exchanging messages with
the people around you!**

Community

• people around us

Communication

• sending and receiving messages

Guide

• advice for action

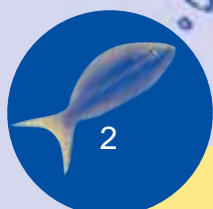
Purpose

The purpose of the Community Communication Guide is to assist participants in the seafood industry in developing community communication plans. It encourages seafood communities to communicate the seafood industry's activities, social and economic contributions, and environmental commitment to community leaders and the broader community.

This guide provides direction and information for members of the seafood community to further their networks and enable them to make a significant contribution improving the image and raising the profile of the seafood industry.

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Planning Steps

This guide provides seven planning steps that form a framework to work through planning, communication and implementation.

The supporting Resource Folder may be used to address specific issues and provide guidance for managing activities.



Step 1. Using networks to get started Where to start

Do you have a great network of people to work with you?

No

Start Here

Yes Go to Step 2

Step 2. Setting Objectives

Do you have a clear idea of what you want to achieve and how you are going to do this?

No

Start at Step 2

Yes go to Step 3

Step 3. Shaping messages for local communities

Do you have an accurate list of messages

No

Start at Step 3

Yes go to Step 4

Step 4. Deciding who to communicate with

Do you know who you need to be sending your messages to?

No

Start at Step 4

Yes go to Step 5

Step 5. Choosing activities

Have you decided on the activities that will best convey your messages?

No

Start at Step 5

Yes go to Step 6

Step 6. Developing action plans

Do you have easy to follow task lists so that everyone involved know what they are responsible for?

No

Start at Step 6

Yes go to Step 7

Step 7. Evaluating your success

Have you assessed the success of your activities and learnt how to do it better next time?

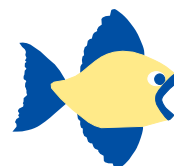
No

Start at Step 7

Yes! Congratulations Start on your next project



When you see this symbol use your network for help



Go to the resource folder section indicated.

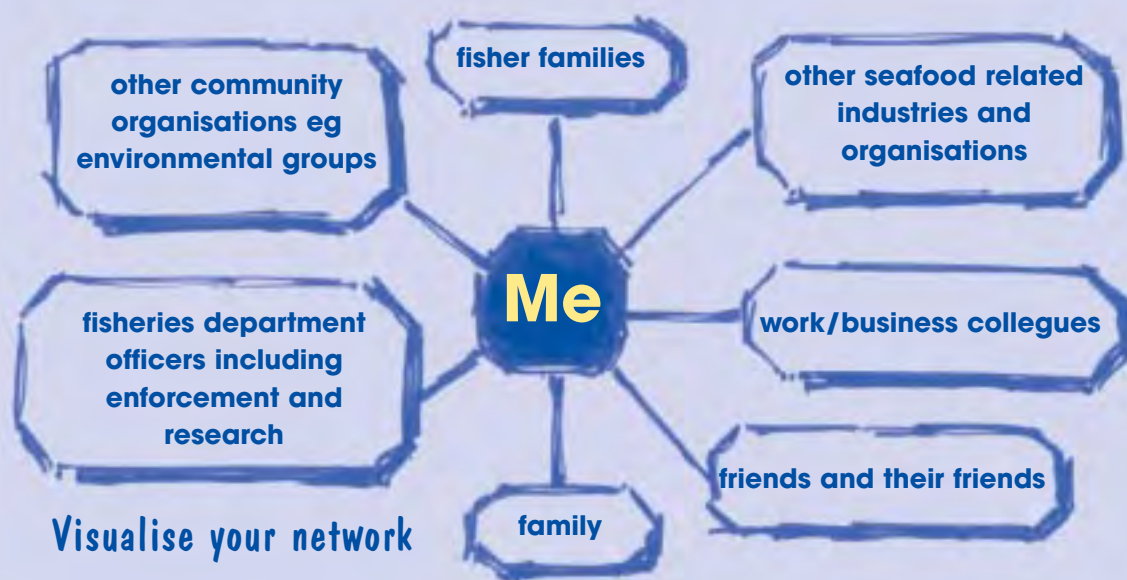
Step 1. Using networks to get started

It's no good just talking about what should happen. It's up to us to make it happen. That's going to take changing peoples' attitudes and perceptions about our industry.

You know what the issues and problems are. Let's get organised and work together towards changing some

of those attitudes with some facts and action. Part of getting organised is not doing it alone. It is working with others in your community who have similar interests and objectives.

Networking is about establishing communication links with other people as a means of exchanging ideas and information. It is as simple as six people having coffee and a chat.



Merging the expectations and perceptions in a group or team is not always smooth sailing. You are all individuals working towards common goals. Be sensitive to, and supportive of, the emotional mood of individuals and the group. Only hold expectations of yourself, not others.



Checklist for setting up networks

Methods:

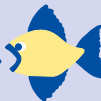
- ☐ Use existing networks - like fishing meetings - to recruit helpers
- ☐ Contact people who might be interested - the aim is to build up a network of willing workers to share and achieve your vision (be as inclusive as possible)
- ☐ Meet to discuss your ideas and develop a shared vision
- ☐ Encourage everyone to spend time after the meeting to consider all the issues and the vision you've jointly created
- ☐ Make a contact list with names, phone numbers and email addresses and distribute it to all those who attended the meeting and to others who may be interested
- ☐ Make notes on the shared vision of the meeting and distribute this information widely
- ☐ Build on the strengths of the individuals in the team

Skills required:

- ☐ Ability to communicate ideas to others
- ☐ Ability to listen to the ideas of others
- ☐ Survival level organisational skills for organising and running a meeting
- ☐ Sense of humour, patience and persistence
- ☐ Secretarial skills to record outcomes and compile contact list- computers are handy but not essential
- ☐ Within the group it would also be helpful to have some skills or experience in the following: media, writing, secretarial, public speaking and a wide range of industry experiences and interests

Information sheet

5



Outcomes:

- ☐ A network of people with enthusiasm and vision

Action sheet

1

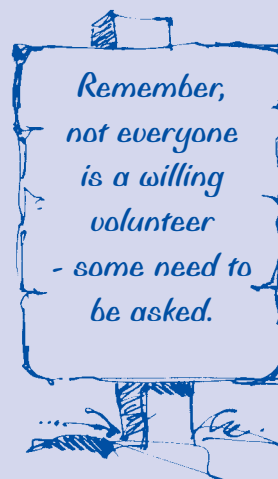


Evaluate:

- ☐ Is there anyone else who should be included?
- ☐ Do we have all the skills and resources we need to move on?

Follow up:

- ☐ Circulate contact lists and meeting outcomes widely
- ☐ Recruit people with specific skills



Step 2. Setting Objectives

When individuals or groups use this guide within their local communities they hope to achieve the following objectives:

1. To educate consumer and community groups about all aspects of the seafood industry
2. To improve community and individual perspectives of, and attitudes toward, the seafood industry

In developing your plans, you may want to refine or adapt these objectives to suit your needs and those of your local community.

Checklist for setting objectives

Methods:

- ☐ Write down your ideas for what needs to change, how this will help the industry, and how you can achieve them
- ☐ Prioritise your ideas
- ☐ Discuss your ideas with others



Skills required:

- ☐ Basic writing skills, you don't need a computer to have a few good ideas!
- ☐ Strategic and creative thinking
- ☐ Ability to communicate ideas



Outcomes:

- ☐ Confidence in knowing you've got some good ideas that can be progressed into action
- ☐ A wish list has been started

Evaluate:

- ☐ Is there more to go on the wish list of good ideas?

Follow up:

- ☐ Find help where needed by going back to Step 1



Step 3. Shaping messages

The regional diversity of the industry means that each area and group needs to define their own messages and the best ways of delivering them with the available resources.

However, your messages may need to be more specific to your region and community to reflect the local issues. One way of designing messages is to consider the following three questions:

1. What do you want to get across to the community?
2. What does the community want/need to know about the local seafood industry?
3. What could the community get wrong about the local seafood industry unless you stress the correct information?

Your answers to questions two and three should shape what you have written to question one.



Checklist for shaping messages

Methods:

- ☐ Meet to clearly identify and list key issues and problems
- ☐ Create your regional vision for the industry
- ☐ Clarify your key messages and list them (Use the three questions listed above to design your messages)

Action sheet

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Skills required:

- ☐ Strategic and creative thinking
- ☐ Ability to listen to the ideas of others
- ☐ Ability to explain your ideas
- ☐ Research skills
- ☐ Secretarial skills to record outcomes

Outcomes:

- ☐ Identified issues, objectives, messages and activity options

Evaluate:

- ☐ Do we have a framework on which to build our strategies to achieve our objectives?

Follow up:

- ☐ Circulate the objectives and activity options to help develop networks and invite others to join the group or just keep them informed



Step 4. Deciding who to communicate with

Who do you want to get your messages to? Is it individuals in the community, community groups, or the community in general? This will vary depending on the issues and messages you've already identified in Step 3.

You must now consider the information needs of your target audience. How do they get information now and how do they like to get information? Give it to them how and when they want it - not how you want to give it!

Some groups/organisations in your local community that you might want to consider are:

- Government agencies – Federal, State, Local councils
- Local community groups – CWA, Lions, Rotary, Senior Citizens
- Local businesses – tourism, Chamber of Commerce, other businesses
- Environmental/conservation groups
- Educational organisations – primary schools, high schools, colleges, TAFE

Checklist for identifying who to communicate with

Methods:

- ☐ Brainstorm in a meeting of your network which community groups and individuals are important for communicating within your local community
- ☐ Prioritise your list, consider who is the most influential in the community? Consider ways you can communicate with one group that will help in communicating with others, such as school groups
- ☐ Think outside the obvious, and consider Rotary or Lion's clubs and local politicians
- ☐ Discuss your ideas with others who are also communicating with the local community
- ☐ Make up a contact list of key target groups, organisations and affiliations
 - include contact name, position, organisation, phone, fax, email and address

Skills required:

- ☐ Strategic and creative thinking
- ☐ Ability to ask for help
- ☐ Secretarial skills for recording outcomes and keeping contact lists

Outcomes:

- ☐ A contact list of key people you want to communicate with
- ☐ More developed community networks

Evaluate:

- ☐ Who else should be targeted?

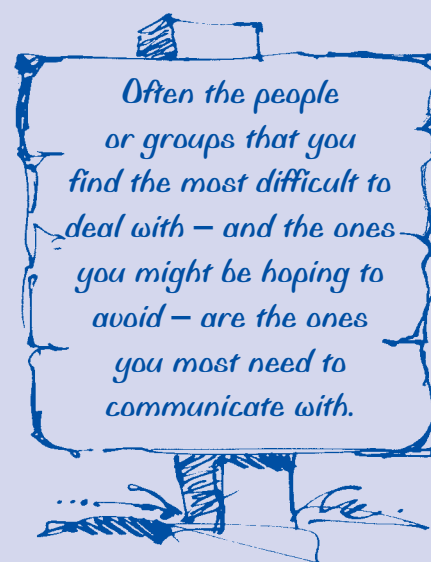
Follow up:

- ☐ Maintain and regularly update lists of key contacts

 **1** Action sheet

 **9** Action sheet

Information sheet **5**  **8** Action sheet



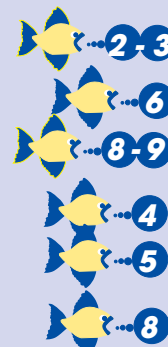
Step 5. Choosing activities

When you have an idea of what you want to say and to whom, you need to consider the best method or methods of delivery.

Activity ideas:

- Organise a community education program through public interest workshops, seminars, open days, presentations, displays and seafood festivals
- Use the media
- Lobby support (perhaps through a letter campaign) from the community and community leaders
- Promote seafood education for our school children
- Produce a local brochure or fact sheet about our local industry, a seafood recipe book, or a website about your local industry
- Get greater representation on committees, boards or councils.

Action sheets



Some of these activities require ongoing commitment where others may be more short term or may address specific issues as they arise. Either way, there's plenty for you to get involved in that will make a difference! Be realistic at what you can deliver with the resources you have available. Consider the strengths and skills of those on your team and if you need more expertise go looking for it. There are a lot of people just waiting to be asked!

Checklist for choosing the best activities

Methods:

- ☐ Decide who you want your messages to go to such as the general community, community leaders, politicians, media, seafood consumers environmental and conservation groups, or children (see Step 4)
- ☐ Decide what activities will be most appropriate
- ☐ Establish the timeframe for the activities, whether they are relatively short-term or ongoing activities

Skills required:

- ☐ Strategic and creative thinking
- ☐ Communication skills in listening and talking
- ☐ Secretarial skills to record the decisions

Outcomes:

- ☐ A well defined framework for planning action

Evaluate:

- ☐ Have we got it all?

Follow up:

- ☐ Be flexible about altering the targets or messages as the project progresses
- ☐ Establishing task lists, working together and delegating



Step 6. Developing an action plan

You have established your objectives, messages, target audience and activities. Now it is time for the real action! Create a task list that provides the direction and checklist for your activities.

Build on the strengths and skills of your team when considering the best way to sell your messages.

Cost out the activity in terms of time, skills and money. Make a budget and consider how you can get some sponsorship for your activities.

The task list should include everything that has to be done, by whom and by when. Keep it simple and to the point under the headings of TASK, ACTION, BY WHOM and BY WHEN. That way everyone knows what's expected of them. It also works as a checklist of achievements and a record of events. This helps in planning future activities as you can assess what worked best.

Consider the audience and identify the best person or people for conveying your messages.

Checklist for producing action plans, task lists and delegating

Methods:

- ☐ Identify volunteers with skills and passion suited to each of the tasks required
- ☐ Create a task list under the headings of TASK, ACTION, BY WHOM, BY WHEN
- ☐ Establish a budget for the activities if required and look for funding/sponsors
- ☐ Check what permits or permissions may be required
- ☐ Select a spokesperson/people

Information
sheet **5**

Action sheet **10**

Thorough planning is essential.

Your activities will only be as good as the weakest link so leave nothing to chance.

Skills required:

- ☐ Survival level organisational skills
- ☐ Treasurer, if money is involved
- ☐ Secretarial skills
- ☐ Enthusiasm and commitment

Outcome:

- ☐ Well planned activities that are successful

Evaluate:

- ☐ Is everything covered?
- ☐ Have we included everyone that should be?

Follow up:

- ☐ Make the media aware of your activities

Action sheet

6

You are the most credible person to tell your story to your local community. People are more likely to listen to someone from within their community. However, there may be someone who can attract more attention that may help to promote your activities.



Step 7. Evaluating success

It's important that you assess and celebrate the successes of your hard work. A good way of doing this is to have a de-briefing meeting with all the people who worked on the project or activity. Discuss the successes and how you could have done it better or with less effort. From this you should get more good ideas for future activities.

Checklist for evaluating success

Methods:

- ☐ Hold a de-briefing meeting with your group and discuss what worked and what could have been done better
- ☐ Did we make a difference? Quantify the results in terms of how many attended or media coverage given. How you measure the success will depend on the type of activity undertaken
- ☐ Put together a brief report on the project for future reference
- ☐ Brainstorm for your next project!
- ☐ Circulate the report throughout your established network and to your local and peak industry association

Skills required:

- ☐ Communication skills in listening and talking
- ☐ Secretarial skills for reporting results

Outcomes:

- ☐ A completed project where everyone involved has had the opportunity to comment on the outcomes - this promotes shared ownership of activities and promotes future action
- ☐ Some ideas for future activities
- ☐ Hopefully a happy team of committed volunteers

Evaluate:

- ☐ Is our final report a meaningful document?



Follow up:

- ☐ Schedule the meeting for the next project!

ACKNOWLEDGEMENTS

The Community Communication Guide and Resource Folder was produced with extensive consultation and collaboration. Information and inspiration has been gathered from a wide range of people in government agencies, institutions, industry organisations, community networks and consultants within the seafood industry and outside, as well as the internet. This process demonstrates the value of effective networking.

The author thanks and acknowledges the project's Communication Reference Group comprising Jayne Gallagher (SSA), Anita Heijkoop (STA), Trudy Huzcko (PIRSA), Kylie Paulsen (FRDC and WINSO), Barbara Radley (Radley Fisheries and WINSO), Lorraine Rosenberg (SAFIC and WINSO) and Christine Soul (Ocean Watch Australia), for their time and enormous contribution.

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Judith Ham

Author and Principal Investigator

Community Communication Resource Folder Contents

Action sheets

1. Developing networks
2. Conducting seminars, workshops, and open days
3. Organising displays and events
4. Promoting seafood education
5. Producing brochures fact sheets and websites
6. Taming the media
7. Creating seafood cookbooks
8. Lobbying and representation
9. Presentations, meetings and proposals
10. Gaining sponsorship and funding

Information sheets

1. Common terms used by the seafood industry
2. Finding handout materials and further reading
3. Making better use of communication technologies
4. Contact details and websites
5. Templates and checklists
6. Avoiding conflict

Seafood facts

1. Seafood for the consumer
2. Fisheries management
3. From Antarctica to the tropics: a snapshot of the Australian fishing industry, FRDC 1999
4. Fishing methods
5. Seafood Services Australia

Blue chooser

Green chooser

6. Careers and training
7. Environmental initiatives
8. Other networks and organisations

The Community Communication Guide and Resource Folder is available on the FRDC website www.frdc.com.au

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Community Communication Resource Folder

This folder provides wide-ranging information promoting the effective use of the Community Communication Guide.

How to use the folder

The folder is a working document and should be used as a reference and a guide for people of the seafood industry to engage in effective communication activities within their communities. The folder should be accessible to as many people as possible. The more people using this information the more impact will be made in raising the profile of the industry and improving public perceptions about the industry.

The folder is divided into three sections:

Action sheets - provide guidelines and instructions to help you put your communication plans into action.

Information sheets - support the action sheets by providing tools to help implement strategies.

Seafood facts - provide information to help users understand the many aspects and opportunities that exist within the industry. It also provides facts and figures about the industry, which are useful when communicating with the media and the community.

The folder is in these sections to make it easy for you to find the particular pages you need. The ring binder enables you to flick to the section you need, take out the pages you want and photocopy if needed. Just remember to put the original back for next time.

Contents of resource folder

Action sheets

1. Developing networks/Setting up a WINSC branch
2. Conducting seminars, workshops, and open days
3. Organising displays and events
4. Promoting seafood education
5. Producing brochures fact sheets and websites
6. Taming the media
7. Creating seafood cookbooks
8. Lobbying and representation
9. Presentations, meetings and proposals
10. Gaining sponsorship and funding

Information sheets

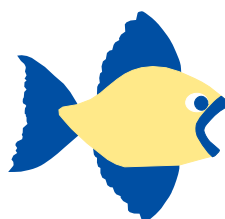
1. Common terms used by the seafood industry
2. Finding handout materials and further reading
3. Making better use of communication technologies
4. Contact details and websites
5. Templates and checklists
6. Avoiding conflict

Seafood facts

1. Seafood for the consumer
2. Fisheries management
3. From Antarctica to the tropics: a snapshot of the Australian fishing industry, FRDC
4. Fishing methods
5. Seafood Services Australia
Blue chooser
Green chooser
6. Careers and training
7. Environmental initiatives
8. Other networks and organisations



**When you see
this symbol, use
your network for
help**



**Go to the
resource folder
section indicated.**

Action sheets	Uses
1. Developing networks Setting up a WINSC network	helps broaden your ideas about networking and provides advice on how to broaden your networks
2. Conducting seminars, workshops, and open days	provides ideas and gives guidelines to follow
3. Organising displays and events	provides ideas and gives guidelines to follow
4. Promoting seafood education	provides ideas and gives guidelines to follow
5. Producing brochures, fact sheets and websites	provides ideas and gives guidelines to follow
6. Taming the media	takes the mystique out of working with the media
7. Creating seafood cookbooks	provides ideas and gives guidelines to follow
8. Lobbying and representation	gives guidelines to follow and provides suggestions about increasing your say within the community
9. Presentations, meetings and proposals	gives guidelines to follow to make it less scary when approaching these activities
10. Gaining sponsorship and funding	gives guidelines to follow and provides funding options
Information sheets	
1. Common terms used by the seafood industry	helps familiarise you with industry-speak
2. Finding handout materials and further reading	gives advice on finding more information to support your activities
3. Making better use of communication technologies	demystifies and encourages you to consider communicating smarter
4. Contact details and websites	basic contact reference
5. Templates and checklists	<i>Contact list</i> - copy and use <i>Contact list of key people</i> - copy and use <i>Task list</i> - copy and use <i>Local industry profile</i> - prompts for doing your own <i>Fact sheet addressing an issue</i> - prompts for doing your own <i>Seafood cookbook task list</i> - prompts for doing your own <i>Staff briefing notes</i> - prompts for doing your own <i>Talk structure</i> - copy and use
6. Avoiding conflict	gives guidelines to follow
Seafood facts	
1. Seafood for the consumer	information about nutrition, selection and handling - may be photocopied or use the information for presentations, displays, and media
2. Fisheries management	a brief overview that may be photocopied or use the information for presentations, displays, and media
3. From Antarctica to the Tropics: A snapshot of the Australian Fishing Industry, FRDC 1999	FRDC publication with information about fisheries production, users of the fisheries, seafood consumption, production and exports - use the information for presentations, displays, and media
4. Fishing methods	a brief overview of the main fishing methods - use the information for presentations, displays, and media
5. Seafood Services Australia	Green and Blue Choosers provide strategies for a smarter industry - use the information for presentations, displays, and media
6. Careers and training	a brief overview of career and training opportunities - use the information for presentations, displays, and media- particularly useful for school career events
7. Environmental initiatives	describes the activities of Fisheries Action Program, Ocean Watch and SeaNet - use the information for presentations, displays, and media to demonstrate the industry's commitment to the environment
8. Other networks and organisation	a brief overview of some of the organisations established that have links to the seafood industry - for your information

Action sheet 1 Developing network

Many of us cringe at the idea of meeting strangers, but networking is far more rewarding than “making new friends”. It also involves communicating better with people you already know.

People only stay in networks if they get something out of them.

Life today consists of series of networks, many interconnected. You probably are part of at least three informal networks now. They may be branches of your family, old school friends, work or business colleagues or people you've met through your children, sport, or social activities.

A network can bring together different groups and individuals under one banner. This can give you a stronger, more credible voice when lobbying government or speaking to the community.



You can communicate with a variety of people through networks. It is an effective way to get information across to the community, get feedback on what issues are of primary concern within the community, and know what issues interest politicians and community leaders.

If you want to set up a Women's Industry Network Seafood Community (WINSOC) branch use the existing networks in both your community and industry to get started. However, before you decide to form a new network, research existing networks. Consider the already established groups and their aims. Find out what potential members of your network would want.

Networking involves exchanging information and developing contacts with people who can help you with recommendations, support and advice. It also involves creating opportunities from everyday situations, and providing support and advice to others.

Networking is a case of getting out of your comfort zone. Most people are quite uncomfortable about meeting new people or walking into a room where they don't know anyone.



If you're the person responsible for running a networking function or gathering, make a point of introducing new people to others. If you are the new person, look for others who are also looking a little lost and introduce yourself. Nametags are helpful.

Present others with the opportunity to be involved in your activities. Be inclusive. Ask for help.



Word of mouth is the best advertisement. Encourage everyone involved in the network to bring along friends and associates, or to help you link in with other groups.

Look upon your network as a chance to share experiences and knowledge. Ask yourself: "what can I give to this group"?

Networking tips:

- link in with existing networks in your industry (e.g. fisher and marketer organisations fisheries agencies and associated industries) and the community (e.g. lions, rotary);
- use credible spokespeople to endorse and promote your ideas or network to others;
- get out and get involved in the community;
- create and seek out opportunities for face to face contact with people who may be helpful;
- listen actively to those around you to make sure you are providing what your network wants;
- set up and maintain your network contact list;
- maintain regular contact via formal and informal meetings;
- organise relaxed and informal get-togethers with guest speakers – this gives people a reason to be there, plus the opportunity to socialise and network;
- link in with other organisations such as Rural Women, environmental groups etc.



“People like to do business with people they know and trust. Alternatively, they will do business with people who are known to people they know and trust.”

***Robyn Henderson,
Networking Specialist***

Developing your network:

- collectively define a clear purpose for the group;
- introduce information and share ideas which will assist members to consider the big picture;
- take time to review the group's progress and plan for the future;
- examine the approach taken by other groups, industries or organisations to bring in a new perspective.

***Out of the Safety Zone
"Ships are safe in the
harbour, but that's not what
ships are built for"***

Maintaining your network:

- create time and opportunity for individuals to get to know each other;
- ensure the specific interests and skills of each member is known, not just their current role and organisation and utilise them;
- encourage individuals to be loyal to each other and the group both within and outside of meetings;
- encourage all members to contribute;
- encourage listening for understanding of each other by all group members;
- identify emotions within the group and seek clarification;
- ensure everyone has the opportunity to speak;
- provide feedback about progress to all members.

When you see



use your network

Setting up a Women's Industry Network Seafood Community (WINSC) branch

Your informal group's enthusiasm, determination and commitment will drive "where to from here".

Establishing a recognised and identifiable group provides a means for achieving many things. It will give your group credibility. The WINSC (the national group) umbrella provides support and lobbying at a national level.

The WINSC is working to assist the skills development of all seafood women in pursuit of their personal or business goals. Its aim is foster a sense of pride, tradition and unity within women working in the seafood industry and to develop and improve the skills, knowledge and attitudes of the seafood industry so that the industry can become more competitive and reach its full potential.

The WINSC's objectives are to:

- recognise and enhance the skills of women;
- develop effective partnerships with government agencies and other industry stakeholders;
- create a supportive environment to ensure women reach their potential;
- actively encourage the involvement of women;
- provide community education on all aspects of the industry.

People you should include when considering setting up a WIN branch:

- fishers;
- fisher's partners, family members;
- women from other sections of the seafood industry such as aquaculture, processing, retailing and wholesaling;
- women from service and maintenance businesses;
- women from fisheries government agencies including management, policy development, compliance, research and training.

Steps for starting a WIN branch

There is no fool-proof formula for getting started. It depends on your individual circumstances and the amount of time and commitment you and your friends have. The following guidelines will help you get started.

1. Read through steps 1-5 (networking, objectives, messages, audience and activities) in the Community Communication Guide to formalise your ideas for action.
2. Contact your WINSC State Director for a copy of the WINSC Information Kit including the constitution and membership forms.
3. Invite interested people to a meeting and get started on working out who's going to be responsible for what. It might take several meetings for the group to expand and gain momentum. Be patient and persistent.
4. Appoint or elect people to the following positions:
 - Chair: organises and chairs meetings etc
 - Secretary: records meetings, writes proposals, letters, assists Chair in arranging meetings
 - Treasurer: financial management
 - Fund raising coordinator: fundraising initiatives
 - Media officer: prepares media releases, liaises with local media etc
 - Education officer: promotes seafood education in schools and the community
 - Events coordinator: plans and coordinates events
 - Spokesperson/s: works with the Chair on representing the group at all levels
 - Industry liaison officer: communicates directly with industry about the activities of the group (These positions can be shared - many hands make light work!)
5. Follow the WINSC direction provided on formalising a WINSC group (the WINSC State Director can provide this information).
6. Hold a number of meetings to plan your future direction.



How to get started

Talk on the phone to a couple of friends about establishing the group, what it might be able to achieve and who might be interested. Each of you needs to talk to a few more friends, colleagues or family members



Meet for a coffee to expand your plans. By now you should have 5-6 people interested



Contact your State WINSC Director and get copies of their Information Kit



Meet to discuss your objectives and make a list of people who might be interested in becoming involved (use the guide as the framework to develop your plans). Encourage everyone in this group to invite interested people to a meeting to establish the future of your group



Meet to establish your WIN branch and elect / appoint office bearers



Meet regularly to discuss issues, make plans and provide support to the members of the group



Hold regular meetings at a time and place that suits the majority of the group

The WINSC Vision

The Women's Industry Network Seafood Community is a network of women in the seafood industry. Network members influence decision-making to ensure a profitable, dynamic, secure, innovative and sustainable industry, that is proactive and responsive to the needs of the industry and community.

Action sheet 2 Conducting seminars, workshops and open days

A **seminar** generally provides information through speakers to the audience with some opportunity for questions, but not a lot of active participation or discussion.

A **workshop** is a group meeting where there is a high level of participation through discussion and / or activities with the audience. There may be one or more guest speakers and a chairperson or facilitator who oversees the action.

An **open day** provides a high level of participation and usually has displays and activities.



Seminars, workshops and open days are a great way to involve the public in what you are doing. These kinds of events can provide a valuable opportunity to educate and inform the community or industry while they are being entertained.

Planning a successful event always begins with clear objectives. What are you trying to achieve?

As well as having clear objectives of what you want to achieve, you also need to know who you want to communicate with. Some questions that may help you pinpoint your target audience are:

- who will attend - background, age, and gender?
- what are they expecting?
- what do they already know about the subject?
- how many people will come?
- will they be familiar with the terms and words you use?
- what questions will they ask?
- what information will they want to take away with them?

The audience you want to attract will determine the day or time of day you should hold your event - weekday, weekend, daytime or evening. Once you have decided on the timing of the event, consider these points:

- choose your location carefully;
- develop objectives, so participants will know exactly what to expect;
- have an agenda or program for structure;
- find appropriate spokespeople and chairperson;
- consider how to handle conflict if it arises;
- make sure any audio-visual equipment is available and working properly;
- do a test run with overheads or your powerpoint presentation (for those with computer savvy);
- provide a way for people to give feedback for evaluation purposes.



Choosing speakers

Choose your speakers well. Make sure they are experts or experienced in the topic, can hold the audiences attention and have something worthwhile to say. Ensure they know exactly what you expect of them and provide them with a briefing on times, venue and the audience, who and how many. Ask around to get some ideas of good speakers.

If you are one of the speakers refer to **Action sheet 9** for help with giving a presentation.

Event checklist

- ☐ convenient location and plenty of parking
- ☐ wheelchair accessibility
- ☐ clear directions to location -and to the venue
- ☐ once in the building
- ☐ brief the speakers
- ☐ availability of childcare if applicable
- ☐ size of room
- ☐ temperature control of room
- ☐ layout of tables
- ☐ sound equipment
- ☐ podium
- ☐ audio-visual aids
- ☐ writing material for speaker (whiteboard & markers or other)
- ☐ catering
- ☐ provide name tags for speakers and people attending, and a sign-in sheet if appropriate

Action sheet 3

Organising displays and events

You are about to launch into planning an event. Before you start jotting ideas down, here are some vital questions to ask yourself or your group:

- What are our objectives - do we want to educate, inform, change attitudes etc.?
- Is this the best way to achieve our objectives - what other options are there?
- Who are our target audiences?
- What resources are available - people, money, print and display materials, venue etc?
- How are we going to evaluate success - through attendance, follow-up interest, or profits?
- How should the media be involved - sponsors or publicity?

Ask people what they are good at and use their talents

Types of events to consider

- shopping centre displays
- in-store demonstrations
- touch and taste show or trade fair displays (industry or careers)
- open day at the port, fisheries research facility or a seafood market
- seafood festivals
- seafood industry awards (refer to your state industry organisation for category details)

If you want to get the media and the community interested in your event, you need to make it different, interesting, and worthwhile.



What's in it for the media? It may be that the event provides an opportunity for them to:

- provide a community service;
- promote paper sales, or attract viewers/listeners;
- sell advertising.

Ingredients for successful event planning:

- define objectives - what do you want to achieve?
- decide who your target audience is;
- get a project plan down on paper;
- clearly define roles/tasks for everyone and keep a check on their progress;
- pay attention to detail;
- create something different and interesting;
- avoid holding your event during big news times such as grand finals and elections or special holidays unless linking in with the holiday's theme;
- promote your event - use community bulletin boards in suburban papers and radio community announcements (both FM and AM run these as free services and will often post them on their websites as well); school newsletters; e-mail networks; media alerts and editorials;
- make contingency plans - have backup speakers and plan for bad weather!
- choose a location within mobile phone range.

Event management is really project management. It is about matching your objectives to the resources you have available.

Weeks before event

8-10 Weeks

8 Weeks

4 Weeks

3 Weeks

1 Week

Steps to planning a major event or display

The success for the event rests heavily on your preparation. Give yourself as much time as possible to round up a great team of helpers. Two months preparation time is the absolute minimum.



- Establish objectives
- Review - target audience information and evaluation from previous years (if available)
- Draw up a preliminary budget for the event considering what sponsorship might be needed
- Find out who wants to be involved



- Hold first meeting to consider:
 - budget
 - display theme
 - site location
 - equipment required (marquee etc)
 - possible themes
 - accommodation required
 - agree on deadlines and actions
 - delegate -very important - don't try and do it all yourself
 - media
 - licensing/insurance requirements



- Space allocated to displays
- Display plan drawn up
- Thematic and corporate signs organised
- Display boards and equipment organised (hire and set-up)
- Accommodation organised (if applicable)

- Organise t-shirts for staff
- Order any give-aways (e.g. balloons, stickers, badges, posters etc.)
- Ask for volunteers to attend display
- Organise equipment for interactive activities
- Finalise budget

- Produce staff briefing notes to include:
 - event, venue and opening times
 - staff roster
 - running sheet describing times and activities
 - information about the event and the display
 - likely questions and answers from the public
 - what to wear
 - contact details of display coordinator
- Produce a running sheet covering times and activities
- Organise travel plans
- Produce name tags
- Hold a staff briefing session



Tips on conducting event planning meetings:

- hold meetings regularly;
- set clear agendas;
- prepare task lists;
- remind people of actions to be completed;
- write minutes and distribute.

Creating displays that work

Displays are an important tool in community education. They are also time consuming and expensive to prepare, so it is important that they get your message across and can be used in a variety of situations.

An effective display will capture attention, hold it long enough to make a point - and make that point. Having a theme that can be understood at a glance will help you achieve this.

Design should be bright, uncluttered, with large colourful graphics, attention grabbing headlines and text that is easy to read.

You can get your message across quickly and clearly by organising display text in levels:

Level 1 - Presents your theme through titles and sub titles

Level 2 - presents your message (the body text with up to three messages to support the theme)

Level 3 - gives selected details in captions or sub text (facts/information that explains your main ideas)

Level 4 - offers the take-home message or ways the reader can act on the information in the display

Treat mistakes as a learning experience.

Display tips:

- use one theme, with three main messages for each part of the display;
- organise text in levels with catchy headings and attention-grabbing design;
- use 18-24 point size text, with adequate spacing between the lines;
- prepare simple text with personal words (you, we, I, ours), and active verbs;
- appeal to the senses with texture, colour, light, and sound;
- use illustrations, photos, maps and graphics as a substitute for words;
- include brochures, activities, and samples to add interest;
- have a knowledgeable group member on hand at the display (unmanned displays are generally a waste of time);
- acknowledge support from sponsors and funding bodies.

Sample staff briefing notes

Event: Seafood Directions 2001 Monday 26 - Thursday 29 November 2001 Brisbane

Sheraton Hotel

Opening Times / Staff Roster

Day	Times	Staff and Contact Number	
Monday 26	12.30pm-4pm(set up)	Lucy Jones	(07 3262 7839 Mob 0411 345 567)
		Harry Beevers	(07 3273 8492)
		John Morgan	(07 3948 9481)
Tuesday 27	10am- 1 pm	Harry Beevers	(07 3273 8492)
	12pm-3pm	Karen Sinclair	(07 3497 0833)
Wednesday 28	10am-1pm	Lucy Jones	(07 3262 7839 Mob 0411 345 567)
	12pm-3pm	Harry Beevers	(07 3273 8492)
	5pm- 8pm	Terri Gardner	(07 3467 8754)
	5.30pm-8.30pm	Fred Kennedy	(Mob.0422 345 456)
Thursday 29	10am-1pm	Harry Beevers	(07 3273 8492)
	12pm-3pm	Terri Gardner	(07 3467 8754)
	5pm- 8pm	Fred Kennedy	(Mob-0422 345 456)
	5.30pm-8.32pm	Karen Sinclair	(07 3497 0833)

contact numbers make it easy for you to find a replacement

overlap shifts to cover busy times

allow plenty of help for set-up and pull down of display

Information about the event: Seafood Directions 2001 is the seafood industry's major conference and trade display held every two years.

Who will attend: fishers, fisheries managers and researchers, trainers, seafood marketers and processors, support services providers, and media.

what to expect

About the display: The purpose of the display is to highlight our services to the seafood industry and promote goodwill with existing members and potential members. The display will include pictures of our activities, particularly our successes, a continuous video presentation, give-away pens and caps to potential members and brochures about the organisation.

describe the display so staff know what to expect

Likely questions and answers: Most questions will be about the organisation and how it can help them. Be familiar with our structure, achievements and services. Make sure you have membership forms available. If you are asked a question you can't answer, refer them to someone at the stand who can or get their name and a contact number so we can get back to them later with the information.

provide staff with relevant brochures and reports so they can handle questions

What to wear: Blue slacks, skirt or jeans, company polo shirt and cap, and comfortable shoes.

dress smart, comfortable and identifiable

Contact details of display coordinator. Lucy Jones (07 3262 7839 Mob 0411 345 567)

provide a couple of ways for contact in an emergency



Action sheet 4

Promoting seafood education

Children are a great way of getting messages through to adults - television advertisers use them all the time. More importantly, ideas and perceptions formed by children often stay with them throughout life. Proof: most of us still hate going to the dentist!

The seafood industry can be studied as a primary industry in Social Studies, Geography and Economics. Studies in Science and Geography can focus on the biological and ecological aspects of the industry while studies in Home Science and Catering can highlight seafood products, their versatility and nutrition. Art, History and English can use all kinds of subject matter from the seafood industry.

***Ideas and perceptions
formed by children often stay
with them throughout life***



In secondary schools, careers advisers can exert as much influence as parents in the careers chosen by students. At this level, your involvement may be in the form of advising and informing these advisers of the benefits of a career in seafood and the training opportunities and incentives available. Put forward suggestions on industry visits, work experience placements, traineeships and high school marine studies at the secondary school level. A collaborative approach between the careers advisers and industry is the best way of ensuring smooth linkages from school to work in the seafood industry.

Each high school in Australia has a copy of the Seafood Industry Implementation and Assessment Guide, which is a great resource for vocational studies in seafood.

Beyond secondary school, there are numerous vocational and tertiary programs directed at a career in the seafood industry.



Seafood Training Australia has available career posters and flyers, which feature the different types of jobs and the qualifications available in the seafood industry. Contact Seafood Training Australia on Telephone No: 1300 733 037. Your local representative there will be able to help you with your query. Alternatively, you can download some of these materials which are available from www.seafoodtraining.com.au.

Activity ideas

Young kids (ages 4-10)

Excursions:

- Visit a fishing boat
- Visit a seafood market

School based:

- Seafood themed arts and crafts - drawing, collage and paper mache
- Show and tell - touch and taste

Big kids (ages 10-17)

Excursions:

- Visit fishing boat/s
- Visit a seafood market or seafood processor
- Visit a fisheries research station

School based:

- Talks on local industry profile and issues
- Demonstrations on handling and preparing seafood
- Careers expo
- Careers display

***The Workboot series - Fishing,
Fishing Industry School Book and
Resource Kit is due to be released
in August 2002. Refer to the
industry body in your state
for details.***

Themes for kids

Where the fish on their plate comes from and how it gets there?

Protect our fish by being kind to the environment and throw little fish back.

Getting in the door

Schools today are very busy places. The school curriculum is full and children are involved in a myriad of social, cultural and physical activities. Teachers are dedicated but also over-worked and not always receptive to varying the main game - the curriculum.

You've got to provide the children with stimulus and a positive learning experience without creating extra work or effort for the teacher.

Contact the career guidance officer at the school and discuss opportunities for students to participate in work experience in various areas of the seafood industry.






Within your network there will be people with school children who can approach the school or an individual teacher to arrange some activities. Also look for someone in your group with teaching experience to guide your local school education program.

Be organised with a written proposal of what you can offer. The proposal should include all the areas you have covered in other communication plans such as the messages you want to deliver and how you are going to deliver them. Remember to be flexible and work in with the teacher.



Kids like plenty of action and movement - just like adults!
The same rules apply if you want of arrange community education through giving talks to women's groups such as the seniors groups, church groups, and Weight Watchers.

Steps for the talk or excursion

1. Arrange a time, date and location. 
2. Plan what you are going to do or say.
3. Make any necessary arrangements for an excursion (such as with the boat owner, seafood marketer or processor). 
4. Prepare background information about the industry. This is when an industry profile is a great help!
5. Arrange your props, such as display seafood, prawns to peel, crabs to break fish to fillet. 
6. Prepare handout materials. Fisheries gencies often have a collection of give-aways that you could use.
7. Contact the media with a media release and follow up phone call about your activities - kids ways provide a great photo opportunity (you may need to get permission from the school first). 
8. The day before the planned event, confirm details with the teacher/school and others involved. Follow up the visit with a thank you call or letter and ask for some feedback on the success of your efforts - this may lead to further activities.
9. Evaluate your efforts and learn by it. 

Giving a presentation to kids is much the same as for adults. Be confident with your topic, keep it simple and visual, and add humour or funny personal stories.

Action sheet 5 Producing brochures, fact sheets and websites

Whether you are producing a brochure, fact sheet or web page, there are some useful rules and steps you can follow to keep your publication on track.

To achieve this:

- write in short sentences with one thought to a sentence;
- use bullet points or numbers instead of sentences if it can communicate your messages without the extra words;
- use active sentences, i.e. people act on things, they are not acted upon by things, for example "the woman caught the fish", not "the fish was caught by the woman";

Keep it simple

There are very few exceptions to this rule when writing - unless you are a lawyer! simple, clear writing gets the message across.

- explain complex or technical words - never assume your audience will know what you mean;
- eliminate gender-specific terms i.e. use - "human beings" instead of "mankind"; use "they" or "them" rather than "he" or "she", unless referring to a particular person;
- write a draft then be ruthless in editing - ask "so what?" - what does it mean to your audience;
- use pictures and tables if it can give the message better than words.

Challenge yourself: practice reducing a message or idea down to no more than 20 words to get used to writing succinctly and clearly.

It is possible to do a good job on simple publications by being well organised and following some basic steps:

1. **Planning:** ask yourself what the brochure or fact sheets will be used for, who your audience will be, and what message/s you want to get across - then draw up an outline.
2. **Writing:** choose the writing style most suited to your audience, draft it, rewrite it (it helps to get feedback from others), then edit and polish it.
3. **Production:** this involves deciding on the format (i.e. what you want the end product to look like), layout and printing of your brochure or fact sheet.

If you don't have layout and design skills, find someone who has. It will save a lot of heartache, be more cost-effective and produce a better result.



Tips for layout:

- supplement text with photographs, graphics, illustrations and other visuals;
- use plenty of white space;
- use at least 10-point type for the body text;
- avoid having text or photographs running across a fold in the paper;
- stick with one type of alignment (not centred, flush etc.);
- use contrast - strong colours, size of headings vs. body text, etc.;
- use linking ideas - with headings and/or in the design;
- don't bury important messages in text- if it's important, give it a heading;
- test - fold a piece of paper or pick up other brochures to see what works best and in what order you read the panels.

Looks count!

The visual appeal of the document is almost as important as the content. Use bold and catchy titles and headings. Many people scan over a brochure and only read the sentences with headings that catch their eye.

Brochures and fact sheets

Publications such as brochures and fact sheets are an effective way of communicating, provided they are written, designed and produced well. People will only read brochures and fact sheets if they are interested in knowing more than an advertisement, flier or display tells them.

They are excellent marketing and community information tools. You can hand them out at presentations, trade shows and similar venues, use them with your displays, or send them out in response to inquiries.

Here's some ideas for some topics you could use for a brochure or fact sheet:

- local industry profile
- issues affecting your industry
- positive industry initiatives involving the environment, resource management and planning
- handling and preparing local seafood

Websites

We may have entered the technological age but we are still catching up with how to put together a decent website. Many websites do not work, simply because they are written in the same style as print media.

Start by asking yourself or your group why you need a website in the first place. Websites need to be updated regularly. There is no point in simply putting your standard print publications or articles up on your website. Look at other industry websites for ideas. If you've got the resources and there seems to be a demand - go for it.



As luck would have it, many school kids aged over twelve have enough internet nouse to be a great help in designing a website.

Ask around your network and you should come up with a few pint-size computer experts! They'll just need guidance on the content!

Content ideas for your website:

- industry profile
- challenges facing the industry
- industry initiatives within the community
- what the industry is doing for the environment



Web readers like chunks of information, dot points and short sentences. More depth of information can be added via links.

Web readers are a completely different and unforgiving audience. They do not read, they scan. Eye-tracking studies show that the reader's eye travels from headline to captions to introductory paragraphs - not pictures or graphics

- what's new - technology, markets, etc.
- careers in the industry
- jobs vacant
- recipes
- local seafood identities
- local issues
- who to contact for further information
- links to other key sites



A good rule of thumb is to cut text by at least 50 percent. Keep it tight, simple and straight to the point or you will lose your audience.

The key is to write for scannability using highlighting for emphasis. However, do not use underlining to emphasise text on the web. Underlining indicates a "link" - that means people will try to click on these words and be frustrated.

Cute, glitzy, or vague headlines and links that do not say exactly what is at the end of them will lose your audience. People want to find information fast and move on.

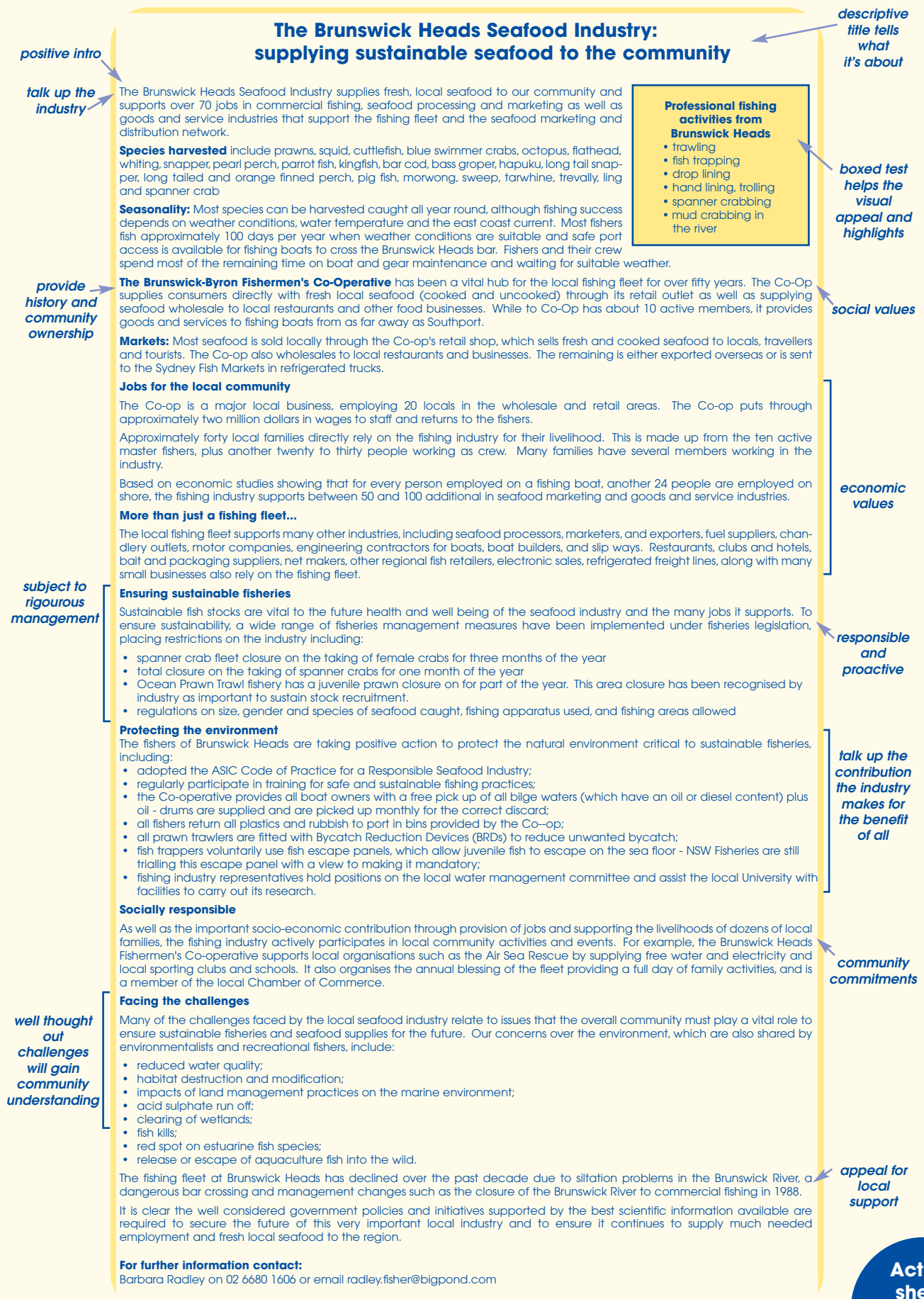
It is now known that web advertising is ignored - and it follows that sections of your website design that remotely resemble advertising will also be ignored.

Web tips:

- be reader focused - what do they want to know?
- write half as much as you would for print;
- use newspaper style - with the most important information first;
- start with a short conclusion or summarising paragraph;
- keep your language simple and direct;
- highlight for emphasis (bold text not underlining);
- provide links to extra information;
- write in chunks of information for easy printing;
- always include contact details, sources and date everything for credibility;
- regularly update and maintain the website.



Local industry profile fact sheet



Action sheet 6 Taming the media

Media includes television, radio, newspapers, magazines and journals, as well as the web. Through the media you can get specific messages out to the wider community as well as raising awareness of the industry in general.

The key is to establish good relationships with journalists in your local media. Journalists are real people and quite approachable. Recognise that they have a job to do - they run to tight deadlines and the expectations of their editors!

Treat local journalists as your "allies" in getting a message across to the community

Journalists are on the lookout for interesting and important stories, but they are not just after hard-hitting news stories. If you have a good story, journalists want to help you get it out.

Get to know your local media

Target any journalists or presenters who take a particular interest in the seafood industry or who specialise in the environment. Food, fishing and business writers or commentators are also useful. Does your local radio run a segment that relates to your industry? If so contact them too.

Know their deadlines:

- Radio - immediately for live programs, half an hour before the news for news;
- Print - if there is a weekly paper it will be 2-3 days before the paper hits the streets, for daily state/national papers their deadlines are around 5pm - call them late morning or earlier if you have a photo opportunity;
- TV - really needs to have shot the story for that night's news before about 2pm, the earlier the better!

Make up a **contact list** of local and other media outlets. Phone or visit them and get to know them. An occasional media function works wonders. Invite the local media along to a gathering of industry people and spoil them with some seafood hospitality.

Have one or two people who can act as spokespersons. Make sure all the spokespeople give consistent messages and are easy to contact.

Media training is available for your spokespeople. Check with your local TAFE for details.

Once your local journalists get to know you, they will begin to call you looking for any interesting stories and updates or to make comments when your industry's position is important.

Journalists are always looking for "talent" - someone who can get their point across clearly, and in the language their audience understands

Preparing a media profile sheet for your group

Before bombarding the media with media releases and so on, tell them who you are and what you are doing in a media profile fact sheet. This will help them identify you and your group as a credible source of information. A media profile fact sheet should include:

- who - your name and contact details of who you are and the group you represent (always include as many contact details as possible, so they can contact you after hours);
- what - define what you do;
- when - describe your history in the industry;
- where - describe where you live and work;
- why - describe the importance of your role or the role of your group;
- how - describe your business including issues, activities and representation.

Conclude with a statement or vision and a summary of what you want to achieve. Use examples to demonstrate how you have or are working to achieve this vision (examples will make it more media-worthy).

Don't comment if you are unsure of the facts or issues. Refer them to someone who knows.

Statement adapted from the WINSC vision:

Women's Industry Network Seafood Community (WINSC) is a network of women in the seafood industry. Network members influence decision-making to ensure a profitable, dynamic, secure, innovative and sustainable industry, which is proactive and responsive to the needs of the industry and community. We aim to provide our community with accurate and useful information about the seafood industry and its contribution to the community. Through community understanding of, and support for, our seafood industry we can continue to contribute and prosper for the benefit of all the community.

Limit your words to a series of short and simple points. Try to get this onto one page, even if it means using a smaller font.

Send out the profile with your first media release or give it to local media representatives in person.

Media Releases: Baiting the hook to catch attention

Editors get hundreds of media releases across their desk each day. Talk to any journalist and they will tell you, "if it doesn't catch my interest in the first paragraph, it has lost me". The key is to really hook them.

Start with a strong, catchy headline. Follow with a sentence of no more than 25 words that summarises the most interesting, newsworthy part of your story.

Look at some stories in the newspaper. You will notice that the first two paragraphs include the vital facts: who, what, when, where, why and how (referred to as the 5W's and the H). You will also see that "a paragraph" equals one sentence, or two at the most.

This is how journalists are taught to write, and this is how they like to read media releases.



Media releases start with the most important and newsworthy facts up front and then follow with the less important detail. Include interesting facts about the industry from your local industry profile.



A good media release grabs attention, then gets to the point quickly and clearly. It includes quotations from a credible spokesperson, and contact details of that person for the media to follow up.

It is also a good idea to include a second person to act as media liaison - for photo opportunities, more information, or if the spokesperson's line is engaged.

Tips for writing media releases:

- If you don't have a letterhead, type the full name and address of your organisation across the top of the paper. head it 'media release';
- Put your main point or news angle into the introduction and if possible the heading;
- Answer the questions who? what? where? when? why? and how?;
- Select one or two main messages only;
- Use short active sentences with 'doing' words;
- Paragraphs should only be one or two short sentences;
- Include quotes from your spokesperson (in the second or third paragraph);
- State the facts clearly (5w's & one h), especially times, dates, and venues for events;
- Put the most important information in the first few paragraphs;
- Provide the name and phone number (use as many numbers as possible) for a contact person (and make sure they are available when the release goes out!);
- Provide details of photo opportunities or vision for TV (colour and movement!);
- limit the release to one page. two pages are acceptable if you can't get the information down to one page;
- If necessary, attach or offer 1-2 pages of background information (e.g. details of your project or event program);
- Fax or mail your release to all local media outlets;
- Follow up the media release with a phone call to the chief of staff, news editor or a specific journalist;
- If your media release is not run, try re-writing it as a letter to the editor.

Good media releases often get printed 'word for word' in local or community newspapers - offer them a good action photo to go with the story.

label clearly →

MEDIA RELEASE

(organisation logo)

letterhead or
logo for
credibility!

Taking it to the streets

Women in Seafood Conference September 25-26

THE HOOK...
heading to
catch
attention

For Immediate release Monday, September 17, 2001

"Get out and talk more" is the message for women at the Women's Industry Network Seafood Community's **Working with our communities** conference being held at the Brisbane Sheraton Hotel next week.

First paragraph
must tell who,
what, when,
where, why -
and how!

include direct
quotes

"This conference is all about getting out and communicating with the public about the seafood industry, and how each woman in this industry can make a difference," says WINSC communication project manager, Judith Ham.

"The theme **Working with our communities** reflects WINSC's commitment to building strong and productive networks," she says.

The second annual AGM and Conference will review and celebrate WINSC's progress in the past twelve months and look to the future.

A highlight of the conference will be Monday's Communication Workshop, which will train women in the use of the new Fisheries Research and Development Corporation (FRDC) funded Community Communication Guide and Resource Folder.

one sentence
per paragraph

"The workshop aims to give women the tools and the confidence to communicate effectively with our local communities," says Judith.

most
important
info

plenty of white
space!

Each delegate can choose four sessions, including:

1. Becoming local media "talent" - media interview skills practice
2. Getting noticed by the media - developing a good media "yarn"
3. Communicating with the "heavies" - dealing with politicians and other leaders
4. Networking for influence - working with your community
5. Getting the messages right - determining objectives and shaping messages
6. Setting priorities - working out who to communicate with and how
7. Planning for control - action plans and crisis management
8. Funding all the action - preparing funding applications

to least
important

Should you be there? According to Judith Ham, if you have a passion and commitment for the future of the seafood industry in Australia, the answer is yes. The Women's Industry Network Seafood Community (WINSC) particularly welcomes women from all areas of the seafood industry who have not previously participated in industry activities, but have ideas and care about the future of the industry.

For further information and registration details

www.seafoodsite.com.au

For workshop or project information contact:

Judith Ham (07) 3927 4132 or email j.ham@bigpond.com

contact person
(at least two
ways to get
hold of them!)

Photo opportunities

A picture paints a thousand words so make sure you have a few good ideas for photos or film. Boats, fish, children, and delicious looking seafood are always popular. Delicious looking seafood is even better if the journalist and photographer/camera operator can eat it afterwards!

Take home packs of prawns or oysters or tasty seafood snacks provide a great incentive for journalists to come out and do a story and photo. Be sure to include this sort of information in your media release.

Feature articles: Getting your story into print

Feature articles are longer than ordinary news stories and take a more in-depth approach. It is easier to get a 600 word feature story (with really good pictures) published than a 1 000 word epistle.

The key with feature writing is to approach it in a similar way to media releases. Read the publications or newspapers you are targeting. What language do they use? Is it formal or relaxed and friendly? Are most of the articles written from a personal point of view or as a third person (i.e. "they")? What kind of people do you think would read this magazine? Be guided by how others write.

As you flick through the magazine, write down any story ideas that come to mind. You can either ring the editor to ask if they are interested in any of your ideas, or you can choose a storyline and begin your article.

Present your article double-spaced. Don't bother with a catchy title. State the subject as the title e.g. Seafood for BBQs. On each page have your name, contact phone, subject and page number (use the "header" on your computer or type this at the top). On the bottom of each page (use "footer") have the copyright symbol and your name, e.g. © Ann Smith.

Send a self addressed envelope, especially for the return of any photos (these must be clearly labelled). If one editor rejects your article, try similar publications. "Rejection" is par for the course for writers!

Tips for features:

- a picture sells the story - supply 3 to 4 good photos;
- start with a plan - write down 3 to 4 key points and backup information;
- use anecdotes and direct quotes from others to tell the story;
- have a strong introduction and link this in to your conclusion;
- one or two sentences equals a paragraph;
- write in short sentences with one thought to a sentence;
- write in the active (doing) voice e.g. 'Ann prepared the seafood' not 'the seafood was prepared by Ann';
- be accurate with your facts and story;
- keep your audience in mind (write to interest them).

Regular features or reports

There are opportunities for you to provide regular articles for publication or broadcast. These include regular information about what's in season and other consumer based information about preparing and eating seafood e.g. handling tips, recipes or seafood prices. This will help to promote an ongoing interest in the industry.

Target a publication or broadcaster and put together a proposal detailing the sort of information you could provide. If you are targeting radio or television, make sure you are up to the task of talking into a microphone - or find someone who is.



Letters to the editor

Writing a letter to the editor is an easy way of getting your message into the local paper. It is also a great way of responding to negative publicity or misinformation about the industry or specific issues. It can also create an interesting debate.

Letters to the editor should:

- be short and to the point;
- clearly describe the facts;
- use simple active sentences;
- avoid being too emotive.

**letters to Ed
should be 100
words or less...**

Put up or Shut up

**a punchy headline
attracts attention!**

**...unless you
have a lot of
evidence to
present, as in
this letter**

Sir,
In response to the letter from Ray Page ("Bairnsdale Advertiser" Monday 6 April 1998), regarding the banning of commercial netting in Victorian bays and inlets including Gippsland Lakes.

**identify the letter,
article or issue you
are referring to**

Mr Page's comments on the need to ban netting as a method of harvesting seafood are only perceptions without any facts or evidence to support the comments he makes.

**make your
position clear
(either state
outright or
indirectly)**

Other states are not phasing out or replacing netting with other methods as an alternative to harvesting fish, as claimed by Mr. Page. Fisheries worldwide have acclaimed research and development by several of Australia's marine institutes into netting practices, particularly by-catch reduction.

Netting is still the most effective and efficient method of harvesting to provide fresh seafood for the vast majority of consumers who choose to buy their fish.

bring in the facts!

Netting methods including those used by bay & inlet fishermen are not harmful to juvenile fish and they do not have a negative impact on the seabed habitat as Mr Page claims. These comments are substantiated in the consultants reports prepared for the Fisheries Co-management Council review into Bays and Inlets Scalefish.

**back your words
with action**

There is also plenty of other documentation and filmed evidence to support our comments on this issue. In fact the fishing industry would be prepared to debate this issue with VRFish and its members anytime.

**identify yourself,
your position,
your organisation
for credibility**

The comments on aquaculture by Mr. Page are just a smoke screen for his comments, lacking any facts to support his argument for the banning of netting. Victoria has a developing aquaculture industry that is expanding each year.

Ross Hodge
Executive Director Victorian Fishing Industry Federation
Suite7, 120 Commercial Road, Melbourne, 3004 1

**provokes thought
and images**

**Letters to the Editor
... can be short and to the point!**

**witty and
descriptive title**

Who's going to take the bait in the rec vs. pro fishers debate?

**first sentence
states the issue**

**emotional
conclusion**

If the argument is about sharing the fish fairly, who is going to catch my fish and prawns if the government shut down the pros?

**facts to justify
first sentence**

I'll get none - BUT the 10 percent of recreational fishers, who take 90 percent of the recreational catch, will get more.

That's not fair for me - and certainly doesn't help all the other people and businesses who rely on the commercial fishers!

Signed
Seafood lover
(name supplied)

**You can request not to have your name published, but you'll get a better
run if you are prepared to stand by your word.**

Talk back radio

Calling your local radio station during talk back is a fast and easy way of getting your message out there. Before you ring in, list the facts you want to cover - one or two at the most for talk back.

An enthusiastic and confident voice will attract the interest of listeners and provide credibility to what you have to say. Imagine you are having a phone conversation with just one person. It will be less daunting, and one-to-one conversation is really what radio is built on. Don't ramble, be succinct.

Two or three of you ringing in can really develop and drive a talk back session. Get together and practice! This is good if you are pursuing a particular issue.



Relationships with the media take time to build. Be gracious and be patient - but never give up.

Television

TV is probably the hardest medium to receive coverage on - but it does reach the most people in urban areas so it is worth the effort. Regional TV News (e.g. WIN) also needs to get 8-10 local stories each day, so it can be easier to get on these news programs.

Boats, children and great looking seafood are always good. Colour and movement is the key. Meetings are boring unless there is great enthusiasm, and this kind of vision will only be used as a quick "grab" of 3 seconds. To attract TV, you will need other vision opportunities as well or a high profile spokesperson to be interviewed.

If you want coverage for an event, send your media release indicating the best time for the cameras to be there and follow it up with a phone call to the news editor or chief of staff. Offering to send some sample seafood back to the studio might help them see the value of the story.

Be genuinely helpful and informative. If you are a relaxed guest and develop a good rapport with the presenter, you may be asked to become part of a regular segment.

On the air

If you have a particular area of expertise or interest, contact your local radio presenter. Let them know you are available and willing to go on air to speak about related issues of interest to their audience.

You may be able to provide expert advice on topics such as fishing or seafood preparation, or comment on environmental sustainability or similar industry issues. ABC Regional Radio is hungry for local interesting and entertaining talent.

A word of caution: provide advice and information that interests the audience, but never push particular products or services for commercial gain. Consider whether there is an opportunity for you to try this approach with your local television station.

TV is all about pictures, so provide great vision opportunities that will help tell the story

Action sheet 7

Creating seafood cookbooks

Producing and selling cookbooks can be a great opportunity for raising money for future activities and creating interest in the local industry. Look at cookbooks put out by other groups and consider what you like and dislike about them. Also check out how much these sold for. It'll give you an idea of what people are prepared to pay for yours.

Make your seafood cookbook a culinary adventure by including:

- tried and tested recipes - in varying degrees of difficulty;
- snippets of interesting information throughout the book such as seafood facts (e.g. local industry history, seasons, fishing operations);
- handy tips on:
 - time saving cooking tips
 - peeling prawns, filleting fish and cleaning crabs
 - selecting, handling and storing seafood.



The recipes can be collected from local fishing families or other identities such as politicians and media personalities. Real recipes from real people are best. This makes the book interesting and fun. It also creates a market for the book as everyone wants to own a book they have their name in! If you have recipes from sixty people you are bound to sell at least sixty copies.

Keep the recipes simple. No more than eight ingredients and six steps in the method. Include a contents page.

Take a relaxed, conversational approach when writing your book. A cookbook can include line drawings, cartoons or photographs, but a word of warning! Food photography is a very specialised area. Average or bad photographs will detract from your book, so if a professional photographer or illustrator is beyond your budget, use interesting formatting and good design instead. Leave the glossy cookbooks to the Women's Weekly.

There is an initial cost involved for the production of the book, but with good planning this will be recuperated from the sales.



Steps for producing a fantastic seafood cookbook



1. Decide on a title, size (number of recipes and pages) and style for the cookbook.
2. Decide how many you think you can sell.
3. Get quotes for the printing of the book.
4. Work out a budget for the project.
5. Look for sponsorship for the initial expenses.
6. Make a task list of what has to be done by whom and by when.
7. Make a marketing plan for the promotion and sale of the books.
8. Collect the recipes and additional information to be included.
9. Carefully edit and proof read the cookbook before it goes to print.
10. Finalise the design and go into print.
11. Hold a function (with food) to launch the cookbook inviting the media, community personalities, recipe contributors and industry members.
12. Use the media to promote the book.



Check there are no copyright problems with any additional information you might include. This happens when you take information directly out of another book and fail to get permission from the author to use it. It will tell you in the front of a book the conditions for reproducing information.

Sponsorship

How much money do you need or want? You can use sponsorship by selling advertising space in the cookbook to offset the cost of production only, or you could add it to the overall revenue from the book. These are decisions you have to make.

Find out what it is going to cost to produce and sell the book. Your budget should not only be how much you are going to spend but also what you are planning to make. This will help you decide on your advertising rates. You can charge more for the back cover space and a lot more for naming rights for the cookbook e.g. The Lakes Entrance Chandlery Seafood Cookbook.

Another option is to make it a joint project with a local service club. This could help enormously with extending sales as well as providing some extra expertise in the design and production of the cookbook.



Steps for getting sponsorship

1. Identify and list businesses or organisations that might be interested in supporting the cookbook project.
2. Write a letter, phone or visit those on your list and explain what the cookbook is about, providing details about the contributors, who you are going to sell it to, how many are going to be printed, how much it will cost them to place an ad in the book, etc.
3. Offer them the opportunity to be a sponsor and tell them what's in it for them.



Give them some time to think about it, then follow up with a phone call or visit.

Promotion and sales

Decide who is going to want to buy the cookbook. First of all there are the contributors and the people associated with the industry - they will want a copy - especially if they know the authors. The local community, schools and tourists and visitors to your region should also be targeted.

Where you are going to sell the book poses some problems. If it's through shops and businesses you will probably have to pay a commission to them. This will eat into profits unless you factor it in to the selling price.

Talk to the local seafood businesses and the local tourist office to see what they are prepared to do in helping with sales. Other options for sales will be at special events or direct sales from people within your network.

Let everyone know there is a fantastic local seafood cookbook available and where they can buy it. Flyers and notices in shop windows can be useful. The media and word of mouth are also very effective. Prepare a media release about the cookbook including what's in the cookbook, who contributed, how much it costs, and where it's available.

A fun book launch produces good publicity. Be prepared to give a few away to get publicity for the book. It could be a give-away for a contest on the local radio or in the newspaper.



Sample Seafood Cookbook Task List

Task	By whom	By when	Outcomes	
Decide on the style for the cookbook	All the group	3 June	Title: Secrets from the deep Collection of recipes from local families, the Mayor, local sporting champion and local MP	← a 'catchy' title helps grab interest
Decide on who you are going to sell it to	All the group	20 June	Industry people, local community and tourists from local fish shops and seafood market, and where caravan park, tourist office at the council chambers, at the school fete and direct from our group	← start with the obvious then go outside your square
Decide on the design, paper and printing and how many you want printed	Editorial committee-Sally, Kate, Malcolm and Dorothy	13 July	A4 spiral bound 50 pages one colour with sketches to be done by Sally Jones 200 copies	← check out other books for style ideas
Get quotes for and the printing marketing of the book	Production committee-Sally, Mavis, Annie and Doug	20 July 1	100 copies \$13 each or 200 copies \$7 each. Everyone approached was happy to sell the books free of cost or commission	← shop around and get a couple of quotes - ask to see examples of their work
Compile, edit, and proof read the book	Editorial committee	30 August	Of the 60 people approached to provide recipes we got one or more recipes from 49 of them. Some recipes needed to be re-written. We also decided the book would look good if we used hand written recipes. We had to write some of the recipes ourselves to fix spelling mistakes and to make it readable.	← get more than 1 person to check for mistakes
Oversee production and distribution	Sally and Doug	28 August	Book produced	
Write a media release	Kate	1 September	Two releases written - one for before the launch and one after about the book	← follow up with the media
Book launch	Kate, Sally	1 September	The Mayor is going to launch the book at the school fete. We have arranged for the media, industry and local politicians to come to a cook-up of some of the recipes. Seafood donated by the fishers	← work with the media!
Budget and financial and management of the project	Cathryn	Throughout	Budget drawn up Cost of production \$1400. Cost of launch incidentals \$200. Sold 5 ads at \$150 each and one at \$400(back cover). We only need to sell 45 books to break even - after that it's profit! GST has been taken into consideration.	← good bookwork... earns good profits
Sales and promotion	Annie and Sally	From mid August to	Mini posters put in shop windows, cookbooks distributed to shops, etc. Many sold at the fete (68)- we had a good 30 September captive audience. Gave two away to Radio station for prizes which generated a further 18 sales. Sales continuing through seafood market- high traffic location with locals and tourists. Expect a rush with Christmas coming on. Might consider reprinting in the New Year.	← be inventive

↑
be flexible and allow more time than you think necessary

Action sheet 8 Lobbying and representation

Lobbying to gain support

Lobbying involves getting popular and political support for your particular cause or issue. Forms of lobbying include asking for:

- support from the community;
- support and endorsement from an influential person;
- sponsorship from an organisation;
- funding from government.

Warning: Lobbyists can become too demanding and pushy. This works against them, and may cause influential people to withdraw any support they had intended to offer.

Lobbying will only work if it is based on the understanding of mutual benefit. Benefits can include positive publicity, lifting profile, being seen to "do the right thing" in terms of voters or the public or gaining advantage in the marketplace.



Lobbying works best with credible group backing, which is why forming strong networks is useful. It gives you a stronger voice.

Take into account the demand on politicians and community leaders' time. They are faced with many requests for funding, sponsorship, assistance and support every day.

As a lobbyist, you need to be aware of what is possible in terms of support, not ask too much, and not over-estimate your group's power to influence decisions in government. Don't ignore the power of electorate lobbying. Votes count - but it is also a mistake to put too much emphasis on voter power.

As the people you most likely want to lobby are very busy and probably receive many such proposals, always provide a one page proposal summary that highlights your objectives and the key messages. These can be written as bullet points. The summary must be interesting enough to hook them into reading the full proposal. It could also be presented as a covering letter.

Tips for successful lobbying:

- be reasonable in your requests;
- identify problems, but include possible solutions;
- use facts to support your arguments or rely on facts;
- be clear on who you should be targeting with your request;
- be prepared - make sure you have an overall plan;
- put together a clear, succinct proposal;
- don't make your representations too late;
- follow up on your proposal without being demanding and pushy;
- recognise the demands on influential people's time - and funds;
- demonstrate why your proposal deserves support.

Find out who the decision-maker is in the organisation or government department and target that person. Avoid going in to lengthy explanations over the phone. The key is to hook their interest. Make an appointment as face to face communication is most effective. It's harder for someone to look you in the eye and say "no".

If you have friends or members of your group or network with connections, ask for their help in arranging an introduction or appointment. Ask the person in your group with a high profile and credibility to attend the appointment.



It is vital to have an overall plan.

Putting together a written proposal helps you to do this. It also gives you a chance to deliver your proposal in person, and the opportunity to follow up in a given period of time.

Face to face

Always approach a meeting or presentation in a professional and polite manner. Go prepared for this meeting and make sure those accompanying you have been fully briefed. Look professional, be enthusiastic and listen to what their needs are. Avoid promising more than you are capable of giving. Be brief, acknowledge the time they have given to see you, and finish with making a time to contact them for a decision.

Finally, follow up with a phone call to check on the progress of your request. If you are successful in your quest, hand-write a thank you note, and then work on fulfilling your part of the deal. Keep them updated, be prompt with reports and involve them where possible.

If support is not forthcoming this time, talk about possibilities for the future - in other words, keep the lines of communication open.

Lobbying and networking go hand in hand. You may get knock-backs, but remember, you are building long-term relationships.

Getting greater representation for women on boards, committees and councils

Why would you want to lock yourself into a life of meetings? Good question!

There are many reasons why ordinary people like you and members of your group could and should play an active role in the decisions that affect your lives.

Throughout Australia governments are actively promoting greater representation from women. They at last have recognised the skills, experience and expertise of women. Now is the time to make a mover.

This means getting appointed to decision making and direction setting bodies. Most importantly, it puts you in a position of influence and expands your network.

There are also a number of positive spin offs for expanding your level of community involvement including:

- expanding the networks in which to present your industry's position;
- accessing decision makers and direction setters;
- improving industry profile.

Not all of you are in a position to undertake representative roles. However, collectively you can provide the support and encouragement to get a few of you in there!

Finding out about boards, committees and councils

Deciding what organisation you are interested in and would be most suited to is the first task. In your immediate circle there are school councils, school Parent & Friends committees, water management, catchment management, and vegetation management committees to name just a few. Then there are the "cares" for the fish and coast. The Marine and Coastal Community Network, and the Australian Marine Conservation Society also do great work and are a good starting point for involvement.

Look in your local library and at the council office for information about community based committees, groups and organisations.

Being elected to your local council is an enormous undertaking but very worthwhile and could be personally satisfying.

Put your name on government registers

The information regarding government registers are on your state/territory government website. Follow the paths through the industry development/women and you should be able to find details about a women's register.



Help in preparing a resume and application

There is a lot of help available from government departments.



Only the crazy or very committed would consider state or federal politics, but with a strong network working together, anything is possible.

Action sheet 9 Presentations, meetings and proposals

Presentations

As part of your workshop, seminar, open day or other event, you may be required to give a presentation. Public speaking is right up there with death on the fear scale. Even the most experienced person can feel fear when it comes to standing before an audience.

The key is to recognise that it is very normal to have a dry mouth, sweaty palms, and a sick stomach. Being well prepared will help you feel more confident. Breathing properly, drinking water with a dash of lemon in it, humming and loosening your jaw, neck and shoulders before you get up to speak will also reduce some of the tension. Picture a boxer limbering up before a fight!

First impressions count, so think about what you are going to wear - dress to impress - but at the same time feel comfortable. Smile and be warm and welcoming. Look and act confident - even if you are quaking in your boots!

Be positive. Remember that your audience has made the time to come and listen to you for a reason. They want to be entertained, informed or educated (or all of these). It is up to you to work out what you can give to your audience and the best way to deliver it.

The best presentations are like an entertaining conversation. Include examples to illustrate your points. Strong examples and words that create visual pictures help information to stick in people's minds.

You may have heard the saying: "tell them what you are going to tell them, tell them, and then tell them what you said". Keep this in mind when planning your presentation. Your audience cannot go back and re-read parts of your presentation, so it is important to deliver it in a logical order with the key points clearly stated.

Tips for preparing your presentation:

- know your audience – who is going to be there, how many, who the key people are;
- target what you are going to say;
- visit the venue so you are familiar with the layout and equipment;
- objectives: be clear about your topic and purpose;
- content: have three or four key points and then gather ideas, facts and figures and material to support them;
- define terms: don't assume your audience know industry terms the same way you do;
- prepare a rough draft of your speech with a good punchy introduction;

- transfer your speech to mental or written notes
- use a series of key points leave your audience with a "call for action";
- prepare your visual aids to fit in with your talk;
- practice, practice, practice - in front of a mirror, friends and on tape.

Presentation format

1. Introduction: inform the audience of your topic and what you are going to cover.
2. Content: make three or four major points, using facts and examples to support these points.
3. Conclusion: reinforce and repeat your main message.



Visual aids

Use visual aids in your presentation. They will help the audience retain more of what you are saying, and will help to keep you on track with your presentation. We remember 20 percent of what we hear, but 50 percent of what we see and hear.

The moment of delivery has arrived. You'll be tempted to read your speech, so have dot points rather than full notes. Speak to your audience not to the visual aids such as overheads and powerpoint presentations.

You'll also be inclined to speak too fast. Slow down, and pause occasionally to mark the end of a section or for dramatic effect and emphasis. And finally, see each presentation as a learning experience. The more you do it, the better you get.

Whether you are being introduced or introducing yourself prepare a few points about yourself including your name, where you are from and your experience in the subject you are talking about. This helps set the scene for your presentation. It can also help to relax you!

On your feet...

- Slow down - talk at about one third the pace an audience can read
- Use a variety of audio-visual techniques to help get your message across
- Be aware of your body language - how you stand, what you do with your hands and your facial expressions come across loud and clear
- Keep it simple - cram in too much information and your key message will be lost.
- Be prepared to respond to your audience
- Be aware of time - don't drag on or rush your ending (Practice!)
- End with a bang not a whimper - your conclusion is the message your audience will remember

Holding an informal meeting

Informal meetings can be a small group having a chat over a cup of coffee, or a larger gathering sitting around a table, working to an agenda. Either way what's important is that you produce some identifiable outcomes- future plans or solutions to existing problems or concerns.

Everyone has been to a meeting, and many have endured a bad meeting! They are a big turn off. If you are organising a meeting - you may as well organise a good one!

Possible venues for meetings:

- the park
- coffee shop
- meeting hall (if you expect over 15 people)
- someone's home (take it in turns to host the meetings)

Steps for holding an informal meeting:

1. Select a venue and make catering arrangements if required.
2. Prepare an agenda covering the objectives of the meeting.
3. Invite people.
4. Prepare the venue on the day.
5. Record and circulate the outcomes.

Hold the meeting at a venue that everyone feels comfortable - especially people coming for the first time. Consider access, parking and provision for children.

If you want a lot of interaction set it up in a circle or around a table - not theatre style where you have to turn around to hear someone speak.

Tips for holding a successful informal meeting:

A good meeting	What you need to do to make it happen
Everyone knows what's the meeting for and what to expect.	Produce and circulate an agenda which lists the items for discussion and any decisions which need to be made.
Everyone has their say.	Regularly ask for comments. Call specifically on people who have not said much.
The business gets finished on time.	Agree to an agenda and a time the meeting is going to and watch the time.
Everyone is clear about what happened and what decisions were made.	Work to the agenda and record the decisions made. Read out the decisions made at the end of the meeting.
There is care and sensitivity to people's different cultural backgrounds.	Be aware of such issues and acknowledge where appropriate.
Everyone understands the meeting procedures being used, the jargon and abbreviations.	As you go through the agenda ask the group if they all understand the various terms.
Business is not too rushed and not too slow.	Pace yourself against the agenda and if more time is needed, discuss it with the group.
The group is welcoming and encouraging to new and quiet people.	Make time before the meeting gets going for everyone to meet each other - particularly people new to the group. During the meeting, ask these people for their comments or opinion.
The chair is neutral.	Get the group participating as much as possible rather than dominating the floor with your ideas. Consider asking someone else to Chair or rotate it.
The atmosphere is calm, hardworking and enjoyable and at the end there is a sense of achievement.	Good humour and avoiding conflict or personality clashes help. At the end of the meeting sum up the outcomes of the meeting from the notes you have made next to the agenda.

A bad meeting is one where...

- A few people dominate discussion and decision making.
- Business is never finished. Agenda items are carried on from one meeting to the next. The meeting finishes very late and everyone feels frustrated.
- There is confusion or conflict, anger or fights.
- New people feel unwelcome and alienated.
- Formal procedure is used but only a few people understand it.
- There is lots of jargon and abbreviation being used that only a few people understand.
- A dominant chairperson who gives their opinion strongly all the time and pushes their own ideas races through decision making.
- Everything is disorganised and the agenda is ignored.
- The chairperson is inconsistent and misleading. (extract from AFFA: Young Rural Leaders' Course, Learning Guide)

Writing a proposal to gain support

It is important to have your issues clearly outlined, but don't provide too much detail too soon. With the amount of paperwork most people in these positions have to shuffle through each day, something short and to the point is best.

A proposal is more likely to be read if it includes clear headings and good lead paragraphs under each heading which give the main thrust of your proposal. Bullet points also help to highlight your main messages.

Provide a covering letter or summary that outlines your main points and clearly asks for something, whether it be money or support.

The first step is to do your research! What are the issues most important to the person or organisation you are writing to? What benefits can you offer?



Will their involvement:

- * give them positive media coverage;
- * offer publicity opportunities (including public appearances and logos on signage);
- * give them credibility through association with your cause;
- * fit in with broader areas they are concerned with, e.g. the environment, employment, promotion of their state/territory;
- * increase or create public goodwill for their organisation?

These are a few of the more obvious benefits. You may come up with more. The key is to identify the potential people you wish to target - politicians, community leaders or particular businesses. Then brainstorm the benefits!

Tips for writing a proposal:

- be brief and professional;
- provide clear objectives and sufficient information;
- present it as an opportunity, listing the benefits you've identified;
- detail who will manage the project;
- outline the budget for the project (if applicable);
- show the steps you will take to ensure accountability (e.g. costs, evaluation, report);
- present your document professionally (use group or industry logos for credibility and pay attention to formatting, grammar, spelling etc.);
- give contact details;
- provide a one page cover letter that gives a summary of the proposal and asks for something.

***For formal meeting procedures
contact WINSC or your
state seafood industry
association***

Action sheet 10

Gaining sponsorship and funding

How much money do you want and what do you want it for?

Cost out your planned activities and make a budget from all the hard work you've already done in establishing objectives and activity planning (See steps 2-5 in the guide). Establish a fundraising target. There are many creative ways of getting funding for local activities. The chook raffle is far from dead!

Get the prizes donated from local businesses and sell the tickets through outlets with a high turnover such as seafood retailers, service stations and pubs. Make sure you have worthy prizes - ones you'd want to win! Check for any permits that might be required.

Sponsorship

Sponsorship is about getting a person, business or organisation to provide money in exchange for something. Therefore you have to have something to

offer them, such as exposure to a new or existing market, sales and promotion, or just the opportunity to provide a community service.

Remind them that it would be a tax deduction. Another option is to have a joint project with a local service club. They are often looking for worthwhile community activities to be involved in.

That could help enormously with providing extra expertise and helpers in the project. It's particularly useful for seafood festivals and big events.

Steps for getting sponsorship:

1. Identify and list businesses or organisations that might be interested in supporting the activity. The most likely sponsors will be ones where you already have contacts.
2. Write a letter, phone or visit those on your list and explain what the project is about, providing details about the contributors - who, how, when and why?
3. Offer them the opportunity to be a sponsor and highlight what's in it for them.
4. Give them some time to think about it then follow up with a phone call.

The quick raffle: Prize \$100 Sell 100 tickets at \$5 each and draw a winner! Bingo - \$400 profit for the cost of a book of raffle tickets.

Fundraising ideas	Resources required	Comments
Raffles	<ul style="list-style-type: none"> prizes and tickets (seafood trays or store vouchers are appealing) ticket sellers publicity 	Get the prizes donated from local businesses and sell the tickets through outlets with a high turnover such as seafood retailers, service stations and pubs. make sure you have worthy prizes - ones you'd want to win! Check for any permits that might be required.
Prawn or sausage sizzles, barbeques, cocktail parties (drinks with finger food)	<ul style="list-style-type: none"> food and drinks cooks venue and barbeques publicity attendees! 	These are good fundraisers and also great community building and networking events. Try to get goods donated or at very good prices. This will help maximise profits. A raffle at an event will help to boost profits.
Cricket matches and golf days	<ul style="list-style-type: none"> someone who knows about the sport to organise the competition prizes venue same as for the prawn or sausage sizzle if you finish the day with a gathering 	These event encourage community building and networking and can involve all the family.
Seafood cookbooks	<ul style="list-style-type: none"> recipes design and production coordinator sales and promotion coordinator 	Besides being a fund-raiser they also promote community spirit.

Funding major projects

There are many government funding initiatives supporting worthwhile projects. It's a matter of finding them and then producing an application that's outstanding and meets the funding guidelines.



Projects focusing on training, community capacity building, business development, and environmental protection and enhancement are all supported well by governments. There are good funding opportunities for projects initiated and progressed by women.

If you are after big bucks a more formal funding proposal will help

Once you've established your project objectives and have an idea of how, what, when and where, you need to find an appropriate funding body to apply to. Use the steps in the Community Communication Guide to fine-tune your ideas. The Internet is a great place to look for funding programs.

The main national funding programs currently available (2001/2) are FarmBis administered by Agriculture, Forestry and Fisheries Australia (AFFA), National Heritage Trust (NHT) administered by Environment Australia and the Fisheries Research and Development Corporation (FRDC).

Seafood Services Australia is also funding industry development projects.

The websites are as follows:

- www.affa.gov.au
- www.ea.gov.au
- www.frdc.com.au
- www.ssaust.com



The Australian has a publication titled *the Australian Grants Register* compiled by Dr Julie Summers that lists and describes over 2300 grants. It's available from Australian Scholarly Publishing and costs around \$70. It also provides information about preparing grant applications.

There is a website for Grantsearch with a subscription fee. www.grantsearch.com.au

Check the government website in your state for more funding options. Look in your state's web page on women in rural industries as there are several funding opportunities there.

Go into the website and follow the signs to grants or funding applications. Preparing funding applications takes time and patience. Make sure you are well equipped with both.

Thoroughly read the application guidelines and make sure your intended project fits into the described criteria. You may need to re-work your project to fit into the funding criteria.

Contact the funding body and talk through your intended project and ask for guidance on how best to approach the application. Ask other people who have successfully applied for funding for help with your application. Someone at your state industry body should be able to help.

Things you always need to demonstrate in the application:

- industry and community support for the project;
- industry and community need for the project;
- ability to undertake the project;
- appropriate methodology;
- supportive references;
- clearly defined outcomes;
- ability to evaluate the project.

Good luck!



Information sheet 1 Common terms used by the seafood industry

Principal source: FRDC Annual Report Glossary

Agriculture, Fisheries and Forestry – Australia (AFFA) - the Commonwealth department having portfolio responsibility for agriculture, fisheries and forestry.

aquaculture - farming of fish or aquatic plants.

Australian Bureau of Agriculture & Resource Economics (ABARE) – Australia’s largest applied economic research agency specialising in commodities.

Australian Fisheries Management Authority (AFMA) - the Commonwealth statutory authority responsible for the management of fisheries under Commonwealth jurisdiction.

The Australian Seafood Industry Council (ASIC) - the peak body for the Australian Seafood Industry. ASIC’s charter is, on behalf of the seafood industry, to promote long term viability, industry development and commercial success of industry members in a climate of resource sustainability.

biodiversity - biological diversity: variability among living organisms – including genetic diversity, diversity within and between species, and a diversity within ecosystems.

Bureau of Rural Sciences (BRS) - Information on fisheries resources and management.

bycatch - Species and sizes taken incidentally in a fishery where other species and sizes are the target. Bycatch species may be of lesser economic value than the target species, and are often discarded over the side of the boat - though some with commercial value are retained for sale. In addition to fish, bycatch species include marine mammals, seabirds, weed and coral. Non-targeted species that can be harvested legally and for which there is a market; commodities (for example, fish oil, fish leather) resulting from processing that is intended chiefly to produce other products.

bycatch reduction device (BRD) – a modification to fishing gear to reduce the catch or kill of bycatch species during fishing operations.

co-management - a more inclusive approach to fisheries management that takes into account not only the views of government agencies responsible for fisheries but also those responsible for the environment, industry development, science, and regional and urban planning; and industry, community and special-interest groups.

corporate governance - the management process concerned with structures and processes for decision-making, and with controls and behaviour within organisations that support effective accountability for performance outcomes.

crustacea or crustaceans - arthropod animals, characterised by a hard, close-fitting shell that is shed periodically. Includes prawns, crabs, lobsters, shrimps, bugs and freshwater crayfish.

ecologically sustainable development (ESD) - Using, conserving and enhancing the community’s resources so that ecological processes, on which life depends, are maintained and the total quality of life – now and in the future – can be increased.

ecosystem - a community of organisms interacting with each other, and the environment in which they live.

exclusive economic zone (EEZ) - the zone extending outwards from the baseline of continental Australia and its island territories to 200 nautical miles into the surrounding waters. Australia’s EEZ was declared in 1994 under the provisions of the United Nations Convention on the Law of the Sea 1982, the main international instrument that regulates marine fisheries. The declaration conferred the right to explore and exploit, and the responsibility to conserve and manage, the living and non-living resources of the zone.

fish - living aquatic vertebrate and invertebrate organisms, including marine mammals and reptiles, and such organisms after they have been harvested.

fishery - a class of activities by way of fishing, including activities identified by reference to all or any of:

- a species or type of fish
- a description of fish by reference to sex or any other characteristic
- an area of water or seabed
- a method of fishing
- a class of boats
- a class of persons; and/or
- a purpose of activities, as determined by the relevant management authority.

fishing industry - includes any industry or activity conducted in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing or selling fish or fish products. The industry comprises three sectors:

- The commercial sector. All enterprises and individuals associated with wild-catch or aquaculture resources and the various transformations of those resources into products for sale. Also referred to as the "seafood industry", although non-food items such as pearls are included among its products.
- The recreational sector. All enterprises and individuals associated – for the purpose of recreation, sport or sustenance – with fisheries resources from which products are derived that are not for sale.
- The traditional sector. All enterprises and individuals associated with fisheries resources from which Aboriginal and Torres Strait Islander people derive products in accordance with their traditions.

Fisheries Research and Development Corporation (FRDC) - national organisation responsible for planning, funding and managing research and development programs and facilitating their dissemination, adoption and commercialisation.

GVP - gross value of production: the average gross value of fisheries production for the three preceding years.

landed value - the value of a product at the wharf or aquaculture tank, before value-adding. When referring only to aquaculture, the equivalent term of "farmgate value" is usually used.

Oceans Policy, Australian - a Commonwealth Government policy, initiated in 1998, that aims to develop an integrated, ecosystem-based approach to planning and management for all ocean uses. Implementation is mainly through regional marine plans for areas based on large ecosystems, which are binding on all Commonwealth Government agencies.

seafood community - the seafood industry plus government departments and agencies who work in support of the industry.

seafood industry - includes any industry or activity conducted in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing or selling fish or fish products. The commercial sector comprises enterprises and individuals associated with wild-catch or aquaculture resources and various transformations of those resources into products for sale.

Seafood Services Australia (SSA) - Seafood Services Australia provides an Australia-wide service to people who catch, farm, process, transport, wholesale, retail, export, import or cook seafood. The service encompasses:

- information and advice on technical issues
- guidance on food safety, and on quality and environmental management and standards
- assistance with adding value to businesses through developing new products and processes.

Seafood Training Australia (STA) - the education and training arm of the ASIC. STA's primary task is to increase the skillbase of workers in the seafood industry. This is being achieved by introducing competency based training through the Seafood Industry Training Package which covers all sectors of the Australian seafood industry.

STA's major roles are to:

- provide advice to government and other agencies on the training priorities for all sectors of the Australian seafood industry and
- assist with the development and marketing of the industry's Training Package and learning materials to support the uptake of vocational training programs.

sustainable - a characteristic of a process or a state that can be maintained indefinitely.

value-adding - any activity that results in products and services becoming more valuable or competitive, thus increasing financial returns or other desired outcomes.

Women's Industry Network Seafood Community (WINSC) - a community-based network of women working in all sectors of the seafood industry. Its objectives are to:

- recognise and enhance the skills of women
- develop effective partnerships with government agencies and other industry stakeholders
- create a supportive environment to ensure women reach their potential
- actively encourage the involvement of women
- provide community education on all aspects of the seafood industry.

Information sheet 2 Finding handout materials and further reading

Local fisheries compliance officers may have handy material

Finding handout materials

Whenever you are holding an event or giving a presentation it's a good idea to give your audience some information about the industry to take home to reinforce your key messages.

Local industry profiles presented as a fact sheet or brochure are great promotional tools to use as handouts.



There is plenty of help out there. It's just a matter of finding it. State and territory fisheries departments and government agencies and organisations associated with the seafood industry are the best starting points for handout materials for events. Most information is focused on their organisations. However some of it is useful to you in getting various messages across about the industry.



There may be a nominal cost for some publications. Before approaching an organisation decide what handout or promotional information you are after. Prepare an outline of who your target audience is and then decide what information they want or that would appeal to them. Estimate the number of people who may be there to ensure you have enough to go around. You'll get the best results if you can demonstrate that it's good promotion for those providing the handouts.

Websites are a great time saver for getting a lot of information, but ensure that the information and sources are credible before distributing it. If you don't have access to the internet you may be able to use resources at your local library or an internet café.



Further reading

The following publications provide additional useful reading. However, for quick access to further information, it is recommended that you look in the websites for the government departments and agencies and industry organisations.

A Guide to Bycatch Reduction in Australian Prawn Trawl Fisheries. Eayrs, S., Buxton, C. and McDonald, B. Australian Maritime College, Australia 1997

A key reference guide to temperate marine species

An comprehensive and authoritative overview of commercial fishing, fisheries and techniques in Australia

Australian Fisheries Resources. Edited by P.J. Kailola et al, BRS and FRDC, Canberra 1993

Australian Fisheries Statistics, ABARE and FRDC. Updated each years

Australian Marine Life: the plants and animals of temperate waters. Graham J. Edgar, Reed Books, 1997

Australian Seafood Handbook: an identification guide to domestic species. Edited by G.K. Yearsley, P.R. Last and R.D. Ward, CSIRO Marine Research Australia 1999.

Available free to commercial fishers.

Bycatch solutions: A handbook for fishers in non-trawl fisheries. Duncan Leadbitter, FRDC Report No.1998/201. Ocean Watch Australia Ltd., Australia. Fish Futures. FRDC

Investing for tomorrow's fish: the FRDC's research and development plan, 2000-2005. FRDC, Canberra, 2000.

Protected Species Handling Manual. Leadbitter, D. Ocean Watch Australia Ltd, Australia 1998

R & D News. FRDC regular newsletter

The key reference guide to Australian seafood species, including a standardisation of common and scientific names.

The reference for FRDC's policies, programs, and operations 2000-2005.

Check out ABARE/AFMA/BRF/FRDC/SSA websites for publications that are available. Often they have summaries of the publications.

Information sheet 3 Making better use of communication technologies

Technology is moving so fast that it is hard to keep up with the changes – which can be overwhelming. Control it before it controls you! Fax machines, telephones, the internet and e-mails have opened up new ways of communicating.

The decentralised nature of the seafood industry has traditionally made communication challenging – these new technologies can help enormously in keeping in touch with people and finding information that will help you go about your daily business.

Consider making better use of them.

Fax machines

These little machines have sped up the sending and receiving of information. It's great for sending news clippings and other information on paper (hard copy). All you need is a phone line and fax machine. It's very easy to operate. A Faxstream Duet is one line that gives you separate phone and fax numbers.

Telephones

Telstra and other telecommunication service providers now have a wide range of services that allow you to do all sorts of things.

These include 3-way chat- have a conversation with two people at once, and ConferLink- have a conversation with lots of people from just one telephone.



These are useful for conducting meetings when time and distance make face to face meetings difficult. Talking with two others is easy enough- you can recognise a couple of voices. It is much harder when there are 15 or 20 people on line. That requires good management and manners to ensure everyone has the opportunity to talk. Like any meeting, tele-links need someone to act as Chair, to keep control and work to an agenda. Everyone also needs to have the agenda, either faxed or e-mailed before the hook-up.

It is a good idea for the participants to identify themselves before they speak. If you are chairing the meeting, explain this as part of the procedure. Keep track of who has spoken and invite those who haven't to give comment.

Check out the costs and beware - a mobile on the line will significantly increase the cost. Otherwise it's generally economical and easy enough to set up. Phone Telstra or your telecommunication provider for details.

There's also a long list of other services such as call waiting, message banks, call control, remote access, etc. It's worth looking at ones that can help you stay in the communication loop.

The internet

Take a deep breath and relax, the internet is not as scary as you think.



Some people get hooked on it and spend days floating through cyberspace searching for information they don't need. But if you've got purpose and work methodically you can retrieve information and communicate most effectively and quickly using the internet.

If you've got access to the internet at home you are half way there- just ask a kid how to get onto the 'net'. It only takes a few clicks of the mouse. Most council libraries also have computers with internet access and usually a friendly librarian to help you through the basics.

Before you start, list what it is you are looking for. For example you want information about aquaculture. Have a list of things you want to find out about, such as regulations and permits, assistance and funding, organisations and markets.

Go to the web address of FRDC or your state fishery department. From here just follow the instructions/prompts. There's always the back icon in the top left if you get lost.

Most state/territory fisheries departments have easy to use sites that tell you about anything from catch data to cooking mullet. When you find a website you like that has lots of 'links' you like, add it to your 'favourites' file.

If there is an organisation you want to contact but are unsure of the address try [www.name of the organisation.com.au](http://www.name.of.the.organisation.com.au). or gov.au or org.au - then hit 'go', it should come up with some options to try. Most sites are listed in lower case and use acronyms.

There's also search engines where you type in key words - like 'fisheries' and it'll find hundreds of sites to choose from.

It is a whole new language to get used to but the words are pretty simple and usually appropriately describe what they do. Compared to the seafood industry jargon, it's a breeze!



There are plenty of opportunities for computer training. Contact WINSC in your state/territory for details. Also look for training through the rural women's groups and government in your state/territory. You can find this information on the websites.

E-mails

With just a little instruction and considerable practice, e-mail (electronic mail) opens up a new way of communicating. To get started you need computer access and an e-mail service provider. When you first hook up you will be supplied with an instruction guide that is invaluable and user-friendly. Patience and persistence are required.

Once you are connected you'll soon discover what a useful tool it is. It's fast, cheap and can be relatively informal. While there are some rules of etiquette about using e-mail (eg. using all capital letters for a word or words is considered to be 'shouting'), generally you can write as you would speak.

Most of the time grammar, punctuation and spelling are not as important, but most programs have a spell and grammar check you can use. E-mail saves time because you can communicate when it suits you rather than when you and the other person/people are both/all available.

A big advantage of e-mail is that you have a record of what is said and when it was said. You can attach documents and send the e-mail to more than one person - another time saver when communicating with a number of people about the same subject. There's no 'yellow pages' for e-mail addresses so it can be initially difficult to find people's e-mail addresses. However once you are online it doesn't take long to build up your e-mail address book.

Warning: Computer viruses are the scourge of computers. There are some computer vandals out there who devise these destructive programs that get into your computer via e-mail, internet or shared discs and destroy files and hard drives. Make sure you have a good quality virus checker and update regularly. Most importantly, do regular backups of your files. If you receive an e-mail from an unknown source and it looks suspicious do not open it. Delete it immediately. Also delete it from your recycle bin.

Good luck!

Free e-mail addresses are available from a number of providers like 'hotmail'

Information sheet 4

Contact details and websites

The Australian Seafood Industry Directory 2001-2002 is available from Seafood Services Australia, phone 1300-130-321. The directory provides comprehensive listing of agencies and companies that services the seafood industry.

The following details provide telephone contacts and web addresses where available. Most websites provide links to other websites. It's worth having a look at some of the links.

National

Australian Aquaculture Forum	(03) 6211-6666	
Australian Bureau of Agricultural and Resource Economics (ABARE)	(02) 6272-2000	www.abare.gov.au
Australian Fisheries Management Authority (AFMA)	(02) 6272-5029	www.afma.gov.au
Australian Institute of Marine Science (AIMS)	(07) 4753-4480	www.aims.gov.au
Australian Marine Conservation Society	1800-066-299	www.amcs.org.au
Australian Seafood Industry Council (ASIC)	(02) 6281-0383	www.asic.org.au
Bureau of Rural Sciences (BRS)	(02) 6272-5177	www.brs.gov.au
Coastcare (Environment Australia community Information Unit)	1800-803-772	www.environment.gov.au/marine/coastcare
CSIRO Division of Marine Research	(03) 6232-5222	www.marine.csiro.au
Department of Agriculture, Fisheries and Forestry Australia (AFFA)	(02) 6272-3933	http://www.affa.gov.au/
Fisheries Research and Development Corporation (FRDC)	(02) 6285-0400	www.frdc.com.au
Marine & Coastal Community Network	1800-815-332	www.mccn.org.au
National SeaNet Program	(02) 9552-3181	www.oceanwatch.org.au
Ocean Watch Australia Ltd	(02) 9660-2262	www.oceanwatch.org.au
Recfish Australia	(02) 6257-1997	http://216.121.25.179/
Seafood Services Australia	1300-130-321	http://www.ssaust.com/
Seafood Training Australia	(02) 6281-0383	www.seafoodtraining.com.au

New South Wales

Master Fish Merchants Association	(02) 9552-1611	www.mfma.com.au
National Parks Association of NSW	(02) 9299-0000	www.NPANSW.cjb.net
NSW Fisheries	(02) 9527-8411	www.fisheries.nsw.gov.au
NSW Seafood Industry Council	(02) 9552-3300	
SeaNet Program	(02) 9552-3181	www.oceanwatch.org.au

Northern Territory

Amateur Fishermen's Association of the Northern Territory	(08) 8932-3733	www.afant.com.au
Northern Territory Department of Primary Industries and Fisheries	(08) 8999-4321	www.nt.gov.au/dpif
Northern Territory Seafood Industry Council	(08) 8981-5194	

Queensland

East Coast Tuna Fishery SeaNet Extension Officer	(07) 5478-4611	
Queensland Department of Primary Industries	(07) 3224-2164	www.dpi.qld.gov.au
Queensland Seafood Industry Association	(07) 3262-6855	www.qsia.com.au
SeaNet Program	0500-894-011	www.oceanwatch.org.au
Sunfish (Queensland)	(07) 3216-5785	www.sunfishqueensland.org

South Australia

Primary Industries and Resources SA	(08) 8226-2311	www.pir.sa.gov.au
SA Recreational Fishing Advisory Council	(08) 8132-0430	
Seafood Council South Australia	(08) 8303-2796	www.fishindustry.sa.com.au
SeaNet Program	0429-110-026	www.oceanwatch.org.au
South Australian Fishing Industry Council	(08) 8363-6811	www.safic.asn.au

Tasmania

Tasmanian Amateur Sea Fishermen's Association	(03) 6228-6920	www.afant.com.au
Tasmanian Department of Primary Industries, Water and Environment	(03) 6233-8011	www.dpiwe.tas.gov.au
Tasmanian Fishing Industry Council	(03) 6224-2332	

Victoria

Fisheries Victoria: commercial	(03) 9895-6999	
Fisheries Victoria: recreational	(03) 5226-4667	
Seafood Industry Victoria	(03) 9824-0744	www.siv.com.au
SeaNet Program	(03) 9824-0755	www.oceanwatch.org.au
VRFish (Victoria)	(03) 9412-5164	www.vrfish.com.au

Western Australia

Fisheries Western Australia	(08) 9482-7333	www.wa.gov.au/westfish
Recfishwest (WA)	(08) 9387-7864	www.recfishwest.org.au
WA Fishing Industry Council	(08) 9244-2933	www.wafic.com.au
Western Australian Dept of Conservation and Land Management(CALM)		www.calm.wa.gov.au

Other useful contacts

School education

Gould League	(08) 8389-1611	www.gould.com.au
Marine Educators Society of Australasia	(08) 9482-7333	www.ecwa.asn.au/resguide/mesa.html

Community education/networking

Agriculture, Fisheries and Forestry – Australia (AFFA)	(02) 6272-3933	
www.affa.gov.au/docs/industry_develop/women/index.html		
Australian Marine Conservation Society	(07) 3843-5235	
	1800-066-299	www.amcs.org.au
Coastal Habitat Resources Information System	http://chrisweb.dpi.qld.gov.au/chris/	
Coastcare	(02) 6274-1967	www.environment.gov.au/marine/coastcare
Marine and Coastal Community Network	(07) 3848-5360	www.mccn.org.au

Careers, training and personal development

AFFA Balance Database- computerised skills register of women and men interested in being considered for appointment to AFFA boards and authorities. Information for registration.	(02) 6272-3933	balance@affa.gov.au
AFFA Women in Rural Industries Section	(02) 6272-3933	
www.affa.gov.au/docs/industry_develop/women/index.html		
Australian Fisheries Academy	(08) 8303-2780	www.afa.edu.au
Australian Maritime College	1800-030-277	www.amc.edu.au
Australian Women in Agriculture		www.awia.org.au
Country Women's Association of Australia	(07) 3839-4066	www.cwaa.org.au/
National Fishing Industry Education Centre of TAFE	(02) 6644-7353	www.natfish.tafensw.edu.au
NSW Rural Women's Network	(02) 6391-3620	http://agric.nsw.gov.au/rwn/index.html
Queensland Rural Women's Network	1800-177-577	www.qldwoman.qld.gov.au/links/rural.html
Rural Remote and Regional Women's Network Western Australia	(08) 9327-5165	http://www.rrr.online.wa.gov.au
Rural Women's Network Victoria		http://www.nre.vic.gov.au/ruralwomen.html
Seafood Training Australia (STA)	(02) 6281-0383	www.asic.org.au
Tertiary institutions - Study link		www.studylink.com.au
The Foundation for Australian Agricultural Women	0500-553-229	www.faaw.org.au

SEARCH ENGINE SITES

Google www.google.com

Yahoo <http://au.yahoo>

Information sheet 5

Templates and checklists

Contact list	copy or use as a guide for making your own	2
Contact list of key people	copy or use as a guide for making your own	3
Task list	copy or use as a guide for making your own	4
Talk structure	copy or use as a guide for making your own	5
Local industry profile	follow the prompts for making your own	6
Fact sheet addressing an issue	follow the prompts for making your own	7
Seafood Cookbook Task list	copy or use as a guide for making your own	8
Staff briefing notes	copy or use as a guide for making your own	9

Contact list

[illegible]

Contact list of key people

[illegible]

[illegible]

Talk Structure

Introduction:

Attract the audience's attention (use a quote, anecdote or welcoming statement) _____

Give the audience a reason to listen _____

Provide a clear outline of your talk _____



Linking phrase: Now I would like to turn to my first point:

First point of talk

Heading: _____

Subheading: _____

Subheading: _____



Subheading: _____

Linking phrase: I have described X now let me turn to my second point Y

Second point of talk

Heading: _____

Subheading: _____

Subheading: _____



Subheading: _____

Linking phrase: Now I would like to turn to my final point Z

Third point of talk

Heading: _____

Subheading: _____

Subheading: _____



Subheading: _____

Linking phrase: Before I conclude, let me first summarise

Conclusion:

Summary of talk _____

"Take home message" _____

Strong exit line _____

Local industry profile

The following headings and prompts are a guide only, you may have more appropriate headings for your area. Just remember to keep it simple and on a single page if possible. Clear headings act as sign posts for easy reading

Title:

NAME OF PORT OR AREA seafood industry

Types of fishing operations

List types of fishing operations/methods- trawl, net, line, trap aquaculture etc. provides descriptions of fishing methods.



Species taken and seasons

If they are year round fisheries say so otherwise you could do a table as shown below.

Species	Season
Mullet	April-June
Prawns, squid, bugs	December-March
Whiting, flathead, bream	Year round
Mud crabs	September-April

Markets

Mention where it's sold- locally, within Australia or export- highlight any great achievements in marketing- like a big export market or a value added niche market.

Value of the industry to the local community

State a dollar figure representing the landed value of the catch, the industry's investment- that's the value of the fleet and gear.

BRS Social Science Centre, Fisheries Dept or peak industry body may be able to provide some of this information.

Number of fishing families

Include the number of people directly working in the industry- number of jobs.



Other industries relying on the fishing fleet

For example: processing, marketers, boat building and maintenance, fuel, bait and net suppliers etc.

Restrictions placed on the fishing operations

List fisheries regulations- closures, quotas, size, gear restrictions etc

Also mention weather and seasonal restrictions if applicable.

Problems/issues facing the industry

Use bullet points to summarise these such as:

- water quality affecting fish nursery areas
- conflict over resource allocation with recreational fishers
- fisheries regulations making smaller operators unviable

Industry initiatives within the community

Use bullet points to list all the good things the industry is doing within the community such as:

- sponsors local netball and cricket teams
- hosts annual Seafood Festival Family Fun Day for the community
- participates in regional tourist council activities
- sponsors best restaurant contest
- organises an annual seafood awards competition

What the industry is doing for the environment

Use bullet points to highlight activities such as:

- voluntary clean and green code of practice which includes no rubbish overboard and eco friendly packaging
- using turtle and bycatch reduction devices
- undertaken courses in handling protected species

Who to contact for further information

Give at least two contact names of people who can provide further information and act as spokespersons for the industry.

Fact sheet addressing an issue

Try to be positive sounding - don't have problems- call them challenges and offer solutions.

Title including location and issue

The title should include the location of the industry and what the issue is. Make it short and descriptive.

Background

Describe what's happened that has lead to the issue.

The industry's position

Describe the industry's attitude towards the issue.

Who it affects

List those affected if the issue/problem is not resolved. Include as appropriate, the impacts on consumers, fishers, the local economy and other businesses, and the environment.

What's being done by the industry

List or describe the actions industry is taking to progress the issue. Make it as positive sounding as possible.

Planned outcomes

Describe what you are hoping to achieve. This can be done in bullet points if there is a long list of outcomes.

Who to contact for further information

Give at least two contact names of people who can provide further information and act as spokespersons for the industry.

Seafood Cookbook Task list

Task	By whom	By when	Outcomes
Decide on the style for the cookbook			
Decide on who you are going to sell it to and where			
Decide on the design, paper and printing and how many you want printed			
Get quotes for the printing and marketing of the book			
Compile, edit and proof read the book			
Oversee production and distribution			
Write a media release about the book			
Book launch			
Budget and financial management of the project			
Sales and promotion			

Staff briefing notes

Event:

Opening times/staff roster

Date	Times	Staff roster

Information about the event:

Who will attend:

About the display:

Likely questions and answers:

What to wear:

Contact details of display coordinator:

Information sheet 6 Avoiding Conflict

Conflict is the product of differences in perceptions, goals, attitudes and values. It can arise from competitive spirits. The key to avoiding conflict is to be aware of the causes and to be active in open communication. Maintain a high level of information exchange between all parties. Keep them talking and listening.

Tips for avoiding conflict

- Promote open communication where information is freely exchanged and everyone's opinions are respected.
- Accept different viewpoints. Agree to disagree if necessary.
- Encourage discussion and reach consensus on decisions made by the group.
- Keep disagreements or dissatisfaction in-house - airing grievances outside the group is unproductive and will only weaken you as a group.
- Use an open forum such as a meeting to air concerns if it's affecting the majority.
- Address misunderstandings before they turn into suspicion and a string of conspiracy theories which will lead to a tense and unproductive working environment.

If conflict between individuals does develop, follow these steps to work through the problem:

1. Define the problem. There may be many things worrying people. Discuss all the influences and narrow it down to the real source of the problem.
2. Summarise all the causes and prioritise the root causes. Don't try to solve the problem immediately as you may overlook deeper issues.
3. Identify all the solutions and prioritise them. Brainstorming is a great way of getting achievable solutions. You'll also get shared ownership for the solutions.
4. Assess the potential solution. Will it fix the problem/s already identified and can it be realistically achieved?
5. Select the best solution and act on it. Confirm that all parties are agreeable and if necessary and appropriate, put it in writing. Most importantly, let it go and move on.

Tips for resolving conflict

- try hard to understand other's points of view;
- let everyone have their say, during open and frank discussion;
- listen reflectively to what they are saying;
- look for common ground;
- acknowledge other's expertise;
- separate people from the problem;
- look for solutions that take into account the needs of all parties.

Still not happy campers?

In spite of your best efforts, one or two people in the group may still be consistently unreasonable or overly critical. Some people are simply not team players and will never function well in a group situation. Others can be managed if they are given more responsibility or a single project to focus on. Busy people usually do not have the time to cause trouble.

If all efforts have failed, let this person know that a lot of valuable energy is being channelled into dealing with this issue and this is preventing the group from achieving its full potential. Be firm and fair and let them know the situation cannot continue. If it is a personality clash and you have tried to include them in all aspects of decision-making, move on without them.

Remember, when group members are acting in a voluntary capacity they need to feel valued, they need to enjoy their time as part of the group and they need to know they are achieving results. Voluntary groups need to be flexible and accommodating, but not all relationships will work out. If you feel you, or your group, have tried to resolve the conflict to the best of your ability but you have been unsuccessful, it is time to re-focus on group goals and move on.

Seafood Facts 1

Seafood for the consumer

This information has been provided by the Sydney Fish Market's Fish Line service. It may be photo copied and used in any promotional activities. Please acknowledge the source of the information at all times.

Seafood and Nutrition

Healthy Lifestyle

Australians are becoming increasingly aware that a nutritious diet and regular exercise are vital factors in a healthy lifestyle. It is highly recommended to include seafood in your diet twice a week. The steadily growing consumption of seafood is attributed to the following factors.

Seafood is low in fat, kilojoules and cholesterol

- Seafood averages 3% fat, an extremely low level. This is lower than meat and dairy products.
- Even Prawns, often given the thumbs down, have almost no saturated fat.
- Eating fish can help lower cholesterol and reduce the risk of heart disease.

Seafood is high in protein, vitamins and minerals

- Seafood is an excellent source protein and the easiest source of protein to digest.
- It compares favourably with other meats and dairy products.
- It is also an excellent source of vitamins (especially the B group) and minerals including iodine, zinc, potassium and phosphorus.

THE "OMEGA FACTOR"

The small amount of fat that is found in seafood is rich in polyunsaturated Omega 3 fatty acids. And this is why seafood is often referred to as 'heart food'.

Types of Omega 3 fats

- The two major Omega 3 fats are eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).
- Both are found in fish, along with some Omega 6 fats. These are made from the phytoplankton and algae that the fish eat.
- Fish from colder waters tend to have more EPA, whilst those from slightly warmer waters have more DHA.

Omega 3 and cholesterol

- Omega 3 fats can prevent the body making too much of its own LDL (low density lipoproteins) cholesterol.
- Since diabetics have a greatly increased risk of heart disease, increased seafood consumption is strongly recommended.

Omega 3 and blood pressure

Several studies have shown that Omega 3 fats lower blood pressure. This probably involves an increase in the prostacyclin / thromboxan activity ratio which favours dilation of blood vessels and reduces resistance to blood flow in veins.

Other roles for Omega 3 fats

- Research is underway on the role of Omega 3's within the membrane of cells, their role in cancer, visual acuity, development of the brain and Alzheimer's disease.

Omega 3 and cancer

- Current research is also showing that Omega 3 and Omega 6 fats may give protection against cancers by stopping the action of free radicals, which damage tissues.

Omega 3 and arthritis

- Studies have now shown reduced joint stiffness and pain from rheumatoid arthritis in those given Omega 3 fats. The benefits also occur with olive oil (an Omega 9 fat) and are apparent after 12 weeks. Research is continuing.

Fresh oily fish and asthma

A study by the Institute of Respiratory Medicine, Sydney, found that consumption of fresh, oily fish was associated with a significantly reduced risk of current asthma in children. Researchers believe that omega 3 fats present in seafood may be responsible for the potential to reduce the production of chemicals important in causing inflammation in the lungs of asthmatics.



This information was provided by Fish Line
(02) 9552 2180 or
email: fishline@sydneyfishmarket.com.au

How to buy, store and handle seafood

Points for Purchasing Fresh Seafood

Whole Fish

- lustrous and bright colour, not dull
- pleasant fresh smell
- bright gills
- firm flesh, springs back when touched

Shellfish

- no discolouration, particularly at joints
- shells should be tightly closed
- good lustrous colour
- pleasant fresh smell

Fillets and Cutlets

- shiny and firm, not dull and soft
- no 'oozing' of water when touched
- no discolouration
- good shape
- pleasant fresh smell

Points for Storage of Fresh Seafood

Whole fish

- scale and remove gills and gut
- wash in cold water and dry well
- wrap in foil or place in covered container and keep in refrigerator
- store in refrigerator
- use within 2 - 3 days

Fillets and Cutlets

- wrap in plastic, foil or place in covered container
- store in refrigerator
- use within 2 - 3 days

Shellfish

- wrap in plastic, foil or place in covered container

Molluscs

- use within 2 - 3 days
- live mussels, oysters, pipis and cockles will die if placed in refrigerator - keep these in a dry bag in a cool, dark place such as the laundry,
- use within 3 days - discard any that open prior to cooking

Points for Storage of Frozen Seafood

Ensure your freezer operates at -18°C

Freezing Fish

- whole fish should be gilled and gutted
- wrap each whole fish, fillet or cutlet in plastic
- label, date and freeze
- when frozen, dip in cold water and return to freezer, this forms a protective ice glaze
- fish can be kept frozen for 4-6 months
- oily fish can be frozen for 3 months

Freezing Shellfish

Prawns

- place in plastic container eg. ice cream container, cover with water, seal and freeze - forming a large ice block wrap each whole fish, fillet or cutlet in plastic

Shellfish

- keep shell intact, wrap individually in plastic - can ice glaze as for fish fillets

Freezing Molluscs Squid/Octopus

- remove gut and skin, clean and rinse well - wrap in plastic

Oysters

- once opened can be placed on tray and a few drops of water with lemon juice sprinkled on top, this acts as an insulator - use within 6 weeks

Seafood facts 2

Fisheries Management

The Australian Fishing Zone and its Resources

The Australian Fishing Zone (AFZ) covers an area of about nine million square kilometres and is third largest in the world after those of France (because of its external territories) and the USA. The AFZ extends 200 nautical miles from the shore and as shown on the map below, also encompasses waters surrounding the offshore territories of the Cocos, Christmas, Norfolk, Macquarie, Heard and McDonald Islands.

Waters fished in the AFZ comprise many different habitats, including inland rivers and farm dams, mangrove-lined creeks and estuaries, shallow coastal bays, coral reefs, the continental shelf and continental slope to over 1.5km in depth.

Because of its geographical isolation from other continents and its wide range of habitat types, one of the most diverse marine faunas in the world has evolved in Australia's waters. However, by world standards, Australian inland waters have comparatively few freshwater fish species.

Despite this species diversity and Australia having the third largest fishing zone in the world, Australia's commercial domestic catch tonnage is generally ranked just outside the top 50 catching countries. This is principally because Australia's fisheries resources are not as abundant or productive as those in many other parts of the world because, on average, Australian waters are low in nutrients due to little run off from the dry Australian continent, a narrow continental shelf, the predominantly southwards flow of the main Australian coastal currents and the lack of permanent upwellings.



Jurisdictional Responsibility for Fisheries

Jurisdictional responsibility for fisheries in Australia is shared between the Commonwealth, State and Territory Governments. Prior to agreements under the Offshore Constitutional Settlement (OCS) fisheries inside 3 nautical miles from the coast were generally managed by the respective State or Territory and fisheries between 3 nm and 200 nautical miles (i.e. the edge of the AFZ) were generally managed by the Commonwealth.

Under OCS the Commonwealth and State and Territory Governments agree on fisheries jurisdictions that are most appropriate for fisheries in the AFZ taking into account the geographical distribution of specific species and traditional fishing practices, for example:

- (a) highly migratory species and fisheries that straddle State borders are generally managed under Commonwealth law;
- (b) species predominately adjacent to a State or Territory are managed generally under the respective laws of that State or Territory
- (c) fisheries or species which do not fall clearly under (a) or (b) may be managed by a Joint Authority, comprising the Commonwealth Minister and one or more State Ministers responsible for fisheries.
- (d) under any OCS Arrangement, the Commonwealth retains jurisdiction over foreign fishing activities.

Day-to-Day Management of Fisheries

Day-to-day management of Commonwealth fisheries is undertaken by the Australian Fisheries Management Authority, (AFMA) a statutory authority established under the Fisheries Administration Act 1991 and responsible to an expertise-based Board. AFMA is funded jointly by industry and the Commonwealth Government, recognising both the private and public benefits of fisheries management and the Commonwealth's broader national and international responsibilities. The role of the Minister and the Department is to provide the necessary policy and infrastructure support to AFMA. Day-to-day fisheries management responsibility for fisheries under the jurisdiction a State or Territory is the responsibility of a government fisheries agency reporting to the Minister for fisheries in the relevant jurisdiction. While some States have a separate fisheries portfolio, fisheries agencies in most States are under the umbrella of a larger portfolio such as Primary Industries.

Fisheries management approaches

The approach to fisheries management in all jurisdictions have similar objectives such as providing ecologically sustainable development, including conservation of biological diversity, habitat protection, and fair and equitable resource sharing. To achieve these broad objectives they undertake a wide range of activities including:

- Develop policy on fisheries resource management, habitat protection and industry development
- Promote and undertake research, development and extension on fisheries resources and aquaculture and seafood technology and markets
- Manage fisheries resources and habitats
- Manage the licensing of fishing and aquaculture activities
- Undertake community education and liaison regarding fisheries
- Monitor and assess fishing activity and fish stocks
- Undertake the compliance of fisheries legislation
- Provide support for fish stocking

- Undertake stakeholder and community consultation processes through advisory committees
- Devise and implement fisheries regulations as management techniques

Fisheries are managed using a variety of techniques including:

- restrictions on the size, type and style of gear used such as limits on the number of hooks or pots, mesh size of nets
- limiting the catch by imposing a total allowable catch (TAC) for certain species (bag limit)
- shell quotas (in the pearling industry)
- minimum and maximum size limits and non take of breeding animals
- seasonal closures
- area closures
- limiting the number of licences in specified fisheries
- restrictions on boat sizes

Fishing licences

Licences are required by all commercial fishing operations. Licence holders are also required to complete log books providing information regarding catch data and fishing effort.

There is an increasing use of licensing recreational fishing effort which serves the purpose of monitoring recreational fishing activities and raising revenue to contribute to the cost of fisheries management.

For more information about fisheries management or R&D contact your state or territory fisheries department

Information sources:

Kailola, P.J., Williams, M.I, Stewart, P.C., Reichelt, R.L, McNee, A and Grieve, C. (1993). Australian Fisheries Resources. Bureau of Resource Sciences and the Fisheries Research and Development Corporation, Canberra.

AFFA, AFMA and State and Territory fisheries departments

ESD is using, conserving and enhancing the community's resources such as fish, trees, etc., so that the ecological processes on which life depends are maintained, and the quality of life, now and in the future, can be increased.

Seafood facts 3

Snapshot of Australia's Fishing Industry



FROM ANTARCTICA TO THE TROPICS:
A SNAPSHOT OF THE AUSTRALIAN FISHING INDUSTRY 2001

snapshot



so good it's great

Cover photographs:

Antarctica—Stuart Fitch, AFMA.

Wave—Provided by Lochman Transparencies.

Sea whips—Peter and Margy Nicolas, Lochman Transparencies.

Inside cover photograph:

School of sprat—Eva Boogaard, Lochman Transparencies.

From Antarctica to the tropics: a snapshot of the Australian fishing industry 2001

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AUSTRALIANS enjoy some of the best seafood and most exciting recreational fishing in the world.

And whether it's the fish you buy or the flathead you catch with the kids, Australian seafood delivers health benefits to everyone, from infants to the elderly.

Our immense fishing zone reaches from Antarctica to the tropics and from it we harvest more than 800 commercial species, sold under about 300 names.

An amazing number of species, but stocks of most are relatively small because much of our zone is low in nutrients.

So our wild fisheries put the emphasis on sustainable harvesting, maximising value and quality, rather than volume.

At the same time, from our cool southern waters to the tropics, we are rapidly developing our potential to produce farmed seafood that is second to none.

The result? With the volume of national fisheries production relatively static, we are steadily increasing value. Australia's fisheries now earn a record \$2.32 billion a year before value-adding and almost \$2 billion from exports.

To maximise these benefits into the future, industry and governments invest heavily in fisheries management, compliance and research and development.

The more Australians appreciate their fisheries resources, the greater their desire for better management and, through it, lasting rewards. This snapshot has been prepared to foster that understanding.

fast facts

Value

At \$2.32 billion, commercial fishing is Australia's fourth-biggest food industry

Zone

At 11 million square kilometres, our fishing zone is third biggest in the world

Health

Evidence has strengthened of seafood's positive effects on coronary heart disease, rheumatoid arthritis, obesity and more

Enjoy

Australians are eating more seafood. Sydney people, for example, now average more than 15kg each a year

Fun

About one in four Australians fishes for fun, collectively spending an estimated \$2.9 billion a year to do so

Protect

To export, a wild fishery must demonstrate to the Commonwealth Government that it is managed for ecological sustainability

Leader

At about \$544 million, rock lobster represented 23 per cent of the landed value of all fisheries in 1999–2000

Jobs

The fishing industry generates an estimated 134,000 jobs, directly and indirectly

Manage

Fisheries are managed by the Commonwealth, the States and the Territories

Lustre

Cultured pearls are one of our most valuable fisheries exports

Star

Aquaculture grossed \$678 million in 1999–2000 and is aiming for \$2.5 billion by 2010

Future

Research-based fisheries management encourages fishers to maximise value and fish for tomorrow





Provided by Australian Pearls Producers Association.

fast figures



Photographer—Harold Roeding.

Landed

Commercial fisheries production in 1999–2000 earned a record \$2.32 billion before value-adding:

Rock lobster	\$544m	23%
Prawns	\$408m	18%
Finfish other than tuna	\$352m	15%
Tuna	\$254m	11%
Abalone	\$235m	10%
Pearls	\$245m	11%
Atlantic salmon	\$85m	4%
Oysters	\$52m	2%
Crabs	\$45m	2%
Scallops	\$38m	2%
Other	\$62m	2%

Exported

After value-adding, exports in 1999–2000 earned almost \$2 billion:

Rock lobster	\$578m	29%
Pearls	\$438m	22%
Tuna	\$259m	13%
Prawns	\$244m	12%
Abalone	\$223m	11%
Other finfish	\$101m	5%
Scallops	\$42m	2%
Live finfish	\$24m	1%
Crabs	\$24m	1%
Other	\$54m	4%

Enjoyed

Australians are eating more fish. In Sydney for instance, a recent survey suggests the individual annual average consumption is 15.3kg per person.

About half of this is Australian produce and an increasing proportion is eaten outside the home.

high value low volume



Photographer—Clifford Young.

AUSTRALIA harvests about 800 commercial species, sold under about 300 names.

Our fisheries are characterised by high values and low volumes. Although our fishing zone is the world's third biggest, our total commercial catch is only about 0.2 per cent of world tonnage.

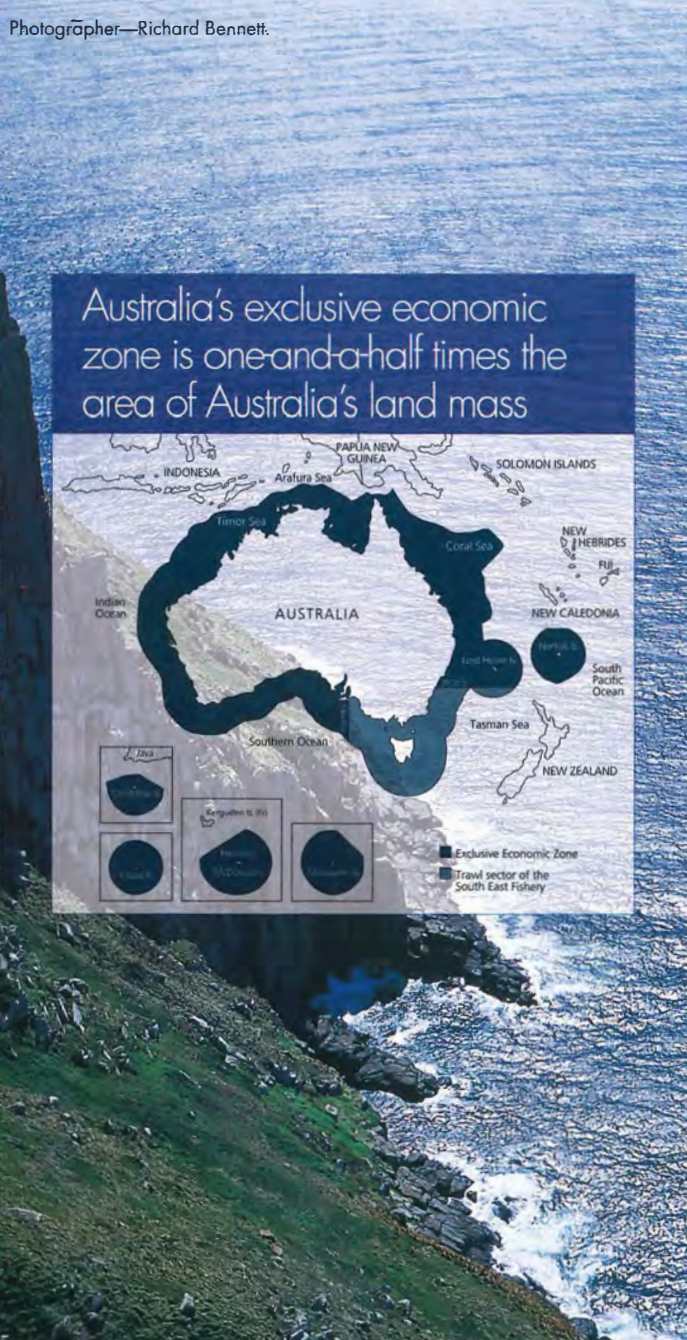
So Australian fisheries concentrate on increasing value by maximising quality and meeting market preferences.

To take care not just of the fish but of their ecosystems as well, the Australian Fishing Zone is being divided under the National Oceans Policy into a series of bio-regions, each with its own marine plan.

Prepared by the National Oceans Office, these plans will help maintain ecosystem health.

Beginning in 2003, fisheries that wish to export must demonstrate to the Commonwealth Government that they are managed for ecological sustainability.





Australia's exclusive economic zone is one-and-a-half times the area of Australia's land mass



Nutrients rule

Fish are found where their food is. Generally speaking the more food, the more fish—and the easier they find it, the faster they grow.

Which is why the world's high volume finfisheries are located where nutrient-laden waters from cold depths rise to the upper layers where they provide food for fish.

In the Australian fishing zone this upwelling happens mostly in southern waters and there sustains our biggest fishery by volume.

The South East Fishery in 1999–2000 landed a 32,000 tonne assortment of finfish, including ling, morwong, dories, blue eye trevalla, orange roughy and blue grenadier.

Blue grenadier was the major species by value (\$21m) and volume (9,400 tonnes). By contrast, from more extensive nutrient-rich waters, New Zealand annually lands about 245,000 tonnes of this same fish (called Hoki).

Nevertheless our South East Fishery is important. It provides most of the locally-caught finfish sold and eaten in Australia.

SEF trawlers tied up at Bermagui.
Photographer—Malt Fox.

What are fish? What is the fishing industry?

In the context of this Snapshot fish are living aquatic vertebrate and invertebrate organisms, including marine mammals and reptiles—and such organisms after they have been harvested.

The fishing industry includes any industry or activity conducted in or from Australia concerned with taking, culturing, processing, preserving, storing, transporting, marketing or selling fish or fish products. It has three principal sectors: commercial, recreational and traditional.



No human beings, however great or powerful, was ever so free as a fish.

— John Ruskin

The Australian advantage

Australia has advantages that offset a lack of nutrients, such as one of the longest and most diverse coastlines in the world.

This length and diversity delivers a unique range of species—from the changing habitats of the Antarctic continent and Southern Ocean to the tropical waters of the Indian Ocean, Timor Sea, Torres Strait and Coral Sea.

In particular, the coastal ecosystems of the Australian continent and Tasmania support high-value crustacean and mollusc fisheries of world significance, particularly those for rock lobster, prawns, pearl oysters and abalone.

They also deliver outstanding recreational fishing. In the warm northern estuaries the prize might be barramundi; in the south, snapper, King George whiting, or any one of a dozen other species.

And with most of the coastline sparsely populated and far from sources of pollution, the quality of the fishing and the fish is excellent, as are the opportunities for aquaculture.

In praise of fish

Fish have a beauty that is admirable, a freedom that is enviable. As life forms they are our seniors, their primeval ancestors choosing to remain in the watery environment from which ours are said to have emerged.

Fish are mysterious. For most pelagic and deepwater species science still has little idea where they go, what they do or why they do it.

Some, perhaps many, are unknown and unnamed, particularly those that live in the dark crushing pressures of the deep ocean, beyond the reach of human technology.

Less than 20 years ago our important blue grenadier and orange roughy were unknown and unfished.

Most of the species we do know and target in the Australian fishing zone are highly evolved life forms from a seamless, interwoven ecology.

As seafood they delight our tastebuds, satisfy our stomachs and enhance our health.

In return we have a responsibility to understand, respect and protect them and their habitat—to make sure that our fish are forever.



And in that heaven of all their wish. There shall be no more land, say fish.

- Rupert Brooke

What else affects our fisheries?

People affect fisheries. And we do it without getting our feet wet.

Coastal zones and estuaries tend to be fish nurseries, vulnerable to everything from catchment modifications to the growth of urban communities.

Inappropriate land-clearing, fertiliser run-off, regulation of river flows, wetland conversion and destruction of mangroves can all harm both freshwater and sea fisheries.

So can the everyday practices of city dwellers.

Every time we flush a lavatory, if our sewage ends up in the ocean. Every time we turn on the water to keep our lawns green, leaving less and less to refresh our estuaries.

On this driest of continents, with all major cities and most of our people located on the coast, we have a particular problem as a nation and a particular responsibility as individuals.



Provided by Michael Dore.

Fishing for tomorrow



Photographer—Patrick Coutin.

TWENTY years ago some of our main target species were fully fished or over-fished, but generally their status was unknown. Now the Commonwealth, States and Northern Territory manage fishing to ensure stocks are sustainable. In other words, to make sure the limited wild harvest permitted for each species can safely be maintained, year after year.

This is one reason other nations have a high regard for our fishing practices and their management.

Good management is based on a scientific assessment of stocks and implemented with the support of commercial, recreational and traditional fishers. It ensures sustainability by controlling fishing effort.

Techniques usually involve a mix of catch limits, minimum size requirements, seasonal closures and restrictions on the number and size of boats, the fishing method and the gear used.





'Australia's approach to research-based decision-making makes it a world leader in fisheries management.'

- Sir Tipene O'Regan, Chairman, Sealord Group, New Zealand

Commercial sector

Australia has more than 150 commercial fisheries, each targeting its chosen species in its own unique way.

Once as much a way of life as an occupation, fishing is now an increasingly disciplined business and major employer in coastal communities.

During the past decade it has steadily increased its value of production while harvesting fewer fish. The result has been more wealth and more jobs, but less pressure on wild fish stocks.

To continue this achievement the commercial sector contributes to R&D, knowing that its livelihood depends on the outcomes. It adopts quality management, adds value, develops niche products and opens new markets to earn more per kilogram from a range of high-quality products even more diverse than the fisheries themselves.



Many rural and regional communities depend partly, substantially or even wholly for their economic viability on prosperous commercial fishing enterprises.

Photography: Left—provided by Hans Jusseit, ECTBOA. Right—Andrew Bodsworth.



Provided by Centre for Food Technology.

Delivered live

The high quality of Australia's commercial species owes much to the environmental excellence of most of our waters. To deliver this seafood quality undiminished to markets often thousands of kilometres away is a disciplined and complex exercise demanding personal skills and the best catching, handling and transport technologies.

This ability is perhaps best demonstrated in the regular export of live fish such as rock lobster, abalone, coral trout and prawns, often from small and remote fishing ports, to international markets such as Hong Kong.

Innovators

- WESTERN Australia's rock lobster fishery is the first fishery of any kind in the world to be certified as ecologically sustainable and well-managed by the international Marine Stewardship Council.
- INSTEAD of feeding fish to southern bluefin tuna being fattened in aquaculture systems, researchers have developed a manufactured feed that allows tuna to grow as fast and taste as good as those in the wild.
- IN Australian prawn fisheries, devices built into trawl nets to allow turtles, sharks and rays escape unharmed are also increasing the value of the catch, because prawns are no longer in danger of being crushed when the trawls are emptied.
- LOOKING to even bigger rewards, scientists around the nation are working in a coordinated attempt to hatch and rear rock lobster from eggs, to generate an aquaculture arm for our most valuable species.
- FIND fish by satellite? Australian longliners do, downloading satellite-generated colour maps of changing sea surface temperatures to determine where the fish they seek are likely to be feeding.



Provided by Tasmanian Aquaculture and Fisheries Institute.

Innovation is the lifeblood of Australian fishing. Every day, from Antarctica to the tropics, the nation's fishers set out to fish smarter, not harder. The evidence suggests they are succeeding.

Managing for the ecosystem

As little as five years ago the priorities of management were the fish and the people who harvest them.

Since then research has shown that the emphasis on fish should be extended to include the ecosystems that support them.

Now all major stakeholders acknowledge that fisheries resources are not for people alone. We must take the management steps necessary to share them with other marine species, from whales to penguins, bait fish to albatrosses—and also make provision for other ecosystem processes that depend on them.

Increasingly, managers of Australian fisheries are doing this. The quality of our fisheries management is becoming a measure of how highly we value our fisheries resources and their ecosystems and how well we use and protect them.

And almost all of us do use them, whether we are commercial, recreational, or traditional fishers—or just love Australian seafood.





Clean, green and growing

Aquaculture is the waking giant of Australian fisheries. Twenty years ago it barely existed. Today it is the major growth sector, contributing 29 per cent of total gross annual value—about \$678 million—in 1999–2000.

By 2010 it plans to more than triple current earnings to \$2.5 billion a year and be a leading world producer.

The star performers are southern bluefin tuna, pearls, Atlantic salmon, edible oysters and prawns. Emerging species include abalone and barramundi.

Aquaculture's strengths are an expansive, clean environment, a firm research base, a concentration on high value species both temperate and tropical; and the certainty that, for quality seafood, the gap between global demand and global production will continue to widen.

Major constraints include access to suitable sites, water quality protection and community acceptance.

Photographer—Bruce Miller.

Significantly, opportunity is not restricted to the coast. Freshwater aquaculture is already well-established and Australia's permanent saltwater lakes offer potential to grow marine species inland, as do the big inland evaporation basins used to counter environmental degradation caused by rising groundwater and associated dryland salinisation.



Globally, aquaculture is seen as the volume producer of the future, filling a growing demand for seafood that wild fisheries can no longer meet. Australian aquaculture has set its cap at a more profitable goal by concentrating on high quality, high value species that earn a premium in the world's most discerning markets.

Photographer—Bruce Miller.

I am, sir, a Brother of the Angler.
 — Izaak Walton, *The Compleat Angler*

Recreational fishing

Setting out with a fishing rod and heart full of hope is a quintessential Australian pastime, particularly for men and boys. Statistics suggest one in four Australians wets a line, of whom about 15 per cent do so regularly in diverse and often highly-specialised ways; some casting an artificial fly on a gossamer leader to freshwater or inshore species, others trolling for massive billfish far offshore.

No other natural resource industry has a recreational sector as big or as widely dispersed. Although their principal goal may be relaxation—they catch a lot of fish.

Australia-wide the recreational take-home catch is estimated at 30,000 tonnes, about the size of the harvest from our biggest commercial fishery.

Recreational spending is estimated to be as high as \$2.9 billion a year, making it a significant wealth distributor, job creator and contributor to the economies of popular fishing regions.

Like the commercial sector, recreational fishing has a national code of practice that promotes

sustainability and a national conservation initiative that has tagged and released more than 250,000 fish.

In addition, about 17,000 recreational fishers across the nation have recently taken part in a 12 month diary program, providing researchers with details of their fishing trips, costs and catches for a database that will be used to improve fisheries management Australia-wide.

The recreational catch continues to rise and in some shared fisheries now exceeds the commercial one.

The Fisheries Research and Development Corporation (FRDC) predicts a continuing re-allocation of access from commercial to recreational fishing¹.

With this in mind it has funded development of a scientifically-defensible evaluation method that fisheries managers may use to re-apportion access between the two sectors.

Recreational fishing brings great enjoyment to about 5 million Australians. Increased participation rates, easier access to remote fishing locations and improved fishing technology have increased pressure on fish stocks once protected by their isolation.



Photographer—Kylie Paulsen.

Photographer—Chris Baty, *Compleat Angler*.

¹ Investing for Tomorrow's Fish: FRDC's Research and Development Plan, 2000 to 2005, page 97.

Indigenous fishing



There are two principal types of indigenous fishing—traditional and non-traditional. Frequently they overlap.

For example, Torres Strait Islanders and Aborigines of the remote northern coast daily catch the fish that are a major part of their diet—traditionally and recreationally. Some also fish commercially.

Elsewhere, Aborigines are attempting to re-establish traditional access rights that pre-date European settlement and in some cases are also seeking access to commercial fisheries.

These causes are pursued through the courts and by direct negotiation with governments.

In some places traditional fishers legally catch otherwise protected species such as turtles and dugongs. In others their use of technology such as power boats increases pressure on targeted species.

Indigenous fishing in Australia is as old as human habitation. By contrast, its legal recognition in most jurisdictions is a recent and evolving process.

Seafood

the good food



Photographer—Jim Robinson.

SEAFOOD not only tastes good—it is good for us, as most Australians know.

So what are the health benefits?

Substantial evidence suggests that people at risk from coronary heart disease, heart arrhythmia, rheumatoid arthritis, diabetes, obesity and hypertension may benefit by making seafood a cornerstone of a healthy, balanced diet.

These benefits are linked principally to fish oil that contains omega-3 poly-unsaturated fatty acids (PUFA).

For babies, omega-3 PUFA may also help the development and function of their brains and nervous systems.

Recent research has shown that most Australian fish have high levels of omega-3 PUFA—far higher than white and red meats—and low levels of cholesterol.



Wheres and whys of what we eat



Australians are eating more fish, but consumption growth during the past decade has been modest—only about half of that for poultry.

In addition, a 1999 survey suggests most growth is in seafood eaten outside the home.

In particular, there has been a swing to informal eateries such as clubs, cafes, sit-down fish and chip outlets and takeaways.

Looking ahead, by 2020 an Australian population of more than 22 million is expected to host 11 million overseas tourists a year. This in turn will increase annual demand for seafood by more than 30 per cent—from about 220,000 tonnes to an estimated 300,000 tonnes.

Seafood showcase

For most Australian and overseas tourists, fresh local seafood is more than a meal. It is an essential part of the visitor experience. Similarly, the restaurant sector is more than a major provider of the best of its region. It is also a showcase that develops demand for Australian seafood here and overseas.



Seafood dollars



AUSTRALIAN commercial fisheries production in 1999–2000 was worth \$2.32 billion.

Some of this remained in Australia to become the important seafood component of the tourism and hospitality sectors and to help meet household demand.

But most of the highest-value species such as rock lobster and abalone were exported and their place in the Australian domestic market was filled by imports, which now account for about 60 per cent of retail sales.

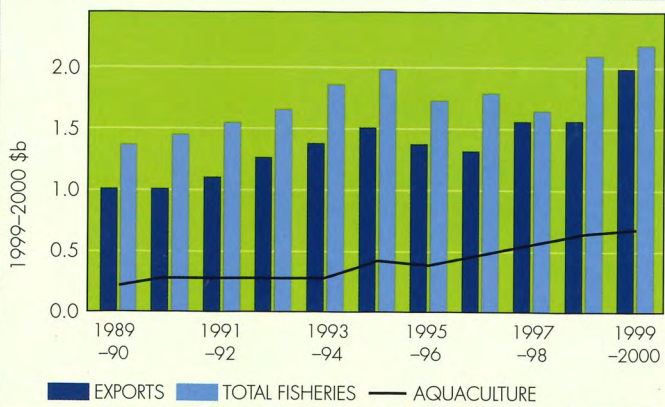
Capital assets such as this pearling tender don't come cheap. Before making such investments, the individuals and companies who provide our fish want to know that they have security of access. For wild fisheries, this means legal ownership of a right to harvest target species. For coastal aquaculture, it usually means long-term, renewable, site leases.

Photograph—Baird Publications.



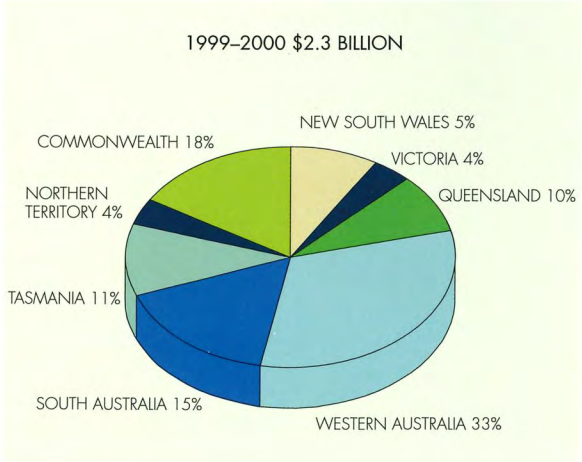
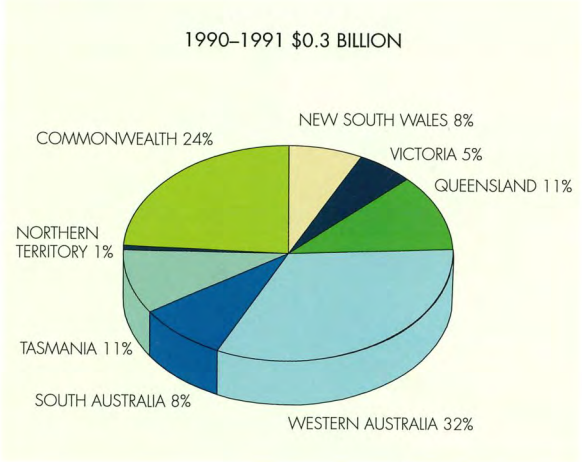
Provided by South Australian Rock Lobster Industry.

Value of Australian commercial fisheries production and exports 1999–2000



Landed value of commercial fisheries production by state 1999–2000

Western Australia is our premier fishing state, accounting for about 33 per cent of the nation's total landed value in 1999–2000. But fishing is an important contributor Australia-wide, never more so than in the small and sometimes remote coastal communities where it is a principal source of jobs and income.



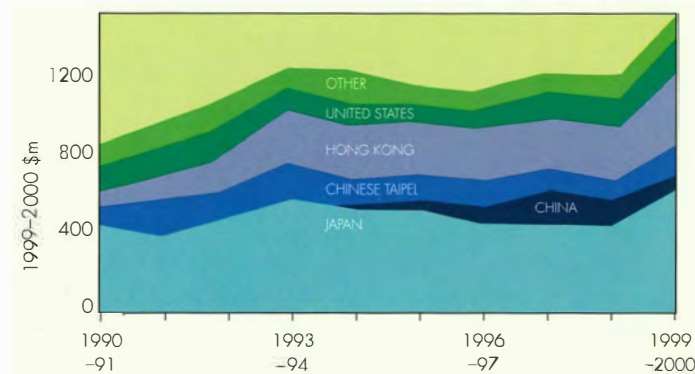
Our seafood exports

Seafood is now one of Australia's big four food exports, along with beef, wheat and dairy products.

In 1999–2000 the combined value of seafood and other fisheries exports, principally pearls, rose by 32 per cent to \$1.99 billion, according to statistics published by the Australian Bureau of Agricultural and Resource Economics. The seafood component rose by 26 per cent to \$1.54 billion.

Four countries bought 88 per cent of our exports. Japan took 43 per cent, worth \$655.3 million, Hong Kong 22 per cent, worth \$333 million, Taiwan almost 14 per cent, worth \$208 million and the United States nine per cent, \$141.2 million.

Australia's major seafood export markets by value 1999–2000



Photographer—Simon Stanbury.





Key exports

Rock lobster is our single most valuable seafood export, earning \$577.6 million in 1999–2000, almost all of it from Asian nations and most of it for fish delivered live.

Hong Kong remains our number one rock lobster customer (\$169.8 million) followed by Taiwan and Japan.

Tuna is now our number two seafood export with sales of \$259 million, more than double those of the previous year.

Tuna exports were buoyed by the success of southern bluefin farming, increased catches of big-eye and yellowfin and a continuing growth in the Japanese market, which took whole fish worth \$193.5m. Most of these were southern bluefin tuna caught in the wild then grown out to the weight and condition required for the premium sashimi trade.

If this tuna went to a cannery, it would be worth \$1.30 a kilogram to the fisher.

In reality it earned its captor 25 times that because it was captured live, placed in a sea cage and is being grown out for Japan's sashimi trade.

Maximising value is the goal of Australian wild fisheries and aquaculture. It requires a dedication to quality throughout the production chain, a willingness and ability to develop and deliver the products customers want, targeted marketing, continuity of supply and safe and reliable handling and transport.

Photographer—Joseph Puglisi Jnr.

Australian prawns earned \$243.7 million, Japan taking 61 per cent and most of the remainder going to China, Taiwan, Hong Kong and Spain. These were mainly brown tiger, banana and king prawns, harvested from the wild and snap frozen. Farmed kuruma prawns, developed for the Japanese restaurant trade, were delivered live.

Australia is the world's biggest supplier of wild harvest abalone, a delicacy highly priced and highly prized in most Asian nations. Exports in 1999–2000 earned \$223.4 million, with Hong Kong, Japan and Taiwan the major buyers.



Photographer—Dennis Sarson, Lochman Transparencies.

a bright future



Photographer—Harold Roeding.

The future is bright for Australian fishing because:

- Our seas are clean
- Our principal species are high in quality and value
- Our commercial, recreational and traditional sectors fish for tomorrow
- Our aquaculture potential is enormous
- Fisheries management underpins resource sustainability
- Nationally-coordinated R&D is an industry priority
- World demand for our premium seafood will increasingly outstrip supply

The major challenges are:

- Reaching sustainable levels of fisheries productivity
- Increasing production through aquaculture
- Discovering new fisheries and under-utilised fish species
- Reducing bycatch and discarded fish
- Reducing the quantity of fish protein fed to terrestrial and aquatic livestock
- Improving utilisation of processing wastes
- Achieving objectively based, secure access to fisheries natural resources
- Optimising market development, seafood value and financial returns
- Developing and using the knowledge and skills of people

Investing for Tomorrow's Fish: FRDC's Research and Development Plan, 2000 to 2005, page 80–104.



Sources, more information

Principal sources of statistical and other information provided in this publication:

Investing for Tomorrow's Fish: the FRDC's Research and Development Plan 2000 to 2005

Publisher: Fisheries Research and Development Corporation www.frdc.com.au

Australian Fisheries Statistics 2000

Publisher: Australian Bureau of Agricultural and Resource Economics www.abareconomics.com

Seafood the Good Food

Publisher: CSIRO Marine Research www.marine.csiro.au

Retail Sale and Consumption of Seafood

Publisher: Fisheries Research and Development Corporation www.frdc.com.au

Australian Seafood Handbook

Publisher: CSIRO Marine Research www.marine.csiro.au

What's so healthy about seafood? A guide for seafood marketers

Publisher: Fisheries Research and Development Corporation www.frdc.com.au

Fishing industry contacts

Commercial

Australian Seafood Industry Council	02 6281 0383
National Aquaculture Committee	08 9244 2933
New South Wales Seafood Industry Council	02 9552 1611
Northern Territory Fishing Industry Council	08 8981 5194
Queensland Seafood Industry Association	07 3262 6855
Seafood Council (South Australia)	08 8272 7766
Seafood Industry Victoria Inc.	03 9824 0744
South Australian Fishing Industry Council	08 8363 6811
Tasmanian Fishing Industry Council	03 6224 2332
Western Australian Fishing Industry Council	08 9244 2933

Recreational

Recfish Australia	02 6257 1997
Amateur Fishermen's Association of the Northern Territory	08 8945 6455
Marine Recreational Fisheries Council (Tasmania)	03 6223 2846
New South Wales Advisory Council for Recreational Fishing	02 9456 1615
Recfishwest (WA)	08 9387 7864
South Australian Recreational Fishing Advisory Council	08 8132 0430
Sunfish (Queensland)	07 3880 4261
VRFish (Victoria)	03 9412 5164

Indigenous

Aboriginal and Torres Strait Islander Commission	02 6121 4732
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Fisheries management

Australian Fisheries Management Authority	02 6272 5029
Department of Primary Industries Queensland	07 3224 2190
Department of Natural Resources and Environment, Victoria	03 9412 4011
Department of Fisheries, Government of Western Australia	08 9482 7333
New South Wales Fisheries	02 9527 8411
Northern Territory Department of Primary Industries and Fisheries	08 8999 2144
Primary Industries and Resources South Australia	08 8226 2315
Tasmanian Department of Primary Industries, Water and Environment	03 6227 7256

Other

Agriculture, Fisheries and Forestry—Australia	02 6272 3933
Australian Bureau of Agricultural and Resource Economics	02 6272 2000
Bureau of Rural Sciences	02 6272 5177
CSIRO Division of Marine Research	02 6232 5222
National Oceans Office	03 6221 5000
SeaNet	02 9660 2262



snapshot



FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

FRDC is statutory authority of the Commonwealth Government's Department of Agriculture, Fisheries and Forestry—Australia.

The FRDC is responsible for planning, funding and managing fisheries R&D and facilitating the dissemination, adoption and commercialisation of the results.

FRDC reports to the Australian Seafood Industry Council (ASIC) and the Australian Recreational and Sport Fishing Industry Confederation (Recfish Australia), as representative fishing industry organisations and takes account of their R&D priorities and expectations.

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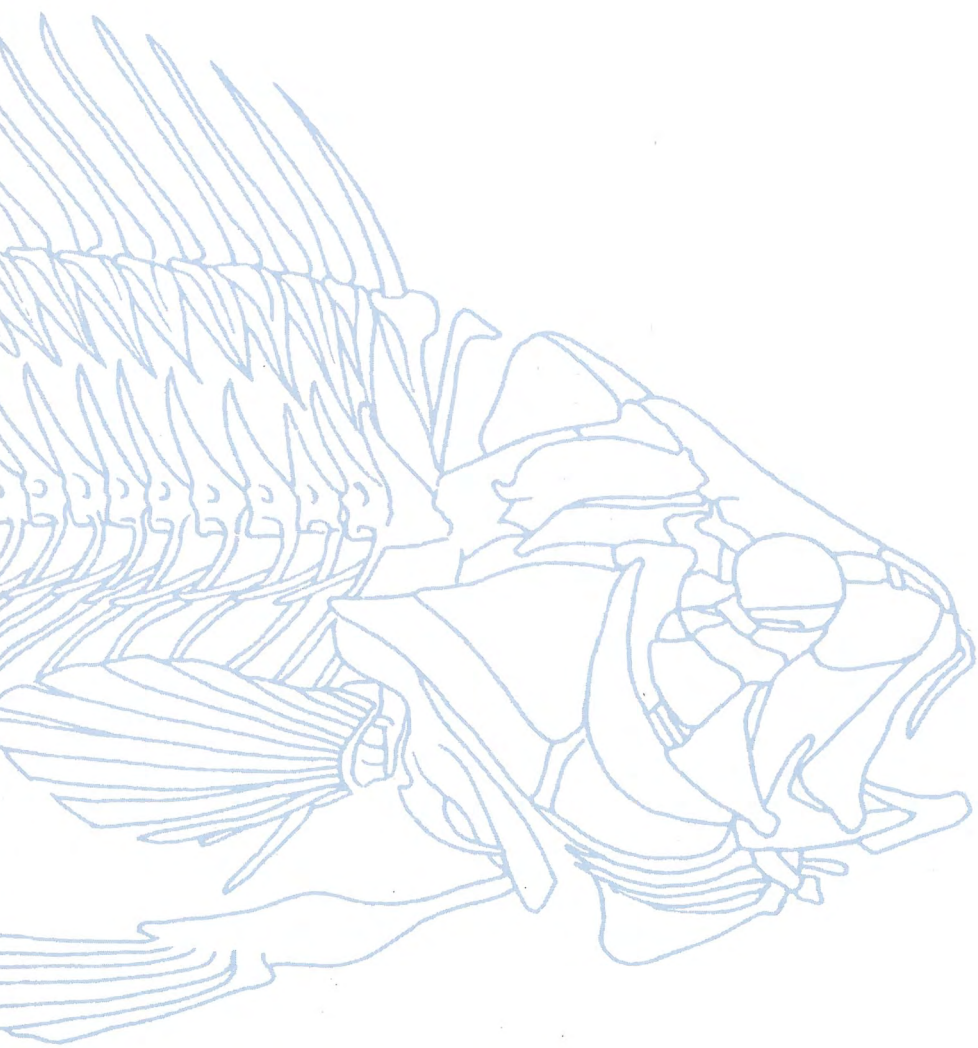
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From
Antarctica
to the
tropics: a snapshot of the
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industry





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About this booklet

The background of the entire page is a deep blue underwater scene. Several fish are visible, swimming in various directions. The lighting is soft, creating a serene and naturalistic atmosphere. The fish appear to be of various species, possibly including salmon or trout, given the context of the text.

Australia has one of the biggest and most marvellous fishing zones in the world, ranging from the sub-Antarctic to the tropics.

Wild fish stocks in these waters are not abundant, but their diversity and quality are second to none. They produce some of the world's best seafood and some of its most exciting recreational fishing. They are a renewable resource belonging to the people of Australia, who have a duty to use them wisely.

Australian seafood offers health benefits to everyone from infants to elderly people. Economically, seafood is worth nearly \$1.9 billion a year and earns nearly \$1.5 billion in export income.

Because our wild fish stocks are limited, the seafood industry concentrates on increasing the quality and value of the harvest, rather than the quantity. At the same time, from our cool southern waters to the tropics, the industry is rapidly developing Australia's immense potential to produce a great variety of high-quality seafood from farming (aquaculture).

To maximise the national benefits for present and future generations, industry and governments invest heavily in fisheries management, research and development.

The more Australians appreciate their fisheries resources, the greater their desire for better management and, through it, lasting benefits. This snapshot has been prepared to foster that understanding.

Fast figures on seafood

The Australian seafood industry provides many benefits to Australians, including:

To the economy ...

Fisheries production ("landed value", i.e. before value-adding) is worth nearly \$1.9 billion:

■ fish	26%
■ rock lobster	23%
■ prawns	20%
■ abalone	8%
■ oysters	3%
■ other	20%

to trade ...

In 1997–98 exports, including pearls, were worth nearly \$1.5 billion:

■ fish	16%
■ rock lobster	28%
■ prawns	16%
■ pearls	19%
■ abalone	13%
■ other	8%

to employment ...

In 1995–96 the wild-catch sector of the seafood industry directly employed about 21 000 Australians and about 6000 in aquaculture. Many more people work in the processing, seafood retailing and restaurant sectors, and in the many businesses supporting fishing activities.

to food availability and variety ...

Every year the average Australian eats about:

- 9.3 kg liveweight of fish
- 2.8 kg of other seafood

around half of which is produced domestically.

and to enjoyment ...

Every year the average Australian eats, outside the home, about:

- 2.4 kg of fish
- 1.6 kg of other seafood

Source: Australian Bureau of Statistics 1998

Source: Australian Bureau of Statistics 1998

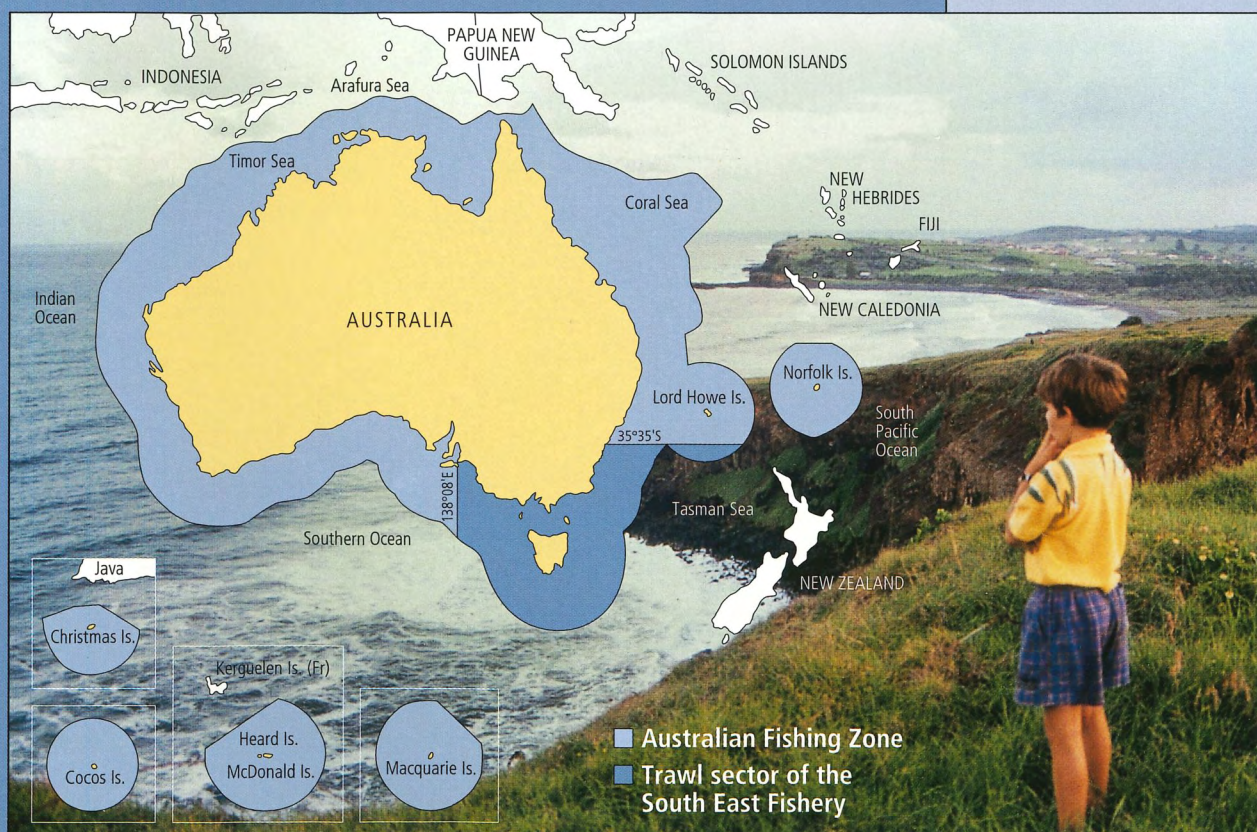
Source: Australian Bureau of Statistics, 'The Labour Force Australia' 1997

Source: Fisheries Research and Development Corporation, 'National Seafood Consumption Study' 1992

Australia's fisheries resources

Australia has a very diverse range of species, most of which occur in relatively small volumes. The Australian fishing zone is the third-largest in the world — it covers almost 10 million square kilometres. However, the tonnage caught commercially is only 54th in the world.

Australia's only relatively higher tonnage fishery — the South-East Fishery — provides 80 per cent of the fresh fish consumed on Australian plates. However, the size of its catch is very small by world standards.



Why is the tonnage from Australia's fisheries so low?

Australian fisheries have low productivity compared with major world fisheries like those of New Zealand and Peru. The reason is that oceanographic conditions surrounding Australian waters simply cannot support high-tonnage fisheries, because of low levels of nutrients.

Major world fisheries are supported by nutrient-rich waters that come to the upper layers in currents from the cold depths. Off Australia's shores, this phenomenon only occurs in southern waters — and supports only one fishery that consistently has relatively high tonnages: the South-East Fishery.

By world standards, the South-East Fishery produces a very small catch — about 25 000 tonnes for all species. A significant catch is blue grenadier: almost 5000 tonnes. By contrast, the catch from the single New Zealand fishery for the same species (called Hoki) is 250 000 tonnes.

What results from this low production?

Clearly, the Australian fishing industry cannot sustain high-tonnage catches. Instead, we have developed several high-value, low-tonnage fisheries that are prominent in world markets. The two best examples are the rock lobster and abalone industries. Both of these fisheries take advantage of Australia's west-east coastline, which is unmatched for length in the world. It has habitat that is ideal for this low-volume, high-value harvest.

A great benefit of our very long, relatively under-developed coastline is the wide range of recreational fisheries — from the northern estuaries for barramundi to the southern waters for snapper or the highly prized King George whiting. The size of the recreational catch of some species exceeds the commercial catch of the same species.



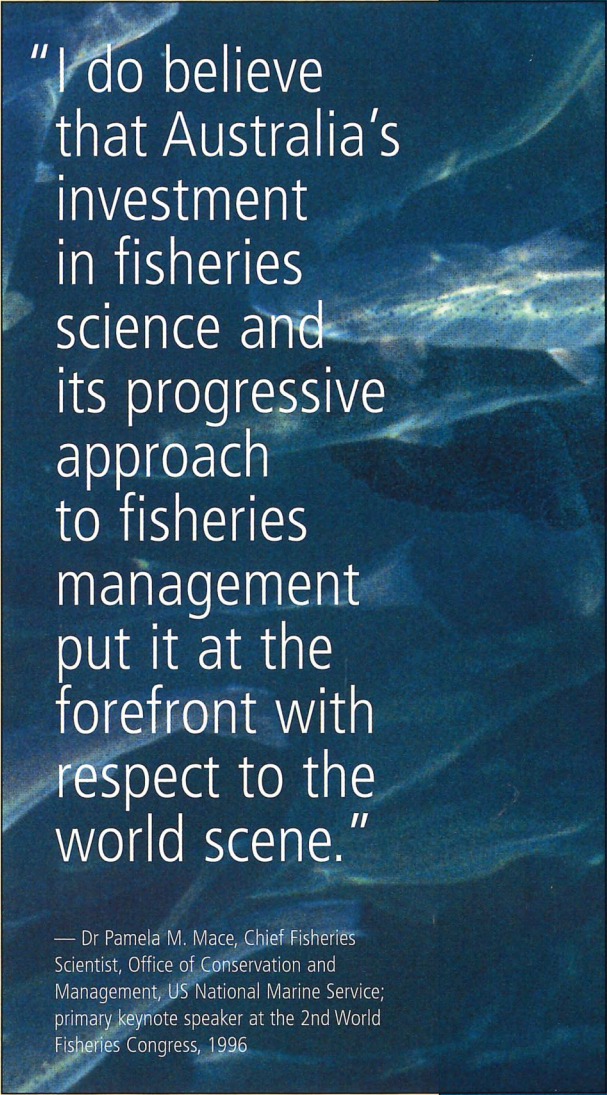
About 122 000 fishers were identified as members of fishing clubs in 1996–97, and more than three million Australians are estimated to fish. The recreational sector of the fishing industry is larger and more widely dispersed than in any other natural resource industry that supports a prominent commercial sector.

Aquaculture requires clean, high-quality water. That is why Australia offers large opportunities for this rapidly developing industry, which will be essential for meeting increased demand from a burgeoning world population.

What else affects our fisheries?

Many factors affect fisheries resources in coastal waters. One of the most important is the way in which communities living on the coast (70 per cent of the Australian population) manage their waste. Fisheries resources can also be damaged by land management practices: for example, by destroying mangroves, exposing acid soils through inappropriate land-clearing, by applying too much fertiliser so that it runs off into waterways, and by building structures to regulate the flow of rivers.

The Commonwealth and State Governments manage the use of fisheries resources to ensure they are sustainable (i.e., catches are limited to ensure that, in future, at least the same number of fish will be available). This is one of the reasons why other nations have a high regard for Australia's fisheries management practices.



"I do believe that Australia's investment in fisheries science and its progressive approach to fisheries management put it at the forefront with respect to the world scene."

— Dr Pamela M. Mace, Chief Fisheries Scientist, Office of Conservation and Management, US National Marine Service; primary keynote speaker at the 2nd World Fisheries Congress, 1996

The fishing industry defined

The term **fishing industry** includes any industry or activity carried on, in or from Australia concerned with: taking, culturing, processing, preserving, storing, transporting, marketing, or selling fish or fish products.

The fishing industry comprises the recreational, commercial, and Aboriginal and Torres Strait Islander sectors. The **commercial sector** — which for practical reasons includes the pearling sector — is also referred to as the **seafood industry**.

Source: 'Investing for Tomorrow's Catch: the FRDC's Research and Development Plan, 1996 to 2001', p. 9

Users of fisheries

The Australian community values fisheries resources highly. Many people use them — including commercial, recreational and indigenous fishers, and the wider community through a range of other activities.

Commercial sector

Commercial fishing activities take many forms in many places. It is a major source of employment in coastal communities. Although the catch is small by international standards and is not likely to increase significantly, the industry produces a wide range of high-quality products.

Increasingly, the commercial sector is contributing to fisheries research and development, recognising that their future livelihoods depend on the outcomes. They also recognise that quality management and value-adding to their products are the keys to success in their industry. And they are marketing more efficiently, to open up new markets, develop niche products, and earn better returns on their investment.

The SeaQual project is encouraging all sectors of the seafood industry to adopt quality management. This publication, the 'Seafood Quality Chooser', helps managers to select the quality management system that is most appropriate for their business.

Take your Pick! — the Seafood Quality Chooser



... to help you to decide on
the quality management
system that you need for
your business



The wild-catch and aquaculture sectors have developed codes of conduct, acknowledging that the right to use the marine environment for commercial purposes brings obligations to use it wisely. The codes set out principles and standards of behaviour "to ensure effective conservation, management and development of living aquatic resources, with due respect for ecosystems and bio-diversity."

Wild-catch activities

Australian seafood is caught in clean conditions using the best catching, handling and transport technologies available. For example, catching and handling techniques have been developed to allow live export — in top condition — of products such as rock lobster, spanner crabs and coral trout.

The wild-catch sector of the fishing industry actively participates with governments to manage fisheries for effective conservation. Techniques include restricting catches, numbers of operators, fishing methods and gear. Wild-catch operators are also cooperating with researchers to reduce the amount of bycatch of non-commercial species, and to protect other wildlife such as sea turtles, albatross and seals.

Aquaculture

Aquaculture in Australia is often constrained by availability of water at some inland sites, by availability of suitable coastal sites, and by competition for alternative uses for these sites. However, the industry is expanding rapidly, utilising Australia's long-standing strengths in shellfish culture (in the pearling and oyster industries). Aquaculturists are also rapidly developing expertise in prawns, abalone, eels, marine finfish, freshwater crayfish and freshwater finfish.

Australian fish farmers are successfully producing high-value products for domestic and world markets — by farm-raising oysters, Atlantic salmon and kuruma prawns, and pen-fattening southern bluefin tuna. Aquaculture will increasingly provide premium seafood products, as it has the strongest prospects for expansion.

Aquaculture — farming of fish or aquatic plants — is the principal means to bridge the gap between fisheries production and demand.

Without a growing aquaculture industry, wild fisheries may well be pushed beyond sustainable harvest levels. Worldwide, aquaculture currently produces about 18 million tonnes of the total fish protein production of about 110 million tonnes. World demand in 2020 is predicted to be about 32 million tonnes higher than presently. Although development of some under-exploited wild fisheries may contribute to increased production, aquaculture will need to provide the major share. An annual increase in aquaculture production of just 6% will meet the 2020 target.

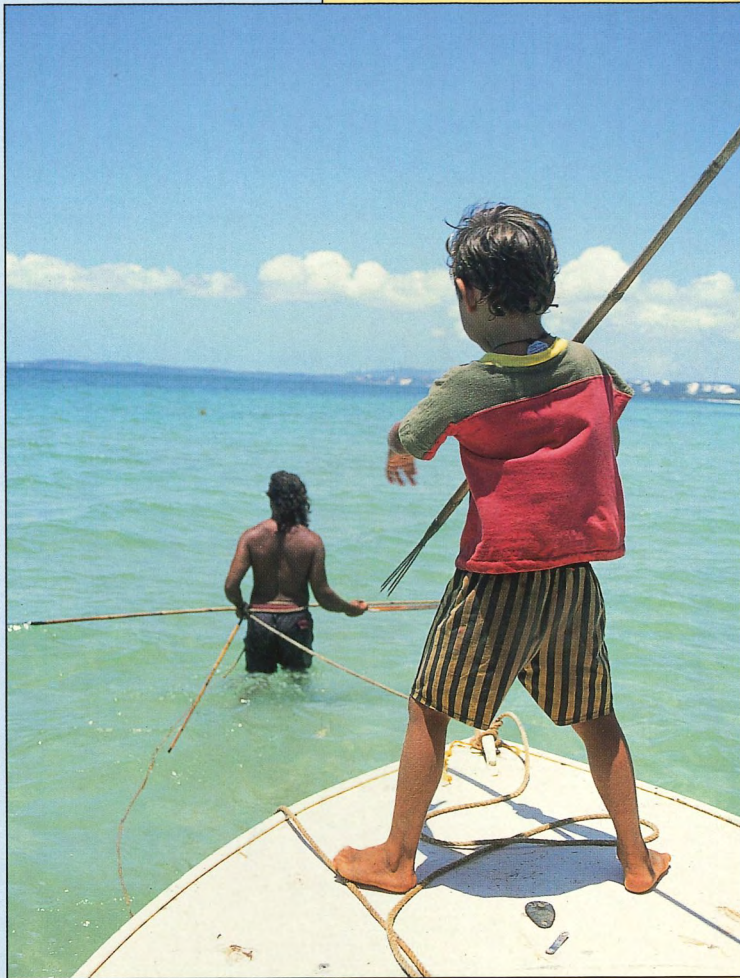


Recreational fishing

Recreational fishing is an important leisure activity in Australia. About 25–30 per cent of Australians fish, and about 15 per cent of these people fish regularly on 20 or more days per year¹. For most people, the major reason for recreational fishing was relaxation. Obtaining fish for food was a lesser, but important, consideration.

Significant benefits from recreational fishing often flow to regional areas — including jobs in the tourism, tackle, boating, and charter industries. Charter boats support game fishing, skin-diving and whale-watching activities, and there is a diverse boat-hire and service industry. These industries support others: for example, of the 3.8 million international tourists visiting in 1996, some 12 per cent participated in diving activities, 3 per cent participated in fishing activities, and a further 2 per cent in whale-watching².

Governments regulate recreational fishers' use of fisheries resources through licensing, applying bag limits, stipulating minimum sizes, and imposing closed seasons. Regulation is needed to protect fish stocks and their habitat from over-use, to ensure that they remain available for the enjoyment of everyone — now and in the future. To promote ecologically sustainable fishing, the recreational sector has also developed a code of practice.



Indigenous fishing

Indigenous fishing activities are important in a number of areas, including the Torres Strait and northern fisheries. Indigenous fishing rights and interests in offshore waters were recently recognised in the Croker Island native title judgement in the Northern Territory. The judgement found that native title exists in relation to this area, recognising a non-exclusive right to the area for the purpose of satisfying the fishers' personal, domestic or non-commercial needs.

Fishing activities by Aboriginals and Torres Strait Islanders have been recognised and maintained in areas including the Torres Strait and several state fisheries. Indigenous fishing rights vary as to the species, areas and methods of fishing. Photograph by courtesy of the Great Barrier Reef Marine Park Authority.

Other values of fisheries

In addition to their value as sources of food, fisheries resources are valued by the community in many other ways. For example, they have values deriving from our knowledge that the environment and diversity of species are maintained, and that fisheries resources are there for us to enjoy — through many recreational activities that help reduce the pressures of modern living. Many jobs supporting recreational fishing exist because of these values.

“No human being, however great, or powerful, was ever so free as a fish”

— John Ruskin, English art critic and commentator

Australian seafood production and trade

Australian commercial fisheries production is about 220 000 tonnes per year, currently worth nearly \$1.9 billion³. This amounts to 6 per cent of the gross value of all farm and fisheries production⁴. Seafood is Australia's fourth most valuable food-based primary industry — after beef, wheat and milk. In addition to its value to fishers, seafood production supports the processing, transportation, wholesaling and retailing sectors. It is an important supplier to the restaurant and tourism industries.

By investing in assets like this pearl boat, the commercial sector earns export income of nearly \$1.5 billion a year — of which the pearling sector earns about \$250 million.



Australian seafood production and exports 1997–98

	Production tonnes (liveweight)	Exports tonnes (product weight)
Fish	124 547	23 642
Tuna	10 192	5 305
Atlantic salmon	7 647	2 100
Whiting	3 856	2 209
Orange roughy	3 129	600
Shellfish	81 633	31 430
Crustaceans	51 002	26 500
Rock lobster	15 736	12 247
Prawns	27 586	12 297
Crabs	6 380	2 706
Molluscs	30 631	6 200
Abalone	5 109	3 003
Scallops	9 102	1 346
Oysters	10 444	42
Total	206 188	51 620

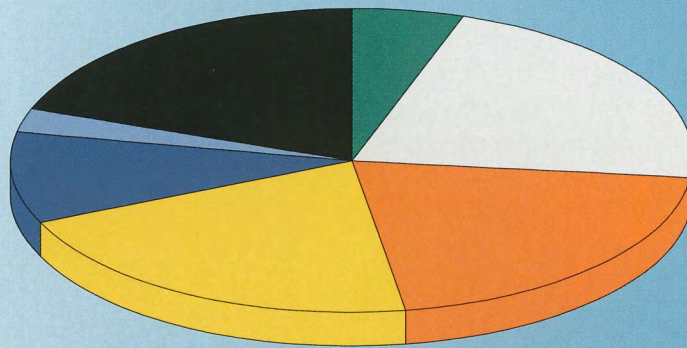
Source: ABARE 'Australian Fisheries Statistics 1998'

The diversity of seafood products available to consumers is a feature of the Australian industry. Every day, the major markets in Sydney and Melbourne have more than 100 species of fish, crustaceans and molluscs, ready to be delivered fresh to retail outlets and restaurants. Rock lobster, prawns, pearls, abalone and tuna are our most valuable fisheries products.

Australian fisheries production, 1997–98: value by commodity

- Tuna
- Other fish*
- Rock lobster
- Prawns
- Abalone
- Oysters
- Other

Source: ABARE 'Australian Fisheries Statistics 1998'



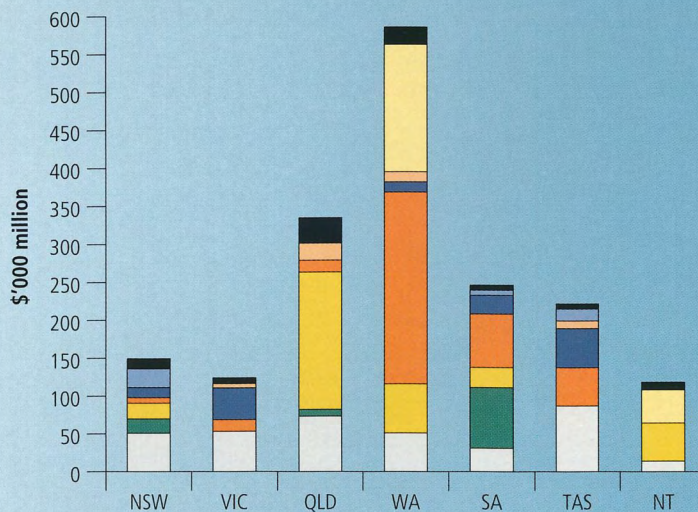
The fishing industry is an important economic activity in coastal communities in all states — especially in Western Australia and Queensland. Each region contributes to the diversity of our large range of choices.

Australian fisheries production by state and major product, 1997–98

- Other
- Pearls
- Oysters
- Scallops
- Abalone
- Rock lobster
- Prawns
- Tuna
- Other fish

Includes Commonwealth production according to state on aquaculture but excludes hatchery and inland fisheries.

Source: ABARE 'Australian Fisheries Statistics 1998'



Australian seafood consumption

About 70 per cent of total seafood production is consumed domestically. Supplemented by imported products, this provides a substantial choice of seafoods — including fresh, frozen, canned and pre-prepared meals. The last national survey of seafood consumption (conducted in 1991–92) revealed a 20 per cent increase over the level found 15 years earlier, as shown in the table below. The major area of growth was in consumption outside of the home — at restaurants and the like. Increased emphasis on a healthy diet has also prompted people to eat more fish, because of its potential to contribute to sensible weight control programs and to reduce heart disease.

There is increasing awareness in the community of the health benefits of seafood — in particular the positive effects of omega-3 and omega-6 polyunsaturated oils. Recent CSIRO research, funded by the FRDC, has shown that Australian seafood has higher levels than those found in similar species in the northern hemisphere, and far higher than meats.

Health benefits of omega oils

The dietary intake of fish has been known for some time to be beneficial to our health. One reason is that fish oils contain omega-3 polyunsaturated fatty acids, which are essential in the diet. They help against coronary heart disease, high blood pressure and rheumatoid arthritis. Omega-3 polyunsaturated fatty acids, in particular DHA, may also be beneficial for infant brain and retina function and development.

Other beneficial oils present in seafood include the omega-6 fatty acid AA which is important for growth, and also seems to play a role in our general good health and well-being.



Australian seafood consumption, 1977 and 1991

	Fish		Other seafood	
	1977 (kg)	1991 (kg)	1977 (kg)	1991 (kg)
In home:				
Fresh and frozen	2.9	4.26	0.8	0.68
Frozen packed	0.9	0.37	0.09	0.06
Canned	1.81	1.39	0.12	0.05
Other	0.34	0.92	0.02	0.32
Total in home	5.95	6.94	1.03	1.11
Out of home:	1.84	2.38	1.24	1.64
Total	7.8	9.3	2.27	2.75

Source: Fisheries Research and Development Corporation 1992

The restaurant sector is a major user of Australian seafood. The restaurant trade provides domestic employment and is a showcase for developing the demand for Australian seafoods among tourists when they return home. For example, in the Cairns region in 1993, seafood meals represented about 45 per cent of the total meals served, with tourists eating about two-thirds⁵.

Our seafood exports

Australian seafoods are in the top five food export earners (after wheat, beef and veal, dairy products and sugar). The 1997–98 export sales of nearly \$1.5 billion were 81% seafood and 19% non-edible products, mainly pearls.

The Australian seafood industry, although diversified, has a strong focus on Asian markets: premium seafood products have been exported to Japan since the late 1970s. Sales to Asia grew strongly over the late 1980s and early 1990s, and now account for nearly 90 per cent of the total value of Australian seafood exports. With the current economic difficulties in the region, an increasing share of our exports is finding markets in the United States and Europe.

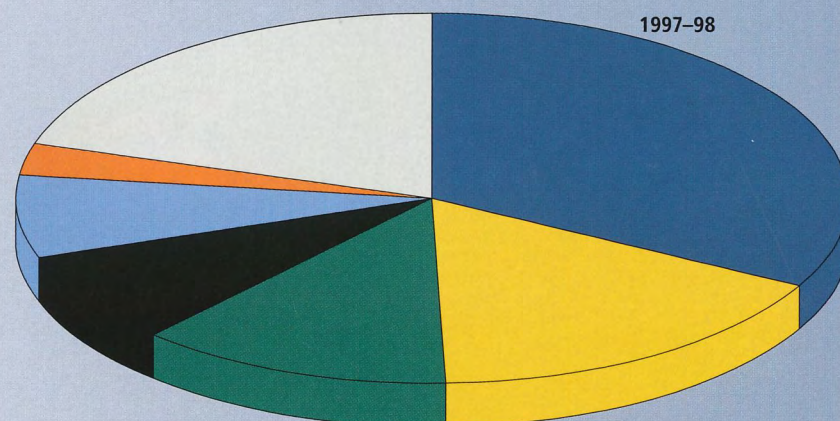
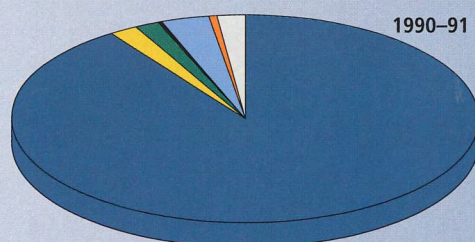
The major markets for Australian seafood are Japan (with sales valued at \$441 million in 1997–98), Hong Kong (\$227 million), Taiwan (\$178 million) and, most recently, China (\$119 million). Other significant markets are the United States, Europe, Singapore, Malaysia, South Korea and Indonesia.

Australian exports of fisheries products by country, 1990–91 and 1997–98



Countries follow clockwise from Japan

Source: ABARE 'Australian Fisheries Statistics 1998'



Key exports

Rock lobster is the most valuable Australian seafood export commodity: total exports were valued at \$424 million in 1997–98. Most rock lobster is exported to Asia. The major markets are Taiwan (with sales valued at \$104 million), Japan (\$93 million) Hong Kong (\$86 million), and China (\$76 million). The industry has transformed rapidly to meet the demand from Asia for live rock lobster: more than half of rock lobster exports were shipped live in 1997–98.

Important seafood exports include prawns, abalone, tuna and other fish. Australia's prawn exports were valued at nearly \$233 million in 1997–98, nearly 60% of which went to premium Japanese markets. Three main types are exported. Premium large sea-caught brown tiger prawns are mainly used in the restaurant and sushi bar trade; white prawns (banana and king prawns) are used in the restaurant sector and the retail trade; and farmed kuruma prawns, developed more recently, are exported live for the restaurant sector.

Abalone, a highly prized delicacy, is the premium mollusc throughout most Asian countries. Australia is the world's largest producer of abalone from wild fisheries: average production of greenlip and blacklip abalone is 5100 tonnes (liveweight equivalent) per annum. Export products include live, frozen meat, canned and vacuum-packed. Sales in 1997–98 were split between Hong Kong (\$62 million), Japan (\$59 million), Taiwan (\$44 million) and Singapore (\$19 million).

Exports of tuna (mainly pen-raised and wild-caught southern bluefin, wild-caught yellowfin and big-eye tunas) have increased rapidly over the past decade. Exports were worth \$104 million in 1997–98, up from \$67 million in 1996–97. Smaller-sized tuna are now being caught in the wild, grown out to the larger weights and premium condition needed for the demanding sashimi trade, and air-freighted to the Japanese market.



Canned tuna returns \$1.30 per kilogram to the fisher. The tuna shown here, when grown out by fish farming and sold fresh to the overseas market, will return \$30 per kilogram.

Industry development relies on the seafood industry's constant vigilance about changing market requirements, and its readiness to seize on opportunities to maximise the value of its resources. Future industry profitability will come largely through new product and process development, improved marketing and enhanced handling techniques aimed at maintaining product quality at optimal cost.

The National Seafood Centre helps businesses to target niche markets, taking advantage of the recent trend away from bulk commodity suppliers towards smaller shipments and value-adding.

Innovations

The development of the Atlantic salmon industry in Australia is an excellent example of innovative market development. The industry is small by world standards, with exports worth \$17 million in 1997–98. However, its disease-free status and quality management practices have secured this sector an enviable position on the Japanese market. Very strict quality control throughout production and processing ensures premium prices.

Recent developments also include export of live fish — particularly coral trout — mainly to the Hong Kong market. Another development is an offshore fishery targeting Patagonian toothfish, based on the Australian sub-Antarctic territories of Heard and Macquarie Islands.

A good future for smart fishing

The Australian seafood industry is focused on maintaining sustainable catches from clean waters, and on supplying products to a diverse range of customers in premium condition — when it is required, and in the forms that the customers demand. This prompts the industry to use its resources more and more efficiently — in relation to both catching and marketing. The benefits include a prosperous future for the industry and continued access to the best that the oceans have to offer.

Endnotes

- 1 National Recreational Fisheries Working Group, 1992.
- 2 Bureau of Tourism Research, 1997.
- 3 At the wharf, i.e. before value-adding.
- 4 Australian Bureau of Agricultural and Resource Economics, 1998.
- 5 'An examination of links between tourism, tourist expectations and the importance of seafood in restaurants of the Cairns region', James Cook University for Queensland Commercial Fishermen's Organisation 1993.

Fishing industry contacts

Commercial sector

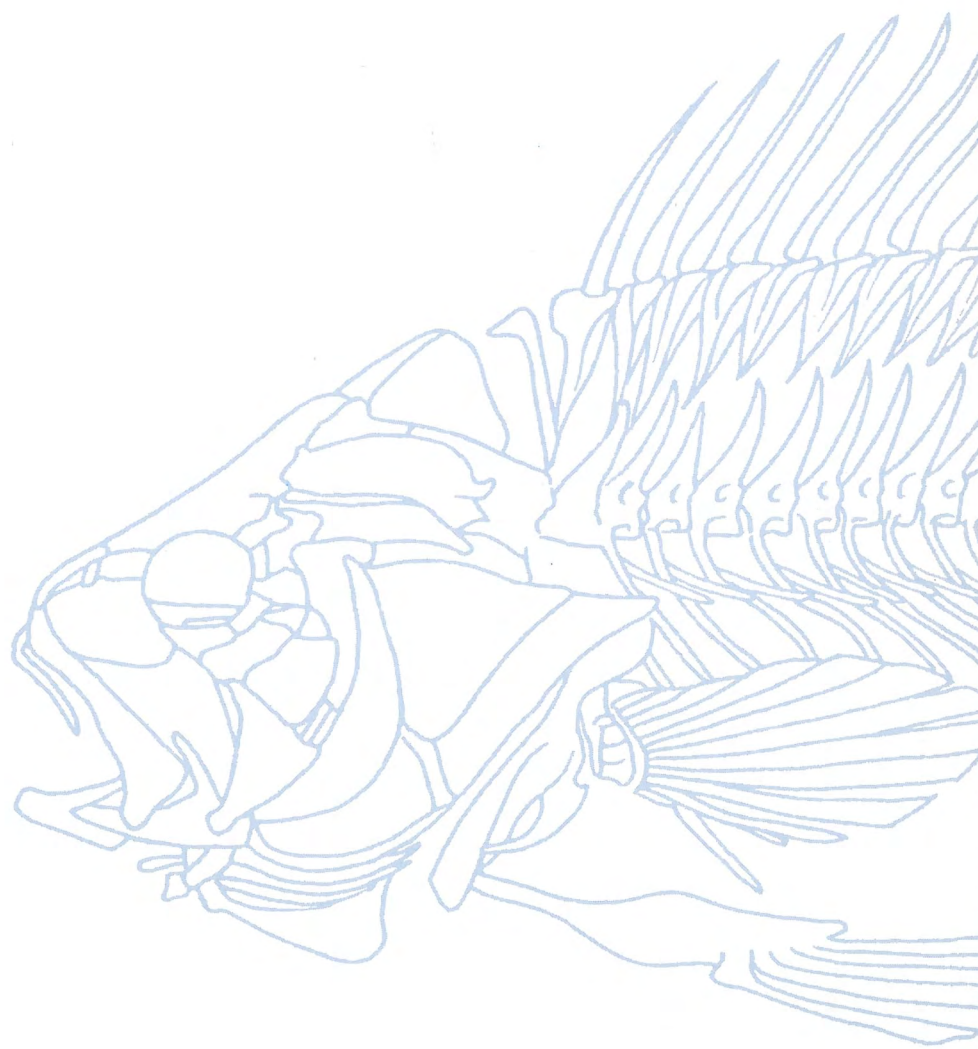
Australian Seafood Industry Council	02 6281 0383
WA Fishing Industry Council	08 9244 2933
Queensland Commercial Fishermen's Organisation	07 3262 6855
Northern Territory Fishing Industry Council	08 8981 5194
South Australian Fishing Industry Council	08 8363 6811
Seafood Council South Australia	08 8303 2796
Tasmanian Fishing Industry Council	03 6224 2332
Seafood Industry Victoria	03 9824 0744
NSW Seafood Industry Council	02 9552 1611
Australian Aquaculture Forum	03 6211 6666

Recreational sector

Recfish Australia	02 6257 1997
Amateur Fishermen's Association of the Northern Territory	08 8932 3733
Recfishwest (WA)	08 9387 7864
VRFish (Victoria)	03 9412 5164
Sunfish (Queensland)	07 3216 5785
SA Recreational Fishing Advisory Council	08 8132 0430
NSW Advisory Council for Recreational Fishing	02 9456 1615
Tasmanian Amateur Sea Fishermen's Association	03 6228 6920

Fisheries management and other contacts

Australian Fisheries Management Authority	02 6272 5029
Department of Agriculture, Fisheries and Forestry – Australia	02 6272 3933
Bureau of Rural Sciences	02 6272 5177
Australian Bureau of Agricultural and Resource Economics	02 6272 2000
Fisheries Western Australia	08 9482 7333
Queensland Fisheries Management Authority	07 3225 1773
Queensland Department of Primary Industries	07 3224 2164
NT Department of Primary Industries and Fisheries	08 8999 4321
Primary Industries and Resources SA	08 8226 2311
Tasmanian Department of Primary Industries, Water and Environment	03 6233 8011
Fisheries Victoria: commercial	03 9895 6999
Fisheries Victoria: recreational	03 5226 4667
NSW Fisheries	02 9566 7800



This booklet is published every two years. It is an initiative of the Fisheries Economics Statistics Steering Committee — a national committee established by the Fisheries Research and Development Corporation. Members are drawn from the commercial and recreational industry sectors, fisheries management and policy sector, and research sector.

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RESEARCH &
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CORPORATION



RECFISH
AUSTRALIA



Seafood facts 4 Fishing methods

Issue

The main methods used to catch fish by the Australian fishing industry have not changed much since the early 1960s. But, refinements to fishing gear and more sophisticated navigation equipment have made it progressively easier for operators to locate and catch fish. Fishing methods and gear are important factors in determining the level of effort and the effect of fishing on the fish stocks. The level of effort along with the level of catch is used by fisheries scientists as an indicator of the status of the fishery, that is, whether a fishery is fully, over or under fished. This information is then used by the fishery managers to decide the levels of catch, or effort and gear restrictions that are best to maintain the fish stocks and the industry. There is also a strong trend towards adopting fishing methods and gear changes that will reduce or avoid unwanted catch (i.e. bycatch) and that are more environmentally friendly.

Which gear?

The methods and gear used to catch fish and other seafood vary. Which ones are used depends on the particular habitat in which the fish or other seafood lives and the behaviour of the species targeted by the fishing operator. Some fish, such as tunas, are sea surface feeders; these are called *pelagics* and they are captured with gear that fishes near the surface of the sea. Fish that live and feed near the seabed, such

as flathead, are called *demersals* and they are captured with gear that fishes near or on the seabed. Some species form large aggregations or schools and these are best captured by large trawl or surrounding nets, or long lines with many hooks. Other species are taken individually and these are best captured by traps or lines set over a large area, or by diving.

Fishing boats are often categorised by the fishing gear used on them. For example, fishing boats such as trawlers tow large nets behind them, and longliners set long lengths of line with many hooks attached. Many boats in the Australian commercial fleets are dual purpose and can be rigged with different gear so that they can operate in several fisheries. For example, some can use prawn trawling gear and fish trawling gear. Australia has about 10 000 commercial fishing vessels, many of which are dual purpose.

Various storage methods are used to preserve the fish that are caught. For example, on some larger boats, freezers are used to store and preserve the catch, and such facilities enable them to stay at sea for long periods. Smaller vessels use ice, or very cold brine (i.e. refrigerated seawater). These vessels can generally only stay at sea for about a week.

Fishing methods and gear often have restrictions on them that are imposed by management to help maintain the stocks. For example, mesh sizes or net lengths and number of hooks per line may be limited.

Table: Methods of Fishing Used for Different Target Species

Target Species	Method of Fishing (examples of fish targeted)
Shark	<ul style="list-style-type: none"> - gillnets (school gummy & tropical sharks) - longlines & hooks (mainly school & tropical sharks)
Fish - demersal - pelagic	<ul style="list-style-type: none"> - trawl nets (redfish, flathead, orange roughy) - Danish seine (redfish, flathead) - dropline (hervala) - purse seine nets (pilchards, jack mackerel, skipjack tuna) - longlines (southern bluefin, yellowfin, & bigeye tunas)
Crustaceans	<ul style="list-style-type: none"> - pots (lobster) - trawls (prawns)
Molluscs	<ul style="list-style-type: none"> - diving (pearls, abalone, tropical lobsters) - jigging (squid) - trawl/dredge (scallops)

Methods of catching fish

There are three main methods of catching fish and other seafood in Australian waters:

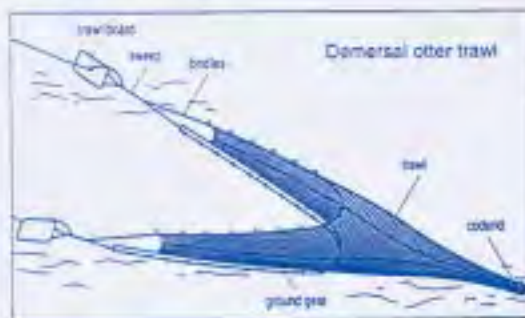
- 1) nets;
- 2) lines and hooks; and
- 3) traps.

These methods are described further below. Other commercial fishing methods include diving (e.g. for abalone, pearl shell, sea urchin, lobster), dredging (e.g. for scallops, mussels) and electrofishing in lakes and rivers (e.g. for carp or eels).

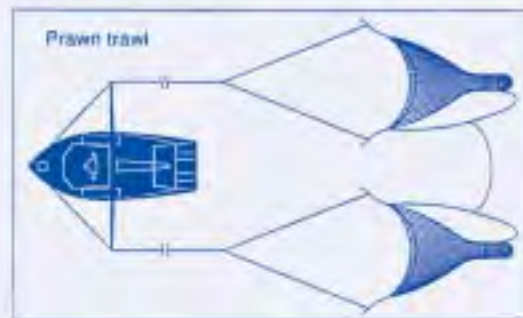
Nets

Nets are responsible for the largest share of Australia's commercial fish catch and they come in a wide variety of shapes.

- **Trawl nets.** Trawling is the most widely used commercial fishing method in Australia. It can be performed in depths ranging from a few metres to about 1500 metres. Trawl nets may be towed for a period of minutes to several hours. Different types of trawl nets are used to capture different species. For example, **demersal otter trawls** target fish and work the seabed in waters off south-eastern and northern Australia. Species taken in the southern fisheries include orange roughy, gemfish, blue grenadier, flathead and redfish. In northern Australia, species taken include sea perch, red emperor, rock cod and squid. Demersal otter trawls are operated with the trawl boards, sweeps, lower bridle and ground gear in contact with the seabed. The ground gear is weighed down by large rubber or steel bobbins that are attached to the footrope. The net is held open horizontally by the trawl boards being dragged along the seabed; this spreads the sweeps, bridle and net wings. The mouth of the net is held open vertically by a series of floats positioned along the headline. The fish swim ahead of the net until they tire and fall back into the tapered bag where they are retained in the codend. The net is then hauled and the fish are emptied on deck from the codend.



- **Demersal otter trawling for prawns** takes place in all Australian States except Victoria and Tasmania. Tiger, banana, king and endeavour prawns are the main species caught. The gear used is generally smaller than that used for demersal fish trawling. The netting has a smaller mesh size and the vertical net opening is created by the height of the trawl board. The operation of this style of trawling is very similar to fish trawling. Prawn trawlers often fish two or three nets at once.



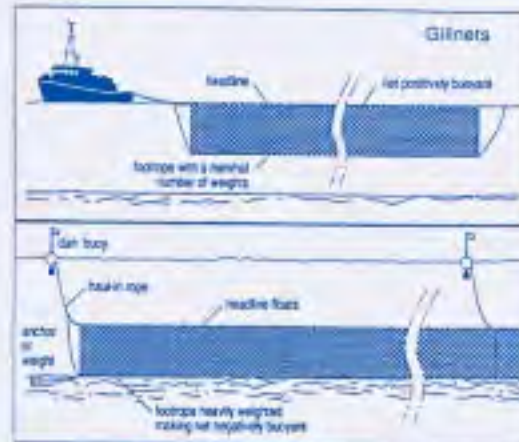
- **Mid-water trawling:** (also called pelagic trawling) has been trialed off south-eastern Australia to target jack mackerel in depths of less than 200 metres and blue grenadier in deeper waters outside the continental shelf. Foreign trawlers from Japan and the former USSR are licensed to operate in Australia's Antarctic Territory with mid-water trawls to catch krill and Antarctic fish.
- **Surrounding nets.** These nets take advantage of the schooling behaviour of fish. They work by enclosing schools of fish within walls of netting and can be operated from the shore (e.g. beach seining) or from a boat (purse seining). The nets usually have two long wings and a section in which the catch is concentrated and retained. Surrounding nets can be positively buoyant (set at the sea's surface) or negatively buoyant (operated on the sea floor).
- **Purse seining.** These nets are operated at the sea's surface. They are mostly used off the southern states of Australia to catch large schools of pelagic fish such as pilchards, jack mackerel or skipjack tuna. These schools are first located by visual sighting, spotter aircraft or sonar. Once the fish are located the vessel circles the school setting the net. The netting prevents the fish from escaping outwards. The purse line is then pulled which closes off the bottom of the net and prevents the fish escaping downwards.



- **Danish seine.** Danish seining is the main form of boat seine used in Australia. These nets are used to fish along the sea floor in depths to about 200 metres (i.e. on the continental shelf). They are used in NSW, Vic, SA, Tas and WA to target a variety of fish species including morwong, flathead and redfish. The gear is set in a pear shape with the net at the base of the pear and ropes making up the sides. The gear is hauled in such a way as to allow the ropes to herd the fish, before they fire and fall back into the bag of the net. The net is then hauled onboard and the fish emptied out.



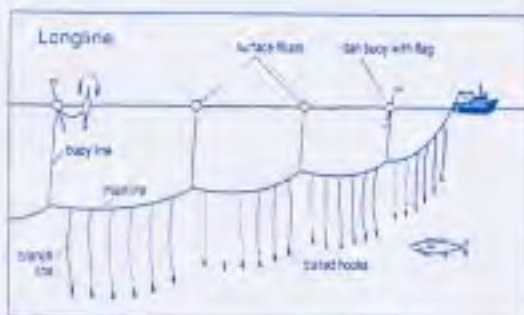
- **Gillnets and entanglement nets.** These nets consist of a panel or panels of net held vertically in the water-column. Fish or shark are entangled in the net when they swim into it. The size of the mesh in the net determines the size range of the species caught, as smaller fish are able to swim through the mesh. The legal net length and the mesh size are set by the appropriate State or Commonwealth fishery managers. Large scale driftnets have been banned in Australian waters. However, the smaller gillnets may be set to drift along at the surface (positively buoyant), for example as used to catch tropical sharks in Queensland and the Northern Territory. Gillnets can also be set or fixed on the seabed (negatively buoyant) and these are used in southern Australian waters to target school, gummy, and whiskery shark. They are also used Australia-wide in estuaries and along the coast to target fish (e.g. barramundi and king salmon in the north, bream and whiting in the south).



Hook and Line

There are many different types of fish hooks and they are used to catch a wide variety of species and sizes of fish. The way in which fish hooks and lines are used often depends on the feeding behaviour and habitat of the fish targeted.

- **Handlines and handreels** are used commercially in all States. The main species targeted include coral trout and emperors in northern Australia, and redfish, tailor, snapper and Westralian jewfish in southern Australia.
- **Pole and line** fishing targets surface swimming tuna species in southern Australia, including southern bluefin tuna (SBT), skipjack tuna and yellowfin tuna. This technique involves attracting the surface schools of fish to the vessel, by getting them into a feeding frenzy with small bait fish. The operator uses a pole which ends in a barbless lure which the fish bite on. When a fish strikes, the pole is raised, lifting the fish out of the water and onto the boat.
- **Droplines** consist of a mainline of rope, wire or nylon anchored vertically in the water with a weight on the bottom and floats attached at the surface. Shorter lengths of line (called snoods) with a hook on one end are clipped to the mainline. Between 10 and 100 snoods are clipped at intervals along the mainline when it is being set for fishing. Up to 10 droplines may be set at one time. Droplines are used mainly in waters deeper than 200 metres off south-eastern Australia to target blue-eye trevalla and hapuku. Off WA they are used in shallower waters to target snapper and shark species. Droplines are set for several hours before hauling.



An alternative fishing method, called **bottom set longlines** (with 100-500 snoods) or **trollines** (with 10 snoods) is when an arrangement similar to the drop-line is set along the seabed rather than vertically. These are good methods for fishing on the seabed when it is too rough for trawling.

- **Drifting longlines.** Drifting longlines are used off all States of Australia, except NT, by both Japanese and Australian vessels. Species taken include fast swimming surface fish such as southern bluefin tuna, yellowfin tuna and bigeye tuna, striped marlin and broadbill swordfish. Drifting longlines have the mainline suspended horizontally in the water at a predetermined depth by buoy lines with floats spaced regularly every 200-400 metres along its length. Branch lines 25-50 metres long are attached at regular intervals along the mainline. Each branch line has a baited hook and fishes at a different depth depending on its position and the amount of slack in the mainline between floats. The mainlines can range from 10 kilometres to 80 kilometres long, and can carry from 200 to 3000 hooks. The mainline takes 2-6 hours to set, and hauling may take 4-12 hours.
- **Trolling** is a simple method of fishing in which lines with baits or lures are dragged behind a boat as it moves along at a speed of 2-10 knots. Most commercial trolling operations have the lines mounted to the stern (rear) of the vessel or off booms at the side; they can troll 3 to 18 lines at once. Trolling is used Australia-wide to target species such as

Spanish mackerel, coral trout, yellowtail kingfish and several tuna species.

- **Squid jiggging** is carried out in southeastern Australia to catch arrow squid and calamari. Jiggging is done at night and powerful lights are positioned along the vessel to attract the squid. This takes advantage of the squid's strong attraction to light. The squid dart into the lit area to feed. The squid are caught as they feed by a line with several barbless lures which is hauled by an elliptical spool. The rotation of the spool as the line is wound creates the jiggging action.

Traps

Traps, pots or other enclosures are devices which fish (snapper, ocean jackets), crustaceans (e.g. lobsters, crabs) or molluscs (e.g. octopus) enter, but from which they are prevented from escaping. Animals are lured into a trap either by bait or because the trap appears to provide some form of refuge. Traps can be set in water from only a few metres to hundreds of metres deep. Most traps are set on the seabed with a haul-in line, surface float and dan buoy to mark their position. The traps are left to fish for 20 minutes to 24 hours before hauling, emptying the catch, rebaiting and resetting. There are many types of traps depending on the target species.

Traditional fishing

Many Aboriginal communities and in particular Torres Strait Islanders still undertake traditional fishing using a range of fishing techniques and gear. Traditional fishing is usually defined as the taking of seafood by traditional inhabitants for their own consumption. Some of the species caught by traditional communities include reef fish, green turtles, dugong and shellfish. The majority of reef fishing is done with a handline from an outboard-powered aluminium dinghy, although multi-pronged spears are used along shallow reefs. Green turtles and dugongs are hunted from aluminium dinghies using a harpoon. Traps and nets are also used to target fish along the coast or in inland waters.

Information sources

Chapman, L. B. (in preparation). *Commercial fishing gear in Australia*. Bureau of Resource Sciences, Canberra.

Kaloko, P.J., Williams, M.J., Stewart, P.C., Reichelt, R.E., McNea, A. and Greve, C. (1993). *Australian Fisheries Resources*. Bureau of Resource Sciences and the Fisheries Research and Development Corporation, Canberra.

Williams, G. (Ed). (1998). *Fisheries and Marine Research in Torres Strait*. Bureau of Resource Sciences, Canberra.

Compiled by Gina Newton and Bill Causbrook, February 1995.

Seafood facts 5

Seafood Services Australia

A great future in seafood!

- ✓ a profitable business
- ✓ a healthy fishery and environment
- ✓ good community relations



MAKE IT HAPPEN!



To have a great future in seafood you need to minimise all the risks to your business investment. It is not enough to consider only the financial aspects. Other aspects of your business carry risk.

Think about your reliance on healthy fish stocks and the other natural resources you use. The state of fish habitats, water quality and many other environmental factors affect your business. The need to meet obligations set by environmental laws — including strategic and environmental assessments — is also becoming significant.

What about the “people factor”? Think about how your business can be dragged down by a negative public image. The amount of community support for your industry affects your access to the resources you need.



These factors — financial, environmental and social — are often referred to as the “triple bottom line”. All three are inter-connected, and all three can affect your ability to stay in business for the long term.

We can help you to manage the risks that affect the triple bottom line of your business. To start, we’ve prepared a questionnaire on the panel. The questions cover some of the areas that are important to having a future in the seafood industry. Check out how your business rates now.



FINANCIAL

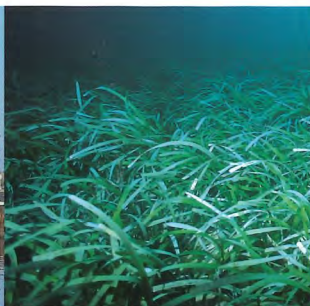
ENVIRONMENTAL

SOCIAL

A profitable business

- 1. I strive to consistently meet my customers' requirements.
- 2. I consider there are long-term risks to my business that go beyond current financial, profit and loss factors.
- 3. I understand my legal obligations and have systems in place to help me continue to comply with them.
- 4. To reduce risk in my business and safeguard my investment, I tackle environmental matters.
- 5. I look at ways of value-adding my product, and making my operations more efficient.

Yes	Maybe	No
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A healthy fishery and environment

- 1. I take a serious interest in environmental matters relating to the long-term health of my fishery.
- 2. I strive to continually improve my practices and minimise my impacts on the environment.
- 3. I take part in activities aimed at reducing the environmental impacts on my fishery.
- 4. I help collect environmental data so that we can measure our progress towards sustainability.
- 5. I am confident that my right to fish or to carry out aquaculture will not be restricted by the ecological sustainability of my industry.

Yes	Maybe	No
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Good community relations

- 1. I am actively involved in raising the community's awareness of my industry's environmental performance.
- 2. I try to respond to community expectations of my industry.
- 3. I work with other people in the seafood industry and the community to achieve common environmental goals.
- 4. I am satisfied that the media coverage of my industry is mostly positive.
- 5. I am confident that the community will support my claim to continue to use the natural resources on which my business depends.

Yes Maybe No

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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HOW DO YOU RATE?

Is there room to improve?
New opportunities to uncover?

When you go on to the next stage and consider your options, it's a good idea to keep in mind the answers you gave in the questionnaire, and to plan your action around them.

WHATEVER YOUR NEEDS AND MOTIVATIONS ARE ...

- **Just staying in business**

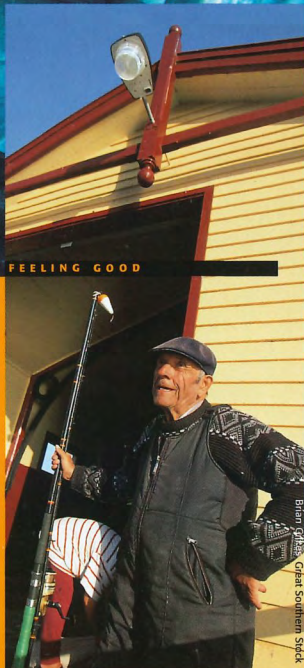
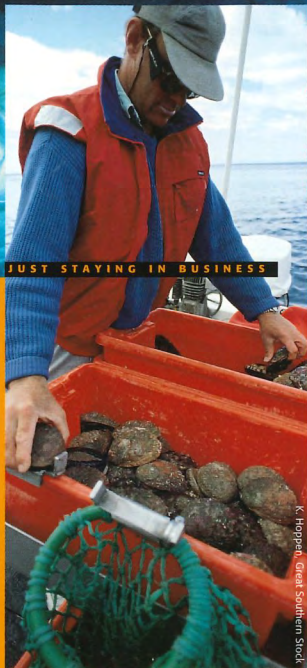
- Securing your right to fish or farm
- Maintaining a market for your product

- **Making higher profits**

- Uncovering inefficiencies and continually improving processes
- Making opportunities for value-adding
- Gaining a competitive edge in the market place

- **Feeling good**

- Enhancing your reputation
- Building a business worth passing on to your children
- Improving your industry's morale and self esteem



... YOUR BUSINESS CAN BENEFIT FROM A FOCUS ON ENVIROMENTAL MANAGEMENT.

You can choose whether to go ahead on your own or to team up with others in your fishing community and industry to achieve common goals.

TO FIND OUT HOW, CONTACT SEAFOOD SERVICES AUSTRALIA OR OCEAN WATCH AUSTRALIA!

We're here to help you with information and advice on the wide range of environmental management approaches available, including:

- environmental codes and management systems;
- public reporting;
- environmental certification;
- eco-efficiency opportunities;
- improving fishing gear, technology and methods with the help of SeaNet environmental extension service;
- community communication; and
- other sources of help.



Brian Gilkes, Great Southern Stock

To get you started, you'll receive an information pack. It contains a guide to environmental management options for the Australian seafood industry — called the *Green Chooser* — and other information gathered from government and non-government sources. These will help you to further refine your needs and to choose the way ahead for your business or industry group.

Contact Seafood Services Australia
or Ocean Watch Australia now!

SEAFOOD SERVICES AUSTRALIA

Freecall 1300 130 321

E-mail ssa@ssaust.com

OCEAN WATCH AUSTRALIA

Telephone 02 9660 2262

E-mail ocean@oceanwatch.org.au



A great future in seafood!

Make yours a great future in seafood!

"It is not the strongest species that survive,
nor the most intelligent, but the ones
most responsive to change."

— Charles Darwin



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FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION



SEAFOOD SERVICES
AUSTRALIA



OCEANWATCH
FOR THE FUTURE OF OUR MARINE ENVIRONMENT



smarter fishing for industry

Seafood Services Australia Ltd is a company established by the Fisheries Research and Development Corporation and the Australian seafood industry. The company works with the industry to develop and commercialise new knowledge, processes and technology.

A new opportunity
for developing
our industry!



SEAFOOD SERVICES
AUSTRALIA

Innovation for the seafood industry.

An exciting SSA initiative: the Seafood Industry Development Fund

A top priority for the Australian seafood industry is to further improve its profitability, international competitiveness and social resilience.

The *Seafood Industry Development Fund* has been set up, with assistance from the FRDC, to do just that.

Through the *Seafood Industry Development Fund*, Seafood Services Australia (SSA) aims to help people, businesses and organisations in the seafood industry who want to:

- overcome impediments and capitalise on opportunities for developing the seafood industry,
- focus on industry development R&D throughout the whole seafood supply chain,
- improve efficiencies by adopting industry best practice and standards, and
- achieve higher returns on R&D investment.

Projects under \$30,000

The *Seafood Industry Development Fund* provides funding support of up to \$30,000. The project must:

- address priorities that have been set out in a seafood industry development plan (see below);
- identify the project's benefits and beneficiaries throughout the whole seafood supply chain (e.g., fishers, processors, consumers);
- have matching funds provided by the applicant or other parties to the project; and
- be overseen by a steering committee that includes industry expertise relevant to the project.

Projects over \$30,000

A range of options exist to fund industry development projects above \$30,000, including the Fisheries Research and Development Corporation (FRDC). SSA can help you to identify appropriate opportunities. As a start, you may like to read the FRDC's funding policy and evaluation criteria in *Investing for Tomorrow's Fish*, the FRDC's Research and Development Plan. Visit www.frdc.com.au for details, or telephone 02 6285 0400 for a printed copy of the plan.

SSA supports the entire seafood supply chain, 'from water to waiter'.



Need an industry development plan?

Through-chain seafood industry development plans allow our industry's stakeholders to:

- identify industry development issues and opportunities throughout the seafood supply chain;
- identify industry development priorities relevant to SSA's services — for example:
 - knowledge broking;
 - product quality, food safety and consumer health;
 - management systems and standards for quality and the environment;
 - value-adding through seafood product, process and market development;
- technical information and advice;
- identify links with R&D plans; and
- identify opportunities for funding and collaboration.

You need to set out your funding application against priorities that have been agreed in an industry development plan. If an appropriate plan doesn't exist yet, the *Seafood Industry Development Fund* can provide funding up to \$5000 to develop one.



How to apply

Call SSA to discuss your ideas.

Complete a preliminary application (provides SSA with enough details to make an initial assessment against the funding guidelines and priorities).

Under \$5000

Project will cost less than \$5000: SSA will make its decision based on your preliminary application.

\$5000–\$30,000

Project will cost between \$5000 and \$30,000: If the preliminary application meets the funding guidelines, SSA may invite you to submit a full application for evaluation by the SSA Project Evaluation Panel.

Over \$30,000

Project will cost more than \$30,000 (or less than \$30,000 but does not meet SSA's funding guidelines): SSA will advise you of possible funding sources and their project evaluation timetables. For example, applications to the FRDC have to be received by 1 December.

SSA staff can provide you with expert technical advice about your ideas and provide advice on preparing your funding application.

For more information

To discuss your ideas and obtain more information, telephone Seafood Services Australia — freecall 1300 130 321.



Jeff Lockman, Lockman Transporencies

SSA — working for the seafood industry

Seafood Services Australia Ltd (SSA) — a partnership between the Fisheries Research and Development Corporation and the Australian Seafood Industry Council — is dedicated to fostering the seafood industry's sustainable development.

SSA works with the seafood industry, nationally, to enable the industry to make the most of its opportunities and to adapt promptly and flexibly to changing business environments.

SSA encourages and supports people, businesses and organisations in the seafood industry who want to:

- continually improve and add value to their business,
- continually improve their environmental performance,
- meet consumer expectations (especially in having high levels of confidence in Australian seafood products), and
- receive broad community support for their activities.

SSA therefore works with the seafood industry to:

- generate new knowledge, processes and technology and facilitate their dissemination, adoption and commercialisation;
- acquire and disseminate technical information and advice from around the world that benefits the seafood industry;
- develop and implement management systems and standards for seafood safety, quality and the environment; and
- identify and capitalise on opportunities to develop the seafood industry.

Seafood Services Australia Ltd

Freecall 1300 130 321 E-mail ssa@ssaust.com



SSA supports the entire seafood supply chain, 'from water to waiter'.

When you have the questions ...

- “What food safety systems are right for our business?”
- “I wonder what I have to do to export my product.”
- “It would be good to hold a workshop and get all the experts in one room — I bet we could find a solution then.”
- “We really need to go and see what happens to our product in the market.”
- “Perhaps it would be good to take up the 'sustainability' challenge.”
- “Apparently an environmental impact assessment is being done — I wonder what that means for me?”
- “We need to make sure that everybody handling our product knows what to do to keep it in top condition.”
- “We have a seafood festival coming up — I'm looking for some good ideas to get our message across.”
- “If we get together and form an association, perhaps we could get some help to develop an environmental action plan.”
- “I would like to get together with some really good operators — together we could meet the market demand for good quality product.”
- “Packaging regulations for airfreight — what are they?”
- “I wish all of us — importers, exporters and domestic — were working to the same standards and requirements.”
- “What's all this talk about ISO 9000, ISO 14000 and SQF — how is it relevant to me?”
- “I have a great idea on how to improve the way I harvest my product — it just needs a little bit more work to develop it.”
- “There is no machine to do this — we'll have to invent one.”
- “I think there may be a market for this, but I need some more information.”

... We have the answers! 1300 130 321



**SEAFOOD SERVICES
AUSTRALIA**



Seafood Services Australia Ltd, ACN 097 955 569, is a company established by the Fisheries Research and Development Corporation and the Australian Seafood Industry Council. It is dedicated to encouraging innovation in the seafood industry by developing new knowledge, processes and technology.

Take your Pick! – the Seafood Quality Chooser



... to help you to decide on
the quality management
system that you need for
your business



Winning through quality in the seafood industry



"The real reward was seeing the changes in our company. We have been able to keep the same crews, so staff turnover is down. We got to know our customers and now sell direct, whereas we used to sell through agents. We had a positive response from the buyers. Our whole team tries to supply a consistent product delivered exactly on time. Our new quality system underpins everything we do. To cap it off,

last year we were finalists in the Premier's Export Awards and we got an Industry Award for attaining our ISO 9002 certification."

Sandy Wood-Meredith, Managing Director, Wood Fisheries

"In an international market, we achieve premium prices for our salmon. Our company is accredited to the (international) ISO 9002 standard. We're continually educating our people, we record many statistics, we review and change our procedures as required, and everyone on our team is always striving for continuous improvement. That's why we have maintained our position as a market leader."

Shirley Gibson, Quality Manager, Tassal Ltd



"We export live prawns. We are the first live prawn farm in the world to be accredited. The advantages of QA? Where do I start — there have been so many! It helped us get organised. It helped us streamline our procedures by eliminating unnecessary steps. And it really showed in our product. And customers noticed. Our prices in Japan used to be 25% lower than the prices the Japanese producers got. Now, we have closed the gap."

Rocky Point Prawn Farm received the Premier's Export Award and the Qld-Japan Chamber of Commerce Award for excellence in export agribusiness.

Serena Zipf, Director, Rocky Point Prawn Farm





The four choices

When you turn over the page, you'll see there are questions centred on four themes:

1. food safety
2. requirements of specific buyers
3. export certification
4. a whole-of-business approach

These will help you to choose the theme — maybe more than one — that you need to know more about.

After that you can fax an order to SeaQual for an information kit — called a *SeaQual Pack* — covering your choice/s.



Who should get involved?

SeaQual helps people and organisations move up to quality management. If you're involved in producing, handling, distributing and selling seafood — including such diverse activities as freight forwarding, catering and wholesaling — quality management can give you a very competitive edge!

Which system is best for you?

Choosing the quality system that is best for you depends on factors like the size and nature of your enterprise, and your business objectives. This *Seafood Quality Chooser* helps you to consider the important elements of your business before making your choice.

What do I need?

Before you invest in quality management, you need to ask why you want to have a quality system. The best motivation is wanting to make more profit and to improve your market share. Quality management brings changes that improve processes and products, reduce costs and "value-add" in the market. But introducing them requires a measure of will-power. You will need the motivation to persist — with help where necessary — on each management process.

Is it worth it?

The final result is well worth the effort. Most people who have been through the process agree that in our competitive environment, "quality management is not an add-on: it's the *key* to success in business today".

1 Food safety plan

Even if you already give food safety a high priority, consider these statements

Tick in one box only against each question ☒

	Yes	Maybe	No
I thoroughly understand food safety hazards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where the potential food safety hazards are in my business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have procedures to control those hazards and minimise the risk of food poisoning, and I follow them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have records that keep track of my product and help me keep it safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My records are available for checking by authorities outside my business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for food safety; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know who my suppliers are, and where their product comes from.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a food safety emergency I can trace my product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I have questions about the safety of my product, or if there is a food safety incident, I know who to contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I meet all requirements of the new National Food Hygiene Standard:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – I produce food that is safe to eat!

→ Now go to step 2

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 1 to prepare a food safety plan

→ Now tick against "SeaQual Pack 1" on the clipboard at right, then go to step 2

BE PREPARED!

Under the proposed National Food Hygiene Standard, all food businesses in Australia will need to have an approved food safety plan. If you're in doubt, order SeaQual Pack 1 now!

2 Requirements of specific buyers

If you want to supply customers who have set requirements (e.g. supermarkets and hotel chains), consider these statements

	Yes	Maybe	No
I know all of my customers' requirements for my product and service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have focused my procedures on my customers' requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to package my product so that it reaches my customers in peak condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for meeting the specific requirements of my customers; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have regular discussions with my customers to check (in detail) that I am meeting all their requirements for product and service quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep records that my customers can check	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can supply my customers with information about my products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I can't answer my customers' questions, I know where to find the answers for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – My customers get what they ask for!

→ Now go to step 3

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 2 to help me focus better on my customer's requirements

→ Now tick against "SeaQual Pack 2" on the clipboard at right, then go to step 3

3 Export certification

If you want to export to other countries, consider these statements

	Yes	Maybe	No
I know what the importing requirements are for my target markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I meet these requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know and understand the export regulations for Australian seafood exports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I meet the standards required by AQIS's Processed Food Orders and AQIS has registered my premises for export	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have an export-approved food safety system in operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep records and have them available for audit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to package my product so that it reaches my customers in peak condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People who transport my product know how I want them to handle it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for export; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – My customers get a safe product that meets Australia's food export regulations!

→ Now go to step 4

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 3 to help me with exporting

→ Now tick against "SeaQual Pack 3" on the clipboard, then go to step 4

4 Whole-of-business approach

If you want a quality focus throughout the whole of your business, consider these statements

	Yes	Maybe	No
There is a commitment to quality management throughout my enterprise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I keep track of changes inside and outside my business e.g. competitors, tariffs, exchange rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can respond to those changes and maintain or improve my profitability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My procedures are focused on my customers' requirements for quality, service and price, and I follow them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know quickly if my customers' requirements are not met	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have agreements with my suppliers of goods and services that outline my requirements, and I monitor my suppliers' performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team members are trained in my procedures for quality management; they follow the procedures; and they understand their responsibilities and the reasons for them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have a regular internal and external review process to ensure compliance with our quality and business goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All "yes" boxes ticked? – I have a profitable business and my customers get exactly what they want, every time!

→ Now fax your order for the SeaQual Packs you ticked on the clipboard at right

Any "no" or "maybe" boxes ticked? – I need SeaQual Pack 4 to help me focus on quality throughout my business

→ Tick against "SeaQual Pack 4" on the clipboard, then fax off your order

Order your SeaQual Packs now!

Use the enclosed form to fax your order. If the form is missing, please phone SeaQual on 02 6232 4767.

To do list
Fax off order for
☐ SeaQual Pack 1
☐ SeaQual Pack 2
☐ SeaQual Pack 3
☐ SeaQual Pack 4



What's in the SeaQual Packs?

SeaQual has developed a set of four SeaQual Packs: one for each of the four themes you have been considering. They contain information gathered from industry and government sources that will help you to further refine your needs.

With your SeaQual Pack you will receive a copy of the publication *Focusing on Quality – An inventory of programs and initiatives in the seafood industry*.

SeaQual Pack 1

- How to set up a HACCP-based food safety plan.
- How to identify and control food safety hazards.

SeaQual Pack 2

- Requirements of specific clients, such as hotel chains.

SeaQual Pack 3

- How to achieve export certification.

SeaQual Pack 4

- How to achieve certification.
- Engaging a quality management consultant.
- How to achieve continuous quality improvement in your operations.

Other information and support

SeaQual can also send you — now or later — additional information that is directed more to the needs of your type of business. For example, if your business is oyster farming, SeaQual can provide information that it knows oyster farmers need.

If you want to engage someone to advise and help you, SeaQual can give you the names of quality management consultants.



How to contact SeaQual

We're here to help you! Contact us at:

SeaQual

PO Box 222

DEAKIN WEST ACT 2600

Tel 02 6232 4767

Fax 02 6232 4787

Email seaqual@asic.org.au

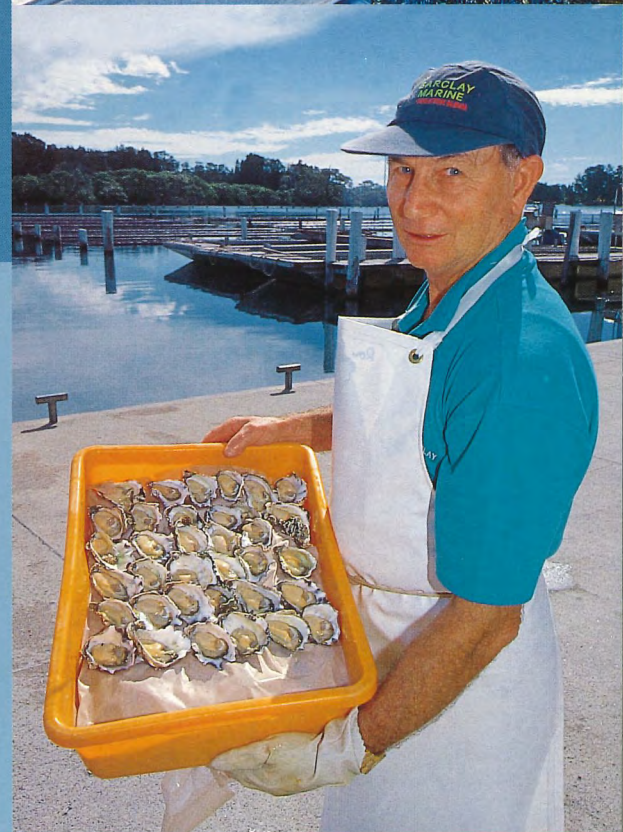


Michael Angelakis, Managing Director, Angelakis Bros Pty Ltd.

"Our company philosophy is that we are only as good as our suppliers.

"A goal of any industry or company can only be achieved by establishing a close working relationship with all sectors of the industry. The rewards of excellence can only be realised if the seafood industry is committed to, and becomes accountable and responsible for, its own quality standards.

"The customer is our resource."





"In our competitive environment, quality management is not an 'add-on'. It's the *key* to success in business today."



Sally Tonkin
Managing Director,
Oyster Traders



Peter Shelley
Managing Director,
Tassal Ltd



Partners in SeaQual are the Australian Seafood Industry Council, the Commonwealth Department of Primary Industries and Energy, and the Fisheries Research and Development Corporation. The *Seafood Quality Chooser* has been produced as part of the SeaQual project with assistance from the Queensland Department of Primary Industries and Pacific Project Management Pty Ltd.

Seafood facts 6 Careers and training

The seafood industry operates in a changing and competitive environment. Society is becoming increasingly complex and we are more and more affected by what is happening globally. We are now governed by a whole range of legislation and regulations about a variety of issues such as environmental sustainability, food safety, occupational health and safety, and import and export.

To keep up-to-date with these issues and to gain the competitive edge, the seafood industry needs to keep learning and developing.

Our industry provides ample scope for careers and training and it will continue to grow. A wide range of opportunities exist in the aquaculture, wildcatch, post-harvest and compliance sectors. You can learn on-the-job, at a TAFE college, at your own pace and use a variety of learning media such as CD-ROMs and online learning.

In many cases, you can gain nationally recognised qualifications and have your skills recognised when you choose to move from one job to another within one sector or even between sectors. For example, the skill and experience you gain working on a boat gives you a whole lot of knowledge which you can use if you decide to move into the area of fisheries compliance.

What you learn at one level could even entice you to pursue your career and studies further – the future is there for you to grab! Grow yourself at the same time as growing the industry.

What types of careers are there?

Commercial fisher: Catches fish in accordance with fisheries regulations and maintains the quality of the catch while at sea. They use lines and nets, operate mechanical and communication equipment, and fish detection devices. They navigate fishing vessels.

Jobs in the commercial fishing include deckhand, senior deckhand, master fisher, fishing operations manager, marine engine driver, and fishing charter operator.

People working in the wild-catch sector of the Seafood Industry operate on fishing vessels that vary from small one person boats to larger ocean-going vessels with crews of up to fifteen. All crew members must work as a team, sometimes under difficult conditions. Fishing voyages can last from one day to several weeks or longer. Fishers perform a variety of tasks and use a variety of fishing techniques depending on the species being caught and the habitat.

Aquaculturalist: Farms seafood in controlled land-based or marine environments. They have skills in hatchery, nursery and fish grow-out operations. They understand water quality and seafood health issues. Jobs in aquaculture include aquaculture production hands, aquaculture specialists, and aquaculture managers.

Fishing charter operator: Conducts short fishing trips and longer fishing tours or holidays for members of the public. They help passengers catch and land fish and understand fish behaviour, fish habitats and fishing grounds.

Fisheries officer: Patrols waterways, inspects fishing vessels, checks fish sales and educates the community about fisheries resources management. They assist in managing and conserving Australia's fishing resources by ensuring they are not endangered or over-exploited.

Seafood processor: Prepares, fillets, preserves and grades a range of seafood products. They help maintain and improve the quality of the seafood we eat. Jobs in seafood processing include seafood processing assistant, seafood processing worker and seafood processing leading hand.

Seafood wholesaler, exporter and importer: Buys and sells fresh, frozen, live and processed seafood. They have a good knowledge of fish species marketing names, protected and prohibited species, quarantine requirements, customs operations and food safety programs.

Seafood retailer: Sells fresh, frozen and live seafood. They understand food safety and hygiene issues. They have extensive product knowledge to offer customers valuable advice.

Fisheries scientist: Provides essential research services for sustainability and development of our fisheries resources.

Fisheries manager: Looks after our fisheries resources for us all to enjoy now and for future generations. They make decisions about the best way to protect our fisheries from over exploitation while ensuring we can buy seafood or catch our own. They need a lot of information about the state of the fisheries and the human and environmental impacts on our fisheries.

The industry also has fisheries specialists in professions such as public administration, marine science, law, environmental sciences, journalism, public relations and communication, education and training, economics, information technology and marine architecture.

Incentives for employers and employees – what's in it for me?

There are incentives available for employers and employees to help them pursue these training and career opportunities.

Trained employees can bring with them not only their skills but enthusiasm, loyalty and reliability as well. These are essential qualities for any organisation that wants to stay in business providing quality seafood products in Australia and overseas.

There is also a range of financial incentives for employers who take on a trainee (or 'new apprentice' as they are often called these days). There is a free booklet available from Seafood Training Australia which will give employers the information they need to employ a trainee, what type of incentives exist and ideas to help their business in this area.

How do I find out more?

Contact **Seafood Training Australia** on ph. 1300 733 037. Your local representative there will be able to help you with your query. Alternatively, you can visit them at www.seafoodtraining.com.au and send an e-mail from there.

Seafood Training Australia specialise in education and training at secondary school level and at the vocational level (post-secondary). There are many programs available through TAFE colleges throughout Australia and private training providers. Your Seafood Training Australia representative will be able to help.

Every high school in Australia will have a copy of the Seafood Industry Implementation and Assessment Guide for VET in schools. This is an excellent resource for marine and seafood industry related studies.

What about tertiary education?

Tertiary education is another avenue to a career in the seafood industry. A young person can pursue studies in fisheries at a university and later supplement this with 'hands-on' industry training at the vocational level. To find out more about **tertiary education** for fisheries related careers, contact the following institutions and websites:

- www.studylink.com (a comprehensive search of courses throughout Australia).
- Australian Maritime College www.amc.edu.au
- Deakin University, ph (03) 5563-3484, www.deakin.edu.au
- Southern Cross University www.scu.edu.au
- Tasmanian Aquaculture and Fisheries Institute at www.utas.edu.au/docs/tafi/TAFE_Homepage.html
- Central Queensland University ph. (07) 49 309 434

Seafood facts 7

Environmental initiatives

The Fisheries Action Program, Ocean Watch and SeaNet are just three of the many initiatives being undertaken by industry in partnership with government and community for the purpose of ensuring sustainable use of fisheries resources and their habitats.

Fisheries Action Program

Australia's freshwater and marine environments are very important to the culture, commerce and natural heritage of all Australians. But there are major concerns. Recent documents, such as the National Policy on Recreational Fishing, the State of the Marine Environment Report and the National State of the Environment Report, have drawn attention to the fact that pollution and rapid development are threatening rivers, wetlands, estuaries, mangroves and coastal seagrass beds in all populated areas these environments provide vital nurseries and feeding grounds for fish and are crucial to the health and productivity of our fisheries increasing pressure on freshwater, estuarine and marine fish stocks and their environment by recreational, commercial and traditional fishing is combining with environmental degradation to put many fish stocks under increasing pressure.

In 1995-1996 the Ministerial Council on Forestry, Fisheries and Aquaculture initiated a series of nationwide community consultation workshops to discuss the idea of a program to redress the issue of habitat degradation and increasing pressure on fish stocks. At these workshops, the importance of involving the community in tackling fisheries issues was endorsed by a broad cross section of fishing groups, community groups and fisheries managers.

The Fisheries Action Program supersedes the National Fishcare Program. The new program aims to sponsor a major shift in attitudes regarding fish and fish habitats. It is designed to increase Australians' awareness of these issues-in particular, that of resource users-and to facilitate their involvement in local projects to assist the sustainable management of fisheries and their habitat.

The Fisheries Action Program is a component of the Natural Heritage Trust. It will cooperate with existing Commonwealth, State, Territory and local government initiatives and will support the work of catchment management, Landcare, Bushcare, Rivercare and Waterwatch groups in freshwater environments. The Fisheries Action Program will also work closely with coastal programs such as Murray-Darling Basin 2001, Coastcare and the range of Coasts and Clean Seas initiatives being implemented under the Natural Heritage Trust.

The Fisheries Action Vision

We look forward to a future when the community's impact on fisheries and fish habitats is well understood by all resource users resource users are motivated to act on this understanding fisheries problems are identified and solutions implemented the community, resource users and governments are working well in partnership Fisheries Action projects have helped to restore fisheries and their habitat to a healthy state.

Program objectives

Key objectives of the national Fisheries Action Program are to:

- Increase awareness of the problems affecting fisheries and their habitat;
- Facilitate community participation in fish habitat restoration and protection: Increase the community's commitment to sustainable resource use and fisheries habitat protection;
- Promote participatory research and investigations into the problems caused by the community's use of fisheries;
- Integrate fisheries issues with regional planning.

Guiding principles of the Fisheries Action Program

These principles should help guide decisions and underpin the approach of the overall program. The guiding principles are to:

- Foster a sense of community ownership and responsibility for fisheries and their habitat;
- Encourage team work between resource users and the community, and with management and research agencies;
- Base strategies on a 'whole of environment' approach when addressing fisheries resource and habitat problems;
- Identify clearly the role and responsibilities of user groups in strategies and associated actions;
- Consider all economic, environmental and social implications of program strategies and actions;
- Raise awareness of the problems affecting fisheries and their habitat and of the need for sustainable practices and management.

Key result areas

Consistent with the focus of the Natural Heritage Trust, the Fisheries Action Program aims to make an appreciable difference in four key areas, namely

Integration and institutions - integrated, cooperative and strategic approaches to investment in ecologically sustainable management of land, water and marine resources and environments

Environment - biodiversity conservation and improved long term protection and management of environmental resources, including aquatic plants and animals, representative ecosystems and World Heritage values

Sustainable production - maintenance of, and improvement to, the sustainable productive capacity of Australia's environmental and natural resource base

People - a community empowered to invest in, and take responsibility for, ecologically sustainable uses of its natural resources.

Achievements in these four key areas will be assessed during evaluation of individual projects and the Fisheries Action Program itself.

Management responsibilities

The Fisheries Action Program is a cooperative Commonwealth, state and territory initiative of the Ministerial Council on Forestry, Fisheries and Aquaculture.

The program is delivered through the Natural Heritage Trust's 'one-stop shop' application and assessment process in accordance with the Partnership Agreements between the States and Territories and the Commonwealth.

Information source: AFFA website www.affa.gov.au



What is Ocean Watch?

Ocean Watch is a non-profit organisation funded by the commercial seafood industry. Our sponsors include the Sydney Fish Market Pty Ltd, the Master Fish Merchants of Australia and commercial fishers. Ocean Watch was established in 1989 by the renowned Sydney restaurateur, Peter Doyle.

Why was Ocean Watch established?

About two thirds of our seafood species are dependent on estuaries and inshore coastal habitats. Over recent decades, these areas have been heavily affected by land based activities such as coastal development, agricultural practices and increasing levels of pollution. All of these activities directly impact upon the viability of our fisheries by affecting important areas of fish habitat and water quality.

In 1989, following media reports about poor water quality off Sydney's beaches and the associated health risks linked to eating seafood caught in such waters, the seafood industry was quick to recognise the close link **and reliance it had on healthy fish habitats** and good water quality.

In response, the industry decided to establish and fund a full time program to protect and restore important areas of fish habitat, as well as to provide information and advice to members to assist them address these issues at the local level.

What is Ocean Watch's Vision?

To achieve sustainability in the seafood industry by improving aquatic habitats and commercial fishing activities, working **with government, industry and the community** through activism, education and advice.

What does Ocean Watch do?

Ocean Watch provides information to government and educates the public about environmental problems affecting waterways in New South Wales. It also provides advice to industry on sustainable fishing and on the nature of environmental issues to facilitate solutions and involvement at the local level. Ocean Watch works to protect and restore important fish habitat and nursery areas, improve water quality and promotes sustainable fishing by:

- Promoting the rehabilitation of wetlands and other important fish habitats;
- Educating the public and the seafood industry about environmental issues relevant to the marine environment;
- Lobbying the government about environmental matters concerning the industry; and
- Researching and providing environmental advice to the seafood industry.

As our popular maxim states 'No Habitat = No Fish'

What are some of the major problems with our Waterways?

The types of issues affecting coastal waterways varies from place to place. Outside of the major cities wetland loss and pollution from excess nutrients, loss of riverbank vegetation, agricultural production, blockages of waterways and acid sulfate soils runoff are all major problems.

In the Sydney/Newcastle/Wollongong area wetland loss, waterway blockages, loss of riverbank vegetation and urban runoff all affect fish habitats.

Many of the problems we currently face are due to poorly informed decisions in the past, often many decades ago. Today, the job of rehabilitating and seeking ongoing protection for large areas of the coast is high on the agenda, and Ocean Watch continues to be a major player in promoting the rehabilitation of wetlands, floodplains and other important coastal and estuarine environments.

Ocean Watch Campaign Areas

With respect to current issues and in accordance with Ocean Watch's strategic focus, the main campaign areas for Ocean Watch include:

1. Sustainable floodplain and wetland management and rehabilitation;
2. Improved management of Acid Sulfate Soils in coastal areas;
3. Reducing fishing industry impacts – marine debris and bycatch;
4. Increasing public awareness about the value of estuaries;
5. Monitoring of the NSW Fisheries' EIS process;
6. Establishment of Recreational Fishing Areas;
7. Establishment and management of Marine Protected Areas and Marine Parks;
8. *Caulerpa taxifolia*; and
9. Other matters as identified by industry.

For further information contact:

Email: ocean@oceanwatch.org.au

Web Site: www.oceanwatch.org.au



The SeaNet project was established in 1999 and seeks to deliver extension services to the Australian commercial fishing industry. Its primary objective is to provide easy access to information and advice about bycatch reduction and environmental best practice.

SeaNet is administered by Ocean Watch Australia Ltd and was created to facilitate progress in implementing sustainable fishing practices by putting in place a program that works closely with the commercial industry and receives their full support. The delivery of SeaNet services is based on:

- A reliance on face-to-face communication
- The hosting of extension officers in industry association offices
- The establishment of partnerships with researchers
- Encouragement of networking with research providers, industry groups, environmental groups and other interested parties.

Currently, there are five SeaNet officers working around Australia. Their location and industry host organisations include:

- Cairns, Queensland - Queensland Seafood Industry Association
- Victoria, Melbourne - Seafood Industry Victoria
- Sydney, New South Wales - NSW Seafood Industry Council
- Adelaide, South Australia - South Australian Fishing Industry Council
- Mooloolaba, Queensland - East Coast Tuna Boat Owner's Association

This approach has resulted in commercial fishers around Australia voluntarily working with SeaNet to trial bycatch reduction devices and techniques such as acoustic alarms ('pingers'), swim tanks ('hoppers'), square mesh panels, nordmore grids, and polyethylene haul seine nets. To encourage the increased uptake of bycatch mitigation measures and to ensure the ongoing commitment to 'environmental best practices' SeaNet also assists commercial fishers and fisheries to prepare, adopt and implement Environmental Management Plans, Codes of Conduct and Environmental Action Plans.

The initiative receives its primary funding from the Commonwealth Government's Natural Heritage Trust, as well as a great deal of industry support. SeaNet is overseen by a Steering Committee consisting of representatives from the commercial fishing industry, government, research institutions and environment groups.

Examples of SeaNet Initiatives

Polyethylene Mesh Reduces Bycatch in Haul Seine Fishing (Victoria)

SeaNet Victoria has been involved with a Marine and Freshwater Research Institute (MAFRI) project, which aims to reduce the impact of haul seine fishing on undersized and non-target fish. Already many fishers have taken notice of the bycatch reduction potential of polyethylene mesh for use in haul seine gear.

Polyethylene is a more rigid material than the more traditional nylon mesh used in seines, and holds its shape in the water. This results in far less fish being meshed in the wing sections of the net.

Recent surveys involving licensed fishers showed a 25-fold reduction in the incidence of undersized King George Whiting meshed. Already, almost half of the fishers questioned were using polyethylene, with many more planning to construct their next seine net from this material. This is good news for the marine environment, fish stocks and fishers alike.

Potential for Acoustic Alarms to Reduce Incidental Interactions of Marine Mammals with Mesh Nets (Queensland)

The SeaNet Extension Officer in Queensland is working with volunteers in the Gulf of Carpentaria Gill Net fishery and Queensland East Coast Gill Net Fishery to trial pingers (acoustic alarms) in their regular fishing operations. A 'pinger' advertises the existence and location of a gill net to marine mammals by emitting a low intensity 'ping' every 4 seconds. Initial trials have shown that pingers can reduce the incidence of entanglement of marine mammals with gill nets.

There are currently 40 pingers placed with volunteer fishers in the Gulf of Carpentaria Gill Net fishery and 39 pingers with volunteers on the Queensland East Coast Gill Net fishery. The program is running smoothly with enthusiastic support from all volunteers.

For more information contact:

Ph: (02) 9552 3181

Email: seanet@oceanwatch.org.au

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Other networks and organisations

The **Marine and Coastal Community Network (MCCN)** is a national, non-government, community-based organisation with one Regional Coordinator in each State and the Northern Territory.

It works to increase Australian's understanding, appreciation, management and protection of marine and coastal environments and their biodiversity. It promotes a more cooperative and coordinated approach to marine and coastal planning and management by bringing together all the interest groups – individuals, community organisations, government agencies, industry, researchers and educators.

The MCCN provides a range of resources to help groups and individuals better understand the activities and issues that affect marine and coastal environments. It encourages and facilitates community participation in marine and coastal planning and management.

The MCCN is a national program administered by the Australian Marine Conservation Society (AMCS). It is supported by the National Heritage Trust (NHT) through Environment Australia's Marine Program.

Membership of the Marine and Coastal Community Network is free. For more information Call 1800 815 332 (free call) or visit www.mccn.org.au

Coastcare is a major component of the Coasts and Clean Seas program, the Commonwealth Government's coastal and marine initiative under the NHT. Coasts and Clean Seas provides funding to help address coastal and marine pollution problems, reduce threats to marine biodiversity and habitat degradation, and promote sustainable use of Australia's coastal and marine areas, including estuarine areas.

Coastcare supports direct community involvement in the management of coastal and marine areas. Its focus is on practical actions and on-ground works which tackle the causes of environmental degradation.

In addition to the Coastcare Community Grants, Coastcare provides funding for a national network of regionally based Coastcare Facilitators, national community awareness, promotion and sponsorship of Coastcare, and remote or difficult Coastcare projects.

For more information contact Environment Australia's Community Information Unit on 1800 803 772 (free call) or visit www.environment.gov.au/marine/coastcare

The **Australian Marine Conservation Society (AMCS)** is Australia's largest independent conservation organisation solely dedicated to the protection and conservation of the marine environment.

The AMCS is a recognised authority on many marine environmental issues and is used as a source of expertise and information by government agencies, politicians, media and the general public. AMCS represents the interests of conservation on a number of international and national committees and works closely with other non-government organisations within Australia and around the world. AMCS has many local branches around Australia.

For further information contact AMCS on 1800 066 299 (free call) or visit www.amcs.org.au

