

"Seafood Industry Victoria will continue building and informing a united and ecologically sustainable thriving seafood industry valued by the Victorian community"

SIV's New Executive Director-Renee Vajtauer

The SIV Board are delighted to appoint Renee Vajtauer as the new Executive Director for SIV. Renee takes the reins from Ross McGowan who resigned from the role in October.

"I am looking forward to the challenges ahead and I intend to work closely with industry and further strengthen relationships with SIV members." said Renee

"Challenges facing industry into 2012 is the Future Fisheries Strategy: Proposals for Reform and I encourage industry to engage with SIV, to provide a united voice. SIV on behalf of industry will be responding to the draft proposals by the due date and will continue to support industry in their sustainable harvesting of seafood from Victorian waters.

"I would like to personally thank the Board for all their support over the past 6 months during the SIV restructure period, and I express my gratitude to John Hasker AM who has provided me with mentoring and encouragement. As you enjoy the festivities with friends and family and gather to celebrate, please accept my best wishes for a safe and enjoyable Christmas and a very Happy New Year. Bring on 2012 and the exciting times ahead!"

Christmas Message from the Chairman



On behalf of the Board and SIV, I would like to wish the seafood industry of Victoria a merry Christmas and a happy new year. I know a vast majority of you will be working tirelessly at what is a peak time for industry and supplying the Victorian community with some of the finest, sustainable seafood in the world.

Feasting on fresh local seafood is a Christmas tradition for countless Victorian families and communities. I will be reflecting on your contribution myself over the Christmas period when I am indulging in your delicious, sustainably harvested seafood.

I would like to thank you for your support in my Chairmanship over the course of 2011 and so too the Board and staff at SIV for working diligently towards providing favourable outcomes for the Victorian seafood industry. I look forward to working with you all for better outcomes in 2012.

2012, looms as a big year for industry with impending amendments to the Fisheries Act 1995 as part of DPI's Future Fisheries Strategy. I would like to reassure you that the Board, SIV and myself will be with industry at every step in the process serving your interests. I wish to reiterate the sentiment expressed in this newsletter and encourage you to engage in the consultation process and to have your say. We all have a vital role to play in shaping a productive, profitable and sustainable future for the Victorian seafood industry and this opportunity should not be wasted.

I would also personally like to congratulate Renee Vajtauer in her appointment as the Executive Director of SIV. Renee in the role replaces Ross McGowan, who has taken up a regional position with the Department of Primary Industries. The SIV Board looks forward to working with Renee to secure the Victorian seafood industry into the future.

Most importantly, whether you are driving a car or out at sea securing a harvest, please take extra special care over the holiday season and again I wish you and your families a merry Christmas and a joyous new year!

Yours sincerely

*John Hasker AM
Chairman*



Sustainable Fishing - Healthy Seafood

Department of Primary Industry's Future Fisheries Strategy

The Department of Primary Industry (DPI) released a reforms paper titled "Future Fisheries Strategy: Proposals for Reform" for public comment in October outlining a proposed Future Fisheries Strategy for Victoria's wild harvest fisheries for the next 15 years.

DPI acknowledge that currently, 'red tape' policies and rules are limiting the productivity and efficiency of the State's fishery resources and that policies are not flexible to adapt to changing circumstances such as climate change, population growth and seafood demand.

The strategy aims to simplify current fisheries management arrangements and improve existing guidelines. Major areas identified for reform include:

- Setting a clear direction for the State's fisheries;
- Policies that underpin direction (i.e. establishing resource sharing arrangements between commercial, recreational and Aboriginal fishing sectors, preparing harvest strategies and strengthening access entitlements);
- Process that underpin implementation; and
- Funding reform.

The Department have identified the lack of a resource sharing framework as a major deficiency in current fisheries management framework. DPI have proposed to insert an integrated fisheries framework into the *Fisheries Act 1995* based on the principles of using current shares to determine initial allocations, maintaining each sector to within its share and developing mechanisms for adjustment between the sectors.

For more information on DPI's "Future Fisheries Strategy: Proposals for Reform" please refer to <http://www.dpi.vic.gov.au/fiseries>.

SIV's Response to DPI's Proposals for Reform

Seafood Industry Victoria (SIV) will be responding to the DPI's proposed reform paper on behalf of industry and will be encouraging the seafood industry to participate in upcoming consultation arrangements with DPI to ensure your voice is heard.

Questions still remain regarding the finer points of the implementation plan, the cost imposts to industry and the determination of catch allocations for Victoria's fisheries especially in an integrated framework when recreational fishing effort and catch data is inadequate. The feedback from industry this far is the Future Fisheries Strategy: Proposals for Reform is not supported.

Before reform can take place, it is necessary to identify if reform is needed in the first instance. Without a need, there is unlikely to be any support amongst fishers, politicians and even the general public, let alone any agreement on what the policy change should even be addressing. Industry refuses to support the Future Fisheries Strategy: Proposals for Reform reflecting a tendency for the status quo. The resistance to the proposals for reform can be attributed to a number of factors: the perceived differential allocations of share between commercial, recreational and aboriginal sectors; the mechanisms for initial allocation of shares between sectors; the costs of reform; lack of appropriate compensation strategies; and uncertainty regarding the gains and losses from reform.

SIV expects that industry will have further questions and comments on the proposed reforms and encourages industry to provide written comments on DPI's reform paper by following this link:

<http://www.dpi.vic.gov.au/fisheries/about-fisheries/strategy-and-policy/call-for-comment-future-fisheries-strategy>.

To be able to provide a uniform voice on behalf of SIV's members, it would be appreciated that submission made to DPI also be forwarded to SIV. The submission period has now been extended until 1 March 2012.

Sustainable Fishing - Healthy Seafood

What is Sustainable Seafood? A Public Forum

The Australian Marine Sciences Association hosted a public forum on 10 November at the University of Melbourne to talk about the sustainability of seafood and what it means for the consumer. SIV's own Renee Vajtauer was part of a panel made up of industry experts:

- Trevor Ward
- Greg Jenkins
- Oliver Edwards chef and founder of GoodFishBadFish

The audience included marine science students and consumers concerned about where their seafood comes from and whether it is harvested in a sustainable manner. Questions surrounded 'what should I eat' 'will we ever run out of seafood' and 'which sustainable seafood guide is best'.

The use of guides for sustainable seafood choice were discussed, and it was highlighted that some guides are better than others, and some are just downright incorrect. People are becoming more confused about sustainable choice with the amount of guides being published, so a rule of thumb was given. Purchase Australian to support well managed fisheries, one of the best on a global scale! By purchasing Australian you are also supporting excellent environmental practices of the seafood industry.



National System for Commercial Vessel Safety

The next stage of consultations on the National System for Commercial Vessel Safety will focus on Seafarer Certificates with the Victorian leg scheduled for commencement in January-February 2012.

For further information including consultation dates, locations and timings please refer to www.nmsc.gov.au.



National Seafood Industry Leadership Program 2012



Participants of the 2011 The National Seafood Industry Leadership Program

The National Seafood Industry Leadership Program, the only specific leadership program for the Australian seafood industry is accepting expressions of interests for its 2012 program.

The Program now in its eleventh year (funded by the Fisheries Research and Development Corporation, key sponsored by Sydney Fish Market, managed and delivered by Rural Training Initiatives P/L) focuses on developing skills that participants can apply at three key levels - personal, business and national industry.

Participants are exposed to effective ways of handling conflict, improved communications techniques, the management of efficient meetings, high performance team building and media training.

The 2012 Program will be delivered over six months and through three key residential sessions:

- First residential-three days-March-Fremantle
- Second residential-three days-June-Sydney
- Third residential-three days-September-Canberra

For further information please contact Jill Briggs on 02 6035 7284; 0409 455 710; jill@ruraltraininginitiatives.com.au; www.ruraltraininginitiatives.com.au.

Sustainable Fishing - Healthy Seafood

SeaNet Update - Steve Hay



Alright then, not a lot since the November newsletter. Still working on the Southern Rock Lobster Environmental Management System and Victorian Fishery Association into Resource Management codes of practice nothing new there. I have been up to Lakes Entrance to roll out the South East Trawl Fishery Industry Association/AFMA gear survey and the Sea Bird Management Plan survey and intend to be back up there and Portland before Christmas.

The OHS/Quality index roll out has proven very successful with my stint as OHS superhero, Hazard Man, being somewhat of a success at the Sydney Fish Markets.....Victoria, don't change that dial for Hazard Man will be down to various markets and processing plants in the New Year. This program was funded by Fisheries Research and Development Corporation.

SeaNet will have a stall at the Port Welshpool ferry terminal for the Prom Coast Coastal Towns festival. It kicks off on the 6th January and carries through to the 8th. There will be car, biker and vintage caravan shows, bands, markets, massive garage sales, celebrity chefs cooking local seafood and great opportunities to meet the people who catch your seafood.

Apart from that I will continue to push the cause for our professional fishermen in any and every medium possible. I spoke on RRRs Radio Marinara on Sunday about buying local, buying fresh and the good work Southern Rock Lobster fishermen are doing with their EMS, especially regarding the issue of whale/

National Seafood Industry Alliance Update

The National Seafood Industry Alliance met in the Gold Coast on the 27th October 2011 for a general meeting following the 2011 Seafood Directions conference.

Following the discussions during the conference, a NSIA round table on eco-labelling, and subsequent Seafood Services Australia Network meeting on public perceptions, marketing, branding, eco-labels and third party accreditation schemes, NSIA discussed the actions required to progress these matters.

As per the NSIA Election Statement 2010, NSIA will continue to seek commitments from the Government to actively support our industry and to facilitate promotion of industry to the broader community. It is vital that we connect with the community so that we can retain our 'licence to operate'.

NSIA will continue to work with a range of stakeholders, including the governments, to progress the immediate development of a common language group. NSIA also agreed to explore the potential of developing an Australian Standard, which may assist our industry in the long term with the 'sustainability' debate, and also further explore short term initiatives such as an Environmental Certification Fund.

The NSIA made submissions on both the National Food Plan and national maritime regulatory reforms and will continue to participate in ongoing consultative processes.

NSIA also welcomed Ms Renee Vajtau, Seafood Industry Victoria's (SIV) representative on NSIA following the departure of Ross McGowan as CEO, SIV. The work which Ross contributed to NSIA was greatly appreciated and NSIA wishes him all the best for his new role with the Victorian Government.

MEMBERS OF NATIONAL SEAFOOD ALLIANCE



Sustainable Fishing - Healthy Seafood

In Brief...

- The SIV office will be closed over the holiday period from 23 December- 6 January and will reopen on the 9 January.



MERRY CHRISTMAS AND A HAPPY NEW YEAR

SIV is a non government, not for profit organisation here to help YOU!

SIV represents all members involved in the harvesting, processing, wholesaling, retailing and exporting of seafood in Victoria. SIV acts on your behalf and best interests to make the Victorian commercial fishing industry environmentally sustainable, economically viable and to secure the future of your industry.

Please contact SIV if you have any concerns about your fishing or seafood industry.

Don't leave it too late!



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