

SIV NEWS

October 2011

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



Ross McGowan's resignation

As some of you may be aware, Ross McGowan has resigned as the Executive Director of SIV after nine years on the job. Ross has left to take on a senior role with the Department of Primary Industries. SIV offers Ross our best wishes for a successful future. Credit and appreciation is truly deserved for his input over the years, and his experience that has guided SIV and the industry to where we find it today. In the interim, Renee Vajtauer will be Acting Executive Director.

Board of Directors for 2011/2012

SIV held its Annual General Meeting on the 19th September 2011, at the North Melbourne Library. The elections results were announced for new Board members. SIV welcomes the following individuals to the SIV Board;

Primary Sector

Purse seine/Ocean Access	Gary Leonard
Trawl/Inshore	VACANT

Secondary Sector

Retail	Arthur Allen
Processing	Vince Collins

SIV's Annual Report is available for 2010-2011. The annual report also contains financial statements, and gives a view of the state of affairs of SIV as for the year ended 30 June 2011. If you have not already received a copy please contact the SIV office.

Parliamentary Inquiry

The Rural and Regional Committee from the Parliament of Victoria conducted an Inquiry into the Capacity of the Farming Sector to Attract and Retain Young Farmers and Respond to an Ageing Workforce. The Rural and Regional Committee is:

Paul Weller MP, Chairman
Geoff Howard MP, Deputy Chair
Ian Trezise MP
Damian Drum MLC
Andrew Katos MP

SIV attended the Public Hearing on the 10th October, to provide advise on the capacity of the fishing sector to attract and retain young fishers/workers. Information was gathered from fishermen, Lakes Entrance Fishermen's Co-operative Society Ltd, Abalone Industry Committee and South East Australian Maritime Education Centre and used for the inquiry. SIV reported on the benefits to the fishing sector of attract more young farmers (including youth and early career workers), examined the factors that affect the ability of the fishing sector to attract and retain young workers including, and provide strategies and recommendations that will promote the realisation of the benefits identified.

Sustainable Fishing - Healthy Seafood

SeaNet Update - Steve Hay

Ahoy. Starting to ramp up in time for Christmas with the biggest message to the community of “buy fresh, buy local”. I attended Seafood Directions on the Gold Coast and found the overall theme being that of remarketing the industry and in doing so correcting the misinformation out there spread by individuals and organisations that really have no idea how Victorian (and Australian) fishermen in general operate.

Seanet, representing the Victorian professional fishermen will be having a display at the Sea days Festival which is part of the Prom Coast Summer festival in January. The event will be at Port Welshpool from Wednesday 4th to the 8th of January. Feel free to contact me if you would like to participate or have any ideas you'd like aired.

Along with Renee Vajtauer here at SIV, we will be looking at revising the Southern Rock lobster Code of Practice. I will also be working in conjunction with VFARM to finalise their CoP. Stay tuned.

Have been courting the media to push the cause of Victorian fishermen(ie, let us do our job, which we have been doing sustainably for like...forever) and will be taking out journalists from the Age and Broadsheet on boat trips so they may portray the fishermen the way they are meant to be...as primary food providers and guardians of food security, not to mention the fact that everyone loves a good nautical yarn.

The ACF, previously a sparring partner, has become an ally and has been touting the sustainability credentials of Victorian fishermen far and wide. Wednesday the 9th November sees the ACF launching the second phase of their rigorously tested guide at O'Connell's restaurant where the species presented will be accompanied by bios and mode of harvest, something all restaurants should adopt. This would be an amazing marketing tool where you could trace your meal back to the actual fishermen who caught it. Apart from that it is business as usual, and I know you all have it under control, but if you feel you need help with anything.....you'll find me here.

Two-Way Communication Project

Fisheries Research and Development Corporation has commenced a research project to uncover the effectiveness of the communication processes within the seafood industry and community. “*Two-Way Communication Project*” Five (5) objectives of the project have been designed to assist the six case study organisations selected to be part of the project. The information gathered from the six case-study organisations will be distilled in general information that will be extremely valuable for all organisations in the seafood industry and community.

The five (5) objectives are to uncover the communication process that exists in the industry and community through a communication analysis tool developed by the project team. Dr. Rowan O'Hagan of Rural Training Initiatives is currently finalizing the analysis tool. “We have developed a tool that will allow us to track the communication along the lines between organisations and their membership/ stakeholders - to understand where the communication travels to and what impact this communication has”. Jill Briggs, project manager from Rural Training Initiatives says “The excitement around this project is that organisations will be able to understand their value to their membership after we have analysed the communication activity and will then be able to respond more effectively”.

The project involves face-to-face consultation with case study organisations but Jill Briggs believes that the outcomes will be able to be distilled into generic learning for all industry and community organisations connected to the seafood industry. “It will be an amazing process as we uncover what really is happening with communication in the seafood sector, but more importantly it will be excellent to be able to provide organisations with an “action plan” to assist them in their effectiveness and value for their members and stakeholders.

The Two-Way Communication Project commenced in July 2011 and the current activity centers around select case-study organisations and finalizing the analysis tool. For further information contact: Jill Briggs - Rural Training Initiatives P/L on 0409455710 or jill@ruraltraininginitiatives.com.au

Sustainable Fishing – Healthy Seafood

LED replacement navigation globes for vessels.

There is a significant problem with the navigation light replacement LED globes for 3B,3C, etc vessels, provided by RW Basham P/L. Whilst the light globes function they emit significant wide-band RF interference which causes radios with automatic squelch control to mask incoming transmissions & also interferes with data transmissions of a number of types.

Brand - RW Basham.
product # RWB 3290
www.rwbmarine.com.au

The matter is being raised with the Communications Authority, in regard to standards & certification of these globes using in statutory safety equipment.

Please be aware of this issue as these globes have quickly become popular as they are more robust than conventional incandescent 12/24V filament globes.

Seafood Directions 2011

Another successful Seafood Directions with Australia's biggest prawn cocktail up for perusal and eating.

With some amazing local, across the ditch and international speakers, the overall theme was of revamping the commercial fishing "brand" and addressing the productivity challenge.

It's a given that Australian fisheries are the best managed in the world and are used as a benchmark internationally, but the issue seems to be selling this to the Australian people. With so many "agendas" ranging from sustainability to animal rights, the confidence in professional fishermen has been eroded and misrepresented.



Professional marketers, scientists, policy makers and fishermen rubbed shoulders and agreed that we, as a collective should be working together to turn the tide of dissent that currently prevails in the community. Rebranding and the mechanisms to achieve this (social media like Facebook) were explored and the general consensus that the industry needs to keep current with technology as well as social opinions.

The event was well organised and took place at the Gold Coast exhibition centre, with 2 sessions per day and 2 separate auditoriums fulfilling ones thirst for knowledge within industry. The awards night was both entertaining and celebratory, and many people walked away with well deserved acknowledgements of their work. Speakers presentations are available on www.seafooddirections2011.com.

Len McCall—Seafood Industry's Icon!

Congratulations to Len McCall for winning the prestigious Seafood Industry Icon award. The Australian Seafood Industry Awards, held in conjunction with Seafood Directions 2011 on the Gold Coast showcases the Australian Seafood Industry, its value to the national economy, its professionalism and its commitment to supplying some of the finest seafood in the world to the local, national and international markets. The awards celebrate and recognise positive contributions made by groups, individuals, government, researchers and businesses towards improving the Australian Seafood Industry.

Len, in a tough field of Icons from all over Australia was successful in achieving recognition for his contributions making a very real and positive over time and setting a precedent for establishing a more secure future for the industry. Congratulations Len!

Sustainable Fishing - Healthy Seafood

In Brief...

- Future Fisheries Strategy: Proposal for Reform submissions due 30 November 2011. Contact SIV for more details.
- The Department of Primary Industries and the Department of Sustainability and Environment have confirmed that Northern Pacific sea stars have been found at San Remo in Westernport. Five Northern Pacific sea stars (*Asterias amurensis*) were reported by amateur divers on a clean up exercise under Sam Remo jetty. A follow up dive by Parks Victoria produced a further ten specimens. If you wish further information please contact John Barker, Marine Policy Officer for DSE on 03 9637 9336.

Upcoming Events

November

10	Review of Eel Access Arrangements - Draft report and workshop agenda Geelong
10	What is sustainable seafood Public Forum Melbourne University
11	Rock lobster workshop Queenscliff
15	SIV Board Meeting #131 SIV Office, West Melbourne

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!



Sustainable Fishing - Healthy Seafood
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