

# Seafood Industry Victoria

## OUR ROLE

Seafood Industry Victoria is a non-profit organisation whose members are involved in the harvesting, processing, wholesaling, retailing and exporting of seafood in Victoria. As the peak body for the commercial fishing industry, it is in our capacity to liaise with State government, media, environmental groups and other marine stakeholders on behalf of our member's best interests.

The major role of the Seafood Industry Victoria is to disseminate the flow of information from these groups to industry and provide appropriate responses. On behalf of industry we respond to a range of subjects including;

- fisheries legislation;
- licensing and access issues;
- development and licensing of new fisheries;
- marine parks;
- fisheries management plans;
- native title;
- quota allocation;
- environmental issues;
- introduction of quality assurance programs;
- representation on industry training boards;
- developing educational materials for school students and the general public;
- research and development applications;
- media inquiries;
- press releases; and,
- marketing and promotion of seafood products.

## NATIONAL PARTNERSHIPS

Seafood Industry Victoria also works closely with the National Seafood Industry Alliance to achieve objectives with a national focus, including;

- resource access (including the Commonwealth Government's marine planning processes and the impact of climate change and policy on industry);
- research, development and extension;
- promoting industry; and,
- federal cost imposts.

## OUR MISSION

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

## OUR STRATEGIC PLAN

Our Strategic Plan is built around 8 objectives, centred on the themes of leadership and innovation, member service, business growth, people, fiscal responsibility and operational issues.



Our strategic plan lays out Seafood Industry Victoria's goals. It will guide us to measure how far we have come towards achieving our goals and to recognise where we need to adjust our approaches or directions to achieve better results. In addition, the strategic plan will provide a basis from which Seafood Industry Victoria can focus on the highest priority and ensure that we represent our members to the best of our ability.

# Strategic Plan 2011-2013

## OUR OBJECTIVES, STRATEGIES AND ACTIONS

To achieve our mission we must deliver significant outcomes over the following 8 objectives.

### PROMOTE RESPONSIBLE, ECOLOGICALLY SUSTAINABLE RESOURCE USE

#### STRATEGIES

- Achieve improved resource protection
- Allocation processes that are transparent
- Develop fishery management plans
- Implement management practices that minimize the impact on industry
- Develop and implement Environmental Management Systems (EMS) and Codes of Best Practice
- Access to relevant and reliable data and research
- Adaptation of strategies to reduce the impacts of climate change

#### ACTIONS

- Review of Bay and Inlet EMS
- Develop EMS for other Victorian fisheries
- Produce an overarching Code of Practice that documents and demonstrates the methods used by giant crab and rock lobster fishers to operate in an environmentally and socially sustainable manner
- Incorporate the Victorian Rock Lobster Fishery Code of Practice for Reducing Whale Entanglements into the industry code of practice developed.
- Update Seafood Industry Victoria website with current, relevant information and links for climate change
- Work with the Australian Conservation Foundation<sup>1</sup> to help Victorian fisheries achieve improved sustainable fishing practices under their Victorian Sustainable Seafood Assessment Project

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<sup>1</sup> Australian Conservation Foundation is a national community based environmental organisation that promotes a society which is environmentally aware and responsible.

## INCREASE CERTAINTY OF ACCESS TO THE RESOURCE

### STRATEGIES

- Ensure any change to the fishing industry's access to the resource protects fishing rights
- Ensure changes to fishing rights results in commensurate compensation/ adjustment being paid
- Enhance the access rights of the fishing industry
- Facilitate market access for products

### ACTIONS

- Work with the State Government to implement the 2010 State Election commitments to;
  - review existing Marine Parks and their effectiveness and the management practices associated
  - reinstate through legislation a constructive consultative arrangement between all stakeholders
  - acknowledge the importance of the industry to Victoria's economy
  - ensure an ongoing sustainable industry into the future
  - endorse the strong environmental credentials of the Victorian commercial fishing industry

## STRENGTHEN GOVERNMENT RELATIONS

### STRATEGIES

- Increase partnerships with government
- Continue to foster open and transparent processes
- Engage and communicate with government through an improved consultation process

### ACTIONS

- Regular communications with the Executive Director of Fisheries Victoria
- Attendance at fishery stock assessment workshops
- Responding on behalf of industry and documenting all correspondence directed at Seafood Industry Victoria from the Department of Primary Industries

## **IMPROVE OUR RELATIONSHIP WITH INDUSTRY**

### **STRATEGIES**

- Improve and enhance communication
- Engage with members and relevant industry bodies and key sectors
- Promote the work and achievements of Seafood Industry Victoria
- Community education programs
- Identify research priorities

### **ACTIONS**

- Develop and implement a communication strategy that improves and enhances communication between Seafood Industry Victoria and our members
- Victorian Seafood Industry Awards 2011 and 2013
- Monthly newsletters with updates on Seafood Industry Victoria and the industry
- Education material developed for industry including information brochures on ‘What is SIV and what do we do?’ and ‘How SIV can help you!’
- Seafood Industry Victoria to operate as the Victorian Fisheries Research Advisory Board<sup>2</sup>

## **INCREASE THE VALUE OF THE SEAFOOD INDUSTRY TO THE COMMUNITY**

### **STRATEGIES**

- Support community projects and high value initiatives of benefit to industry
- Promote accurate messages in the public domain about commercial fishing
- Pursue Country of Origin Labelling (CoOL)

### **ACTIONS**

- Attend East Gippsland Field Days, San Remo Fishing Festival, Seafood Directions and other public and community events
- Lobby State and Federal (through the National Seafood Industry Alliance) governments to implement Country of Origin Labelling to extend down the supply chain to restaurants and other food outlets
- Educational material developed for the community including information leaflets on ‘Victorian Seafood – Myths and Facts’

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<sup>2</sup> The Victorian Fisheries Research Advisory Board’s role is to set research and development priorities to maximise investment, encourage research collaboration between stakeholders, identify funding sources and assist with the communication and extension of research and development results.

## INCREASE INDUSTRY PROFITABILITY

### STRATEGIES

- Implement the cost recovery framework
- Provide assistance to key sectors
- Encourage up-skilling and training to enhance industry skills
- Encourage provision of extension services to achieve industry growth
- Cost effective research services for the Victorian commercial fishing industry
- Provide assistance to improve fishing business flexibility, growth and adaptation
- Introduce and monitor economic performance indicators

### ACTIONS

- Work together with Primary Skills Victoria<sup>3</sup> to address skills gap and implement seafood training packages
- Work together with AgriFood Skills Australia<sup>4</sup> to address skills gap on a National level
- Implement and communicate the National Strategy for Fisheries and Aquaculture Research, Development and Extension Strategy 2010
- Review the regulatory framework for the Eastern Zone rock lobster fishery with a view to improving economic productivity
- Identify ways to improve the economic productivity of the Victorian Eel fishery

## SUPERIOR GOVERNANCE LEADING TO EFFECTIVE MANAGEMENT OF SEAFOOD INDUSTRY VICTORIA

### STRATEGIES

- Succession planning for Seafood Industry Victoria staff, Directors and committee members

### ACTIONS

- Continue to implement a rolling Board of Directors with two year terms
- Ongoing relevant training for staff

<sup>3</sup> Primary Skills Victoria is funded by the Victorian State Government to identify and advice on current and future Vocational Education & Training (VET) needs within the primary industries.

<sup>4</sup> AgriFood Skills Australia is the key body on skills, training and workforce development issues for the national agrifood industry: rural and related industries, food processing (including beverages, wine and pharmaceuticals), meat, seafood and racing.

**PROVIDE RESPONSIVE AND EFFECTIVE REPRESENTATION OF OUR MEMBERS INTERESTS**

STRATEGIES

- Pursue changes that enable improvements in industry efficiency
- Seafood Industry Victoria to provide the role of facilitator

ACTIONS

- Work with government and industry to streamline the administration of the Bass Strait Scallop Fishery
- Advocate with local authorities to ensure continued access to infrastructure such as boat ramps
- Work with relevant agencies to protect key habitats for fisheries production
- Provide information to industry on potential impacts of activities such as marine energy, oil and gas
- Ensure the economic monitoring of the rock lobster industry is appropriately resourced
- Identify research needs in all Victorian fishery's and ensure the needs of management and stakeholders

## OUR REPORTING FRAMEWORK

Seafood Industry Victoria will measure the success of achieving our objectives identified in the Strategic Plan 2011-2013 by reporting in our Annual Report at our Annual General Meeting. Each year Seafood Industry Victoria is required to prepare an Annual Report which will contain our financial information and successful outcomes achieved for industry over the reporting year.

## MORE INFORMATION

For more information on Seafood Industry Victoria go to [www.siv.com.au](http://www.siv.com.au)