

# NATIONAL SEAFOOD INDUSTRY ALLIANCE

## Strategic Plan

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2012



National Seafood Industry Alliance  
PO Box 9022 Deakin ACT 2600 T: 0488 030 429 E: [nsia09@gmail.com](mailto:nsia09@gmail.com)

## OUR VISION

The vision of NSIA is to provide national representation of the commercial seafood industry to the Australian government.

*The National Seafood Industry Alliance will promote the interests of the seafood and fishing industry, develop national strategies to secure the long term future of the seafood and fishing industry; and promote and enhance the profile of sustainable seafood production.*

## OUR ROLE

The National Seafood Industry Alliance (NSIA) was established in 2009 to provide representation of all sectors (wildcatch, aquaculture and pearling industries, together with their associated pre and post harvest activities) at the Federal level.

## OUR STRATEGIC PLAN

NSIA's Strategic Plan is built around the five objectives of sustainability, resource access, federal cost impacts, improving industry profile and research, development and extension (RD&E) investment. The Strategic Plan lays out NSIA's goals and provides a focus on the highest priorities and ensures representation of the Australian fishing industry to the best of our ability.

## OVERVIEW

Australian fisheries are among the best managed in the world and Australia is one of the world's leaders in fisheries management science. The Australian fishing industry and seafood industry is proud of its credentials in meeting the highest standards of environmental responsibility, management and sustainability. The implementation of the *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act) allows the Australian Government to assess the environmental performance of fisheries and promote ecologically sustainable management. These assessments ensure that, over time, fisheries are managed in an ecologically sustainable way.

In 2009-2010 the total value of production for Australian fisheries (including aquaculture) was valued at \$2.14 billion. Outpacing global population growth, global annual growth in seafood consumption has averaged 2.9 per cent since the 1960s according to the Food and Agriculture Organisation (FAO). Australia's fishery production embraces both the production of high-value species including rock lobster, tuna and abalone which are mainly destined for export markets, and other species including Atlantic salmon, prawns, crabs, oysters and a wide variety of finfish that are sold principally on domestic markets.

In recent years, the volume and value of production in Australian fisheries have been affected unfavourably by a number of variables. Fishing effort and catches have been influenced by fuel price increases, and by the appreciating Australian dollar, which makes Australian exports less competitive (ABARES Outlook 2011, Conference Paper 11.09).

## OUR STRUCTURE

The National Seafood Industry Alliance is comprised of a member from each peak State/Territory representative body, the Commonwealth Fisheries Association and the National Aquaculture Council.



### Wild Catch

Commonwealth Fisheries Association, New South Wales Seafood Industry Council, Northern Territory Seafood Council, Queensland Seafood Industry Association, Seafood Industry Victoria, Tasmanian Seafood Industry Council, Western Australian Fishing Industry Council, Wildcatch Fisheries South Australia



### Aquaculture

National Aquaculture Council

## OUR WORK WITH THE AUSTRALIAN GOVERNMENT

NSIA work closely with various Federal departments and organisations including;

- Department of Sustainability, Environment, Water, Population and Communities (SEWPaC);
- Australian Government Fisheries Research and Development Corporation (FRDC);
- Australian Maritime Safety Authority (AMSA); and,
- Department of Agriculture, Fisheries and Forestry (DAFF).

## OBJECTIVES, STRATEGIES and ACTIONS

To achieve NSIA's vision, significant outcomes must be delivered over the following five key priority areas.

### SUSTAINABILITY

#### OBJECTIVES

- Support the development of a 'common language' to improve the understanding of sustainability within the industry and the broader community
- Support the concept of an Australian Standard for sustainable seafood
- Improve access to relevant industry statistics
- Increase recognition of existing management frameworks

**STRATEGIES & ACTIONS**

- Drive the establishment of a common language group
- Work with regulatory bodies such to gain their endorsement of best industry practices and support for the industry
- Coordination and collation of existing facts including Codes of Practice (CoP), and Environmental Management Systems (EMS) documents developed by industry

**RESOURCE ACCESS****OBJECTIVES**

- Facilitate and engage in marine planning
- Increase partnerships with government departments
- Strengthen property rights for industry
- Minimise impacts on industry from marine bioregional planning
- Identify competing interests with the fishing industry

**STRATEGIES & ACTIONS**

- NSIA to continue as the first point of contact and engagement on marine spatial planning, including resource access issues
- Develop together with appropriate Australian Government departments a displaced fishing effort policy
- Develop a policy for aquaculture operations within Commonwealth waters that meets industry needs
- Work together with maritime industries to minimise resource access issues

**FEDERAL COST IMPACTS****OBJECTIVES**

- Reduce regulatory burden
- Fuel rebate
- Reduce bureaucracy

**STRATEGIES & ACTIONS**

- Actively campaign to continue the fuel rebate
- Advocate to Federal departments that a flexible approach to industrial relations enhances productivity and competitiveness
- Work with the AMSA in developing the national safety arrangements to ensure commercial fishing is represented

- Remain informed and engaged with the AQIS on behalf of industry to guide rational and equitable application of the cost recovery processes.

## IMPROVING INDUSTRY PROFILE

### OBJECTIVES

- Promote accurate messages to the community
- Promote socio-economic evaluation of the fishing industry
- Pursue Country of Origin Labelling (CoOL)
- Provide a national presence in Canberra
- Continue to foster an open and transparent process of NSIA

### STRATEGIES & ACTIONS

- Maintain relationships with Federal Parliamentarians to promote the profile of industry
- Lobby Australian government to adopt CoOL nationally
- Engage industry to improving their understanding of NSIA
- Disseminate research conducted through FRDC into industry and the community
- Incorporate industry statistics within educational and promotional material developed

## RESEARCH, DEVELOPMENT and EXTENSION INVESTMENT

### OBJECTIVES

- Provide perspective and advice on research with a national focus
- Promote research addressing the needs of the fishing industry

### STRATEGIES & ACTIONS

- Work with FRDC to identify the possibility of NSIA becoming a Fisheries Research Advisory Board to provide research priorities from a national collective perspective
- Continue to actively participate in the National Research Providers Network under The National RD&E Strategy for Fishing and Aquaculture

## OUR CRITICAL ISSUES

### RESOURCE ACCESS

#### COMMONWEALTH MARINE PLANNING

Australia has led the world in the establishment of extensive marine protected areas around our coastline and has around one third of the world's marine parks. In regard to the Commonwealth marine planning process, NSIA seek to ensure that the design and size of the proposed marine parks are based on good science and socio-economic data, not well-resourced campaigning. NSIA seek a clear commitment to robust processes to underpin Commonwealth marine planning including significant opportunities for industry consultation. NSIA will continue to negotiate with the Federal Government to finalise the structural adjustment package to account for the impacts of displaced fishing activities.

#### RESEARCH, DEVELOPMENT AND EXTENSION (RD&E)

The fishing, aquaculture and pearling industries owe their development and sustainability to significant investment by industry and government in research and development over many years. Industry has long understood the importance of continuing investment in RD&E to improve sustainability and profitability. NSIA note that there is scope to improve the returns to industry and government from the joint substantial investment in RD&E through FRDC. NSIA seek a greater emphasis on improving the economic data about the commercial fishing industry. Such data is often out of date and its accuracy is sometimes questionable. As governments make decisions about the future of our industry and its economic and social importance, it is vital that they have access to accurate up to date economic data so that the impacts of decisions are clear. Through the FRDC extension and adoption forum the NSIA will seek to ensure there is a greater focus on the effective extension of research outputs and outcomes.

#### PROMOTING INDUSTRY

The commercial fishing industry is at risk from false impressions created by some foreign funded environmental groups. Documentaries which paint Australian fishing as “irresponsible” and “no different” to unsustainable fisheries in other parts of the world undermine our industry's excellent record on sustainability and environmental management. NSIA actively supports industry and is working with Federal government to facilitate promotion of industry to the broader community. It is vital that a connection is made with the community so that industry can retain its ‘licence to operate’.

#### LABELLING

Current loopholes exist in CoOL legislation and unfortunately the absence of effective labelling requirements compromises consumer choice at the restaurant and food service sector. This undermines the Australian seafood industry. NSIA has developed a clear policy for the mandatory labelling of seafood to ensure that consumers are able to make informed choices about their seafood.

#### FEDERAL IMPOSTS ON INDUSTRY

The need to reduce the regulatory burden on industry is also recognised by the NSIA as being a concern for industry. There are many Federal imposts on industry ranging from taxation, industrial relations laws to food labelling. These have direct and indirect impacts on industry's competitiveness, efficiency and costs.

## PERFORMANCE TO DATE

- Coordination of an industry response to the National System for Commercial Vessel Safety
- Participation in the development of the Australian Governments Fisheries Adjustment Policy to ensure that any changes to the fishing industry access to the resource protects fishing rights and sees compensation being paid
- Development and launch of the *Seafood for Australia* website
- Developed a 2010 Federal Election Policy Statement
- Coordinated submission on the National Food Plan, a 2010 election commitment by the Australian Government
- Raised concerns and met with representatives over seafood policies with Coles, Woolworths and WWF
- Regulator meetings with Australian Government including: Federal Minister Tony Burke, Minister Peter Garrett, Prime Minister's office, Federal members and senators, DEWHA and DAFF representatives
- Met with FRDC Board and presented NSIA's priorities
- Ensured Marine Bioregional Planning Process was amended to include more comprehensive industry consultation, timeline and process review.
- Raised concerns about access to Caring for our Country funding for seafood industry
- Advocated successfully for continued funding for SeaNet
- Submitted paper on Food Labelling Review
- Submitted two papers on Displacement Policy in Commonwealth marine planning
- Significant input into the Tinny to Tanker issue
- Participated in review of RD&E through workshops and meetings
- Assisted with provision of information and support for Award Modernisation

## MORE INFORMATION

For more information on the National Seafood Industry Alliance, contact NSIA Chair Katherine Sarneckis on 0488 030 429 or [nsia09@gmail.com](mailto:nsia09@gmail.com).

NSIA distributes communiqué's via email, to receive these please email [nsia09@gmail.com](mailto:nsia09@gmail.com)