



WAFIC FISHING
PEARLING
AQUACULTURE

What it may look like by 2022?

Changing world

- WAFIC established in 1968
- Has been on an evolutionary journey ever since
- Heavily involved in state, national & international matters
- Needs to continue that evolution and change
- Today staggeringly different to 1968
- Many factors now impacting on the seafood industry
- Competition for the resource and ocean space
- Increased and increasing focus on how we do things
- High scrutiny of industry from the community

Current Sector Bodies

- Western Rock Lobster Council
- Shark Bay Prawn Trawl Operator's Association
- Pearl Producer's Association
- Abalone Industry Association of WA
- Aquaculture Council of WA
- Southern Seafood Producers (WA) Association



Fisheries without sector body ~ 20?

- For example:
- A number of smaller prawn fisheries
- Gascoyne Scalefish
- Kimberley Gillnet and Barramundi
- West Coast Demersal Scalefish
- Mackerel
- Northern Demersal Scalefish
- Pilbara Trap and Trawl



Some things that need to be done

- Change the constitution (to what) & change WAFIC name? e.g. Seafood West – could change name now
- Develop services arm e.g. oil & gas, seismic, etc.
- Focus on health & safety matters
- Develop science expertise



More things

- Co-management champion
- Seek further outsourcing from DPIRD i.e. more SLAs e.g. ACE & ACE balancing, vessel registrations, quota management, Fish Receiver licencing, etc?
- Champion the growth of aquaculture
- Bed down the SSP(WA)A
- Look to get all fisheries under some direct representation arrangement



But wait there is more!

- Increase social media presence – e.g. promote fishers
- Be creative with the truth – to discount mistruths
- Develop Apps e.g. for seafood calendar, to connect fishers to customers (e.g. *SA, Walking Fish* concept)
- What does the customer actually want
- High level generic matters – AMSA, marine parks (Fed 80k submissions), fuel rebate, OH&S, etc.



But wait there is more!

- Seafood origin labelling transparency - CoOL commitment from Ruston and Kelly
- Data - future use focus – provenance – data owned by creator (data value will be immeasurable)
- Work with DPIRD to bed down ARMA, ARUPs and ACE
- Work with DPIRD to reduce red tape CRAP - Complex Repetitive And Pointless



And more steak knives!



- Critical interface with SIA
- Continue MSC program including FIPs
- R & D to reveal real value not just GVP
- Look for programs to develop/train industry members
- Carbon neutral – how do we do? (2030)
- Seafood tourism & regional opportunities
- Partnership with Wines WA – seafood trail



And more steak knives!



- Traceability will be essential
- Handheld scanners determine origin of seafood
- Fresh seafood vending machines – are here!
- Smart catch monitoring vital e.g. cameras
- Animal and human welfare will be hot topics

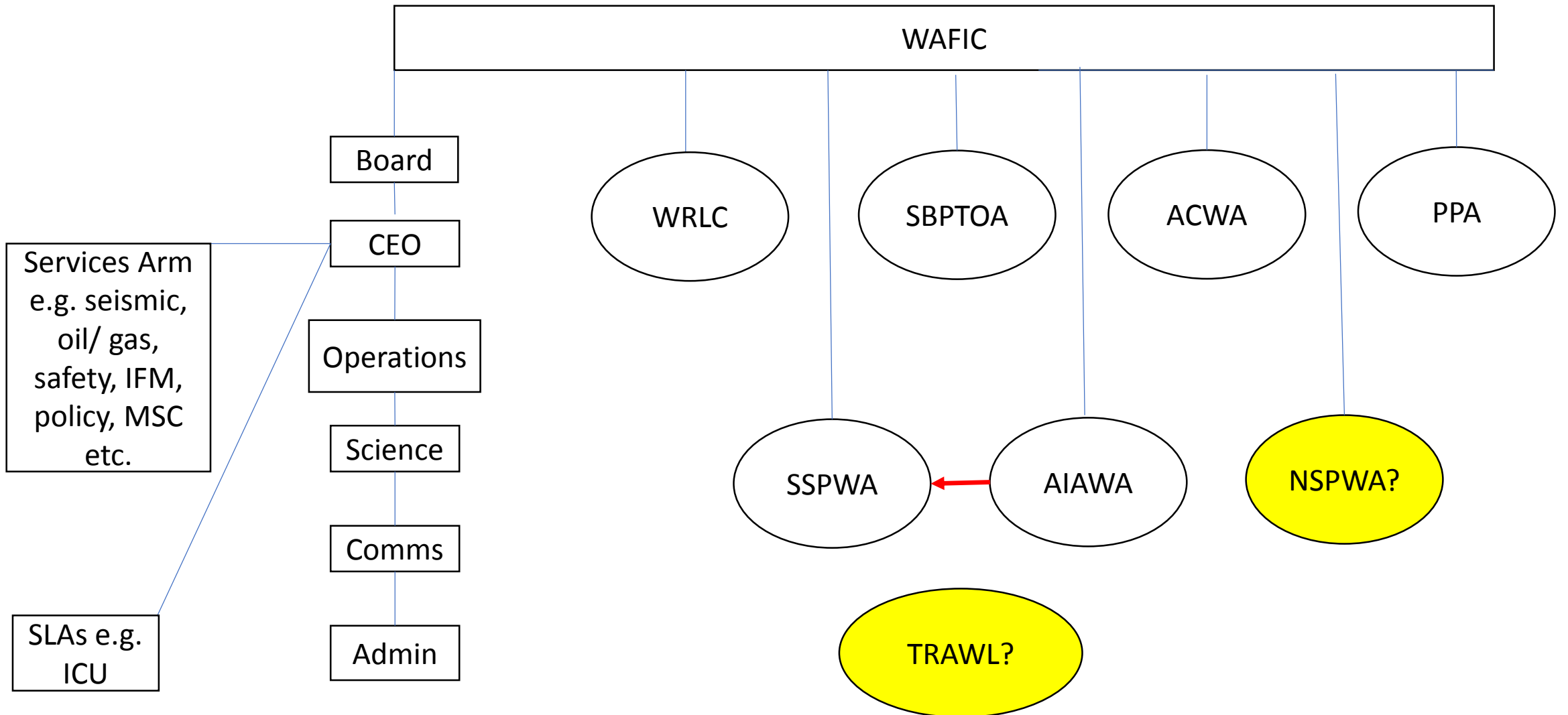


So what does a like entity look like?

- Seafood New Zealand (changing)
- Has 5 Sector Representative Entities
 - Aquaculture, Deepwater, Rock Lobster, Fisheries Inshore and Paua (abalone) with own staff
- NZ Council itself has 5 staff
 - CEO, 2 Comms, Business Services and Seafood Standards



Looking Forward



Conclusion

- WAFIC possibly an Association of Associations
- A constitution and name that reflects that?
- High level matters and policy development
- Establish additional sector bodies or expand existing
- Deal with those fisheries that don't fit in sector bodies
- Leaner
- Social licence and commitments to community
- Avoid duplication of industry monies at all cost
- We must look at doing things differently
- Timeframe 3 – 5 years or longer for some

Thank you