

STRATEGIC PLAN 2022-2028

VISION

For the WA seafood, pearling and aquaculture industries ("the industry") to be successful and sustainable, with secure access rights and supported by the greater community.

MISSION

To promote the importance of seafood in providing food security and ensure the WA seafood, pearling and aquaculture industries are represented and socially, economically and environmentally sustainable.

VALUES

Unity:
to foster a united seafood industry

Integrity:
to act honestly in the best interests of
the industry and broader community

Trust:
to build trusting relationships with
partners and stakeholders

Accountability:
to accept responsibility for
influencing our future

Professionalism:
to act and advocate in a professional
and compelling manner

Respect:
to earn, retain and grow respect from
performance and action.

- Protect and enhance existing fishing activities and minimise cumulative impacts of coastal industrial developments
- Demonstrate active leadership in RD&E
- Facilitate industry development to enhance value-adding and diversification opportunities
- Operationalise WAFIC's climate change policy
- Develop a stronger foundation of scientific knowledge to manage environmental impact issues
- Deliver effective social licence activities to win and grow community confidence and support of the industry

Optimise the sustainability
of the industry



- Invest the necessary resources to protect, defend and improve the security of individual access rights for marine resources to deliver long-term investment certainty
- Protect existing Integrated Fisheries Management principles in the transition to the Aquatic Resources Management Act
- Facilitate moves towards quota management, where beneficial and having the necessary support
- Engage with coastal development proponents to identify and ensure impacts on fishing are minimised, through WAFIC's fee-for-service process.
- Engage with state and national regulators to influence policy frameworks and minimise discrete and cumulative impacts from coastal developments
- Secure an active role for commercial fishing in marine park development and management and minimise the size of exclusion areas

Act to secure long term
security of access to aquatic
resources



- Build our profile to actively promote a greater community appreciation of the seafood industry, its best practices and sustainability
- Promote and support the shared value of MSC certification as a constructive WA seafood industry investment
- Encourage WA seafood labelling and regional brand identity to deliver a positive message to the consumer
- Promote the integral role commercial fishing plays to ensure food security for the state
- Create opportunities to directly connect and engage the community with commercial fishers, such as acknowledging the heritage

Foster community
confidence and support of
the industry



- Media monitoring and response to manage emerging issues to secure increased public support and social licence
- Positively manage internal industry and external community communications and stakeholder relationships
- Collaborate with appropriate agencies in developing a high standard of marine occupational health and safety
- Advocate for the early adoption of electronic real-time data monitoring for all sectors to support better scientific analysis
- Work effectively with government to ensure the interests of the fishing industry and aquaculture are respected and protected

Enhance industry reputation
and profile, whilst mitigating
risk



- Identify sustainable funding models to enable professional industry representation for now and the longer term
- Professionally manage internal systems and governance best practices to build confidence in WAFIC's role, direction and administration of public funds
- Invest in Board and office-bearer training for excellence in strategic skills, leadership, governance and professionalism
- Seek opportunities for alternative income streams and fee-for-service activities where conflicts of interest can be avoided
- Explore options for cost-efficiencies, shared services and/or amalgamation with other industry bodies

Ensure WAFIC is
appropriately resourced to
deliver quality services with
high standards of
governance

