

# Engaging Primary Producers

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# Engaging Primary Producers

DNA

Strategic

Operational

Principles



# OceanWatch DNA

## Members

NSW Fisherman's Co-operatives Association

Sydney Fish Market

Master Fish Merchants Association of Australia

*OceanWatch is also a member of NSW Seafood Industry Council*

*Environmental levy on SFM product since 1989*

# OceanWatch DNA

## Articles of Association

### OBJECTS

2. The objects for which the Company is established are:
- a) (i) To seek the protection of aquatic habitats.
  - (ii) To seek an end to water pollution.
  - (iii) To ensure that industry groups are fully informed as to the nature of environmental problems and ways of dealing with them.
  - (iv) To seek the support of other sectors of society in promoting the conservation of aquatic environments.



# OceanWatch DNA

Directors

Member representatives

Commercial fishers

RDC / CRC

Regulator



# Strategic

## OceanWatch Strategic Plan

Major Theme

Industry - Adoption of Industry Best Practice

Identified Strategies and Reportable Performance Measures

Fisheries RDC

Strategic direction and priority setting



# Operational

Strategic Awareness and Buy-in from Staff

In Kind and cash support from Industry

# Operational

Linking the seafood industry to NRM organisations

Representing seafood industry environmental interests

# Operational

Linking R&D and NRM

# Operational

SeaNet Program 1999 - 2013

Hosting staff with Peak Industry Bodies

National Steering Committee

Local Reference Groups

# Operational

## SeaNet Program 1999 – 2013 Achievements

- Reductions in bycatch of TEP species
- EMS and CoP
- workshops and sea trials of improved gear
- best practice technical guides
- brokering partnerships – research, regulator, NRM
- marine debris



# Principles Underpinning OceanWatch Industry Engagement

## Trust

- Understand the work environment
- Understand the drivers and barriers
- Have an incentive

# Questions/Comments