

Member Update

Abalone Victoria (Central Zone) – May 2016

Key dates

Wed 25 May – RSVP for Abalone Victoria Strategy Forum - diana.attana@gmail.com & return CZ Survey

30 May – Malcolm Petrie Starts as AV(CZ) CEO

31 May – Abalone Victoria Strategy Forum 9.45am – 4pm, College of Surgeons 250-290 Spring Street, East Melbourne

Mid-June – Central Zone Consultation on **2016/17 Strategy, Business Plan and Budget**

Mid-July – Finalisation of **2016/17 Strategy, Business Plan and Budget** and provision to the Department as part of milestone 1 of 16/17 in the Grant Agreement.

Malcolm Petrie - New CEO

We are very excited to introduce Malcolm Petrie who will commence as the new CEO of Abalone Victoria (Central Zone) on 30 May 2016.

Malcolm was recruited through a rigorous process and comes with an exceptional background in dealing with Government and complex resource issues from his work with the canegrowers industry in Queensland.

Strategy Forum

AV(CZ) is holding a **Strategy Forum on Tuesday 31 May**. This is a great opportunity to provide your views on how your organisation should be run. The outcomes of this day will assist the organisation in the development of the 2016/17 business plan and budget.

The **2016/17 Strategy, Business Plan and Budget** will be sent to each CZ quota holder and diver for your feedback in mid-June before being finalised and provided to the Department as a Grant Agreement milestone in mid-July.

The Strategy Forum is only open to Central Zone Quota Holders and Divers. We encourage you to attend and actively contribute.

In order to capture views more broadly across the Central Zone a (completely anonymous) survey has been provided to you. This information will be used as background to the Forum and future work. In addition, so that we can fully understand the views of our key stakeholders including key government officers a survey has been provided, again on a confidential basis, to select individuals. This will assist with an important part of the Forum on how we work with Government and other significant stakeholders and will feed into our current

work and the longer term strategic engagement plan.

Data Loggers

It is vital the Central Zone Quota Holders and Divers actively support the data logger program. AV(CZ)'s investment of industry's funds in data loggers has been a crucial step in obtaining robust, reliable data to support good science and evidence-based policy decisions. The program provides a simple and cost effective industry collection method, whereby industry can obtain good data and clarity.

Without effective data the industry is not in a strong position to understand the resource or deal with the significant regulatory challenges it is currently facing. Most crucially for the Central Zone, the Federal Government's Fisheries Research

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& Development Corporation is currently preparing inputs for its next **Status of Key Australian Fish Stocks report (SAFS)** see http://www.fish.gov.au/pages/safs_report.aspx. The Central Zone was designated as **'Over Fished'** in the last report, a repeat of this designation will impact on future TACC and could jeopardise our export licence.

The one month trial is expected to now commence in the next few weeks. Please email freya@aanet.com.au if you can assist with the trial and full roll out.

Six data loggers are ready for trial. They are hardwired into boats and automatically send data to the database (reef code, catch and effort, exact catch rate – not just an estimate). There's no charging, no downloading and no maintenance costs to the boat owner.

No one (including Board Members or the CEO) has access to raw data except Duncan Worthington. Duncan will code / script and then use the reports to inform the TACC. This information can be used at the TACC meetings.

At the completion of an effective one month trial a full roll out will be undertaken with the aim of generating substantial data by October.

The AV(CZ) will continue to negotiate protocols with

Government regarding storage and analysis of the data balancing Department data integrity with industry needs for privacy and commercial sensitivity.

Quota Holders' meeting outcomes

The Quota Holders' meeting was held on 18 March. We were pleased to see a number of Quota Holders attend, along with several board members.

The key issues discussed were the 2016/17 quota order, and the most proactive way to respond; future strategic stakeholder engagement; and development of the harvest strategy.

Quota Holders' supported AV(CZ)'s plan to build a multi-pronged, community engagement strategy with a narrative around the Abalone industry to reflect economic, tourism and other benefits (to share directly with the Minister and her advisors). This narrative will reflect how 'culturally significant' Abalone is around the world. This narrative and a history of our industry will also be used as part of our new webpage.

Harvest Strategy

The aim of the Harvest Strategy will be to have a sensible weight of evidence' approach to analysis with responses to data information formalised in the strategy.

The next meeting on the Harvest Strategy between Government and the three Zones will be held on 6th & 7th of June.

It is hoped that through sensible negotiation and viable agreed alternatives, the current government surveys which cost around \$150k/yr but do not represent commercial fishing grounds will be removed.

The Department will conduct formal consultation with stakeholders in the next few months once a draft has been developed.

Website

The vision for AV(CZ)'s website is professional, engaging - showcasing high quality photography of the industry - and multi-functional with a 'members only' area and secure board portal. A scope was drafted to provide a brief on the functional specifications, costs and timing. Duncan Worthington is currently developing the site, which will include:

- An engaging homepage that explains AV(CZ)'s purpose and vision
 - About us section explaining industry stewardship (history of AVCZ, board members, CEO, good governance)
 - An Industry overview with photography and graphics, information about the resource
- If you have any photography / videos / images to contribute, please email diana.attana@gmail.com.**
- News section (newsletters and other communications e.g. units for sale)

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- Members only section including an AV(CZ) Governance page with key AV(CZ) policies, Constitution, Grant Agreement, Strategy and Business Plan
- Board only section
- Public area for display and download of research, economic reports, OHS section
- Links to 'fisherweb' and other websites
- Chef's corner and
- Contact us
We will be canvassing other suggestions for website content over the coming weeks. Please email your ideas and feedback to diana.attana@gmail.com.

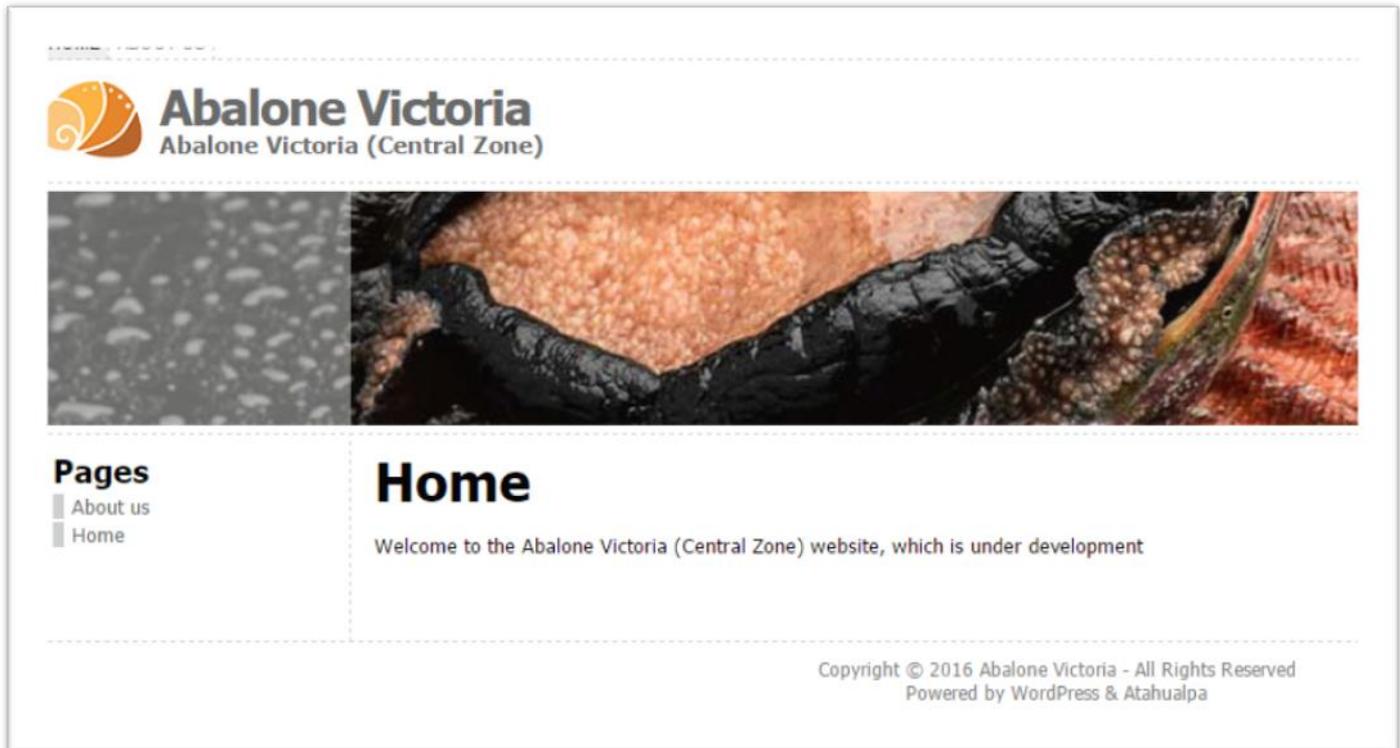


Image: Screenshot of AV(CZ)'s website, currently under development

Thank you

Thank you for my time with you over the last seven months as Interim CEO and in the previous years as a Director. It has been very enjoyable and I wish the industry and the Central Zone in particular the best of luck.

Freya Marsden, Interim CEO Abalone Victoria (Central Zone)
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