

# Managing our own Ship

## Making collective action work for industry



**SEAFOODINDUSTRY  
COUNCIL**

The New Zealand Seafood Industry Council Ltd



# Format of workshop

## ***Outline collective action proposals Discuss issues & solutions***

### **1. Brief introductory presentation**

### **2. Panel discussion & wider discussion**

- Linda Clark
- Peter Douglas
- Doug Saunders Loder
- Toby Stevenson
- Vaughan Wilkinson

# Managing our own Ship

- An initiative of the SeaFIC Board

***Letting industry get on with business and manage its own activities with less need for government intervention***

- Enabling collective decision-making
- Endorsed by Ministers

***It is up to industry to develop these ideas and progress this initiative***

# What is collective action?

- Something industry participants choose to do to achieve benefits that are not achievable through individual action
  - Co-ordinating fishing effort
  - Collecting fine scale catch information
  - Managing commercial catch levels within TACC
  - Achieving environmental standards
  - Purchasing or delivering services

***More than just voluntarily  
acting together***

## Industry acts collectively already, but...

- High cost of obtaining 100% agreement - “tyranny of the minority”
- Free rider problem
- No collective mechanism to implement industry agreements about harvesting activity
- Hard to demonstrate performance
- Individual behaviour reflects on whole industry

# Elements of proposal...

1. Enable mandated groups of quota owners to make decisions by super-majority that bind all
2. Implement collective decisions by directly linking quota owners and harvesters via permit conditions
3. Performance standards & monitoring

# Recapping key points

***Enabling, not mandatory***  
***Designed to benefit industry***  
***Links quota owners & catch sector***  
***Commercial sector only***  
***Within sustainability constraints***  
***Higher commercial value***  
***Better environmental outcomes***  
***Lower government costs***

# Where are we up to?

- High level of industry support for concept
- Details to work on include:
  - Thresholds for agreement
  - Mechanisms for protecting minorities
  - Preventing unreasonable behaviour
  - Compliance and enforcement
  - Information sharing
- Next step: detailed proposal for industry consideration