



Resolving the Tension over the Environmental Impact of Fishing

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Commonwealth Fisheries Association



Outline

- Comparisons/scene setting
- Tensions
- Approaches



Statistics

Australia

- 21.8 million
- 20,000 in fish business
- Harvest 230,000 t
- Export 50,000 t
- Import 200,000 t
- GVP \$2.6 B NZD

New Zealand

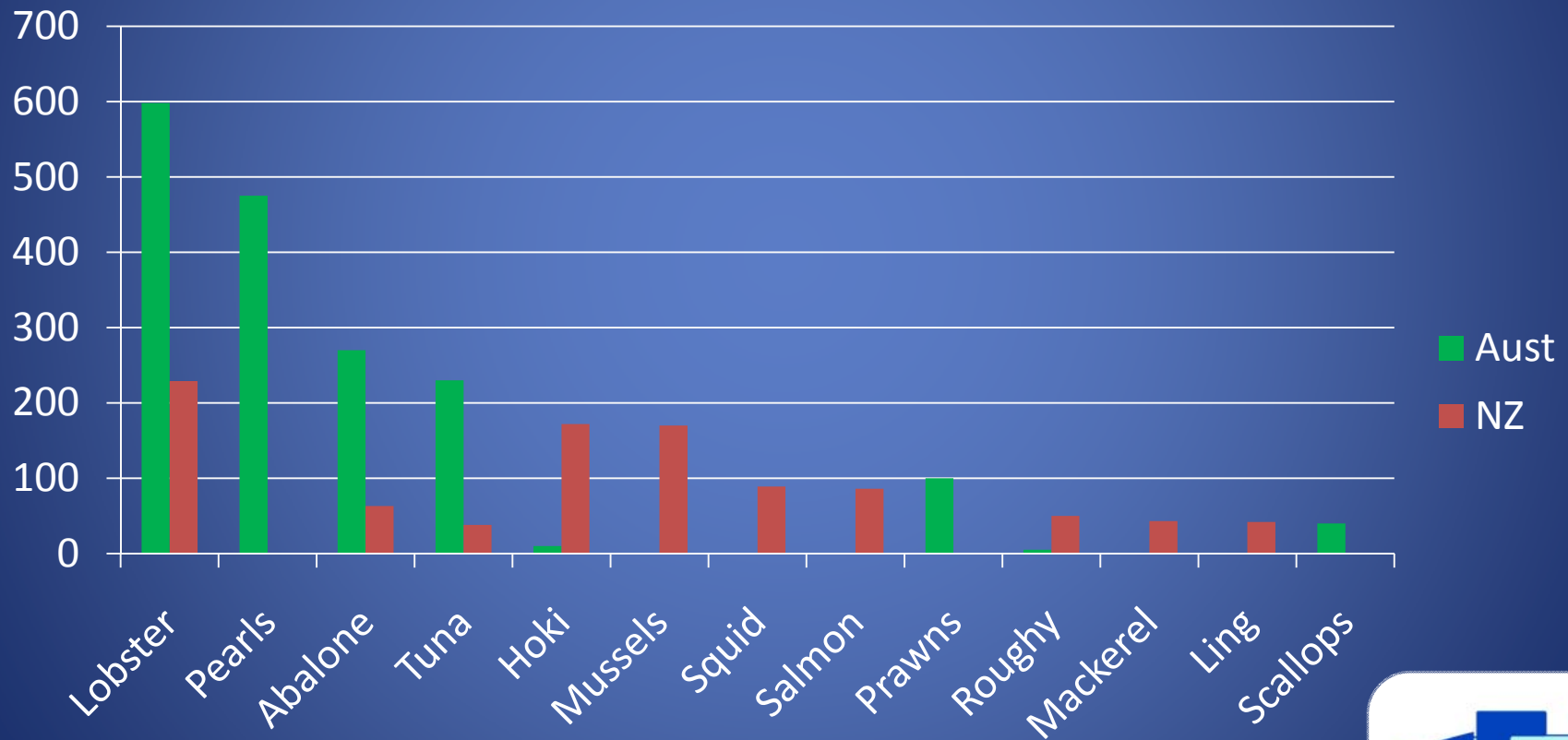
- 4.3 million
- 26,600 in fish business
- Harvest 640,000 t
- Export 470,000 t
- Import 100,000 t
- GVP \$1.5 B NZD



Exports*

*ABARES 2010, SEAFIC 2011

Value (\$Millions NZD)



Management

Australia

- 8 Governments
- Quota and input controls
- 8 Associations, NSIA
- Limited accepted leadership
- Fragmented, “easy targets”

New Zealand

- Single jurisdiction
- Integrated quota system
- SeaFIC
- Strong corporate focus
- Cohesive, coordinated



Waters

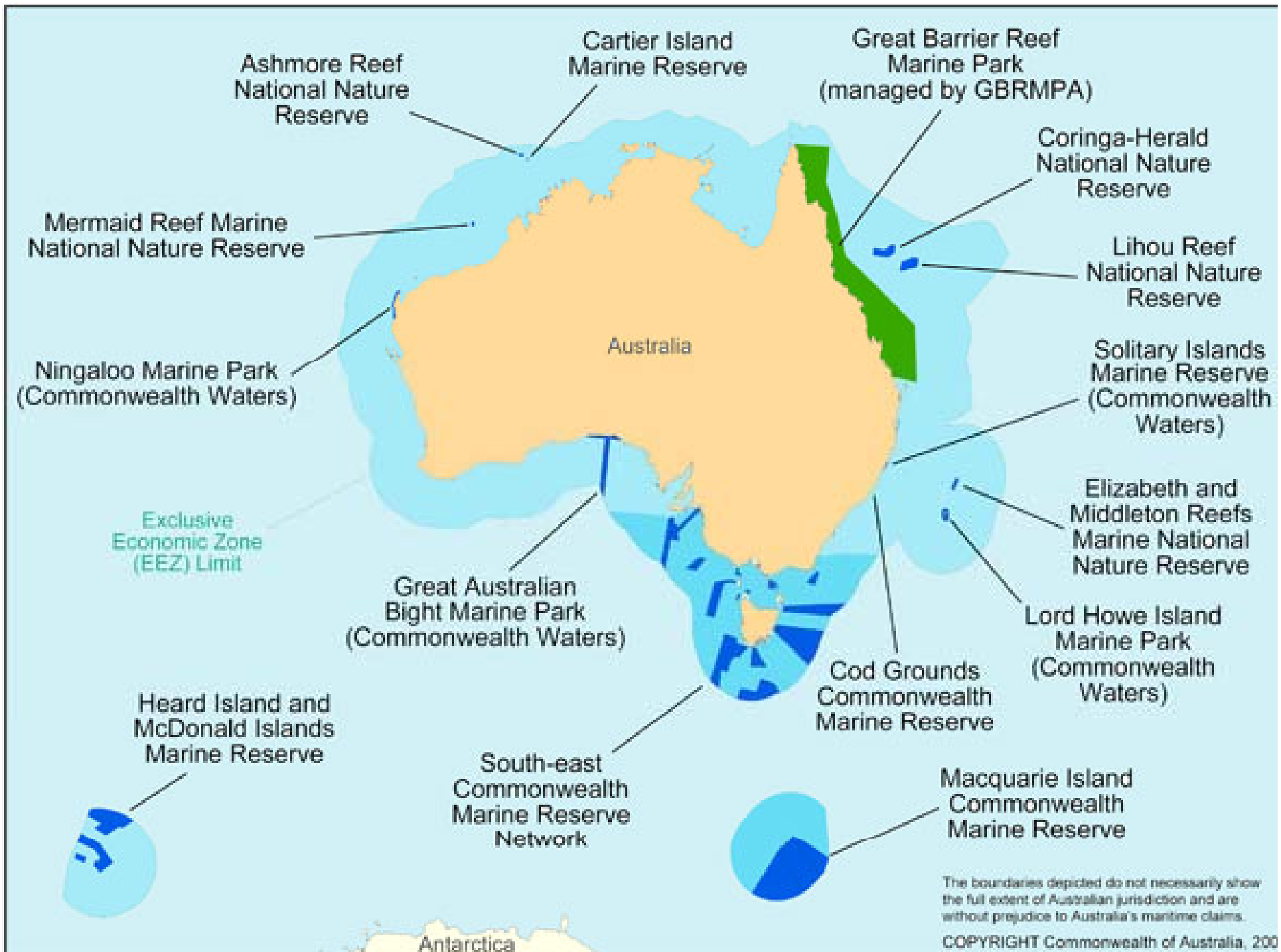
Australia

- 8.2 million km² EEZ
- 902,000 km² MPAs
- SW (draft) 530,000+ km²
- More MPAs proposed

New Zealand

- 4.4 million km² EEZ
- 1.2 million km² BPAs





Sustainability?

Australia

- It's complicated....
- Not overfished 59%
- Not overfishing 72%

ABARES 2010

New Zealand

- “...twice ranked the most sustainably managed fishery in the world. . .”
NZSIC website May 2011

- Green 69%
- Orange 31%

NZ Ministry of Fisheries Dec 2010



Legislation

- *Fisheries Management Act* “...ecologically sustainable development...”
- *Environment Protection and Biodiversity Act*
 - Over-riding assessments for export approvals
 - Ecological risk assessments
 - Ecological risk management
 - Zero acceptable catch of TEP species
 - Marine Biodiversity Planning

What exactly *are* “environmental tensions”?

- Seabirds
- Marine Mammals
- Trawling
- Fish stocks



Seabirds

- Southern Seabird Solutions Trust
- Longline TAP
- Trawl warps
- Habitat restoration





Tourist
boardwalk,
Macquarie Island
1990s



Vegetation damage by rabbits

Same boardwalk
in 2004

Images courtesy Noel Carmichael Tas. PWS

Marine Mammals

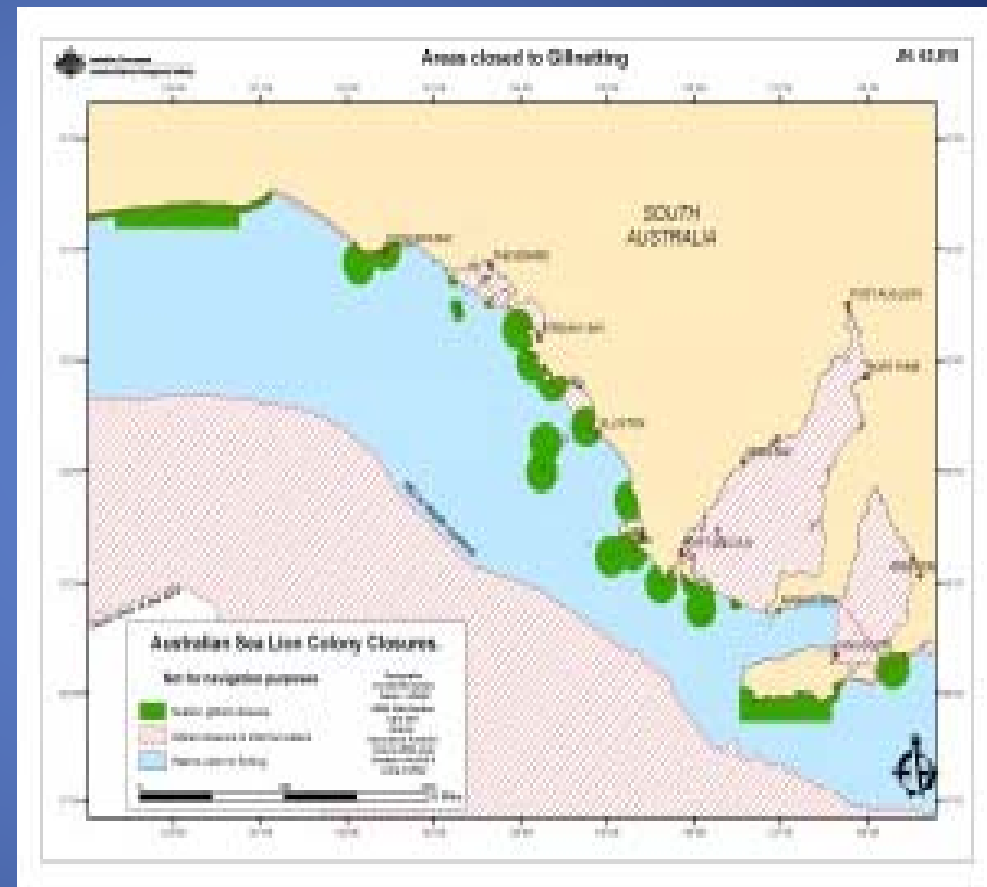
- Method changes, area/seasonal closures
- Reporting, responding, and mitigating
- Rising populations



SEA LIONS

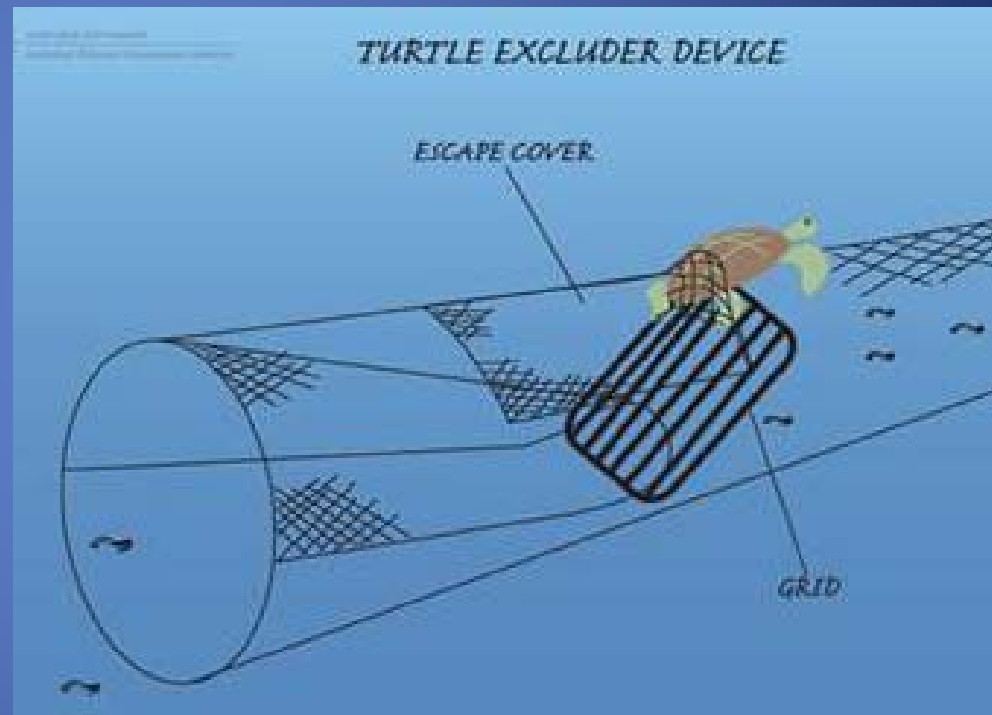
- . CLOSED 18,500km²
- . BYCATCH TRIGGERS
- . 100% OBSERVERS

Gillnet fishers operating off South Australia have been *under-reporting the level of interactions with threatened, endangered and protected species including sea lions* and the additional closures are a necessary precaution....



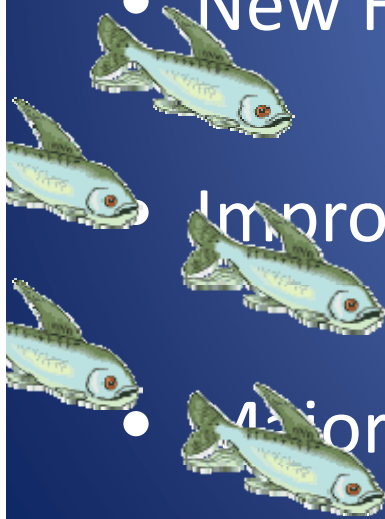
Trawling

- Efficient, effective and economic
- Benthic impacts
 - CAR MPAs
- Bycatch
 - Excluders
 - Risk Assessments
- Monitoring, regulation
- Emotive “....just not OK....”

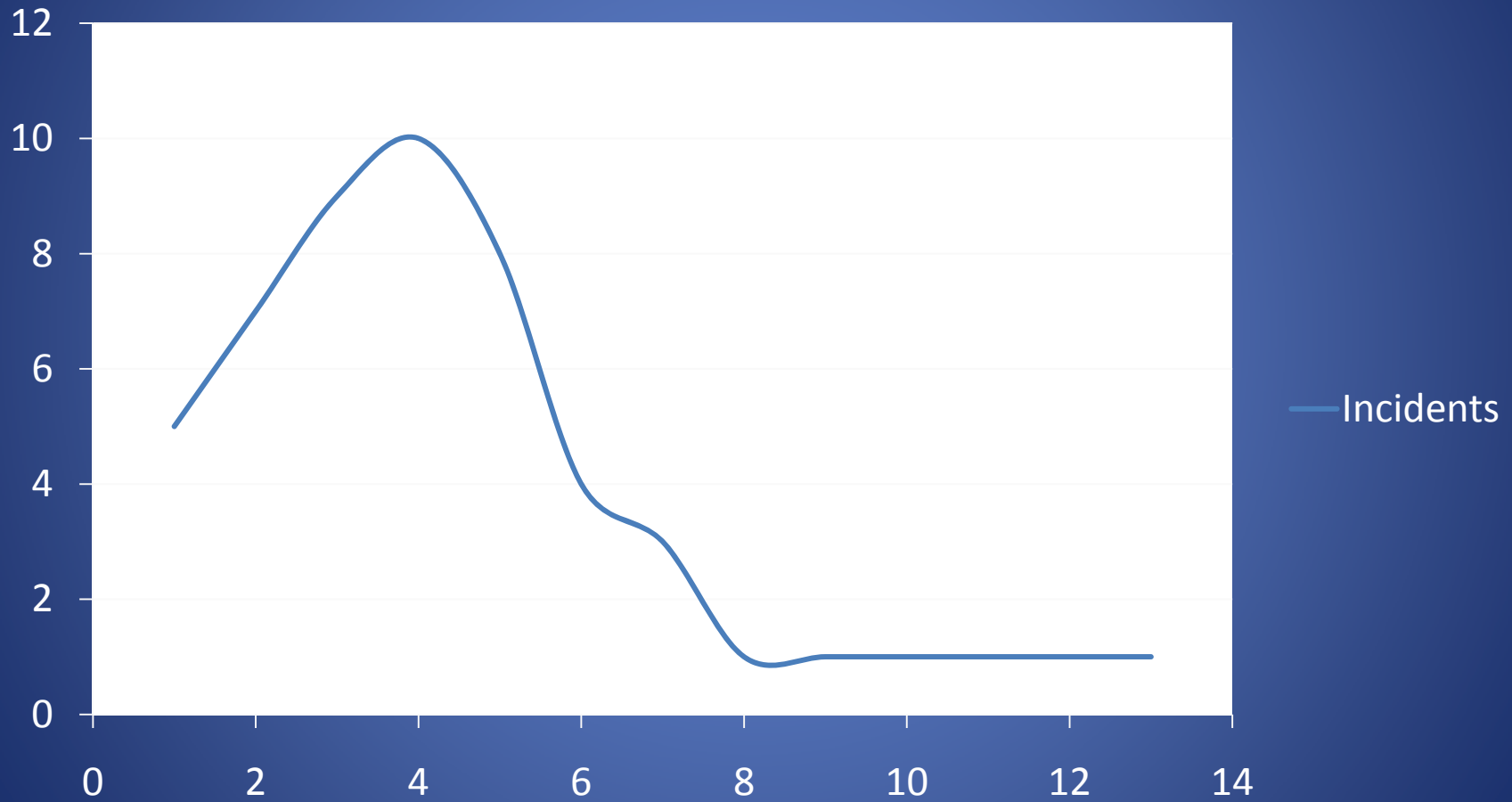


FISH STOCKS

- Acknowledged problems
- \$220 M structural adjustment (2005)
- New Harvest strategies and sustainability goals
- Improved strength of access rights
- Majority sustainable, some recovering



Reporting reality



Positives

- Health
- Carbon emissions
- Food security



HEALTH BENEFITS

Heart disease

Stroke

Cholesterol

Arthritis

Cancer

Obesity

Depression



Carbon Emissions*

**Carbon Reduction Institute 2011*

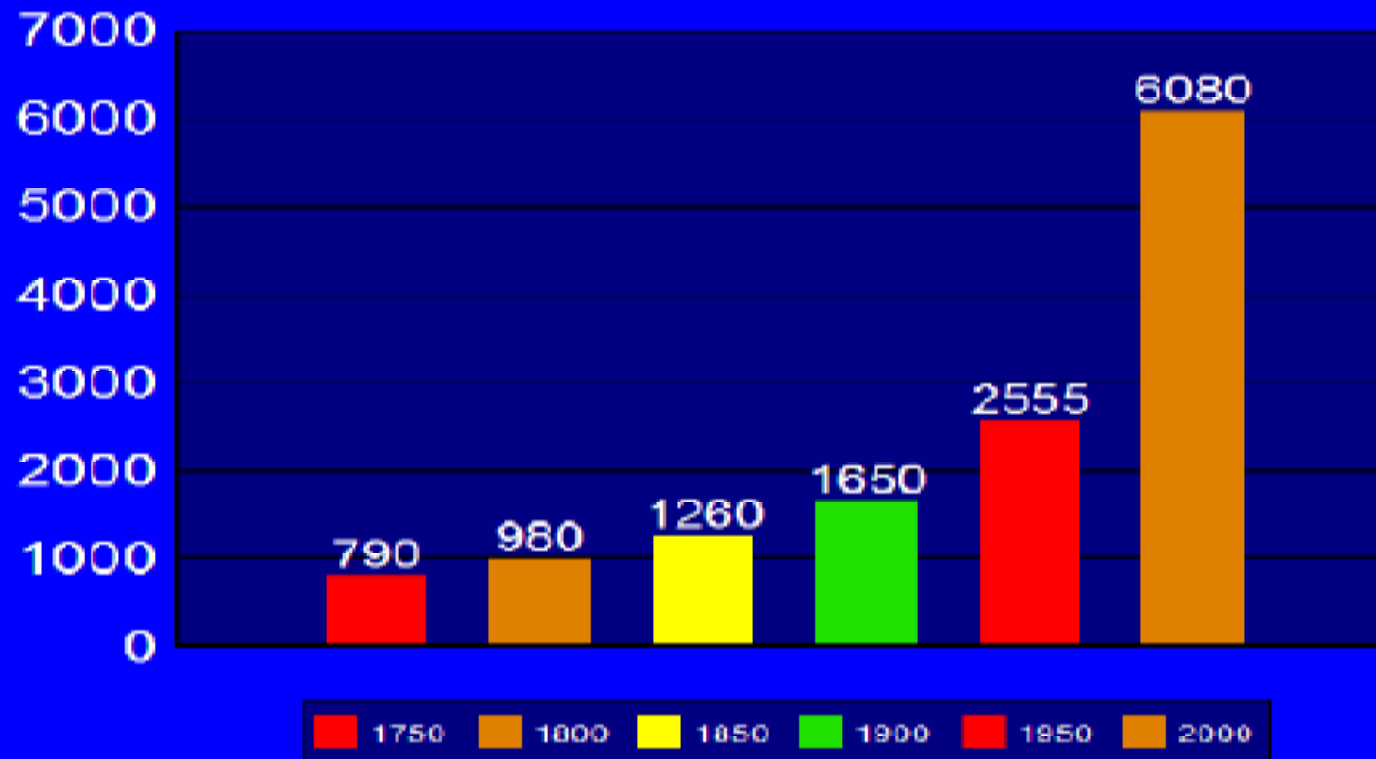
www.noco2.com.au

Type of Food	Emissions (kgCO ₂ /kg)
Beef	30.9
Lamb	25.1
Pork	5.3
Seafood	4.02
Poultry	2.1
Kangaroo	1.8
Vegetables	0.49



Food Security*

**Carbon Reduction Institute, May 2011*



So, what's the problem???

Public Perception!



History

- guilty until proven innocent



Deliberate deception?

- Media, books, movies – extrapolated from REAL problems in other regions, to become Australian
- Social networks, without social responsibility
- Simple messages
 - MPA's are good
 - Stocks are overfished
 - Commercial fishing destroys the environment
 - Governments have failed to manage properly



Results?

- 75% of Australians think fisheries' unsustainable
- Biodiversity protection confused (MPAs)
- Industry reluctance to report TEP interactions
- Fighting in the media
- ***LOSS OF SOCIETY TRUST AND APPROVAL TO FISH***



Woolworths
the fresh food people



(17 March 2011)

“Woolworths Announces Sustainable Fish Sourcing Strategy”

“....We want to assist customers in making more informed and sustainable fish choices. We are enabling this by providing options, at an accessible price point.....”





(17 March 2011)

- **COLES URGES CUSTOMERS TO DO A 'SEAFOOD SWAP' AND HELP PRESERVE OUR AUSSIE FISH FAVOURITES**

“....In an agreement signed today with WWF, Coles has agreed not to stock any seafood without taking advice on sustainability from WWF experts. ...”



The Message?

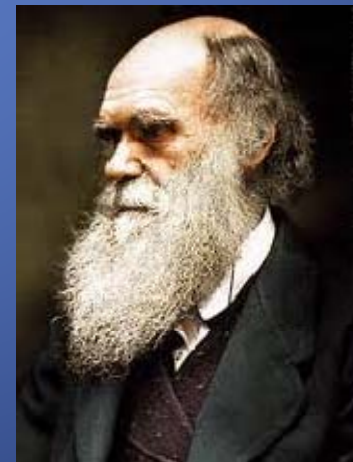
- Consumers don't believe:
 - Government
 - Science
 - Industry
 - Retailers

- *Consumers believe NGOs...*



Our Sustainable Competitive Advantage

- *It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change*
(Charles Darwin)



Opportunities

- We have world-leading sustainable fisheries
- Need a 'Common Language' (UK Seafish)
- Need demonstrable sustainability (ecolabels)
- Can gain public and political support



Common Language

- All participants
- Identify barriers, create joint solutions
- Joint understandings, agreed outcomes



Ecolabels

- Simple and confusing (*AMCS, ACF, WWF, SC, ...*)
- Marine Stewardship Council
- Other ways (Australian made)

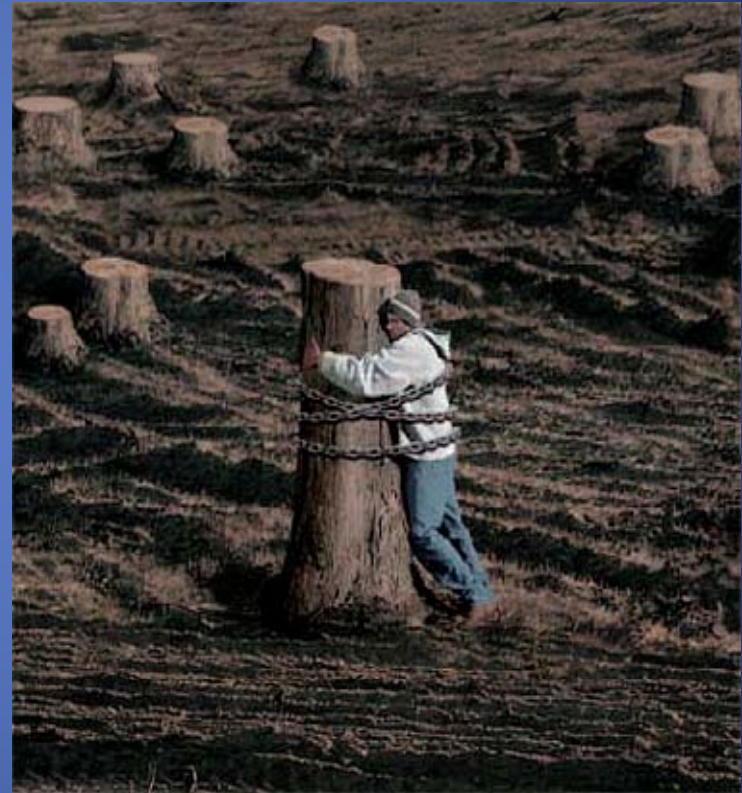


Demonstrable sustainability

- Government regulates, science
- Industry responsible – boat level, with proof
- Recognise blockages, identify improvements and act on them



ISOLATE EXTREMISTS *from both* INDUSTRY AND NGOs



New Dialogue “Reality”

- **Will be interactions with TEP species**
- **Will be interactions with the seabed**
- **Science, government, industry and ngo’s get it wrong sometimes**



'NEW' DIALOGUE

Public and Political Support

- We support biodiversity protection
- We are sustainable, and demonstrate that
- Where we have problems, we're fixing them
- We're essential to human health and food supply

NEW DIALOGUE

- We control our own destiny
- Not always holding hands and walking into the sunset.....but trying to work together



***SEEK FIRST TO UNDERSTAND, THEN
TO BE UNDERSTOOD****

*S . Covey The 7 Habits of Highly Effective People, 2002

THANK YOU

