

# WESTERN ROCK LOBSTER COUNCIL STRATEGIC PLAN 2018-2021

## VISION

The Western Rock Lobster Fishery is an iconic global leader in sustainable fisheries management.

## MISSION

The Western Rock Lobster industry will be confident, sustainable and well respected.

## OBJECTIVES

1. The WRL industry is professionally managed to achieve a maximum economic contribution to the WA economy.
2. The WRL harvest strategy ensures long term access to the sustainable resource. (weight of evidence model doesn't vary more than 10%)
3. The community has sufficient confidence in the WRL fishery to support continuing access to the resource. (greater than 65% community survey response)
4. There is confidence in the WRL industry to attract and retain investment. (WRL Members Industry Confidence Index greater than 70% pa)
5. The WRL Council is proactively managing industry risk, reputation and development. (strategic plan reviewed annually, Industry confidence in WRL Council greater than 70% pa)

## STRATEGIES

Manage industry advocacy to secure resource access through a strong social licence to operate.

Collaborate and invest in targeted R&D, development and technology to drive GVP growth for future resource security.

Scope industry structure and development to deliver optimum value for the asset.

Manage the WRL Council as the peak policy and leadership body for the industry.

## TACTICS

### 2018 Priorities highlighted

<ol style="list-style-type: none"> <li>1. <b>Priority 2:</b> Manage professional advocacy and representation for the WRLF to government and stakeholder groups.</li> <li>2. Revise consultative frameworks to ensure they are inclusive of all stakeholders. E.g. PFAs, Recfishwest, processors, environmental groups, investors etc.</li> <li>3. Proactively identify, plan and manage coordination and collaboration across fishery sectors on common issues, ensuring priority action on WRLF issues and collaboration on key areas.</li> <li>4. Monitor fisheries issues to counter questions with clear evidence-based information, and participate in relevant representation.</li> <li>5. Improve public awareness of compliance and regulation in the WRLF, including crisis management protocols.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Priority 6:</b> Establish the National Institute for Spiny Lobster Research in WA, with recurrent funding mechanisms.</li> <li>2. <b>Priority 5:</b> Collaborate across other fishing sectors to develop a high standard of marine and occupational health and safety.</li> <li>3. Develop and update the Harvest Strategy in concert with DPIRD – Fisheries.</li> <li>4. Manage interaction with DPIRD - Fisheries on key issues of policy, RD&amp;E, resource sustainability and ensure consistent communication.</li> <li>5. Promote the outcomes and changed practices identified from WRLC investment in RD&amp;E to support adoption and future research.</li> <li>6. Identify and implement new digital applications to improve efficiency and assist in making more informed and better decisions across the value chain.</li> </ol>	<ol style="list-style-type: none"> <li>1. Invest in improving understanding and analysis of market, trade and industry data, broader trends and impacts for the WRL industry.</li> <li>2. <b>Priority 4:</b> Professionally manage the WRLF harvest strategy and TACC by accessing scientific, economic and industry expertise.</li> <li>3. Enhance the WRL fishery's value to WA economy and regional communities through evidence-based information, and leveraged relationships.</li> <li>4. Understand the relationships between the capital requirements of the industry and the impact between ownership and operational aspects for future security.</li> <li>5. Generate a shared value for the WRL industry investment of certification including MSC engagement to improve industry profile and image.</li> <li>6. In collaboration with industry, maximise the value of every kilo of lobster harvested.</li> </ol>	<ol style="list-style-type: none"> <li>1. Manage the WRLC with systems and best practice governance to build confidence in the Council's role and direction.</li> <li>2. <b>Priority 1:</b> Proactively manage internal industry and external community communications and stakeholder relationships.</li> <li>3. <b>Priority 3:</b> Invest in building human capacity and improving professionalism, to sustain industry advocacy and leadership.</li> <li>4. Secure a funding model that enables professional industry representation.</li> <li>5. Review the Risk Management Framework each six months to set and continuously review the strategic direction and investment priorities for WRLC.</li> </ol>
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