

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 an economic contribution of \$1billion GVP to the WA economy by 2028.
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. (measured as >65% community survey response)
4. There is confidence in the WRL industry to attract and retain investment. (KPI yet to be determined – e.g. industry capitalisation, finance access, survey annually.)
5. The WRL Council is proactively managing industry risk, reputation and development. (WRL risk register and strategic plan reviewed /yr, WRL Board meet 6x/yr and hold AGM.)

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

