

# Maximising Benefits of ITQ Management in the Western Rock Lobster Fishery



*Guy Leyland*



**Australian Government**

**Fisheries Research and  
Development Corporation**



**WAFIC**  
Western Australian Fishing  
Industry Council inc.

**Project No. 2010/317**

Maximising benefits of ITQ management in the Western Rocklobster Fishery,  
Guy Leyland, January 2012

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**Project No. 2010/317**  
**Maximising Benefits of ITQ Management in the Western Rock Lobster Fishery**

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**Objective:**

1. To inform Western Rock Lobster industry members of the opportunities that moving to ITQ provides.

**Non-technical summary**

**OUTCOMES ACHIEVED TO DATE:**

Through this project, Western Rock Lobster industry members were informed of the opportunities that moving to ITQ provided. The Western Rock Lobster industry has successfully moved to interim Quota without any major disruption to fishing operations. The Going to Quota events not only informed, but helped to focus the industry members on the transition and how best to make it work for their fishing enterprise.

Two education extension programs were held in Fremantle and Geraldton to inform Western Rock Lobster fishers of the opportunities that ITQ provides.

Attendance was beyond expectations. 175 industry members attended in Fremantle, 160 in Geraldton, making a total of 335 industry members over the two days.

The overwhelming concern prior to the event was lack of information on how the new system would operate.

Key issues after the event were more focused concerns over specific issues:

- Compliance-landing and weighing areas
- Lobster losing water from boat to depot – who bears the cost of the loss.
- There was also a lot of discussion about timing of the season- need to move quickly to 12 month season to fully gain market benefits

- There was also some discussion about the need to move to in-season transferability and real time trading as soon as possible

Generally the atmospherics were more positive in Fremantle than Geraldton. In Geraldton the negative element was mainly expressed in the “Rush to Quota” quote. Despite this negativity nobody who attended left with the illusion that there was still a chance that quota would not go ahead this season. This was reinforced by the speakers who made the point that no fishery that had moved from input controls to quota had gone back and, importantly, that none of the fishers wished to return to input controls. This is important for industry to understand as it should lead to industry engagement on transitioning to a full Individual Transferable Quota (ITQ) system as soon as possible rather than arguing endlessly about the merits or otherwise of quota. Again the speakers reinforced this with the emphasis on the need for industry leaders to be provided with clear and strong mandates from industry in subsequent negotiations with Government on the speed of implementation to a full ITQ system.

The presentations from the speakers covered the range from big picture quota experiences in a number of fisheries to rock lobster specific to a fishing family’s experience in making the choice to stay and their subsequent decisions (improving business skills, value adding and marketing, providing career paths for family and employees).

There was not one negative comment about the speakers, and most highly complimented their quality and enjoyed learning more about quotas from people who had “experienced” it. There were also positive comments about the Small Business Development Corporation presentation; it obviously struck a chord with some of the audience.

The presentations were filmed in Fremantle and an unedited DVD, plus a Going to Quota Helpline Vessel sticker, was mailed to all lobster fishers including those who were unable to attend the information sessions.

Two education extension programs were held in Fremantle and Geraldton to inform Western Rock Lobster fishers of the opportunities that ITQ provides.

AUDIENCE	FREMANTLE	GERALDTON	TOTAL
FISHERS & PROCESSORS	175	160	335

It was estimated that around 330 vessels would participate in the 2010/2011 season so the total attendance of 335 skippers, crew and processors was an outstanding result.

**KEYWORDS:** Western Rocklobster; Individual Transferable Quota; ITQ

## **Acknowledgements**

Western Australian Department of Fisheries

Significant contributions to the development of the program, writing, production and distribution of the ITQ operational manual were received from Daryl Sykes and Nic Soufolis and the Western Australian Small Business Development Corporation

## **Background**

The Western Rock Lobster fishery is one of Australia's most valuable commercial fishery generating a landed value of \$191.6 million in 2009.

Rising costs, a strong Australian dollar, increased competition, environmental challenges and the global financial crisis have resulted in a halving of the landed value of the fishery over the last 10 years.

This economic performance has been exacerbated by a limited entry management system that creates perverse incentives that lead to over-capitalisation in catching technology and dissipation of economic rents through competition for catch.

In summary maintaining the current management regime for this fishery will inevitably cause continued poor economic performance.

The uncertainty over recruitment into the fishery due to poor puerulus settlement has resulted in management intervention to cut catches to build up breeding stocks has resulted in further declines in the value of the fishery and a rationalisation of boat numbers.

## **Need**

As a result of these pressures in early 2010 both WAFIC and WRLC approached the Western Australian Government requesting that the fishery management arrangements for the fishery be fast tracked to an output control system for the 2010/11 season.

The truncated period for introduction gives the regulatory agency and the industry only 4 months to make the necessary legal and operational changes to ensure its introduction by 15 November 2010.

In order to tap into the benefits that this shift to ITQ can provide there is a need to provide targeted extension on aspects of this management system to a large group of fishermen over a short period of time so as to facilitate a smooth transition.

## **Objectives**

To inform Western Rock Lobster industry members of the opportunities that moving to ITQ provides.

## **Methods**

Small joint working committee was formed with representatives from WAFIC, Western Rocklobster Council and the Department of Fisheries to ensure that the program was fully integrated with the Department's plan to introduce the interim quota regime.

Communication: The great challenge was to get as many Managed Fishery Licence (MFL) holders to attend in at short notice prior to the beginning of the season. To create awareness, urgency and the need to attend the project team e-mailed as many MFL holders as possible and all Professional Fishing Associations (PFA) presidents telling them we were going to have the dates of the education days and that a formal invitation would be mailed to every MFL holder.

The formal invitation/program brochure was mailed to every MFL holder. It extended the invitation to fisher's partners and crew members.

This was followed up with an email to flag the pending RSVP date, and asking people to respond.

After the RSVP date, we sent a 2nd letter to every MFL saying either we were glad they had replied, and confirmed date, time and venue; or alternatively acknowledged they had told us they couldn't attend, or had not replied, and gave them a 2nd chance to attend and also provided them with the Department of Fisheries number to book a smaller briefing with Department officials.

After the events we again wrote to all MFL holders and sent a DVD of the Fremantle education day, so that at the end of the process EVERY MFL holder had the opportunity to hear all speakers, regardless of whether they had attended or not. The vessel helpline sticker was also included in this mail-out.

High caliber speakers & independent MC: The level of respect the fishers would have for the speakers and the independent MC was crucial to the success of the event. The attendance of the Department's CEO and participation in the panel discussion gave the program additional authority.

Follow-up services: A range of follow-up opportunities was available and well publicized at the event, in a kit handed out at the end of the information days and in a letter after the event.

Financial counseling – The Small Business Development Corporation presented at the conference and designed a follow up program for industry members. The first one hour consultation was offered free of charge.

Fishing regulations in depth – the Department of Fishing offered smaller Quota Briefing Sessions to go through the new regulations in detail a phone number to make this booking was included on the brochure, and Department attended both

events to take bookings. Fishers were asked to say if they had booked a session on their evaluation forms.

A Going to Quota manual was mailed to every MFL holder prior to the opening of the season by the Department of Fisheries.

A bumper sticker for vessels was produced promoting the Going to Quota helpline number that fisherman could ring if they believed they would not be able to comply with the rules once the season commenced.

## Results/Discussion

**Attendance:** The events attracted 335 license holders, skippers and crew.

**Discussion:** In the season preceding the introduction of the interim ITQ management system approximately 340 vessels fished. A great deal of effort was put into inviting MFL holders. It was felt that a colour brochure invitation and program would give the event substance – not just another meeting, but a VERY important meeting. Inviting MFL holders to bring their partners also helped to provide additional incentive to attend. We also believe that making contact twice by email, and twice by letter leading up to the events helped to make fishers who often ignore industry meetings to take notice and make a commitment to attend. The momentum continued to go grow and we had at least 30 people in Fremantle, and more than 50 people “roll up” on the day (did not RSVP), and there was almost no “no shows” from people who had replied.

### General reaction to the Program:

Evaluation form	Fremantle	Geraldton	Totals
Fishers attending	175	160	335
Evaluation forms returned	45	57	102
Yes to have booked DoF briefing	20	48	68
No to booking	25	9	34
Average rating of the event	7.6	7.3	

**Discussion:** The content, duration, and differing perspectives provided by the speakers clicked and resonated with the attendees- this was evident from not



only the comments on the evaluation forms but also from the fact that attendees all stayed for the duration of the events.

The overwhelming concern prior to the event in both Fremantle and Geraldton, as stated on the evaluation forms, was lack of information on how the new system would operate.

After the two events the concerns were mainly over compliance issues, in particular: "who would bear the cost for the weight difference of the lobster as the result of water loss in transit from boat to depot?" and "the timing of the season."

There was also a thread of residual anger over the move to quota, however at both venues this was more evident at the beginning of each session, and seemed to abate as the sessions progressed, especially after the speakers who had gone through the quota experience related their stories.

Richard Stevens, Deputy Chair of the Australian Fisheries Management Authority, as MC was vigilant in ensuring that audience did get the chance to ask all their questions, engage in discussion with the speakers and to some extent allowed them to express anger, so that there was not a feeling that they were being gagged. Mr. Stevens between promoting freedom of expression and not allowing a free for all and a "Ground Hog Day" over the pros and cons of quota, managed to achieve a good balance.

The general feeling at the end of the sessions was a coming to terms with the reality of quota and focusing on how they were going to fish to it. The decision was made to leave the DVD unedited so that there could be no accusations of editing out any difficult questions.

There is no doubt that the esteem in which the audience held the speakers was crucial to the communication. The audience was prepared to give everyone a hearing, because they respected the guest speakers giving up their time to share their knowledge, there was no accusations of "wise men from the East coming to tell us what to do".

**Valuable information obtained from face to face contact:**

How the regime would operate at remote landing locations was a practical issue that was canvassed at the events, with detailed maps as reference points, in the breaks and at lunch time, with fishers and the Executive Officer of the WRLC. Additional information was gathered on the evaluation forms concerning when fishers would start the season and from what port. This helped the WA Department of Fisheries with their planning.

## **Benefits and adoption**

There is no question that going to quota was a major transition for Western Australian lobster fishers. Providing practical information, and a broad picture of benefits and honest appraisal of the problems, helped to calm the waters for most fishers, and helped them focus on the challenge ahead as opposed to trying to stop something that could not be stopped – the move to interim quota at the opening of the season on November 15, 2010.

## **Planned Outcomes:**

The industry has successfully moved to interim Quota without any major disruption to fishing operations.

The Fremantle meeting was recorded, and the DVD distributed unedited to every MFL holder and processor.

The Quota briefing manual was printed and mailed to every MFL holder and processor by the Department of Fisheries.

## **Conclusion:**

Every member of the Western Australian rock lobster industry was invited to attend the two education days and every member was also mailed a DVD of the Fremantle event to ensure **no one** was denied the opportunity to gain information.

The transition to interim quota in 2010/2011 is generally considered to be a success. The Going to Quota events not only informed, but helped to focus the industry members on the transition and how best to make it work for their fishing enterprise.

## **Intellectual Property: N/A**

## Appendix 1: The Program Brochure

**WESTERN ROCKLOBSTER FISHERY**  
**GOING TO QUOTA 2010**  
EDUCATION EXTENSION PROGRAM

**REGISTER NOW!**  
**MONDAY OCT 4**  
• FREMANTLE  
• WA MARITIME MUSEUM  
• 9AM - 2.30PM  
**TUESDAY OCT 5**  
• GERALDTON  
• POSH - PORT OUTSIDE STARBOARD HOME  
• 9AM - 2.30PM

**WHAT IS COMING:**

- QUOTA BRIEFING SESSIONS
- INFORMATION LINE
- QUOTA MANUAL
- PERSONALISED ADVICE

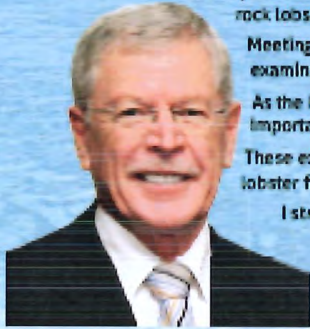
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# WESTERN ROCKLOBSTER FISHERY GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

Dear Western Rocklobster fishers and processors,



New quota management arrangements due to take effect from the start of the next western rock lobster fishing season will present the commercial sector with many challenges.

Meeting these challenges may require you to adapt current fishing practices and examine the way you run your business to achieve the best commercial results.

As the Minister for Fisheries, I have asked the Department of Fisheries to ensure this important transition period is implemented as smoothly as possible.

These extension events are the first of a series of opportunities for commercial lobster fishers to learn more about the quota system.

I strongly urge you to attend these events, which I am advised may lead to subsequent opportunities for individuals or groups to engage with the Department of Fisheries and Small Business Development Corporation.

**Norman Moore**  
Minister for Fisheries

## DATES & VENUES:

### MONDAY OCTOBER 4:

**FREMANTLE:** WA Maritime Museum, Victoria Quay, Fremantle.

**TIME:** 8.45am for a 9am start. LUNCH will be served.  
Estimated finish time 2.30pm.

**PARKING:** Paid parking is available on the Wharf.



### TUESDAY OCTOBER 5:

**GERALDTON:** POSH - Port Outside Starboard Home  
124 Marine Terrace, Geraldton.

**TIME:** 8.45am for a 9am start. LUNCH will be served.  
Estimated finish time 2.30pm.

**PARKING:** Plentiful free parking south of the function centre in the public parking space outside the "Sail Inn". This is a 2-minute walk from POSH.



## RSVP TODAY!

This invitation is open to Managed Fishery Licence Holders (and wives), Skippers and Processors.

It is an important opportunity to understand the transition to quota process and other programs that are available to assist industry. Please, make the time to come to **one of the two sessions** in Fremantle on Monday October 4 or Geraldton on Tuesday October 5.

**RSVP TODAY!** or at least by **Thursday 23 September**

Ring Danielle Williams at WAFIC 9492 8888 or Email [reception@wafic.org.au](mailto:reception@wafic.org.au) with your name, address and the session you will be attending.



## THE PROGRAM

### 9AM WELCOME

Introduction	MC, Richard Stevens
Getting started with quota: The New Zealand experience	Daryl Sykes, Executive Officer, New Zealand Rock Lobster Industry Council

The presentation will emphasize what is important to the future of the industry participants under quota.

How it works! Department of Fisheries

A detailed presentation that will take you through "a day fishing under quota", step-by-step for each zone, from when you launch to when you tie up. It will include detail on the new forms you will need to fill out, an information line that will operate to clarify queries and penalties for over quota.

There will be an opportunity to ask questions

### MORNING TEA

#### Tips on making quota work for you

All our guests have experienced the challenge of moving to quota, they're here to share some of the lessons they have learned about things that worked and those that didn't, in the first phases of going to a quota system.

Stuart Richey AM	Managing Director, Richey Fishing Company
Debra Ferguson	International Marketing, Ferguson Australia

Panel discussion Chaired by Richard Stevens

Stuart Richey, Debra Ferguson, Brian Jeffries, Daryl Sykes, Andrew Ferguson, Ferguson Australia and Stuart Smith CEO Department of Fisheries.

There will be an opportunity to direct questions to the panel

Help on hand for business side of quota	Brian Childs, Business Adviser, Small Business Development Corporation
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The changes to the rock lobster industry could mean changes to your business. What do you need to consider when you are weighing up your options? Brian Childs will outline the financial, operational and legal issues you will need to consider. Also the services and support offered by the Small Business Development Corporation and your local Small Business Centre.

Off and running with quota	Brian Jeffries, CEO, Australian Southern Bluefin Tuna Industry Association
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Getting the best out of the new quota system will be the focus of the final presentation.

Any questions?	MC, Richard Stevens
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### 1PM CLOSE & LUNCH

Brian Childs is a Business Advisor with the Small Business Development Corporation. He has decades of experience solving business problems, teaching, coaching, advising and significantly increasing the business prospects of over 8,000 clients. Brian is dedicated to growing businesses and building wealth and welcomes anyone who wants to build their business, increase their personal wealth and add to their personal growth.



Brian Jeffries started in the fishing industry in 1986, after a lot of experience with quotas in other industries. Since 1986, Brian has been CEO of the Australian Southern Bluefin Tuna Industry Association and Chair of the Australian Seafood Industry Council (1989-1999). During that time, he has been involved with the issues of getting the best out of the quota system in a number of State and Commonwealth single and multispecies fisheries. He has seen the high and lows in the tuna industry.



Debra Ferguson controls the marketing for Ferguson Australia. She, and husband Andrew, has experienced "going to quota" in the Southern Rocklobster and King Crab fisheries. Their business has become vertically integrated including processing, marketing, export, retail and product development. The processing/marketing side of the business now involves 7 family members. Debra was won VOGUE Entertaining & Travel Produce Awards 2009 Gold Medal and Telstra Business Women's Awards 2005 SA Business Owner.



## PROGRAM PARTICIPANTS

Richard Stevens is Deputy Chair of the Australian Fisheries Management Authority, a member of FRDC Board and the Queensland Rural Adjustment Authority. He started in the fishing industry as the first full-time Executive Officer of the South Australian Fishing Industry Council in 1977. He is a former Director of South Australian Fisheries and Managing Director of AFMA.



Daryl Sykes is the Executive Officer of the New Zealand Rock Lobster Industry Council. He was a commercial rock lobster fisherman for 20 years before coming ashore to specialise in "change management" advice to guide fishermen and processors through management transition. He has extensively covered quota management system issues at work, in conference presentations and industry workshops. Daryl also manages the New Zealand stock monitoring and stock assessment research programme and is a director of the NZ Seafood Industry Council (SeaRIC).



Stuart Richey is Managing Director of the Richey Fishing Company Pty Ltd, based in Tasmania. He has been involved in six fisheries that have gone to quota management. Stuart has adapted to change by buying or trading quota in some fisheries and selling out of others and the company has changed the nature of its operations considerably to maximise the benefits of quota and reduce operating costs. In 2000 the World Bank asked him to advise the Argentine Government on the introduction of quota to their trawl fishery.



## OTHER SERVICES AVAILABLE

### DEPARTMENT OF FISHERIES

#### QUOTA BRIEFING SESSIONS

##### BOOK NOW!

To ensure that all fishers are familiar with the new requirements the Department will run a series of quota briefing sessions before the start of the season. **It is vital that you attend one of these briefings.** The Department will start to take bookings for the sessions from Monday September 13 to Wednesday October 6. To make an appointment please call the Department of Fisheries Metropolitan Regional Office on 9432 8000 or the Geraldton Regional office on 9921 6800. The briefings will commence in mid October at a number of localities and will be limited to the MFL holder or his or her nominated representative, and/or the Master of the authorised boat to which the MFL is attached (ie a maximum of two representatives per MFL).

#### INFORMATION LINE

A special information line will operate at the beginning of the new season to help answer questions about the new quota system.

#### QUOTA 2010 MANUAL

The Department is preparing a guide to operating under the new quota system. Due to changes in legislation this guide cannot be printed until 31 October 2010 when the legislation is passed or settled. It will be printed and mailed to every MFL holder in the first week in November. The guide will be posted on the Department of Fisheries, WAFIC and WRIC websites.

### SMALL BUSINESS DEVELOPMENT CORPORATION

#### PERSONALISED ADVICE

The changes to the rock lobster industry will mean changes to your business. To help guide you through some of the business issues you may be facing, a program of assistance has been established with the Small Business Development Corporation (SBDC).

You can book individual one-hour appointments, at no charge, with either with SBDC business advisors in Perth or your local SBC Manager.

#### SMALL BUSINESS DEVELOPMENT CORPORATION

Contact Ask for a rock lobster industry advisor  
Telephone 131 BIZ (131 249)  
Address 553 Hay Street, Perth 6000  
Email info@smallbusiness.wa.gov.au

#### YOUR LOCAL SMALL BUSINESS CENTRES

##### Fremantle Small Business Centre Metro Coastal

Contact Phil Kemp  
Telephone 9430 8569  
Address Fremantle Prison, Knutsford Street Fremantle 6160  
Email admin@sbcmetrocoastal.com.au

##### Mandurah Small Business Centre Peel

Contact Paul Buckley  
Telephone 9582 0022  
Address 59 Reserve Drive, Mandurah 6210  
Email info@sbcpeel.com.au

##### Geraldton Small Business Centre Mid West

Contact Malcolm Smith  
Telephone 9921 4741 or 9964 1572  
Address 162 Marine Terrace, Geraldton 6530  
Email manager@sbcmw.com.au

##### Lancelin Small Business Centre Central Coastal

Contact Norm Stoglund  
Telephone 9555 1068  
Address Unit 6, 1st floor, 127 Clifton Road, Lancelin 6044  
Email sbcadmin@oceanbroadband.net

## RSVP TODAY!

or at least by Thursday 23 September.

Call: Danielle Williams at WAFIC  
9492 8888 or

Email: reception@wafic.org.au  
with your name, address and the  
session you will be attending.

This is an important opportunity to  
understand the transition to quota  
process and other programs that  
are available to assist industry.

Please, make the time to come to  
one of the two sessions in Fremantle  
on Monday October 4 or Geraldton  
on Tuesday October 5.

## **Appendix 2 Staff**

Guy Leyland Executive Officer WAFIC

Yvonne Ma Former Finance Manager WAFIC

Grace Zhou Finance Officer WAFIC

Nic Sofoulis Executive Officer, Western Rock Lobster Council

Heather Brayford Manager Strategic Planning and Policy- Department of Fisheries

Jo-Anne Kennedy Leader Quota Implementation Team- Department of Fisheries

Jo-Ann Ledger-Going to Quota program co-ordinator, Ledger Marketing

### Appendix 3 Raw Data-Fremantle

#### QUESTIONS:

1. Have you booked a briefing session with the Department of Fisheries - Yes or No?
2. What was your biggest concern before today's education program?
3. What is your biggest concern after today's education program
4. On a scale of 1 to 10 where, 10 is the most positive, how would you rate today's program?
5. What was the most useful part of the program?
6. What date will start fishing?
7. What landing do you think you will use?

57 Forms completed from 160 fishers.

(Q 4): 7 Gave no score for the program. The Average Rating 7.3

(1) Yes	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1	Compliance with amateurs with our own TAC	Price	7		15/11	Dongara
1	Money	Money	8			
1	Compliance		9		15/11	Dongara
1	Compliance/ Fisheries Costs on industry	Keeping costs of management reasonable	8	All information is important	15/11	Pt Dennison
1	The disruptive effect of the greedy anti-quota fraternity	Over complicated compliance	8	Speakers experience	Nov	Port Gregory
1		Low over run 10KG on Quota	7		15/11	Dongara
1	Fisheries Organization	Fisheries Organisation	8	All	No idea	Dongara
1	No information. Lots to learn with no information		5	Lindsay Joll – what is going to happen & how Brian Jeffries - Good	4 weeks before Chinese New Year	Dongara
1			7	Information on it works in other places		
1	Trying to absorb it all	Trying not to make a mistake		A start	15/11	Geraldton
1	How the Abrolhos would work.	How the Abrolhos would work	7	Compliance component most relevant	December	Gerald/Abrolhos
1	Compliance	Property rights	8	All	15/11	7 mile Beach



(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
	1	This quota was/is too rushed	A lot of the question cannot be answered. Should not be in this year - RUSHED	5			Geraldton & Dennison
1		The changeover procedure	Weighing procedures	7	Learning from other quota fisheries - Tuna	15/11	Gerald/Abrolhos
1		Uncertainty		8	International guest speakers opinions	15/11	Pt Gregory
1		Armchair fisherman	Armchair fisherman	8		January	Dongara
1		Confusion	More information to put into practice	8	All the program	15/11	Dongara Port Dennison
1		Basket tagging & weighing	Holding tags	10	NZ Speaker, SA Speakers	15/11	Geraldton, Dongara, Freshwater
1		No one knowing what it to happen correctly	Indecision	1			
1		Higher costs	The Quotas too low	7	Finding out information		Depends
	1	Rush of Quota	Rush of Quota	6	Education	15/11	Geraldton
	1	Nil	Nil	9	Visiting speakers	15/11	Geraldton GFC
	1			8		15/11	Kailis Leeman
	1	Enforcement			Informative	15/11	Kalbarri
	1	Fisheries Management Getting all relevant information out in time. Had booked a session, but cancelled it due to changed business decision	Fisheries getting information out on time.	6	6 – because of not having all relevant information at today's session. The Invited guests – NZ, SA & Tasmania	Late January if I fish.	Port Gregory Geraldton
	1	Security in Fishery as small operators.	Minimal	7	Speakers involved in transition to quota	15/11	Leeman area
	1	Nothing was going to be achieved	Not knowing the future	8	The speakers from other fisheries	30/11	Freshwater
	1	Too much on number of cray to be counted eg in the real	Compliance too?		Yesterday's price @\$113 kg		Dumper Bay, Kalbarri, Gerld

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
	1	What is the program with holding crays at the Abrolhos and what's the go with weighing	If we stuff up with weights, how penalised are we going to get	7	The tuna man that spoke last	15/11	Dumper Bay
	1	Uncertainty	Uncertainty	6.5	Speakers from experience	tomorrow	Secret harbour
1		How ITQ works elsewhere	Recreational fishing take	8	How quota works	15/11	Geraldton
1		Rush to implement quota	Rush to implement quota	6	Advise on retirement.....	15/11	Leeman
1		Operational issues tagging, weighing	Property rights in relation to Marine Parks	7	Perspective from other quota industry members	15/11	Geraldton GFC
1		Price	Up-skilling in business management	10	Different perspectives from other states & NZ rep	15/11	Leeman
	1	(But will book appointment) Other fisherman hell bent in upsetting intro to ITQ	Record keeping	9	All	December	Little Freshwater
1		Compliance	Compliance	6		15/11	Geraldton Dongara
1		Price of crays, tagging	Prices of crays with 81 kg pot	8		Not going	
1		Rush to introduce Quota	Rush to introduce Quota - lack of direct answers to questions from the floor		Did no relate to how quota will be managed precisely. Going off half-cocked. Did not need to come and listen to a sell for quota	Are you kidding!!!!	Depends on where we are fishing – where lobster are prevalent. Costs that will be incurred by quota
1		Compliance	Compliance	7		15/11	Geraldton
	1	Lack of information and clarity on rules & procedures. Lack of transferability	Same.	2		15/11	Geraldton
1		Govt greed, over taxed, over it.	Govt greed	2		15/11	Greenhead
1		How we were going to implement quota to our individual situation.		8	Getting an overall understanding	15/11	Dongara & Nth Island.
1				8	Hearing from other fisheries	15/11	Day & Island

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		Day to day operation	Small details of weighing etc	8	Informative	15/11, hoping early high prices	Kalbarri
1		When to catch crays	Weight loss from boat to depot			15/11	Dongara
1		Weighing of lobsters before consignment Mobile phone coverage not always available Sealing of Containers	Same	7		15/11	Geraldton
1		The rules	The rules	8	About other QMS fisheries	15/11	Kalbarri
1		Is the kg per unit of a MFL holders (eg 81kg for B Zone) locked in? Or may it still change before 15/11	Change of Zones!!!	8	To be accurate with compliance rules all the time, so that future records are correct to allocate TAC for the coming season	15/11	Jetty Port Gregory
1		Quota in general.	Paperwork, paperwork etc. Let's go to VMS	7	How it will work	20/11	Leeman
1		Compliance	Compliance	7	Hearing from other quota systems	????	????
1		That the meeting will move away from quota	Weight loss after land catch	8	Quota talk by the talkers from NZ, Tas & Sth Australia	15/11	Kalbarri
1		How much information would be given	How long it will take to get used to the changes	7	Input from quota fishermen	15/11	Kalbarri, Port Gregory
1		The Rush to Quota	same	7	The presenters personal experience with quota	15/11	Dongara & Nth Island
1		Beach Weight-Quota wieth	Beach weight-quota weight	7	Other quota industry	15/11	Fresh Water
1		Loss of Water weight		8	Information from other fishers that have gone to quota	15/11	Geraldton
1				8	Guest Speakers (8) Dept (2)	15/11	Dongara

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		Implantation of the finer points of quota	Double handling and weighing catch will lead to reduced quality of product. Weigh in should be at depot or receivable point with MFL skipper		Enjoyed Brian Jeffries – honest Darryl Sykes – knowledgeable Deb Ferguson	15/11	Cervantes
48	9		50 Gave a score	364.5			
			7 No score				
	57		Average Score	7.3			

50 Fishers returned forms.



**Australian Government**

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**Fisheries Research and  
Development Corporation**

**Maximising Benefits of  
ITQ Management in the  
Western Rock Lobster Fishery**

**Maximising Benefits of  
ITQ Management in the  
Western Rock Lobster Fishery**

**5 April 2011**

**Guy Leyland  
Chief Executive Officer  
WA Fishing Industry Council**



**WAFIC**  
Western Australian Fishing  
Industry Council inc.

**ISBN: 978-0-646-56576-7**



**Project No. 2010/317**

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## Non-technical summary

### OUTCOMES:

The Western Rock Lobster industry has successfully moved to interim Quota without any major disruption to fishing operations.

Two education extension programs were held in Fremantle and Geraldton to inform Western Rock Lobster fishers of the opportunities that ITQ provides.

Attendance was beyond expectations. 175 industry members attended in Fremantle, 160 in Geraldton, making a total of 335 industry members over the two days. I.

The brochure promoting the program and the speakers is attached (PDF).

The overwhelming concern prior to the event was lack of information on how the new system would operate.

Key issues after the event were more focused concerns over specific issues:

- Compliance-landing and weighing areas
- Lobster losing water from boat to depot – who bears the cost of the loss.
- There was also a lot of discussion about timing of the season- need to move quickly to 12 month season to fully gain market benefits
- There was also some discussion about the need to move to in-season transferability and real time trading as soon as possible

Generally the atmospherics were more positive in Fremantle than Geraldton.

In Geraldton the negative element was mainly expressed in the “Rush to Quota” quote. Despite this negativity nobody who attended left with the illusion that there was still a chance that quota would not go ahead this season. This was reinforced by the speakers who made the point that no fishery that had moved from input controls to quota had gone back and, importantly, that none of the fishers wished to return to input controls. This is important for industry to understand as it should lead to industry engagement on transitioning to a full Individual Transferable Quota (ITQ) system as soon as possible rather than arguing endlessly about the merits or otherwise of quota. Again the speakers reinforced this with the emphasis on the need for industry leaders to be provided with clear and strong mandates from industry in subsequent negotiations with Government on the speed of implementation to a full ITQ system.

The presentations from the speakers covered the range from big picture quota experiences in a number of fisheries to rock lobster specific to a fishing family’s experience in making the choice to stay and their subsequent decisions



(improving business skills, value adding and marketing, providing career paths for family and employees).

There was not one negative comment about the speakers, and most highly complimented their quality and enjoyed learning more about quotas from people who had “experienced” it. There were also positive comments about the Small Business Development Corporation presentation; it obviously struck a cord with some of the audience.

The presentations were filmed in Fremantle and an unedited DVD, plus a Going to Quota Helpline Vessel sticker, was mailed to all lobster fishers including those who were unable to attend the information sessions.

Two education extension programs were held in Fremantle and Geraldton to inform Western Rock Lobster fishers of the opportunities that ITQ provides.

<b>AUDIENCE</b>	<b>FREMANTLE</b>	<b>GERALDTON</b>	<b>TOTAL</b>
FISHERS & PROCESSORS	175	160	335

It was estimated that around 330 vessels would participate in the 2010/2011 season so the total attendance of 335 skippers, crew and processors was an outstanding result.

### **Acknowledgements**

Western Australian Department of Fisheries

Significant contribution to the development of the program,  
writing, production and distribution of the ITQ operational manual

Small Business Development Corporation

### **Background**

The Western Rock Lobster fishery is one of Australia’s most valuable commercial fishery generating a landed value of \$191.6 million in 2009.

Rising costs, a strong Australian dollar, increased competition, environmental challenges and the global financial crisis have resulted in a halving of the landed value of the fishery over the last 10 years.

This economic performance has been exacerbated by a limited entry management system that creates perverse incentives that lead to overcapitalisation in catching technology and dissipation of economic rents

through competition for catch.

In summary maintaining the current management regime for this fishery will inevitably cause continued poor economic performance.

The uncertainty over recruitment into the fishery due to poor puerulus settlement has resulted in management intervention to cut catches to build up breeding stocks has resulted in further declines in the value of the fishery and a rationalisation of boat numbers.

## **Need**

As a result of these pressures in early 2010 both WAFIC and WRLC approached the Western Australian Government requesting that the fishery management arrangements for the fishery be fast tracked to an output control system for the 2010/11 season.

The truncated period for introduction gives the regulatory agency and the industry only 4 months to make the necessary legal and operational changes to ensure its introduction by 15 November 2010.

In order to tap into the benefits that this shift to ITQ can provide there is a need to provide targeted extension on aspects of this management system to a large group of fishermen over a short period of time so as to facilitate a smooth transition.

## **Objectives**

To inform Western Rock Lobster industry members of the opportunities that moving to ITQ provides.

## **Methods**

Small joint working committee was formed with representatives from WAFIC, Western Rocklobster Council and the Department of Fisheries to ensure that the program was fully integrated with the Department's plan to introduce the interim quota regime.

Communication: The great challenge was to get as many Managed Fishery Licence (MFL) holders to attend in at short notice prior to the beginning of the season. To create awareness, urgency and the need to attend we

Emailed as many MFL holders as possible and all Professional Fishing Associations (PFA) presidents telling them we were going to have the dates of the education days and that a formal invitation would be mailed to every MFL holder.

The formal invitation/program brochure was mailed to every MFL holder. It extended the invitation to fisher's partners and crew members.

This was followed up with an email to flag the pending RSVP date, and asking people to respond.

After the RSVP date, we sent a 2nd letter to every MFL saying either we were glad they had replied, and confirmed date, time and venue; or alternatively acknowledged they had told us they couldn't attend, or had not replied, and gave them a 2nd chance to attend and also provided them with the Department of Fisheries number to book a smaller briefing with Department officials.

After the events we again wrote to all MFL holders and sent a DVD of the Fremantle education day, so that at the end of the process EVERY MFL holder had the opportunity to hear all speakers, regardless of whether they had attended or not. The vessel helpline sticker was also included in this mail-out.

3. High caliber speakers & independent MC: The level of respect the fishers would have for the speakers and the independent MC was crucial to the success of the event. The attendance of the Department's CEO and participation in the panel discussion gave the program additional authority.

4. Follow up services: A range of follow-up opportunities was available and well publicized at the event, in a kit handed out at the end of the information days and in a letter after the event.

Financial counseling - The Small Business Development Corporation presented at the conference and designed a follow up program for industry members. The first one hour consultation was offered free of charge.

Fishing regulations in depth - the Department of Fishing offered smaller Quota Briefing Sessions to go through the new regulations in detail a phone number to make this booking was included on the brochure, and Department attended both events to take bookings. Fishers were asked to say if they had booked a session on their evaluation forms.

A Going to Quota manual was mailed to every MFL holder prior to the opening of the season by the Department of Fisheries.

A bumper sticker for vessels was produced promoting the Going to Quota helpline number that fisherman could ring if they believed they would not be able to comply with the rules once the season commenced.

## **Results/Discussion**

**Attendance:** The events attracted 335 license holders, skippers and crew.

**Discussion:** In the season preceding the introduction of the interim ITQ management system approximately 340 vessels fished. A great deal of effort was

put into inviting MFL holders. It was felt that a colour brochure invitation and program would give the event substance – not just another meeting, but a VERY important meeting. Inviting MFL holders to bring their partners also helped to provide additional incentive to attend. We also believe that making contact twice by email, and twice by letter leading up to the events helped to make fishers who often ignore industry meetings to take notice and make a commitment to attend. The momentum continued to go grow and we had at least 30 people in Fremantle, and more than 50 people “roll up” on the day (did not RSVP), and there was almost no “no shows” from people who had replied.

**General reaction to the Program:**

<b>Evaluation form</b>	<b>Fremantle</b>	<b>Geraldton</b>	<b>Totals</b>
Fishers attending	175	160	335
Evaluation forms returned	45	57	102
Yes to have booked DoF briefing	20	48	68
No to booking	25	9	34
Average rating of the event	7.6	7.3	

**Discussion:** The content, duration, and differing perspectives provided by the speakers clicked and resonated with the attendees- this was evident from not only the comments on the evaluation forms but also from the fact that attendees all stayed for the duration of the events.

The overwhelming concern prior to the event in both Fremantle and Geraldton, as stated on the evaluation forms, was lack of information on how the new system would operate.

After the two events the concerns were mainly over compliance issues, in particular: “who would bear the cost for the weight difference of the lobster as the result of water loss in transit from boat to depot?” and “the timing of the season.”

There was also a thread of residual anger over the move to quota, however at both venues this was more evident at the beginning of each session, and seemed to abate as the sessions progressed, especially after the speakers who had gone through the quota experience related their stories.

Richard Stevens, Deputy Chair of the Australian Fisheries Management Authority, as MC was vigilant in ensuring that audience did get the chance to ask all their questions, engage in discussion with the speakers and to some extent allowed them to express anger, so that there was not a feeling that they were being gagged. Mr. Stevens between promoting freedom of expression and not allowing a free for all and a "Ground Hog Day" over the pros and cons of quota, managed to achieve a good balance.

The general feeling at the end of the sessions was a coming to terms with the reality of quota and focusing on how they were going to fish to it. The decision was made to leave the DVD unedited so that there could be no accusations of editing out any difficult questions.

There is no doubt that the esteem in which the audience held the speakers was crucial to the communication. The audience was prepared to give everyone a hearing, because they respected the guest speakers giving up their time to share their knowledge, there was no accusations of "wise men from the East coming to tell us what to do".

#### **Valuable information obtained from face to face contact:**

How the regime would operate at remote landing locations was a practical issue that was canvassed at the events, with detailed maps as reference points, in the breaks and at lunch time, with fishers and the Executive Officer of the WRLC. Additional information was gathered on the evaluation forms concerning when fishers would start the season and from what port. This helped DoF with their planning.

#### **Benefits and adoption**

There is no question that going to quota was a major transition for Western Australian lobster fishers. Providing practical information, and a broad picture of benefits and honest appraisal of the problems, helped to calm the waters for most fishers, and helped them focus on the challenge ahead as opposed to trying to stop something that could not be stopped – the move to interim quota at the opening of the season on November 15, 2010.

#### **Further Development: N/A**

#### **Planned Outcomes:**

The industry has successfully moved to interim Quota without any major disruption to fishing operations.

The Fremantle meeting was recorded, and the DVD distributed unedited to every MFL holder and processor.

The Quota briefing manual was printed and mailed to every MFL holder and processor by the Department of Fisheries.

**Conclusion:**

Every member of the Western Australian rock lobster industry was invited to attend the two education days and every member was also mailed a DVD of the Fremantle event to ensure **no one** was denied the opportunity to gain information.

The transition to interim quota in 2010/2011 is generally considered to be a success. The Going to Quota events not only informed, but helped to focus the industry members on the transition and how best to make it work for their fishing enterprise.

**Intellectual Property: N/A****Project No. 2010/317****Maximising Benefits of ITQ Management in the Western Rock Lobster Fishery****PRINCIPAL INVESTIGATOR:**

Guy Leyland  
Chief Executive Officer  
WA Fishing Industry Council  
P O Box 1605  
FREMANTLE WA 6959  
Telephone: 08 9432 7705  
Fax: 08 9432 7700

**Objectives:**

To inform Western Rock Lobster industry members of the opportunities that moving to ITQ provides.

## Appendix 1: The Program Brochure



# WESTERN ROCKLOBSTER FISHERY

# GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

**REGISTER NOW!**  
**MONDAY OCT 4**  
• FREMANTLE  
• WA MARITIME MUSEUM  
• 9AM - 2.30PM  
**TUESDAY OCT 5**  
• GERALDTON  
• POSH - PORT OUTSIDE  
STARBOARD HOME  
• 9AM - 2.30PM

**WHAT IS COMING:**

- QUOTA BRIEFING SESSIONS
- INFORMATION LINE
- QUOTA MANUAL
- PERSONALISED ADVICE

Details on the last page



WESTERN ROCKLOBSTER FISHERY

# GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

Dear Western Rocklobster fishers and processors,

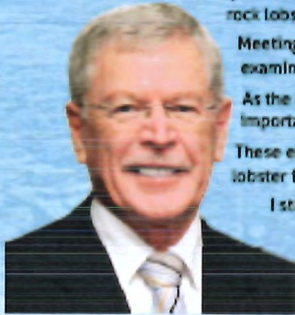
New quota management arrangements due to take effect from the start of the next western rock lobster fishing season will present the commercial sector with many challenges.

Meeting these challenges may require you to adapt current fishing practices and examine the way you run your business to achieve the best commercial results.

As the Minister for Fisheries, I have asked the Department of Fisheries to ensure this important transition period is implemented as smoothly as possible.

These extension events are the first of a series of opportunities for commercial lobster fishers to learn more about the quota system.

I strongly urge you to attend these events, which I am advised may lead to subsequent opportunities for individuals or groups to engage with the Department of Fisheries and Small Business Development Corporation.



**Norman Moore**  
Minister for Fisheries

## DATES & VENUES:

### MONDAY OCTOBER 4:

**FREMANTLE:** WA Maritime Museum, Victoria Quay, Fremantle.

**TIME:** 8.45am for a 9am start. LUNCH will be served.  
Estimated finish time 2.30pm.

**PARKING:** Paid parking is available on the Wharf.



### TUESDAY OCTOBER 5:

**GERALDTON:** POSH - Port Outside Starboard Home  
124 Marine Terrace, Geraldton.

**TIME:** 8.45am for a 9am start. LUNCH will be served.  
Estimated finish time 2.30pm.

**PARKING:** Plentiful free parking south of the function centre in the public parking space outside the "Sail Inn". This is a 2-minute walk from POSH.



## RSVP TODAY!

This invitation is open to Managed Fishery Licence Holders (and wives), Skippers and Processors.

It is an important opportunity to understand the transition to quota process and other programs that are available to assist industry. Please, make the time to come to **one of the two sessions** in Fremantle on Monday October 4 or Geraldton on Tuesday October 5.

**RSVP TODAY!** or at least by **Thursday 23 September**

**Ring:** Danielle Williams at WAFIC 9492 8888 or  
**Email:** [reception@wafic.org.au](mailto:reception@wafic.org.au) with your name, address and the session you will be attending.





## THE PROGRAM

### 9AM WELCOME

Introduction	MC, Richard Stevens
Getting started with quota: The New Zealand experience	Daryl Sykes, Executive Officer, New Zealand Rock Lobster Industry Council

The presentation will emphasize what is important to the future of the industry participants under quota.

How it works! Department of Fisheries

A detailed presentation that will take you through "a day fishing under quota", step-by-step for each zone, from when you launch to when you tie up. It will include detail on the new forms you will need to fill out, an information line that will operate to clarify queries and penalties for over quota.

There will be an opportunity to ask questions

### MORNING TEA

#### Tips on making quota work for you

All our guests have experienced the challenge of moving to quota, they're here to share some of the lessons they have learned about things that worked and those that didn't, in the first phases of going to a quota system.

Stuart Richey AM	Managing Director, Richey Fishing Company
Debra Ferguson	International Marketing, Ferguson Australia

Panel discussion  
Chaired by Richard Stevens  
Stuart Richey, Debra Ferguson, Brian Jeffries, Daryl Sykes, Andrew Ferguson, Ferguson Australia and Stuart Smith CEO Department of Fisheries.

There will be an opportunity to direct questions to the panel

Help on hand for business side of quota	Brian Childs, Business Adviser, Small Business Development Corporation
---	--

The changes to the rock lobster industry could mean changes to your business. What do you need to consider when you are weighing up your options? Brian Childs will outline the financial, operational and legal issues you will need to consider. Also the services and support offered by the Small Business Development Corporation and your local Small Business Centre.

Off and running with quota	Brian Jeffries, CEO, Australian Southern Bluefin Tuna Industry Association
----------------------------	--

Getting the best out of the new quota system will be the focus of the final presentation.

Any questions?	MC, Richard Stevens
----------------	---------------------

### 1PM CLOSE & LUNCH

**Brian Childs** is a Business Advisor with the Small Business Development Corporation. He has decades of experience solving business problems, teaching, coaching, advising and significantly increasing the business prospects of over 8,000 clients. Brian is dedicated to growing businesses and building wealth and welcomes anyone who wants to build their business, increase their personal wealth and add to their personal growth.



**Brian Jeffries** started in the fishing industry in 1986, after a lot of experience with quotas in other industries. Since 1986, Brian has been CEO of the Australian Southern Bluefin Tuna Industry Association and Chair of the Australian Seafood Industry Council (1989-1999). During that time, he has been involved with the issues of getting the best out of the quota system in a number of State and Commonwealth single and multispecies fisheries. He has seen the high and lows in the tuna industry.



**Debra Ferguson** controls the marketing for Ferguson Australia. She, and husband Andrew, has experienced "going to quota" in the Southern Rocklobster and King Crab fisheries. Their business has become vertically integrated including processing, marketing, export, retail and product development. The processing/marketing side of the business now involves 7 family members. Debra was won VDGUE Entertaining & Travel Produce Awards 2009 Gold Medal and Telstra Business Women's Awards 2005 SA Business Owner.



## PROGRAM PARTICIPANTS

**Richard Stevens** is Deputy Chair of the Australian Fisheries Management Authority, a member of FRDC Board and the Queensland Rural Adjustment Authority. He started in the fishing industry as the first full-time Executive Officer of the South Australian Fishing Industry Council in 1977. He is a former Director of South Australian Fisheries and Managing Director of AFMA.



**Daryl Sykes** is the Executive Officer of the New Zealand Rock Lobster Industry Council. He was a commercial rock lobster fisherman for 20 years before coming ashore to specialise in "change management" advice to guide fishermen and processors through management transition. He has extensively covered quota management system issues at work, in conference presentations and industry workshops. Daryl also manages the New Zealand stock monitoring and stock assessment research programme and is a director of the NZ Seafood Industry Council (SeaRIC).



**Stuart Richey** is Managing Director of the Richey Fishing Company Pty Ltd, based in Tasmania. He has been involved in six fisheries that have gone to quota management. Stuart has adapted to change by buying or trading quota in some fisheries and selling out of others and the company has changed the nature of its operations considerably to maximise the benefits of quota and reduce operating costs. In 2000 the World Bank asked him to advise the Argentine Government on the introduction of quota to their trawl fishery.



## OTHER SERVICES AVAILABLE

### DEPARTMENT OF FISHERIES

#### QUOTA BRIEFING SESSIONS

##### BOOK NOW!

To ensure that all fishers are familiar with the new requirements the Department will run a series of quota briefing sessions before the start of the season. **It is vital that you attend one of these briefings.** The Department will start to take bookings for the sessions from Monday September 13 to Wednesday October 6. To make an appointment please call the Department of Fisheries Metropolitan Regional Office on 9432 8000 or the Geraldton Regional office on 9921 6800. The briefings will commence in mid October at a number of localities and will be limited to the MFL holder or his or her nominated representative, and/or the Master of the authorised boat to which the MFL is attached. i.e. a maximum of two representatives per MFL.

#### INFORMATION LINE

A special Information line will operate at the beginning of the new season to help answer questions about the new quota system.

#### QUOTA 2010 MANUAL

The Department is preparing a guide to operating under the new quota system. Due to changes in legislation this guide cannot be printed until 31 October 2010 when the legislation is passed or settled. It will be printed and mailed to every MFL holder in the first week in November. The guide will be posted on the Department of Fisheries, WAFIC and WRIC websites.

### SMALL BUSINESS DEVELOPMENT CORPORATION

#### PERSONALISED ADVICE

The changes to the rock lobster industry will mean changes to your business. To help guide you through some of the business issues you may be facing, a program of assistance has been established with the Small Business Development Corporation (SBDC).

You can book individual one-hour appointments, at no charge, with either with SBDC business advisors in Perth or your local SBC Manager.

#### SMALL BUSINESS DEVELOPMENT CORPORATION

Contact Ask for a rock lobster industry advisor  
Telephone 131 BIZ (131 269)  
Address 553 Hay Street, Perth 6000  
Email info@smallbusiness.wa.gov.au

#### YOUR LOCAL SMALL BUSINESS CENTRES

##### Fremantle Small Business Centre Metro Coastal

Contact Phil Kemp  
Telephone 9430 8569  
Address Fremantle Prison, Knutsford Street Fremantle 6160  
Email admin@sbcmetrocoastal.com.au

##### Mandurah Small Business Centre Peel

Contact Paul Buckley  
Telephone 9582 0022  
Address 59 Reserve Drive, Mandurah 6210  
Email info@sbcpeel.com.au

##### Geraldton Small Business Centre Mid West

Contact Malcolm Smith  
Telephone 9921 4741 or 9964 1572  
Address 152 Marine Terrace, Geraldton 6530  
Email manager@sbcmw.com.au

##### Lancelin Small Business Centre Central Coastal

Contact Norm Skoglund  
Telephone 9653 1068  
Address Unit 6, 1st floor, 127 Gings Road, Lancelin 6044  
Email sbcadmin@oceanbroadband.net

## RSVP TODAY!

or at least by Thursday 23 September.

Call: Danielle Williams at WAFIC  
9492 8888 or

Email: reception@wafic.org.au  
with your name, address and the  
session you will be attending.

This is an important opportunity to  
understand the transition to quota  
process and other programs that  
are available to assist industry.

Please, make the time to come to  
one of the two sessions in Fremantle  
on Monday October 4 or Geraldton  
on Tuesday October 5.

## **Appendix 2 Staff**

Guy Leyland Executive Officer WAFIC

Yvonne Ma Former Finance Manager WAFIC

Grace Zhou Finance Officer WAFIC

Nic Sofoulis Executive Officer, Western Rock Lobster Council

Heather Brayford Manager Strategic Planning and Policy- Department of Fisheries

Jo-Anne Kennedy Leader Quota Implementation Team- Department of Fisheries

Jo-Ann Ledger-Going to Quota program co-ordinator, Ledger Marketing

### Appendix 3 Raw Data-Fremantle

#### QUESTIONS:

1. Have you booked a briefing session with the Department of Fisheries - Yes or No?
2. What was your biggest concern before today's education program?
3. What is your biggest concern after today's education program?
4. On a scale of 1 to 10 where, 10 is the most positive, how would you rate today's program?
5. What was the most useful part of the program?
6. What date will start fishing?
7. What landing do you think you will use?

57 Forms completed from 160 fishers.

(Q 4): 7 Gave no score for the program. The Average Rating 7.3

(1) Yes	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1	Compliance with amateurs with our own TAC	Price	7		15/11	Dongara
1	Money	Money	8			
1	Compliance		9		15/11	Dongara
1	Compliance/ Fisheries Costs on industry	Keeping costs of management reasonable	8	All information is important	15/11	Pt Dennison
1	The disruptive effect of the greedy anti-quota fraternity	Over complicated compliance	8	Speakers experience	Nov	Port Gregory
1		Low over run 10KG on Quota	7		15/11	Dongara
1	Fisheries Organization	Fisheries Organisation	8	All	No idea	Dongara
1	No information. Lots to learn with no information		5	Lindsay Joll – what is going to happen & how Brian Jeffries - Good	4 weeks before Chinese New Year	Dongara
1			7	Information on it works in other places		
1	Trying to absorb it all	Trying not to make a mistake		A start	15/11	Geraldton
1	How the Abrolhos would work.	How the Abrolhos would work	7	Compliance component most relevant	December	Gerald/Abrolhos
1	Compliance	Property rights	8	All	15/11	7 mile Beach

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		This quota was/is too rushed	A lot of the question cannot be answered. Should not be in this year - RUSHED	5			Geraldton & Dennison
1		The changeover procedure	Weighing procedures	7	Learning from other quota fisheries - Tuna	15/11	Gerald/Abrolhos
1		Uncertainty		8	International guest speakers opinions	15/11	Pt Gregory
1		Armchair fisherman	Armchair fisherman	8		January	Dongara
1		Confusion	More information to put into practice	8	All the program	15/11	Dongara Port Dennison
1		Basket tagging & weighing	Holding tags	10	NZ Speaker, SA Speakers	15/11	Geraldton, Dongara, Freshwater
1		No one knowing what it to happen correctly	Indecision	1			
1		Higher costs	The Quotas too low	7	Finding out information		Depends
1		Rush of Quota	Rush of Quota	6	Education	15/11	Geraldton
1		Nil	Nil	9	Visiting speakers	15/11	Geraldton GFC
1		Enforcement		8	Informative	15/11	Kailis Leeman
1		Fisheries Management Getting all relevant information out in time. Had booked a session, but cancelled it due to changed business decision	Fisheries getting information out on time.	6	6 – because of not having all relevant information at today's session. The Invited guests – NZ, SA & Tasmania	Late January if fish.	Port Gregory Geraldton
1		Security in Fishery as small operators.	Minimal	7	Speakers involved in transition to quota	15/11	Leeman area
1		Nothing was going to be achieved	Not knowing the future	8	The speakers from other fisheries	30/11	Freshwater
1		Too much on number of cray to be counted eg in the real	Compliance too?		Yesterday's price @\$113 kg		Dumper Bay, Kalbarri, Gerld

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
	1	What is the program with holding crays at the Abrolhos and what's the go with weighing	If we stuff up with weights, how penalised are we going to get	7	The tuna man that spoke last	15/11	Dumper Bay
	1	Uncertainty	Uncertainty	6.5	Speakers from experience	tomorrow	Secret harbour
1		How ITQ works elsewhere	Recreational fishing take	8	How quota works	15/11	Geraldton
1		Rush to implement quota	Rush to implement quota	6	Advise on retirement.....	15/11	Leeman
1		Operational issues tagging, weighing	Property rights in relation to Marine Parks	7	Perspective from other quota industry members	15/11	Geraldton GFC
1		Price	Up-skilling in business management	10	Different perspectives from other states & NZ rep	15/11	Leeman
	1	(But will book appointment) Other fisherman hell bent in upsetting intro to ITQ	Record keeping	9	All	December	Little Freshwater
1		Compliance	Compliance	6		15/11	Geraldton Dongara
1		Price of crays, tagging	Prices of crays with 81 kg pot	8		Not going	
1		Rush to introduce Quota	Rush to introduce Quota - lack of direct answers to questions from the floor		Did no relate to how quota will be managed precisely. Going off half-cocked. Did not need to come and listen to a sell for quota	Are you kidding!!!!	Depends on where we are fishing – where lobster are prevalent. Costs that will be incurred by quota
1		Compliance	Compliance	7		15/11	Geraldton
	1	Lack of information and clarity on rules & procedures. Lack of transferability	Same.	2		15/11	Geraldton
1		Govt greed, over taxed, over it.	Govt greed	2		15/11	Greenhead
1		How we were going to implement quota to our individual situation.		8	Getting an overall understanding	15/11	Dongara & Nth Island.
1				8	Hearing from other fisheries	15/11	Day & Island

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		Day to day operation	Small details of weighing etc	8	Informative	15/11, hoping early high prices	Kalbarri
1		When to catch crays	Weight loss from boat to depot			15/11	Dongara
1		Weighing of lobsters before consignment Mobile phone coverage not always available Sealing of Containers	Same	7		15/11	Geraldton
1		The rules	The rules	8	About other QMS fisheries	15/11	Kalbarri
1		Is the kg per unit of a MFL holders (eg 81kg for B Zone) locked in? Or may it still change before 15/11	Change of Zones!!!	8	To be accurate with compliance rules all the time, so that future records are correct to allocate TAC for the coming season	15/11	Jetty Port Gregory
1		Quota in general.	Paperwork, paperwork etc. Let's go to VMS	7	How it will work	20/11	Leeman
1		Compliance	Compliance	7	Hearing from other quota systems	????	????
1		That the meeting will move away from quota	Weight loss after land catch	8	Quota talk by the talkers from NZ, Tas & Sth Australia	15/11	Kalbarri
1		How much information would be given	How long it will take to get used to the changes	7	Input from quota fishermen	15/11	Kalbarri, Port Gregory
1		The Rush to Quota	same	7	The presenters personal experience with quota	15/11	Dongara & Nth Island
1		Beach Weight-Quota wieth	Beach weight-quota weight	7	Other quota industry	15/11	Fresh Water
1		Loss of Water weight		8	Information from other fishers that have gone to quota	15/11	Geraldton
1				8	Guest Speakers (8) Dept (2)	15/11	Dongara

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		Implantation of the finer points of quota	Double handling and weighing catch will lead to reduced quality of product. Weigh in should be at depot or receivable point with MFL skipper		Enjoyed Brian Jeffries – honest Darryl Sykes – knowledgeable Deb Ferguson	15/11	Cervantes
48	9		50 Gave a score	364.5			
			7 No score				
	57		Average Score	7.3			

50 Fishers returned forms.



## Appendix 4 Raw Data-Geraldton

### QUESTIONS:

8. Have you booked a briefing session with the Department of Fisheries - Yes or No?
9. What was your biggest concern before today's education program?
10. What is your biggest concern after today's education program?
11. On a scale of 1 to 10 where, 10 is the most positive, how would you rate today's program?
12. What was the most useful part of the program?
13. What date will start fishing?
14. What landing do you think you will use?

57 Forms completed from 160 fishers.

(Q 4): 7 Gave no score for the program. Of the 57 that filled out the forms, the average rating out of 10 was 7.3.

(1) Yes	(1)(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1	Compliance with amateurs with our own TAC	Price	7		15/11	Dongara
1	Money	Money	8			
1	Compliance		9		15/11	Dongara
1	Compliance/ Fisheries Costs on industry	Keeping costs of management reasonable	8	All information is important	15/11	Pt Dennison
1	The disruptive effect of the greedy anti-quota fraternity	Over complicated compliance	8	Speakers experience	Nov	Port Gregory
1		Low over run <u>10KG</u> on Quota	7		15/11	Dongara
1	Fisheries Organization	Fisheries Organisation	8	All	No idea	Dongara
1	No information. Lots to learn with no information		5	Lindsay Joll – what is going to happen & how Brian Jeffries - Good	4 weeks before Chinese New Year	Dongara
1			7	Information on it works in other places A start		
1	Trying to absorb it all	Trying not to make a mistake			15/11	Geraldton
1	How the Abrolhos would work.	How the Abrolhos would work	7	Compliance component most relevant	December	Gerald/Abrolhos
1	Compliance	Property rights	8	All	15/11	7 mile Beach
1	This quota was/is too rushed	A lot of the question cannot be answered. Should not be in this year - RUSHED	5			Geraldton & Dennison

(1) Yes	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1	The changeover procedure	Weighing procedures	7	Learning from other quota fisheries - Tuna	15/11	Gerald/Abrolhos
1	Uncertainty		8	International guest speakers opinions	15/11	Pt Gregory
1	Armchair fisherman	Armchair fisherman	8		January	Dongara
1	Confusion	More information to put into practice	8	All the program	15/11	Dongara Port Dennison
1	Basket tagging & weighing	Holding tags	10	NZ Speaker, SA Speakers	15/11	Geraldton, Dongara, Freshwater
1	No one knowing what it to happen correctly	Indecision	1			
1	Higher costs	The Quotas too low	7	Finding out information		Depends
1	Rush of Quota	Rush of Quota	6	Education	15/11	Geraldton
1	Nil	Nil	9	Visiting speakers	15/11	Geraldton GFC
1			8		15/11	Kailis Leeman
1	Enforcement			Informative	15/11	Kalbarri
1	Fisheries Management Getting all relevant information out in time. Had booked a session, but cancelled it due to changed business decision	Fisheries getting information out on time.	6	6 – because of not having all relevant information at today's session. The Invited guests – NZ, SA & Tasmania	Late January if fish.	Port Gregory Geraldton
1	Security in Fishery as small operators.	Minimal	7	Speakers involved in transition to quota	15/11	Leeman area
1	Nothing was going to be achieved	Not knowing the future	8	The speakers from other fisheries	30/11	Freshwater
1	Too much on number of cray to be counted eg in the real	Compliance too?		Yesterday's price @\$113 kg		Dumper Bay, Kalbarri, Gerld
1	What is the program with holding crays at the Abrolhos and what's the go with weighing	If we stuff up with weights, how penalised are we going to get	7	The tuna man that spoke last	15/11	Dumper Bay
1	Uncertainty	Uncertainty	6.5	Speakers from experience	tomorrow	Secret harbour
1	How ITQ works elsewhere	Recreational fishing take	8	How quota works	15/11	Geraldton

(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		Rush to implement quota	Rush to implement quota	6	Advise on retirement.....	15/11	Leeman
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1		Price	Up-skilling in business management	10	Different perspectives from other states & NZ rep	15/11	Leeman
	1	(But will book appointment) Other fisherman hell bent in upsetting intro to ITQ	Record keeping	9	All	December	Little Freshwater
1		Compliance	Compliance	6		15/11	Geraldton Dongara
1		Price of crays, tagging	Prices of crays with 81 kg pot	8		Not going	
1		Rush to introduce Quota	Rush to introduce Quota - lack of direct answers to questions from the floor		Did no relate to how quota will be managed precisely. Going off half-cocked. Did not need to come and listen to a sell for quota	Are you kidding!!!!	Depends on where we are fishing – where lobster are prevalent. Costs that will be incurred by quota
1		Compliance	Compliance	7		15/11	Geraldton
	1	Lack of information and clarity on rules & procedures. Lack of transferability	Same.	2		15/11	Geraldton
1		Govt greed, over taxed, over it.	Govt greed	2		15/11	Greenhead
1		How we were going to implement quota to our individual situation.		8	Getting an overall understanding	15/11	Dongara & Nth Island.
1				8	Hearing from other fisheries	15/11	Day & Island
1		Day to day operation	Small details of weighing etc	8	Informative	15/11, hoping early high prices	Kalbarri
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(1) Yes	(1) No	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
1		Weighing of lobsters before consignment Mobile phone coverage not always available Sealing of Containers	Same	7		15/11	Geraldton
1		The rules	The rules	8	About other QMS fisheries	15/11	Kalbarri
1		Is the kg per unit of a MFL holders (eg 81kg for B Zone) locked in? Or may it still change before 15/11	Change of Zones!!!	8	To be accurate with compliance rules all the time, so that future records are correct to allocate TAC for the coming season	15/11	Jetty Port Gregory
1		Quota in general.	Paperwork, paperwork etc. Let's go to VMS	7	How it will work	20/11	Leeman
1		Compliance	Compliance	7	Hearing from other quota systems	????	????
1		That the meeting will move away from quota	Weight loss after land catch	8	Quota talk by the talkers from NZ, Tas & Sth Australia	15/11	Kalbarri
1		How much information would be given	How long it will take to get used to the changes	7	Input from quota fishermen	15/11	Kalbarri, Port Gregory
1		The Rush to Quota	same	7	The presenters personal experience with quota	15/11	Dongara & Nth Island
1		Beach Weight-Quota wieth	Beach weight-quota weight	7	Other quota industry	15/11	Fresh Water
1		Loss of Water weight		8	Information from other fishers that have gone to quota	15/11	Geraldton
1				8	Guest Speakers (8) Dept (2)	15/11	Dongara
1		Implantation of the finer points of quota	Double handling and weighing catch will lead to reduced quality of product. Weigh in should be at depot or receivable point with MFL skipper		Enjoyed Brian Jeffries – honest Darryl Sykes – knowledgeable Deb Ferguson	15/11	Cervantes
48	9		50 Gave a score	364.5			
			7 No score				

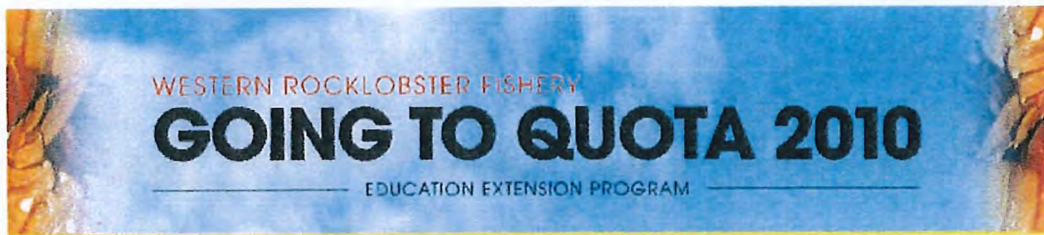
(1) Yes	(2) Concern Before	(3) Concern After Event	(4) Rating	(5) Most useful part of program	(6) Date	(7) Landing
57			Average 7.3			
Score						

50 Fishers returned forms.

## **Appendix 5-Communication Materials**

Communications materials including:

- Notice to Western Rocklobster Professional Fishermens Associations Presidents
- Reminder to Rock Lobster Fishers and Processors
- Sample Letters
- Handout Materials



## NOTICE TO WESTERN ROCKLOBSTER PFA PRESIDENTS:

A series of initiatives is being established to assist fishers in the transition to quota for the opening of 2010 season. This notice is to inform you and your members that a brochure regarding the program will be mailed in the next two weeks, it will include information on two important programs.

### GOING TO QUOTA EDUCATION DAY

An Education Day on

- Monday October 4 in Fremantle and
- Tuesday October 5 in Geraldton

The invitation will be open to all MFL holders (and wives), skippers and processors. It is estimated that both events will start at 9am and finish around 2.30pm. Lunch will be served. Full details on how to register will be included in the brochure that will be mailed to every MFL holder. **Please put one of the conference dates in your diary and RSVP when you receive the brochure.**

### QUOTA BRIEFING SESSIONS – Department of Fisheries

To ensure that all fishers are familiar with the new requirements the Department will run a series of quota briefing sessions before the start of the season. **It is vital that you attend one of these briefings.** The Department will start to take **bookings for the sessions from Monday September 13 to Wednesday October 6.** To make an appointment please call the Department of Fisheries Metropolitan Regional Office on 9432 8000 or the Geraldton Regional office on 9921 6800. The briefings will commence in mid October at a number of localities and will be limited to the MFL holder or his or her nominated representative, and/or the Master of the authorised boat to which the MFL is attached - a maximum of two representatives per MFL.

We would appreciate it if you could circulate this email to your members and look forward to seeing you at one of the Going to Quota 2010 Education Days in Fremantle on October 4 or Geraldton on October 5.

**Kim Colero**

*Chairman, WA Fishing Industry Council*

**John Cole**

*Chairman, Western Rock Lobster Council*

Western Australian Fishing Industry Council: 08 9492 8888

Western Rock Lobster Council: 08 9340 5001



WESTERN ROCKLOBSTER FISHERY

# GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

September 22, 2010

## REMINDER TO ROCK LOBSTER FISHERS & PROCESSORS

### GOING TO QUOTA EDUCATION DAY

FREMANTLE October 4

GERALDTON October 5

PLEASE REGISTER BY TOMORROW (Thursday September 23) by phoning Danielle at WAFIC on 9492 8888 or emailing [reception@wafic.org.au](mailto:reception@wafic.org.au) with your name and the session you will be attending.

A brochure has been mailed to every MFL holder and processors, if you have not received it or misplaced it, you can find it at [www.wafic.com.au](http://www.wafic.com.au).

DEPARTMENT OF FISHERIES BRIEFING SESSIONS: Bookings close Friday October 6.

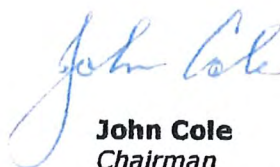
Please call Department of Fisheries Metropolitan Regional Office on 9432 8000 or the Geraldton Regional Office on 9921 6800 to book your spot.

It is vital you attend one of these briefings.

Kind regards



**Kim Colero**  
Chairman  
WA Fishing Industry Council



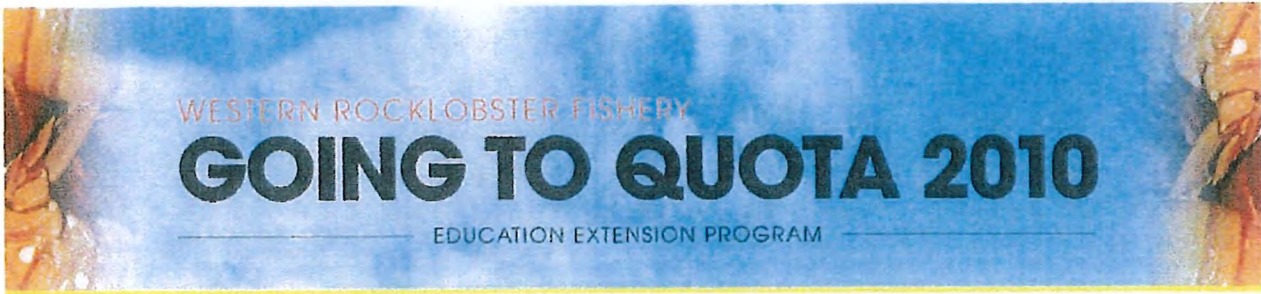
**John Cole**  
Chairman  
Western Rock Lobster Council



WA Fishing Industry Council, PO Box 55, Mt Hawthorn, 6915 P 08 94928888 [www.wafic.com.au](http://www.wafic.com.au)







PYRAMID HOLDINGS PTY LTD  
28 SIMPSON STREET  
GERALDTON WA 6530

September 28, 2010

Dear **TERRY MOUCHEMORE**

Thank you for registering for the "Going to Quota" education day in **GERALDTON** on **Tuesday October 5** at POSH 124 Marine Tce at 8.45am for a 9am start.

We hope you have also booked a briefing session with the Department of Fisheries, if not please do by Friday October 6 by ringing Department of Fisheries Regional Office on 9432 8000 or the Geraldton Regional Office on 9921 6800

The Department of Fisheries will mail the Quota Operation Manual to every MFL holder in the first week of November.

Thank you for participating in the program and we hope that it will help you gain a better understanding of the new management system.

Kind regards

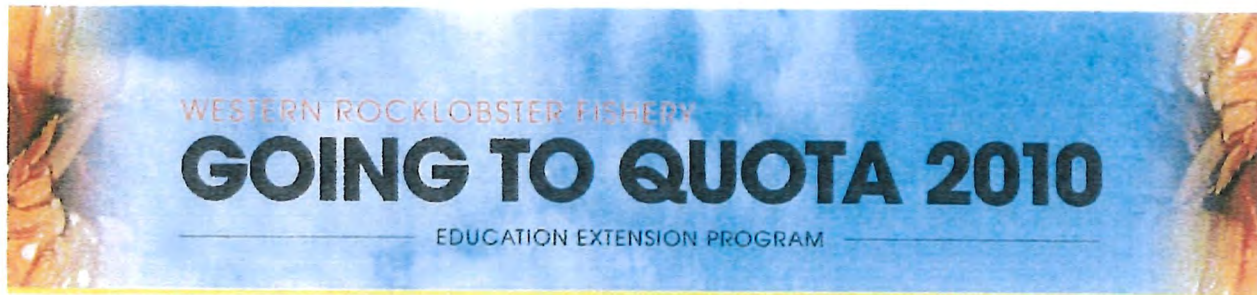
**Kim Colero**  
Chairman  
WA Fishing Industry Council

**John Cole**  
Chairman  
Western Rock Lobster Council



WA Fishing Industry Council, PO Box 55, Mt Hawthorn, 6915 P 08 94928888 [www.wafic.com.au](http://www.wafic.com.au)





TIRRENIA NOMINEES PTY LTD  
PO BOX 206  
SOUTH FREMANTLE WA 6162

September 28, 2010

Dear SHANE LOFTUS

Thank you for registering for the "Going to Quota" education day in Fremantle on Monday October 4 at the Maritime Museum, Victoria Quay at 8.45am for a 9am start.

We hope you have also booked a briefing session with the Department of Fisheries, if not please do by Friday October 6 by ringing Department of Fisheries Regional Office on 9432 8000 or the Geraldton Regional Office on 9921 6800

The Department of Fisheries will mail the Quota Operation Manual to every MFL holder in the first week of November.

Thank you for participating in the program and we hope that it will help you gain a better understanding of the new management system.

Kind regards

**Kim Colero**  
Chairman  
WA Fishing Industry Council

**John Cole**  
Chairman  
Western Rock Lobster Council



WA Fishing Industry Council, PO Box 55, Mt Hawthorn, 6915 P 08 94928888 [www.wafic.com.au](http://www.wafic.com.au)



WESTERN ROCKLOBSTER FISHERY

# GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

051



770

September 28, 2010

THE LIVE SEAFOOD COMPANY PTY LTD  
30 PADDINGTON COURT  
BIBRA LAKE WA 6163

**Dear Sir/Madam**

We are sorry that you are unable to attend one of the Going to Quota education days in Fremantle (Monday October 4) or Geraldton (Tuesday October 5).

Our records show that you have either rung to say you cannot attend or have not responded. The "Going to Quota" brochure was mailed to every MFL holder and processor if you did not receive a copy it can be accessed on the WA Fishing Industry Council website [www.wafic.com.au](http://www.wafic.com.au). If you would like to attend please ring WAFIC immediately on 9492 8888 to register.

We hope you have booked a briefing session with the Department of Fisheries, if not please do so by Friday October 6 by ringing Department of Fisheries Regional Office on 9432 8000 or the Geraldton Regional Office on 9921 6800. It is vital you attend one of these briefings.

The Department of Fisheries will mail the Quota Operation Manual to every MFL holder in the first week of November.

Kind regards

**Kim Colero**  
Chairman  
WA Fishing Industry Council

**John Cole**  
Chairman  
Western Rock Lobster Council



WA Fishing Industry Council, PO Box 55, Mt Hawthorn, 6915 P 08 94928888 [www.wafic.com.au](http://www.wafic.com.au)

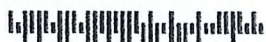


WESTERN ROCKLOBSTER FISHERY

# GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

049



1

November 1, 2010

ROLANDO RONALD LOPRESTI  
176 ONSLOW ROAD  
SHENTON PARK WA 6008

Dear MFL holders and Processors,

## GOING TO QUOTA 2010

The two Going to Quota events held in early October were well attended and based on feedback from the evaluation forms distributed at the events, well received.

180 people attended in Geraldton and overall scored the presentations 7.3 out of 10. The Fremantle event, which attracted 190 people to the Maritime Museum, scored 7.5 out of 10.

The Fremantle event was filmed and a DVD is enclosed. **IT MUST BE VIEWED ON A DVD PLAYER.**

The presentations from the speakers cover operational matters on quota implementation; quota experiences in a number of fisheries; a rock lobster specific fishery; and a fishing family's experience in making the choice to stay and their subsequent decisions (improving business skills, value adding and marketing, providing career paths for family and employees). There is also a presentation that covers small business advice.

For more detail on the background of the speakers please refer to the Going to Quota brochure, which is posted on the WAFIC website.

It should be noted the recording is unedited, compressed to squeeze the presentation on to one disc and includes questions from the audience. The primary purpose of the recording was to ensure those fishers who were unable to attend the events still had the opportunity to listen to the speakers. Those that did attend had plenty of time allotted for questions. Unfortunately some participants chose not to use a microphone and so you can't clearly hear all the questions. We apologise for this inconvenience, however in most cases we believe you will, by the answers, have an understanding of the question posed to the speaker and that the speakers presentations will continue to provide valuable advice.

Some of the key issues raised at both events were:

- The weight loss issue between fisher and factory weight.
- Remote location weighing sites.
- The timing of the season and the need to move a 12-month season to fully gain market benefits.



WA Fishing Industry Council, PO Box 55, Mt Hawthorn, 6915 P 08 94928888 [www.wafic.com.au](http://www.wafic.com.au)



WESTERN ROCKLOBSTER FISHERY

# GOING TO QUOTA 2010

EDUCATION EXTENSION PROGRAM

- The urgent need to move to in season transferability and real time trading as soon as possible.
- The need for a strong and united industry to continue to drive change and refinement.

## Follow up:

- Since the Quota events the WRLC has met with the Department of Fisheries to discuss the weight loss issue between beach and factory. Because of the variation in landing points, the way each receiver operates and the lack of quantitative data on the issue, it has been determined that for the 2010/2011 season, the weighing and TAC should remain as outlined at the briefings. At the end of the season we will have the data to determine if any changes are required to accommodate this water loss for the 2011/12 season.
- Discussions regarding the remote location weighing areas are almost finalised and details will be provided by the Department of Fisheries. It will also be posted on the WAFIC and WRLC websites.
- An Operating Manual will be posted out to all MFL holders in early November.

## HELPLINE STICKER

We have also enclosed a sticker for your vessel that highlights the Department of Fisheries Helpline phone number. This hotline will operate from 15 November. It is available for use in case of emergency if you believe that you will not be able to comply with the rules due to unusual circumstances. It is NOT for general inquiries, these should be directed to the Department's Metropolitan or Geraldton Offices.

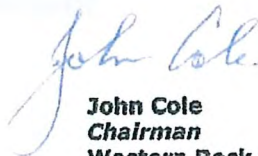
This year is an interim move to quota, and we are acutely aware of the need to move to a full quota system as soon as possible. We will continue to work on your behalf to make this a reality.

We wish you and your crew, a safe and successful season.

Kind regards



**Kim Colero**  
Chairman  
WA Fishing Industry Council



**John Cole**  
Chairman  
Western Rock Lobster Council



WA Fishing Industry Council, PO Box 55, Mt Hawthorn, 6915 P 08 94928888 [www.wafic.com.au](http://www.wafic.com.au)



HANDOUT MATERIALS

# STAY OR GO

*Helping you make the right decision*



*Need assistance? Contact the small business specialists on:*  
[www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au), 131 BIZ (249) or 553 Hay Street (corner Pier Street) PERTH WA.

**131BIZ**  
The Small Business Specialists



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Email: [info@smallbusiness.wa.gov.au](mailto:info@smallbusiness.wa.gov.au)  
Website: [www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au)

#### **CONFIDENTIALITY**

Information disclosed to SBDC or SBC advisors is confidential and will only be used to provide you with guidance and assistance. It will not be disclosed to a third party without your express permission.

# My business details

The purpose of these worksheets is to help you and your small business advisor clarify your past, current and future financial and operational position in order to develop some appropriate strategies. All information disclosed within this booklet is strictly confidential.

Let's start with some details about you and your business...

Name:	
Business name:	
ABN:	
Business description:	
Business address:	P/C:
Mailing address (if different from above):	
Phone:	Mobile:
Fax	
Email:	
Website:	
How many generations of family are involved in this business? _____	
Have you received any government or industry financial grants? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Under what structure do you operate your business? <input type="checkbox"/> Sole Trader <input type="checkbox"/> Partnership <input type="checkbox"/> Company <input type="checkbox"/> Trust	How long have you been in business? <input type="checkbox"/> less than 1 year <input type="checkbox"/> 1-2 years <input type="checkbox"/> 3-5 years <input type="checkbox"/> 6-10 years <input type="checkbox"/> more than 10 years
Where do you operate your business from? <input type="checkbox"/> Home office <input type="checkbox"/> Own commercial premises <input type="checkbox"/> Leasing commercial premises <input type="checkbox"/> Business incubator	Do you employ staff? <input type="checkbox"/> No <input type="checkbox"/> Yes. How many staff _____

Ok, now we've filled in all your details, let's clarify your income and expenses...



# My financial situation

INCOME		
	2009/10 (past)	2010/11 (forecast)
Total business income from ROCK LOBSTER FISHING	\$	\$
Total business income from OTHER SOURCES	\$	\$
<b>TOTAL INCOME</b>	<b>\$</b>	<b>\$</b>

EXPENSES		
	2009/10 (past)	2010/11 (forecast)
Licence fees	\$	\$
Lease fees (pots)	\$	\$
Lease of vessel	\$	\$
Fuel	\$	\$
Wages	\$	\$
Interest	\$	\$
All other expenses	\$	\$
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>\$</b>

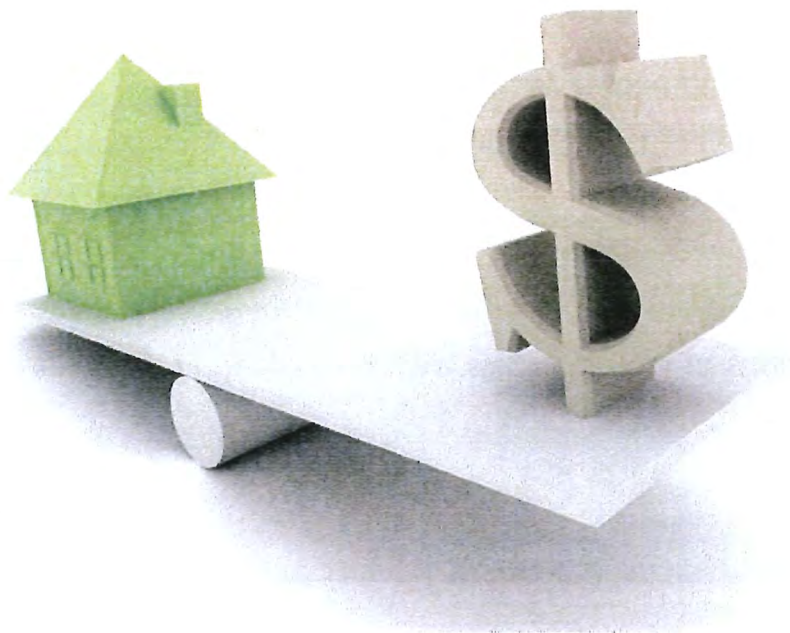
DIFFERENCE		
	2009/10 (past)	2010/11 (forecast)
A - Total INCOME	\$	\$
B - Total EXPENSES	\$	\$
C - NET PROFIT (A minus B)	\$	\$
D - TAX	\$	\$
<b>ANNUAL NET PROFIT AFTER TAX (C minus D)</b>	<b>\$</b>	<b>\$</b>
<b>MONTHLY NET PROFIT (divide figure above by 12)</b>	<b>\$</b>	<b>\$</b>



## MONTHLY PERSONAL EXPENSES

Car (fuel, repayments, licences etc...)	\$
Credit card / personal loan repayments	\$
Entertainment (meals out, movies, pubs etc...)	\$
Food (groceries)	\$
Gifts (donations, gifts to friends or family etc...)	\$
Household bills (phone, internet, gas, electricity etc...)	\$
Insurance	\$
Medical (dental, hospital, doctor etc...)	\$
Personal expenses (clothing etc...)	\$
Recreation (gym, sport, hobbies etc...)	\$
Rent or mortgage repayments	\$
School (fees, books, uniforms etc...)	\$
Travel (holidays)	\$
Other expenses	\$
<b>TOTAL MONTHLY PERSONAL EXPENSES</b>	\$

Does your monthly business profit cover all your monthly personal expenses?  Yes  No



Now, let's look at your current financial position – your assets and liabilities...

<b>CURRENT FINANCIAL POSITION</b>	
<b>(Balance Sheet)</b>	
<b>ASSETS</b>	
CURRENT	
• Cash in bank	\$
• Term deposits	\$
• Accounts receivable (money you are owed)	\$
• Other	\$
NON-CURRENT	
• Residential home	\$
• Investment properties	\$
• Shares	\$
• Business assets – vessel, licenses, equipment	\$
• Other	\$
<b>TOTAL ASSETS</b>	<b>\$</b>
<b>LIABILITIES</b>	
CURRENT	
• Accounts payable (money you owe)	\$
• Credit card debt	\$
• Tax liability	\$
• Bank overdraft	\$
• Bank loans	\$
• Other	\$
NON-CURRENT	
• Mortgage on residential home	\$
• Mortgage on investment property	\$
• Personal loans	\$
• Other	\$
<b>TOTAL LIABILITIES</b>	<b>\$</b>
<b>NET WORTH (Assets minus Liabilities)</b>	<b>\$</b>

The last two sections of your business we'll be looking at are your employees and legal obligations...

# My business operations

## CURRENT EMPLOYEE SITUATION

Current FULL TIME / CONTRACTOR positions:-

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Current PART TIME / CASUAL positions:-

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## FUTURE EMPLOYEE SITUATION

(under new quota system)

Future FULL TIME / CONTRACTOR positions:-

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Future PART TIME / CASUAL staff positions:-

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## CURRENT CONTRACTS/LICENCES/MEMBERSHIPS

Detail	Value of financial commitment	Expiry date (Day / month / year)
Bank contract (personal loan, bank loan)	\$ _____	___ / ___ / _____
Client contracts	\$ _____	___ / ___ / _____
Commercial premises lease	\$ _____	___ / ___ / _____
Craypot lease	\$ _____	___ / ___ / _____
Insurance contract	\$ _____	___ / ___ / _____
Mortgage contract	\$ _____	___ / ___ / _____
Supplier contracts	\$ _____	___ / ___ / _____
Vessel lease	\$ _____	___ / ___ / _____
Cray fishing licence	\$ _____	___ / ___ / _____
Industry association membership	\$ _____	___ / ___ / _____
Vessel registration and licence	\$ _____	___ / ___ / _____
Vehicle registration and licence	\$ _____	___ / ___ / _____
Other	\$ _____	___ / ___ / _____

# Transition Check: Is your business ready to change?

## YOUR DETAILS

NAME:		BUSINESS NAME:	
BUSINESS DESCRIPTION:		ABN:	
BUSINESS ADDRESS:		PREFERRED MAILING ADDRESS:	
PHONE:		FAX:	
EMAIL:		WEBSITE:	
INDUSTRY:	<input type="checkbox"/> Automotive/mechanical	<input type="checkbox"/> Entertainment/arts	<input type="checkbox"/> Mining/resources
	<input type="checkbox"/> Building / construction	<input type="checkbox"/> Government	<input type="checkbox"/> Non-profit/community
	<input type="checkbox"/> Bus/professional services	<input type="checkbox"/> Health/medical/wellness	<input type="checkbox"/> Retail/consumer goods
	<input type="checkbox"/> Distribution/wholesale	<input type="checkbox"/> Information Technology	<input type="checkbox"/> Tourism/hospitality
	<input type="checkbox"/> Education/training	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Transport/storage

YOUR LOCAL SBC:

## BACKGROUND INFORMATION ABOUT YOUR BUSINESS

How long have you been in business?	Under what structure do you operate your business?	Where do you operate your business from?	Do you employ staff?
<input type="checkbox"/> less than 1 year	<input type="checkbox"/> Sole Trader	<input type="checkbox"/> Home office	<input type="checkbox"/> No
<input type="checkbox"/> 1-2 years	<input type="checkbox"/> Partnership	<input type="checkbox"/> Own commercial premises	<input type="checkbox"/> Yes
<input type="checkbox"/> 3-5 years	<input type="checkbox"/> Company	<input type="checkbox"/> Leasing commercial premises	
<input type="checkbox"/> 6-10 years	<input type="checkbox"/> Trust	<input type="checkbox"/> Business incubator	If YES, how many staff (including yourself)?
<input type="checkbox"/> more than 10 years	<input type="checkbox"/> Association		_____
	<input type="checkbox"/> Cooperative		

**Small Business Development Corporation**  
 553 Hay Street (Cnr Pier Street) PERTH WA 6000  
 Tel: 131 BIZ (131 249) Fax: (08) 9221 1132  
 Email: info@smallbusiness.wa.gov.au

*The Small Business Specialists*  
[www.smallbusiness.wa.gov.au](http://www.smallbusiness.wa.gov.au)



**131BIZ**  
*The Small Business Specialists*

## Your Financial Situation

Assess your financial situation - who owes you money, what money do you owe and what can you do to improve your situation?

<b>Creditors</b>	Creditors are those people you owe money to. Make your creditors aware of the situation that you are going through, clearly explain the difficulties that you are experiencing and the reasons why. Inform them of your plans to manage your business through this time. If you take an honest and earnest approach with positive and visible action to solve your problems you will be surprised how many people are willing to help you survive. Creditors are often sympathetic to an open and honest approach, but rarely tolerate subsequent failure to comply with your original offer.
<b>Payments</b>	<input type="checkbox"/> Identify any payments that can be delayed. <input type="checkbox"/> Negotiate alternative payment arrangements with creditors and suppliers. Discuss deferring payment of invoices temporarily. Negotiate extended trading terms where possible. Seek their cooperation during this period. Clearly explain the difficulty that you are experiencing and the reasons why.
<b>Suppliers</b>	<input type="checkbox"/> Contact your regular suppliers and advise them of your situation. If possible give them an approximate date when you will resume 'normal' trading. Try to speak with each supplier personally if you can, rather than by email or through your staff.
<b>Cashflow</b>	<input type="checkbox"/> Do you have a cashflow budget? If so it's time to update it and if not it's time to do one. Prepare a realistically achievable cashflow budget and determine when and how much you can apply to maintain and reduce individual accounts.
<b>Debtors</b>	<input type="checkbox"/> Communicate, contact your regular clients & customers and advise them of your situation. Give them an approximate date when you will resume normal trading. <input type="checkbox"/> Contact your customers to collect all outstanding debts and seek their cooperation during this time. <input type="checkbox"/> Chase all monies owed to you, ensure that someone is responsible for credit control and has the time to collect all outstanding debts. <input type="checkbox"/> Tighten your credit control, review each debtor account regularly. <input type="checkbox"/> If possible, operate on cash only terms or try and reduce credit terms to 7 days. <input type="checkbox"/> Send reminders promptly and make follow-up telephone calls, you can advise your customers if you are physically able to collect your payment in person.
<b>Your Bank</b>	<input type="checkbox"/> Approach your bank and request that they assist you by putting a temporary suspension on loan repayments or mortgage repayments. <input type="checkbox"/> Discuss restructuring any business or personal loans. Change short term to long term borrowings to reduce payments. <input type="checkbox"/> Negotiate to pay interest only until cashflow and profitability improves. <input type="checkbox"/> Use any equity you have in real estate to reduce your cost of borrowing by seeking home equity mortgaging to replace higher interest terms and overdrafts.



## Finance

Where to find help.....

- Your accountant
- If you need to find an accountant contact CPA Australia: <http://www.cpaaustralia.com.au>
- Need help with Bankruptcy or Insolvency? Contact your accountant and discuss your personal situation. You can also contact the Insolvency & Trustee Service of Australia (ITSA): <http://www.itsa.gov.au>
- If you are a PTY LTD company also speak with the Australian Securities & Investment Commission <http://www.asic.gov.au/asic/asic.nsf>
- Need Money? If you are considering borrowing money to assist your business over this time period we recommend that you contact your bank or financial institution.
- Another alternative for you to try is the Finance Brokers Association of Australia, but please seek your Accountant's advice before entering into a debt arrangement. <http://www.financebrokers.com.au/home>
- Need help to collect money? If you are having trouble securing payment for money that is owed to you, consider hiring a debt collector. Try these links to locate one: [http://www.imal.com.au/index.php?option=com\\_content&view=frontpage&Itemid=30](http://www.imal.com.au/index.php?option=com_content&view=frontpage&Itemid=30) or <http://www.acdba.com/>

## Taxation

<p><b>Organise your taxation liabilities</b></p>	<p><input type="checkbox"/> Take the time to assess your tax liabilities and future payments that may be payable by you to the Tax Office.</p> <p>You will need to consider your personal taxation liabilities, your business income tax, your GST payments and any PAYG payments that may need to be paid on behalf of your employees. Speak to your accountant and assess your ability to meet your liabilities.</p> <p>If you are going to be unable to make the required payments make contact with the Taxation Office and inform them immediately of your difficulty. Negotiate to delay payments or enter into a re-payment schedule.</p>
--	--

## Your Business Premises

<p><b>Do you lease a business premises?</b></p>	<p><input type="checkbox"/> Negotiate with your landlord to temporarily defer or reduce rental payments and arrange for the business to catch up with rent once normal trading resumes. Your landlord may prefer this arrangement to having vacant premises.</p> <p><input type="checkbox"/> Review your property lease arrangements and calculate whether the business can afford any impending market rent reviews. Negotiate with your landlord where possible.</p> <p><input type="checkbox"/> Consider whether or not any options to renew the lease should be exercised taking into account applicable rent increases and the prevailing business conditions.</p>
<p><b>Do you own your business premises?</b></p>	<p><input type="checkbox"/> Contact your mortgage provider and negotiate to defer or temporarily reduce your mortgage repayments, consider an interest only loan if feasible.</p>

## Legal

<p><b>What to Consider</b></p>	<p><input type="checkbox"/> Review and examine your legal responsibilities.</p> <p><input type="checkbox"/> Meet with a solicitor who can help interpret employment contracts, leases, contracts of supply, insurance policies, and provide advice.</p> <p><input type="checkbox"/> Re-negotiate existing contract terms with clients, request more time to fulfil obligations of the contract.</p>
--------------------------------	---



# Taxation

*Where to find help.....*

- Negotiate with the ATO to delay payments or enter into a re-payment schedule. You can call the ATO for assistance on 13 72 26 or access the webpage, "Financial difficulties - frequently asked question", that deals with payment difficulty issues: <http://www.ato.gov.au/corporate/content.asp?doc=/content/00112410.htm>



# Leasing

*Where to find help.....*

- The SBDC can providing assistance to help you better understand your commercial lease and the options available.

Call 131 BIZ (131 249) to speak with a leasing advisor.



# Legal

*Where to find help.....*

- To find a suitable lawyer contact The Law Society and ask for referrals to 2 or 3 lawyers. <http://www.lawsocietywa.asn.au/>
- Contact your local Small Business Centre and seek their advice to find a lawyer in your local area.
- To mediate a small business dispute contact The Citizens Advice Bureau in your local area: <http://www.cabwa.com.au/index.htm>

## Human Resources

Your employees, sub-contractors and any supplier of labour force to your business

<b>Communication is key</b>	<input type="checkbox"/> Inform everyone in your business of the situation and your transition management strategies. It is best if employees hear information directly from you rather than from the rumour mill. <input type="checkbox"/> Take employees into your confidence and ask for co-operation, support and ideas for business survival. They will want to protect their jobs and may be willing to help you through this difficult time.
<b>Options to help you and your team members through this time</b>	<input type="checkbox"/> Assess minimum staff levels required to run your business and reduce staff levels where possible. You can do this by asking staff to take annual leave, offering leave without pay or early retirement. <input type="checkbox"/> Consider converting full time staff to part-time if possible. <input type="checkbox"/> Outsource non-core activities that could be more efficiently performed due to scale economies or competitive cost structures. <input type="checkbox"/> Change wage payments from weekly to fortnightly, or fortnightly to monthly, to improve cashflow and reduce paymaster's work hours. Check first that your employee's award structure allows for this. <input type="checkbox"/> Use employee's time during the business slowdown for maintenance, repairs or re-organisation.

## Adjust Operations to improve your Profitability

<b>Controlling your costs, what can you do?</b>	<input type="checkbox"/> Review and eliminate all non-essential costs, reduce all costs where possible. <input type="checkbox"/> Defer travel, subscriptions, memberships, entertaining, cleaning & laundry, unnecessary sponsorships. <input type="checkbox"/> Suspend all long term advertising and promotions. Concentrate on creating immediate profits. <input type="checkbox"/> Reduce your drawings by cutting your personal expenses. <input type="checkbox"/> Prune personal expenses. Prepare strict home budgets and limit purchases to absolute essentials. <input type="checkbox"/> Consider part-time work at night or weekends to further reduce drawings from your business.
<b>Review non-essential assets</b>	<input type="checkbox"/> Dispose of all non-essential items and non-income earning assets such as a second vehicle, boat, caravan, vacant land and holiday home. Use funds obtained to reduce liabilities.
<b>Equipment</b>	<input type="checkbox"/> Downgrade to less costly equipment if possible.
<b>Improving your profitability, what can you do?</b>	<input type="checkbox"/> Increase prices where possible. <input type="checkbox"/> Reduce or eliminate all non-performing or non-value activities and associated resources. <input type="checkbox"/> Rationalise your product range by deleting non-performing lines or groups and reduce poor performing lines. <input type="checkbox"/> Concentrate on high net profitability products. <input type="checkbox"/> Investigate possible alternative suppliers who offer improved margin products or pricing advantages. <input type="checkbox"/> Search for cost-reducing methods with suppliers and customers – such as packaging, order processing.
<b>Stock</b>	<input type="checkbox"/> Convert stock to cash. <input type="checkbox"/> Review your stock and clear old and slow moving lines.



## Human Resources

Where to find help.....

- **Advice on Employee Awards & Conditions**  
Sole traders and partnerships fall under the state labour relations system. Speak to the Department of Commerce to determine your responsibilities and the correct conditions to apply to your staff. Contact **WAGELINE** – 1300 655 266
- Companies fall under the Federal labour relations system. Contact **FAIRWORK AUSTRALIA** – 13 13 94
- The **WA Worker Assist Helpline** 1800 200 680 can provide your workers with information, support, advice & referrals if they have been affected by job losses.




## Adjust Operations

Where to find help.....

- Need to clear stock fast? Need to sell your fixtures and fittings?  
If you have to consider clearing your stock holding or your fixtures and fittings fast and not within your local community you may want to consider offering the stock for sale by public auction.
- Try these links:  
<http://www.pickles.com.au/cars/branch-location/Perth/cid-1-278> or  
<http://www.auctions.com.au/>



Taxation	
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<b>Do you own your business premises?</b>	<input type="checkbox"/> Contact your mortgage provider and negotiate to defer or temporarily reduce your mortgage repayments, consider an interest only loan if feasible.
Legal	
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- To mediate a small business dispute contact The Citizens Advice Bureau in your local area: <http://www.cabwa.com.au/index.htm>



## Frequently Asked Questions

### **Can units be transferred during the season?**

Units can be transferred during the season, but the number of pots you can use and the quantity of rock lobster you can take will be determined based on the current entitlement of your licence immediately before the start of the fishing season in each zone - i.e. 13 November in zones B and C and 14 March in the Abrolhos Islands.

### **If I transfer my entire licence mid-season, can the new licence holder fish the pots and catch limit straight away?**

Yes.

### **Can I temporarily transfer all of the units off my licence?**

The Minister has approved an exemption to allow all units to be temporarily transferred off licences.

### **What are the rules around soaking pots at the Abrolhos Islands?**

Provided you are not operating in Zone B and you do not have lobsters onboard your boat, you can soak the number of pots at the Abrolhos Islands that relates to the current entitlement of your licence at the time. For example, if you have 100 units of current entitlement on your licence on 1 March, you can soak 50 pots.

### **Where can I hold lobsters?**

Lobsters can only be held at sea on your authorised boat or in containers in designated holding areas in the Abrolhos Islands. You cannot hold lobsters on a boat in a mainland landing area or in holding crates in the ocean.

### **When will the Interactive Voice Response system (IVR) be operational?**

It is expected that the IVR system will be compulsory from March 2011. However, licensees will be able to familiarise themselves with the system prior to this date.

### **Can I nominate two people as Masters on my boat?**

No. There can only be one Master for each authorised boat at any given time.

### **Can I fish if I don't have a CDR book/tags? Can I use a mate's?**

You must not operate in the fishery if you do not have a CDR book and landing tags. A holding over book (and holding tags if you are holding lobsters at a Designated Holding Area at the Abrolhos islands) are also required if you are holding over lobsters.

All CDR books, holding over books, landing tags and holding tags will be allocated against a specific Managed Fishery Licence when they are issued. Therefore, you must only use the documents and tags allocated to the licence you will be fishing under.

### **What do I do if I have engine trouble and by the time I get back, the processor's truck has already left?**

If you think you will be unable to deal with these sorts of situations in accordance with the rules, call the Helpline for advice.

### **If I break down can I get someone else to pull my pots?**

The boat breakdown policy will remain in place. However, only one replacement

boat can be used at any time. The CDR book and tags relating to the licence attached to the unoperational boat must be onboard the replacement boat. These must be used in relation to the catch pertaining to the licence attached to the unoperational boat.

**Do southern rock lobsters come off my catch limit?**

Yes. Southern rock lobsters taken in the fishery are subject to the same tagging, weighing, recording, and consignment rules as western rock lobsters.

**What is a secure container?**

A secure container is one sealed by two landing tags issued by the Department from which lobsters can't be removed or to which lobsters can't be added without breaking one or both tags. Examples will be displayed at the fisher awareness sessions.

**What if a tag on a container gets broken before I consign my catch?**

You must immediately replace the tag on the container, retain the broken one and phone the Helpline to report the broken tag's number.

**What if I make an error on a CDR?**

You can correct the error provided the CDR remains legible. If the CDR is illegible, you must write 'cancelled' across the incorrect CDR, fill out a new CDR and send both originals (white copies) to the Department. If you realise you have made an error after lobsters have been consigned or after you have sent the form, you must immediately advise the helpline.

**What if I weigh my catch and realise I'm just over my catch limit?**

There is a defence to prosecution if the overrun is not more than 10 kg, you notify the Department of the overrun before the

lobsters leave the landing area and you pay the value of the lobsters to the Fisheries Research and Development Account.

**Who can I sell lobsters to?**

You can only sell (consign) lobsters to registered rock lobster receivers.

**Who can become a registered rock lobster receiver?**

All rock lobster processors will automatically be registered receivers. Restaurants or others wishing to purchase lobsters directly from operators in the fishery will be able to apply to the Department to become registered receivers (application forms will be available in November).

**Can a CFL holder become a registered receiver?**

No.

**If you can't find the answer to your question on this sheet:**

- Attend a Fisher Awareness session;
- Contact your local Department of Fisheries District Office; or
- Call a Management Officer on 9482 7333.

For licensing matters contact the Licensing Section.

If you believe you will not be able to comply with the rules due to unusual circumstances, phone the Helpline: 1300 574 071

**GOING TO QUOTA 2010**

**HELPLINE 1300 574 071**



If you believe you will not be able to comply with the rules due to unusual circumstances, please phone the helpline.