



If I Owned The Western Rock Lobster Fishery

By James Paratore



I - ching & The Philosophy Of Changes

- PROCESSING
- MARKETING
 - RESEARCH
- MANAGEMENT
- THE FUTURE

Profit Opportunities

PROCESSING	Benefits	Costs / Barriers
1. Identifying and addressing factors within our control directly impacting on beach price (eg. Processors subsidising lease price with beach price)	Better Beach Price	Costs involved with regulating parts of the processing sector
2. Policies to encourage smaller, more efficient, vertically integrated processors to process product	Target sell smaller quantities to niche markets	Transition and Set-Up costs; Uncertainty
3. Quota on Processors according to their processing abilities OR % of live holding capacity per boat	Match Commercial catch with live capacity	Competition Policy
4. Value adding; Investigate by-products on processing and subsequent exploration into new markets (bio-proteins, glucosamine etc)	\$\$\$ - Less reliance on one market	Research and Set Up costs
5. Onboard processing; Greater responsibility and incentive on the quality of product landed	Better Beach Price	Set Up Costs / Regulation Costs

Marketing Chickens Versus Diamonds



Profit Opportunities

MARKETING – CHICKENS VERSUS DIAMONDS	Benefits	Costs / Barriers
1. Processors, marketers must be allowed to flourish, or we will be supplying supermarkets and fast food chains	Promotes Competition; Target high end consumers	Identify barriers to increased competition
2. An industry supported professional body with a specific role to market generic Western Rock Internationally	\$\$\$	\$\$\$ / Equitable share in benefits
3. Evaluating marketing success stories, and marketing disasters	Aura of selling a “rare” item, promotion as a luxury	\$\$\$
4. Investigating the nutritional content of Lobster; A dedicated PR campaign	Engages with the Community; Education; Awareness	\$\$\$
5. A State/National Seafood Expo; “Marrying” the Tourism Industry	Exploring potential benefits from mutual co-operation with other sectors	Initial costs, Success difficult to measure immediately

Profit Opportunities

RESEARCH – WE CAN NEVER KNOW ENOUGH	Benefits	Costs / Barriers
1. Comprehensive Tagging studies throughout the fishery	Better understand growth rates and movements	\$\$\$
2. Less reliance on Models, understanding their limitations and applying real-time field observations to cross check predictions (eg. 1 & 3 year old surveys)	Re-assurance	\$\$\$ / willingness to explore real-time observations
3. DNA studies to determine the importance of breeding stock to recruitment in different areas, oceanographic studies into the first years of a lobsters life	Importance of harvesting stock in different areas	\$\$\$
4. Inclusive research – Bringing grassroots fishermen into the fold, closer relationship with the Fisheries Scientists	Cheaper, retains sense of stewardship	Transition, participation
5. Better utilisation of available resources, involve Universities and learning institutes	Cheaper	?

Profit Opportunities

MANAGEMENT – A HOT POTATO	Benefits	Costs / Barriers
1. Establishing flexible management arrangements that enable operators the opportunity to maximise their operating efficiency	Maximise each individual profitable opportunity	Transition / Willingness to change
2. Establish management policy that enables a rapid response in product supplied to corresponding market signals	Captures profits	Predictability of the Markets
3. Establishing a Professional Management board with incentive to link profitability of recommendations to subsequent remuneration	Incentive based professional management	Willingness to change the current system
4. Pursue policy that removes our (overly) heavy reliance and fortunes on recruitment	Industry can flourish on reduced recruits	Changing our reliance on peak catches for cash flow
5. Establish co-management principles and learning from other successful fisheries	Endless	Willingness to change

Profit Opportunities

THE FUTURE – FROM HUNTING TO HARVESTING	Benefits	Costs
1. Rotating areas of (MPAs) No-Take zones between Take and No-Take over a given time period allowing harvesting at a controlled rate	Real-time research, maximum harvest using minimal effort	VMS, Regulation, Equal distribution, needs further investigation
2. Further investigation into determining Yield Per Recruit with respect to weight/size demanded by market, and optimum weight/size to harvest with respect to biology.	Balance between biological and economically suitable animal	Market is dynamic, biology is (mostly) static
3. Investigating the feasibility of artificial habitat/reefs to increase the survival rate of pueruli and post-pueruli lobsters	\$\$\$	\$\$\$
4. Alternate sources of income for idiol capital, and idiol fishermen; “Agritourism” & The P&G Off-Shore Sector	\$\$\$	Govt. funding and Govt. assisted programs
5. National Peak body representing the entire Australian Commercial Fishing Industry; National PR campaign, Lobbyist etc	Promotes, Represents the interests of the entire commercial sector	The Willingness and the right People to do so

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