



Young Leaders Workshop

Plan For Profit

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Workshop Process



- Objectives
 1. Identify barriers to and opportunities for improved profits over time in the Australia lobster industry (by species)
 2. Develop strategies to overcome the barriers and/or capture the opportunities
 3. Identify the benefits and costs involved
 4. Establish species priorities and action plan – what, when, who, how
 5. Establish national industry priorities and action plan – what, when, who, how.

Information



- Hot Shot Snapshots
 - Banker
 - Manager
 - Economist
 - Futurist
 - Propagationist
 - Industry Executive
 - Marketer
 - People Developer

Hot Shot Key Messages

- Implementing Flexible management
- Stock rebuilding
- Industry profile
- Investing in youth
- Community & social impacts
- Lobster markets
- Leveraging an iconic status
- Peak body links and effectiveness
- New entrants and succession

Homework



1. 12 young leaders
2. Each assessed and presented:
 - Profit Issues/opportunities
 - Benefits and costs
3. Loaded up with “hot shot” info and individual ideas we broke into species groups to workshop the ideas.
4. Each species group established priorities
5. Then we distilled national priorities across all species.

Key National Priorities for Profit



1. Co-management – issues with TACCs, triggers, management plans & science
2. National marketing/ industry promotion program across all species
3. Scientific review to understand current failings
4. Peak body for all commercial species & reducing duplications (eg SEA, SSA, CRC, FRDC, NAC etc)
5. Seafood Industry Alliance:
 - Fuel
 - Tax
 - Marine parks
6. Industry organization funding via levies

National Action



- Don't walk away all feel'n good and do'n nothing!
- FRDC funding for national action plan, development and implementation.
- Funding a forum or vehicle to take carriage and harness industry
- FRDC funding for communication all levels – seagrass roots to national.
- Funding for leaders who forego income to lead industry
- **No money = no team capacity =no action**

Close



- Thank you to the FRDC for supporting us – we need an ongoing program with serious funding to further develop young leaders.