



**Women's Industry Network
Seafood Community**



**COMMONWEALTH
OFFICE OF THE
STATUS OF WOMEN**

*Seafood Women Enterprise
and Business Development
Initiative*

Final Report

April 2001

Wolf Blass House
Ground Floor
64 Hindmarsh Square
ADELAIDE SA 5000
t: +618 8232 2788
f: +618 8232 2733
e: mack@mackgroup.com.au
www.mackgroup.com.au

1. *Summary and Recommendations*

SUMMARY

The project involved a study of women working in the Seafood Industry in order to provide a basis from which WINSC could support organisations as they strive to increase their level of effective female representation in the seafood industry.

The project developed a "Charter of Best Practice" to be adopted by boards and committees in the seafood industry. A Resource Kit has also been produced to guide WINSC members in presenting the Charter to boards and committees. The process of mentoring women, and succession planning and induction programs for organisations, have emerged as key elements in supporting and influencing women to become more actively involved in decision making within the industry.

The objectives and recommendations on the next few pages have been identified as a strategic overview of how WINSC can assist women to:

- become appropriately skilled and confident enough to consider themselves for board and committee positions
- secure funding to enable WINSC members to participate in training of a personal, professional and committee procedure nature
- establish regional support groups who meet on a regular basis, to provide on-going encouragement, advice and the opportunity to share knowledge and skills
- establish mentoring programs to encourage and train women to participate in decision making and become members of board and committees
- participate in recognition of prior learning programs to assist in gaining credibility to be eligible to undertake training at TAFE and other educational institutions
- establish a program to train WINSC members in conference speaking, to assist in increasing the profile of WINSC on a local and national basis.

The project also profiles 5 prominent women from the Australian seafood industry, whose background, achievements, ambitions and current role vary from export marketing, fishing sustainability, industry training in competency standards, lecturing, conference speaking and licenced operators.

The profiles provide a snapshot of what these women have achieved for the seafood industry and describes how they have, and continue to influence policy and decision-making across the industry. Highlighting their contribution to the industry, we hope will inspire WINSC members and all women involved in the seafood industry, to become actively involved in decision making and want to participate on boards and committees.

The following recommendations summarise the findings of the project and provide a strategic direction for implementing the "Charter of Best Practice" as well as short term initiatives to enable WINSC members to participate in training, networking and mentoring programs.

RECOMMENDATIONS

OBJECTIVE 1

Introduce the Charter of Best Practice to:

- seafood committees, boards & councils for adoption and implementation, and
- at the *Seafood Directions 2001 Conference* in November

ACTION	OUTCOME	TIMEFRAME
• Follow the stages outlined in the WINSC Action Plan No. 6 page 12 • Email or post, to all WINSC members & other seafood women across Australia, the: ○ WINSC Call to Action (see page 12) ○ The Charter (see page 10) ○ The Report booklet including Profiles of Seafood Women (see Resource Kit) • Plan a presentation schedule from the responses • Identify WINSC members in each state to manage the introduction of the Charter • Women across the nation present the Charter to local then central organisations & secure commitments • WINSC assists with implementation & monitors progress	• The Charter of Best Practice is presented to all Australian seafood committees, boards & councils with follow up to assist with & monitor implementation	• Commence the introduction within a six month timeframe • Plan to complete implementation within one year

OBJECTIVE 2

Develop an on going Communications Strategy which underpins the networking required to:

- introduce the Charter of Best Practice
- ensure support for the Charter of Best Practice amongst WINSC members and to continue the achievement of the WINSC vision

ACTION	OUTCOME	TIMEFRAME
• Identify funds for the professional development of a Communications Strategy • Identify mechanisms for networking including: ○ a newsletter widely distributed ○ integration with newsletters in the industry ○ greater use & promotion of the website, ○ use of the WINSC Chat room ○ expansion, development & maintenance of an Australian wide data base	• The Charter of Best Practice is promoted, implemented & accepted Nationally within the industry • WINSC is promoted more & its profile & membership increases • Increased network • Expanded data base • Increased opportunities to encourage women to participate in decision making	• Investigate immediately funds to develop the Communications Strategy • Plan for a six month gathering of data base information & continuous maintenance • Plan for a series of continuous newsletters (print & electronic) • Review website use over a six month timeframe

OBJECTIVE 3

Investigate and secure funding for a fulltime Resource Officer to assist WINSC to implement the Charter of Best Practice and the Communications Strategy

ACTION	OUTCOME	TIMEFRAME
- Investigate funding opportunities through FarmBis and Regional Solutions - Review the Administration Officers part-time position & investigate opportunities to assist the Resource Officer position if required. - Develop the Resource Officer's position description	If successful in securing funding WINSC will have a fulltime officer to assist in implementing the Charter & the Communication Strategy	Investigate immediately funding opportunities in order to gain knowledge of funding criteria & funding cycles

OBJECTIVE 4

Develop a program to train & mentor WINSC members to address skill requirements as identified in the findings of the project

ACTION	OUTCOME	TIMEFRAME
- Identify sources of funding to conduct training & to assist WINSC members to attend training - Identify opportunities to joint fund &/or conduct training with other agencies - Identify regions within each state where support groups could be established - Conduct regional support group meetings - Identify the mentors - Plan a mentoring program & provide support where required - Encourage all WINSC members to network via Email	- WINSC members participate in regional support groups - Networking within WINSC increases - Membership of WINSC increases - Training programs are developed & delivered a WINSC members participate	- Investigate funding opportunities immediately - Investigate opportunities to joint fund & to conduct training, immediately to ensure opportunities are not overlooked - Plan mentoring program immediately & review after six months

OBJECTIVE 5

Engagement of WINSC members in 'mainstream issues' rather than just 'women's issues'

ACTION	OUTCOME	TIMEFRAME
- Review WINSC vision to revisit achievements - Incorporate this goal into the Communications Strategy	WINSC corporate direction is reviewed to reflect changes within the seafood industry	To be undertaken over a six-to-nine month period

OBJECTIVE 6

Establish a program to train WINSC members in conference speaking to assist in increasing the profile of WINSC on a local and national basis

ACTION	OUTCOME	TIMEFRAME
• Identify the training required & source funds to undertake the training • Identify WINSC members who can implement the training • Identify WINSC members to participate in the training • Prepare a schedule of conference programs to assist WINSC in planning their involvement	• A team of WINSC members are trained in conference speaking & presentation skills • A schedule of WINSC's involvement in the conference circuit is prepared • The profile of WINSC increases	• Investigate immediately to ensure funding opportunities are not overlooked • Integrate into WINSC's strategic plan

OBJECTIVE 7

Investigate ways to engage women in recognition of prior learning, to undertake skills audit, and increase credibility of skills

ACTION	OUTCOME	TIMEFRAME
• Identify areas where skills audit is required • Identify women to be involved • Investigate sources of funding to undertake recognition of prior learning • Review WINSC members involvement following course implementation	• Greater credibility & recognition of the skills of women in the industry • Enable women to be eligible to participate in TAFE & other educational training courses	• Investigate immediately