

# Dissemination, Extension & Commercialisation Plan Proforma

## Objectives

*Describe the objectives of the plan.*

The main output from the co-management project is to have a documented preferred co-management model or models for the Spencer Gulf Prawn Fishery. The final report is intended to be widely available. The Dissemination, Extension & Commercialisation Plan (Extension Plan) will guide the process for delivering and communicating the results of the project, particularly to the three stakeholder groups:

- Industry, led by the Spencer Gulf and West Coast Prawn Fishermen's Association Inc (the Association)
- Government, led by Primary Industries and Resources SA (PIRSA)
- Community, led by the Conservation Council of SA (CCSA)

The Extension Plan also provides timelines for conducting components of work to ensure that the project is delivered on time, whilst also ensuring that the Steering Committees do not lose interest in the project over its lifetime. It will compliment the 'Objectives' as well as delivery of one of the identified 'Planned Outcomes and Benefits', outlined in the research proposal:

2. Broader involvement and understanding within industry, government and the community of what is required for a commercial fishery to move towards a greater level of responsibility under a co-management model, while ensuring long-term sustainability of the resource.

## Target Audience/s

*Identify the audience/s you will be communicating to.*

The Extension Plan specifically aims at communicating with three Steering Committees driving the project: industry; PIRSA; and the CCSA. These Steering Committees will drive the project and form a co-management model to support the Spencer Gulf Prawn Fishery in the future. The Extension Plan also targets members of the three stakeholder groups, beyond those directly involved in the project (Steering Committee members). Participants in the project will obviously have gained insights and experiences in relation to the needs of co-management and the challenge is for the broader stakeholders to learn about the project and understand the outcomes.

Following the project's completion, it is anticipated that the target audiences (for the completed report) will be other fishing industries in South Australia, Australia and possibly internationally. There may also be other primary industry sectors that can benefit from development of a co-management model and the work conducted by the Spencer Gulf Prawn Fishery. Co-management arrangements are an increasingly important part of fisheries management around the world and the Spencer Gulf Prawn Fishery aims to lead future discussions between industries and their managing bodies on suitable management arrangements for greater industry independence.

Specifically the target audiences are:

- Industry: members of the Spencer Gulf Prawn Fishermen's Association; fishery licence holders; fishery skippers; other fishing industries in South Australia and Australia.

- Government: PIRSA Fisheries; South Australia Research and Development Institute (SARDI) Aquatic Sciences; Fisheries Council of SA; Chief Executive PIRSA; Minister for Agriculture, Food and Fisheries
- Community: Conservation Council of SA and its members; members of associated organisations; general public

## Key Message/s

*Identify the key message(s) you want to communicate to the target audiences.*

Key messages to be communicated:

- The cooperation and collaboration between the stakeholder groups (in particular the Steering Committees) in achieving the outcomes of this project
- Co-management requires open and transparent relationships, and the willingness of stakeholders to embrace change
- Specific project outcomes
- Industry's commitment to the fishery and continuous improvement practices
- Industry's willingness to take on more management responsibilities, and to develop the governance arrangements and fisheries management capabilities to do it
- Processes involved in managing the Spencer Gulf Prawn Fishery (from a government, community and industry perspective)
- Recommendations for further development of co-management within the Spencer Gulf Prawn Fishery, or other fishing industries.

## Methods

*Identify the methods by which you are going to deliver the information to the target audiences during and after the project. These methods may include media releases, workshops, forums, newsletters, websites, face-to-face communication or publications.*

During the project stakeholders will be communicated with, primarily through the Investigators:

- Discussion Papers will be put together to communicate outcomes and progress of the workshops, including:
  - Summary of outcomes from all Steering Committee workshops
  - Similarities and differences between ideas of each Steering Committee
  - Components of co-management that need to be further explored (ie through legal advice, further work-shopping of ideas with Steering Committees etc)
  - Process of reviewing co-management model
- Stakeholders will be asked to participate in workshops / other activities to:
  - Better understand the Spencer Gulf Prawn Fishery
  - Gain an understanding of other stakeholders point of view
  - Be kept informed of outcomes and allow an opportunity to question other stakeholders point of view / analysis of previous discussions
  - Provide input into co-management modeling for the Spencer Gulf Prawn Fishery, based on Discussion Papers
  - Provide advice on management regimes that would allow industry to meet co-management arrangements
  - Question existing management practices and fishery operations

- Provide a broader range of feedback on the Spencer Gulf Prawn Fishery (ie research areas that the fishery could consider, fishing practices that could be improved etc)
- When there is little Steering Committee involvement (during the co-management review process, and write up of work after the final phase) a brief will be provided to stakeholders on a six-monthly basis:
  - Detailing the actions / work that is being undertaken
  - Advising how the project is tracking against timelines
  - What future steps are involved and how stakeholders will be involved.
- A media release will be issued following completion of Phase 3 and then on submission of the final report (to inform the wider community).

Following the project the Association will take the lead in further extension of co-management, in collaboration with government and community investigators. Communication to target audiences of the key messages will be by:

- Holding a project 'launch' with key stakeholders from each target audience
- Providing the final report to key stakeholders from each target audience
- Developing suitable sections on the website (currently the Association does not have a website: it is anticipated that this will be developed within the next twelve months)
- Developing and delivering a notice to fisheries management authorities, fishing industries and the wider community advising of the projects final report – how to access this, summary of outcomes and future arrangements
- Providing presentations to industries (by invitation / requesting to present) on the Spencer Gulf Prawn Fishery co-management model and how the model was reached

## Action Plan

*Develop a timeline identifying the methods, who is responsible for implementing them and the completion dates.*

## DURING PROJECT

Method	Responsibility	Completion date
<i>eg. Reporting to steering committee every 6 months</i>	<i>Principal investigator</i>	<i>6 monthly – 31/12/2002</i>
Review of Phase 1 answers to questions and Processes List – to be returned to Principal Investigator	Investigators	25/07/2008
Investigators to collate answers and updated Processes List – to be returned to Principal Investigator	Investigators	01/08/2008
Steering Committees tour over Spencer Gulf Prawn Fishing vessel	Investigators	08/08/2008
Collation and analysis of information from all three Steering Committees – Discussion Paper 2	Principal Investigator	08/08/2008

Review of Discussion Paper 2	Investigators	22/08/2008
Steering Committees to meet to review Discussion Paper 2 – Workshop 2	Investigators	12/09/2008
Investigators to collate information – to be returned to Principal Investigator	Investigators	26/09/2008
Collation and analysis of information from all three Steering Committees – Discussion Paper 3 (Co-management model options and selection)	Principal Investigator	03/10/2008
Milestone 2 report drafted for review	Principal Investigator	16/10/2008
Project Working Group to meet for review of Discussion Paper 3 and Milestone 2 report – co-management model(s) decided upon and review process	Investigators	16/10/2008
Combined Steering Committees to meet to review co-management models and review process (Discussion Paper 3) – Workshop 3	Investigators	23/10/2008
Meeting with industry to discuss co-management model and review process	Principal Investigator	27/10/2008
Comments back for Milestone 2 from Project Working Group	Investigators	28/10/2008
Phase 3 commences - Review of selected co-management model(s) against fishing season	Principal Investigator	29/10/2008
Steering Committee observer on board vessel during survey	Investigators	31/10/2008
Comments reviewed and Milestone 2 report finalised	Principal Investigator	31/10/2008
Update (to Steering Committees) drafted for review	Principal Investigator	16/01/2009
Comments back for update and sent to Steering Committees	Investigators	30/01/2009
Review of selected co-management model(s) against fishing season – Discussion Paper 4	Principal Investigator	17/06/2009
Project Working Group to meet and discuss review of co-management model(s) against fishing season (Discussion Paper 4)	Investigators	19/06/2009
Steering Committees to meet to review co-management model(s) against fishing season (Discussion Paper 4) – Workshop 4	Investigators	03/07/2009
Investigators to collate information – to be returned to Principal Investigator	Investigators	10/07/2009
Collation and analysis of information from all three Steering Committees	Principal Investigator	17/07/2009
Milestone 3 report drafted for review (includes collation and analysis of information)	Principal Investigator	17/07/2009

Media release drafted for review (completion of Phase 3)	Principal Investigator	29/07/2009
Comments back for Milestone 3 from Project Working Group	Investigators	29/07/2009
Comments reviewed and Milestone 3 report finalised	Principal Investigator	01/08/2009
Comments back for media release and issued	Investigators	10/07/2009
Introduction, Background and Phase 1 written for draft report – for review	Principal Investigator	10/07/2009
Comments back for Background and Phase 1	Investigators	31/07/2009
Phase 2 written for draft report – for review	Principal Investigator	14/08/2009
Comments back for Phase 2	Investigators	04/09/2009
Phase 3 written for draft report – for review	Principal Investigator	18/09/2009
Comments back for Phase 3	Investigators	09/10/2009
Analysis and Summary written for draft report – for review	Principal Investigator	23/10/2009
Comments back for Analysis and Summary	Investigators	13/11/2009
Update (to Steering Committees) drafted for review	Principal Investigator	11/12/2009
Comments back for update and sent to Steering Committees	Investigators	23/12/2009
Final draft compiled (with updates based on comments) – for review	Principal Investigator	27/11/2009
Comments back for final draft report	Investigators	15/01/2010
Draft report finalised and sent to FRDC	Principal Investigator	01/02/2010
Update (to Steering Committees) drafted for review	Principal Investigator	26/02/2010
Comments back for update and sent to Steering Committees	Investigators	12/03/2010
FRDC to provide notice of advice of report acceptance or comments	FRDC	01/04/2010
Final Report updated and sent for review	Principal Investigator	01/05/2010
Comments back for Final Report	Investigators	01/06/2010
Final Report updated and submitted	Principal Investigator	30/06/2010

## After Project

Method	Responsibility	Completion date
<i>eg. Develop field manual</i>	<i>Principal investigator and editor</i>	<i>within 3 months of project completion</i>
Media release on project completion drafted for review by Working Group	Principal Investigator	09/07/2010
Develop suitable section(s) on the website with appropriate information (assuming Association website is up and running)	Principal Investigator	09/07/2010
Comments back on media release and issued	Investigators	16/07/2010
Update (to Steering Committees) drafted for review	Principal Investigator	16/07/2010
Comments back for update and sent to Steering Committees (including final report)	Investigators	30/07/2010
Develop notice to fisheries management authorities, fishing industries and the wider community advising of project completion for review by Working Group	Principal Investigator	27/08/2010
Organise project launch (invitees, venue, presentation, invitations etc)	Investigators	03/09/2010
Comments back for notice advising of project completion	Investigators	10/09/2010
Notice finalised and sent to fisheries management authorities, fishing industries and the wider community	Principal Investigator	17/09/2010
Project 'launch' with key stakeholders	Investigators	08/10/2010
Presentation developed for review by Working Group	Principal Investigator	15/10/2010
Comments back for presentation	Investigators	22/10/2010
Presentation finalised for delivery	Investigators	29/10/2010
Presentation delivered	Investigators	As arranged

## Evaluation

*Identify how you will evaluate the success of the plan. This may include surveys of target audiences, recording of media coverage or sales of publications.*

*(Note: If revenue is anticipated, then include a description of this in the Plan.)*

The success of this plan will be dependent on delivery of work by 'due dates' to meet project timelines, feedback received from Steering Committees, number of final reports issued (consideration has not been given as to 'sale' of the report, once arrangements have been made this plan will be updated). A formalised process to seek Steering Committee feedback will not be developed, but will be documented within notes taken at each workshop and 'external' feedback received ad-hoc to the workshops by each of the Investigators.