



# Professionalising Industry

Update 1: July 2013

Contact:  
Michael Wooden 0422618248  
Brad Warren 0412606959  
[www.oceanwatch.org.au](http://www.oceanwatch.org.au)

OceanWatch has recently commenced an FRDC funded project titled '*Professionalising Industry: NSW Pilot.*' The project has been developed as a direct response to the NSW fishing industry research and development priorities of people development and improvement of industry's profile in the community. The project is supported by PFA, NSW DPI, NSW Co-ops Association, Sydney Fish Market, NSW Fishing Industry Training Committee and Master Fish Merchants Association.

## What is the Professionalising Industry project about?

The Professionalising Industry project is designed to:

- Improve & recognize the knowledge, skills, experience & professionalism of fishermen
- Promote the sustainability of our fresh, local seafood
- Provide information to consumers to help them value locally produced seafood
- Provide a defence in response to attacks from Green groups and rec fishers

## How are we going to achieve our aims?

Through the project, OceanWatch and NSW Fishing Industry Training Committee will train and assess participating fishermen with an environmental accreditation, linked to the Seafood Training Package. OceanWatch will recognise fishermen who have completed the environmental training, and have previously completed food safety and maritime competency training (master 5, coxswain etc.) as OceanWatch Master Fishermen.

OceanWatch Master Fishermen will be promoted to consumers and the community as:

- having professional knowledge and skills backed by training and assessment
- operating under International, National, State & Regional regulations to ensure sustainable and responsible fishing
- providing quality, locally produced seafood to the community

Information about OceanWatch Master Fishermen will be available to consumers at the point of sale, using QR codes as shortcuts to online information.



**Scan the code** on the left & check out an example profile, or go direct to [www.oceanwatch.org.au/master-fishermen/for-consumers/](http://www.oceanwatch.org.au/master-fishermen/for-consumers/)

If you don't already have a FREE 'QR code reader' for your smart-phone, one can be acquired in 3 easy steps:

1. If you haven't already, register your phone with the application store by clicking your 'App Store' icon
2. Open the 'App Store' and search 'QR Code Reader' - any will be fine
3. Download. Once code reader is accessible on your phone, scan the code to view an example profile

## What are we asking of fishermen?

Attend one of our training days to become accredited and acknowledged as an OceanWatch Master Fisherman. Training will be relevant to your current work practices, and delivered by fishing industry professionals including SeaNet Officer Michael Wooden and OceanWatch Chairman Brad Warren. Training dates will be announced shortly as the project is rolled out.

**Training through this project will be at no cost to fishermen.**

