



Australian Southern Rocklobster Industry

- Industry peaked in 2001 - 2002
- \$190m exports, \$½ billion economic activity generated
- Over 3,000 jobs
- 4,500 tonnes
- 700 licence holders – no corporates
- \$200k average turnover
- Small family businesses, low levels of education, fiercely independent
- Absolute mistrust of everything and everyone, in particular Government



Introducing



Clean Green Australian Southern Rocklobster
Product Certification Scheme – Pot to Plate



Employers Duties Section 19.1 OHSW Act

- Employers must provide and maintain as far as is **reasonably practicable**:
 - A safe work environment;
 - Safe systems of work;
 - Information, instruction, training and supervision;
 - Plant and substances in a safe condition.



Government - Workplace Safety

- What can happen:
 - NSW: Employer fined nearly \$1.5 million for deckhand injuries (Common Law, 1998)
 - WA: A 24-year old deckhand died from neck and brain injuries following a cray fishing accident 20km offshore from Geraldton (WorkSafe WA, 1999)



Environment

- The general public, consumers, conservationists and Government are all asking questions about:
 - Stock sustainability
 - Pollution
 - Bycatch
 - Marine habitat
 - Interactions with marine mammals



Environment

- **Environment Protection & Biodiversity Conservation Act 1999**
 - All marine species have been permitted to be exported under the Wildlife Protection (Regulation of Exports and Imports) Act 1983.
 - This blanket exemption for all marine species including southern rocklobster.
 - Exemption removed – 5 year Assessments



Community

- **Community perception of commercial fishing:**
“was generally viewed pessimistically, and seen as unsustainable and dominated by the profit motive.”
(Community perceptions report – FRDC 2003)
- **Fishing areas have been closed by the community, especially in NSW and QLD.**

Food Safety

- Garibaldi

How the Clean Green Strategy originated?

- 1998 industry organisation South Australian Rocklobster Advisory Council (SARLAC) recognised the need for pro-active strategies to address a wide range of issues facing industry:
 - Environment;
 - Food safety;
 - OH&S;
 - Perception.
- SARLAC invested \$50k to investigate the options including:
 - ISO 14001;
 - Marine Stewardship Council;
 - Other forms of eco-labelling;
 - Codes of practice.

How the Clean Green Strategy originated?

- The research stimulated SARLAC to focus on an integrated system, thereby avoiding a series of codes of practice covering various elements of their businesses and levels in the supply chain.
- It needed to be:
 - **Industry run;**
 - **Easily adjusted and responsive to external changes;**
 - **Comprehensive and integrated;**
 - **Simple and practical;**
 - **Targeted at the external challenges;**
 - **Owned by the “grass roots”;**
 - **Credible;**
 - **Low fisher time requirement; and**
 - **really cheap.**

Outcome

- In 1999, SARLAC decided to build its own integrated response.
- SARLAC believed industry would respond and adopt behavioural change if these changes were driven and managed “in-house”.
- An independent 3rd party certified accreditation system of the rocklobster supply chain from ‘pot to plate’ was conceptualized as the “Clean Green Rocklobster” Program.
- 2000 – June 2004: Detailed program design, pilot, revision training materials, training program developed, and audit system.

What is the Clean Green program?

- The Clean Green program is a product certification scheme incorporating “pot to plate” environmental, work place safety, food safety, quality and animal welfare standards for Australian Southern Rocklobster.
- The Program product certification standards allow evaluation to be carried out by Conformity Assessment Bodies (CAB), who are accredited against the ISO/IEC Guide 65:1996 and JAS-ANZ Procedure 15.

Rocklobster Supply Chain

Pot	Sustainability	Deck – Factory	Food Safety
	Bycatch		Food Quality
	Environmental Interactions	Factory	Animal welfare
	Animal welfare		Food Safety
Deck	Food Safety	Factory – Retail	Food Quality
	Food Quality		Animal welfare
	Environmental Interactions	Plate	Food Safety
	Workplace Health and Safety		Food Quality
	Animal welfare	Plate	Animal welfare

Clean Green Scope

- The “Clean Green” strategy provides:
 - Pot to plate environment and product standards developed with guidance by the Joint Accreditation System of Australia and New Zealand (JAS-ANZ). JAS-ANZ is an internationally recognised standards and accreditation agency;
 - Training materials aligned to the National Seafood Industry Training package;
 - Industry training to meet the standards;
 - Best practice manuals;
 - Audit protocol; and
 - Independent third party certification of the rocklobster supply chain from “pot” to “plate”.



Clean Green Scope

- The program deliberately:
 - Complements the existing activities and processes already used for the fishery rather than re-inventing paperwork for the industry;
 - Integrates with the existing business management practices and activities;
 - Links with existing documents for the industry, such as existing fishery management plans, DEH assessments, AQIS and boat survey.



Waste Management

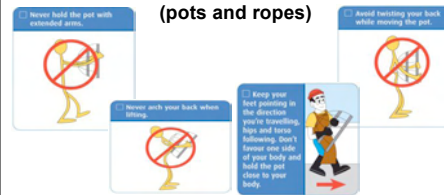


Food Safety & Quality

- Adequate water flow for a given rocklobster density
- Time on deck < 10 minutes
- Limit trip to tank capacity
- No contamination – dogs, economists, scientists, managers, chemicals on the boat
- Clean with environmentally friendly products
- Work to a cleaning and maintenance plan



Vessel Safety Management (pots and ropes)



Clean Green Materials

- The “Clean Green” strategy includes a range of relevant and related materials as follows:
 - Best practice manual
 - Best practice video/CD
 - Pot to plate interactive training manual - CD Rom
 - Reference library
 - On boat induction manual self assessment checklists
 - On boat record book
 - Audit protocol and certification and
 - Clean Green branding and promotion materials – stickers, stubby holders, jackets



Accreditation

- What is required to become Clean Green accredited?
 1. Tailored 1st Aid training for the vessel's skipper and crew
 2. Clean Green training workshop to train boat operators and crew to the standard (2 days)
 3. Boat audit preparation & independent audit
 4. Ongoing random audits
 5. Updates and Refreshers
 6. Trade Mark licensing agreement



Audit – 3rd party

- An on-boat induction manual is provided well in advance covering:
 - Best practice Flip Cards
 - Auditors Check List
 - Hygiene & GMP Check List
 - Certificate of Vessel Hygiene
 - On Board GMP Induction and Food Safety Plan
 - Waste Management Plan
 - Cleaning and Sanitation Plan
 - Maintenance Plan
 - Training Register
 - OHS&W Code of Practice
 - Daily Work Place Safety Check List
 - Industry Analysis of Work Place Safety Hazards
 - Industry Hazard Management Plan
 - Vessel Hazard Analysis
 - Skipper Safety Induction
 - Crew Safety Induction
 - Visitor Safety Induction
 - Clean Green Record
 - Other



Help

- A qualified industry person:
 - Spends time on each boat to assist with audit readiness;
 - Is on hand during the audit; and
 - Assists with rectifying non-conformances.



Launch – August 2004

- **Cost**
 - \$275/boat including 2 crew members, additional crew \$55/head
 - Annual ongoing audits \$275
- **Marketing**
 - Limited places – 50
 - Highlighted Farmbis funding 85%
 - Media coverage
 - Flyer by fax email & post
 - Scare tactic: "Government Auditors Are Coming"



Government- Food Safety

Seafood safety regulations will soon be national & ENFORCEABLE (FSANZ 26/05/04)



Government- Food Safety

Licensing with Primesafe from 1st July 2004 will require a seafood business to:

- Make an application to Primesafe on a prescribed form
- Pay the prescribe fee (between \$200 & \$800)
- Maintain boats and equipment in clean condition
- Ensure all staff:
 - Handle seafood in a clean & hygienic manner; and
 - Adopt suitable personal hygienic practices that eliminate contamination of product
- Seafood transportation vehicles are to be licenced by Primesafe as Meat transport vehicles (\$85 pa)

The penalties for operating an unlicensed seafood business are up to \$10,000 for the first offence



Environment

- A shifting in the burden of proof.
- DEH assessments – industry to prove that its activities/practices are not damaging to the environment, rather than Governments/regulators having to prove that they are.
- **SA Recommendation 7:** Performance measures and targets for the main byproduct species to be included in the revised management plans for both zones, and the catches of the main byproduct species should be reviewed as part of the annual stock assessment process.



Government- Workplace Safety

Workplace Services announced they will be doing safety audits on lobster boats in South Australia.

Workplace Services
Legislative Worksite Audit
AquaSafe Audit – Crew Safety

Actions resulting from this audit.

PROHIBITION

A Prohibition Notice is issued where there is an immediate risk to health, safety or welfare. The Notice prohibits the performance of unsafe work.



Uptake

- Across South Australia, Tasmania and Victoria:
 - 342 rocklobster fishers, skippers and crew have been trained in the Program to date;
 - with 185 vessels having been audited against the standard either meeting or exceeding requirements.



Outcomes

- Significant alterations in industry practice have included:
 - An insurance company recognises the reduction in risk attributable to the Clean Green program and will award certified fishers a 5% discount in premiums, as a result the program will be cost neutral for many of the fishers involved.
 - The responsible disposal and recycling of marine wastes (i.e. oil at facilities managed by fishers).
 - Plastic bait straps no longer taken to sea, and bait producers encouraged to cease use of bait straps as part of packaging.
 - The regular use of facilities, managed by fishers, for the responsible disposal and recycling of cardboard bait boxes.
 - Increased participation in voluntary catch sampling programs and an increased awareness of environmental best practices.



Outcomes

- One or more values attached to a brand



Clean Green encompasses 5 values:

Sustainability, Workplace Safety, Food Safety, Food Quality & Animal Welfare.

Ability to differentiate product to command price premiums – Export & Domestic



Awards

- June 2005: United Nations (Association of Australia) 2005 World Environment Day Award – 1st place: **Business Enterprise Awards section – Environmental Best Practice Program.**
- September 2005: Certificate of Merit in the 2005–2006 South Australian Landcare Awards under the Australian Government's Coastcare Community Award.
- September 2005: Finalist Australian Seafood Industry Council Environment Award
- October 2005: National Safety Council of Australia's Awards of Excellence – **1st place Occupational Health, Safety and Environment Award**
- October 2005: National Safety Council of Australia's Awards of Excellence - **award for excellence in Occupational Health and Safety.**
- December 2005: KESAB Tidy Towns Award – 1st Place **Eco-Sustainability Award** under the **Waste Management & Resource Recovery** award category environmental.



Snags

- Much bigger than anticipated – 8 years
- 3rd party certification – complex at industry level
- Costs
- Documentation required
- Last minute legals
- Ongoing management costs



Factors influencing the outcomes

- Industry driven and managed
- Program development utilised the existing SARLAC forums and networks – port meetings, enlisted leaders
- Each stage of the program was pilot-tested with industry
- Standards approved by fishers
- Ongoing newsletter articles, media stories, meetings, branding & profiling over 4 years during development
- Resonance due to multi faceted nature – something in it for everyone
- Training and materials design guided by fishermen – road tested
- Scare tactics
- Funding – industry, FRDC, DAFF & Farmbis
- Launch timing
- Cost



Acknowledgements

