



Oysters: The Good News Story

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OCEANWATCH
AUSTRALIA



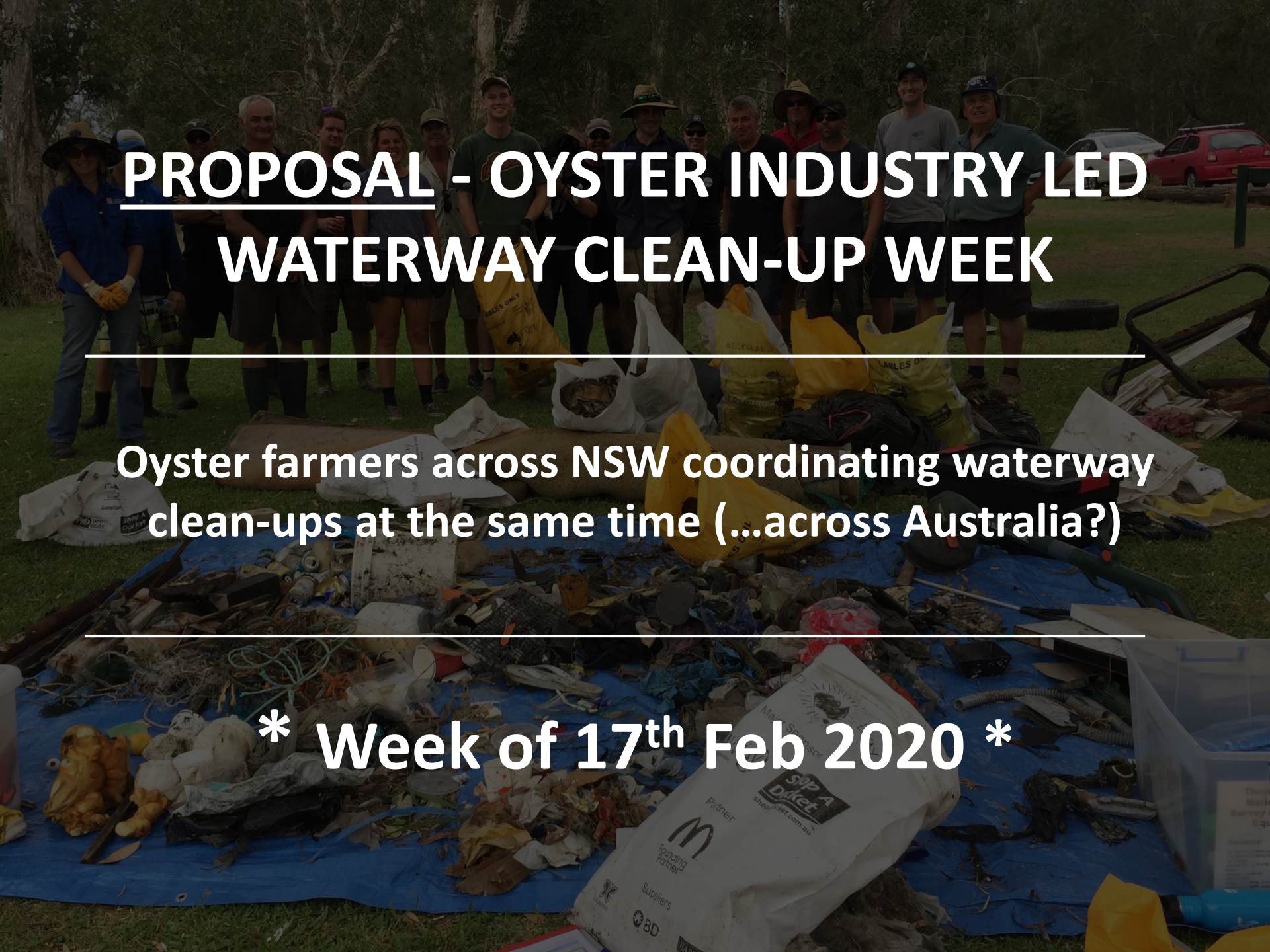
Industry
Reputation

Community
Acceptance

Social Licence
To Operate



- The Good News Stories
- Why should you care what the public thinks?
- What is social licence to operate?
- 2 x Opportunities for industry to get involved

A group of approximately 15 people, mostly men, are standing in a line behind a large pile of collected trash. The trash is piled on a blue tarp on the ground and includes various items like plastic bags, cardboard boxes, and debris. In the background, there are trees and a red car parked on a grassy area. The text is overlaid on the image.

PROPOSAL - OYSTER INDUSTRY LED WATERWAY CLEAN-UP WEEK

Oyster farmers across NSW coordinating waterway
clean-ups at the same time (...across Australia?)

* Week of 17th Feb 2020 *

Example 1.



Port Stephens Estuary Clean-Up

- 2 hour clean up followed by a BBQ
- Becoming an annual event



Example 2.



Example 3.



**Holiday Coast Oysters**

· July 16 · 

Year 12 Agriculture class from Jetty High, Coffs Harbour 🇺🇸



Rebecca Wang and 26 others

4 Comments

 Like

 Comment

 Share

Most Relevant ▾



Jonathon Singh You can take the man out of teaching . . . and you know the rest. What a great place for a unique excursion opportunity.

Like · Reply · 2w



Sian N Stacey Groves Playing the keyboard and teaching a singing lesson?

Like · Reply · 2w

 1 Reply



Rhianon Beeton Haha still got it Dave!

Like · Reply · 2w

 1



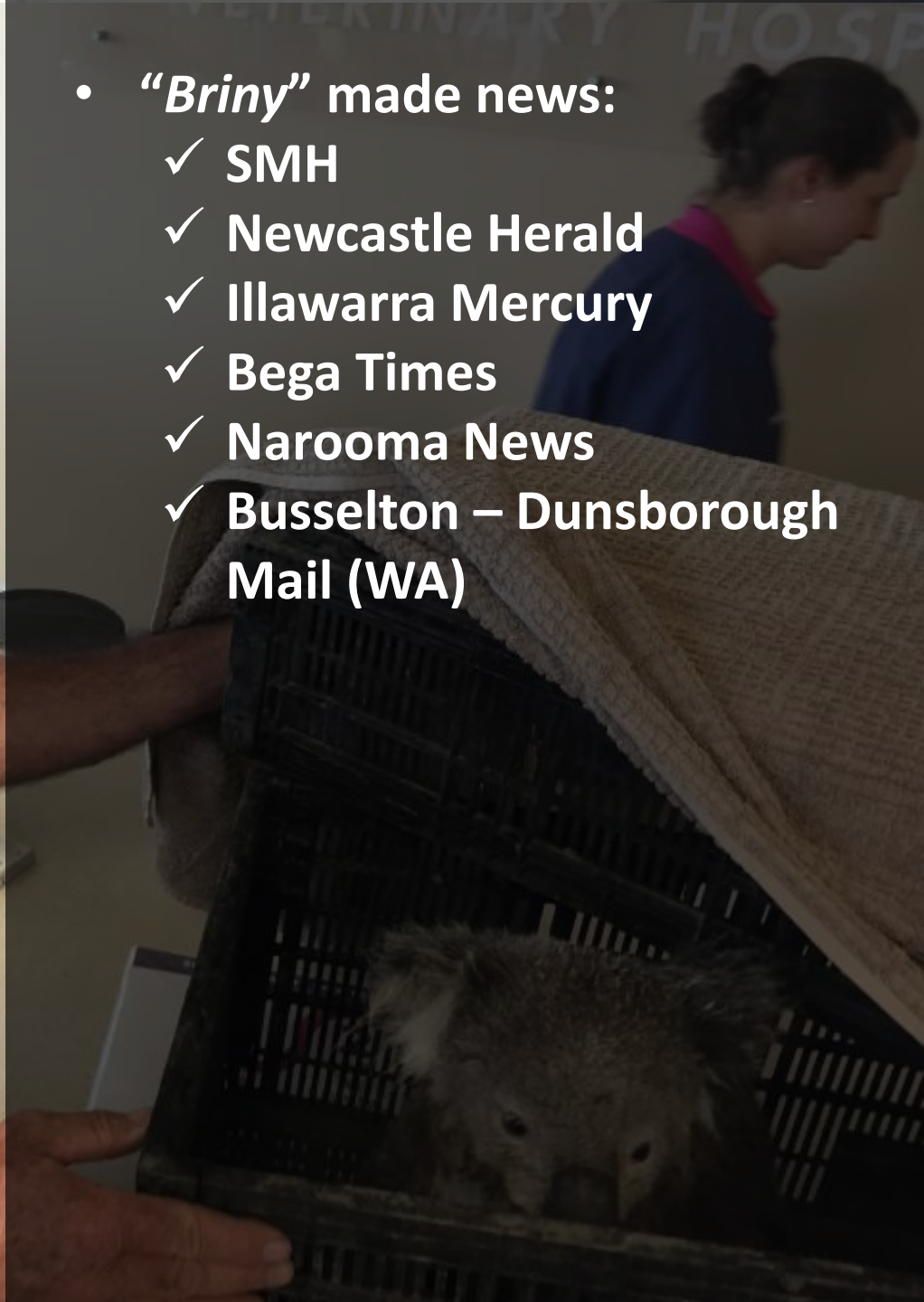
Write a comment...



Example 4.



- “*Briny*” made news:
 - ✓ SMH
 - ✓ Newcastle Herald
 - ✓ Illawarra Mercury
 - ✓ Bega Times
 - ✓ Narooma News
 - ✓ Busselton – Dunsborough Mail (WA)



Why should I care what the public thinks?

- **Waterway is publicly owned**
- **Everyone is a stakeholder**
- **Aquaculture needs to be recognised as an appropriate use of public waterways**
 - ✓ **Government support**
 - ✓ **Community support**
- **Critical to develop new areas & scale-up production**



What is social licence to operate?

Social licence = Community granting you the freedom to operate with minimal formal regulations. ALL ABOUT TRUST

Science will tell us that we can do it,
but society will tell us if we should do it



(Government)

+



(Society)



What is social licence to operate?

~~Trust~~

- Complaints
- Greater compliance & regulation
- Rigid, bureaucratic structure
- Higher costs

Trust

- Greater community & political recognition
- Freedom to operate, minimal formal regulation
- Flexible, responsive structure
- Lower costs





What is social licence to operate?

Trust

1. Influence of friends & family

2. Competency – skills & knowledge

3. Shared values & ethics (integrity)

3 – 5 times more important than demonstrating your knowledge & skills



*... we care for the environment in
which we work*



*... we're part of this community
and want to help people going
through tough times*



... we're transparent, and are happy to volunteer our time to help educate your kids



... we respect and have compassion for other living creatures

- Shared values are important

No one cares how much you know... until they know how much you care



OPPORTUNITIES

1. Oyster industry led waterway clean-up week

- Week of 17th Feb. 2020
- Sign-up form on the OceanWatch stall

2. Offer support for formation of oyster farmer landcare groups

- Costs associated with establishing groups
- Guidance & admin

EXPRESSIONS OF INTEREST FOR ESTUARY CLEAN-UPS 2020

ESTUARY	SIGN UP TO PARTICIPATE Please include name & number	SIGN HERE IF WILLING TO HELP COORDINATE
Tweed River		
Brunswick River		
Richmond River		
Clarence River		
Sandon River		
Wooli River		
Bellinger River		
Nambucca River		
Macleay River		
Nastagio River		
Candlenut River		
Port Macquarie		
Myall River		
Port Stephens		
Port Jackson		
Swaine Water		
Merimbula River		
Merimbula Lake		
Shoalhaven River		
Jervis Bay		
Clyde River		
Moruya River		
Turross Lake		
Wagonga Inlet		
Bermagui River		
Wapengo Lagoon		
Merimbula Lake		
Pambula Lake		
Wonboyn River		

Contact me:

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**Local Land
Services**



Australian Government



Landcare
New South Wales

The NSW Oyster Industry Extension Officer is funded through the NSW Aquaculture Trust and the NSW Landcare Program. The NSW Landcare program is a partnership between Local Land Services and Landcare NSW Inc. supported by the NSW Government.



Brett
Morgan
Technical Officer
Aquaculture System

2018 NSW Oyster Industry Awards
Public Good
NSW Oyster Industry
Presented by the NSW Government
Awarded to the NSW Oyster Industry
Awarded on 10 October 2018