

## Contact

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## Purpose

- ▶ Engage and lead stakeholders through integration and innovation.
- ▶ Plan for and leverage industry opportunities through selected RD&E investments that create economic contribution and demonstrate industry value.
- ▶ Promote Australian Southern Rock Lobster products to consumers, customers, trade partners and communities.

## Values

The Company's value are:



**Courage**



**Inclusivity**



**Innovation**



**Understanding**



**Knowledge**

## Research & Development

SRL Members contribute funds via their individual states to the FRDC for the funding of RD&E activities. Under the PIRD Act these industry funds are matched by the Commonwealth Government. Members may also voluntarily contribute additional funds on an annual basis, which are not matched. SRL will focus on three pillars for its RD&E investment under this Strategic Plan.

### More Lobsters

- Ensure ongoing resource sustainability
- Explore opportunities for puerulus enhancement
- Strengthen biosecurity frameworks and responses

### Better Prices

- Demonstrate our sustainability credentials
- Develop markets and products – domestic and international
- Build positive community perceptions of our fishery
- Support and collaborate with our supply chain partners

### Lower Operating Costs

- Efficient management of competition for harvest
- Increase the profitability of the harvest
- Security of access to the resource
- Harmonise fishery regulations, management and science

### Other

- Effective succession planning for family fishing businesses
- Forecast the impacts on climate change on SRL harvest fishing
- Explore opportunities for enhancing circular economies in the harvest and processing sectors

## Objectives

1. Coordinate Southern Rock Lobster RD&E planning and management so that RD&E is strategically prioritised and delivered cost-effectively.
  - a) Leadership focusing on continuous industry development
  - b) a strategic focus on maximising profitability across the value chain within the limits of
  - c) sustainability of the resource,
  - d) high level governance at the operational, planning and strategic level; and
  - e) effective engagement of all stakeholders in planning and building SRL's value proposition to ensure further development within the fishery and relevance of SRL's functions.
2. Operate a corporate structure, resources and processes that ensures:
  - a) Leadership focusing on continuous industry development
  - b) a strategic focus on maximising profitability across the value chain within the limits of
  - c) sustainability of the resource,
  - d) high level governance at the operational, planning and strategic level; and
3. Communicate consistent information and the extension of R&D outputs to support and promote the adoption of new technology, science and other project outcomes through effective extension.
4. Respond to emerging issues coming from changing markets and consumer preferences including carbon reduction, the circular economy, animal welfare and climate.