



Women in Seafood Australasia

# 2023

# Annual REPORT



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# LIFETIME MEMBERS

WISA continues to recognise our founding members and the women who have stepped up before us. WISA in 2023 would not be possible without them.



**GLORIA JONES**



**ANNE WHALLEY**



**DR JEN SHAW**



**JUNE GILL**

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# WHO WE ARE

Women in Seafood Australasia (WISA) is a network inclusive of those who support furthering the interests, positioning and opportunities for women in the seafood industry, including all those that align with WISA's vision and mission.

From women working on the boats, in farms and factories, post-harvest and processing, leading innovation or research, new ventures, management, or government and policy making, WISA has members from all seafood sectors and across the supply chain. WISA welcomes and is inclusive of all.

WISA is based in Australia but also has members from the Australasian region including New Zealand and the Pacific.

The organisation functions as a virtual organisation with the Board comprised of State and Territory-based Directors, with the addition of up to two Independent Directors. Our President is located in Tasmania, the Executive Officer is based in Victoria, our Communications and Engagement Officer is based in South Australia and our Finance Officer is based in Queensland.

# WHAT WE DO

WISA is the only national organisation that represents the women of the seafood industry and our aim is to shift cultural and systemic barriers that prevent women from reaching their full potential. We have three core activities:

- **Networking**

At its heart, WISA is a unique network. We believe that building genuine connections builds resilience and confidence. Through networking activities and communications, WISA provides visibility and support to seafood women and disseminates relevant information to our members and the wider industry.

- **Increasing Capacity and Capabilities**

WISA takes a practical, evidence-based, grassroots approach to the professional development of women and raising the profile of women involved in the seafood industry, with experiential and interactive learning with a focus on experimental and interactive learning.

- **Supporting Inclusive Culture**

WISA aims to create an inclusive industry that values, supports and listens to women. This starts through open conversation at all levels of industry. WISA believes that a more inclusive and diverse industry improves the working conditions, performance and wellbeing of all.

# WISA PRESIDENTS MESSAGE





# PRESIDENT'S MESSAGE

**DR HEIDI MUMME**

Dear WISA Members,

It is my privilege to present to you the Women in Seafood Australasia Annual Report for the 2022/2023 financial year. This year has seen exciting growth for WISA which has been driven by the commitment and support of our Executive Officer, Dr Kirsten Abernethy, our Board and you, our members. WISA continues to build our momentum, increase our exposure and our membership while promoting the amazing work women do within the seafood industry.

This last financial year has been extremely busy and exciting for WISA with a strong presence at two major industry conferences - Seafood Directions 2022 and World Aquaculture 2023 where we provided bursary opportunities for women across all sectors of industry both nationally and internationally. This year has also seen the commencement of the Turn the Tide Program thanks to funding from the Department of Prime Minister and Cabinet through the Women's Leadership and Development Program which is providing fantastic opportunities for our members while also conducting ground-breaking work to future proof our fantastic industry.

The WISA team has grown over this year with the addition of a new Communications and Engagement Officer, Malinda Moreton and a Finance Officer, Kate Lamason now contributing to the success of the organisation, and we welcome you both to the team.

The Board has recently commenced working on a new Strategic Plan to guide the organisations key priorities, actions and initiatives over the next 5 years. The new plan aims to build on WISA's three core activities of networking, increasing capacity and capability of women in industry and creating an inclusive industry through support and providing opportunities. I look forward to presenting the draft plan at this years AGM in October.

# PRESIDENT'S MESSAGE

I am incredibly thankful to the staff and in particular my fellow Board members whose dedication and commitment as volunteers to ensure WISA's growth and outreach to provide opportunities for our members continues. I would like to take this opportunity to acknowledge two of our outgoing Board members Jessica McInerney (NSW Director) and Barbara Konstas (Victorian Director).

Jess joined the Board as NSW Director in 2020 and has been an integral part of the Board with her expertise in communications, marketing and events skills contributing to the growth we have achieved in recent years.

Barbara Konstas has been an instrumental part of WINSC and WISA for 10 years and has seen the organisation through many of its significant changes. Barb has not only been a dedicated Board member, but she has also held the Treasurer's position for 6 years. Barb your passion for the industry and the women working within it shines through in all the work you do and on behalf of all women working within the seafood industry we thank you for your outstanding contribution to WISA.

WISA is committed to increasing the capability and capacity of its members and creating an inclusive seafood industry so as we head towards 2024 I will leave you with these words and encourage you all to start creating your own ripples.

*"I alone cannot change the world, but I can cast a stone across the waters to create many ripples" ~Mother Teresa*

**Heidi Mumme**  
WISA President

# WISA EXECUTIVE OFFICER REPORT







# WISA

## EXECUTIVE

## OFFICER REPORT

### DR KIRSTEN ABERNETHY

In reflecting on the past 12 months for WISA, it has been a huge year of growth, energy, connection and activity for our organisation. I would like to thank the WISA Board, who have worked hard and supported WISA with dedication and wisdom. WISA never forget that we stand on the shoulders of giants, and we recognise our founding members and all the women who have stepped up before us. I also thank our new WISA team members, Malinda Moreton (Communications and Engagement) and Kate Lamason (Finance) who have made invaluable contributions to WISA's success this past year.

The WISA network continues to grow, with membership up 56% over the financial year 2022-23. It is exciting to see this growth and we hope to continue to connect more women in the industry. It has also been really encouraging to see significantly more men join our network and support WISA and we hope this trend continues.

While the numbers are great and important, it is the depth of connections WISA focus on facilitating, because when women form deep and supportive connections with each other, they are able to break barriers and take hold of opportunities. I have the privilege of witnessing some of these connections form and see women growing into their leadership space, whether it be small or big, in their business, sector or community. It is what makes my job and WISA special and unique.

Last year, a key WISA priority was to secure funding to ensure a sustainable future for WISA. We were able to (very excitedly) announce at Seafood Directions 2022 and at our 2022 AGM that WISA were successful recipients of a \$3.362 million grant under the federal government Leadership and Development Program - Lead and Succeed.

Our project, Turn the Tide, was launched this year and is delivered through funding from the Department of Prime Minister and Cabinet Office for Women, in-kind support from the Fisheries Research and Development Corporation and with our partners Affectus and SAC consulting. This funding has allowed WISA to transform and grow and has enabled WISA to deliver programs and activities seafood women have long been asking for. More information about Turn the Tide activities are presented in this annual report.

WISA's Turn the Tide activities have been carefully designed and developed in response to what women have told us are the key issues for them and what women have said they need and want, through research, workshops and engagement. We are committed as an organisation to keep listening and responding to the women of the seafood industry.

We embed evaluation into what we do, and we will continue to adapt the Turn the Tide programs, and other WISA activities we are planning, in response to what our members say.

# WISA EXECUTIVE OFFICER REPORT

This is an invitation to reach out to WISA with ideas and we encourage WISA members to get involved, whether that be organising catch ups in their local community, presenting project ideas, or forwarding opportunities. We are conscious members join WISA to enable building networks and connections, which is at the heart of who we are and what we do.

This financial year we delivered in person and online networking and knowledge sharing events to over 440 seafood industry people. We are currently developing a structured plan for 2024 to deliver more opportunities for WISA members to connect in person and online.

One of our most successful and impactful programs WISA started in 2022, is our bursary program to large events and conferences. We piloted our approach at Seafood Directions in 2022, where we offered 13 bursaries, supported by every jurisdiction government agency, to seafood women from around Australia. In 2023, with support from Australian Centre for International Agricultural Research, WISA offered seven bursaries to women in the aquaculture industry in Australia and the Pacific to attend World Aquaculture in Darwin. WISA's approach is to offer a fully supported immersive experience to women who would not usually have the opportunity to attend an industry conference, and we select a diverse group of women who are passionate about their work, and who want to develop their networks, connections, skills and capacity. The professional development and deep relationships built by bursary holders are observable to WISA as well as the conference attendees during the event. We are finding that women who take part in the bursary program build long lasting relationships and support each other to take on opportunities in the industry and their communities. We are building an alumni of WISA bursars to further enable continued connections.

WISA's activities over the past 12 months have built on the conversation started 25 years ago when WISA formed, to increase the profile and voices of women in our industry. WISA aims to facilitate the creation a more inclusive industry that values, supports and listens to women as well as other diverse groups. The evidence shows us that inclusivity improves the working conditions, performance and wellbeing of everyone, not only women. As an industry with workforce needs, it is critical we make sure the seafood industry is attractive and industry of choice to a diversity of people. In addition to supporting women and their professional development, WISA now has a clear focus to work with all of industry and have open and safe conversations with all levels of the seafood industry about the importance of equality and inclusion, as well as empower and support seafood organisations and individuals to enact change to remove barriers.

At the AGM this year, WISA will present our draft Strategic Plan 2023-2027. The Board has worked together to define WISA's purpose, mission and vision and four key strategic objectives to work towards and report against over the next years. We present this Strategic Plan to our membership and welcome feedback from members to ensure WISA continue to deliver and respond member's needs. On a personal note, I feel most proud of our value statements because they represent how WISA work internally but also externally with members, collaborators, and stakeholders. We believe that WISA's core values make us a unique organisation attractive to our membership. Our values are based on being a safe space where everyone is welcome, to inspire impact and change, to be supportive with strong collaboration and networks. and to be genuine, open and accepting

Finally, I would like to extend my personal thanks to our members and the broader seafood industry for supporting WISA, and getting involved.

# **WISA DIRECTOR REPORTS 2022 - 2023**





## HEIDI MUMME

### TASMANIAN DIRECTOR

WISA PRESIDENT  
FINANCE SUBCOMMITTEE

#### Biography

Originally from Adelaide, Heidi has been involved in the seafood industry both nationally and internationally for over 20 years predominantly working in aquaculture. Her roles have included hatchery, growout, research and development and quality, health, safety and environmental management. She is currently working with emerging industry leaders as the Program Manager on the National Seafood Industry Leadership Program and is Director of her consultancy business which aims to strengthen seafood businesses for the future. Heidi is a graduate of the NSILP, is a member of the FRDC Seafood Industry Safety Initiative and Capability and Capacity Steering Committees, the Chair of the Tasmanian and Victorian Research Advisory Committees for the FRDC and a Board member of Seafood and Maritime Training Tasmania.

#### TAS Director Report

Some of us are born into the industry, while others, like me, have fallen into the industry. I have been working within the seafood industry for over 20 years now in many different capacities and am constantly in awe of the characters I meet and the stories I hear.

Resilient. Unique. Passionate. These are words that come to mind when reflecting on our seafood industry and in particular the amazing women that are a part of it. Although there are significant pressures facing industry, most notably climate change and ongoing resource and market access, the work I have the privilege to be involved in through WISA is a beacon of shining light.

I was fortunate to be one of the Board members representing WISA at both Seafood Directions 2022 and World Aquaculture Conference 2023 where we officially announced and then launched the Turn the Tide project.

The national programs running through Turn the Tide are bringing together like-minded women from around the country, to connect and provide industry with outcomes to secure an inclusive and successful future for our industry.

Specifically in Tasmania, WISA has had amazing support from the Tasmanian Seafood Industry Council (TSIC) and through funding from the Tasmania Government I had the pleasure of delivering a TSIC women in seafood networking event. This event provided the opportunity for women from industry to connect with each other, learn some mentoring and networking tips and tricks which were used in a group speed dating session with industry representatives and finally a panels session and Q&A with a number of women who are leading the way in the Tasmania seafood industry.

Tasmania has an amazing and diverse seafood industry and looking forward, over the next 12 months I am excited to be taking part in the new initiatives WISA has on offer, meeting our new and existing members and creating new opportunities for women within our industry.



## CLAIRE WEBBER

### SOUTH AUSTRALIAN DIRECTOR

#### VICE PRESIDENT FINANCE SUBCOMMITTEE

#### Biography

Located in Port Lincoln, Claire is Executive Officer of the South Australia Sardine Industry Association, Australia's largest catch by volume fishery. She is passionate about seafood industry advocacy and representation, as well as the importance of choice and diversity within the workforce and society as a whole. She has experience working on Boards as a Director with OceanWatch Australia. Previously, Claire worked as a Research and Liaison Officer within the Southern Bluefin Tuna industry, and on commercial fishing vessels and for fisheries organisations in Australia and New Zealand. She has a Bachelor of Administration (Marine Resources) from the Australian Maritime College and a Diploma of Aquaculture (TAFE SA). Claire participated in the National Seafood Industry Leadership Program in 2012 and was the recipient of the National Seafood Industry Young Achiever Award in 2015.

#### SA Director report

Women in Seafood Australasia have embarked on a comprehensive restructure aimed at enhancing our impact and promoting gender equality within the seafood industry. The Board has spent time focusing on the strategic vision of the organisation moving forward and implementing projects that enhance opportunities for members of WISA.

This past year the WISA Board has focused on streamlining logistics and processes, ensuring more efficient communication among members, and enabling collaborative efforts. This initiative has enabled us to better address the challenges faced by women in the seafood industry, particularly the barriers to career progression. Through targeted programs and mentorship, we are actively working to break down these barriers and create a more inclusive environment. Active participation in events, such as one in Port Lincoln that explored non-traditional vocational pathways for teenage girls provide meaningful early exposure to diverse career options to inspire the next generation of women to consider the seafood industry for long term employment. Another critical aspect of our mission has been the promotion of women in the seafood industry through storytelling. By sharing success stories, experiences, and lessons learned, we aim to inspire, motivate, and create a sense of understanding and community among our members.

Looking ahead, our strategic vision involves continued advocacy, mentorship programs, and collaboration with industry partners to drive success and change. We will prioritise the development of leadership and governance skills and provide opportunities for networking and skill-building. Additionally, we are committed to fostering engagement within our membership, ensuring that their voices are heard, and their needs are addressed.

Women in Seafood Australasia is as steadfast as ever in its mission to empower women in the seafood industry. We remain dedicated to breaking down barriers, inspiring the next generation, and creating a more equitable and prosperous industry. We greatly value our members' support and engagement, and we are excited about the future as we work together to make a lasting impact.



## BARBARA KONSTAS

### VICTORIAN DIRECTOR

**TREASURER**  
**COMPANY SECRETARY**  
**CHAIR FINANCE SUBCOMMITTEE**

#### **Biography**

Barbara Konstas has over 30 years experience in the Seafood industry, covering many facets of the supply chain, including wholesale, retail, harvesting sector and processing. An in-depth knowledge of the industry with a commitment to sustainability, local competitiveness and successful Australian commercial fishing industry. Key achievements have seen the overseeing and managing the formation of the Melbourne Seafood Centre, the only wholesale seafood market in Victoria, assisting in the development of food safety processes and facilitated the increase of local seafood in key retail outlets.

#### **VIC Director Report**

We celebrated a banner year transitioning to Women in Seafood Australasia now trading as a Company limited by guarantee and as Treasurer, I am thrilled to say we are in an extremely healthy position. The past year we have made many changes to our business which has produced savings to the bottom line. Our membership process has been streamlined enabling members to renew with ease. Memberships has grown three-fold and is continuing to grow.

In September 2022 at Seafood Directions, we hosted our biennial Power-up Breakfast event. The success of the event brought members and non-members together as well as provided another revenue stream which has added to the long-term viability of our organisation. This event is growing stronger and no longer viewed as a women's only event. Congratulations to the organising committee, I am sure next year's event will also be a sellout.

WISA received core funding through the Department of Prime Minister and Cabinet's Office for Women under the Women's Leadership and Development Program – Lead and Succeed. Over the next three years, the strategy of this grant will enable us to build capacity for women working in our industry. This year the funding for the project enabled WISA to meet the 2022-23 strategy to provide the programs including mentoring, entrepreneurship and leadership and working with organisations to transform culture.

With a new company, comes new processes. 2022-23 is my final year as Treasurer and the finances will now be overseen by the newly named Finance Subcommittee (FSC). The new Chair of the FSC will be Western Australian Director, Emmanuel (Manue) Daniels. I would like to thank Manue for taking over this role. I would also like to thank fellow executive directors, Claire Webber and Heidi Mumme. Without their collective efforts and dedication WISA would not be able to function as it does.

Thanks also to our unstoppable Executive Officer, Dr Kirsten Abernethy and her support team. Kirsten and the team have worked hard to ensure we meet our targets and budgets to oversee the day-to-day management of WISA.



## MANUE DANIELS

### WESTERN AUSTRALIA DIRECTOR

#### **Biography**

Originally from France, Manue has been heavily involved in the commercial fishing industry for 13 years, mainly around Esperance, however her different roles within the industry have provided her an extensive knowledge across the WA State and other regions. Manue is actively involved in the administration and land-based activities of her family's wild catch fishing business and was the recipient of the Young Achiever of the Year at the recent WA Seafood Industry Awards. Manue's background in law, politics and social sciences as well as accounting gives her a good perspective on the issues faced by industry. Manue is a Board Director of Western Australian Fishing Industry Council, Vice President of the Esperance Professional Fishermen Association, former Vice Chair of Southern Seafood Producers and is a WARAC member.

#### **WA Director report**

This last year has been my first year as a Director of WISA. It has been a real pleasure to be part of a proactive team, coming from various backgrounds and who are all really committed to making a positive long lasting change for the women of industry. WISA is currently busy rolling out programs that will assist in shaping a bright future. As WISA has successfully transitioned in a new structure in this financial year, I would like to thank past and current directors involved in achieving this milestone. This year I have learned about the dynamics of the Board, its processes, worked on the strategic plan and I also joined the finance subcommittee.

As for news in my state of Western Australia, it has been a busy year. While we are still recovering from all the long-lasting consequences of COVID, we are also dealing with several state marine park proposals as well as wind farms, green energy hub, and a desalination plant project. There is a growing concern about how this spatial squeeze will impact on our capabilities to provide food to consumers. We also are transitioning into a new Fisheries Management Act which has been proven difficult and time consuming. It seems that I found myself, too often perhaps, advocating for our access to our shared resources, educating the public on what fisheries management is and how sustainable we are. There are so many public misperceptions about what our industry is and what we do, it is often quite disheartening. However, I am looking forward to what the next year will bring and what we can offer to our WISA members.



## SAMANTHA NOWLAND

### NORTHERN TERRITORY DIRECTOR

#### Biography

Samantha Nowland is a Senior Aquaculture Scientist at the Northern Territory Governments Darwin Aquaculture Centre. She has a background in marine biology and aquaculture and her research interests include; tropical aquaculture, women's leadership in the seafood industry, sustainable development of fisheries and aquaculture, and community empowerment through economic development. Since 2014, she has been working in partnership with remote Aboriginal communities to develop native rock oyster aquaculture, across northern Australia. She is an Adjunct Research Fellow, at the Australian Centre for Pacific Islands Research, University of the Sunshine Coast and the Research Institute for the Environment and Livelihoods, Charles Darwin University. Samantha is a Territorian and passionate about her work to support a vibrant and productive aquaculture industry across northern Australia.

#### NT Director report

The World Aquaculture Conference 2023 was held in Darwin this May with an amazing 1,394 delegates. This proved to be a great opportunity to showcase our Australian aquaculture industry on the global stage. Of course, WISA had a strong presence at the conference hosting; the Women in Aquaculture Session which was a 'think-tank' panel session, looking deeper into the barriers women face to participate and reach their full potential in aquaculture, and towards solutions, a free workshop designed to Break Barriers for Women in Aquaculture and a networking dinner event. As well as supporting seven women from Australia and overseas (Fiji, New Caledonia and the Philippines) via our WISAs bursary program, to undertake a four-day immersive and supported conference experience.

In other news, the NT Seafood Council has published a report titled "Establishing a common direction- Darwin seafood processing capability and capacity" which is part of a project aiming to bring people together to identify the industries vision for value-adding and the collective next steps. In the Top End we are not short on problems, however, problems can also be places of opportunity. For example, WISA have teamed up with Charles Darwin University and the NT Seafood Council to support a PhD Candidate Nilanjana Biswas to investigate the participation, contribution and workforce retention of women in the seafood industry in the Northern Territory.





## UMAR NGUYEN

### QUEENSLAND DIRECTOR

#### Biography

Umar Nguyen has over a decade's worth of experience in the seafood industry, primarily working as a sales and marketing executive for Primary Producers in Wild and Aquaculture, under her business 'The Fish Girl'. Her background as a qualified chef who has worked all over the world has given her the unique ability to speak 'chef', which has enabled her to promote her true passion – making use of all the wonderful but under-utilised seafood in our great country. Wild Blue Scampi Caviar, which was created and introduced by Umar to the industry many years ago, is an example of this and is now a world-renowned product, used by many chefs around Australia.

#### QLD Director Report

Over the past 12 months, WISA Qld has been actively engaged in several seafood industry networking events across the state. These events took place in Sunshine Coast, Cairns and Brisbane and were designed to foster community, collaboration and support within the industry. Given WISA's collaboration with Stay Afloat since its inception and that I am a Trusted Advocate for the program, Stay Afloat was a partner for these industry events. Stay Afloat aims to address the mental well-being of individuals working in the seafood sector. The program provides resources, workshop, and support for the industry professionals, recognizing the challenges they may face in their roles. These initiatives may be small but have been impactful and reflects WISA QLD commitment to empowering women in the seafood industry while addressing vital issues like mental health. Looking forward, our mission includes expanding these efforts, fostering diversity, and supporting the well-being of all seafood professionals in Queensland.

Over the past year, Queensland's wild seafood sector has witnessed significant regulatory changes. These changes have created opportunities for more fishers to connect with WISA in Queensland. As regulations evolved, WISA Queensland have played a pivotal role in supporting and engaging these new entrants, furthering our commitment to gender diversity and inclusion. As the Director for WISA in Queensland, my role has extended beyond promoting gender equality. I've actively encouraged male participation in WISA events, sparking discussion on diversity and equality within the seafood industry. Additionally, I've initiated collaborations with recruitment agencies to help address staffing needs in the industry, with the potential for future collaboration. The broader approach aligns with our mission create an inclusive seafood sector.

This year WISA has established the Turn the Tide mentoring program, which I am actively participating in as a mentee. My aim is to leverage the insights gained from this program to become a mentor in the coming years, contributing to the professional development and growth of others in the industry, doing my part to futureproof this amazing industry. WISA is dedicated to fostering a more diverse and inclusive seafood sector and implementing our strategic plan to drive our mission forward. The Turn the Tide program further exemplifies our commitment to professional development and mentorship, with a focus of empowering women in the industry.



## CLAIRE VAN DER GEEST

### ACT DIRECTOR

#### CHAIR TURN THE TIDE STEERING COMMITTEE

#### Biography

Claire van der Geest is a marine ecologist and development practitioner with more than 20 years experience in fisheries policy, management and research across the Australian and global seafood industry. Claire has undertaken the full gamete of roles within the fishing industry. Currently Claire is the Principal of Seven Seas Consulting and providing expert advice and guidance on electronic monitoring to a number of clients, strategic policy advice on integrated fisheries management in the developing world, and leading gender diversity programs. Historically, Claire has represented Australia's interests and consulted for the industry led non-government organisation, the International Seafood Sustainability Foundation, at Regional Fisheries Management Organisations. She has also worked across the Asia-Pacific region to inform evidence based tuna fisheries policy. Claire has also represented industry interests at association and State levels. Domestically, she has worked for OceanWatch Australia and for industry representative organisations in South Australia providing advice and guidance to industry on issues ranging from work health and safety, legislation environmental best practice and export market development.

#### ACT Directors report

Over the past year I've had the privilege to travel the globe helping to shape global fisheries policy, to provide innovative ideas, solutions and approaches on ways we can address key issues affecting the worlds fisheries. From the Mediterranean to Iceland, Canada and Indonesia, all parts of the fisheries and aquaculture sector are all facing into an array of complex issues. From managing fisheries in a changing climate, the ongoing concerns of sustainability, how best to minimising bycatch and ecosystem impacts. Plus considering how technology can support more effective monitoring, control, and surveillance of activities at sea, including safe and equitable labour alongside fisheries management. Issues affecting fisheries are universal – they are not unique to Australasia.

I have been also very interested in the numerous conversations I've had over the past year about the importance of continuing to break down the gender barriers as being critical to the success of the seafood sector. There is growing recognition of the importance and need for diversity in fisheries governance and decision making as being absolutely essential for innovative and creative approaches to tackling these issues. The sector remains dominated by men, it is true, but I was very pleased to be part of the continued growth of women in leadership roles and in active operational roles too. I happily watched the active engagement of these women in all of the meetings, conferences, and work I've been part of.

WISA is at the forefront of supporting the continued evolution of the Australasian seafood sector through its Turn the Tide project. I have had the pleasure of chairing the Steering Committee of that work which is progressing with extraordinary outcomes already. This project along with WISA's long history continues to provide the platform to build the capacity and confidence of women to engage and help drive change – we really are standing on the shoulders of those extraordinary women who went before us.



## JESSICA MCINERNEY

### NEW SOUTH WALES DIRECTOR

#### Biography

Jess McInerney is well known through her position as Media and Communications Manager at Seafood Industry Australia, however she has a background in communications, primary industry and FMCG spanning more than 13 years. She has worked alongside a number of high-profile agribusiness and FMCG clients including Ingham Chicken and Turkey, Queen Fine Foods, Aeroplane Jelly and Accolade Wines in roles spanning PR, Marketing, Advertising and Social Media, and with Fairfax Media as a Senior Journalist. Based on the NSW South Coast in the fishing town of Ulladulla, she is passionate about developing the profile of the Australian seafood industry, bolstering the industry's social licence, and promoting the consumption of Australian seafood both domestically and internationally.

#### NSW Director report

As the NSW Director of Women in Seafood Australasia (WISA), it is with immense pride and a touch of nostalgia that I present this report for the 2022-2023 annual report. This year has been marked by remarkable achievements and strides forward for our organisation, particularly under the transformative "Turn the Tide" project.

I extend my heartfelt congratulations to the entire WISA team for their unwavering commitment and dedication to advancing the role of women in the seafood industry. The Turn the Tide project has been a resounding success, igniting a wave of change that has reverberated throughout the industry. Through capacity-building initiatives, mentorship programs, and skill development workshops, we have witnessed countless women seize new opportunities and shatter glass ceilings, becoming inspiring leaders and contributors within their respective fields.

The impact of Turn the Tide is a testament to the collective passion and vision of our members and partners. The progress made over the past year, in fostering gender diversity, empowerment, and inclusivity, sets a strong foundation for the future of the seafood industry. The stories of achievement and growth that have emerged from this project exemplify the power of collaboration and determination.

As I step down from my role as the NSW Director, in line with board tenure, I would like to extend my deepest gratitude to the entire WISA board, our President, and Executive Officer. Your leadership, guidance, and unwavering support have been instrumental in shaping the organisation into what it is today. Together, we have achieved significant milestones, and I have no doubt that WISA will continue to flourish under your capable stewardship.

It has been an honour to serve alongside individuals who share a common goal of promoting women's contributions in the seafood industry. The camaraderie and shared passion have made this journey truly fulfilling. While this chapter comes to an end, I am excited to witness the continued growth of WISA and the impactful changes that lie ahead.

In closing, I express my sincere appreciation to all our members, Board alumni, supporters, and collaborators for making WISA's mission a reality. The strides we have taken are not just steps forward, but leaps toward a more diverse, equitable, and prosperous seafood industry. The foundation has been set, and I eagerly anticipate the future successes that will undoubtedly follow.



## KAREN HOLDER

### INDEPENDENT DIRECTOR

### IMMEDIATE PAST PRESIDENT

#### **Biography**

Karen's wildcatch fishing business, Two Gulfs, is based in Adelaide, South Australia catching Blue Swimmer Crabs. As a traditional grassroots primary industry business she is the person on the land managing the home, bookwork, children and general support for my husband as the sea based fisher. A long time member of WISA since it was SAWIN (South Australian Women's Industry Network), Karen joined to widen her access to like minded people, other groups and enhanced skills. This resulted in her role as co-ordinator of the South Australian Seafood awards, a bi-annual event celebrating the seafood industry and following winners through to National awards. She has also assumed roles on industry based councils and a long term member of the South Australian Crabpot Fishers Association.

#### **Independent Director Report**

As an Independent Director I now have a different role within the WISA Board and am very proud of the amazing achievements in the last 12 months and the huge uptake of opportunities for all women in our industry.

My base in South Australia means I can provide an update on some of the activities. SA now has a Peak Industry body made up of Wildcatch, Aquaculture and Post Harvest sectors and an independent Chair – following support from the incoming Labor Government under an election commitment. The funding is welcome and hopefully marks a new outlook for representation and relationships by all in the industry in South Australia. A similar election commitment was made to the recreational sector who have a new EO and revitalised opportunities for communication and strategy.

Community engagement for festivals has been growing in SA. Seafood on Spencer has been an amazing success on the Yorke Peninsula at Port Broughton. This grass roots festival has grown from 2022 to be bigger and better in 2023 and they have made the decision to go to bi-annual. The Port Lincoln based Tunarama has decided to take a hiatus for next year in its traditional January time after a full 60 years of operation. Tasting Australia enables the seafood sector to showcase its product via the many activities plus the town square which is active for the entire festival. Tasting Australia has a strong focus on regional events which helps the seafood sector to be involved because it takes the people to the areas rather than relying on only people who get to Adelaide.

A woman with dark hair, smiling broadly, stands on a sandy beach. She is wearing a blue wetsuit with a white and yellow pattern. She is holding a large bunch of brown seaweed. The ocean waves are visible in the background.

# WISA ACTIVITY UPDATE 2022 -2023

# WISA TEAM



## **Dr Kirsten Abernethy**

Kirsten started her role as inaugural Executive Officer for Women in Seafood Australasia in January 2022. Kirsten has worked with seafood communities overseas and in Australia for more than 15 years, as a social researcher, teacher and advocate. Kirsten's experiences have informed her values of inclusion and collaboration, as well as her focus on working with industry and communities to break down gendered barriers to women, improve seafood workers health and wellbeing, and build community support for the Australian seafood industry.



## **Kate Lamason**

Kate is a fully qualified CPA accountant with over 15 years of experience in financial management and the fishing industry. She joined WISA in October 2022 as our contract finance manager with her unique perspective and dedication to sustainability, community, and strong financial management. When she doesn't have her head in the books, you can find her enjoying a wine, sweating it out at the gym, or her favourite place of all - out on the ocean with husband Rowan and three kids.



## **Malinda Moreton**

Malinda is an experienced communications and partnership specialist. Accomplished in communications strategies and stakeholder management, Malinda joined WISA in April 2023 to assist the team in the delivery of the Turn the Tide Project and other WISA activities. Malinda is based in Port Lincoln and spends her free time out on the water, cooking up a storm or wrangling her two young sons.

# WISA PROJECTS

## TURN THE TIDE

Turn the Tide is delivered through funding from the Department of Prime Minister and Cabinet Office for Women under a Leadership and Development Program, Lead and Succeed grant. It is supported in kind by the Fisheries Research and Development Corporation.



Australian Government

Department of the  
Prime Minister and Cabinet



**Project length:** Dec 2022 – July 2026

### Project delivery partners are:

- Affectus: Led by Managing Director Jill Briggs and facilitator/researcher, Heidi Mumme, who specialise in leadership and development.
- SAC Consulting: Led by Dr Skye Charry, a workplace gender equality consultant and lawyer specialising in rural industries.

### Project Steering Committee is:

- Claire van der Geest (Chair)
- Lesley Leyland, Chief Operating Officer, Austral Fisheries
- Suzi Hullick, Group Head of Diversity Equity Inclusion Westpac Group, Non-Executive Director FRDC
- Bryan Skepper, Chair NSW Seafood Industry Council and Director Seafood Industry Australia

### There are three streams of activity for Turn the Tide:

#### 1. Breaking Barriers

Breaking Barriers is designed to provide women in the Australian Seafood industry development and growth opportunities at a personal level, tailored to individual needs, career paths and ambition of participants. It comprises three main programs which are delivered annually:

- An annual guided and facilitated online Mentor Program to support personal development and career progression
- A six-month online and in person Entrepreneurship and Leadership Program to build skills, capabilities and action on specific issues facing women in the industry
- Bursaries to participate in the National Seafood Industry Leadership Program



# WISA PROJECTS

## TURN THE TIDE

### 2. Transforming Culture

Transforming Culture supports individuals and organisations to that are interested to make workplaces more attractive to women and encourage diversity and inclusion, through:

- An Action Research Program with organisations and individuals to understand, discuss and develop plans for overcoming gender bias, cultural and structural barriers in workplaces. This includes reporting, recommendations and support bespoke to participating organisations, as well as a national snapshot report.
- Training program for implementing change in workplaces.
- Development of a policy to guide industry nationally in approaches, methodologies and outcomes for improved workplace diversity, inclusion and wellbeing.

### 3. Building Resilience

Building Resilience delivers a series of events, workshops, and networking opportunities to build better connected professional networks for women.



## PROFILING AND TRACKING CHANGE IN AUSTRALIA'S SEAFOOD WORKFORCE

This research project is funded by FRDC (2022-034) and is led by University of Adelaide with WISA as co-investigator. Associate Professor Stephane Mahuteau is the project lead (Co-Director Future of Employment and Skills research centre, School of Economics and Public Policy, University of Adelaide) in collaborations with Dr Stephanie McWhinnie (Senior Lecturer, School of Economics and Public Policy, University of Adelaide).

**Project length:** Mar 2023 – Apr 2024

The project was developed in response to a recognition that the seafood workforce operates within a changing natural, technological, and socioeconomic environment, which provides unique challenges and opportunities. The project proposes to provide a comprehensive assessment of the current workforce data framework, make recommendations for improving it, and develop a baseline workforce dataset. The focus is on the potential to use existing sources of data (particularly administrative data collected by government institutions and data that is required to be collected) and how and when those need to be effectively complemented with additional data. Administrative data is confidential and access limited as is the variety of seafood industry data often collected. Accessing administrative data is explicitly part of this proposal and identifying the sources of, and the type of data available, from industry surveys.

WISA's role in the project is to manage stakeholder engagement to ensure design and outputs are relevant for industry and to undertake interview and survey-based research to compliment, enhance and verify quantitative data.



# WISA BURSARIES

Over the past 12 months, WISA has provided 20 bursaries to women in seafood. WISA bursaries are designed for women, who are passionate about their work and the Australian seafood industry, and who want to develop their networks, connections, skills and capacity. They are also intended for women who would not usually attend an industry conference or events and as such are designed as an immersive and supported experience, starting before the event, and continuing through WISA's bursary alumni network. Women who are with WISA at these events get involved with WISA activities such as workshops, networking, and panel sessions. The professional development and relationships built by the bursary holders is observable to WISA as well as other conference attendees.

We would like to thank all of the State and Territory Government Agencies who supported thirteen bursaries for women in seafood to attend Seafood Directions in Brisbane, 13-15 September 2022, and the Australian Centre for International Agricultural Research (ACIAR) who supported seven bursaries to women in the aquaculture industry to attend World Aquaculture in Darwin, 30 May to 2 June 2023.



2022 Seafood Directions Bursary holders



2023 World Aquaculture Bursary holders

# WISA EVENTS



WISA WINS - People Development Award Seafood Direction 2022



BREAKING BARRIERS -  
Panel Session Seafood Direction 2022



SOLD OUT Powerup Breakfast  
with Anabel Crabb





# WISA EVENTS

TURN THE TIDE Official Launch at World Aquaculture



World Aquaculture Bursary Holder Welcome Dinner



World Aquaculture 2023 WISA Panel session



World Aquaculture 2023 BREAKING BARRIERS Workshop



International Womens Day 2023



WISA & Stay Afloat Partnership



# WISA EVENTS

WISA & Stay Afloat Partnership

# WISA EVENTS



Umar kick starting events in Darwin, Sydney and Queensland this year



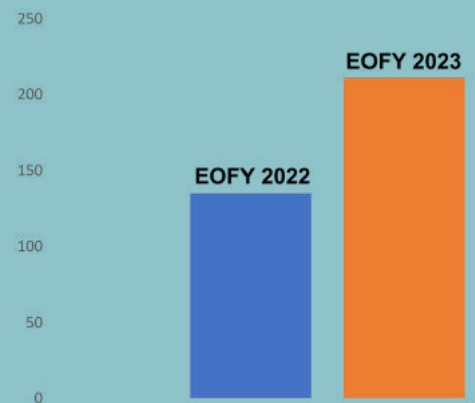
# COMMUNICATIONS AND ENGAGEMENT

Communications and Engagement Officer, Malinda Moreton, joined WISA and the Turn the Tide team in April 2023. Malinda's responsibilities include building, supporting and delivering a range of effective communication services to WISA and the Turn the Tide project; collecting and managing communications data; managing logistics and communications for events, workshops and other activities; and fostering relationships and engaging with WISA members, project participants, and industry stakeholders. Malinda is now an indispensable member of the WISA team and her work is having impact on the level of engagement between WISA and our members and the wider seafood industry.

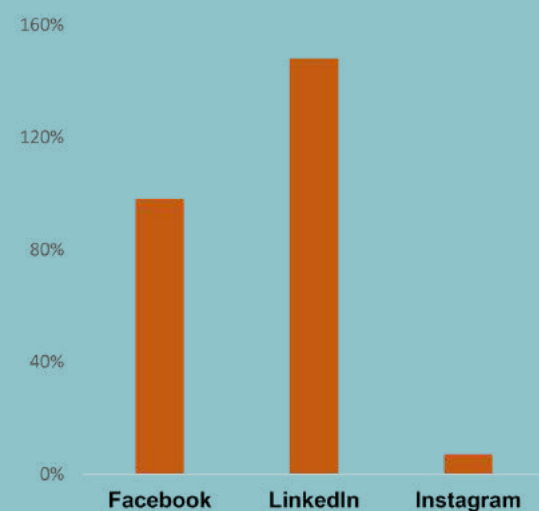
Key insights from WISA communications and engagement include:

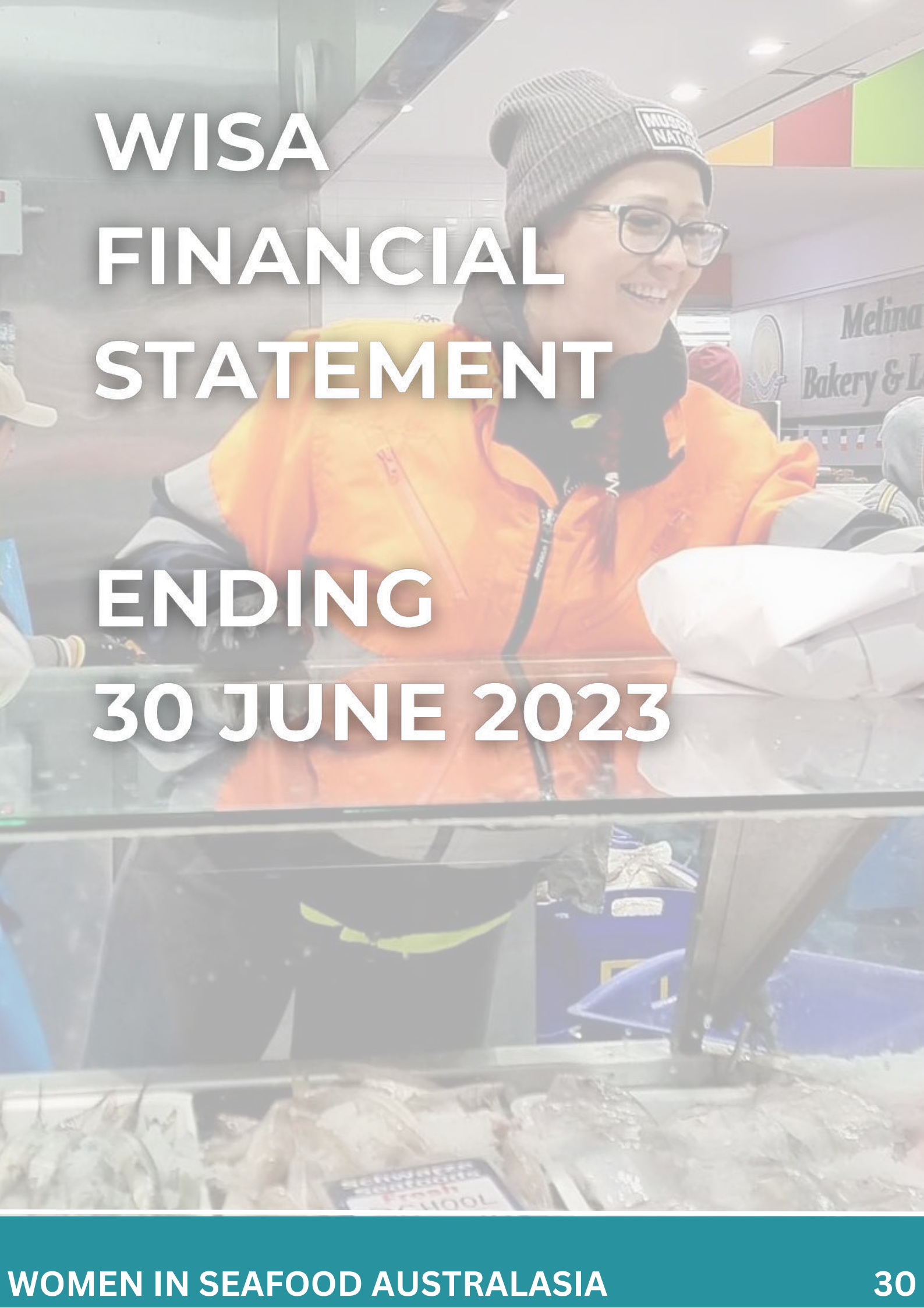
- June 2023, WISA launched the Turn the Tide website
- Membership from 1 July 2023 - 30 June 2023 increased by 56% and is up 111% since the start of 2022
- The WISA newsletter is now a regular monthly newsletter and is a space to share WISA news, opportunities and updates, celebrate the successes of WISA members, share relevant seafood industry information, as well the many opportunities open to seafood women via broader agriculture and rural industries initiatives. The WISA newsletter now reaches 600 subscribers.
- WISA has been increasing our reach through increased social media presence. In comparison to the same time period in 2021-2022 and now, there has been a significant period of growth and engagement. Key insights include:
  - Facebook
    - Audience Reach and Engagement: 97% increase in our target audience having WISA posts enter news feeds
    - Page and Profile Visits: 217% increase in people engaging directly with our page
    - Audience Growth: 98% increase in people who actively view and engage purposely with our content
  - Instagram
    - Audience Reach and Engagement: 510% increase in our target audience having WISA posts enter news feeds
    - Page and Profile Visits: 161% increase in people engaging directly with our page
    - Audience Growth: 7% increase in people who actively view and engage purposely with our content (note: active since April 2023)
  - LinkedIn
    - Audience Growth: 148% increase in people who actively view and engage purposely with our content

WISA Membership Growth 2022-2023



Social media audience growth 2022-2023





**WISA  
FINANCIAL  
STATEMENT  
ENDING  
30 JUNE 2023**

# FINANCIAL STATEMENTS

**WOMEN IN SEAFOOD AUSTRALASIA LTD**

**FINANCIAL REPORT**

**For the Year Ended 30th June 2023**

BALANCE SHEET

PROFIT AND LOSS STATEMENT

NOTES TO THE FINANCIAL STATEMENTS

DIRECTORS DECLARATION

AUDITORS INDEPENDENCE DECLARATION

INDEPENDENT AUDIT REPORT



# FINANCIAL STATEMENTS

## Balance Sheet

Women in Seafood Australasia Ltd  
As at 30 June 2023

30 JUN 2023

### Assets

#### Bank

Westpac Cash Reserve Account	216,022.64
Women In Seafood Australasia Ltd	29,564.30
<b>Total Bank</b>	<b>245,586.94</b>

#### Current Assets

Accrued Interest	9,255.58
Term Deposit - 033395 647482	11,000.00
Term Deposit - 033395 647490	450,000.00
Term Deposit - 033395 647503	425,000.00
<b>Total Current Assets</b>	<b>895,255.58</b>

**Total Assets** 1,140,842.52

### Liabilities

#### Current Liabilities

Accounts Payable	22,085.25
Accrued Expenditure	6,214.71
GST	(6,074.10)
Memberships received in Advance	1,560.00
PAYG Withholdings Payable	9,670.00
Rounding	0.02
Superannuation Payable	4,264.61
<b>Total Current Liabilities</b>	<b>37,720.49</b>

**Total Liabilities** 37,720.49

**Net Assets** 1,103,122.03

### Equity

Current Year Earnings	930,592.03
WINSC Transfer to new company	172,530.00
<b>Total Equity</b>	<b>1,103,122.03</b>

# FINANCIAL STATEMENTS

## Profit and Loss

Women in Seafood Australasia Ltd  
For the year ended 30 June 2023

2023

### Trading Income

Corporate Sponsorships	2,681.82
Funding Received	1,276,000.00
Interest Income	10,278.22
Ticket Sales for Events held	8,280.00
WISA Membership Income - Direct	4,740.00
WISA Membership Income - Online	9,596.07
<b>Total Trading Income</b>	<b>1,311,576.11</b>

### Gross Profit

1,311,576.11

### Other Income

Internal Revenue	84,000.00
<b>Total Other Income</b>	<b>84,000.00</b>

### Operating Expenses

Accounting Fees	1,295.15
Bank Fees and Charges	20.00
Bookkeeping Fees	17,175.02
Communications - Advertising	199.84
Communications - Memberships and Subscriptions	9,258.66
Communications - Merchandise, Stationary and Supplies	650.62
Communications - Postage and Freight	638.42
Communications - Printing and Design	3,252.18
Communications - Strategy and Plan	9,015.50
Communications - Website Costs	16,511.30
Contractors - Other	69,664.50
Development, Design and Delivery - Action Research A2	51,500.00
Events and Meetings - Catering	5,521.73
Events and Meetings - Tickets	17,632.11
Events and Meetings Costs	6,080.40
Events, Meetings and Networking Costs A3	4,587.85
Insurance	5,219.40
Interest Expense	0.06
Internal Expenses	84,000.00
Legal Fees	10,969.36
Superannuation	8,281.17
Travel and Accommodation - International	5,587.46
Travel and Accommodation - National	54,400.14
Uniforms	3,986.90
Wages and Salaries	78,807.73
Workcover Insurance	728.58
<b>Total Operating Expenses</b>	<b>464,984.08</b>

# FINANCIAL STATEMENTS

Profit and Loss

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2023

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Net Profit

930,592.03

## WOMEN IN SEAFOOD AUSTRALASIA LTD

### NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 30th June 2023

#### NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the constitution of Women In Seafood Australasia Ltd. The Directors have determined that Women In Seafood Australasia Ltd is not a reporting entity.

The financial report has been prepared in accordance with the recognition and measurement concepts of the Australian Accounting Standards. No other applicable Accounting Standards, Urgent Issues Group Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

# FINANCIAL STATEMENTS

## WOMEN IN SEAFOOD AUSTRALASIA LTD

### Directors Declaration

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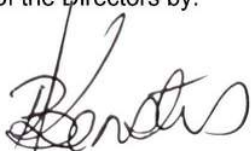
The Directors have determined that Women In Seafood Australasia Ltd is not a reporting entity.

The Directors have determined that this special purpose financial report should be prepared in accordance with the accounting policies of Women In Seafood Australasia Ltd.

In the opinion of the Directors, the financial statements comprising the Profit and Loss Statement and Balance Sheet:

1. Present fairly the financial position of Women In Seafood Australasia Ltd as at 30 June 2023, and its' financial performance for the reporting period ended on that date.
2. At the date of this statement there are reasonable grounds to believe that Women In Seafood Australasia Ltd will be able to pay its' debts as and when they fall due.

This statement is made in accordance with a resolution of the Directors and is signed for and on behalf of the Directors by:



Director



Director

Dated this 13<sup>th</sup> day of September 2023

# FINANCIAL STATEMENTS

## STEVENS & ANDREW

Certified Practising Accountants

Director: Greg Andrew CPA

### Auditor's Independence Declaration To The Directors Women In Seafood Australasia Ltd

As the lead engagement director for the audit of Women In Seafood Australasia Ltd for the year ended 30 June 2023, I declare that, to the best of my knowledge and belief, there have been:

- a) no contraventions of the auditor independence requirements of the Corporations Act 2001 in relation to the audit review; and
- b) no contraventions of any applicable code of conduct in relation to the review.

Signed at Eastwood this 9th day of August 2023.

*Stevens & Andrew Pty Ltd*

**Stevens & Andrew Pty Ltd**  
Authorised Audit Company



**Greg Andrew**  
Director – Registered Company Auditor

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**Stevens & Andrew Pty Ltd** ABN 29 123 183 059  
117 Glen Osmond Road, Eastwood SA 5063  
Telephone: 0411 602 990  
Email: gregandrewauditor@outlook.com

Liability limited by a scheme approved under Professional Standards Legislation.

# FINANCIAL STATEMENTS

## STEVENS & ANDREW

Certified Practising Accountants

Director: Greg Andrew CPA

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### **Independent Audit Report To The Members Women In Seafood Australasia Ltd**

#### Report on the Financial Report

We have audited the accompanying financial report of Women In Seafood Australasia Ltd, which comprises the balance sheet as at 30 June 2023, the profit and loss statement for the year ended on that date, a summary of accounting policies, other explanatory notes and the directors' declaration.

#### Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

#### Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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# FINANCIAL STATEMENTS

- 2 -

## Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of Women In Seafood Australasia Ltd on 9 August 2023, would be in the same terms if provided to the directors as at the date of this auditor's report.

## Basis for Qualified Auditor's Opinion

As is common for organisations of this type, it is not practicable for Women In Seafood Australasia Ltd to maintain an effective system of internal control over all income from various sources prior to its receipt. Accordingly, it was not practicable for our examination of those areas to extend beyond amounts recorded in the accounting records of the Company.

## Qualified Auditor's Opinion

In our opinion, except for the effects of such adjustments, if any, as might have been determined to be necessary had the limitations referred to in the above paragraphs not been present, the financial report of Women In Seafood Australasia Ltd is in accordance with the Corporations Act 2001, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2023 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.

Signed at Eastwood this 13<sup>th</sup> day of September 2023.

*Stevens & Andrew*

**Stevens & Andrew Pty Ltd**  
Authorised Audit Company



**Greg Andrew**  
Director – Registered Company Auditor  
117 Glen Osmond Road Eastwood SA 5063



[Womeninseafood\\_australasia](https://www.instagram.com/Womeninseafood_australasia)



[/WomenInSeafoodAU/](https://www.facebook.com/WomenInSeafoodAU/)



[www.womeninseafood.org.au](http://www.womeninseafood.org.au)



Women in Seafood Australasia