

National Seafood Industry Safety Project

Program Summary

Program Background and Objectives

The primary objective of this Program is to measurably improve personal safety culture and outcomes in the Australian Seafood Industry through an industry-led behavioural change approach underpinned by a national engagement process. Engagement will occur at all levels of Industry to ensure that sustainable culture change is driven through shifts in core beliefs from leadership (top-down) as well as grassroots and peer-to-peer (bottom-up). Everyone from the owner to junior and even volunteers is responsible for keeping themselves and each other safe. By leveraging and deepening existing relationships at all levels of Industry, behaviours at every level will shift as a result of educational, experiential and peer-to-peer learning and influence.

<p>To measurably reduce the number of injuries and incidents across the seafood sector</p> <ul style="list-style-type: none"> - Improve reporting of incidents and injuries, noting that an increase in reported incidents and injuries may occur in the short to medium term, with ultimate reductions in actual damages and deaths being the long-term measure
<p>To demonstrate a shift in sentiment, values and behaviours towards safe practices across Industry.</p>
<p>To establish a recognised culture of safety and support all seafood industry sub-sectors demonstrated through shifts in sentiment around safety values and activities via SenseMaker and also through other identified measures of industry information (such as SIA member forums and other industry information collection to be recognised as part of Program Logic)</p>
<p>To demonstrate the ability of Industry to be a significant strategic partner in strategic planning and implementation for safety regulation and practice moving forward through creating a national safety framework for the future.</p>

Program Pillars and Activities



Safety Communities

The establishment of up to 50 Safety Communities across Australia:

- At least one Safety Advocate in each community
- Safety Advocates responsible for collecting stories and knowledge from local industry and their sub-sector
- Safety Advocates share stories, experiences and tools with other industry members to promote behaviour and culture change towards safer practices in their community and sector.

- Safety Advocates have various methods and amounts of commitment depending on their needs and normal ways of interacting with others. This is about building safety messaging into what's already happening – not about creating more new activity and effort.

Continuous Culture Building

This is a peer to peer behaviour change program. The change program is built around understanding and acceptance that behaviour change is a process. Stories, examples and experiences will be shared to support people to move through the stages of behaviour change such that they make change that they are motivated to do. This means that people become more willing in their compliance and practices, leading to more sustainable and values based culture of safety.

Focus Initiatives

SIA will work with the Steering Committee, Sector experts and suppliers to define a number of meaningful focus initiatives where a significant shift in safety behaviours can be achieved through a focussed approach on a single initiative.

Innovation and Technology

Stories and sentiment will be captured using Sensemaking technology which greatly simplifies the way that stories are collected and shared, and greatly reduces the need for surveys and other admin based methods to track changes in sentiment and achievement of program goals.

The project team will continue to seek innovative ways of improving safety practices, making management systems easier and ensuring supply and sustainability to the program using the latest and emerging technologies. We will seek to partner with industry bodies and member organisations to embed activities in their existing technologies and platforms to make being safe easier than ever!

Other program stakeholders

This Program is funded jointly by the FRDC and AMSA, who are considered program partners and are invited to take a seat at the Steering Committee table in addition to their roles on SISI. The **Steering Committee** is made up of a range of industry stakeholders, all of whom have a deep understanding of the practicalities and challenges of safety in their sub-sector of industry.

Key stakeholders

- Seafood Industry Safety Initiative - SISI
- Women in Seafood Australasia - WISA
- Seafood Industry Australia - SIA
- Stay Afloat (National and Tasmania)

Stakeholders

- All industry Peak and Member bodies are invited to be part of the stakeholder group

Informees

- Industry Peak and Member bodies will continue to be informed of activities if they elect not to be stakeholders
- SIA members not in the other groups
- Members of the mailing list
- State SafeWork organisations in each state
- Researchers that have been instrumental in industry safety research to date

For any other questions, don't hesitate to get in touch with Program Manager – Jo Marshall on 0408 008 344 or jo@seafoodindustryaustralia.com.au.