



**NO FISH FARMS**  
IN TASMANIA'S EAST COAST WATERS

**MARINE PROTECTION TASMANIA INC.**

e: [marineprotectiontas@gmail.com](mailto:marineprotectiontas@gmail.com) p: 0407 481 164

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## **ACHIEVEMENTS 2016/ 2017 – MPT AGM Report to Members**

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### **DONATIONS**

- Donations totaled \$38,761.23
- \$3,625.00 gross, \$2,588.63 net were via MyCause
- Largest single donation was \$5,000
- \$24,041.160 spent on TV & newspaper advertising.

### **FINANCIALS**

- Accounts maintained in line with Association Inc requirements
- Online access to MyState bank account created
- Accounts will be audited prior the 2017 AGM at 1.00pm Sunday 22<sup>nd</sup> October.

### **SUPPORTER BASE**

- Supporter numbers increased via social media, TV, news and radio media campaigns, events, email notices, petitions & community meetings
- Secure database created unique to MPT; comprising all supporters who signed petitions, attended community meetings, had agreed via email, were on existing contact lists, or donated funds
- Records on Excel spreadsheet and Zoho CRM (free use), access currently only by the MPT Secretary (for public privacy reasons)
- Database now contains 3,289 contacts of which 1,348 are confirmed supporters. 691 have supplied an email for online communications.

### **ALLIANCES**

- Relationships established with Environment Tas, RecFish, Game Fishers, LGBT group, Shooters Fishers & Farmers, East Coast tourism operators, Andrew Wilkie MHA, Tasmanian Greens among others.



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### **LOBBYING**

- Representations made to the Premier and government ministers, senators, EPA, Glamorgan Spring Bay Council
- Government forced to respond to concerns, eg by granting 'no growth' areas including in Mercury Passage (not yet legislated)
- Government forced to acknowledge the importance of having a proper plan for the salmon industry in Tasmania – ref *Draft Sustainable Industry Growth Plan for the Salmon Industry*
- Pressure caused Tassal share price to drop significantly for a time
- Submissions and objections made by MPT and supporters to each Development Application lodged by Ta\$\$al, Spring Bay Seafoods and Glamorgan Spring Bay Council
- 6,000 objections lodged to first draft of Ta\$\$al's operational plan in Okehampton Bay
- Pro bono assistance provided for submissions and legal advice by various experts, including Ginny Gerlach (Marine Environment Campaigner), Evan Boardman (e3), Wes Young and others who wish to remain anonymous
- Glamorgan Spring Bay Ccl forced to resubmit first round DA's
- Attendance by 40+ members on each occasion to council meetings to hear DA processes
- Hundreds of supporters have lobbied government on an individual basis
- 17 supporters volunteered to assist the committee whenever required
- 'Australian Ethical Investments' divests Ta\$\$al stock in April 2017.

### **EVENTS**

#### ***TRIABUNNA PUBLIC MEETING***

- Packed Triabunna public meeting with 250 present Sunday 5<sup>th</sup> March 2017



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### **FLOATMO**

- 300+ vessels, including recreational boats, fishing vessels, kayaks
- Approx 3,000 people on water and wharf
- High profile supporters included Nick Riewoldt, Steve 'Starlo' Starling
- All Tasmanian Greens Party politicians and Andrew Wilkie (Independent) attended in support and gave media interviews
- Extensive TV, news and radio coverage including national
- \$1,009.40 raised in donations.

### **FILM NIGHT**

- 120 people attended State Theatre at \$30 per ticket
- 2 films screened; 'Sheltered Passage' and 'Triangle Wars'
- Raised awareness of and commitment to campaign.

### **CHRIS MASSIE VIGIL**

- A one-man peaceful protest by local fisherman Chris Massie
- Numerous visitors including local fishers, Malcolm Fergusson, renowned local boat-builder, Richard Flanagan (author), Ron Massie (retired State Fisheries Officer); Tim James (long-time friend, married to the Premier's sister!)
- Raised the campaign profile again.

### **MEDIA**

- ABC's 4 Corners programme ['Big Fish'](#) aired on 31 October 2016) created wider concern and comment
- \$20K+ Mainstream MPT TV adverts run, paid for by donations
- Numerous interviews with MPT VPs on ABC's Radio National and Philip Adams Late Night Live program ['Salmon farming in Tassie's dead zone'](#)
- 'The project' national news program ran a national story
- ABC and commercial TV stations reported on FloatMO as prime-time news
- 2 full pages in the Hobart Mercury covering FloatMo
- 2 Parliament House lawns press conferences with strong media attendance
- Several MPT banner advertisements place in the Hobart Mercury.



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### **SOCIAL MEDIA / COMMUNICATIONS**

#### ***FACEBOOK 'No Fish Farms in Tasmanian Waters'***

- 'Liked' by 3,590 people; 'Followed' by 3,688 people
- Comments entered by locals, statewide, Australia-wide; international visitors
- A small number of trolls – mainly Ta\$\$al employees
- Senior Tassal officers were trawling MPT FaceBook page before FLOATMO.

#### ***TWITTER***

- Account set up for FLOATMO generated comments from and was 'followed' by the media, politicians, conservation groups, concerned individuals
- New account set up for OKEFLOAT.

#### ***WEBSITE***

- Extended to include links to donations page, petition
- Additional pages added for access to relevant articles
- Maintained under part-time stipend.

#### ***EMAIL COMMUNICATIONS***

- Regular emails from MPT dedicated email ([marineprotectiontas@gmail.com](mailto:marineprotectiontas@gmail.com)) to supporter base including latest updates, calls to action, event information
- MailChimp email marketing platform set up for MPT (free use) to overcome limitations of gmail. All bulk email now distributed via MailChimp
- All email recipients have the option to opt-out as required under the Privacy Act.



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### **SURVEY**

- MPT (and supporters) are participating in a doctoral *Survey on the Tasmanian Marine Aquaculture Industry* by Lisa Uffman-Kirsch of the UTAS Centre for Marine Socio ecology.

### **COMMITTEE**

- Expanded to a total of 14 members including stipends for Sec/Treasury and campaign management during FY17.
- MPT access to a wide cross section of pro bono professional for support and advice advice grew significantly during 2017.

### **CURRENT ISSUES**

- DA appeals for on-shore infrastructure/ rezoning and 3 stages of dam and pipeline infrastructure on going
- Successful conduct of 'OKEFLOAT' September 17<sup>th</sup>
- Lobby independents ahead of state election as next Parliament almost certain to be 'hung'.

### **2018 AGENDA**

- 'Guardian of Okehampton' role to monitor & report/ hold Tassal and the EPA accountable while they remain in Okehampton
- Campaigning for:
  - *Revoking Ta\$\$al license for Okehampton Bay*
  - *New authority to manage the salmon industry*
  - *Stocking density limits to be public information*
  - *Independent monitoring and reporting of fish farm operations state wide*
  - *Penalties for breaches of regulations including marine debris offences*
  - *Implementation of commercially realistic return to the State for licensing of 2,000Ha of waters plus municipal rate relief to be revoked*
  - *Follow & report antibiotic use in the industry*
  - *Campaign for the return of powers to the Marine Review Panel to be independent of the Minister*
- Increased advocacy by MPT to encourage others into the space.