

East Coast (Prawn) Trawl Fishery Project (2010/777)

Ethics Approval No. A/11/316

I would like to invite you to participate in the East Coast Trawl Fishery project.

A broad social network analysis involving various stakeholder groups such as fishermen, wholesalers, processors, retailers, ECTF organisations, and government departments, in the context of social capital will be conducted. Social capital is used to describe the beneficial outcomes that can be derived from individual and group interaction and participation in social networks. Social networks focus on relationships that have a productive benefit, and highlights gaps and barriers to the development and sharing of social capital which may inhibit the ability of the fishery to function effectively. Essentially, the project looks at who is connected to who, who works with who and who does not interact with others; is the network functioning well and what are the challenges and opportunities?

The project aims include the identification of a core leadership group and an evaluation of the current industry social capital and network structure. This will highlight the strengths and weaknesses within the Fishery's network. In addition, an industry identified market opportunity will be implemented to assist in understanding how the network functions. The importance of this task lies in the stakeholders and the leadership group evaluating identified opportunities for one that is suitable for collaborative implementation.

Face-to-face/telephone interviews and online questionnaires focus on understanding the social capital and the social networks associated with the Fishery that inhibit or enhance the Fishery. Participation is completely voluntary, respondents are de-identified and aggregated as applicable.

If you are interested in participating, please do not hesitate to contact me so we can arrange a time for an interview.

Professional Fishermen: *An online survey has been developed for you to complete. The survey will approximately 15 minutes. To access and complete the survey, please copy and paste the link provided into the address bar of your search engine (e.g. google.com) and click enter.*

<https://survey.usc.edu.au/opinio/s?s=4256>

*Your participation is much appreciated by the researchers, the Seafood CRC and the University.
For further information about the project, please contact Dr Vikki Schaffer vschaffe@usc.edu.au.*