

## 4 Stakeholder Consultation

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Tassal has identified social sustainability as a key operational pillar for the company and places an extremely high priority on stakeholder consultation, which is built into strategic planning processes at the executive level within the company. Tassal's stakeholder engagement model is benchmarked against national and international salmon and other food industry producers, retailers and various Australian resource industries. The company has adopted its overarching, adaptive stakeholder engagement plan to underpin consultation regarding this proposed development.

Fundamental to communication and engagement is the transparency of operations, an area where Tassal has steadily improved over the past five years. Tassal has recently released its fifth Sustainability Report (Appendix I) encompassing the entire scope of operations from hatchery through to processing. Tassal's Sustainability Report reports under the Global Reporting Initiative (GRI) and Tassal's 2015 Report follows the G4 Sustainability Reporting Guidelines (<https://www.globalreporting.org/standards/g4/Pages/default.aspx>). As part of these guidelines, a rigorous Stakeholder Materiality<sup>1</sup> Assessment was undertaken. Figure 4.1 illustrates the breadth of material aspects.

Tassal also embarked on a major upgrade of its website in 2014 to improve access to information, current and historical, for interested parties. In particular the ASC dashboard on Tassal's website is a recent initiative updated monthly.

In 2015 and 2016, Tassal was benchmarked as the world's top seafood company for sustainability reporting and transparency. Tassal was the only Australian Company listed in the 2015 Seafood Intelligence report achieving a Corporate, Social and Environmental Responsibility rating of Excellent – one of only four companies in the top 100 to achieve this level.

Environmental certification is also an important tool for the transparency and accountability of operations. This expert-based independent audit process ensures that the company is achieving best practice and exhibiting continual improvement. All of Tassal's marine farming zones in Tasmania's south east have been certified to the Aquaculture Stewardship Council (ASC) Salmon Standard. This international certification scheme is renowned for its comprehensive social audit component and the facilitation of coordinated stakeholder consultation. The transparency of audit findings is a unique feature of the ASC Standard. The rigorous framework of the ASC Salmon Standard requires annual surveillance audits at each farming zone to ensure continual improvement on all aspects of the Standard.

Unexpected changes in ecological and physical conditions within Macquarie Harbour on Tasmania's west coast lead to unexpected non-compliant environmental survey results. This affected Tassal's ASC certification status for its Macquarie Harbour leases. In late 2016, Tassal reported non-compliant environmental survey results to the EPA which contradict some of the ASC requirements for environmental management of benthic ecosystems. Tassal took a range of immediate steps (including more frequent environmental monitoring and benthic remediation studies) to assist in the natural recovery of benthic ecosystems within its Macquarie Harbour leases. Tassal also engineered and began

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<sup>1</sup> Material topics for a reporting organization include those topics that have a direct or indirect impact on an organization's ability to create, preserve or erode economic, environmental and social value for itself, its stakeholders and society at large. See <https://www.globalreporting.org/standards/G3andG3-1/guidelines-online/TechnicalProtocol/Pages/MaterialityInTheContextOfTheGRIReportingFramework.aspx> for further information on materiality in the context of the GRI Reporting framework.

the implementation of waste capture systems to its stocked pens. In September 2017, after a long review process, Tassal received back full ASC certification status for all its Macquarie Harbour leases.

Social criteria which Tassal is audited against includes:

- community engagement
- respect for indigenous and aboriginal cultures and traditional territories
- maintaining access to vital community resources

At a local level, Tassal is actively engaged in the communities in which it operates. Tassal has a dedicated Community Engagement Officer, a role that invests time in the community, coordinates community activities, partnerships and research collaborations and liaises with non-government organisations and advisory forums. Community and stakeholder engagement is an overarching and ongoing activity within Tassal. Fostering an engagement culture in the company supports transparency and allows freedom for all employees to engage on issues important to them. Community engagement activities occur regularly throughout the year and are not necessarily tied to any specific project or proposal.

For the proposed West of Wedge development, Tassal has undertaken an integrated approach to stakeholder and community engagement to enhance and support communication linkages. Through identification of various potential stakeholder sectors, a stakeholder engagement plan (SEP) was established in relation to the proposed development (see page 26-30, 2015 Sustainability Report (Appendix I)).

Informal discussions with major stakeholders commenced in 2014.

An ongoing program continues to provide a coordinated approach to stakeholder engagement. This approach assists in the management of emerging issues, keeping stakeholders informed and maintaining relationships and open dialogues. The SEP continues to be a dynamic document; being updated or modified based on stakeholder interactions and feedback as new information emerges. It has provided an opportunity for individuals and organisations to be notified of the proposed development, understand the potential impacts and how it may affect them. Ongoing engagement will occur following the submission of this EIS. Tassal has informed stakeholders of the statutory processes associated with the proposed development, including timelines and opportunities to provide formal representations during the public comment periods of the EIS. All information gathered during these consultations has been used in the development of this EIS.

Some aspects of stakeholder consultation have also been coordinated through the Marine Farming Branch of DPIPW. This includes consultation with MaST, TasPorts and IMAS.

Stakeholders that have been identified, but are not limited to, include:

- Tasman Council (incl. regional Councils)
- MaST
- TasPorts
- Tasmanian Seafood Industries Council
- TARFish
- Aboriginal Heritage Tasmania
- Aboriginal Heritage Council
- boat and yacht clubs
- Peak Sailing Body – Sailing Australia
- Sydney to Hobart and Melbourne to Hobart yacht race organisers

- local boating community
- land and water-based recreational groups/clubs
- tourism operators

In developing the stakeholder engagement strategy for the proposed West of Wedge development, Tassal initiated contact with a range of key interest groups and stakeholders well in advance of the statutory requirements for public consultation. This allowed Tassal to consult often in order to:

1. provide stakeholders with adequate time to understand the proposal
2. provide stakeholders with the opportunity to work with Tassal to modify/adapt the proposal to minimise negative impact
3. inform stakeholders about Tassal's farming practices
4. advise stakeholders about the environmental impacts of salmon aquaculture practices in general

All engagement was managed by Tassal staff, and external consultants were employed to assist and provide independent expertise based advice and assistance on specialist areas.

Specific engagement activities appear in Table 1. The evolution of engagement activities involved identification of opportunities to link with established networks on specific issues and provide information through these additional channels.

There was provision of project information to ensure accurate information was available and that stakeholders understood the nature of the proposed development (in response to individual enquiries resulting from widespread availability of information regarding the proposal).



Figure 4.1 Material aspects for Tassal

## 4.1 Stakeholder Engagement Activities

Informal stakeholder discussions regarding the proposed West of Wedge development began in 2014. Table I details the specific engagement activities in chronological order.

**Table I Summary of specific engagement undertaken by Tassal in chronological order including stakeholder groups engaged**

Date	Engagement Method	Stakeholder Group
<b>31/7/2013</b>	Presentation	Tasman Council
<b>April 2014</b>	Meeting (Tassal strategic plan for offshore)	Tasmanian Abalone Council
<b>27/10/2014</b>	Presentation	Tasmanian Rock Lobster Fishermen's Association (Board)
<b>March 2015</b>	FY 2014 Sustainability Report (page 30) – see Appendix 7	All
<b>5/5/2015</b>	Presentation	Cruising Yacht Club of Tasmania
<b>28/10/2015</b>	Presentation	Tasman Council
<b>16/12/2015</b>	Face to face boat trip - environmental sampling	Tasman Council representative
<b>4/4/2016</b>	Q & A	Tasmanian Seafood Industry Council Sector Group Meeting
<b>15/4/2016</b>	Nubeena Information day and boat trips	Local community
<b>28/4/2016</b>	Phone call	Derwent Sailing Squadron
<b>11/5/2016</b>	Meeting (with Executive Officers)	Tasmanian Seafood Industry Council and Tasmanian Rock Lobster Fishermen's Association (Exec. Officers)
<b>20/5/2016 - present</b>	Website – Proposal Summary for Stakeholders	All interested stakeholders
<b>6/6/2016</b>	Meeting – Proposal Summary for Stakeholders	Pennicott Wilderness Journeys - tourism
<b>9/6/2016 to 24/6/2016</b>	Community Survey – Australia Post - mail & digital	Local Community (Tasman Peninsula & others)
<b>16/6/2016</b>	Email complete business proposal (West of Wedge Proposal Summary)	Tasman Council
<b>18/6/2016</b>	Informal conversation	Danish Seine fisher
<b>18/6/2016</b>	Informal conversation	Tasmanian Abalone Council

<b>20/6/2016</b>	Radio interview – Linda Sams	Broad Tasmanian Community
<b>22/6/2016</b>	Informal conversation	2 <sup>nd</sup> Danish Seine fisher
<b>22/6/2016</b>	Presentation & meeting	Tasmanian Association of Recreational Fishing
<b>23/6/2016</b>	News Article – Hobart Mercury	Southern Tasmanian Community
<b>30/6/2016</b>	Email proposal summary for stakeholders	Tasman Council
<b>30/6/2016</b>	Presentation and Q&A	East Coast Regional Tourism Association
<b>22/7/2016</b>	Meeting	Derwent Sailing Squadron (DSS) and Bellerive Yacht Club
<b>27/7/2016</b>	Presentation/Tour/Meeting	Tasman Council
<b>Unknown</b>	Marine Farming Branch consultation	MaST & TasPorts
<b>12/08/2016</b>	Meeting In-person	Sailing Australia
<b>26/08/2016</b>	Phone call/email	RYCT, DSS, Bellerive Yacht Club, Sailing Australia
<b>28/09/2016</b>	Phone call/email	TARFish
<b>18/10/2016</b>	Phone call/email	Sailing groups, TARFish
<b>28/10/2016</b>	In-person Meeting/Presentation	TRLFA AGM
<b>7/11/2016</b>	Presentation and Q&A	Sailing Tasmania, RYCT, Bellerive YC, DSS, Kettering YC, others
<b>17/11/2016</b>	In-person display/presentation - Education & Careers Expo, Triabunna	East Coast and south-east Tasmanian Communities
<b>06/02/2017</b>	Meeting – Storm Bay update regarding navigation outcomes from sailing group feedback	MaST & Marine Farming Branch of DPIPW
<b>14/08/2017</b>	In-person meeting to discuss the Port Arthur lease (MF55) and Storm Bay plans	TARFish
<b>09/10/2017</b>	In –person meeting to discuss proposed West of Wedge development regarding feed barges, moorings and navigation	MaST & Marine Farming Branch of DPIPW

### 4.1.1 Local Residents/Community Members

**Table 2 Summary of specific community based engagement undertaken by Tassal in chronological order**

Date	Engagement method	Stakeholder Group
<b>31/07/2013</b>	Presentation	Tasman Council
<b>28/10/2015</b>	Presentation	Tasman Council
<b>16/12/2015</b>	Face to face boat trip - environmental sampling	Tasman Council - Councillor
<b>15/05/2016</b>	Community Information Session	Community
<b>9/6/2016 to 24/6/2016</b>	Community Survey – Australia Post - mail & digital (survey monkey)	Local Community (Tasman Peninsula & others)
<b>16/06/2016</b>	Email complete business proposal	Tasman Council
<b>30/07/2016</b>	Email Proposal Summary for Stakeholders	Tasman Council
<b>27/07/2016</b>	Presentation & tour of facilities	Tasman Council
<b>5/12/2016</b>	In-person Meeting	Regional Councils (incl. Tasman); EC Tourism
<b>12/12/2016</b>	In-person Meeting	MP Brian Mitchell (Labor) – Tour of Nubeena operations and WoW proposal
<b>17/02/2017</b>	In-person Meeting	Tasman Council and local stakeholder meeting
<b>15/06/2017</b>	In-person Meeting	Tasman Community Stakeholder Meeting – Tasman Council Chambers
<b>Various</b>	In-person Meeting	State political reps farm tour

#### 4.1.1.1 Nubeena Information Day

A community information day held at Nubeena on 15 May 2016 attracted approximately 100 people, around 70 of whom were from the local area. The purpose was to provide interested community members and stakeholders the opportunity to learn more about the proposed West of Wedge development and salmon aquaculture in general. Dedicated charter vessels were made available for interested parties to observe the existing leases and farm operations as well as learn about the environmental monitoring program. The Information Day was promoted in the following ways:

- Tasman Council community Facebook page
- school newsletter
- posters in local shops
- word of mouth
- Dunalley Tasman Neighbourhood House e-newsletter
- email to Council Community Development Officer contacts
- Rotary and Lions Club networks
- Community Health networks

Tassal employees present at the Information Day were:

- Depha Miedecke (Senior Manager, Eastern Zone)
- Linda Sams (Head of Sustainability and Fish Health)
- Fiona Ewing (Community Engagement Officer)
- Matt Barrenger (Senior Manager Environment)
- Jessica Widdison (Environmental Officer)
- Andrew Barwick (Maintenance Manager, Nubeena)
- Andrew Little (Operations Coordinator, Nubeena)

Additionally, Sean Riley of Aquenal attended the information day and was available to answer questions regarding the environmental monitoring program conducted by Aquenal, Marine Solutions and Tassal within the broader region.

Information provided at the display included the following:

- map of proposed West of Wedge development location
- proposal summary document (Appendix 8)
- environmental monitoring
  - in and out of lease underwater ROV video footage
  - water sampling
  - benthic sampling
- Marine Farming Development Plan (Tasman Peninsula and Norfolk Bay MFDP)

The information session at Nubeena included vessel-based tours of the Creeses Mistake lease and the newly installed feed barge (the Evolution) to provide members of the community with a more intimate understanding of a working farm. A range of Tassal personnel and an independent marine consultant were available to answer questions on marine farming operations and the range of environmental impacts associated with farming emissions.

An opportunity to provide written feedback was extended to all those who attended the Information Day.

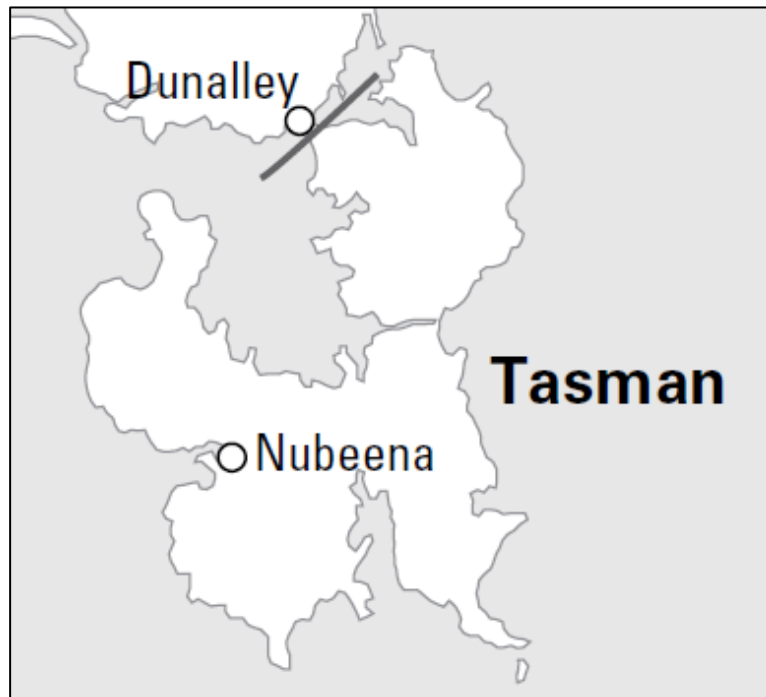
#### 4.1.1.2 Community Survey

A community survey (Appendix 9) was distributed via mail to all property addresses and property owners within the Tasman Peninsula Local Government Area (LGA) (a total of 3487) (Figure 4.2). The survey was mailed out on 9 June 2016 and responses closed on 24 June 2016. The survey was also made available online and promoted through the similar networks (listed above) to those contacted previously for the Information Day. It is worth noting that the online survey was also independently promoted via various special interest groups, not necessarily based on the Tasman Peninsula.

The survey consisted of 14 questions comprising three Likert scale, four multiple response, four yes/no and three open response questions.

Since the community survey was completed the proposed lease arrangement within the West of Wedge zone has altered, the updated proposal is four 90 Ha lease areas of which surface located marine farming equipment will be restricted to 45 hectares of each lease area. The area of exclusion is expected to be restricted to 45 hectares of each lease area, in which case the net effect on community access to this area of Storm Bay is not significantly different from what was outlined in the survey. However, any marking requirements will be determined to ensure safety of navigation and of marine farming operations.





**Figure 4.2 Geographic coverage of posted survey (whole area down from black line at Dunalley)**

#### 4.1.2 Consultation with yacht and boating clubs

On 28 May 2016, Tassal commenced consultation with the yachting community by contacting the Derwent Sailing Squadron (DSS). The DSS was provided with the Proposal Summary for Stakeholders and a meeting was scheduled. The meeting was postponed to allow for formal consultation between MaST, TasPorts & the Marine Farming Branch of DPIPWE, a critical step in providing a more coordinated approach to navigational management in Storm Bay. Tassal's final proposed location was made available to these parties 17 July 2016.

On 22 July 2016, senior Tassal staff met with the DSS and the Bellerive Yacht Club. Both organisations were advised of the proposed West of Wedge development and provided with a copy of the proposal summary for wider distribution to their members.

On 12 August 2016, a meeting with Sailing Australia senior staff provided further engagement with the peak body of sailing in Australia to enable transparent discussion across all levels of sailing groups within Tasmania.

On 26 August 2016, Tassal provided updated coordinates and location maps to yachting organisations – RYCT, DSS, Bellerive Yacht Club and Sailing Australia – to reflect the shift of the proposed development location 400 m northwards.

On 7 November 2016, Tassal provided a presentation to yachting organisations in collaboration with Sailing Tasmania and hosted by RYCT. Clubs who attended include Bellerive Yacht Club, Derwent Sailing Squadron, Kettering YC, Spring Bay Boat Club, Bruny Is. Boat Club, Huon YC, and Cruising YC Tasmania – to further discuss development in the Storm Bay area relating to specific interests in navigational matters. An overview of development proposals was also provided by Tassal and Petuna.

Navigational outcomes from the meeting with sailing groups on 7 November 2016, have been discussed with MaST and Marine Farming Branch of DPIPWE. This meeting was to inform the relevant

departments of Tassal's intention to implement various navigational infrastructure and procedures to mitigate potential impacts from the proposed West of Wedge development.

#### 4.1.2.1 Sydney to Hobart & Melbourne to Hobart yacht race organisers

On 25 July 2016, senior Tassal staff met with the Royal Yacht Club of Tasmania and Australian Sailing to address issues in relation to major sail racing events and safe navigation. Both organisations were advised of the proposed West of Wedge development and provided with a copy of the proposal summary for wider distribution to their members.

### 4.1.3 Fishing Groups Consultation

Tassal appreciates the full range of seafood producers that contribute economic, social and sustainable growth to Tasmania and is committed to working cooperatively with industry stakeholders towards maintaining access to important natural resources.

#### 4.1.3.1 Tasmanian Seafood Industry Council (TSIC)

Since 2014, Tassal has continued to liaise with the TSIC on the West of Wedge development. Tassal formally met with the TSIC Executive Officer on 11 May 2016 to provide more specific details on the proposed development.

Tassal attended the 2017 Wooden Boat Festival coordinated via TSIC and provided in-person public consultation through Q&A sessions at an industry display regarding Storm Bay proposals.

#### 4.1.3.2 Tasmanian Rock Lobster Fishermen's Association (TRLFA)

Tassal formally met with the TRLFA Executive Officer on 11 May 2016 to outline the proposed West of Wedge development.

Tassal accepted an invitation along with other salmon companies to present on Storm Bay proposed developments at the AGM meeting on 28 October 2016. A general presentation was provided by Senior Environment Manager & Community Engagement Officer, followed by a Q&A session by members.

#### 4.1.3.3 Tasmanian Abalone Council (TAC)

Tassal has liaised with the Tasmanian Abalone Council on a number of occasions in 2014/2015. At these meetings Tassal's intentions regarding the proposed West of Wedge development were clearly articulated. Tassal did not receive any formal response regarding TAC position on the proposed development.

#### 4.1.3.4 Tasmanian Association of Recreational Fishing (TARFish)

Tassal has informally discussed the proposed West of Wedge development with the TARFish committee at earlier meetings held with the Committee and one on one meetings with the TARFish Executive Officer.

Tassal formally met with the TARFish Committee on 22 June 2016. Tassal staff conducted a presentation regarding the proposed development and were available to answer questions regarding the proposal.

Tassal invited TARFish to attend at RYCT on 7 November 2016, regarding a Sailing and Recreational Fishing presentation and discussion on Storm Bay proposed developments. Unfortunately, TARFish representatives were unable to attend. Follow-up correspondence with TARFish CEO indicated the group were satisfied with Tassal's prior consultation and presentation to the group on 22 June 2016.

#### 4.1.3.5 Other Tasmanian Commercial Seafood Industry Sector Groups

A copy of the Proposal Summary for Stakeholders was distributed to Tasmanian commercial seafood industry sector groups (by TSIC) ahead of a Sector Group meeting on 28 July 2016.

##### 4.1.3.5.1 *Danish Seine Fishery*

Two Danish Seine fishermen operate in Storm Bay waters and target flathead for commercial purposes. Tassal engaged in informal conversations with both fishermen in June 2016 to ensure they were made aware of the proposed West of Wedge development. Specific information regarding the location of the proposed lease areas was provided to both fishermen.

Since initial conversations in June 2016, correspondence via email concerning the Danish seine fishers overlapping trawl grounds and the proposed lease locations has occurred. Both fishermen provided Tassal with maps of their trawl pathways in Storm Bay, which suggested there would be no direct interference with proposed lease locations.

As a result of this consultation, along with consideration of feedback from MaST, Marine Farming Branch, sailing groups, as well as other stakeholders, the proposed development area was shifted 400 m northwards.

### 4.1.4 Tourism Operator Consultation

#### 4.1.4.1 East Coast Regional Tourism Organisation

Tassal formally met with the Board of the East Coast Regional Tourism Organisation on 30 June 2016 to present information regarding the proposed Tassal development at Okehampton Bay and the proposed West of Wedge development. The meeting included a presentation on the proposed developments and an opportunity for questions and answers.

Tassal has also engaged with local tourism operators on the Tasman Peninsula, including Port Arthur Historical Site Authority, Port Arthur Lavender Farm, local B&B business operators and a helicopter charter business. There has been positive feedback on associated tourism partnerships, both on-water and land, educating the public on salmon farming in the region.

#### 4.1.4.2 Tasmanian Tourism Association

Tassal formally met with Tasmanian Tourism Association Executive on 24 May 2016 and presented information regarding the proposed development. On 22 July 2016, they were provided with a copy of the proposal summary for stakeholders.

#### 4.1.4.3 Pennicott Wilderness Journeys

On 6 July 2016, Tassal met with Pennicott Wilderness Journeys to discuss the proposed West of Wedge development. They were provided with a copy of the proposal summary for stakeholders.

### 4.1.5 MaST and TasPorts Consultations

Consultations with Marine & Safety Tasmania (MaST) and TasPorts were undertaken by the Marine Farming Branch of the DPIPWE.

On 6<sup>th</sup> February 2017, Tassal met with MaST and the Marine Farming Branch. Specific to the proposed development, Tassal informed representatives of the discussions and support from Sailing Tasmania and other sailing groups regarding the shift of the proposed West of Wedge development 400m northwards.

Furthermore, on 9<sup>th</sup> October 2017, Tassal met with MaST and Marine Farming Branch to discuss feed barge specifications, related mooring systems and navigation around the proposed development.

### 4.1.6 Other Consultation

#### 4.1.6.1 Aboriginal Heritage Tasmania

Email correspondence was exchanged with the Aboriginal Heritage Tasmania (AHT) and Tassal on 15/16 June 2016 regarding the proposed West of Wedge development. AHT informed Tassal that a search of the Aboriginal Heritage Register had been completed and advised that no Aboriginal heritage sites were recorded in the area of the proposed development. Accordingly there was no requirement for an Aboriginal heritage investigation and AHT had no objection to the project proceeding.

#### 4.1.6.2 Aboriginal Heritage Council

Tassal informed the Aboriginal Heritage Council of the proposed West of Wedge development on 18 July 2016 via email correspondence. Further meetings are planned with Tasmanian Aboriginal Land Council on these and other collaborative project matters.

#### 4.1.6.3 Environment Tasmania

Executive staff from Tassal, Mark Ryan (Tassal CEO), Linda Sams (Head of Sustainability), and Fiona Ewing (Community Engagement Officer), met with Environment Tasmania's Rebecca Hubbard and Laura Kelly on 26 July 2016 to review Tassal's strategic and development plans. In addition, the proposed West of Wedge development and Tassal's farming site at Okehampton Bay was also discussed.

## 4.2 Major outcomes of Stakeholder Engagement

Tassal commenced engagement with stakeholders immediately after the proposed development area was approved internally by the company. This approach was adopted to allow stakeholders the opportunity to express their views and concerns at multiple points throughout the consultation process.

A community-wide survey was prepared to collect feedback on local issues regarding the proposed development and provide Tassal with an improved understanding of how the local community perceives salmon aquaculture within the region.

Following discussions with stakeholders (specifically yachting groups and Danish seine fishers), Tassal has chosen to move the location of the proposed West of Wedge development 400 m northwards from the position initially outlined in proposal summaries. This decision was made to ease concerns

communicated to Tassal by stakeholders regarding displacement of fishing grounds and navigation paths used in yachting races and by other recreational boaters.

## 4.2.1 Local Residents/Community Members

Ongoing engagement throughout the development of the EIS, along with the Tasman community survey has provided opportunities to gather feedback from residents and shack owners from across the Tasman Peninsula. A full list of local community stakeholder engagement activities is outlined in Local Residents/Community Members

Table 2.

Tassal's decision to engage early and openly alongside a gathering campaign against salmon farming in a separate location on the East Coast has meant that this proposal has attracted significant attention on social and mainstream media. The process of engagement has thus been iterative and flexible, and Tassal continues to conduct pro-active outreach with existing and new stakeholder groups as required.

The following are the main issues raised during consultation with local residents and community members:

- marine debris
- location and size of proposed development
- localised and broadscale effects of salmon aquaculture on the marine environment
- impact of salmon farming on the tourism industry
- visual and noise impacts

### 4.2.1.1 Tasman Council

Tasman Council is supportive of the proposed West of Wedge development and wishes to be actively engaged and informed of significant changes as they occur. The Council advised that they appreciate Tassal's support of the community and that Tassal is encouraged to work with Tasman High School and Sorell Trade Training Centre in order to maximise employment opportunities for young people in the area.

## 4.2.2 Feedback from Information Day

### 4.2.2.1 Nubeena Information Day

The community information day held at Nubeena on 15 May 2016 attracted approximately 100 people, around 70 of whom were from the local area.

Six attendees from the local area completed the feedback form and a further four attendees left written comments.

Of the completed feedback forms, most were supportive of the proposed development. Written comments were as follows:

- "It's better to have a lease further out than close in shore."
- "Tassal offering jobs for our community."
- "Inspection of farms and barge very interesting and informative. Staff very good."

- “Do you rescue seabirds?”
- “Curious on the visual impact of the new proposed lease from Roaring Beach.” (refer to visual impact assessment in section 6.2.1)
- “Why not explore Hemp seed oil to feed fish?”

Further verbal feedback received from attendees local to the area expressed concern regarding:

- marine debris
- potential impact on recreational fishing
- environmental impact of farm
- physical impact on Roaring Beach (this was from a recreational surfer who had concerns around how cages could affect wave action)

Positive feedback was also associated with the proposed development being positioned offshore.

#### 4.2.2.2 Community Survey

The community survey conducted was unable to establish the level of support (or otherwise) within the local community for the proposed development. The questions included in the community survey were framed in order to understand the community based issues and concerns regarding the proposed development.

There was a high written response rate to the paper survey reflecting the importance of this proposal to the Tasman Peninsula. The complete report is available in Appendix 10.

In the following discussion of the results of the community survey, it is important to recognise the value and the limitation of this type of survey. The survey results cannot be considered to be statistically representative of the views of the population of the Tasman Peninsula due to the following reasons:

- non response bias (where individuals in a selected population are unwilling or unable to participate in a survey, non-response bias may be introduced to the results)
- extreme response bias (an individual is more likely to be vocal where extreme views are held on a given issue)
- potential for multiple surveys to be completed by one person
- concurrent social media campaign against a separate proposed Tassal development at Okehampton Bay is likely to have influenced the on-line survey component
- this report adopts the assumption that duplication of respondents has not occurred

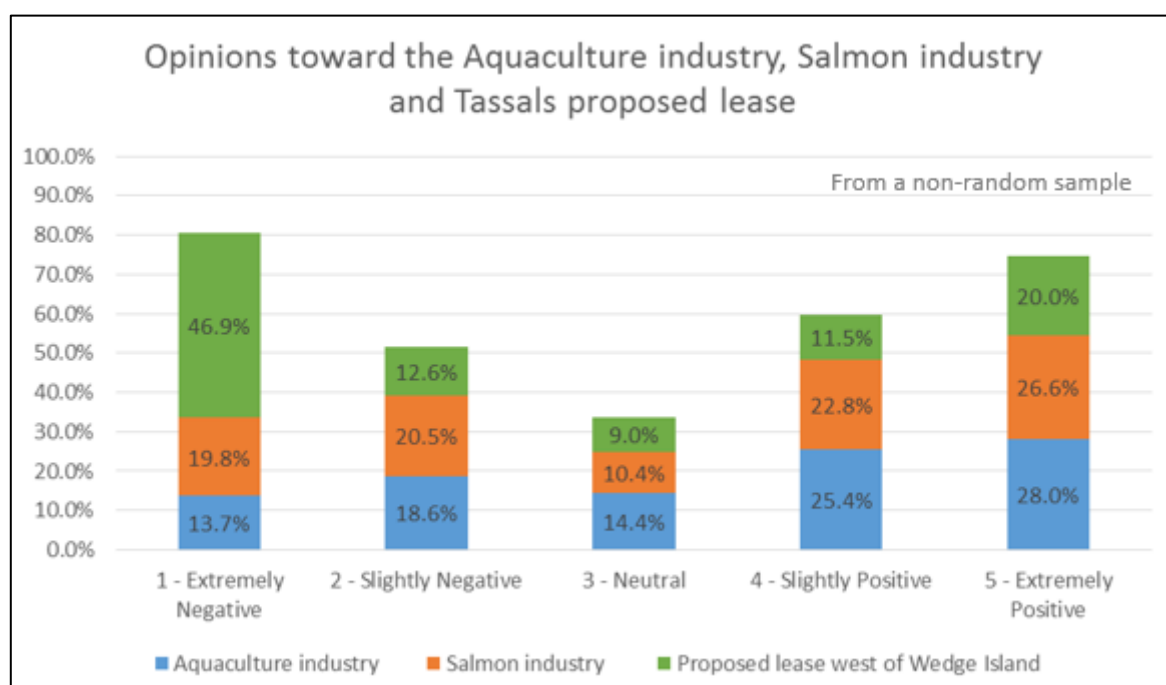
Due to the concurrent social media campaign and promotion of the survey by some special interest groups from outside the Tasman Peninsula, it is likely that not all of the online survey results are from the local area.

A total of 595 surveys were completed, representing a total of 17% of the total potential survey pool. The survey received a total of 595 responses (with the actual number of responses varying for each question). 462 paper surveys were returned via reply paid mail and 133 conducted via the online link.

As Tassal does not wish to invalidate the views of the local community and others who did respond to the online survey, the results of both the paper (local to the Tasman Peninsula respondents) and online (unknown mixture of local and non-local respondents) were amalgamated for the purposes of the results discussion below.

#### 4.2.2.2.1 Analysis of response to questions from community survey

Figure 4.3 is a compilation of the non-random sample of responses to opinions of the aquaculture industry, the salmon industry and Tassal's proposed West of Wedge development and referred to in the discussion of Questions 1, 2 and 4 below.



**Figure 4.3** A compilation of the non-random sample of responses to opinions of the aquaculture industry, the salmon industry and Tassal's proposed lease west of Wedge Island

*Question 1: On a scale of 1-5, what is your opinion of the aquaculture industry?*

The first question of the survey was intended to gain an understanding of how the survey respondents viewed the aquaculture industry as a whole. 564 respondents answered this question. The results show a trend toward a positive opinion of the aquaculture industry (Figure 4.3).

*Question 2: On a scale of 1-5, what is your opinion of the salmon aquaculture industry?*

The second question of the survey was intended to gain an understanding of how the survey respondents viewed the salmon aquaculture industry. 567 respondents answered this question. The results show a slight trend toward a positive opinion of the salmon aquaculture industry (Figure 4.3)

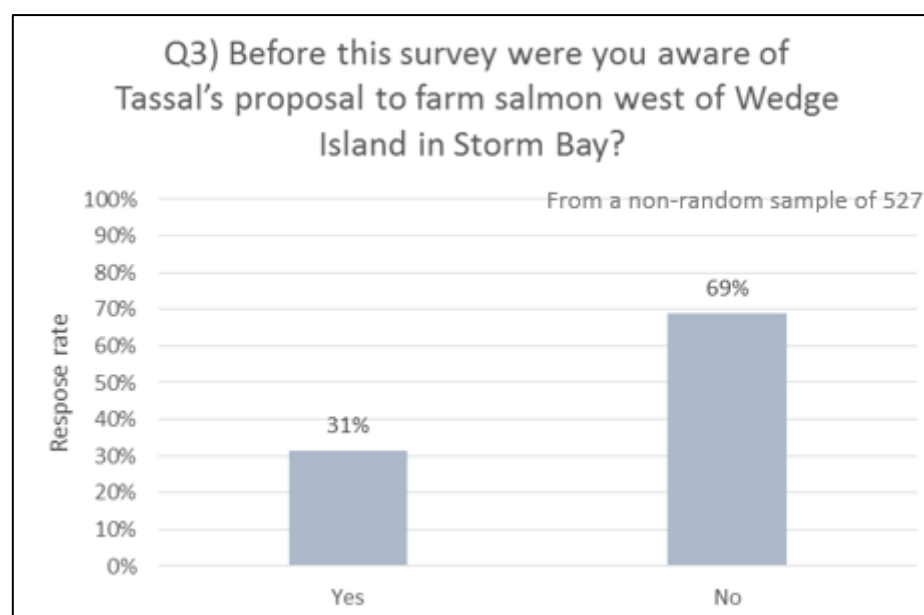
*Question 4: On a scale of 1-5, what is your first impression about Tassal's plan to grow salmon west of Wedge Island in Storm Bay?*

The fourth question of the survey was intended to understand the respondent's attitude toward the proposed lease West of Wedge Island. 565 respondents answered this question with results showing that nearly 47% of respondents have an extremely negative opinion regarding the proposed development. Just under one third (31.5%) of those who responded to question 4 had a positive opinion with just under two thirds (59.5%) having a negative opinion regarding the proposed development.

When comparing the opinions toward the aquaculture industry (Q1), the salmon industry (Q2) and Tassal's proposed West of Wedge development (Q4) it is clear that overall attitudes toward aquaculture and salmon aquaculture in general are fairly balanced amongst respondents across negative and positive. However, there is an obvious negative trend amongst survey respondents toward the proposed West of Wedge development (Figure 4.3).

*Question 3: Before this survey, were you aware of Tassal's proposal to farm salmon west of Wedge Island in Storm Bay?*

The third question of the survey was intended to see if the survey respondents were aware of Tassal's proposal prior to receiving the survey or not. 527 respondents answered this question with results showing over two thirds of respondents were unaware of the proposed development before receiving the survey (Figure 4.4).



**Figure 4.4** The non-random sample of 527 responses to Question 3 in the community survey

A major outcome of the community survey is that every stakeholder on the Tasman Peninsula now knows about the proposed West of Wedge development. This fact enables a meaningful statutory process.

*Open Response Questions: Questions 5, 6 and 14*

Questions 5, 6 and 14 are open response questions for which the respondent is prompted to write a response rather than tick a box.

Questions 5, 6 and 14 are;

- Question 5: Why have you chosen the score in question 4? E.g. what do you like most, what do you like least, do you have any feedback, concerns or questions?
- Question 6: If you have a chance what would you change and why?
- Question 14: Any other comments?



Due to the nature of open response questions, multiple ideas can be communicated in a single response, therefore, categories are not mutually exclusive. Responses across Questions 5, 6 and 14 were coded to the following broad response categories:

- Environmental
- Social
- Economic
- Location and Amendment
- Corporate activity

Table 3 illustrates the importance of each broad response category expressed as a percentage of total survey respondents. The broad category of most significance to survey respondents is environmental concern regarding the proposed development. The next two most significant categories are social impacts and the location and amendment. Whilst the economic impacts, both positive and negative are of least significance.

**Table 3 Open response (to questions 5, 6 and 14) by broad response category expressed as a percentage of total respondents to the survey**

*Important note: categories are not mutually exclusive;*

- *a number of categories may be present in one individual response and/or*
- *the same response may be expressed in 1, 2 or all of the open ended questions within an individual survey*

Question number	Q5	Q6	Q14
Category	% of total survey respondents		
Social	29	16	9
Environmental	42	15	12
Economic	23	4	7
Location and Amendment	19	25	10
Corporate Activity	9	6	7

The response category 'corporate activity' is not included in this discussion. Whilst responses within this broad category are of interest to Tassal, it is not specifically relevant to the proposed development.

### **Environmental sub-categories**

Survey respondents expressed environmental material issues regarding the proposed development within the following subcategories:

- impact of unspecified environmental concerns
- impact of unspecified pollution
- impact of effluent into waterways

- impact to sea bed below pens
- impacts to biodiversity
- rubbish (marine debris)
- environmental sustainability
- impact on native fish
- wild fishery input in feed
- animal welfare
- freshwater use
- low impact/sustainable

### **Social sub-categories**

Survey respondents expressed social material issues regarding the proposed development within the following subcategories:

- visual amenity
- recreational fishing
- recreational boating
- health and safety (of farm staff)
- unspecified concerns
- unspecified benefits

### **Economic sub-categories**

Survey respondents expressed economic material issues regarding the proposed development within the following subcategories:

- local employment
- unspecified benefits
- other commercial fishing
- tourism/Tasmania's clean green image
- unspecified concerns

Of these perceived impacts on the economy of the Tasman Peninsula, unspecified benefits and local employment gains were the highest ranked (by number of responses) material economic issues.

## Location and amendment sub-categories

Survey respondents expressed location and amendment material issues regarding the proposed development within the following subcategories:

- number and size of leases
- anxiety over unknown future developments
- bad location
- offshore location is good
- should be further offshore
- general supportive of amendment
- should be land based/closed loop
- salmon farming should be stopped

Of these responses, the number of leases and size of zone was the highest ranked (by number of responses) material issue regarding this category.

*Question 7: Please tick the description that most accurately describes your situation*

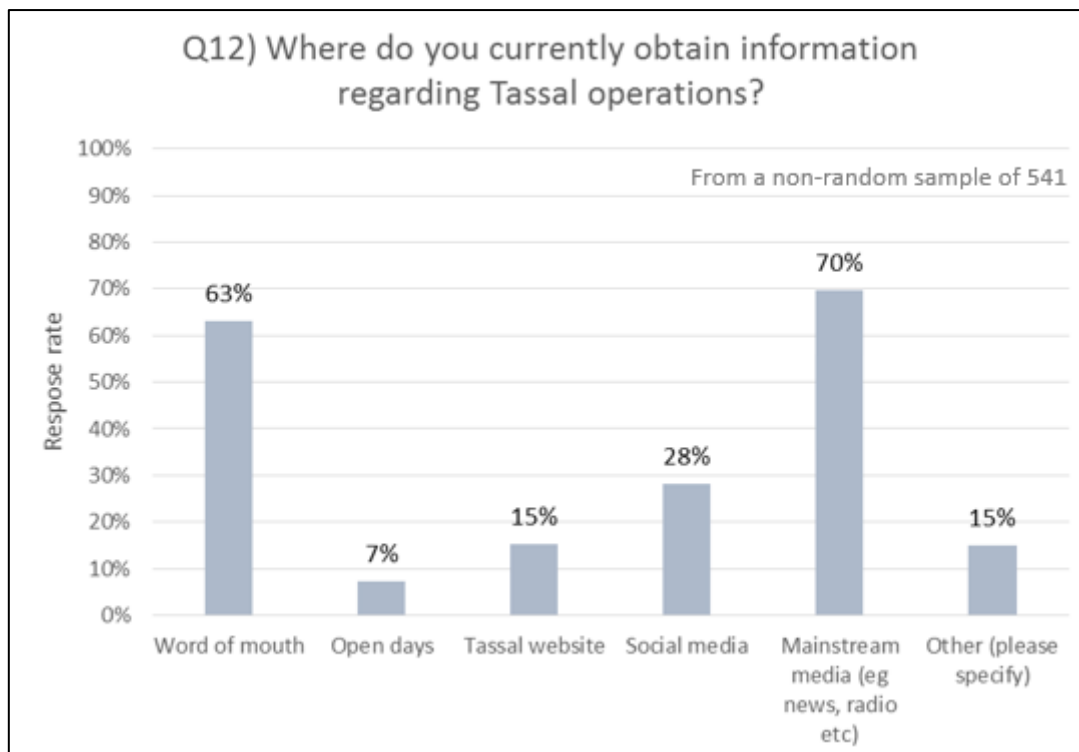
Of the 577 respondents who answered this question, half (50%) owned a shack or frequently spent holiday time in the region with 40% of respondents permanently residing in the region.

*Question 8: What marine recreational activities, if any, do you participate in?*

Of the 524 respondents who answered this question 86% participate in recreational fishing, 59% in water sports (surfing, diving, kayaking, etc.) and 66% participate in recreational boating. A further 15% participate in other activities, some of which include beach walking and swimming (respondents to this question could tick more than one category).

*Question 12: Where do you currently obtain information regarding Tassal operations?*

Figure 4.5 shows that most respondents to the community survey obtain information regarding Tassal's operations from mainstream media (e.g. news, radio, etc.) or by word of mouth. A significant proportion also obtain this information from social media and 22% receive information from directly from Tassal via website or open days.



**Figure 4.5 The non-random sample of 541 responses to Question 12 – Where do you currently obtain information regarding Tassal operations? Note: categories are not mutually exclusive**

Of the 221 respondents who answered this question, 135 said via newsletter and 86 are happy to receive information via the Tassal website. The non-response of the remaining 374 respondents to the survey can be assumed to be content with their current methods of gaining information regarding this proposed development and salmon aquaculture.

#### 4.2.2.3 Discussion

As a direct result of the community survey alone, all residents and ratepayers of the Tasman Peninsula are now aware of Tassal's proposed West of Wedge development. Tassal has also gained a comprehensive list of stakeholder views regarding the proposed development and a means of directly contacting a number of community stakeholders who indicated they would like to receive regular updates from Tassal.

The community survey, as conducted, was not able to ascertain the level of support (or otherwise) within the local community for the proposed development. The questions in the community survey were framed to invite respondents to raise the community based issues that are of concern to them. Statistically, the relative response rates to various issues cannot be considered to be representative of the views of the population as a whole for reasons discussed earlier in this section.

They do however, provide insight into the community based issues and concerns that exist in regard to the proposed development. Many of these community concerns will be addressed within this EIS.

Responses to Q12 indicated a clear majority of respondents felt they received information regarding Tassal operations from mainstream and social media as well as word of mouth. As a result of this information Tassal is committed towards implementing appropriate ways to better communicate to the community how their concerns are being mitigated outside just formal documents such as the EIS, for example regular updates provided on the Tassal website.

#### 4.2.2.3.1 Community feedback –other

Additional community feedback was provided to Tassal independent of the survey and at the Nubeena Information Day.

This feedback was as follows - not in favour of this proposal for various reasons which are listed below:

- Chemicals.
- The look.
- Monoculture – I don't think this is healthy
- Visibility – will be able to see them – and existing lease is ugly.
- Will try to be engaging people against it.
- As a resident of White Beach, I and many others that engage in fishing would be very disappointed at the placement of this zone as it is directly above the most productive fishing area for king flathead accessible from White Beach/ Nubeena.

### 4.2.3 Yachting and Boating Clubs

#### 4.2.3.1 Yachting Consultations

There are 4 significant yacht races which utilise Storm Bay. They are:

- Sydney to Hobart
- Melbourne to Hobart (east & west coast)
- Launceston to Hobart
- Maria Island Race

All races listed, except the Maria Island yacht race, operate during the Christmas/New Year period. The relevant responsibilities of the various clubs involved in this consultation process appear in Table 4.

**Table 4 Responsibilities of various clubs**

Club	Race	Notes
Cruising Yacht Club of Australia (CYCA)	Sydney to Hobart	Sydney end of Sydney to Hobart race
Royal Yacht Club of Australia (RYCT)	Sydney to Hobart Maria Island yacht race	Hobart end of Sydney to Hobart race
Derwent Sailing Squadron (DSS)	Melbourne to Hobart  Wedge Island Race	Not currently running, but the club would like to re-instate

Bellerive Yacht Club	Launceston to Hobart	
Australian Sailing	Peak body for sailing	

The RYCT is the largest of the Tasmanian based clubs listed above. Currently, the RYCT is apolitical and have no official position regarding the proposed development. This organisation has communicated that they have commissioned a member survey of the Tassal proposed West of Wedge development, seeking feedback and comment on a range of questions perceived as being important to the recreational yachting community. Results of this survey were reviewed by the RYCT board at the end of August 2016, and discussed with the salmon-farming industry (including Tassal and Petuna) on 7<sup>th</sup> November 2016. Results indicated that major sailing groups were satisfied with the alteration of shifting the proposed West of Wedge development 400 m northwards and as such are generally supportive of the proposal.

Tassal also supports sailing clubs and events within the Channel and Storm Bay annually, including Sandy Bay Regatta, Tasman Regatta, Living Boat Trust sailing raid, Kettering Sailing Club, Derwent Sailing Squadron, Bellerive Sailing Club and RYCT, among others. Tassal has also engaged with Sailing Tasmania to discuss opportunities to support a national sailing program via Australian Sailing.

#### 4.2.4 Fishing Groups

One local (to Nubeena) commercial fisherman has requested that Tassal ensure that the corner markers of the proposed leases are visible in all weather and sea state conditions.

##### 4.2.4.1 Tasmanian Seafood Industry Council

The TSIC supports the sustainable expansion of the Tasmanian seafood industry. In supporting the expansion of finfish farming, they acknowledge that ongoing adaptive management of farming operations is required to ensure that the potential for any negative impacts on the wider marine environment are mitigated. It is also essential that the monitoring of the marine environment both adjacent to where marine farming activities are being conducted, and in the wider marine environment meets world's best practice.

##### 4.2.4.2 Tasmanian Rock Lobster Fishermen's Association

The Tasmanian Rock Lobster Fishermen's Association is, at this time, generally supportive of the continued expansion of finfish farming in Tasmania, This support is conditional on the understanding that the proposed expansion it is conducted in a sustainable manner and does not impact negatively on other fishing industry sectors.

##### 4.2.4.3 Tasmanian Seafood Industry Sector Group

###### 4.2.4.3.1 *Danish Seine Fishery*

Two Danish Seine fishers have existing fishing grounds in Storm Bay with some trawl lines passing through the proposed zone.

As Danish Seine gear travels along the bottom, portions of this fishery would be excluded from the zone. Advice from both fishers indicate that moving the proposed lease further north would help

ameliorate the impact. As a result of this consultation with the Danish seine fishers and other organisations (specifically yachting groups) Tassal has chosen to move the location of the proposed development 400 m northwards.

#### 4.2.4.4 Tasmanian Association of Recreational Fishing

The Board of the Tasmanian Association of Recreational Fishing has advised Tassal that they will inform members of the proposed development and provide feedback through the statutory process.

86% of respondents to the community survey indicated that they participate in recreational fishing. This indicates the materiality of the proposed development to recreational fishing stakeholders.

### 4.2.5 Tourism Operators

#### 4.2.5.1 East Coast Regional Tourism Association

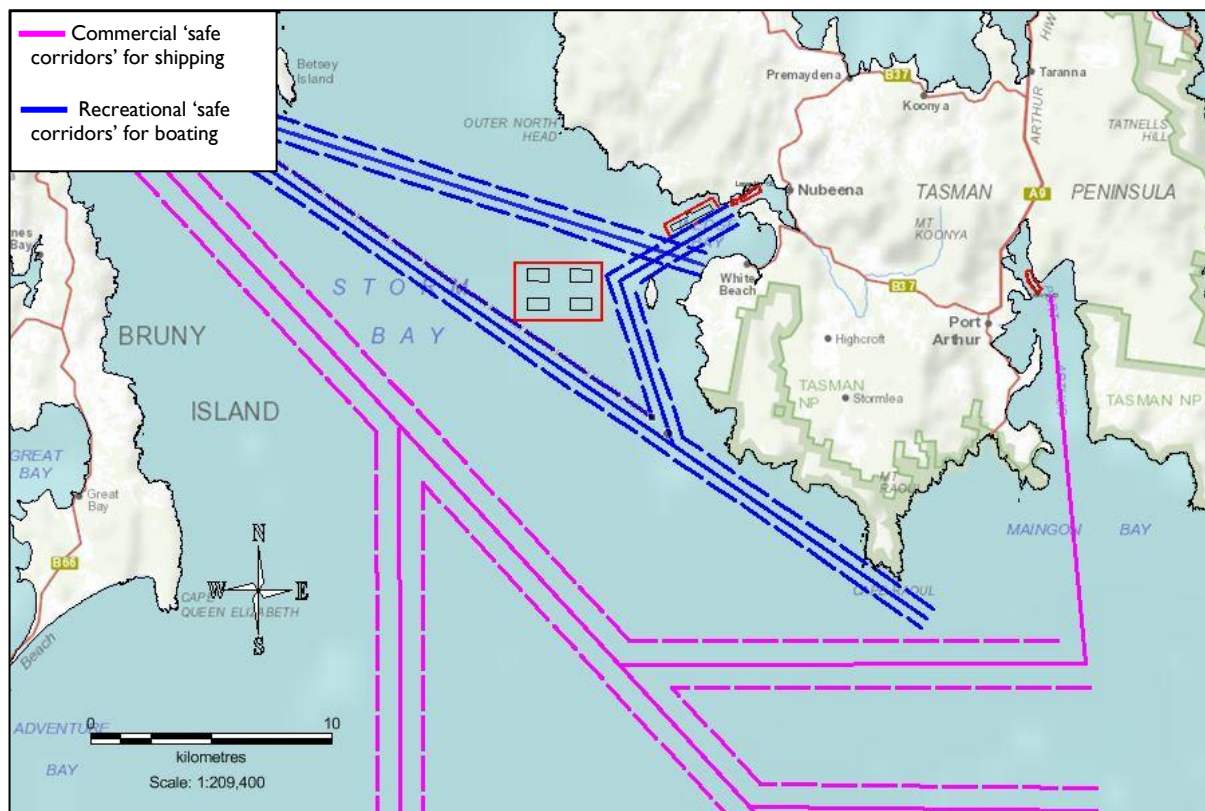
The East Coast Regional Tourism Association has not yet formulated an official position regarding the proposed development.

#### 4.2.5.2 Pennicott Wilderness Journeys

Pennicott Wilderness Journeys indicated that there were no existing Hobart water-based tours in the area. Correspondence with Pennicott Wilderness Journeys and Tassal indicated that whilst this tourism operator is generally supportive of the industry as a whole, some reservations exist around the proposed development and they (as a stakeholder) would like to better understand the growth plans of the industry as well as the cumulative environmental impacts of salmon aquaculture in general. Tassal has a meeting scheduled to discuss directly with Pennicott Wilderness Journeys its growth plans and will work to ensure mutually acceptable outcomes are in place.

### 4.2.6 Other

Feedback received from MaST and TasPorts in relation to navigation in Storm Bay is best illustrated by the map in Figure 4.6 showing lines of navigation. The commercial shipping “safe corridor” has been marked on by Tasports and can be seen as the pink lines. MaST has conservatively mapped a minimum distance of approximately 0.25 nautical mile either side of the straight-line transit routes for vessels other than commercial shipping.



**Figure 4.6 Lines of navigation for commercial shipping and other vessels in the Storm Bay area (provided by Tasports and MaST)**

### 4.3 Further Consultation/Engagement

Tassal will continue to consult and engage with all stakeholders.

A commitment has been made to stakeholders that Tassal will notify them on progress of the EIS, and opportunities to participate in the statutory process as soon as these timelines are known.

The following organisations will be contacted directly and notified when the proposed development is open for public representation:

- Environment Tasmania
- Tasman Council
- Tasmanian Association of Recreational Fishing
- Tasmanian Seafood Industry Council
- Royal Yacht Club of Tasmania & associated yacht clubs
- Individual stakeholders as requested