

# Media Release

15<sup>th</sup> March 2011  
For Immediate Release



## Launch of the Seafood Industry Partnerships in Schools Project

The Seafood Industry Partnerships in Schools (SIPS) pilot project connects schools with fishermen and marine farmers. It provides Tasmanian students in Years 1-10 with the opportunity to learn about day to day life within the seafood industry.

The SIPS project will be officially launched by Neil Stump, Chief Executive of the Tasmanian Seafood Industry Council, in Hobart on Thursday March 17 at 10.45 am at the Waterside Pavilion, Mawson Place.

The project is the initiative of OceanWatch Australia, in partnership with the Tasmanian seafood industry and Department of Education, and funded by the Fisheries Research and Development Corporation on behalf of the Australian Government. The project is offered through two streams: Adopt a Fishing Boat and Adopt a Marine Farm.

By partnering with a class, fishermen and marine farmers are able to help educate students about ecological sustainability and how the industry can promote 'best practice' fishing to improve its environmental performance; the economic benefits of the seafood industry to Tasmanian communities; and career opportunities within the seafood industry.

The project also complements the Tasmanian curriculum. For example, when a commercial fisher sends a text message, email or Facebook update from sea about his fishing location, the weather, and the amount and species he has caught, students can apply information communication technology to numeracy and science.

A fisher who sits down and chats with the class about his day to day life enhances vocational learning and also highlights the importance of the seafood industry in society.

The project is a pilot in Tasmania, but there is much interest on a national level. The launch will be attended by leaders in the seafood industry from across Australia.

Media representatives are welcome to attend the launch, followed by photo and interview opportunities at 11.30 am on board the FV Motonui – a fishing vessel owned by commercial fisherman Bryan Denny, who is also a champion of the SIPS project. The vessel will be moored at the entry to Constitution Dock. A small number of students from Year 6 at Lauderdale Primary School, who participated in the first trial of the project, will also attend the launch.

OceanWatch Australia is a national not-for-profit environmental organisation working to advance sustainability in the Australian seafood industry. OceanWatch key activities involve enhancing fish habitats and improving water quality in estuaries and coastal environments, working with industry and local communities to minimise environmental impacts and introducing industry and communities to sustainable technologies and behaviours.

"2009/328 Tactical Research Fund: Seafood Industry Partnerships in Schools - Program Pilot, Tasmania" is supported by funding from the FRDC on behalf of the Australian Government

**For more information about the launch of the Seafood Industry Partnerships in Schools Project contact Jennifer Hemer on 0428 026 356**

### Media Enquires:

**Lowri Pryce Executive Officer**  
**OceanWatch Australia Ltd**  
Landline - (02) 9660 2262  
Mobile – 0434 670 785

