


<b>Purpose</b>	<b>To collect learnings and instances of impact as they are observed by seafood industry businesses, organisations and associations.</b>
<b>When?</b>	<ul style="list-style-type: none"> <li>• After each major activity</li> <li>• Whenever you see an impact or learn a lesson about engaging with community</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>• 15 minutes required after each major engagement activity</li> <li>• 5 minutes required after you learn a lesson or observe an impact</li> </ul>
<b>Rating</b>	

Impact at a high level can be measured through the annual community perceptions surveys which are administered by the FRDC and Seafood Industry Australia (SIA). On an industry-level these are complemented by short stories and instances of impact which are observed on a day-to-day basis by members of seafood industry businesses, organisations and associations, as they undertake community engagement activities. The focus of these logs is on storytelling rather than quantitative data.

Reflecting upon experience and recording the ‘lessons-learned’ is important for continuous improvement. Recording these lessons in a log will support better community engagement in the future and prevent good ideas being forgotten. Information can be collected either by **setting up a shared document** (like the template below); or **setting up a special email account** for your business, organisation or association. Then, staff can quickly send emails to this account from the field, office, or the road whenever they see something that could be a potential impact or lesson-learned. Examples include noting what someone has said – or taking a quick photo, or meeting minutes etc. Later these emails are manually collated by a delegated person into a central document.

## What should be included?

Examples of the types of ‘impact stories’ which should be included are:

- *Stories where community members’ perceptions of the Australia’s seafood industry improve:* For example, a community member who accuses the industry of overfishing changes their position after hearing a balanced response.
- *Instances of press and community reducing their vilification of the Australian seafood industry:* For example, a journalist publishes a story where they consult with a seafood producer and industry association rather than just an NGO. Links to articles and press releases should be included where possible.

Examples of the types of lessons-learned that should be included are:

- *Observations and lessons learned from direct engagement with community and other stakeholders:* For example, a seafood industry association simplifies their messaging and language used after hearing feedback from community members that their sustainability messaging was too complex.
- *Lessons learned from observing how others engage with the community:* For example, a seafood association sees that an interstate organisation has had success with a new approach to community engagement and decides to meet with them to learn more about it and then trials it.

## Templates

### *Impact log – template*

Date	Who recorded log?	How did it come about?	Who was involved?	Impact	Any evidence available (docs/links)

### *Learning log – template*

Date	Who recorded log?	What was the lesson learned?	How have we changed our practice as a result?	Any evidence available (docs/links)