

# SA needs marine sanctuaries

## Marine Campaign Pack



### Background

South Australia's marine environment is amazing but under threat from overfishing, pollution and climate change. The following information will help you campaign for marine sanctuaries in South Australia.

- 85-90% of marine life in South Australian waters is found nowhere else on Earth.
- Less than 1% of SA marine habitat is protected in marine sanctuaries, the ocean equivalent of a National Park.
- At the last election both Labor and Liberal promised to put in place marine sanctuaries that meet international standards.
- SA marine life is under threat. Pollution is a major issue in our coastal waters, especially around Adelaide, but overfishing is by far the biggest threat.
- Eighty per cent of the world's fish stocks are either being fished to their absolute limit or are already overfished.
- Global catches peaked in the late 1980s and have fallen drastically ever since.
- South Australia is not immune and even with different fisheries management strategies in place including size limits, bag and boat limits, protection of spawning females and quotas, catch rates for target species are either fished to their limit or beyond.
- Collectively, recreational fishers in 2007/08 caught nearly 10 million animals including<sup>1</sup>:
  - a. 1.25 million King George Whiting (nearly half of the total harvest).
  - b. 484 000 Southern Calamari (40% of the total harvest).
  - c. 10 000 Mulloway (61% of the total harvest).

### Some misunderstandings about marine sanctuaries

There have been numerous misunderstandings communicated in the media. The table below outlines some responses...

Misunderstanding	Response
<b>SA fisheries are already well managed and we don't need to protect our marine environment.</b>	Sanctuaries protect the whole environment, not just an individual species for fishing purposes. Just like national parks on the land, sanctuaries protect all the plants and animals.
<b>The price of fish will increase dramatically.</b>	Sanctuary zones will not impact local fish prices because most of the fish caught in SA are exported through the Sydney Fish Market.
<b>Fishers will have to go further offshore, putting their lives at risk.</b>	No boat ramps will be closed and boating is permitted in marine sanctuaries. Marine Parks have been in Australia since 1937 and there are no recorded boating accidents attributed to marine sanctuaries. Ask a Kiwi where the best fishing spots are and they will tell you right next to a sanctuary.
<b>Who will pay to manage sanctuaries in SA?</b>	A common concern and budget cuts to the Marine and Coastal section of the <i>Department of Environment and Natural Resources</i> should be reversed to ensure marine sanctuaries are managed well.
<b>There's no science behind it.</b>	This is complete nonsense. The amount of scientific work conducted on marine sanctuaries could fill the Town Hall. In an open letter sent to the Prime Minister, over 150 marine scientists, including eminent South Australian's, say sanctuaries are proven to conserve marine life and provide long term benefits to fishing and tourism.
<b>There's been no community consultation.</b>	This is ludicrous. There has been more consultation on marine parks than any other environmental issue in South Australia. There is still another six months of public consultation to go before management plans are finalised.
<b>Marine sanctuaries don't prevent land-based pollution.</b>	Yes they can. Developers of land adjacent to the coast will be prevented from discharging pollution into the ocean where a marine sanctuary is located.
<b>Marine sanctuaries are a threat to regional economies.</b>	The complete opposite is proven. In 2000, just 2% of the Great Barrier Reef Marine Park was in a sanctuary and the value of marine tourism to the Queensland economy was under \$1 billion. After placing 33% of the GBR in sanctuaries in 2004, the value of marine tourism has shot up to nearly \$5billion.

<sup>1</sup> K. Jones, 2009, Fisheries Division Primary Industries and Resources South Australia, South Australian Fisheries Management Series Paper No 54.

	Recreational fishing is not as popular as it used to be in SA with participant rates in the 5-29 year old group dropping by 38.2% <sup>2</sup> . A multiple use marine park will provide significant opportunities for regional economies to diversify their marine tourism portfolios to appeal to a broader and rapidly changing market.
<b>Marine parks are a threat to property values.</b>	<p>Since marine sanctuaries were implemented in 2003 at Jurien Bay, 300kms north of Perth, the average price of a house has gone up over 170%.</p> <p>The management of Jurien Bay is similar to that planned for South Australia's parks where you can fish, swim, snorkel, dive and go boating. There are 8 marine sanctuaries in Jurien Bay where no fishing is allowed. Property developers, the Ardross Group says "Jurien's popularity has increased as it becomes a favourite holiday and northern recreation hub for Perth residents. This aquatic paradise is superb for fishing, diving, snorkelling, boating and swimming"<sup>3</sup>.</p>

## How to communicate why SA needs marine sanctuaries

### Talkback radio

#### Before you call

- Write down one or two points to jolt your memory, but resist the urge to read them out word for word.
- Call from your landline if you can.
- Turn off your radio while you're on the phone.
- When you ring in, you will first speak to a producer who will want to know what you plan to say. You will then either be placed on hold until there is a slot for you to speak, or they might call you back.

#### When you are on air

- Get to the point. You'll probably only get 30 seconds.
- If the presenter is being provocative, don't bite back.
- Avoid unduly personal comments about the host, guest or other individuals.

### SA talkback stations

<b>Metro Adelaide</b>	<b>Regional stations</b>
ABC Adelaide (891AM) - 1300 222 891	Mt Gambier – ABC South East SA (1161AM) (08) 8724 1000
FiveAA (1395AM) - (08) 8223 0000	Pt Lincoln / Eyre Peninsula – ABC West Coast SA (1485AM) (08) 8683 2600
Fresh (92.7FM) - 1300 737 374	Pt Lincoln - 89.9 Magic FM (08) 8682 5000
NOVA 08 8419 5919	Pt Pirie - ABC North and West SA (639AM) 1300 160 222
Triple M Adelaide 08 8290 1047	5AU / 5CS Regional AM radio 08 8642 2444 - syndicate 5AA between 9-11am
Radio Adelaide (101.5FM) - (08) 8303 5000 (Mornings & environment show)	5CC (Port Lincoln) Regional AM radio 08 8682 5000
	5MU (Murray Bridge) 08 8532 4455
	5SE (Mt Gambier) 08 8724 9233
	Mix 102.3 08 8300 1001
	5EBI FM News & Current Affairs 08 8211 7635

<sup>2</sup> Ibid.

<sup>3</sup> The Ardross Group from <http://www.ardross.com/b-area.htm>

## Letters to the Editor

The quickest and easiest way to write a letter to the Editor is to send an email via the newspaper's website.

### Tips when writing a letter to the Editor

- Always include your name, address and phone number.
- Follow up with a call to the newspaper on the same day it's emailed, to make sure that your letter has been received.
- Keep it short and concise. Many newspapers have limits of 200-300 words. Two to three paragraphs should be adequate. In your first paragraph, introduce your issue and sum up your argument. In the second paragraph, include a few sentences to support your view. End with a great summary.
- Let your sense of humour shine through.
- If your letter is in response to a recent news article, identify the title and date of the article.
- Aim to send your letter by 1pm to meet deadlines.
- Check spelling, punctuation and grammar.

## Lobby your local MP

Let your elected representatives know that SA needs marine sanctuaries. The 7 point plan will guide you through this process.

### How to lobby a politician

#### 1. Find your State MP and other candidate/s

Go to <http://apps.aec.gov.au/esearch/> and type in your suburb or postcode to find your electorate.

#### 2. Meet your local politicians

The best way of lobbying politicians is to meet them face to face. It is important to be informed about the person with whom you are meeting, including their name, political party and electorate.

Most sitting MPs have offices in their electorate. Addresses and phone numbers can be found in the link above.

Usually a phone call to an MP's electorate office will be all that is required for a meeting, but you may be asked to put your request in writing. A short letter outlining who you are and what you want to talk about is all that is needed. If necessary, follow this up with a phone call. A phone call will also give you the opportunity to make contact with the MP's staff.

#### 3. Know your subject

Know what you're talking about. You don't need to be an expert — most politicians aren't, but you do need to be prepared for the sort of questions they are likely to ask. Take a list of talking points with you, it serves as a reminder.

#### 5. Organise your delegation

If possible, go in a pair to share the discussion and take notes.

#### 6. The meeting

Be presentable and respect formalities. Make sure everyone in your delegation knows where the meeting is and meet outside fifteen minutes early. Be articulate and concise.

Don't get sidetracked. Be friendly and polite, and don't speak for too long. Remember, you are aiming to open up a dialogue and get them to do something about your concerns. Listen to what they say and be prepared to start from their position. Be familiar with any useful statistics.

If you are asked a question which you cannot answer, say you don't know and arrange to get back to them with more information.

Ask what they are prepared to do such as:

- make a public statement
- talk to the Environment Minister on your behalf, or write a letter raising your concerns
- talk to a fellow MP

- ask a question in Parliament
- raise the issue at a Party Meeting

Regardless of the meeting's outcome, thank them for the opportunity to meet with you and to discuss your issue. Leave a summary of your main points.

### **7. After your visit**

Follow up is essential. Ensure that you send any promised information and that any commitments made to you are honoured.

END.