



## Stories, One Truth

**OCEAN TRUTH AUSTRALIA**

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#### THE BIG HEADLINES

## 1,000 Strong: The Tide Is Turning

From a small ripple to a wave, Ocean Truth Australia has reached 1,000 supporters. This milestone marks a growing community of fishers, consumers, families, and businesses demanding transparency, honesty, and common sense in how Australian seafood is managed.

As we move into the new year, we want to thank every person who has followed, shared, commented, and supported Ocean Truth Australia. Whether you joined on day one or found us recently, your support is the reason this platform exists.

Ocean Truth now has supporters in every Australian state and across the world. What began as a local voice has become part of a global conversation about food security, access to local seafood, and the consequences of removing domestic producers.

Every share has helped challenge misinformation. Every conversation has helped push back against narratives that quietly remove local seafood from our plates. This milestone belongs to all of you.

The message is spreading. Wild caught matters.

*"From Australian estuaries to international shores, the call for transparency in seafood is being heard."*





## Now Live!

### The Ocean Truth Podcast

The Ocean Truth Podcast is now live, bringing real voices and lived experience to the forefront of the seafood debate.

This podcast exists because too many conversations about fishing, food security and policy are happening without the people most affected in the room. Fishers, industry figures and those impacted by reform speak openly about what is happening on the water and onshore.

There are no filters and no sanitised talking points. Just honest conversations about access, livelihoods, mental health and the unintended consequences of policy decisions made far from the coastline.

Each episode is designed to sit alongside the written work at Ocean Truth Australia, adding depth, nuance and voice where text alone cannot. These are conversations that are not happening anywhere else.

The Ocean Truth Podcast is available now. Listen, share, and help ensure these stories are heard.

*“These are conversations that are not happening anywhere else.”*

## ADVOCACY WATCH

### Taking the Fight to Parliament

Over the past six months, the Wild Caught Fishers Coalition has stepped back into direct industry engagement following growing frustration with existing peak body arrangements.

That re-engagement matters. Wild caught fishers need representation that is willing to fight, not manage decline or soften uncomfortable truths. For too long, both industry and seafood consumers have carried the cost of decisions made without meaningful resistance or accountability.

The Coalition has moved beyond online advocacy and into direct political engagement. Meetings with Members of Parliament have focused on fisheries management settings, access decisions, compensation frameworks and the widening gap between sustainability rhetoric and real-world outcomes.

Most importantly, questions have now been put to the Minister in Parliament. That shift is critical. Once issues are raised on the parliamentary record, they cannot be quietly ignored or buried in consultation processes. They require formal answers and create accountability.

Reduced access for fishers has not delivered better or cheaper seafood for Australians. It has delivered fewer local operators, greater reliance on imports and increased biosecurity risk.

The work continues. Engagement across party lines will remain a priority, alongside rebuilding broad public support for Australian seafood and those who harvest it.

A future for Australian seafood depends on voices willing to stand their ground.

*“Silence is no longer an option for wild caught fishers or seafood consumers”*



## Stories, One Truth

Over the past six months, Ocean Truth Australia has moved beyond individual articles to build something more deliberate: a public record.

As we approach our 100th blog post, this page reflects on the stories, investigations and lived experiences that have shaped our work and defined what Ocean Truth stands for.

### Myth busting

A core focus has been challenging the claim that commercial fishers are responsible for empty oceans. Using data, history and on-water experience, we have pushed back against narratives that blame small-scale wild harvest fishers while ignoring imports, population growth and policy settings. These pieces restore perspective and accountability.

### Policy deep dives

We have unpacked systems that shape outcomes but are rarely explained. From stock assessments to seafood labelling loopholes, these articles translate complex policy into plain language, showing how decisions made in offices ripple out to boats, co-ops, markets and consumers.

### Human stories

Behind every reform are people carrying its weight. We have shared stories of stress, burnout, mental health impacts and resilience within fishing families, highlighting that fisheries management is not abstract. It affects real lives, often invisibly.

### Industry insight

We have gone behind the scenes of co-ops, markets and supply chains to show how seafood moves from water to plate. These stories reveal the unintended consequences of lost access, while preserving knowledge that is slowly disappearing.

This is not a celebration. It is continuity. Each story builds on the last, forming a record that cannot be easily dismissed or rewritten.

The road to 100 has been about one thing: telling the truth consistently, and leaving it there. For anyone willing to look. Pose the fragility of local infrastructure and the unintended consequences of lost access, while preserving knowledge that is slowly disappearing.

“This was never about clicks or outrage. It was about leaving a record.  
One hundred stories. One truth. Still standing.”



## The Record So Far

Over the past six months, Ocean Truth Australia has not relied on opinion alone. We have published data, historical records, policy analysis and lived experience to test the claims being made about Australian fisheries. This page captures what that record shows.

**Claim:** Commercial fishing is emptying the oceans

**What the record shows:**

Imports now dominate consumption  
Small-scale operators removed while demand increases  
No proportional recovery tied to closures

**Claim:** Reduced access benefits consumers

**What the record shows:**

Higher prices, fewer local operators  
Greater reliance on imports  
Increased biosecurity risk

**Claim:** Policy is evidence-based and transparent

**What the record shows:**

Models rarely explained publicly  
Consultation without accountability  
Decisions made far from communities affected

*“Once something is on the record, it cannot be quietly undone or ignored.”*



## Seafood Society Australia

### Rebuilding the Public Voice

Seafood Society Australia was established to fill a growing gap between seafood policy and public understanding. As access to local seafood has declined, consumers have been left largely unaware of why fewer Australian products are available and why imports increasingly dominate the market.

SSA provides a platform for consumers, retailers and supporters of wild-caught seafood to engage with these issues directly. It is not an industry lobby group. It exists to rebuild public connection to where seafood comes from, how it is managed and what is lost when domestic producers are quietly removed.

By broadening the conversation beyond industry alone, Seafood Society Australia strengthens the public case for transparency, balance and common sense in seafood policy.

*“Seafood policy doesn’t just affect fishers. It affects every plate, every family and every consumer.”*



*“Wild caught belongs on Australian plates.”*



## Filming Announcement

The question government never asked:  
How have you been impacted by the reform?  
Following the release of our debut film *Fighting Back Through Innovation*, Neutical Media Co has entered pre-production on its next major documentary.

In May this year, we are hoping to hit the road, travelling the South Coast and North Coast to meet fishers face-to-face.

This project asks the question government reform never did:

How have you been impacted by the reform?

We are documenting the human cost, not just the policy outcomes. The stories of families, mental health, identity, lost livelihoods and generational disruption that cannot be captured in spreadsheets, models or impact statements.

This is not about statistics.  
It is about people.

Be Part of the Story

Are you a fisher on the South or North Coast with a story to tell?

We want to hear from you.  
Your story matters.

[reachus@oceantruthaustralia.com](mailto:reachus@oceantruthaustralia.com)

## What Comes Next

Reaching milestones matters, but they are not endpoints.

The past six months have been about building a record: documenting decisions, testing claims, and capturing lived experience as it unfolds. That work does not stop at one hundred stories, one film, or one parliamentary question.

What comes next is consistency.

Ocean Truth Australia will continue to publish, record and examine what is happening across Australia's fisheries, seafood supply chains and policy landscape. As new reforms are proposed, new closures announced and new narratives repeated, this platform will remain focused on transparency, accountability and evidence.

There will be moments of momentum and moments of silence. Both matter. The record is built over time, not in reaction.

Alongside this work, new voices are emerging, through independent media, public engagement and community-led initiatives, broadening the conversation beyond industry alone. That growth is deliberate. Change that lasts is rarely loud.

What comes next is not escalation.  
It is attention.

The record will continue to grow, one story at a time.

"Accountability isn't a moment.  
It's a practice."

## On the Record

This issue documents a moment in time.

It reflects what was said, what was decided, and what was lived by those affected by fisheries reform across Australia. It does not claim finality. It exists so that these details are not lost, softened or rewritten later.

Records matter when memory fades. They matter when decisions are revisited. They matter when accountability is deferred.

This is one issue in an ongoing record.

## The Consumer's Role

Policy follows pressure.  
Pressure follows demand.

Every purchase is a signal about access, standards and whose voices are heard. Consumers are not observers in this system. They are **participants in it**.

When consumers ask where seafood comes from, how it is produced and who bears the cost, the system shifts. Slowly, then all at once.

This is not a call for outrage.  
It is a reminder of agency.



## A Closing Note

This publication was not created to win arguments or force outcomes.  
It was created to make sure that what is happening is visible.

There will be more policy.  
There will be more reform.  
There will be more pressure to move on.

The people affected do not get that option.

So we keep recording.  
We keep listening.  
We keep putting it on the page.

That's the work.

Ocean Truth Australia