



# Behind the Buoys

## JULY EDITION

### Ocean Truth Recognised by National Fisherman (USA)

We're proud to share that Ocean Truth Australia was recently recognised by National Fisherman magazine in the United States from the article written by Josh ["More Fishers, Not Fewer"](#). The article explores the growing challenges of corporate consolidation in fishing and highlights the need for more independent operators - not fewer.

Read it here: [Consolidation Isn't Conservation - National Fisherman](#)



## WE HAVE POSTED



## OCEAN TRUTHS

### GOT A STORY TO SHARE? WE'RE LISTENING

At Ocean Truth Australia, we believe the best insights come from those on the water, at the markets, or around the dinner table. If there's an issue you think we should cover — or a story you think the public needs to hear — we want to know.

Send us an email at [reachus@oceantruthaustralia.com](mailto:reachus@oceantruthaustralia.com)  
Your voice matters — and together, we can make it heard.

## New Articles Every Monday & Friday

Don't miss a beat — we publish fresh content every Monday and Friday on the Ocean Truth Australia website. From policy breakdowns to behind-the-scenes stories, each piece is written to inform, challenge, and amplify the voice of Australia's wild-caught seafood community.

Check out the latest at: [www.oceantruthaustralia.com](http://www.oceantruthaustralia.com)  
And be sure to follow us on Facebook to stay in the loop!

# Your industry. Your future. Your voice.

## In Case You Missed It

Here's a roundup of our latest five articles—great for catching up if you've missed recent updates:

[You can't inherit a licence you can't afford.](#)

[From Pride to Pariah - How commercial fishers were cast out of Australia's story.](#)

[The AIM Model: How Industry Influence Muddled the Waters of Seafood Labelling.](#)

[The Great Seafood Surrender: Why Australia's plate is full of imports.](#)

[More Fishers, Not Fewer](#)

We're excited to announce a new way to experience Ocean Truth Australia — with our brand-new text-to-audio function! Whether you're on the boat, driving, or just prefer to listen, you can now hear our latest articles read aloud at the click of a button.

## OCEAN TRUTH MERCH

### Expressions of Interest Open



**We're looking into making some Ocean Truth Australia T-shirts and hats!**

**If you're interested in grabbing some merch to show your support, send us a quick message via Facebook or email us at: [reachus@oceantruthaustralia.com](mailto:reachus@oceantruthaustralia.com)**

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Introducing the new home of



## WILDCAUGHT

— FISHERS COALITION —

BY FISHERS, FOR FISHERS



WILDCAUGHT

— FISHERS COALITION —

BY FISHERS, FOR FISHERS

[On the Radar](#)

[Become a Member](#)

[The Fishers' Forum](#)

[The Constitution](#)

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# WHAT'S ON THE RADAR



**Our fisheries are vanishing — not from overfishing, but from overregulation. WCFC is fighting to restore fair access, transparency, and a future for working fishers.**

**You can now become a member or renew your membership entirely online — no paperwork, no postage, just a few simple clicks.**

**JOIN OR RENEW ONLINE TODAY**

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## SEAFOOD SOCIETY AUSTRALIA

Your Seafood. Your choice.  
Your voice.

**We're excited to announce the launch of Seafood Society Australia, an organisation dedicated to protecting Australian seafood consumers.**

## OUR MISSION

- Promote Australian wild-caught seafood
- Protect your right to local seafood
- Advocate for a sustainable fishing industry
- Secure seafood supply through government collaboration
- Support young people entering the industry
- Combat misinformation through education

## JOIN US

**Your membership directly supports consumer advocacy, sustainable fisheries, informed policy, and the future of Australian seafood.**

[www.seafoodsocietyaustralia.com](http://www.seafoodsocietyaustralia.com)



# Your seafood. Your choice. Your voice.



## Hook, Line and Misdirection: The Real Story Behind the 'Missing' Fish

*"The pros took all the fish!"*

It's the go-to line — shouted from boat ramps, muttered over beers, and plastered across social media comment sections.

But it's time to ask a serious question:

How can commercial fishers be stealing all the fish... when there's barely any of them left?

### **Commercial Fishers Didn't Disappear — They Were Pushed Out**

Over the past two decades, the commercial fishing fleet in NSW and across Australia has been methodically dismantled.

Thousands of fishing businesses wiped out.

Access bought back, Gear restricted, Quotas tightened, Marine parks expanded.

Estuaries that once supported strong local fishing industries now have one or two commercial boats left — or none at all. In some cases, entire fisheries have been reduced to token operators, more symbolic than sustainable.

And yet, the finger still points at the commercial sector. Still blamed. Still scapegoated. Still held responsible for problems they no longer have the scale to cause.

### **If Commercial Fishers Were the Problem, The Missing Fish Should Be Back — Right?**

Let's apply some common sense.

If the removal of commercial fishers was the solution, fish stocks should have exploded. They didn't.

In fact, the loudest complaints about "no fish" are still coming — even after the majority of the fleet has been shut down.

So, what's really going on?

The truth is: in many places, the missing fish are still there. Commercial fishers — where they're still allowed to operate — are bringing in consistent catches. Staples like bream, flathead, mullet, prawns, and even Mulloway still hit decks daily.

But instead of listening to the people on the water, fisheries managers rely on narrow studies, flawed models, and politically convenient narratives. Mulloway is a prime example — labelled overfished yet caught daily in good numbers by commercial operators and recreational fishers who know these fish better than anyone.

The issue isn't biological. It's political.

### **The Irony is Almost Too Much to Bear**

Recreational fishers film commercial hauls on their phones and post angry comments online:

*"This is why I can't catch anything!"*

While standing metres away from a boat unloading hundreds of kilos of fresh, legal, regulated Australian seafood for the public.

The fish are clearly there. You're looking at them.

This isn't a question of scarcity. It's a question of ownership. Who's allowed to catch them — and who's being held accountable when they do?

### **The Secret Catch Nobody's Talking About**

Commercial fishers are monitored to the decimal. Every kilo logged. Every haul traced. Every trip overseen.

But the recreational sector?

No daily catch reports, No real-time monitoring, No meaningful oversight.

Just a vague estimate, based on a once-in-a-blue-moon survey and a whole lot of guesswork.

Meanwhile, a thriving black market operates in plain sight. Snapper, flat-head, prawns, Mulloway — caught recreationally, sold illegally. Out of eskies. Off the back of utes. Through local Facebook groups. No licence. No tax. No responsibility.

And somehow, this is never the focus of the "fish are gone" debate.

### **Stop Blaming Ghosts—They're Not the Ones Catching Fish**

Blaming commercial fishers has become a knee-jerk reaction. It's easy. It's lazy. And it's outdated.

You can't blame the people feeding the nation when most of them have already been locked out, bought out, or priced out. There's barely enough of them left to fill a co-op roster — let alone wipe out an entire fishery.

Meanwhile, recreational pressure keeps climbing. Catch records don't exist. And illegal sales? Swept under the rug.

The truth is simple: Commercial fishers are operating under the tightest rules in the world. Recreational fishers? Many operate with zero accountability.

**Blaming commercial fishers today is like blaming your ex for the dishes piling up — they don't even live here anymore.**

So Let's Ask the Real Question...

Who should be trusted with Australia's fish?

A licensed commercial fisher — audited, regulated, and feeding the community? Or someone flogging fillets out of an esky for fifty bucks cash on the side?

The fish are still there. The fleet is not.

So, before the next finger gets pointed...

### **NOT SEEING OUR EMAILS**

We send email alerts every time a new article is published—that means you should be receiving at least two emails per week. If you haven't noticed them in your inbox, it's time to check your Junk or Spam folder!

# Your industry. Your future. Your voice.





“Fighting back through innovation” is our debut short film that takes an in-depth dive into the jellyfish crisis threatening our seafood industry. Witness the resilience and creativity of those who bring fresh, premium seafood to the community, as they combat this growing challenge with groundbreaking solutions and determination.

CHECK OUT OUR DOCUMENTARY



## ON THE HORIZON OCEAN TRUTH AUSTRALIA

### Podcast Coming Soon!

We're working hard behind the scenes to create even more content, including an upcoming Ocean Truth Podcast. If you've enjoyed our articles and advocacy, we'd love it if you invited your friends to follow us on Facebook and subscribe to our website—it's completely free and helps us reach more people. Together, we can continue to grow the movement for transparency and truth in our oceans!

## Thank You for Your Support

We've truly enjoyed bringing these stories to life and sharing them with you. Your support — through every like, comment, and share on Facebook — means the world to us. It's what keeps this community strong and the conversation going. We'll continue to publish fresh articles with the same honesty and passion, and we hope you continue to enjoy our work as much as we enjoy creating it.

**The Ocean Truth Australia Team**

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