



agriculture,
forestry & fisheries

Department:
Agriculture, Forestry and Fisheries
REPUBLIC OF SOUTH AFRICA

Aquaculture and Economic Development Awareness Strategy for South Africa 2012 - 2016

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1. EXECUTIVE SUMMARY

Aquaculture may play a vital role as an alternative source of income for coastal fishery communities in South Africa as it contributes in reducing the pressure on marine natural resources. However, the current challenges facing South Africa's aquaculture industry include, lack of education in aquaculture, awareness of aquaculture products, investment in aquaculture, skills shortage, and the slow development of the aquaculture industry. These challenges are primarily due to the lack of education and promotion of the aquaculture industry. To help address these challenges the Department of Agriculture, Forestry and Fisheries has aimed to develop an aquaculture awareness strategy to create awareness to people living in South Africa. The aquaculture awareness strategy is guided by the principals of the *Policy for the Development of a Sustainable Marine Aquaculture Sector in South Africa* gazetted in 2007. Seven goals have been identified as well as their strategic objectives. The strategy will be implemented by 2012 and has been populated with a five year implementation plan which outlines targets and time frames for each goal.

2. Abbreviations and Definitions

DAFF – Department of Agriculture, Forestry and Fisheries

ADZ's – Aquaculture Development Zones

NGO's – Non – Government Organisation

3. INTRODUCTION AND BACKGROUND

Aquaculture has been operating in South Africa since the 1940's, however a large majority of the public are not aware of what aquaculture is and many fish consumers are not aware of the term aquaculture. This was evident in an aquaculture survey conducted by Britz *et al* and the Aquaculture institute of Southern Africa (AISA) 2009. The survey indicated that 85% of the consumers interviewed had never heard of the term "aquaculture". Of the 15% of interviewees who had heard the term, 30% came from the Western Cape with Gauteng, KwaZulu Natal and Eastern Cape recording 6%, 8% and 14% respectively. Furthermore awareness among the consumer racial groups was highest among coloured and white consumers recording 21% and 23% respectively, and awareness among the black and Indian consumer racial groups recorded 2% and 9% respectively. The survey also illustrated that of the 15% of consumer who had heard of the term "aquaculture", 23% had post matric education, 12% having matric education and 13% had some high school education.

The results of the survey have pointed out that a large portion of people in South Africa do not know what aquaculture is. This may slow the development of aquaculture in the country as less people would consume aquaculture products or even identify aquaculture as a potential career path. It is evident that people without post matric education do not know what aquaculture is and therefore do not have the opportunity to venture into this career option.

In 2007 the Department developed a *Policy for the Development of a Sustainable Marine Aquaculture Sector in South Africa (2007)* that aims to increase aquaculture production and sector growth without compromising the integrity of the environment. The policy has the following objectives:

- a) To create an enabling environment that will promote the growth of marine aquaculture in South Africa and enhance the industry's contribution to economic growth.
- b) To promote transformation and broader participation in the aquaculture sector.
- c) To develop regulatory and management mechanisms aimed at avoiding or minimizing adverse environmental impacts associated with marine aquaculture practices.
- d) To expand the resource base of marine aquaculture from the few species currently being farmed to a more diverse selection of suitable species and farming technologies.

In order to successfully accomplish all the objectives of the policy, awareness of aquaculture will have to be strategically addressed. The Department of Agriculture, Forestry and Fisheries (DAFF) has therefore developed this strategy to guide the awareness of aquaculture in South Africa. The strategy will aid the Department with providing the general public with a clear understanding as to what aquaculture is and how one may benefit from the development of the industry.

The awareness of aquaculture in South Africa may increase the number of students following a career in aquaculture contributing to more skilled personnel in the industry, increase number of interested stakeholders, expand markets (national and international), increase consumer awareness of aquaculture products, increase job opportunities and allow more people to enter into the aquaculture industry, subsequently increasing development of the industry as a whole. The strategy below outlines the main goals of achieving awareness and identifies the challenges facing the aquaculture sector (with regards to awareness), principals guiding the strategy, focus groups and time frames for implementation of the goals.

4. CHALLENGES FACING THE AQUACULTURE SECTOR

- **Lack of education in aquaculture**

There is a lack of promoting aquaculture through educational material to the general public hence the lack of awareness thereof. Only few students are able to be informed about aquaculture at academic institutions.

- **Information dissemination**

Plenty of research is being conducted at various tertiary institutions in the aquaculture field but the information is primarily published in academic journals or limited to the industry that funds it. The information is not being adequately disseminated, circulated and provided to emerging farmers and the general public.

- **Awareness of aquaculture products**

The general public is unaware of what aquaculture is and what products are available on the market. This is highly important for the industry as the public is aware of the products on the market. This may affect the market of the aquaculture industry. Consumers that have heard about aquaculture, often have very negative misconceptions as they lack a true understanding of the industry.

- **Investment into aquaculture (funding)**

Many funding agencies are unaware of aquaculture and some consider the activity as a risk due to the lack of information available. Agencies are therefore reluctant to provide funding for aquaculture farms.

- **Skill shortages**

South Africa is currently facing skills shortage in the aquaculture field. This shortage in skills is primarily due to the lack of aquaculture education at a high school level. Learners are unaware of what aquaculture is, which universities offer courses in aquaculture and the aquaculture career opportunities in South Africa.

- **Slow development of the aquaculture industry**

The general public is unaware of the potential of aquaculture in South Africa due to lack of information. Lack of people interested in aquaculture has resulted in a limited number of people starting aquaculture operations in South Africa.

5. PURPOSE

- The purpose of the Aquaculture and Economic Development Awareness Strategy is to provide an overarching strategic framework for aquaculture awareness in South Africa. The purpose of the Aquaculture Awareness Strategy is also to guide other government departments, schools, institutions, funding agencies and private sector on aquaculture awareness in South Africa.

6. GUIDING PRINCIPLES OF THE AQUACULTURE AND ECONOMIC DEVELOPMENT AWARENESS STRATEGY

The Aquaculture and Economic Development Awareness Strategy is guided by the principles of the *Policy for the Development of a Sustainable Marine Aquaculture Sector in South Africa*, namely:

- Maintain ecosystem health
- Foster long term growth and profitability

- Encourage participation and inclusivity
- Promote transformation
- Promote transparency
- Encourage intergovernmental collaboration

7. FOCUS GROUPS

- General public
- Consumers
- High school students and teachers (specifically grade eleven and twelve)
- Students in local universities
- Communities surrounding Aquaculture Development Zones (ADZ's)
- Emerging farmers
- Commercial farmers

8. GOALS OF THE AQUACULTURE AND ECONOMIC DEVELOPMENT AWARENESS STRATEGY FOR SOUTH AFRICA

Seven Strategic Goals have been identified and each goal has its Strategic Objectives.

- Strategic Goal 1: To promote aquaculture through dissemination of information to the public and encourage transformation and broader participation in the aquaculture sector.
- Strategic Goal 2: To create aquaculture awareness to outline the benefits of aquaculture and encourage communities to get involved in this activity.
- Strategic Goal 3: To create aquaculture awareness to schools within the provinces of South Africa.
- Strategic Goal 4: To provide the industry stakeholders with relevant information pertaining to the aquaculture industry.
- Strategic Goal 5: To promote the aquaculture industry on a national and international level.

- Strategic Goal 6: To strengthen and form partnerships within the Department, between other government departments, Non-government organisations (NGO's) and private sector involved in aquaculture awareness.
- Strategic Goal 7: To create aquaculture awareness in financial institutes and funding agencies.

9 STRATEGIC OUTLINE OF THE GOALS FOR THE AQUACULTURE AND ECONOMIC DEVELOPMENT AWARENESS STRATEGY FOR SOUTH AFRICA

9.1 **Strategic Goal 1:** To Promote aquaculture through dissemination of information to the public and encourage transformation and broader participation in the aquaculture sector.

Challenge: The *Policy for the development of a sustainable aquaculture sector in South Africa* (2007) is aimed at developing the industry as a whole subsequently creating employment. However, the majority of South Africans do not know what aquaculture is particularly the Historically Disadvantaged Individuals (HDI). The need to distribute information to the South African public is evident.

Strategic objectives

- Development promotional material for awareness to schools in the form of brochures, leaflets and posters.
- Upload aquaculture information on DAFF website.
- Disseminate aquaculture promotional material through public areas i.e. sea food restaurants, libraries, aquariums, zoo's etc. (online platforms, newspaper articles, etc.). Provide DAFF branches, with promotional material for dissemination to interested parties.
- Consult with tertiary institutions to encourage the sharing and dissemination of new findings, exciting research in aquaculture, new culture technologies

9.2 **Strategic Goal 2:** To create aquaculture awareness to outline the benefits of aquaculture and encourage communities to get involved in this activity.

Challenge: The Department has proposed the development of ADZ's in earmarked areas in KwaZulu Natal, Eastern Cape and Western Cape. However the surrounding communities that may be involved in the projects may not have the relevant knowledge on aquaculture and the aquaculture industry. This may result in a lack of interest by the communities towards the projects, subsequently leading to projects failing to progress further.

Strategic objectives

- Conduct an awareness campaign within the ADZ affected communities (including schools), providing the communities with an overview of the aquaculture industry.
- outline the benefits of aquaculture
- Provide encouragement and advisory to communities interested in the aquaculture activity

9.3 **Strategic Goal 3:** To create aquaculture awareness to schools within the provinces of South Africa.

Challenge: There is a dire lack of high school students that know what aquaculture is, especially among the rural communities. Teachers are not exposed to aquaculture material and cannot direct or inform students in this field. Subsequently these students are not exposed to aquaculture material in their school curriculum and are therefore unaware of what courses they can undertake in this field, what universities offer these courses and the career path one may follow in this field. Due to the lack of awareness in schools the number of students furthering their studies in Aquaculture may be reduced, subsequently reducing the number of skilled aquaculturists and marine scientists needed to develop the industry.

Strategic objectives

- Conduct an aquaculture awareness campaign to high schools in each coastal province and inland provinces.
- Provide all provincial Departments of Education with aquaculture promotional material for dissemination to schools.
- Provide bursaries to students that are interested in studying aquaculture or related studies.
- Compile a website/online platform with all the available training/courses and career opportunities available for aquaculture.

9.4 **Strategic Goal 4:** Provide the industry stakeholders with relevant information pertaining to the aquaculture industry.

Challenge: Information sharing between aquaculture farms and new entrants is seldom done due to the competitiveness of the industry. This may reduce the growth of the industry as new entrants may struggle to enter into the industry. This includes lack of information dissemination to emerging farmers from universities. Emerging farmers and new investors also face the challenge of not knowing what permit and environmental authorisation steps are required before setting up a farm and therefore become overwhelmed.

Strategic objectives

- Develop and disseminate aquaculture industry promotional material i.e. Brochures on South Africa's Aquaculture species cultivation and the Aquaculture Annual report.
- Provide guidelines to new entrants and emerging farmers about the process of receiving authorisation for farming. Most of this information has been compiled but needs to be consolidated on one platform, such as a website.

9.5 **Strategic Goal 5:** Promote the aquaculture industry on a national and international level.

Challenge: The industry promotes their individual aquaculture products, however this promotion is sector driven and focused towards the intended clients and may not reach the entire nation or international markets. Fewer people may be aware of the aquaculture products of South Africa thereby reducing the potential for the industry to expand markets.

Strategic objectives

- Promote aquaculture products through the media i.e. Television, magazines, brochures and radio.
- Attend international conferences that allow industries to promote their products.
- Clear up misconceptions about aquaculture and aquaculture products.
- Facilitate or organise fish tasting events for the public
- Collaborate with countries that have expertise in the aquaculture industry

9.6 **Strategic Goal 6:** To strengthen and form partnerships within the Department and between other Government Departments, NGO's and private sector involved in aquaculture awareness.

Challenge: Currently there are a number of Departments (National and Provincial), organisations, NGO's and private sectors involved in awareness of marine aquaculture, natural sciences and the environment within South Africa. Many of the Departments (including Directorates within DAFF) are involved and participate in environmental awareness and education campaigns across the nation. However these Departments are not informed as to what each others' awareness strategies are which results in these campaigns not covering new initiatives such as marine aquaculture. Furthermore NGO's and other organisations are unaware of the initiatives of the Directorate: Aquaculture Technical Services towards aquaculture awareness and education.

Strategic objectives

- Develop a data base of all parties involved in awareness and education and record what strategies they may have in place.
- Attend relevant courses to determine which aspects of marine aquaculture education are missing and overlooked.
- Make all parties aware of the Directorates' interest and role in awareness and education of marine aquaculture across the nation.
- Participate in awareness committees and working groups across the nation.

9.7 **Strategic Goal 7:** Create aquaculture awareness in financial institutes and funding agencies

Challenge: Many banks/financial institutes and funding agencies are unaware of aquaculture as a business opportunity and do not understand the benefits and risks thereof. Due to the minimal knowledge of marine aquaculture as a business, these institutions are reluctant to provide funding to capital intensive marine aquaculture projects, making it difficult for interested stakeholders to enter the industry.

Strategic objectives

- Provide banks/financial institutions and financial agencies with aquaculture promotional materials.

- Conduct meetings with banks/financial institutions and financial agencies to discuss the benefits and risks of aquaculture businesses in encouraging them to provide funding.

10 KEY DELIVERABLES, TARGETS AND TIMEFRAMES FOR THE AQUACULTURE AWARENESS STRATEGY.

The aquaculture awareness strategy will commence in 2012. The goals of the strategy will be implemented over a five year period. The key deliverables, targets and timeframes related to the Aquaculture Management Divisions functions are outlined on the following pages.

Strategic Goal 1: To Promote aquaculture through dissemination of information to the public.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Develop aquaculture promotional material in the form of brochures, leaflets and posters	Aquaculture awareness provided to the public in the form of brochures, leaflets and posters	Aquaculture brochures, leaflets and posters developed	Develop and print one or more brochure, leaflet and poster	Develop and print one or more brochure, leaflet and poster	Develop and print one or more brochure, leaflet and poster	Develop and print one or more brochure, leaflet and poster	Develop and print one or more brochure, leaflet and poster	Aquaculture brochures, leaflets and posters developed and printed
Upload aquaculture information on DAFF website	Aquaculture awareness provided to the public in the form of information on DAFF website	Information presented on DAFF website	Upload information (continuously throughout the year)	Upload information (continuously throughout the year)	Upload information (continuously throughout the year)	Upload information (continuously throughout the year)	Upload information (continuously throughout the year)	Information presented on DAFF website
Disseminate aquaculture promotional material through public areas i.e. sea food restaurants, libraries, aquariums, zoo's etc	Aquaculture awareness material available to public in public areas	All public areas contain information on aquaculture	Identify relevant public areas in South Africa. Provide them with the awareness material (25% provided for)	Provide public areas with the awareness material (50% provided for)	Provide public areas with the awareness material (75% provided for)	Provide public areas with the awareness material (100% provided for)	Provide public areas with the awareness material	Aquaculture awareness Information available from public areas
Provide DAFF coastal branches, with promotional material for dissemination to interested parties	Aquaculture awareness material available to public at DAFF branches nation wide	All DAFF branches contain information on marine aquaculture	Identify all DAFF branches in South Africa Provide them with the awareness material (25% provided for)	Provide public areas with the awareness material (50% provided for)	Provide DAFF branches with the awareness material (75% provided for)	Provide DAFF branches with the awareness material (100% provided for)	Provide DAFF branches with the awareness material	Aquaculture awareness Information available from DAFF branches

Strategic Goal 2: To create aquaculture awareness specifically around the coastal areas, to outline the benefits of aquaculture and encourage communities to get involved in this activity.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Conduct awareness campaigns within the ADZ's affected communities (including schools), providing the communities with aquaculture promotional material and an overview of the aquaculture industry.	Communities surrounding ADZ's educated about marine aquaculture	Awareness Campaign to educate communities and schools surrounding ADZ's in place.	Identify communities surrounding ADZ's Develop strategy for aquaculture awareness campaign in communities surrounding ADZ's	Conduct aquaculture awareness campaign in communities surrounding ADZ's (Qolora ADZ) Conduct aquaculture awareness campaign in communities surrounding ADZ's (Amatikulu ADZ)	Conduct aquaculture awareness campaign in communities surrounding ADZ's (Silwerstroom Strand ADZ) Conduct aquaculture awareness campaign in communities surrounding ADZ's (Cape St Francis ADZ)	Conduct aquaculture awareness campaign in communities surrounding ADZ's (Algoa Bay ADZ)		Feedback reports from aquaculture awareness campaign in communities surrounding ADZ's

Strategic Goal 3: To create aquaculture awareness to high schools within the provinces of South Africa.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Conduct an aquaculture awareness campaign to high schools in each coastal provinces.	All high schools in South Africa aware of aquaculture	Coastal high school aquaculture awareness campaign developed All coastal high schools visited	Identify high schools within Coastal Provinces Develop Coastal high school-s aquaculture awareness campaign Visit 20% high schools	Visit 40% high schools	Visit 60% high schools	Visit 80% high schools	Visit 100% high schools	Feedback reports from campaign
Provide all provincial Departments of Education with aquaculture promotional material for dissemination to schools.	All provincial Departments of Education in South Africa provided with aquaculture material Aquaculture material disseminated from provincial Departments of Education to schools not involved in coastal awareness campaign	All provincial Departments of Education provided with aquaculture awareness material All high schools provided with aquaculture awareness material	Identify and contact provincial Departments of Education Provide awareness material to the provincial Departments of Education (100% provided for)	Provide awareness material to the provincial Departments of Education (100% provided for)	Provide awareness material to the provincial Departments of Education (100% provided for)	Provide awareness material to the provincial Departments of Education (100% provided for)	Provide awareness material to the provincial Departments of Education (100% provided for)	Awareness material sent to Provincial Departments of Education Feedback from Provincial Departments of Education on progress of dissemination of awareness material

Strategic Goal 4: Provide the industry stakeholders with relevant information pertaining to the aquaculture industry.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Develop and disseminate aquaculture industry promotional material i.e. Brochure on South African Aquaculture species cultivation and the Aquaculture Annual Report.	Aquaculture industry provided with promotional material	Aquaculture industry Promotional material developed and sent to industry	Develop material relevant to the aquaculture industry Disseminate information to the aquaculture industry	Develop material relevant to the aquaculture industry Disseminate information to the aquaculture industry	Develop material relevant to the aquaculture industry Disseminate information to the aquaculture industry	Develop material relevant to the aquaculture industry Disseminate information to the aquaculture industry	Develop material relevant to the aquaculture industry Disseminate information to the aquaculture industry	Relevant material developed and disseminated to the industry Feedback from the industry

Strategic Goal 5: Promote the aquaculture industry on a national and international level.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Promote aquaculture industry and products through the media i.e. TV, magazines, brochures. online platforms	Aquaculture promoted in all forms of media	Aquaculture material displayed in all forms of media	Identify forms of media to promote aquaculture in South Africa Develop and display promotional material in media	Develop and display promotional material in media	Develop and display promotional material in media	Develop and display promotional material in media	Develop and display promotional material in media	Promotional material developed and displayed in media
Attend international conferences that allow industries to promote products.	South African aquaculture industry promoted internationally	International Conferences attended and marine aquaculture promoted in international conferences	Identify conferences to promote aquaculture in South Africa Develop and display promotional material in conferences	Develop and display promotional material at conferences	Develop and display promotional material in conferences	Develop and display promotional material in conferences	Develop and display promotional material in conferences	Promotional material developed Feedback reports from International conferences attended

Strategic Goal 6: To strengthen and form partnerships within the Department and between other Government Departments, Non-Government Organisations (NGO's) and private sector involved in aquaculture awareness.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Develop a data base of all parties involved in awareness and education and record what strategies they may have in place	Aquaculture management division aware of all parties involved in environmental education and awareness. Education and awareness strategies from parties collected and reviewed	Aquaculture awareness Data base developed and populated. Information added to website. All parties strategies on education and awareness recorded	Data base developed and populated Strategies collected and filed	Data base populated Data added to website for public info. Strategies collected and filed	Data base populated. Website kept up to date. Strategies collected and filed	Data base populated Website kept up to date. Strategies collected and filed	Data base populated Website kept up to date. Strategies collected and filed	Aquaculture awareness database and up to date website information to the public. Education and awareness strategies from all parties filed
Make all parties aware of the Directorates' interest and role in awareness and education of marine aquaculture across the nation	All parties aware of the aquaculture awareness strategy	Response from all interested parties.	All contacts on database contacted	Contact all new parties	Contact all new parties	Contact all new parties	Contact all new parties	Parties' response to the Aquaculture Management Division.
Participate in awareness committees and working groups across the nation	Participate in awareness committees and working groups in South Africa	Attendance at awareness committees and working groups	Identify awareness committees and working groups Attend awareness committees and working groups	Attend awareness committees and working groups	Attend awareness committees and working groups	Attend awareness committees and working groups	Attend awareness committees and working groups	Attend awareness committees and working groups

Strategic Goal 7: Create aquaculture awareness in financial institutes and funding agencies.

Strategic Objectives	Strategic Outcomes	Outcomes Indicators	Target 2011/2012	Target 2012/2013	Target 2013/2014	Target 2014/2015	Target 2015/2016	Evidence
Provide banks/financial institutions and financial agencies with marine aquaculture promotional material.	Banks/financial institutions aware of aquaculture	Promotional material relevant to Banks/financial agencies developed Promotional material sent to financial agencies	Identify Banks/financial agencies Develop promotional material and send it to Banks/financial agencies	Develop promotional material and send it to Banks/financial agencies	Develop promotional material and send it to Banks/financial agencies	Develop promotional material and send it to Banks/financial agencies	Develop promotional material and send it to Banks/financial agencies	Promotional material developed and sent it to banks/financial institutions
Conduct meetings with financial institutions and financial agencies discussing the benefits and risks of aquaculture businesses to make them aware of aquaculture and encourage them to provide funding.	Banks/financial institutions aware of marine aquaculture	Meetings conducted with Banks/financial agencies	Identify Banks/financial agencies Conduct meetings with banks/financial agencies (20% of relevant banks visited)	Conduct meetings with banks/financial agencies (40% of relevant banks visited)	Conduct meetings with banks/financial agencies (60% of relevant banks visited)	Conduct meetings with banks/financial agencies (70% of relevant banks visited)	Conduct meetings with banks/financial agencies (80% of relevant banks visited)	Feedback reports of meetings held with banks/financial agencies
Educate/Guide new entrants about doing proper market research and compiling business plans.	New entrants equipped to apply for funding from financial institutes	Guidance/training provided to new entrants	Identify current courses provided. Identify gaps and needs	Develop strategy for guiding/training new entrants in market and business plans				

<p>Facilitate/create online platform with relevant market information (local/international)</p>	<p>Market savvy new entrants, industry growth</p>	<p>Online information portal to guide new entrants about aquaculture market</p>	<p>Research relevant market information portals</p> <p>Register with relevant sites/international institutes</p> <p>Link relevant sites to Departmental website and disseminate the information regularly</p>	<p>Provide market reports on website</p>				
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11 ROLES AND RESPONSIBILITIES

- **Minister**

The Minister will be responsible for the approval of indicatives and attendance of international conferences in line with the aquaculture awareness strategy for South Africa.

- **Director-General**

The Director-General is responsible for monitoring and evaluating the impact of the Aquaculture and Economic Development Awareness Strategy for South Africa and ensure that it is in line with the objectives of the Department of Agriculture, Forestry and Fisheries.

- **Directorate: Aquaculture Technical Services**

The Directorate Aquaculture Technical Services must ensure that all goals for the Aquaculture and Economic Development Awareness Strategy for South Africa are implemented.

- **Directorate: Sustainable Aquaculture Management**

The Directorate Sustainable Aquaculture Management must ensure that all goals for the Aquaculture and Economic Development Awareness Strategy for South Africa are implemented.

- **Other Directorates**

Directors of other relevant Directorates are responsible for dissemination of aquaculture awareness material within their respective units as well as to provinces where it is relevant.

12 PAYMENT OF EXPENSES

The Directorates involved will pay for all the aquaculture promotional material developed and the dissemination/broadcast thereof, travelling costs (including international trips) and subsistence allowance claims. Other Directorate involved in distributing the aquaculture promotional material will be responsible for their own expenses.

13 MONITORING AND EVALUATION

The Aquaculture Economic sub-unit will be conducting surveys annually in schools, Universities and with the general public on aquaculture awareness. These surveys will be used to monitor and evaluate the progress of aquaculture awareness in South Africa.

14 BUDGET

To be discussed

15 REFERENCES

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