



TSGA release of EMRS sentiment findings

Friday August 6th 2021

- The Tasmanian salmon industry is important to majority of Tasmanians.
- The salmon industry has strong support from the Tasmanian community.

An independent poll commissioned by the TSGA has confirmed there is positive community sentiment for the industry and its practices.

The EMRS conducted the research in May/June and interviewed 1,000 Tasmanians, from all regions of the State and age categories from 18 to 70+ years.

TSGA spokesperson Dr Julian Amos, said “72% of people polled rated the industry as important or very important to Tasmania”.

Dr Amos said that “just 9% of survey participants indicated the industry was “not important” to Tasmania, ranging in reasons from “impact on the local environment” to “unsure”.

“This survey confirms that the majority of Tasmanians support the salmon industry and recognise it as an important industry for the State.

“In fact, 78% of the respondents did not oppose the salmon industry in Tasmania.

“The salmon industry in Tasmania is always continuously improving – whether that be through research and development or through listening and engaging with the community.

“We will continue to listen and work with our communities. At the end of the day, we all want the same thing – healthy Tasmanian waterways – healthy for the fish, healthy for the communities and healthy for the ecosystem.

“This feedback will enable the industry to improve its communications and engagement with Tasmanians; and that will always be a good thing.”

Survey Results

Positive contributions by the salmon industry for the Tasmanian community included employment, input into our economy, and a source of good/healthy food.

- Among the respondents in support of the Tasmanian salmon farming industry, the reason they cited most frequently by far coincided with that for the importance of the aquaculture industry as a whole: namely, that “it generates and provides jobs/ employment” (60%).
- Further economic benefits were also again cited frequently. Most notably, that it “generates income for Tasmania as a whole/ the state’s economy” (25%).
- It “provides a good food source” also recorded a high rate of mention (24%).

Of those members of our community in Tasmania that have neutral position on the salmon farming industry most of these people would like more information – especially on any environmental impacts.

- One in five Tasmanians held a neutral ranking towards the importance of the industry (21%).
- The respondents who were neutral towards the Tasmanian salmon farming industry most frequently stated “don’t know enough about it” as their reason (26%).

ENDS

NOTE: An opportunity to interview Dr Amos is set for 11am Friday August 6th

83 Salamanca Place – and over to the wharf from there

CONTACT: Jen Fry TSGA Chief Advisor 0429822338

LINK: TO FULL SURVEY RESULTS AT WWW.TSGA.COM.AU from noon 6/8/21