



GERALDTON
FISHERMEN'S
CO-OPERATIVE

Rock Lobster Exporters

the BROLOS Catcher

December 5, 2017

Issue No. 151

From the Chair

Sometimes it is good to reflect on our past in order to shed light on our future. GFC's "creation story" has been told many times, but as far as I'm concerned not nearly often enough! Thankfully for all of us, back in 1950 in Geraldton there were five enterprising gentlemen who, after some serious deliberation, decided to go out on their own, crafting what today is an institution.

There have been many hurdles over GFC's 67-year history that boards and managers have had to deal with; but the fact remains that today we have a strong **wholly fisherman owned** company that is a leader in its field and the envy of many other industries not only across Australia but internationally.

While some credit should go to the respective boards and managers of their time, the majority of credit lies with the fishermen who have stood fast by their co-operative, building an unbreakable culture over an extended period of time.

The Co-operative exists to serve its members, but what makes co-ops unique is that the members are also the owners. So, in addition to getting the products and services we need, it builds common bonds between members and allows you also to have a say in the business decisions your co-operative makes. From time to time, these bonds will come under attack from one quarter or another, and individuals will be tempted away for personal benefit, as other companies seek to divide and dilute the strength of co-operation. But as the proverb goes, *sticks in a bundle are unbreakable*.

When the members have confidence in their company, this allows them to re-assess their individual business models and risk appetite. The whole is far greater than sum of its parts: working together in a co-operative way strengthens each individual member business.

The current board and management are strong advocates for continuous improvement in what is a service industry. While creating value through maximising returns is very important (it's why we exist), we also know that we must continue to understand and respect the needs of our members.

This was reinforced at our recent strategic workshop attended by directors and staff. The result is that you will definitely see more emphasis on improved communication and engagement over the coming 12 months.

Cont. on next page...



Pictured: Co-op members living it up and forging bonds on GFC's China Tours (above) Ernie & Bruce Ayling and (below) Anthony Dipane & Roy McVeigh.



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Only with everyone's support and co-operation can we continue on the road of not only protecting what we have all worked hard for over many generations, but most importantly creating and returning the majority of the value back to us, the primary producer.

It always brings a smile to my face that not only do our own GFC fishermen want and expect GFC to exceed expectations all the time, so do our fellow fishermen—those that don't work for us—because it makes everyone more money!

That is what those five enterprising gentlemen would have only dreamed of: If you want to be a little better, be competitive. If you want to be massively better, be co-operative!



Basil Lenzo, Acting Chairman

2018/19 Pre-Season Meetings

A brief reminder that GFC will be holding our traditional program of Pre-Season Meetings in early January. These meetings are a great opportunity to catch up before the beginning of the new season. They are also a chance for members to come along and be updated with important company, market, and industry information for the year ahead. There will be ample opportunity for questions and discussion. Dinner and drinks will be provided. All GFC members, investors and their partners are invited to attend. We look forward to seeing you there.



Above: CEO Wayne Hosking addresses the crowd at a Pre-Season Meeting in Lancelin.

Jurien Bay	Wednesday 3rd January 2018, 5:00pm	Jurien Bay Hotel Motel, 5 White St, Jurien
Fremantle	Thursday 4th January 2018, 5:00pm	Swan Yacht Club, Riverside Rd, East Fremantle
Lancelin	Friday 5th January 2018, 5:00pm	The Dunes Restaurant, 1 North St, Lancelin
Geraldton	Tuesday 9th January 2018, 5:00pm	The Geraldton Club, 162 Marine Tce, Geraldton
Kalbarri	Wednesday 10th January 2018, 5:00pm	Kalbarri Edge Resort, 22 Porter St, Kalbarri
Dongara	Thursday 11th January 2018, 5:00pm	Southerly's Harbour View Bar & Restaurant 1/60 Point Leander Dve, Port Denison

brolos.com.au

Ocean Street Geraldton Western Australia 6530

t +61 8 9965 9000 f +61 8 9965 9001 e brolos@brolos.com.au

For all enquiries and contributions for the Brolos Catcher, contact: Matt Harrison, Stakeholder Communications & Engagement Manager

P 9435 8935 M 0439 104 766 E matthewh@brolos.com.au

Holey lids! Where will the water go???

Water flow throughout your baskets is essential for optimal lobster quality – whether they be in your live tanks, or in GFC's trucks or holding tanks.

Inadequate lid ventilation (from not enough / not big enough holes in lids) can have a huge effect on the health of lobsters. GFC research shows that trucked lobsters that don't get access to the seawater sprays risk permanent damage. Inadequate lid ventilation dramatically reduces the beneficial chilling effect of these sprays by preventing the cold water from cooling your lobsters. While you may not see the immediate difference in your grading results, poor temperature control has a major downstream effect on lobster health and their ability to survive the challenge of live export to market.



*Above: This lid has enough holes – they are just way too small!!
Below: These lids have good sized holes – there just aren't enough of them.*

Here are some examples of lids that are currently being used, but which clearly don't have enough holes. Large areas of the lid are solid and the lobsters underneath will not come into contact with the chilled sprays in trucks. If you can't see the lobsters underneath your lids, those lovely chilled sprays can't reach them.



Above: GFC purpose designed transfer lids. This design gives greater protection against feeler/leg damage (due to the gap around its edge) while maximising coverage of chilled spray water.

Now compare these lids to GFC's new lid designed for use when transferring lobsters in chilled water spray trucks. These lids actually offer greater protection against leg and feeler damage, all while maximising lobster health.

If you would like any assistance with lobster handling and drain conditions, contact GFC Continuous Improvement Manager, Brad Armstrong (0437 513 837) or GFC Research and Development Officer, Joel Durell (0407 135 712).

Dongara Blessing of the Fleet

Dongara's annual Blessing of the Fleet will be held on 13 January 2018.

The day will include :

- Blessing of the Fleet
- Prizes for Best Dressed and Best Themed Boat
- Rope Coiling Competition – Vets, Skippers/Open, Deckie's and Ladies - with awesome prizes including cash and jewellery
- Market Stalls

If you would like to get involved by **having a stall** or getting your **boat blessed** contact Linda on 0418 930 604 or Narelle on 0417 272 315 or email dongaraPFA@outlook.com

Below: 'Que Sera' decked out in the Brolos blue and gold in 2016.



Market Update

The whites are now rolling in which has had a predictable impact on prices for the smaller lobsters. As landings of smaller grades has come up, prices have come down. Similarly, as landings of the larger grades has fallen, prices have risen sharply.

While it may be small comfort, the good news is that quota remaining to be caught this year is below that remaining at the same time last year, so price pressure is not as great as it otherwise could have been. The other good news is that demand in China is clearly increasing and buyers are switching their focus to Western Australia as supply from other origins such as Mexico begins to dry up.

Feedback from the market is that GFC's quality has been very good for this time of year. This is a testament to all the work being done throughout your co-operative, starting on your boats. Consistently good quality increases customer confidence in our product which in turn ensures that they will always come to us first to fill their demand. Keep up the good work as the season gets hotter!

**DONGARA PROFESSIONAL FISHERMEN'S ASSOCIATION
PRESENT THEIR ANNUAL**

Blessing of the Fleet

at the Port Dension Marina

9.30am 13 JANUARY



brolos.com.au

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t +61 8 9965 9000 f +61 8 9965 9001 e brolos@brolos.com.au

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Marine Store

More member specials in-store!

Your Co-op Marine Store Stocks the ever popular range of RULE bilge pumps.



**GFC Members
receive a
10% rebate!**



In-store now we have 500 GPH, 1100GPH, and 2000GPH bilge bumps, all available in 12v and 24v. And we always have 3-Way Lighted Panel Switches in stock!

Greg Gundlach Marine Store Manager

t (08) 9965 9048

e marinestoresales@brolos.com.au

brolos.com.au

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