Community Foundation

creating a better tomorrow

Tassal
About Tassal

Tassal pioneered salmon farming in Tasmania in 1986 and is now Australia’s largest Salmon producer as well as one of the largest employers in Tasmania.

With over 1200 employees, Tassal operates three main hatcheries that have the capacity to produce ten million smolt a year. These smolt come from broodstock from an industry selective breeding program and are kept at the company’s state-of-the-art land-based Rookwood Road Hatchery in Ranelagh. After 8 – 12 months the smolt are transferred to sea. Tassal has six marine regions, where the standard pen has a volume of 11,600 cubic meters and holds enough salmon to produce 120 tonnes once harvested. Salmon are kept in these large sea cages for between 12 – 18 months and continue to grow until they are ready to be harvested at an average weight of 5.0kg live weight.

Tassal has three processing sites, including a smokehouse that produces an average of 15.4kg finished product per minute or 3,048 tonnes every year.

Tassal strives to achieve operational excellence and protect its core values around quality, community and the environment. As well as growing premium, healthy and tasty salmon, Tassal voluntarily strives to achieve the highest standard of certification under the Aquaculture Stewardship Council (ASC), as quality assurance for its communities and consumers that the salmon is grown in an environmentally and socially responsible way.

Tassal is the leading salmon producer in Australia and the most recognised brand among consumers nationally.
COMMUNITY FOUNDATION
Charter Summary

We are proud to outline our commitment to communities in which we operate through our Community Foundation. Our Foundation is underpinned by four core community pillars: health & well-being; youth & education; environmental stewardship; and social inclusion. It is guided by our values, with objectives in place to ensure both our company and communities are mutual beneficiaries of the Tassal vision: To create a better tomorrow.

Our Commitment

We will foster positive relationships and maintain open lines of communication with the communities in which we are based

We will perform our operations with transparency, openness, honesty and integrity

We commit to local employment and sourcing wherever possible

We will invest in people and communities’ health and well-being through program funding and support as well as education on the benefits of salmon as a natural superfood

We commit to fostering education pathways to employment, skills development and training opportunities in the communities where we are based

We will work directly with our local communities to protect our environment and the planet through operational stewardship, funding and dedicated programs

We will work with indigenous community representatives, supporting awareness and social inclusion programs, to ensure we respect and acknowledge the traditional landowners within communities where we are based

We will establish in consultation with our communities through Community Reference Groups, to ensure adherence to our commitment and Foundation Charter

We will measure the effectiveness every year of our Foundation Charter and engagement activities through a Community Perception Survey and through Aquaculture Stewardship Council (ASC) audits

We will publish evidence every year of adherence to our Foundation charter and progress made against our social license objectives via our Sustainability Report.
TASSAL was the first company in 2014 to achieve the gold star rating of sustainable salmon farming: ASC certification across all its sites. While we always strive for 100% compliance across our operations, and on average achieve a Tasmanian industry-leading 95%-plus, we have a focus on continuous improvement and a vision to create a better tomorrow.

We are proud of the aquaculture industry’s position in anchoring regional communities, providing considerable opportunities and benefits in fragile economic areas. Tassal’s operations alone stimulate approximately 6000 jobs, directly and indirectly, and contribute ~$600 million to the State's economy. Tassal is anchored in Tasmania’s south, south-east, east and west coast communities through a variety of operations, processing and value-add activities.

Aquaculture (and the associated supply chain) is an ideal industry in the State’s regional areas, given the relatively low skill levels required for most jobs, potential for training and education, which is provided by Tassal and other companies, and career paths that can be created. Further, aquaculture is able to grow in Tasmania, subject to robust environmental regulation to ensure its sustainability, as its supply chain is highly specialised and generally does not displace other industries.

It is an important fact that most of these areas have lower employment rates and lower educational attainment than the Tasmanian average. Tassal’s training system provides opportunities for skill transfer in the community. The company also employs many tradespeople — directly and indirectly — across the State, which ensures that they can provide services in their communities, where trade shortages may otherwise occur. To support the year-round specialised logistics operations required by the aquaculture industry, there has been substantial investments in infrastructure, particularly roads and marine, in regional areas around the State. Other supporting infrastructure includes telecommunications and energy. These assets and related services are generally available to the relevant communities, subject to safety considerations.

Through our operations, other industries benefit: education, housing, health, hospitality, public services and tourism. Our integrated supply and value chain is unique, creating a demand for infrastructure, feed, research, engineering and logistics opportunities, fueling a diverse range of employment across Tasmania and into Australia. As our industry grows, so do the benefits. We are all part of sharing in the creation of a better tomorrow.

Through Tassal’s Community Foundation, we provide key funding and partnership support across our community foundation pillars; investing more than $200,000 annually into important programs, charities, partnerships and events. Furthermore, our employees volunteer considerable time every year to participate in community forums, events and environmental initiatives, such as marine shoreline clean ups.

We are proud to contribute to improving the societies we operate in, and our aim is to engender pride within our communities that our homegrown salmon is taken to consumers and restaurants within Tasmania, Australia and the world. Whether it is salmon from the waters of Bruny Island, Great Taylors Bay, Macquarie Harbour or the Tasman Peninsula – we deeply respect our produce is an important slice of Tasmania’s brand product, and we will work hard with our communities to protect that.

As an ASX listed company, our industry is also exposed to commercial factors every year, including employment costs, environmental conditions and market prices. Our strategic plans are developed on reflection of, and in anticipation of these factors, with community development a key component to our strategic plans in terms of considerations for selecting, developing and operating sites. Our sustainability depends on ensuring we are good corporate citizens and we are committed to working with our communities, hand in hand.

The Tassal Community Foundation Charter outlines how we will engage with our communities, and what is required from all parties (the company, its employees and the community) to realise the benefits.

Our aim is to operate with honesty, transparency, integrity and a high level of energy and commitment to make a positive difference to the communities in which we operate.
POSITIVE COMMUNITY Partnerships

Tassal recognizes its sustainability relies on the approval and support from its local communities and stakeholders.

A positive relationship is fundamental to achieving and maintaining support to operate. Engagement between the company and the community ensures successful outcomes for both parties.

The Community benefits from the operations both directly and indirectly. Local employment stimulates many other areas positively, socially and economically, whilst Tassal will also supports local initiatives, organisations, clubs, programs and events.

The Company benefits from having a greater understanding of community perception of its industry, which in turn assists in maintaining operations and informing strategic plans for its future.

Both the company and the community benefit from investments made in infrastructure to support Tassal and the broader industry’s operations, including roads, water and energy schemes. Going forward, Tassal expects this to include more enhanced telecommunications and renewable energy projects.

Tassal believes in measurable engagement between the community and company, where the combined benefits lead to achieving a sustainable social license to operate.

Through our Annual Community Perception surveys, which will be undertaken in the third quartile each year, we will measure the effectiveness of engagement activities with an eye on continuous improvement.

TASSAL’S ENGAGEMENT Process

Tassal believes in an effective community engagement process, which involves Communication, Consultation, Participation and Perception, in order to deliver direct and indirect benefits.

COMMUNICATION

Tassal will transparently and honestly communicate with its community. There are a number of means to achieve this:

- Quarterly Community Forums to be held in the regional areas it operates (these will be advertised in local media, social media and via community noticeboards.
- Quarterly Community Newsletters

CONSULTATION

Tassal is committed to proactive consultation and encourages community feedback. Consultation is facilitated through:

- Quarterly Community Forums
- Engagement with community reference groups on an ongoing basis
- Via a dedicated community feedback portal located on Tassal’s website and via dedicated hotlines for enquiries directly related to community matters

PERCEPTION

Through our Annual Community Perception surveys, which will be undertaken in the third quartile each year, we will measure the effectiveness of engagement activities with an eye on continuous improvement.

PARTICIPATION

Tassal actively participates in its community, providing funding for clubs, organisations, programs and initiatives under its Community Foundation pillars:

- Health & Wellbeing
- Education & Training
- Social Inclusion
- Environment

Joint community, business and aquaculture industry marine debris clean ups.
WORKING TOGETHER in Our Communities

Our approach to stakeholder engagement is based on building trusting relationships at all levels. At the core of our approach is active listening, respect and responding swiftly and appropriately to issues and concerns. To underpin this process we have a community issues resolution policy and a dedicated team of professionals working every day to engage, respond and resolve concerns.

It is important to recognize that like all industries, aquaculture is not zero-impact, and whilst it has a significantly lower carbon footprint to land based agricultural farming, we must address impacts. Fundamentally, impacts can also be very positive. For regional areas where the industry exists, the attraction of stable employment and regular income supports industry growth across many other sectors. Where environmental impacts occur, we work hard to address these with immediacy and transparency.

Our principles centre on proactive, early engagement, including:

- Engaging community representatives and reference groups in our Community Foundation Charter, its foundation pillars and processes
- Introduce dedicated communication liaison staff to facilitate meaningful partnerships between Tassal and communities
- Spending quality time in communities, developing a solid understanding of the demography and needs of the community
- Understanding and effectively communicating how we can best support the community
- Identifying key stakeholders, clubs, programs and organisations to ensure effective communication is in place at all levels
- Respond swiftly and appropriately to issues and concerns
- Measure perceptions, success factors and areas for improvement
- Integrate engagement outcomes into project management decisions
- We will always work to communicate why we are keen to see a site develop and operate and, where relevant, engage communities in a process to enable local people to have a direct say in what is happening, what to expect and the benefits of the operation.

TASSAL’S Community Foundation

Tassal’s Community Foundation underpins the company’s intention to thoughtful, meaningful and sustainable partnerships in the communities in which it operates.

The Foundation is supported by four core pillars, and offers communities an opportunity to support an array of programs, events and organisations dependent on the local needs, priorities, and aspirations of the community.

Our Foundation is flexible and versatile, understanding all community needs are different. However, at the heart of our Foundation are four core pillars, aligned to our company values, which guide our decision-making processes in terms of areas we offer communities direct and indirect support.

HEALTH & WELLBEING
We support initiatives that foster and enhance the resilience, engagement, health and safety of our neighboring communities.

ENVIRONMENTAL STEWARDSHIP
We take our role as a steward of the environment very seriously and support initiatives that achieve the same.

YOUTH & EDUCATION
We take a long-term view of our commitments by supporting the learnings, aspirations and potential of youth as an investment in the future.

SOCIAL INCLUSION
We support our Indigenous community and its heritage as part of capacity development, acknowledgement and prosperity building within the regions where we operate.

We believe that guided by our core Community Foundation pillars, we are investing in the diversification of local communities where we operate to enhance their vibrancy and sustainability.
HOW We Support

Community Foundation: Grants Program

We have two mechanisms for supporting our local communities. The first is our Community Grants Program, where we offer direct or in-kind financial support to organisations, activities, clubs and events in local communities. This is facilitated directly through Local Councils, to ensure local communities have ownership of investments that are directly related to their needs and aspirations, aligned to Tassal’s Community Foundation objectives.

Community Foundation: Partnership Program

Tassal offers applications from community organisations, clubs, programs and events directly. Eligibility for financial or in-kind support is considered through Tassal’s internal community steering committee, guided by its Community Foundation objectives and an established eligibility criteria, which includes:

- The project is aligned with one or more of Tassal’s core values and Community Foundation pillars i.e. health and well-being, youth and education, environmental stewardship and social inclusion.
- Demonstration of important, clear and measurable benefits to the community.
- Promotion of sustainable, long-term approach and/or has clear environmental benefits.
- Involvement of multiple partners in planning or doing the work, including financial contributions, in-kind project support and/or technical expertise.
- Reflection of the diversity of the community by including a broad range of benefits, as well as a broad range of involvement from within the community.
- Demonstration of having the mandate, reputation and track record, quality of management and overall resources required to realise the project.
- Please note that preference will always be given to projects with proximity to our operations

Major Partners

Furthermore, Tassal invests in initiatives that will deliver benefits across all communities where it operates. This includes major Australian curriculum based educational resources that promote improved learning pathways from school and learning institutions to industry.

Review process

Applications are reviewed every four to six weeks and successful applicants will be notified by email. Funds for successful submissions can be expected within 8 – 10 weeks from point of notification.

Tassal reserves the right to implement a funding contract with the recipient organisation as applicable. Additionally, Tassal reserves the right to publicise its participation with the project through its social, web-based and mainstream media content, in consultation with the project, club or organiser.

For further information on the Tassal Community Foundation, our engagement processes or partnership and grants programs, please email community@tassal.com.au.
WE WOULD LOVE TO HEAR FROM YOU: tassal.news@tassal.com.au

This publication is proudly designed and printed in Tasmania

Our 2016 Sustainability Report is now available.
www.tassal.com.au