



Sea Change Australia Expert User Guide

Connecting Climate Knowledge to the Seafood Sector

Expert Network Overview

The Sea Change Australia Expert Network includes internationally recognised climate and fisheries researchers, state and federal government managers, Indigenous Knowledge holders, industry leaders, and psychologists. We connect the seafood sector with the best available climate information to help the sector understand, prepare and respond to climate change.

Expert Definition: Experts are not just people formally trained in science, but also those with demonstrated experience in the seafood sector and/or key knowledge of local places, circumstances and practices.

Platform Purpose

The Fishing for Climate Answers Q&A platform serves as a critical tool for fostering knowledge exchange and building resilience within the seafood sector. It bridges the gap between complex climate science and practical, actionable information for industry stakeholders.

Mutual Benefits for Experts:

- Professional recognition and enhanced visibility
- Expanded networks and collaboration opportunities
- Enhanced science communication skills
- Meaningful contribution to climate adaptation

Platform as Diagnostic Tool

Beyond providing answers, the platform identifies research and communication gaps by analysing user questions. This feedback loop ensures future research and outreach efforts are targeted where they're most needed, creating a demand-driven approach to knowledge sharing.

Expert Role: Respond to questions and proactively highlight missing or overlooked issues that users may not know to ask about.

Expert Platform Workflow

Your journey from registration to published answer



Fishing for Climate Answers – Expert Q&A Platform Workflow

Your journey to sharing expertise with the seafood community

Getting started

1 Register as an Expert

Create your profile and showcase your expertise in seafood-related fields. When building your profile, please enter bio and tags that reflect your expertise to ensure accurate question matching.

2 Admin Validation

Our administrators review and validate your profile and activates your account

3 Welcome to the Network

You're now recognised as part of the Sea Change Australia expert network and your profile becomes visible on our website

4 Share Your Expertise

Begin contributing your knowledge directly to the seafood sector through our Q&A platform

When a question is assigned to your expertise

You'll be notified by email with a link to the Q&A platform

Question Response Process

Your options and timeline



Your Response Options

✓ Accept

You'll provide an answer within **10 days**. Experts from other fields may respond to the same question but cover different perspectives.

✗ Decline

Question will be reassigned to another expert. Your recommendations for alternative reviewers are highly valued and help ensure the right expertise.

📋 Knowledge Gap

If you believe the question represents a genuine knowledge gap that cannot be addressed with current information, please let us know!

🕒 Response Timeline

Submit your response within **10 days** of acceptance. **You'll receive email reminders** to help you stay on track. We will accommodate to your availability as needed but let us know if your commitment to respond changes.

Review & Publication Process

📋 Admin Review

Your answer is reviewed by Sea Change Australia administrators to ensure it aligns with our guidelines.

✓ Approved

If no concerns, your answer will be published immediately on our website for the seafood community to access.

🔧 Refinement Needed

If issues are identified (e.g., too much jargon), it may be sent back for further improvement before publication.

🎯 **Final Result: Your expertise becomes available online, helping the entire seafood community benefit from your knowledge**

Questions may be assigned to multiple experts for comprehensive coverage from different perspectives (e.g., manager, Indigenous Knowledge Holder, scientists, etc.).



Key Principles for Expert Answers

Principle	Actionable Tip
Know Your Audience	Tailor responses for fishers, businesses, and the broader public. Use plain language.
Avoid Jargon	Remove acronyms and technical terms. If essential, define clearly and simply.
Use Analogies	Explain complex ideas using relatable comparisons (e.g., "like a sponge soaking up water").
Focus on "So What?"	Start with key message. Highlight relevance to people's lives and livelihoods.
Conversational Tone	Write as if speaking to a curious family member. Be approachable and human.
Be Concise	Keep responses around 500 words . Use simple sentences (15 words or fewer).
Offer Hope & Action	Balance challenges with solutions. Emphasise what can be done and what's working.

Format and Structure

Structure responses using clear headings, subheading, and bullet points for easy scanning. Include multimedia where possible:

Recommended Multimedia:

- Short videos explaining concepts
- Images and infographics
- Screenshots of processes
- Visual demonstrations

Concluding with Action

End each answer with constructive, hopeful advice. Provide clear, specific steps readers can take, linking individual actions to collective solutions. This approach transforms concern into confident engagement and builds resilience across the seafood sector.

Recognition and Support

Acknowledging your valuable contributions



Expert Recognition System

Your contributions are valued and recognised through multiple channels:

Professional Recognition:

- Dedicated expert profile showcasing your background and expertise
- Professional representation with videos, publications, and work links
- Enhanced visibility across the seafood sector and beyond

Engagement Tracking:

- Number of answers provided rank you higher in the expert profile page
- Audience engagement metrics (views, shares)
- Participation milestones and achievements

Support and Contact

For questions or issues, contact our administrator at admin@seachangeaustralia.org. We are committed to supporting our expert network and ensuring a positive experience for all contributors.

Mental Health Support: We recognise that climate-related topics can be emotionally challenging. You can find support via the [Stay Afloat website](#) (the national mental health program for the Australian seafood industry), who provide access to support resources and services.

Building Trust and Authority

Expert profiles and activity support the platform's credibility by demonstrating *Experience, Expertise, Authority, and Trust*. The stronger the expert presence, the more trustworthy and authoritative the platform becomes, amplifying both individual and collective impact.

Your Role in Climate Adaptation

By participating in this platform, you're contributing to a trusted, dynamic resource that empowers the seafood sector to navigate climate change challenges with informed decision-making and collective action. Your expertise helps bridge the gap between complex science and practical solutions.

**Together, we're building resilience and fostering adaptation
across Australia's seafood sector.**

Key Project Contacts

Project email addresses

admin@seachangeaustralia.org
enquiries@seachangeaustralia.org

Principal Investigator

Professor Gretta Pecl
gretta.pecl@utas.edu.au

Project Manager

Dr Julia Santana-Garcon
julia.santanagarcon@utas.edu.au

Senior Project Officer & Communications Manager

Olivia Johnson
olivia.johnson@utas.edu.au



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Department of
**Primary Industries and
Regional Development**

Sea Change Australia is funded by *Fisheries
Research and Development Corporation*



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DEVELOPMENT CORPORATION