Aquaculture have increasingly become the most popular policy strategy to address socioeconomic problems from fisheries and overexploitation of marine resources. The introduction of sponge farming was aimed to support local fishermen to generate secondary livelihood. Public involvement in sector development is essential as it helps to obtain public support. This study examined the community awareness on existing sponge farming, willingness to adopt in the future and their perception on its socio-economic benefits. A total of 60 household questionnaire surveys, 2 focus group discussions and 2 key-informant interviews have been used for data collection. The obtained data were analyzed using descriptive statistics. Results obtained reveal that, more than half of the surveyed respondent are aware of the existing sponge farming. Majority have heard it from their neighbors and sponge farmers. The findings of the study also reported that, about 75% of the respondent are willing to adopt to sponge farming in the future in case they get such an opportunity while only 25% refused. Age, health problem, lack of swimming skills and anxiety, lack of time, lack of knowledge (on sponge farming), longer time between planting and harvesting as well as job satisfaction were among the reasons for their rejection. Also results showed that, 42% and 45% of the respondent strongly agreed that sponge farming can benefit local community economically and it can be an alternative livelihood respectively. The study concluded that, there is high potential for the development of sponge farming in Jambiani. This study therefore recommends that, government and non-governmental organization should put efforts to support this initiative.