

Great News

On the 12 March at the SEA Board meeting in Perth the SEA strategy was giving the nod of approval. It is now full steam ahead to ensure funding so that the activities planned can now commence. The strategy was based around 4 pillars of promotional activities namely Health Benefits; Sustainability; Demystifying Seafood and Heritage.

In addition a new membership structure was agreed and as soon as SEA have created some foundations based on the new plan there will be a membership drive that will ultimately lead to greater involvement in SEA by all sectors of the market.

The new structure is not just about what companies will do for SEA but also what SEA will do for its members - something that we firmly believe has been lacking in our industry.

SEA Corporate Health Plan

Another exciting and a first for SEA is the SEA Corporate Health Plan that was also approved by the SEA Directors on the 12 March 2008.

This Health plan offers members and their staff access to exceptional health insurance at significantly discounted rates. In order to make this happen, SEA has teamed up with GU Health, Australia's only corporate health specialist.

Understanding health insurance and the financial benefits is a difficult task, this is why we encourage everyone to contact GU Health directly in order to determine how your current health insurance compares to the SEA Members Corporate Health Plan, or if you currently don't have health cover, to determine if you actually need it. **Phone GU Health on 1800 249 966** (between 8.30am and 5.00pm EST)

SEA member employers will have copies of the membership booklet, rate cards and special offers for you to review.



SEA Account Manager at GU Health is Vivien Roins, pictured here with Richard Arnott - Vivien is keen to steer your employees down a healthy road...

The membership booklet and rate cards will contain most of the information on the SEA plan that you require.

The most important step in assessing this opportunity is to phone **GU Health on 1800 249 966** and discuss your situation with them. **After that there are only 2 things required to join up:**

- 1) Complete the application form and 2) Forwarding the application form to GU Health

MORE SEA MEMBERSHIP BENEFITS WILL BE ANNOUNCED SHORTLY - STAY TUNED.....

Some of the benefits you can look forward to include:

Great Value for Money. The real value of a Health plan relates not just to the monthly cost. The size of the refunds you receive is what makes the real difference. The SEA Plan offers exceptional refunds when compared to other plans. This potentially will save many dollars for you each year.

No waiting periods if you are transferring from a similar level of cover in another Health fund

Waive all 2 and 6 month waiting periods for those people new to private health insurance.

Possibly **reducing your tax** if you currently don't have Private Health Insurance.

Discount programs - offering a range of products and services at special discounted rates for both members and their employees.

GU Health Member Magazine - members receive our quarterly member magazine which is full of useful health and wellbeing information and updates on special member discounts and benefits

Ultimate rewards - a \$50 or \$100 gift Voucher for people joining before 1 July 2008 (See promotional flyer for offer terms and conditions).

Sustainable Seafood Day

On the 4th March SEA teamed up with WAFIC to host the event celebrating WA seafood at the Sydney Seafood School. The event was a huge success with well over a 100 foodies and media in the audience. Don Hancey and Peter Manifis were the chefs on hand to prepare and present the incredible array of seafood that was available from the different organisations.

Domestic Trade Shows

Seafood Experience Australia will once again embark on a domestic trade show campaign after the excellent establishment assistance by FRDC (especially Peter Horvat) in 2007, ensuring SEA members have access to the most important food trade shows in Australia for 2008.

This is a fantastic opportunity that no one should miss out on. If you would like to be part of this exciting campaign, please ensure you reserve a place on the stand now, places are limited and going quickly.

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| Restaurant Show Melbourne | 26-27 May | Melbourne Exhibition Centre | SEA Package: Existing SEA members pay \$1000.00 Exc GST Non Members pay \$1200.00 Exc GST and includes 12 months membership of SEA |
| Restaurant Show Sydney | 11-12 Aug | Royal Hall of Industries -Sydney | |
| Good Food & Wine Brisbane | 7-9 Nov | Brisbane Exhibition Centre | Meet with existing and new clients Seek out new prospects Find new suppliers |

SEA is in the process of establishing exciting joint venture partnerships to make your experience on the stand better than ever before. Once again we have the highly regarded seafood chefs, Don Hancey and Peter Manifis who will be on hand to prepare and present your products, highlighting the culinary as well as the commercial aspects of your seafood.

Dates for the Diary (*SEA involved)

- *9 April 2008 Sydney - SSA Network W: www.seafood.net.au/network
- *10 April 2008 - Sydney - SEA Board Meeting
- *16 April 2008 - Madrid, Spain - SEA Tour of Spanish Market starts
- *22-24 April 2008 Brussels, Belgium - European Seafood Exposition W: **Error! Hyperlink reference not valid.**
- *25 April 2008 Paris, France - SEA Tour of Paris Market starts followed by UK Tour
- 12-14 May 2008 Sydney - Foodservice Australia W www.foodserviceaustralia.com.au/
- *21 May 2008 Melbourne - SEA Board Meeting (following NAC Board Meeting)
- *26-27 May 2008 Melbourne - Restaurant'08 W: www.restaurant06.com.au/
- 11-13 July 2008 Perth - Good Food & Wine Show W: www.goodfoodshow.com.au/
- *3-6 August 2008 Brisbane - Australasian Aquaculture 08 W: www.australian-aquacultureportal.com
- *11-12 August 2008 Sydney - Restaurant'08 W:
- *27 August 2008 Canberra - Seafood at Parliament House
- 22-25 Sept 2008 Melbourne - Fine Food Australia W: www.foodaustralia.com.au/
- *22 Oct 2008 Adelaide - SEA Board and Annual General Meeting www.restaurant06.com.au/