

There are a number of initiatives that SEA is currently working on, these are a few:

TRADE SHOWS

SEA has identified that a key role is to educate consumers and chefs about the unique varieties, superb quality and taste of their own locally grown seafood.

In addition a domestic trade program (see below for dates) has been developed that will provide members the opportunity to attend some of the biggest and best trade events in the country. The program will work across a range of events starting with those specifically for chefs and the restaurant trade, branching out to the broader community. A number of SEA members have already participated in the program (Good Food & Wine Show and Restaurant 08 – Melbourne) and are already benefiting.

Date	Show	Location
20-22 June 2008	<i>Good Food & Wine Show</i>	Sydney
11-12 Aug 2008	<i>Restaurant'08</i>	Sydney
22-25 Sept 2008	<i>Fine Food Australia</i>	Melbourne
7-9 Nov 2008	<i>Good Food & Wine Show</i>	Brisbane
13 Nov 2008	<i>Oysters in the House</i>	Sydney
22-24 March 2009	<i>Fine Food Australia</i>	Perth
6-7 April 2009	<i>Restaurant'09</i>	Melbourne

Do to pre-organised project funding (with special thanks to FRDC) we are to offer incredible opportunities for SEA members to be involved in the 2008 activities. The above listed shows are but the start and there are hundreds of opportunities for members to profile their products. However, we need you to tell us where you want to be.

Internationally SEA will look at innovative ways to best place and promote Australian Seafood. A survey is being organised to enable all sectors who are involved in Exporting to have their say regarding export trade shows and events. Full details will be announced shortly.

With the support of NAC, WAFIC, SSA and FRDC we will be taking over the operation of Australia's participation in ESE 2009 and this will entail SEA becoming an EMDG service provider. Important decisions have to be made regarding our involvement at ESE – much is relying on the survey outlined above.

Additionally we are currently negotiating with Australian Wine makers to undertake some joint promotions in Europe, Asia and the United States and have had preliminary discussions with other Australian Export associations to discuss co-partnering events.

WEBSITE

The new website www.australianseafood.com.au is being developed now. It will be very consumer focussed and like the SEA Strategic Plan will have five platforms:

Health Benefits (Live Better); Demystifying Seafood (It's Easy); Sustainability (Sea friendly); Heritage (Australian Made) and Attributes/Taste (Great Eating).



There will be a member only website where lots of trade information will be made available to assist members in their day to day activities. Retailers for example will be able to download pre-organised nationally consistent information which can be used to pass onto consumers. They will have ability to get their own logos on these A5 sheets and will know exactly what the costs will be as arrangements will have been made with printing companies for them to take advantage of the bulk deals.

Suppliers can create their own leaflets either highlighting special features about their own products or even offering specific deals through the SEA Retail members. SEA, of course, will not be involved in any trading per se but it will help create the links between buyers and sellers, which has been sadly lacking in the industry.

The A5 sheets can also be converted to foreign languages for overseas events and it will be possible for overseas customers of Australian products to join SEA to be able to download these – following on from experiences at European Seafood Exposition, this would be well received.

MEMBERSHIP

Rates are incredible value – this is about getting numbers involved and creating an industry focus to building sales and business for all in the Australian seafood industry – see Membership Form. We need to build our industry and ensure that the pride and passion that is very relevant in all sectors is brought together through the common goal of expanding sales of seafood. We all have a part to play in this and by joining SEA you will be showing you are an integral part of the Australian Seafood Industry.

During the month we hope to be able to show the Members a number of benefits of being involved besides the basics. Issues like Private Health cover arrangements, merchant facility arrangements on credit cards, etc are under discussion. Areas where the industry is involved in non-competitive issues are being focussed for attention in this regard.

SEAFOOD PROMOTION ACT

We have achieved support and Government recognition for SEA to become the Industry Services Body for the Seafood Promotion Act – and in response to calls from various regional and species sectors, we're working to be the disbursement agent for those sectors wishing to establish supported promotion activity on an ongoing basis.

SEA is certainly in the middle of it all to see a mechanism established and to ensure there is strong governance and communication throughout the processes. When and if we've got a levy disbursement agency established (which will likely take a couple of years if successful) the industry will have a powerful tool to promote its activities and boost sales. We will keep you updated with information on this aspect but we will be coming to you for support and guidance so please start thinking about this process and do not hesitate to communicate with us on any issues that you have. The first meeting will take place In Canberra on 17 June following the Seafood Trade & Market Access meeting – all are welcome.

This next few months are ultra important. Clearly the Seafood Promotion Act is important – there is no way that you can operate this sort of operation by simply invoicing companies on a yearly basis. The models that have worked are clearly those built on industry participation and involve every one being involved in paying a fair share – it can no longer be left to the 'few'. The opportunity is there for us all to ensure seafood is promoted as the nutritious healthy protein food that it is – in both Australia and our export markets - we can only do this with a national industry organisation like SEA. The model for the seafood industry is in the UK where the Seafish Authority controls the levies for and on behalf of the industry – note that in the UK they rely on approx 80pct imports for their domestic seafood sales (similar figures to that of the USA and Australia) and consequently the levies, as they are distributed evenly, are mainly import derived.



CONNECTIONS WITH NATIONAL INDUSTRY

SEA is a 50pct shareholder (along with National Aquaculture Council - NAC) in Seafood Services Australia Ltd (SSA is also a member of SEA) so building bridges with both Seafood Services Australia and the Seafood CRC is seen as very important. These collaborations are critical – SEA gets to use the product of these bodies for promotion of seafood while SSA and CRC have a vehicle to deliver the desperately needed promotion of the industry. Regular discussions are held with NAC to ensure that we are working collaboratively and maximising our resources. FRDC are the major funder of SSA and we work as closely as possible with FRDC in ensuring that we are all 'on the same page'.

We have worked with SSA, NAC, FRDC and Seafood CRC in the creation of the Seafood Trade & Market Access Forum (STMAF) which is an essential element of assisting industry find solutions to many issues including trade and market barriers. This is being done in conjunction with the relevant Government Departments.

We have taken up the fight with Dept of Foreign Affairs & Trade regarding the 'Smartraveller Dodgy Prawn' Advertisements – a considerable amount of time and effort have been employed in following through many issues on this subject. If you want to see the latest letters on this do not hesitate to contact Bob Cox or Roy Palmer.

There are still no definite plans in place for a National Fishing Industry Peak Body but talks are continuing and we are committed to working with that organisation as and when it becomes operational. There are no sectors that we do not see as being important and we plan on engaging as many service providers to our industry in our process because if SEA is successful, then the industry will be successful and, as a consequence, the service providers will be successful! SEA is about creating WIN, WIN, WIN opportunities for all.....

CONNECTIONS FOR INTERNATIONAL COLLABORATION

We have forged an agreement with the UK's Seafish Authority to utilise their 2 per week logo (promoting 2 seafood meals per week) and working with them and others re international marketing opportunities to boost seafood sales. We have put forward an idea to create a 24 hours around the world Seafood Promotion Day, which will start in NZ and finish in Honolulu, taking in all facets of our fantastic industry and this is receiving a good response. There is still much to do on this but we are hopeful this will happen and will lead to regular activities of this type.

If you want more information how to participate in the SEA trade show program or how to become a member of SEA contact Roy Palmer, Executive Officer, on 0419 528 733, email: roy.palmer@australianseafood.com.au