

# PROMOTING AUSTRALIAN SEAFOOD – UPDATE 3

## Australian seafood promotion progresses

The Leadership Group for Australian seafood industry promotion met in via teleconference recently (Thursday 3 November) to progress strategy formulation and to continue work on establishing an entity to take responsibility for promotion of Australia's premium seafood.

The Leadership Group consists of several of Australia's seafood industry leaders with expertise in the fisheries and aquaculture supply chain. The leadership group was formed from a unification of the work undertaken by the Seafood Enterprise Alliance (SEA) - a group within the National Food Industry Strategy (NFIS), the National Aquaculture Council (NAC) and the Australian Seafood Industry Council (ASIC).

## [www.seafoodpromotion.com](http://www.seafoodpromotion.com) - Bookmark Now!

The proposed promotions corporation for the seafood industry, the Australian Seafood Promotions Corporation (ASPC), has set up a web site to ensure industry participants have an opportunity to keep up to date with developments. You are encouraged to visit the site and register your interest to stay involved in the project and receive further updates.

An email address has also been set up:  
[seafoodpromotion@seafoodpromotion.com.au](mailto:seafoodpromotion@seafoodpromotion.com.au).

The site is temporarily managed by the FRDC. The permanent website will be operated by the corporation once it is established. Several other domain names have been registered on behalf of the new corporation – so if you have any ideas please go to the site and provide your feedback.

## Call for Seed Funding

On behalf of the Leadership Group, FRDC has sent a letter to seafood companies that have expressed an interest in supporting the project. The request is for seed funding for the Australian Seafood Promotion Corporation. The amount requested is \$3,000 (GST Exclusive). The funds will be held in trust by FRDC and any interest accrued for ASPC. If you have not received a letter and would like to contribute please contact John Wilson or Patrick Hone at FRDC on 02 6285 0400, or register your interest on the new website: [www.seafoodpromotion.com](http://www.seafoodpromotion.com)

Those providing funding will receive an invitation to become inaugural members of ASPC.

Some people have asked why \$3,000? The reason is that we need to raise about \$60,000 in the first instance to get ASPC operational. It is critical that industry get behind and support this initiative. Once we have the constitution finalised and the corporation registered, then the new Directors will be in a better place to determine an annual budget. As a Leadership Group we are working to give the new ASPC the best start possible and to consider the many different views of industry.

## Why a constitution?

A constitution is critical as it:

- Establishes a mechanism for representation of members interests (which will on occasions be conflicting)
- Provides the Board with guidance on objectives and operations
- Ensures that the actions of the organisation are transparent
- Limits liability and helps manage risk

The key elements of the constitution are:

- Objects – what the corporation can and cannot do
- Who will be members
- Fees and voting rights
- Board composition
- Appointment processes

The draft constitution will be submitted by the consultants appointed to do the business modelling, ACIL Tasman, on the 15 November. It will be available as a download on the website as soon as possible after. Please take the time to read and provide your feedback.

## Christmas is fast approaching

With the busiest season for the majority of the seafood industry fast approaching, the Leadership Group have been discussing how the new corporation can ensure seafood will be on every ones thoughts whether eating at home or dining out.

## Location, Location

The Leadership Group have agreed that in the first place the new corporation should be registered in NSW and located in Sydney. Two proposals have been received offering accommodation and support for the new corporation. Both proposals provide attractive cost savings with regards to housing the new entity.

## Hitting the ground running

To ensure the promotions corporation can hit the ground running, coordination of current industry promotion opportunities will be the first task undertaken. Industry stakeholders have said that they want to move ASPC forward as soon as possible. To do this, the Leadership Group is appointing an interim Board to coordinate current promotion activities as well as to establish the marketing communications strategy for positioning Australian seafood as a premium product in the minds of our consumers.

A call for membership will be conducted as soon as the promotions corporation is established. This is scheduled for around January. Members of the corporation will vote to appoint the permanent Board at the first Annual General Meeting. The policy settings that will form the basis for ASPC need to be sound and represent the views of industry. With the finish line in sight – we need full support to make the initiative the success that industry wants it to be.

## Getting Involved

### Contributing to Strategy Development:

Industry participants are encouraged to contribute \$3000 to the initial strategy development. If you would like to contribute please contact:

Patrick Hone, Chair, Leadership Group  
(Phone: 02 6285 0400 or email: [patrick@frdc.com.au](mailto:patrick@frdc.com.au))

or

John Wilson, Business Development Manager, FRDC  
(Phone: 02 6285 0400 or email: [john.wilson@frdc.com.au](mailto:john.wilson@frdc.com.au))

### Becoming a member of the Promotions Entity:

Industry participants will be presented with the business proposition for becoming a member of the promotions entity by December 2005.

### Becoming a member of the Reference Group:

A reference group has been established to ensure those who have expressed interest in being involved in the project remain aware of developments and to provide input to strategy formulation. This initiative is inclusive of all Australian seafood industry participants and your further involvement is encouraged.

If you would like to be added to the Reference Group, visit:  
[www.seafoodpromotion.com.au](http://www.seafoodpromotion.com.au)

Or simply email:  
[seafoodpromotion@seafoodpromotion.com.au](mailto:seafoodpromotion@seafoodpromotion.com.au)  
with "add (*insert first and last name*) to seafood promotions reference group" in the subject line.