

# PROMOTING AUSTRALIAN SEAFOOD – UPDATE 4

## Australian seafood promotion set to commence

The Leadership Group for Australian seafood industry promotion met via teleconference recently (Wednesday 24 November) 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) and is independently Chaired by Dr Patrick Hone, Executive Director of the Fisheries Research and Development Corporation (FRDC).

## Schedule for forming ASPC

2 to 13 December: Reference Group (and subscribers to [www.seafoodpromotion.com](http://www.seafoodpromotion.com)) provide advice on draft constitution.

14 to 16 December: Constitution finalised

19 December: Corporation registered and launched

Prior to registering, there will be a lot of activity undertaken by the proposed promotion corporation, including a National media launch. This launch will be used to promote Australian seafood as the food to be sought after by those wanting the Australian Christmas experience.

## Have your say in forming ASPC

The proposed promotions corporation for the seafood industry, the Australian Seafood Promotions Corporation (ASPC) now has a draft constitution. The draft constitution has been developed by the consultants appointed to complete the business modelling for the entity, ACIL Tasman.

Industry has identified the following actions as the key role of the ASPC:

- Establishing seafood as an icon dish in Australia - "Australia's National Dish"
- Creating a premium quality Australian seafood identity and fostering awareness that it is the seafood to be sought after.
- Profiling fishers and producers as primary producer heroes; respected by the Australian community.

- Creating a promotion strategy Inclusive of all the industry, inclusive of the total Australian seafood supply chain.
- Enhancing an industry that is prosperous and vibrant with young people wanting to join.
- Creating a perception that is more than Australian seafood – It should encompass the Australian seafood experience.
- Developing a framework where all the industry pieces are coordinated.
- Establishing well informed and educated consumers.
- Ensuring the industry can be price makers, not price takers.

Please provide your thoughts on the draft Constitution by emailing [seafoodpromotion@seafoodpromotion.com.au](mailto:seafoodpromotion@seafoodpromotion.com.au)

The draft Constitution is also available on the website. Please take the time to read and provide your feedback by Tuesday 13 December.

## Interim Board

The Leadership Group has decided on members of an interim Board to take on the first challenges of the ASPC. The inaugural Board members of ASPC will be: Alex Kailis, Peter Fraser, Ron Edwards, Debra Ferguson, Grahame Turk, John Jenkin, Bob Cox, Chris Dockray, Mark Hancock, Tony Murray and Tim Hess.

The Annual General Meeting of the company will be held within its first six months of operations. Members of ASPC would then have the opportunity to elect the first full Board.

## The important first steps of ASPC

Industry stakeholders have said that they want to move ASPC forward as soon as possible.

A meeting of the interim Board members has been scheduled prior to Christmas. At this first meeting, some very important issues will be discussed. The two key areas for the Interim Board to consider include establishment and implementation of the promotion strategy as well as some company house-keeping areas that need to be resolved.

The interim Board is keen to put in place a strategic plan that takes advantage of the best promotion opportunities available to the Australian seafood industry. Members are also keen to ensure the promotions corporation can hit the ground running by coordinating current industry promotion activities.

A call for membership will be conducted as soon as the promotions corporation is established. This is scheduled for around January.

## [www.seafoodpromotion.com](http://www.seafoodpromotion.com) – Find out what's happening!

The proposed promotions corporation for the seafood industry, the Australian Seafood Promotions Corporation (ASPC), has set up a web site to ensure industry has the 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. Subscribe for free at:

[www.seafoodpromotion.com](http://www.seafoodpromotion.com)

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.

## 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 encouraged to join the ASPC once the constitution is finalised. Members of ASPC will play a lead role in guiding the strategic promotions undertaken. A promotion strategy will be developed by APSC.

### 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. 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.