

# SEAFOOD EXPERIENCE AUSTRALIA

## REPORT TO SPONSORS

I write this report to bring you up to date with the latest activities of the work of the Australian Seafood Promotion Corporation and to thank you for your commitment to provide seed funding that will be essential; if we are to continue the task ahead of us.

As you know, leading up to and following Seafood Directions in September 2005, a leadership group chaired by Patrick Hone of FRDC was established to bring together the work of the National Aquaculture Action Agenda and the Seafood Enterprise Alliance (formed by the National Food Industry Strategy) in cooperation with the Australian Seafood Industry Council. At Seafood Directions the leadership group decided to commission work from consultants to establish a constitution and business plan for a new promotion entity to cover the Australian seafood industry

The leadership group met in Adelaide in October to be briefed by the selected consultants, ACIL Tasman, and to be updated by Market Equity on their work undertaken for NAC. As part of this process there were teleconferences concerning work plans, a draft constitution and a business model.

Additionally, expressions of interest were called by the leadership group for those in the seafood industry interested in being members of an interim board to oversee the emergence of the new promotion body, including the adoption of a constitution, the process of incorporation, the consideration of a business model and the development of a strategy. The leadership group resolved to meet in Sydney in late December to hand over their completed tasks to this interim board. The leadership group Chair Patrick Hone received a unanimous sign off from the leadership group for the work undertaken in developing a draft constitution, preparing a business model and selecting an interim board. Particular recognition was given to Patrick Hone, Simon Bennison, Don Nicholls, Ross Allan, John Jenkin and Alexandra Bagnara for their expeditious work and to Mark Barber and Alan Smart of ACIL Tasman for working to a tight timeframe in developing documents for the new promotion body.

The interim board of the new promotion body, chosen as an expertise based board by a selection panel, includes

Bob Cox, CEO Southern Cross Marine Culture  
Chris Dockray, Chairman Tasmanian Salmonid Growers Association  
Ron Edwards Chairman Seafood Enterprise Alliance.  
Peter Fraser, Executive Director, Marine Produce Australia  
John Jenkin, Chairman National Aquaculture Council  
Grahame Turk, Managing Director Sydney Fish Market  
Mark Hancock, CEO Seafarm  
Tim Hess General Manager sales and logistics Petuna Seafoods,  
Tony Murray, Chairman Ocean Shrimp  
Debra Ferguson, International Marketing Director Ferguson Australia  
Alex Kailis CEO MG Kailis Group and

The interim board held its first meeting at the Sydney Fish Markets on December 19<sup>th</sup> following the meeting of the leadership group. The board chose Bob Cox as Company Secretary, Ron Edwards as Chair, adopted the draft constitution prepared by the consultants and reflecting the views of the leadership group with minor modifications and agreed to work on the NAC strategy document as a means of evolving a strategy for the new board. John Jenkin undertook the significant task of bringing together the various comments and observations of board members about the proposed strategy document. Bob Cox has been assiduous in preparing documents for the new corporation.

The interim board at this inaugural meeting decided to name the new promotion body "Seafood Experience Australia" reflecting the strong market research indicators that the "taste "experience is a key factor in the selection process for consumers. The interim board was keen to reflect that element and to provide a title for the body that would be more catchy and interesting than Australian Seafood Promotions Corporation.

A successful launch of the new body took place at the Sydney Fish Markets, attended by a large number

of media representatives. Grahame Turk began the media launch and introduced me to speak with famed dietician Rosemary Stanton and renowned TV chef Luke Mangan. A great deal of work was put into the launch by Grahame Turk, Louise Nock and Amber Forrest-Bisley of the Sydney Fish Markets and Peter Horvat, Communications Officer of the FRDC

As a means of driving your dollar further, significant contributions have been made by many people to get the organisation to this point. Many companies have provided financial support to enable interim board members to attend the Sydney meeting along with NAC, NFIS and FRDC who provided similar support. "In kind" support has been considerable from the Sydney Fish Markets, the FRDC, NAC, ASIC, Fisheries WA and NFIS. Members of the leadership group and the interim board have freely contributed their time and energies to ensure this important transformation took place.

The interim board of SEA is keen to develop a network of supporters in agencies and industry bodies around Australia who are prepared to assist them in communication with the wider community, including industry members.

The board is of the view that we need to ensure that a sound strategy is in place before committing to various activities, in order to produce a concerted and coherent campaign to position seafood as a premium category in the market place. The interim board will work on developing strategy and identifying activities of significance to industry.

The interim board is working to a six month timetable until the end of the financial year when there will be an annual general meeting of members to elect a board and address the strategic and business activities of the corporation.

This is a most exciting time for our industry. For the first time we have in place a promotion body that can advance our industry as a unified entity in the area of seafood promotion to consumers, industry and government. I am honoured to be Chairman of this body and look forward to the next six months work with my colleagues on the interim board.

**Ron Edwards**  
**Chairman**  
**Seafood Experience Australia**

**11<sup>th</sup> January 2006.**

**PS:** While we will be providing further updates, should there be any queries on the initiative, and more importantly, if there's any matters you wish to make sure are on our agenda you can contact either myself or any of the other Directors. Our contact details are:

		phone	mobile	email
Ron Edwards (Chair)	Chair, Seafood Enterprise Alliance	08 9447 3880	0408 925 805	redwards@iinet.net.au
Bob Cox	CEO, Marine Culture	03 6236 3000	0418 338 797	SEA@pecserv.com.au
Christopher Dockray	Chair, Tasmanian Salmonid Growers Association	03 6334 3866	0418 137 654	cdockray@tassie.net.au
Debra Ferguson	GM, Ferguson Australia	08 8346 8764	0418 819 440	debra@fergusonaustralia.com
Peter Fraser	Executive Director, Marine Produce Australia	08 9431 6355	0411 267 507	pfraser@vianet.net.au
Mark Hancock	CEO, Seafarm	02 9356 5020	0418 596 058	mhancock@seafarm.com.au
Tim Hess	GM, Petuna Group	03 6427 9033	-	tjh@petuna.com
John Jenkin	MD, Antiopdean Projects	08 9335 2092	0411 862 085	antiproj@iinet.net.au
Alex Kailis	MD, MG Kailis Group	08 9239 9239	-	alexkailis@kailis.com.au
Tony Murray	MD, MTC	07 3870 4975	-	mtc1@netspace.net.au
Grahame Turk	MD, Sydney Fish Market	02 9004 1100	-	grt@sydneyfishmarket.com.au