



Seafood Experience Australia Ltd

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SEAFOOD EXPERIENCE AUSTRALIA: SECOND REPORT TO SPONSORS

The interim board of SEA met at the Sydney Fish Market on Tuesday 31st January 2006. Grahame Turk kindly hosted the Board meeting which addressed the strategic direction for SEA and identified a work plan for the immediate future. Your SEA Directors, as well as participating in the meeting, committed to working on the projects identified by the Board.

The Board considered the work of the organization under core and project activities and addressed the themes of Seafood Environment (relationships with other entities), Seafood Excitement (promotion activities) and Seafood Enterprise (governance). Listed below are the project activities identified by the Board. The Domestic promotion strategy has been given a high priority by the Board as it is more easily managed, less expensive and more visible to stakeholders such as industry sponsors and future industry recruits.

PROJECT ACTIVITIES

The following projects have been identified by the interim SEA Board:

Domestic Promotion Strategy Group: The domestic marketing project to involve Grahame Turk, Bob Cox, John Jenkin, Tim Hess and Ron Edwards. This group will develop a domestic marketing strategy which has been identified by the SEA Board as a priority for project activity. One element of this project will be to establish the pattern of existing promotion activities and to link in with those intended activities. From there SEA will develop an overarching domestic promotion program.

Supermarket Liaison Project Group: Co-ordinated by Tony Murray. This group will work with supermarkets to negotiate promotion of SEA, including addressing matters of standards and branding.

European Union Project Group: To include Peter Fraser, John Jenkin and Ron Edwards. SEA intends to be involved in the European Seafood Exposition in Brussels as a means of advancing the European project for the industry. Additionally, there are matters involving promotion and market access for the prawn industry to Europe as well as developing market access matters for other products such as lobster, cockles and yellow tail kingfish.

Premium Project Group: Graham Turk to coordinate the project and to liaise with Mark Boulter (Quality Manager SFM), along with Tony Murray, Mark Hancock and Debra Ferguson and to consider the definition of Premium to develop "desired attributes" from "retailers" and "consumers" perspectives.

Strategic pathway for implementation Project Group: The group to consist of John Jenkin, Debra Ferguson, Mark Hancock and Grahame Turk. This group will provide recommendations to the SEA Board and industry on matters involving implementation of the SEA strategy

Seafood Emergency Planning Procedures Project Group: Bob Cox to coordinate this project which aims to provide a "whole of industry" response to matters involving industry standards, consumer safety and supply chain consideration. Key to this is to liaise with other industry groups and agencies such as SSA, ASIC, SFM and state and industry councils

Japan Project: Tony Murray supported by Mark Hancock and Peter Fraser will develop promotion opportunities in Japan.

Projects in cooperation with the **National Food Industry Strategy**:

The extension of the Southern Rock lobster initiative into Western Rock Lobster.

Finfish market development in the United States: Tim Hess to lead this project supported by Chris Dockray, John Jenkin and Peter Fraser

The European Seafood Exposition in Brussels: This project is to be developed by Ron Edwards, Peter Fraser and John Jenkin

Temporary Executive Officer for SEA

The Board has identified as a high priority the employment of an Executive Officer for SEA. At present the Company Secretary Bob Cox, Board Members, staff members at the SFM and FRDC and your Chairman are undertaking the Executive Officers work in their spare time.

Next Meeting

Ron Edwards
Chairman
Seafood Experience Australia Ltd