

## MEDIA RELEASE

### Project Officer Commences at SEA

Seafood Experience Australia's (SEA) Board of Directors met in Hobart last week during Seafood Directions and Shellfish Futures Conferences and amongst other important matters appointed a Project Officer, Richard Arnott.

"Richard will be responsible for the organisation and management of all events and tradeshows showcasing the Australian seafood industry for SEA's membership and seafood industry participants generally. In addition to the management of all SEA projects, he will be required to provide general administrative support to the Board, where needed" said Chairman Dr Ron Edwards.

Ron added "This is a critical time for the Australian seafood industry with fuels costs and exchange rates at unprecedented highs and the general election just weeks away. At this time it is essential that the members (current and future) of SEA can



SEA's new starter, Richard Arnott with Ron Edwards at Seafood Directions in Hobart

see that we have a positive plan to assist them in their endeavours to move the industry forward in the best way we can – through promotion and marketing development. The SEA Board wish to thank Fisheries Research and Development Corporation (FRDC) for its very strong contribution to this position, in particular Dr Patrick Hone, Executive Director, and Peter Horvat, Communication Manager for their vision and support."

Company Secretary, Bob Cox, commented "Richard comes to us with an excellent background in marketing and promotional work, skills achieved from building businesses and in the health and wellbeing sector. He will be based at the hub of domestic seafood marketing, the Sydney Fish Market, but obviously will be travelling to meet with as many members as possible in order to ensure that the strategies in place are meeting the members needs and to listen to new ideas that they may have."

Richard Arnott, who commences with an induction into SEA on 16 November 2007 said "I am delighted to be able to be involved with such a passionate industry and I aim to help them promote their produce on both the domestic and international markets. Despite the economic issues I have been excited by the prospects of being involved with such a healthy nutritious product which has excellent sustainable environmental credentials."

The SEA Board had already mapped out the 2007/2008 shows/exhibitions for involvement (see Newsletter #2 October 2007 and website [www.seafoodpromotion.com](http://www.seafoodpromotion.com)) and is looking forward to expanding its membership through Richard's activities.

**FURTHER INFORMATION:** SEA Chairman, Dr Ron Edwards, 0408 925 805 or SEA Company Secretary Mr Bob Cox, 0418 338 797. Also see the SEA website <http://www.seafoodpromotion.com>

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