

COMMUNIQUE

FISH NAMES COMMITTEE (FNC) MEETING 40

Welcome to the inaugural FNC communique.

This and future communiques will provide industry and other interested stakeholders a brief of recent FNC meetings and any out-of-session updates as they occur.

The communique forms part of FRDC Project 2021-021: *The ongoing development, implementation, communication and extension of the Australian Fish Names Standard (AS 5300) and the Australian Aquatic Plant Names Standard (AS 5301) for 2021-2025*, which is supported by funding from the Fisheries Research and Development Corporation (FRDC) on behalf of the Australian Government.

Members met virtually via Zoom on 7 September 2021 for meeting FNC 40.

Several FNC appointments had expired prior to the renewal of this project, which commenced 1 July 2021. However, the appointees sought to continue in their roles and were subsequently carried forward until the renewal of this project. In the meantime, these members confirmed their willingness for reappointment in their respective representative roles.

It has now been confirmed that FRDC have reappointed the following members to the FNC committee:

- Mr Gus Dannoun Independent Chair
- Mr Gordon (Gus) Yearsley Expert Member (Fish Taxonomy)
- Mrs Renee Pearce Australian Seafood Industry Appointee
- Ms Lisa McKenzie Department of Agriculture, Water and Environment Appointee (Fish Exports)
- Mr Russell Conway Recreational Fishing Appointee
- Mr Mark Boulter Seafood Importers Association of Australasia Inc Appointee
- Mr Michael Kitchener Master Fish Merchants Association of Australia Appointee (Independent fish retailers)
- Mr Hamish Allen Expert Member (Major Supermarket)
- Mr Glenn Austin Expert Member (Hospitality)

Additionally, there are currently two vacancies on the FNC Committee, with the committee hoping to fill these vacancies from either Central or Western Australia seafood businesses. The specific roles are:

- Expert Member (Seafood Marketing)
- Expert Member (Seafood Processors)

1. System and Process Updates

We are currently in the process of reviewing and where required updating systems, processes, databases, websites and the internal FNC SharePoint site. This work will be completed over coming months and will ensure we have the right foundation moving forward with this project.

2. Australian Standard for Fish Names (AS 5300) Update

Currently there are two applications for new additions to the Standard, open for public consultation. Feedback is sought from interested parties before 15 October 2021:

- Application 341: To add Akoya Pearl Oyster for *Pinctada imbricata fucata*
- Application 342: To add Blacklip Rock Oyster for *Saccostrea echinata*

Here is the link to provide your feedback on these applications: [Public Consultation](#)

There are also other updates that will be communicated via the e-newsletter, including; changes to scientific names, general formatting (e.g. italics used correctly) and ensuring group names are pluralised where required, e.g. BLUE SWIMMER CRABS.

Make sure you keep an eye out for the e-newsletter.

3. Communication Strategy

The FNC is working through strategies on how to better communicate the Fish Names Standard, in order to increase awareness and adoption through all sectors of the industry. Over time we anticipate communiques such as this and other forms, such as email and social media, will assist with this endeavour.

The e-newsletter will be distributed quarterly as a minimum and to include:

- Changes to a scientific name
- Applications to update the Standard
- Deadlines to submit applications for the next FNC meeting
- Upcoming meetings
- Links to social media posts to share across industry sector
- FNC membership changes/meet the FNC members
- Input from you as stakeholder on any topics covered in the email

Communication Platforms

- Emails / e-newsletter
- Social media – LinkedIn, Facebook, Instagram
- Printed magazines

Websites (once updated)

- To be user-friendly
- Main hub of resources and information on the Standard for industry to use.
- Training modules

Yours sincerely,

A handwritten signature in black ink, appearing to read "Gus Dannoun", with a long horizontal flourish extending to the right.

Gus Dannoun
FNC Chair