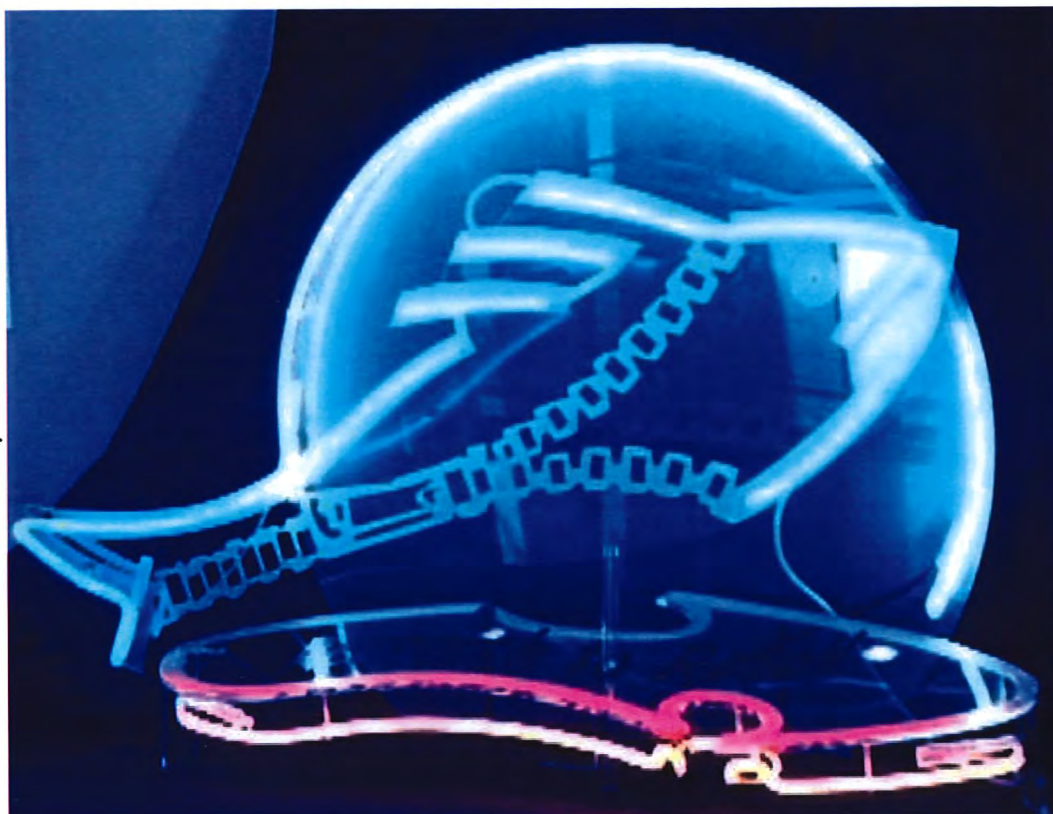


# **'99 Innovations for Seafood**

## **Conference, Trade Display and Innovative Product Competition Report**

**21-23 April, 1999  
Surfers Paradise, Queensland, Australia**



**Project No. 98/418  
Final Report**

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**CENTRE FOR FOOD TECHNOLOGY**



**Queensland Government**  
Department of Primary Industries



**SEAFOOD SERVICES**  
AUSTRALIA

## TABLE OF CONTENTS

NON-TECHNICAL SUMMARY .....	2
BACKGROUND.....	3
NEED .....	3
OBJECTIVES .....	4
RESULTS/DISCUSSION .....	4
CONFERENCE DETAILS.....	4
CONFERENCE ORGANISATION .....	5
SPONSORSHIP.....	5
PROMOTION .....	6
PROGRAMME .....	7
CONFERENCE & TRADESHOW STRUCTURE.....	8
A TASTE OF SEAFOOD .....	8
COMPETITION.....	9
TRADE DISPLAYS.....	10
REGISTRATION & ATTENDANCE .....	10
PROCEEDINGS ON CD-ROM .....	11
EVALUATION BY DELEGATES .....	11
BENEFITS.....	12
CONCLUSION .....	12
APPENDIX 1 .....	13
APPENDIX 2 .....	14
APPENDIX 3 .....	16
APPENDIX 4 .....	17
APPENDIX 5 .....	20
APPENDIX 6 .....	22
APPENDIX 7 .....	23
APPENDIX 8 .....	24

## **NON-TECHNICAL SUMMARY**

Innovation is a key topic in the competitive economic environment. Innovative actions need to be recognised and encouraged. A dedicated seafood post harvest conference was the ideal opportunity to present innovative ideas and processes from the Australian industry and gain benefit from hearing the latest advances in technology from overseas.

The '99 Innovations for Seafood Conference, Trade show and Innovative product competition was held at the Gold Coast International Hotel, Surfers Paradise, Queensland over two and a half days in April 1999.

The conference was well attended, attracting 160 delegates and 23 trade exhibitors. An innovative product competition was organised and occurred on the first ½ day of the conference. The competition included 37 innovative products from 14 Australian and international companies. Austrolex Black Forest was awarded Grand Champion for its innovative Carp Bacon product and Maggie Beer Products Pty. Ltd. took the Blue Ribbon for their Smoked Salmon Crème.

Thirty-six well known international and domestic speakers presented topics on innovations in harvesting, processing, packaging, marketing and safety of seafood. General feedback from delegates indicated that the conference was informative and enjoyable. Displaying companies have indicated that numerous contacts were collected through the conference.

The conference successfully provided a platform for the Australian seafood industry to build and maintain strategic links that ensure competitiveness in the future. An opportunity for industry participants to provide input and guidance to researchers was initiated through this conference.

## **BACKGROUND**

Few forums are dedicated to post harvest aspects of seafood. If included at all, post harvest technology is attached as an addendum to other scientific conferences, which have a broader theme.

The only other recent event dedicated to post harvest seafood convened in Australia was a symposium "Making the most of the Catch" held in 1996. This event was instigated by the Centre for Food Technology and had a technical scientific focus. The wider communication network that now exists between post harvest researchers is evidenced by the regular contact between Australian and overseas individuals and Institutes, invitations to speak (with all costs paid) in Seattle and Nova Scotia and far wider contact with equipment manufacturers in both North America and Europe. The success and continued outcome from such a meeting is underscored by the better and broader communication established.

It was deemed to be an appropriate time for a post harvest focussed forum to be initiated along similar but expanded lines, with an emphasis that more readily includes all sectors of the seafood industry. Industry involvement and participation will strengthen understanding and co-operation between the industry sectors and researchers, which will set a platform for future success.

## **NEED**

For the Australian Seafood Industry to retain a position at the forefront of the international market we must:

- be competitive by embracing innovation in seafood products
- be conversant with the latest technological and innovative advances in the post harvest seafood sector
- develop and maintain heightened communication between all industry stakeholders – researchers, processors, catchers and harvesters, wholesalers, retailers and the catering, hospitality and food service sectors.
- be alert to future directions and opportunities likely to occur within the industry.

The most expedient way to achieve these goals is for all stakeholders (from fisher to consumer) to meet together to cultivate the transfer of ideas, information and innovations.

This event was an opportunity for the Australian seafood industry to showcase its' innovations in product and handling technology and any other appropriate areas, as well as gaining from latest international innovations.

The conference provided the impetus for tandem effort by industry and science/technology to capitalise on opportunities and advance cooperatively towards successful outcomes for the Australian seafood industry.

All endeavours went towards making the sessions and talk structure relatively informal to allow as much interaction between interested parties as possible. This was engendered through the content, structure and style of the presentations and through the capabilities of appropriately selected Session Chairs. There was also

ample opportunity provided for personal interaction between delegates throughout the Conference program.

## OBJECTIVES

1. Provide a forum for communication between all sectors of the seafood industry, focussing on innovations in seafood products and technologies.
2. Present an opportunity for showcasing developments in the Australian seafood industry and for acquiring knowledge of latest international innovations.
3. Strengthen the integrated network between all sectors of the industry.
4. The conference purpose is to reveal innovations in seafood products, technologies and processing which enhance the competitive advantage of the Australian seafood industry including:
  - advances in harvest technologies
  - implications of technologies in enhancing the quality and utilisation of seafood
  - latest international seafood research technology and development results
  - commercial application of research in seafood processing
  - latest advances in consumer protection and developments in monitoring safety in seafood
  - innovative product concepts for the retail and food service sectors beyond 2000

## RESULTS/DISCUSSION

### CONFERENCE DETAILS

**Background:** '99 Innovations for Seafood Conference, tradeshow and innovative product competition was held at the Gold Coast International Hotel, Surfers Paradise, Queensland over two and a half days in April 1999.

**Purpose:** The purpose of the conference was to provide a forum for the cross-fertilisation of ideas and innovative approaches to seafood in the new global environment for all sectors of the Australian industry. To provide an opportunity for the seafood industry to forge and maintain links between all stakeholders to ensure research is relevant and that it maximises the industries competitive edge in international markets.

**Theme focus:** The latest innovations in seafood harvesting, packaging, processing and marketing arising from the scientific and commercial sectors of the industry

**Attendance:** The conference was well attended by 160 attendees and included 23 trade exhibitors. The innovative product competition attracted 37 product entries.

**Attendees:** Conference delegates consisted of both national and international industry participants and included fishers and seafood processors, seafood retailers and wholesalers, equipment manufacturers and suppliers, aquaculturists and researchers and government agency employees. To facilitate

involvement from the broad spread of industry participants the programme was specifically selected to provide a good mix of technical and commercially focused presentations.

## **CONFERENCE ORGANISATION**

The conference was initiated and organised by the Seafood Research Group. An event organiser (Iceberg Events) was employed to perform registrant organisation and reduce administration load. A steering committee was appointed from staff members at the Centre. Steering committee meetings were held on a regular basis with the event organiser to determine task lists. Complete control of the event remained with CFT and much of the work was done in-house

Timelines were milestone and a full budget is detailed as Appendix 2.

A specific program development committee was formed to ensure emphasis on coverage from all industry sectors in the presentations. This was achieved by direct approach to specific individuals, where appropriate, to complete the balance within any one session.

To facilitate the involvement of industry speakers, not all of whom are completely comfortable addressing large audiences, CFT staff offered assistance in preparing the presentation of speaker's talks. From the content as provided by the speaker, the selected presentations were prepared in Microsoft PowerPoint or any other medium preferred by the speaker. This maximised presentation quality and confidence of the presenter.

From feedback received, we feel sure that this removed or minimised a major negative hurdle for industry involvement.

### **Obtaining a strong industry presence**

While accepting that it is not possible to MAKE people come to the Conference, it was our intention to achieve as great an industry presence as possible. This was fundamental to the purpose of this conference.

The important factor in ensuring industry interest and attendance was to develop a program content that was relevant and exciting. The most effective way to obtain attendance at the conference is through direct contact with as many key industry personnel as possible. Additionally, effort concentrated on making the event known as widely as possible, including short article promotion as well as the advertisements in relevant industry journals, along with follow up reminders.

## **SPONSORSHIP**

The conference was principally sponsored by the National Seafood Centre and underwritten by the Centre for Food Technology and Queensland Department of Primary Industries.

Three levels of financial sponsorship were offered, gold (\$7,000) silver (\$4,000); and bronze (\$2,000). Sponsorship package benefits for the gold package included six full conference registrations, a prominent large display booth in the front entry

foyer, logo placement on printed materials and advertising pages in the conference proceedings on CD-Rom. Bronze sponsorship packages benefited from 2 full conference registrations, a strategically located large display booth and an advertisement on the CD-Rom proceedings.

Conference sponsors are listed below;

**PRINCIPAL SPONSOR:** *Seafood Services Australia  
(Formerly National Seafood Centre)*

**MAIN SPONSORS:** *Centre for Food Technology  
Queensland Department of Primary Industry*

**GOLD SPONSORS:** *Cooperative Research Centre for Aquaculture*

**BRONZE SPONSORS:** *Hastings Data Loggers  
Heat and Control Pty Ltd  
Cryovac Sealed Air Corporation  
Float Pac  
AGK Kronawitter  
Convenience Food Systems  
Cox Temperature Recorders  
AquaPlus Marketing Pty Ltd (APM)  
Food Science Australia*

## **PROMOTION**

A large database of relevant contacts was developed from the resources of the seafood group and within the Centre. The conference was widely advertised throughout industry journal, websites and through the general media. The amount of conference promotion undertaken by the steering committee undoubtedly resulted in a broad section of the seafood industry both internationally and in Australia being aware of the conference.

**Brochure:** An attractive and informative brochure advertising the conference was professionally printed and sent to approximately 2000 people in the targeted sectors of science and research, fishers and processors and retail, foodservice and catering industries. The brochure included registration forms for delegates, trade exhibitors and conference sponsors (refer Appendix 7). A second mailout was performed approximately 6 months after the initial one to remind and prompt potential delegates.

**Postcard:** A professionally designed and printed A5 sized post card was produced to advertise the conference. The card included a mailback section to request a registration form. The postcard was distributed at the Queensland Seafood Awards Dinner, October 1998 and the Geelong seafood Festival, November 1998.

**Internet & Website:** A large Website was designed and was located on the main DPI site. Specific keywords were determined so that potential delegates would have access to the page when searches on the words seafood innovations conferences were entered. Analysis of the statistics from the DPI Website for 1998/1999 have shown that the '99 Innovations for Seafood pages were the 3<sup>rd</sup> most accessed pages within the site. The Website address was submitted to other industry sites so that links were established. The International seafood industry was informed of the conference through Internet and e-mail discussion groups. The e-mail messages sent through the discussion groups resulted in a large amount of interest in the conference.

**Telemarketing & Broadcast Faxing:** In the leadup to the conference, several newsletters to update the session programme and competition status were produced. The newsletters were faxed to the people from the conference database. Delegate lists were obtained from the organisers of WAS 99 and were also faxed copies of the newsletters.

**Paid Advertising:** Advertisements were placed in several relevant industry journals. Advertisements included contact details for the conference secretariat and the site address of the conference WebPages so that delegates could register in a number of manners. Press releases were sent to several Australian and international journals. The conference was also listed in the calendar section of these journals. A full list of journals in which the conference was advertised is available in Appendix 3 and where available copies are attached

**Media Releases:** Two media releases were prepared by the Centres' marketing section in January and March 1999.

## **PROGRAMME**

To innovate implies creativity and the pursuit of opportunities. Innovation extends from minor product variations to completely novel seafood and new technologies. Today, more than ever, the need to innovate should drive business. Especially with food in a global economy, in mature markets and for discerning customers, the drive to innovate should deliver benefits both to individual consumers and those that stand to financially profit - an enormous challenge - but essential for the times in which we live.

There is rarely an opportunity to amass such a group of individuals with a common theme of innovation, spanning the depths of research to the diversity of retailing. Enormous value is gained through the transfer of information and discussion about concepts, possibilities and opportunities. This conference was a forum for exchange between people of diverse interests and we hope it was a memorable experience fostering long-term benefit.

As we move into a new millennium, we wish to acknowledge those that innovate and those that are ready to adopt new technologies, ideas and approaches. The seafood industry has, more than any other protein food industry, an unprecedented opportunity to creatively prepare, process, package, present, market, promote, and enjoy an enormous variety of products and product forms.

The presentations were held over two days and included seven themed sessions as well as an introductory and concluding session. A theme was followed for each session and the presentations covered scientific/technical innovation and innovations by industry, including processing, retailing areas and food service sectors. Speakers within any one session were selected to complement the particular theme.

The session structure was designed to facilitate industry input - each session provided presentations that consisted of 1 scientific, 1 industry and 1 hospitality/catering focused speaker.

A full copy of the conference program is available in Appendix 4



## CONFERENCE & TRADESHOW STRUCTURE

**Location and timing:** The timing and location of the conference were specifically chosen to allow interaction with the World Aquaculture Society 1999 Conference. Early contact was made with the WAS99 Steering Committee who expressed support for our conference.

The conference was held in the Linderman-Hamilton room at the Gold Coast International Hotel. The tradeshow was located in an adjoining room and through the entrance foyer. This area provided an ideal place for conference delegates to gather during breaks and before sessions commenced. The Gold Coast location for the conference was selected for its recognised attractiveness to both overseas and domestic delegates. Internationally, it is recognised as one of Australia's most well known tourist focal points and most people have a desire to visit this destination.

**Conference format:** The conference spanned two and a half days. The first half-day was dedicated to providing networking opportunities for delegates.

Activities included the display and judging of the innovative seafood product competition entrants and the "*tastes of seafood*" product display and sampling. There was a strong media presence at the 1<sup>st</sup> day function. The extensive targeted Trade Exhibition was opened at midday giving delegates plenty of time to view the displays and talk with exhibitors before the conference sessions began. The conference was officially opened at the "*cocktail evening*" with the announcement of the Grand Champion and Blue Ribbon winners in the innovative product competition.

The following two days of the conference comprised seven themed sessions with topics presented by national and international session chairs and speakers.

The trade display consisted of 23 exhibitors including Gold and Bronze sponsors. Exhibitors were selected on the basis of innovation of display content and appropriateness to the conference theme. The inclusion of the "*Innovative Product Competition*" on the first half day of the conference acted as a drawcard for an industry presence. It was a novel and attractive feature for an event of this nature. The competition attracted 37 edible "innovative seafood products" which were new, market ready or had been on sale for less than 2 years

The trade show and display was run in conjunction throughout the conference period

## A TASTE OF SEAFOOD

Australia is blessed with a bountiful supply of beautiful seafood. Our waters are deep and clean, geographically isolated and longitudinally diverse. From tropical scallops to cold deepwater species. Delegates were invited to join in a tasting of our seafood in conjunction with the running of the Innovative Seafood competition

The following companies supplied products for the tasting;

- Black Tiger Prawns - Gold Coast Marine Hatcheries
- Tropical Queensland Scallops - Fish Mac Pty Ltd
- Rancher Bluefin Tuna - Tuna Farmers of South Australia
- Tasmanian Pacific Oysters - Huon Valley Seafood P/L

While Australia is now world renowned for its superb vintages, we also produce an increasingly spectacular range of boutique beers. Our beverages were supplied by:

- Carlton & United
- Guinness
- Mildara Blass Wine

The "taste of seafood" afternoon displayed some of the finest seafood produce Australia has to offer and gave delegates the opportunity to browse through the trade display areas and informally link with other industry participants.

## COMPETITION

In a world of rapidly changing consumer demands, technology and markets, there is rarely an opportunity like this to showcase creative developments. This event was devoted to identifying and rewarding those advances in seafood products, processes and marketing that soon become part of every day life.

An "Innovative" seafood product had to be new (market ready or has been on sale for less than 2yrs), and a unique combination of materials, ingredients, techniques or processes, which offers an advantage in quality, convenience, price or marketing.

Products were publicly prepared and/or cooked (where appropriate) by professional chefs as a feature of the judging. This was an excellent opportunity for entrants to showcase innovations through the Australian media.

A judging panel consisting of both local and international judges was assembled to assess the competition entrants. The panel was selected to ensure a wide range of skills from the scientific, commercial and catering / foodservice industries. The panel included two chefs and a restaurateur, a home economist, a food technologist, a seafood educator and a seafood retailer. The judging panel scored entries according to;

- Degree of innovation
- Uniqueness
- Consumer Appeal
- Supplementary Information or demonstration

A first-of-its-kind bacon-substitute made from carp by Sydney-based Austrolex Black Forest took Grand Champion in the Innovative Seafood Product Competition.

A South Australian creation Maggie Beer's Smoked Salmon Crème, a small retail tub of smoked salmon 'custard' with capers and dill, collected the Blue Ribbon.

Highly commended products were:

Pantacchini's Gourmet Foods, Cairns

*Cold smoked barramundi with green ants*

Food Consult, Germany

*"NewFish" Fish Restructurate*

Aquatas, Tasmania

*Hot smoked wild berry atlantic salmon*

Mures Fishing, Hobart

*Mures Provencal fish soup*

Australian Maritime College, Launceston

*Tasikana cold-smoked jack mackerel*

The innovative product competition resulted in extensive media coverage including radio interviews and newspaper articles published in Queensland, New South Wales and Victoria. Media releases were prepared by the marketing department at the Centre. The innovative product competition was successful in creating promotional opportunities for several new and innovative Australian seafood products.

A full list of companies that entered the innovative product competition and a list of judge's names are available in Appendix 5.

## **TRADE DISPLAYS**

'99 Innovations for Seafood included delegates representing Research, Processing, Catching and Harvesting, Wholesale, Retail, right through to Catering, Hospitality and Food Service industries. The '99 Innovations for Seafood Tradeshow offered companies a great way to display their products directly to an audience that was specifically interested in what they had to offer.

The trade show area was easily accessible from the auditorium and morning and afternoon teas were served in the tradeshow area. This maximised the time available to delegates to interact with the exhibitors. Exhibiting companies are listed in Appendix 6.

## **REGISTRATION & ATTENDANCE**

Registration options included full attendance, single day attendance or tradeshow entry only. There were 158 full and 4 single day registrations including presenters. Full registration included entry to the Taste of Seafood & Innovative Product Competition afternoon, opening ceremony cocktail party, all conference sessions, tradeshow and the formal conference dinner. All delegates received a conference satchel containing programme booklet (refer to Appendix 7), delegate lists and promotional material from exhibiting companies.

**Complimentary registrations:** The 34 presenters were invited to attend all conference sessions freely. All trade booths were provided with free registrations commensurate with the level of sponsorship. On evaluation of the conference registrations, there were too many free registrations. This was mainly made up of other staff and the board members of the Centre.

**Discount registrations:** To attract greater numbers of delegates special packages were developed for delegates and exhibitors who were also attending WAS 99. Discounted registration was offered to students and retirees. The discounted registrations were successful in attracting another trade booth from overseas (2 registrations) and the discounted student / pensioner rates resulted in 7 further registrations.

**Registrations breakdown:** The conference attracted delegates from NSW (25), NT (1), SA (3), TAS (7), VIC (20), WA (7) and QLD (72). The conference also attracted delegates from a large number of countries including Denmark (2), France (1), Germany (1), Iceland (2), Italy (1), Kuwait (1), New Caledonia (1), New

Zealand (4), Norway (5), Peoples Republic of China (1), Singapore (1), South Korea (1), United Kingdom (1) and United States (2).

There were several industries represented indicating that the conference was successful in creating a forum that appealed to all sectors of the seafood industry. The breakdown of delegates by industry includes Aquaculturalists (12), Equipment manufacturers (4), Equipment suppliers (3), Processing (16), Retailers (7), Wholesalers (6), Research institutes (9) and Government (40). Not all delegates indicated which industry they were involved in.

## PROCEEDINGS ON CD-ROM

The essential points and innovations of the conference were captured on a user friendly CD-ROM. This provides the vehicle for full delegate listing, sponsors and trade exhibitor promotion with linkages for the Australian industry, NSC, FRDC participating companies and sectors. The CD-ROM will provide a very useful and ongoing industry tool. The CD-ROM became available in April 2000 as its production was delayed by technical difficulties.

The CD is provided to all delegates and will also be promoted and sold throughout the seafood trade in Australia and internationally. This living connection will facilitate direct links to seafood suppliers and service providers from "research to retail" and identify the innovators in seafood products and technology.

A valuable reference tool and information resource, the CD contains the full proceedings, interviews, competition, tradeshow and related new products and services on this unique interactive web-linked conference CD. It includes:

- Abstracts, proceedings and biographies from 34 speakers
- Trade product and service details,
- Innovative seafood product competitors and winners
- Interviews with key industry professionals

## EVALUATION BY DELEGATES

All delegates were provided with a survey sheet at the end of the conference. Only 21 responses were received. With hindsight, the survey sheets should have been distributed earlier to allow a greater number of delegates the time to respond. The delegates were asked to rate the session content, innovative product competition, conference duration, networking opportunities presented and the organisation of the conference on a scale of 1 (very poor) through to 5 (excellent). The average response score for each category is presented below.

### **Session Content**

<i>Aspects covered</i>	4.1
<i>Diversity of topics</i>	4.2
<i>Appropriate detail</i>	3.9

### **Innovative Competition**

<i>Concept</i>	4.3
<i>Informative</i>	3.7
<i>Inspirational</i>	3.8

### **Duration**

<i>Conference length</i>	<i>just right</i>
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**Networking Opportunities**

<i>Sufficient time to network</i>	3.7
<i>New contacts made</i>	4.2

**Future Events**

<i>Attend similar event</i>	yes
<i>Time interval</i>	2.5 yrs

**Conference Organisation**

<i>Organisation of conference</i>	4.5
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Specific comments from delegates are attached at Appendix 9

## **BENEFITS**

Benefit will flow through all sectors of the seafood industry, with major benefits to the processing and food service sectors of the industry, including retail and catering levels. The industry will benefit from the formation of strong links between the different sectors. The conference has facilitated better communication and networks between the technical and commercial sectors of the seafood industry and, maintained, this can lead to a better, more coordinated approach to capitalising on future opportunities.

The benefits of creating networks and building contacts through the conference and tradeshow are ongoing through the production of the CD-Rom with live Internet and e-mail links to all exhibiting companies.

In supporting this event, the NSC will benefit as the conference provides an ideal vehicle to promote the role of the NSC in supporting innovative seafood product development.

## **CONCLUSION**

The '99 Innovations for Seafood Conference, Tradeshow and Innovative product competition was considered by the delegates, organising committee and sponsors to have been successful in presenting the latest technological and innovative advances in the post harvest seafood sector to a broad cross-section of the industry in an informative and enjoyable manner. The steering committee received positive feedback from the delegates and presenters.

The comments from the tradeshow exhibitors indicated that displaying at the conference was been worthwhile and opportunities had been generated through the tradeshow. The media coverage of the innovative product competition has introduced several new and exciting seafood products to the market.

## APPENDIX 1

### Project Staff

#### STAFF

Staff on this project consisted of the steering committee (asterisked) and other CFT staff with specific expertise as required:

Brian Paterson, Stuart Frost, and Ross Naidoo – 15 % each: program development

Steve Grauf, Darren Leighton, Paul Exley, and Ross Smith – 20% each: video, CD-Rom production

Name	Position	Qualifications	Time
*Bruce Goodrick	Seafood Team Leader	BApp Sci (food tech)	10%
*Sue Poole	Senior Seafood Technologist	MSc	30%
*Craig Davis	Seafood Biochemist	PhD	10%
*Maureen Mullins	Marketing Manager		5 %
*Bev Austin	Information officer		5%
*Jacquie Edwards	Seafood Technologist	BApp Sci (fisheries)	20%

All Seafood Group staff were involved in the "Buddy system" offered to all speakers and overseas delegates. This involved being the personal contact for the individual(s) and assisting them with all aspects or queries relating to the Conference or Australia in general.

## APPENDIX 2

### Project budget

#### BUDGET

##### *Various Expenses*

Advertising	\$5 039.00
Fees & bank charges	\$1 617.14
Competition Prizes	\$3 500.00
Decoration	\$5 265.29
Trade booths (construction)	\$3 860.00
Entertainment	\$ 600.00
Gifts	\$ 324.00
Postage	\$5 828.67
Freight	\$ 75.00
Printing (brochures, programmes)	\$11 123.00
Signage	\$2 000.00
Satchels	\$ 4 045.00
Promotional shirts	\$ 2 200.00
Telecommunications (fax, phone, mobile)	\$ 3 500.84
Photocopying	\$ 351.00
Proceedings	\$16 500.00
<b>TOTAL</b>	<b>\$65 828.94</b>

##### *Expenses payable to venues*

Accommodation	\$9 884.00
Staff costs	\$4 124.05
Catering	\$31 147.55
Room Hire	\$400.00
AV Hire	\$3 720.00
<b>TOTAL</b>	<b>\$49 275.60</b>

##### *Delegate expenses*

Speakers	\$20 191.13
Transport	\$582.00
<b>TOTAL</b>	<b>\$20 773.13</b>

##### *Expenses payable to organiser*

Management fee	\$10 000.00
Capitation fee	\$5 480.00
<b>TOTAL</b>	<b>\$15 480.00</b>

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<b>TOTAL EXPENSES</b>	<b>\$151 357.67</b>
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## *Income*

Principal sponsorship	\$36 000.00
Full Registrations	\$28 845.00
WAS discounted registrations	\$590.00
Pensioner / student registrations	\$1 750.00
Day registrations	\$1 002.00
Trade viewing registrations	\$60.00
Sponsors / Displayers	\$38 400.00
Competition entries	\$1 450.00
Accommodation	\$9 064.00
Transport	\$580.00
Social events (partners)	\$1 902.00
T-Shirts sales	\$560.00

<b>TOTAL</b>	<b>\$120 203.00</b>
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<b><i>TOTAL INCOME</i></b>	<b><i>\$120 203.00</i></b>
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<i>TOTAL EXPENSES</i>	\$151 357.67
<i>TOTAL INCOME</i>	\$120 203.00

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<b><i>NET PROFIT</i></b>	<b><i>(\$31 154.00)</i></b>
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## APPENDIX 3

### Conference promotion and advertising

#### Advertisements for '99 Innovations for Seafood

*Paid advertisements were published on the following dates in the following journals;*

<i>JOURNAL</i>	<i>PUBLICATION DATE</i>
Food Australia	February 1999 & March 1999
Southern Fisheries	March 1999
Fishing Today	Feb / Mar 1999
Professional Fisherman	March 1999
Queensland Fisherman	Feb 1999
Seafood Australia	March 1999
Seafood New Zealand	March 1999

*Press releases were prepared and forwarded to the following journals;*

Seafood Australia  
Seafood New Zealand  
Queensland Fisherman  
Professional Fisherman  
Prowest  
Southern Fisheries  
Victorian Fishing Industry Federation News  
Fishing Today  
Fish Bites  
AFMA News  
ABARE Update  
Northern Territory (not defined by conference organiser)  
FRDC R&D News  
Seafood Leader  
Seafood International  
Food Industry

*Links to the conference Website and mentions of the conference were initiated with the following Internet sites;*

- World Aquaculture Society Webpage
- Spanish university conference listing page  
([Aquatic.unizar.es/cursoso/cc.htm#/confresos](http://Aquatic.unizar.es/cursoso/cc.htm#/confresos))
- UNESCO conference listing page  
([ioc.unesco.org/iyo/activities/conferences/conferences.html](http://ioc.unesco.org/iyo/activities/conferences/conferences.html))
- C.S.I.R.O whats new page ([www.dfst.csiro.au/whats2.htm](http://www.dfst.csiro.au/whats2.htm))

## APPENDIX 4

### Conference programme

The conference program presented speakers over two days. The programme and speakers at '99 Innovations for Seafood is as follows:

#### Conference Opening - Official Opening

The Hon. Henry Palaszczuk, Queensland Minister for Primary Industries

#### Introductory Session - Introduction to Innovation

Chair: Bruce Goodrick ,  
Centre for Food Technology, Australia.

An oration on innovation - *Petter Olsen, Norwegian Institute of Fisheries & Aquaculture, Norway*

From the ocean to the plate - *John Susman, Rockpool Restaurant, Sydney*  
*Michael Moore, Director of Food, Sydney Opera House, Australia*

#### Session 1: All At Sea - Capture, onboard handling, live holding and transport

Chair: John Peters  
Nor'Westerly Food Technology Services, Canada

Cagey Solutions for Quality Products - *Kjell Midling, Norwegian Institute of Fisheries & Aquaculture, Norway*

Welfare and Quality: What is the relationship? - *David Robb, University of Bristol, UK*

Rested Harvest: A Message in a Bottle? - *Stuart Frost, Centre for Food Technology, Australia*

Traceability onboard fishing vessels - *Marco Frederiksen, Danish Institute for Fisheries Research, Denmark*

The Nipper Gripper or how to stop a blue crab feeling blue - *Richard Stevens, Western Australia Fishing Industry Council, Australia*

Catering for special needs - *Deep water Red and Scarlet prawns - Sandy Wood-Meredith, Wood Fisheries, Australia*

#### Session 2: Iced, sliced and enticed - Processing innovations

Chair: Chong Lee  
University of Rhode Island, USA

"Newfish" - Fillet-like fish restructurates - *Dr. Ch. Schneider, Food Consult, Germany*

Jellyfish: from abuse to use - *Jacquie Edwards, Centre for Food Technology, Australia*

Soft-shell crab - A process or a product? - *Clive Keenan, Fisheries Research, Qld Dept. of Primary Industries, Australia*

Tuna colour - A growing process - *Alistair Smart, Centre for Food Technology, Australia*

Advances in seafood processing - *Kerri Midson, Heat & Control, Australia*

### **Session 3: Preserving the tradition - Smoking, drying, salting, pickling and preservatives**

Chair: Allan Bremner  
Danish Institute Fisheries Research, Denmark

Innovation in traditional preservation methods - *Nils Sorrensen, Norwegian Institute of Fisheries & Aquaculture, Norway*

Chlorine dioxide; a new opportunity for seafood shelf-life extension - *Lionel Freedman, AquaPlus Marketing, Australia*

Salmon caviar: a brief note from Tasmania - *Rodolfo Quintana, AQUATAS, Australia*

The future of smoked seafood - *Bruce Goodrick, Centre for Food Technology*

### **Session 4: Fish in boxes - Innovative packaging**

Chair: Bruce Goodrick  
Centre for Food Technology, Australia

Developments in seafood packaging - *Brad Cooper, Cryovac Sealed Air Corporation, Australia*

Modified atmosphere for bulk packs - *Gudmundur Stefansson, Icelandic Fisheries Laboratories, Iceland*

World trends in seafood packaging - *Allan Bremner, Danish Institute of Fisheries Research, Denmark*

Expanding the options for seafood packaging - *Mike O'Brien, Plastics and Chemical Industry Association, Australia*

### **Session 5: Opportunities from Seafood Wastes**

Chair: Craig Davis  
Centre for Food Technology, Australia

Seafood wastes: A resource for flavour extracts - *Chong Lee, University of Rhode Island, USA*

Nutrition Unzipped – Don't Waste the Opportunity - *Shawn Somerset, Nutritionist, Griffith University, Australia*

Case study - From heads and frames to the brain - *Rob Anderson, Nu-Mega Oils, Australia*

Case study-"Opportunities from Seafood wastes" - *George Mure, Mures Fish Centre, Australia*

### **Session 6: Bugs beyond the millennium - Innovations in safety and quality**

Chair: Roy Palmer  
Fishy Business, Australia

Traceability and electronic transmission of qualitative data for fish products -  
*Petter Olsen, Norwegian Institute of Fisheries & Aquaculture, Norway*

What makes a good oyster? - *Dr. Henri Grizel, IFREMER, France*

Innovations in evaluating fish freshness - *Gudrun Olafsdottir, Icelandic Fisheries Laboratories, Iceland*

Beyond HACCP: quality assurance for cured and dried fish - *Peter Doe, University of Tasmania, Australia*

#### **Session 7: Fish on the run for Windows '99 - Retail, marketing, promotion**

Chair: John Susman  
Rockpool Restaurant, Sydney, Australia

Innovative Internet Marketing in Aquaculture - *Craig Wallace, Sealink Seafood Trading Information, Australia*

Keeping up with the consumer ten years from now - *Sam Gordon, Master Fish Merchants Association, Australia*

Seafood: the Australian dish - *Michel Peters, Manager Commercial Cookery Program, New South Wales TAFE, Australia*

Fish and the consumer - *Tami McAdam, McCormick Foods*

Seafood retail future - The supermarket perspective - *Rob Elliot, Franklins, Australia*

Conclusion - Reflections on Innovations - *Bruce Goodrick, Centre for Food Technology, Australia*

## APPENDIX 5

### Competition entrants and list of judges

The list of Competition Entrants and their products follows:

**Austrolex Black Forest**

*Carp bacon*  
*Carp ham*  
*Carp salami*

**Aquatas Pty Ltd**

*Cheery wood smoked sakura atlantic salmon*  
*Beech smoked tuscan atlantic salmon*  
*Hot smoked wild berry atlantic salmon*  
*Hot smoked camp fire atlantic salmon*  
*Hot smoked pepper and spice mackerel*  
*Hot smoked cottage garden herbs mackerel*

**Mantziaris Fisheries Pty Ltd**

*Marinated skinless squid tentacles*

**Mures Tasmania**

*Mures smoky chowder*  
*Mures Provencal fish soup*  
*Prawn bisque*

**Pantacchini's Gourmet Foods**

*Hot Smoked crocodile tail*  
*Sugar cane cured ocean trout*  
*Cold smoked barramundi with green ants*

**Smokin' Joes Seafood Delicacies**

*Hot Smoked Albacore*  
*Smoked Spotted Trevalla*

**Australian Abalone Exports Pty Ltd**

*Canned Carp*  
*Caviar Pate*

**Australian Maritime College**

*Jerky - jack mackerel*  
*Tasikana cold-smoked jack mackerel*

**Squid Inc Gourmet Seafood**

*Thai style redfish gourmet snags*  
*Prawn and scallop gourmet snags*  
*Thai fish cake*  
*Mussels and mullet gourmet snags*  
*Tuna wasabi soy ginger gourmet snags*  
*Salmon and dill gourmet snags*

**Maggie Beer Products P/L**

*Crab crème entrée*  
*Smoked salmon crème*

Tassal Ltd

*Kunsei style smoked atlantic Salmon*  
*Royal Tasmanian Salmon "Burger"*

Fairless Cold Storage Pty Ltd

*Premium Tasmanian half shell oysters*

McCormick Foods Australia Pty Ltd

*Golden Dipt Japanese Seasoning*  
*Golden Dipt Oven Easy All Purpose Seasoning*  
*Golden Dipt Marianara Cooking Sauce*

Food Consult

*"NewFish" Fish Restructurate*

The judges of the innovative product competition follows:

**Mr. Nils Sorensen**

Food Technologist  
Norwegian Institute of Fisheries & Aquaculture  
Tromso, Norway

**Mrs Janet Peters**

Home Economist  
Nor'Westerly Food Technology Services  
Poulsbo, Washington, United States

**Mr. Michael Moore**

Director of Food  
Sydney Opera House  
Sydney, New South Wales, Australia

**Proff. Alan Bremner**

Professor  
Danish Institute for Fisheries Research  
Department of Seafood Research  
Lyngby, Denmark

**Mr Michel Peters**

Manager  
Commercial Cookery Programme  
NSW Tafe  
Meadowbank, New South Wales, Australia

**Mr Roy Palmer**

Seafood Entrepreneur  
Fishy Business  
Kew, Victoria, Australia

## APPENDIX 6

### Exhibiting companies

Companies that took advantage of this conference to display were:

1. Cryovac Australia Pty Ltd
2. Convenience Food Systems
3. Float Pak
4. Australian Dehydration
5. Hastings Data Loggers
6. AGK Kronawitter Technologies
7. Quantum Control Pty Ltd
8. Cox Temperature Recorders
9. SeaQual
10. Seafood E-Commerce
11. Queensland Oyster Growers Association
12. Aquaculture CRC Limited
13. National Seafood Centre
14. Fishquip
15. Wood Fisheries
16. Heat & Control Pty Ltd
17. Centre for Food Technology
18. Food Science Australia
19. Janbak Industries
20. McCormick Foods Australia Pty Ltd
21. OzSea
22. Sealink
23. Tecpak Industries

## **APPENDIX 7**

### **Conference brochure, handbook and printed materials**

Pictures of the brochure and inserts and programme booklet showing design and layout follow.



# '99 Innovations for Seafood

For further information  
and any queries contact the  
Conference Secretariat:



Jodie Parker

Ph: (07) 3871 3100

Fax: (07) 3871 0155

E-mail: [jodielee@ozemail.com.au](mailto:jodielee@ozemail.com.au)  
[www.dpi.qld.gov.au/seafood99.html](http://www.dpi.qld.gov.au/seafood99.html)

Presented by

CENTRE FOR FOOD TECHNOLOGY

NATIONAL SEAFOOD CENTRE



FEEDING THE  
FUTURE  
RESEARCH &  
DEVELOPMENT  
CORPORATION



CENTRE FOR FOOD TECHNOLOGY

presents

## "Seafood unzipped ... Research to Retail"

21 - 23 April 1999

Gold Coast International Hotel  
Queensland Australia

The conference is co-located with BWT 99, the largest  
business and technology conference in the world.

Examine the latest concepts in seafood production and  
processing, marketing, technology, processing,  
production and handling, all within one meeting venue.

The conference will provide you with:

- the latest food technology, equipment and products
- Applicable case studies
- Seminars and workshops
- Free web site with the latest information
- Entertainment in a forum where future decisions and  
opportunities will be made.



## "Research to Retail"

The heart of the Gold Coast is Surfers Paradise, a superb  
cosmopolitan tourist playground. There, there are stunning  
shopping and dining experiences, world class sports  
attractions, an international variety of cuisine, champagne and  
caviar, and excellent support services to satisfy the most  
discerning traveller.

Located centrally in Surfers Paradise, the Gold Coast  
International Hotel, offers exceptional facilities and service  
close by the golf between tennis, or even up to the pool bar.  
The shores of the nearby surf beach beckon just a few metres  
away, so refreshing.

Check out the fitness Club for tennis, spa, sauna, steamroom,  
gymnasium or a soothing massage. Nearby golf courses and a  
 plethora of local towns mean that between conference  
sessions there is plenty to see and do.





## Delegate Registration

21-23 April, 1999  
Gold Coast International Hotel

### Included in delegate registration

Delegate fees include: access to the Exhibition and the Innovations in Seafood Product/Process Competition areas, Welcome Drinks on 21 April, 1999, access to all program sessions, Gala Dinner on evening of 22 April, 1999, satellite and copy of conference proceedings and CD-Rom.

Delegates registering as part of a display package should include their names with the Display Registration Form.

### Welcome Drinks

Held from 6.00 pm on 21 April, 1999, the Welcome Drinks will signify the opening of the conference. Following directly on from the judging of the Innovations in Seafood Competition, it is an opportunity to meet and mingle with fellow delegates and displays. Partners are welcome.

### Gala Dinner

Held from 6.30 pm on 22 April, 1999, the Gala Dinner will be something to remember! The final social event for the conference, partners are welcome. Please indicate on the registration form (see next).

### Accommodation

A range of accommodation has been organised for delegates. The 5-star Gold Coast International Hotel, which is also the venue for the Conference, has given us the vastly discounted rate of \$130.00 per room per night.

Directly across the road is the 3 star Mercure Resort, at the rate of \$112 per room per night.

Also available nearby is Crown Towers Resort, which are self-contained apartments. A one-bedroom unit for \$160.00 per unit per night will sleep two people, while a two-bedroom unit for \$200.00 per unit per night will sleep 4 people. Units include full kitchen facilities.

### Transfers

Airport transfers can be organised by the Conference Coordinator. Simply notify us as to your flight details, and a coach will be available within 30 minutes of your flight landing to take you to your nominated hotel. Hire Cars can also be arranged - contact the Coordinator for details.

### Cancellation Policies

All cancellations must be made in writing to the Conference Coordinator. Full refund, less an administrative fee of \$50.00, will be paid on all cancellations received before 1 April, 1999. No refunds will be paid on cancellations notified after 1 April, 1999.

Substitution of delegates will be accepted at any time at no additional charge. Any cancellation of hotel reservations after 1 April, 1999 will forfeit the accommodation deposit.

## Display/Exhibits

Here is your chance to showcase  
your product/service to the seafood industry!

This conference is dedicated to INNOVATION within the seafood industry and in seafood products. It will encompass all sectors of the seafood industry, from research through to retail and affiliated services.

The Conference Trade Exhibition will be an integral part of the event for delegates and exhibitors. The Conference programme has been structured to allow the greatest potential interaction between delegates and exhibitors. All refreshment breaks and lunches will be served in the exhibition areas and there is ample time between sessions for communication. Additionally, exhibition booth layout has been designed to demand passing delegate traffic. (see Sponsorship Insert for booth layout).

### Who will be there?

All industry professionals involved in the forefront of the seafood industry, including Researchers, Processors, Catchers and Harvesters, Wholesalers, Retailers, Catering, Hospitality and Food Service Professionals.

An intensive marketing campaign is envisioned to contact these people - including direct mailouts, copy in relevant journals, advertising and a continually updated web site.

Don't miss this opportunity to exhibit your products or services to this targeted and captive audience. (see Sponsorship Insert for booth layout).

There are several different prices for exhibition space. Prices include power, lighting, signage, and depending on the package chosen, a certain number of delegate registrations. Sponsors gain extra benefits to those mentioned here (refer sponsorship insert).

- Gold Sponsorship - Booth numbers 1, 2, or 3;
- Silver Sponsorship - Booth number 24-27
- Bronze Sponsorship - Booth number 5 - 15
- Displays - Booth number 16 - 23 and 28 - 38
- Booths are available on a first-come, first-served basis

## DELEGATE REGISTRATION FORM

Title First Name Surname  
Preferred name for Name Tag  
Position Organisation  
Postal Address  
Town/Suburb State Postcode Country  
Phone Fax E-mail  
How did you hear about the conference? ☐ Direct Mail ☐ Journal ☐ Internet, ☐ Word of Mouth ☐ Other

**Profile**  
☐ Government ☐ Research ☐ Wholesaler ☐ Retailer ☐ Processor ☐ Equipment Supplier  
☐ Equipment Manufacturer ☐ Hospitality ☐ Aquaculture ☐ Other

**Registration**  
☐ Standard Registration (received before 26 February 1999): \$40.00 (incl GST)  
☐ Full Registration (received after 26 February 1999): \$45.00 (incl GST)

**Accommodation**  
Expense is one night's accommodation. Rooms will not be held without deposit. If you share, only one person is required to send deposit.  
☐ Gold - \$130.00 per room per night (single, double, or twin share - please circle)  
☐ Mercure Resort - \$112 per room per night (single, double, or twin share - please circle)  
☐ Crown Towers Resort - 2 bedrooms for \$200 per unit per night  
☐ Crown Towers Resort - 1 bedroom for \$160 per unit per night  
☐ I would like to share with someone ☐ I would like a visiting room  
☐ If able, nominate who you wish to share with

**Any Food Restrictions**  
**Any Special Requests**  
**Accommodation Deposit Amount**

**Flights** (please notify us of your flight details)  
Arrival Date Time Carrier Flight Number Port  
Departure  
Airport transfers  
☐ From Brisbane - \$29.00 (approx 1.5 hours travel) ☐ From Cairns/Gate - \$9.00 (approx 20 minutes travel)  
☐ To Brisbane - \$29.00 (approx 1.5 hours travel) ☐ To Cairns/Gate - \$9.00 (approx 20 minutes travel)

I will be bringing an accompanying person to the: ☐ Welcome Drinks \$30.00 ☐ Gala Dinner \$50.00  
Name for Name Tag

Full payment must accompany your registration. Make cheques payable to "Seafood Conference Account". All amounts shown are in Australian Dollars. US Conversions are approximate at time of printing only.

Enclosed is payment for:  
Registration Fee (AU\$) ☐ Cheque Enclosed  
Accommodation Deposit (AU\$) ☐ Visa ☐ Mastercard ☐ AMEX ☐ Other  
Airport Transfer (AU\$) Card Number  
Accompanying Person (AU\$) Name (as appears on card)  
TOTAL (AU\$) Signature Expiry Date / /

All conference Registrants must sign the form. Signature Date / /

Please return this form, signed with payment (cheque made out to "Seafood Conference Account") to:  
PO Box 1838, NATION ST, QLD 4224 Australia. Tel: 07 5597 1100 Fax: 07 5597 0155 Email: goldcoast@seafish.com.au  
FOUNDED RECEIVED WITHOUT PAYMENT WILL NOT BE PROCESSED

## DISPLAY REGISTRATION FORM

### Nominated Contact for display

Title First Name Surname  
Position Organisation  
Postal Address  
Town/Suburb State Postcode Country  
Phone Fax E-mail  
How did you hear about the conference? ☐ Direct Mail ☐ Journal ☐ Internet, ☐ Word of Mouth ☐ Other

**Registration**  
Display Number Requested ☐ Gold ☐ Silver ☐ Bronze ☐ Display  
Fascia name to be on booth (see Sponsorship Insert for details)

**Accommodation**  
Expense is one night's accommodation. Rooms will not be held without deposit. If you share, only one person is required to send deposit.  
☐ Gold - \$130.00 per room per night (single, double, or twin share - please circle)  
☐ Mercure Resort - \$112 per room per night (single, double, or twin share - please circle)  
☐ Crown Towers Resort - 2 bedrooms for \$200 per unit per night  
☐ Crown Towers Resort - 1 bedroom for \$160 per unit per night  
☐ I would like to share with someone ☐ I would like a visiting room  
☐ If able, nominate who you wish to share with

**Accommodation Deposit Amount**  
**Any Food Restrictions**  
**Any Special Requests**

**Flights** (please notify us of your flight details)  
Arrival Date Time Carrier Flight Number Port  
Departure  
Airport transfers  
☐ From Brisbane - \$29.00 (approx 1.5 hours travel) ☐ From Cairns/Gate - \$9.00 (approx 20 minutes travel)  
☐ To Brisbane - \$29.00 (approx 1.5 hours travel) ☐ To Cairns/Gate - \$9.00 (approx 20 minutes travel)

Full payment must accompany your registration. Make cheques payable to "Seafood Conference Account". All amounts shown are in Australian Dollars. US Conversions are approximate at time of printing only.

Enclosed is payment for:  
Registration Fee (AU\$) ☐ Cheque Enclosed  
Accommodation Deposit (AU\$) ☐ Visa ☐ Mastercard ☐ AMEX ☐ Other  
Airport Transfer (AU\$) Card Number  
TOTAL (AU\$) Name (as appears on card)  
Signature Expiry Date / /

All conference Registrants must sign the form. Signature Date / /

Please return this form, signed with payment (cheque made out to "Seafood Conference Account") to:  
PO Box 1838, NATION ST, QLD 4224 Australia. Tel: 07 5597 1100 Fax: 07 5597 0155 Email: goldcoast@seafish.com.au  
FOUNDED RECEIVED WITHOUT PAYMENT WILL NOT BE PROCESSED

## Sponsorship Packages

**Gold Sponsor - Investment \$7000 (AUD), \$4130 (US)**

**Booth Numbers: 1, 2, and 3**

- Prominently positioned Exhibition Booth (3 m x 3 m, lighting and fascia signage provided)
- Logo featured on Program, Conference Proceedings and C D-ROM
- Company link on CD-ROM
- Switchel insert
- Four complimentary Registrations including Gala Dinner
- Link to Sponsor's Web Site from Conference Web Site
- Signage (position to be confirmed)

**Silver Sponsor - Investment \$4000 (AUD), \$2360 (US)**

**Booth Numbers: 24 - 27**

- Exhibition Booth (3 m x 3 m, lighting and fascia signage provided)
- Small Logo featured on Program and C D-ROM
- Company link on CD-ROM
- Switchel insert
- Three complimentary Registrations including Gala Dinner
- Link to Sponsor's Web Site from Conference Web Site
- Signage (position to be confirmed)

**Bronze Sponsor - Investment \$2000 (AUD), \$1180 (US)**

**Booth Numbers: 5 - 15**

- Exhibition Booth (3 m x 3 m, lighting and fascia signage provided)
- Logo featured on Program and C D-ROM
- Two complimentary Registrations including Gala Dinner
- Link to Sponsor's Web Site from Conference Web Site

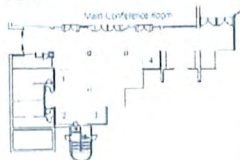
**Displays - Investment \$1850 (AUD), \$1091 (US)**

**Booth Numbers: 16 - 23 and 28 - 38**

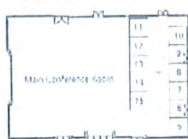
- Exhibition Booth (3 m x 1.8 m or 3 m x 2.4 m, lighting and fascia signage provided)
- Two complimentary Registrations including Gala Dinner

Please register using the Display Insert.

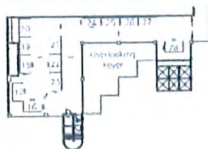
### FOYER



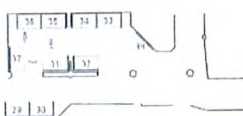
### MAGNETIC ROOM



### GALLERY ROOM



### GUEST LOUNGE



NOT TO SCALE

### Policies

All registrations must be made in person to the conference coordinator. Full refund, less an administrative fee of \$50.00 will be given to registrants who cancel before 1 April 1999. No refund will be paid on cancellations notified after 1 April 1999.

Substitution of delegates will be accepted at any time at no additional charge.

Any cancellation of hotel reservations after 1 April 1999 will incur a convenience charge.

Organisers reserve the right to change Booth layout and space allocation.



### JUDGING

An international panel of judges will score entries according to:

- degree of innovation
- uniqueness
- consumer appeal
- supplementary information or demonstration

Entrants are invited to support their entry with one or more of the following:

- performance or market data
- video or graphic presentation (max 5 mins)
- on-site demonstration (imported products will be subjected to normal Australian quarantine regulations).

### FEES / CONDITIONS

- An entrance fee of AUD\$50 will apply to all entries.
- Entries close on 7 April 1999 at 5:00pm Australian Eastern Standard Time.
- This competition is based on skill.
- Finalist product will be publicly demonstrated or displayed (process or technology) or prepared and/or cooked (where appropriate) by professional chefs as a feature of the judging. This is an excellent opportunity for entrants to showcase innovations, through the Australian media.
- Setup will be from 9:00am on Wednesday 21 April 1999 at the conference venue (Gold Coast International Hotel) with judging from 1:00pm to 4:00pm. Winners will be announced and awards presented at 5:00pm.

## ENTRY FORM

Name  
Organisation  
Postal Address

Phone Fax E-mail

Description of Product

Category

Cost: \$50.00 per product entered.

Payment:

☐ Cheque ☐ Mastercard ☐ Visa ☐ Diners ☐ AMEX

Card Number

Cardholder Name

Expiry Date

Signature

I understand that my product may be used in public relating to this competition.

I understand that this competition is based on skill, and that the judges' decision is final.

Signed:

Date: / /



## Competition

### Innovative Seafood Product or Processes

Have you recently developed a new and exciting Seafood Product or Process? Something original and innovative which is set to take the industry by storm?

Here then, is an international opportunity for you and your organisation to gain the recognition you deserve!

In a world of rapidly changing consumer demands, technology and markets, there is rarely an opportunity like this to showcase creative developments. This event is devoted to identifying and rewarding those advances in seafood products, processes and marketing that soon become part of every day life.

The benefits of entering such a competition are immense - exposure to a target group of potential customers at the '99 Innovations for Seafood Conference, publicity associated with the competition, a new angle when marketing your product, not to mention the prizes!

### ENTRY CATEGORIES

#### CATEGORY 1.

Innovative seafood product (bun-adding innovative and edible made from seafood).

#### CATEGORY 2.

Innovative Process or Technology (something innovative used to make a seafood product) - processing or handling equipment, packaging devices, materials, instruments, or unique forms, or byproduct or waste utilisation.

### DEFINITION

An "Innovative" seafood product or process must be a new, market-ready or have been on sale for less than 2 yrs, and a unique combination of materials, ingredients, techniques or processes, which offers an advantage in quality, convenience, price or marketing.

### PRIZES

An attractive prize will be awarded for each category.

### DEADLINE

Entries close on 7 April, 1999 at 5:00pm Australian Eastern Standard Time.



## '99 Innovations for Seafood

Ian A Wells  
COMMERCIAL MANAGER  
NATIONAL SEAFOOD CENTRE

## Welcome

Bruce Goodrick  
SEAFOOD TEAM LEADER  
CENTRE FOR FOOD TECHNOLOGY

- **Targeting** - **Identify** them
- **Value** - **Differentiate** - define target positioning
- **Place** - **Address** - target

**Delivering** - **Realizing**

- **Realize** - **Consistency** in the offer
- **Competitive** - **adapt** - customer service - **manage**
- **Reactive** - **dynamic**
- **Proactive** - **manage**
- **Managing** - **customer** - **expectations**

**Support** - **test** - **feedback** - **improve**

- **Current** - **strategic** - **value** of the business
- **Moving** - **forward**
- **Future** - **scaled**
- **Improve** - **feedback**

Access to digital resources remains a challenge for South African schools, especially in the rural areas. The lack of electricity and the high cost of computers are two major obstacles. However, the use of mobile phones is increasing, and this is being used to deliver educational content. The use of mobile phones is also being used to deliver educational content. The use of mobile phones is also being used to deliver educational content. The use of mobile phones is also being used to deliver educational content.

CENTRE FOR FOOD TECHNOLOGY

- overall data is available on all aspects of installed technology by telephone, facsimile or email
- literature searches and detailed printed information accessed from global research databases on issues of logistics eg air transport of various materials packaging, prevention of shrinkage in primary law, handling and export
- materials to develop individual and algorithms in the selected industry
- assistance in planning for quality assurance and in applying research results
- printed quarterly updates on topics of your choice

**History's Data Logger**—Join the new Times, Life Outlawer the wheel in a "data stream" to recording temperature, location and money with a card to use a personal and food safety. **WDC&P** also doesn't miss. **Food Safety Agency** Prediction: enhanced by the local and national to spread the word. **Is of related products**. **Find out how to improve your financial future**—a guide to the future. **WDC&P**

Heat and Control Pty Ltd - A broad range of products and decades of experience give Heat and Control the unique ability within the heating and cooling industry to provide a complete solution for a wide range of industrial and commercial applications. Our products are available in a range of sizes and capacities to suit your needs.

HEAT AND CONTROL

Our team, over 300,000 in size, are creating better app experiences and a passion with the content they need to prepare and look after every day.

Our packaging lines feature accurate and reliable weighing and checkweighers. Double Head and Control function. Extensive product distribution capability and scale-friendly systems ensure delivery of product in the packaging unit.

### Speaker biographies

## Sponsors

'99 Innovations for Seafood

'99 Innovations for Seafood

## APPENDIX 8

### Post conference publicity

Several articles were published nationally that referred to the winners of the '99 Innovations for seafood product competition. The Centres marketing group distributed three media releases about the competition results. Copies of these follow.

## **MOST INNOVATIVE AUSTRALIAN SEAFOOD PRODUCT TO BE ANNOUNCED TODAY**

Will it be cold smoked barramundi with green ants? Or prawn and scallop gourmet snags? How about oak smoked tuscan atlantic salmon? Or an elegant smoked salmon crème?

Australia's most innovative seafood product will be announced at the Gold Coast today after extensive deliberation and tasting by a panel of expert judges including John Susman from Sydney's Rockpool Restaurant and Michael Moore, Director of Food from the Bennelong Restaurant at the Sydney Opera House.

The innovative products competition is part of the '99 Innovations for Seafood Conference organised by the Department of Primary Industries' Centre for Food Technology.

The competition has attracted over 35 entries from some of Australia's leading seafood companies including salmon producers Tassal Ltd and Aquatas Pty Ltd and smaller, premium operators such as Maggie Beer Products and Mures Tasmania.

Judging will take place today (Wednesday 21 April) from 2PM at the Gold Coast International Hotel with winners to be announced at approximately 5.30PM.

The competition and conference is being organised by the seafood group of Brisbane's Centre for Food Technology with major financial support from the National Seafood Centre and the Fisheries Research and Development Corporation.

**For more details on how to attend contact:**

**Sue Poole, Centre for Food Technology, 0411 192 955**

**or Maureen Mullins, Centre for Food Technology, 0416 118 011**

**[www.dpi.qld.gov.au/cft/seafood99.html](http://www.dpi.qld.gov.au/cft/seafood99.html)**

**21 April 1999**



**CENTRE FOR FOOD TECHNOLOGY**

## MAGGIE BEER TAKES BLUE RIBBON FOR INNOVATIVE SEAFOOD PRODUCT

Maggie Beer's Smoked Salmon Crème, a small retail tub of smoked salmon 'custard' with capers and dill, has taken the Blue Ribbon in the just-judged Innovative Seafood Product Competition organised by Brisbane's Centre for Food Technology.

It narrowly missed the Gold Ribbon that was awarded to a very innovative, first-of-its-kind bacon-substitute made from carp by Sydney-based Black Forest Smokehouse.

The awards were announced last week after extensive deliberation and tasting by a panel of expert judges including John Susman from Sydney's Rockpool Restaurant, Michael Moore, Director of Food from the Bennelong Restaurant at the Sydney Opera House and Roy Palmer of Melbourne's Fishy Business.

According to Maggie Beer, the Smoked Salmon Crème product began with a recipe given to her by friend Stephanie Alexander who then served it as a warm custard at the unforgettable Stephanie's Restaurant in Melbourne.

"In developing it for commercial production, we have changed little, adding capers and dill to provide a dish that is suitable both cold as a snack and then warm as an entrée with the addition of a butter sauce.

"I am very grateful to Stephanie Alexander for the idea and Richard Harris of Springs Smoked Salmon for the quality of the salmon we use," Maggie said.

The Smoked Salmon Crème and sister product, Crab Crème Entrée, will both be featured at The Courier-Mail Good Food & Cooking Show at the Brisbane Convention Centre, 12-16 May 1999. Maggie Beer Products, based in South Australia, will be exhibiting products in conjunction with Brisbane quality food purveyor, Black Pearl Caviar.

Five companies also received high commendation from the judges for the overall quality of all the products they presented. They included Aquatas Pty Ltd, Pantacchini's Gourmet Foods, Mures Fishing Pty Ltd, the Australian Maritime College and Germany's Food Consult.



CENTRE FOR FOOD TECHNOLOGY

The Innovative Seafood Product competition was part of the '99 Innovations for Seafood Conference organised by the Department of Primary Industries' Centre for Food Technology and held at the Gold Coast last week.

The competition attracted over 35 entries from Australian and international companies and was initiated by the seafood group of the Centre for Food Technology with major financial support from the National Seafood Centre and the Fisheries Research and Development Corporation.

Products were judged on their degree of innovation, uniqueness, consumer appeal and taste.

**For more details contact:**

**Maureen Mullins, Centre for Food Technology**

**07 3406 8514 or 0416 118 011**

**[www.dpi.qld.gov.au/cft/seafood99.html](http://www.dpi.qld.gov.au/cft/seafood99.html)**

**28 April 1999**



**CENTRE FOR FOOD TECHNOLOGY**



## MOST INNOVATIVE AUSTRALIAN SEAFOOD PRODUCT TASTES LIKE...BACON

A first-of-its-kind bacon-substitute made from carp (yes, carp) by Sydney-based Black Forest Smokehouse has taken the Gold Ribbon in the recently judged Innovative Seafood Product Competition organised by Brisbane's Centre for Food Technology.

Maggie Beer's Smoked Salmon Crème, a small retail tub of smoked salmon 'custard' with capers and dill, collected the Blue Ribbon from a field of 35 entries from Australia and overseas.

The awards were announced last week after extensive deliberation and tasting by a panel of six expert judges including John Susman from Sydney's Rockpool Restaurant, Michael Moore, Director of Food from the Bennelong Restaurant at the Sydney Opera House and Roy Palmer of Melbourne's Fishy Business.

According to winner Roland Kutasi of Black Forest Smokehouse (the trading name for smallgoods producer, Austrolex Pty Ltd), the product resulted from a fair bit of 'playing around' he did with carp.

"I am a smallgoods producer, I am not in the seafood industry, but when a friend gave me a really big carp, I decided to have a bit of a play.

"Carp is difficult to like as a fish because they have a large bone to flesh ratio. And more, because they are a bottom dweller, people find an earthy smell and muddy taste when they prepare and cook it. It can be pretty yukky.

"But the brining changes the flavour markedly. I first made a ham and served it to some friends who wouldn't believe it was carp."

The bacon carp product followed and after further refining, Roland entered it into the competition.

He said that when served in the same manner as pork-based bacon, it provides an indistinguishable flavour with little if any fat.

"It could be an ideal addition to breakfast and other menus for those consumers who avoid pork for religious or other reasons," he said.

A self-taught smallgoods producer, Roland (his parents are Hungarian, he was born in Vienna and moved to Sydney at age four) started his own business in 1989 and now supplies smallgoods to the food service market, mainly international hotels.

Never short of an idea, Roland claims to have 80 or more products that are decidedly unusual including a turkey prosciutto which no-one else in the world currently makes.

"The carp bacon is not yet a commercial line for us, but it is on the brink and I think it has huge potential to export markets such as Indonesia and Malaysia which have large Muslim populations," Roland said.

According to Blue-Ribbon-winner, Maggie Beer, the Smoked Salmon Crème product began with a recipe given to her by friend Stephanie Alexander who then served it as a warm custard at the unforgettable Stephanie's Restaurant in Melbourne.

"In developing it for commercial production, we have changed little, adding capers and dill to provide a dish that is suitable both cold as a snack and then warm as an entrée with the addition of a butter sauce.

"I am very grateful to Stephanie Alexander for the idea and Richard Harris of Springs Smoked Salmon for the quality of the salmon we use," Maggie said.

Maggie Beer Products is based in South Australia. Five companies also received high commendation from the judges for the overall quality of all the products they presented. They included Aquatas Pty Ltd, Pantacchini's Gourmet Foods, Mures Fishing Pty Ltd, the Australian Maritime College and Germany's Food Consult.

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Products were judged on their degree of innovation, uniqueness, consumer appeal and taste.

A snapshot of some of the entries follows:

Product(s) entered	Manufacturer
<ul style="list-style-type: none"> <li>&gt; Carp Bacon</li> <li>&gt; Carp Ham</li> <li>&gt; Carp Salami</li> </ul>	Austrolex Pty Ltd (trading as Black Forest Smokehouse), Sydney
<ul style="list-style-type: none"> <li>&gt; Smoked Salmon Crème</li> <li>&gt; Crab Crème Entrée</li> </ul>	Maggie Beer Products, Tanunda SA
<ul style="list-style-type: none"> <li>&gt; Mures Smoky Chowder</li> <li>&gt; Mures Provencal Fish Soup</li> <li>&gt; Mures Prawn Bisque</li> </ul>	Mures Fishing Pty Ltd, Hobart
<ul style="list-style-type: none"> <li>&gt; Hot Smoked Campfire Atlantic Salmon</li> <li>&gt; Hot Smoked Cottage Garden Herbs Mackerel</li> <li>&gt; Beech Smoked Tuscany Atlantic Salmon</li> <li>&gt; Cherry Wood Smoked Sakura Atlantic Salmon</li> <li>&gt; Hot Smoked Pepper &amp; Spice Mackerel</li> <li>&gt; Hot Smoked Wild Berry Atlantic Salmon</li> </ul>	Aquatas Pty Ltd, Margate, Tasmania
<ul style="list-style-type: none"> <li>&gt; Cold smoked baby barramundi fillets marinated with green ants</li> <li>&gt; Hot smoked crocodile tail marinated with fresh lemon myrtle</li> <li>&gt; Sugarcane cured ocean trout sprinkled with local pepper</li> </ul>	Pantacchini Gourmet Foods, Cairns Q

For more details contact:

Maureen Mullins or Sue Poole, Centre for Food Technology

07 3406 8555 or 0416 118 011 or 0411 192 955

[www.dpi.qld.gov.au/cft/seafood99.html](http://www.dpi.qld.gov.au/cft/seafood99.html)

29 April 1999



CENTRE FOR FOOD TECHNOLOGY

# One man's pest is another man's poisson

By BEN MITCHELL  
REGIONAL REPORTER

The Ice Maiden is on another deadly hit-and-run mission. The sun will not rise for another two hours, but the 200-horsepower fishing boat is already steaming towards its target zone on the Gippsland Lakes.

The enemy is the despised European carp — an introduced species that is choking many of Australia's freshwater fisheries.

The strike is carried out with surgical precision. In less than three hours the crew of the Ice Maiden have captured hundreds of Australia's worst freshwater pest and the boat is heading back to port in nearby Sale.

The Ice Maiden is owned and operated by the king and queen of Australia's carp industry, Keith and Gae Bell from K and C Fisheries in Sale.

Although the work of ridding Australia's waterways of carp may sound like a community service, it has become big business for the Bells.

Their operation, which includes a processing works in Sale, employs 10 people full time and has recently begun exporting carp to eastern Europe where the fish has been eaten for centuries.

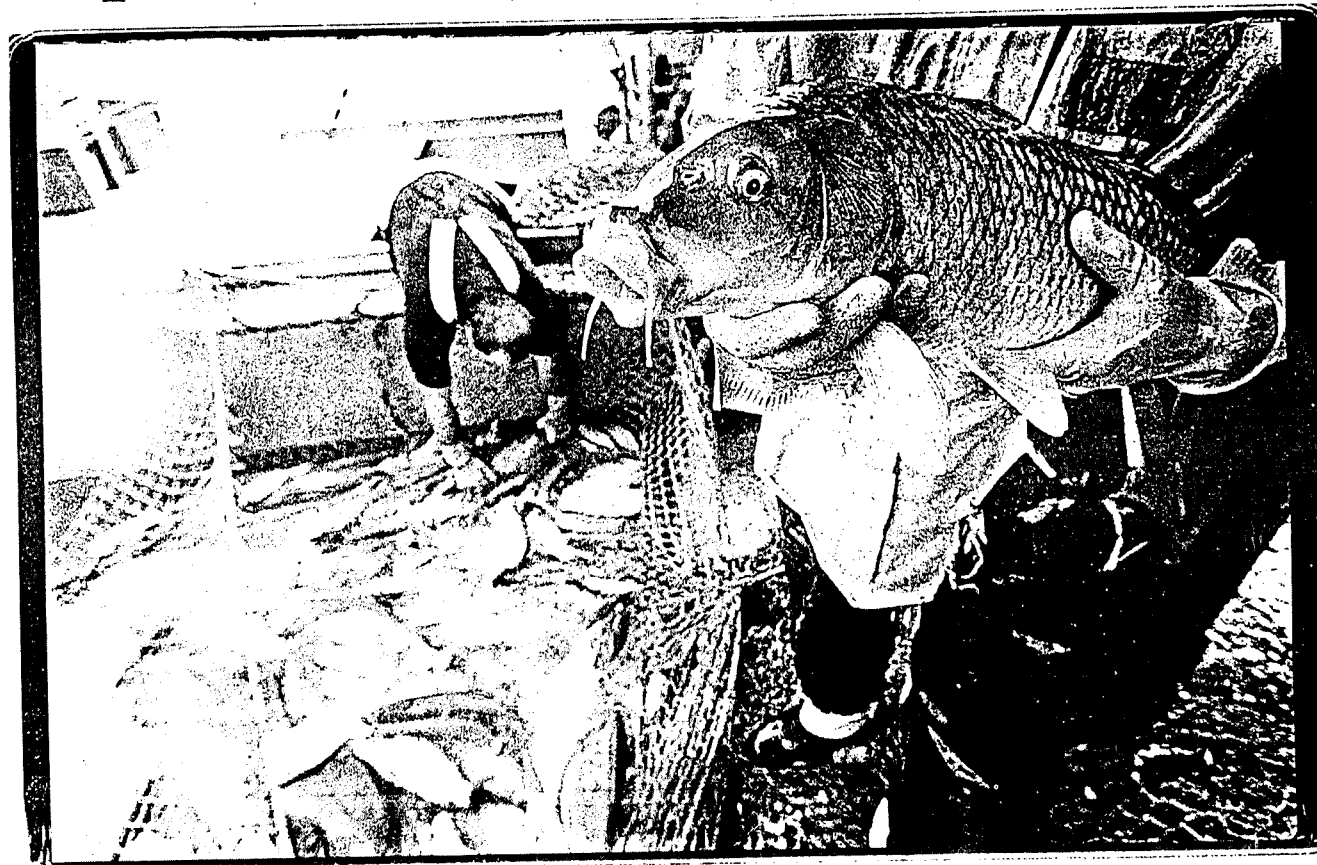
"Out of the so-called scum of the earth, we're supporting 10 families. I wouldn't say we're making capitalist millions, but I'm proud of the fact that we've been able to provide jobs in the region," Mr Bell said.

The company sells carp locally to be eaten fresh or as jerky and for use as a garden fertiliser and crayfish bait. The pet food industry is also looking at using carp as pilchard stocks decline. The bottom-feeding carp is not known in Australia as good eating. Most people who have eaten it describe it as tasting like the mud it has been feeding on.

But Mr Bell said the bad taste is the result of poor preparation.

"The muddy taste . . . is actually a bacteria that starts to work on the fish the moment it dies. If the fish is put on ice as soon as it is taken out of the water the bacteria is suppressed," Mr Bell said.

"If (it is) properly treated, I



Bringing in the catch: Carp fishing rids the Gippsland Lakes of a pest and supports an export industry

Pictures: CRAIG SILLITOE

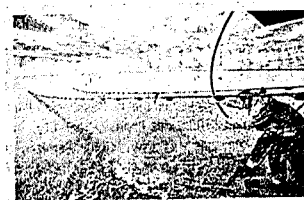
doubt anyone could tell the difference between carp and tuna."

Mr Bell and his crew, Mr Colin Harrap and Mr Lyle Stanton, use two boats and a 700-metre net to catch the fish.

Once in the target area, Mr Harrap and Mr Stanton head into shore with one end of the net on the second boat (in which the fish are also stored), while Mr Bell trails the net out in an arc around the chosen fishing spot.

The Ice Maiden then also heads into shore and the two boats meet to pull in the net.

Mr Bell and his crew usually catch about three "four tonnes of carp a "throw". Astonishingly, only about 20 other fish are taken



Rounding up the enemy.

and they are returned to the lake.

There are only a handful of successful carp fishing businesses in Australia. The fish is worth only 40 to 50 cents a kilogram and demand is low.

The deputy convenor of the National Carp Taskforce, Mr

Adrian Wells, said many people had tried and failed to make a living from carp.

"Because there are so many carp, people believe they can just head out and start pulling them in and make some money. But you really have to have a big and costly operation," Mr Wells said.

The New South Wales Government has just announced a carp cull and \$1 million bounty scheme offering 25 cents a kilogram for carp. Three teams, including K and C Fisheries, have won licences to fish for carp commercially in NSW.

Programs like the NSW one are intended to lower the number of carp in Australia while scientists

search for a magic bullet to wipe out the pest.

The carp has been accused of hastening the decline of Australia's fresh waterways in which they make up to 96 per cent of fish numbers.

But Mr Wells said that although the carp was believed to increase turbidity, riverbank erosion and algal blooms, there had been few scientific studies of its impact.

A carp bacon product produced by the Sydney company Austrolex Black Forest was named Australia's most innovative seafood this week at a Gold Coast conference. The runner-up, smoked salmon creme, was produced by Maggie Beer Products of Victoria.

The Age  
24/4/99

#### CREAM OF SALMON

*The Courier-Mail 5/5/99 page 42*



ALSO up for a gong when it comes to clever ideas is Maggie Beer's smoked salmon creme, which won the blue ribbon in the Innovative Seafood Product Competition run by Brisbane's Centre for Food Technology. Maggie, famous for her pheasant pate, with which she is pictured *above*, will have her tub of salmon "custard" with capers and dill on display at The Courier-Mail Good Food Wine and Cooking Show at the Brisbane Convention and Exhibition Centre which kicks off next Wednesday for five days. South Australian-based Maggie Beer Products will be exhibiting with Brisbane provedore Black Pearl Caviar.

Fax Snippets to Kylie Lang or Cecelia McNamara on (07) 3252 6690 or to Jan Power on (07) 3268 7948.

## APPENDIX 9

Delegate comments from the conference assessment sheets are as follows:

### SESSION CONTENT

- Would have enjoyed more supporting detail to Dr. Somerset's presentation
- Too many speakers - not enough time
- Sometimes too much detail
- Not likely to use information in all areas
- Presenters should have good English and not have too much technical data presented - this should be available but not presented
- Key lectures could have been longer than other presentations of specific subjects
- A couple were vague and some very technical
- Many aspects of most talks highlighted the recent developments demonstrated training possibilities

### INNOVATIVE PRODUCT COMPETITION

- Contestants should not look at putting too many similar items in the contest
- Suppliers names should not be displayed to judges. Information in innovation packaging etc needs to be displayed
- Many products were quite similar changing toppings not very innovative

### SUGGESTIONS FOR TOPICS / SPEAKERS

- Latest technology in harvest post harvest packaging
- Export market potential
- Utilisation of underutilised species processing products and marketing
- Local issues
- Successes in adapting new innovations
- Consumer acceptance of product
- Famous TV celebrities famous chefs
- Updating some of the items discussed this time Good case studies of innovation in products
- More industry specific topics (eg. workshops) during the overall conference
- Pathogens in seafood more retailers applied research
- More focus on how to get products (new or existing) to the consumer

### GENERAL

- Very well done - however interspersing technical and non technical address would be rewarding. The participation of representatives from all segments of the ocean to plate chain exposing technologies and processes occurring in every segment of aquaculture
- Outstanding
- Excellent conference
- There should have been a day for interaction through an activity (ie Wet and Wild or Seaworld)
- Very good venue interesting topics
- Overall very good we need conventions which cover areas of all industry sectors to ensure involvement of cross sector companies
- Sessions should start on time, presenters asked to keep to their allotted times to avoid problems
- Due to the fact that many speakers did not keep their time less time to network more strict time keeping should be done
- Given limited size excellent one of the best I've been to

- The conference was very good but would be even better if chairpersons and organisational committee were more accurate with keeping the schedule I would also prefer two half days and one full instead of two full days
- Very well done
- I think that this came off just the way you planned. Well done.

THE



GROUP

Level 1 483 Riley St  
Surry Hills 2010  
Sydney NSW

28/04/1999

Dear Peter,

I thought I would drop you a brief note to say congratulations and well done on the Innovations for Seafood '99.

Over dinner you explained how you had to "back this one in", well from our perspective it was a winner. John and I really enjoyed the interaction with all concerned.

We are currently working on some very exciting projects and look forward to the opportunities that arise; it would be fantastic to be able to work with the DPI on some of the topics we discussed. There really is a cross over of potential and energy to drive things forward.

Should you need to contact either of us then our new e-mail address is [buzzgroup@buzzgroup.net.au](mailto:buzzgroup@buzzgroup.net.au) and our office numbers are:

Telephone: (020 9319 7577 and Fax: (02) 9699 9430.

We look forward to hearing from you soon.

Regards,

Michael Moore  
John Susman



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