

# FINAL REPORT

## SEAFOOD DIRECTIONS 2001



Hosted by QSIA



On behalf of ASIC



Sheraton Brisbane Hotel & Towers  
27- 29 November 2001

Major sponsor FRDC:



Conference Organiser



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## NON-TECHNICAL SUMMARY

### OUTCOMES ACHIEVED

Seafood Directions 2001 was successful in achieving a number of outcomes. Process and mechanisms, developed for the inaugural conference held in Adelaide in 1999, were followed and further developed to enhance the event. These functions remained highly focused and workable, whilst also meeting the requirements of relevant industry associations.

Improved functions, which include conference promotion, conference program, social program and sponsorship and trade, worked to increase the overall synergy of Seafood Directions. Therefore, the major outcome of Seafood Directions 2001 was not only an extremely successful event, but also aiding in its progression to become a critical networking and information source for the Australian seafood industry.

Being an event still in its infancy, Seafood Directions required continued development of its processes and mechanisms. This was directly addressed and resulted in:

- a comprehensive promotion program
- a diverse conference program
- a diverse social program
- a comprehensive sponsorship and trade program
- a list of accommodation options

The promotion program involved the creation of a conference logo which was used to ensure campaign consistency and create an identity for the conference. A database was also developed, based on listings from past seafood conferences. This was used, in conjunction with industry magazines, to disseminate postcards announcing the event. Other promotional items developed include a letterhead, conference registration brochure, conference handbook and Seafood Directions website.

The conference ran from 25– 29 November 2003 and covered a number of industry topics. The sessions of the conference program included:

- Session 1: Seafood Directions 2001 Opening Session
- Session 2: Hypothetical “A Seafood Odyssey 2020”
- Session 3: Sustainability – Key to the Future
- Session 4: Resource Security – the Vital Ingredient
- Session 5: Industry Profile – Removing the Myths
- Session 6: Industry Development – Focusing on the “D” in R&D

This broad range of topics allowed participants to gain insight into a number of key industry issues. It was also a vital tool in promoting thought and discussion of issues amongst industry members.

The social program was also recognised as an important tool in facilitating industry networking. A number of official events were planned to increase opportunities for interaction, these included a Welcome Reception, the Seafood Soiree and the Conference Dinner.

The sponsorship and trade program was highly successful, securing a total of \$171, 255 in income from sponsorship, trade booths, association tables and satchel inserts. The breakdown for this total is:

- \$135,000 Sponsorship
- \$ 16,455 Trade booths
- \$ 16,000 Awards dinner sponsor
- \$ 3,000 Association tables
- \$ 800 Satchel inserts.

Accommodation options covering a range of prices were provided on the registration brochures. This aimed to make attending Seafood Directions as easy as possible. The work done for Seafood Directions 2001 was successful in securing 310 delegates from across Australia and also created a powerful basis for the further development of the conference in future years.

## ACKNOWLEDGEMENTS

The success of Seafood Directions 2001 was due to the passion and commitment of many, many people and organisations, all of whom are owed a great deal of gratitude from the Australian seafood industry whose future can only be brighter and more secure as a consequence of the conference.

While these people and organisations are too numerous to name individually, special appreciation is extended to:

- all speakers and session chairs
- the management and staff of the Queensland Seafood Industry Association
- the Board and staff of the Australian Seafood Industry Council
- the Board and staff of the Fisheries Research and Development Corporation
- the Queensland Seafood Marketers Association
- Queensland Department of Primary Industries
- Australian Primary Superannuation Fund
- Australian Fisheries Management Authority
- all other sponsors
- OzAccom (Tina Ashburner and David ##)

## CONFERENCE OVERVIEW

This was the second of the Seafood Directions Conferences, with the inaugural conference being held in Adelaide in 1999. The Seafood Directions conference is a biennial national event for the Australian Seafood Industry.

The Conference Organising Committee consisted of:

Ted Loveday	Chief Executive Officer, Queensland Seafood Industry Association
Russ Neal	Chief Executive Officer, Australian Seafood Industry Council
Peter Neville	Director, Queensland Fisheries Service
Jayne Gallagher	Manager, SeaQual, Seafood Services Australia
Peter Dundas-Smith	Director, Fisheries Research & Development Corporation

## CONFERENCE PROMOTION

### Logo

The logo developed for Seafood Directions 1999 was updated for this conference, and has subsequently been updated for the 2003 Conference.

### Seafood Directions 2001 Promotion

A data base was developed by OzAccom Conference Services from past delegate listings of various fisheries conferences and returned announcement fliers.

### Announcement

The announcement was in the form of a postcard which was inserted into industry magazines. It listed tick boxes for conference information, sponsorship and trade enquiries and expressions of interest in providing a poster display for the conference.

Postcard Distribution	Quantity
Seafood Australia	2000
Gerry Morris (New Zealand)	2000
Seafood Industry Victoria	1000
Lets Fish South Australia	2000
Queensland Seafood Industry Association	2000
Fisheries Research & Development Corporation	1400
Australian Seafood Industry Council	1000

Fishing Today – Tasmania	1700
Queensland Fisheries Service	200
Seafood Council (Roger Edwards)	1000
Professional Fisherman	4650
NT Seafood Industry Council	300
Western Australian Fishing Industry Council	150
SSA listing	300
WIN (Barbar Radley)	1100
Aquaculture Listings	400
Fish Rights Delegate Listing	300

**Cost:           \$4116.20**

**Letterhead**

A conference letterhead was produced at a cost of:

**Cost:           \$706.20**

**Conference Registration Brochure**

An 8 page registration brochure was produced which included a provisional program, accommodation and travel details, and a comprehensive registration form.

The brochure was distributed on 24 September to the industry journals and the database.

**Cost:           \$11,864.00**

**Conference Handbook**

A spiral bound handbook was produced and distributed to attendees of Seafood Directions 2001 at the conference. It included a full program, sponsors and trade information, details of social events and the abstracts of both oral and poster presentations.

**Cost:           \$4186.60**

**Website**

The conference website was hosted by – [www.seafoodsite.com.au](http://www.seafoodsite.com.au)

Details regarding the conference were listed on the website referring people to the Conference Secretariat. This website was managed by Speedwell.

Conference papers were supplied by the majority of the conference speakers, and were displayed on the ASIC web site – [www.asic/org/au/seafooddirections](http://www.asic/org/au/seafooddirections)

## CONFERENCE PROGRAM

### PROGRAM for SEAFOOD DIRECTIONS 2001

#### Sunday 25 November 2001

1.00pm Women's Industry Network Seafood Community (WINSC) AGM and Working with our Community Conference

#### Monday 26 November 2001

8.30am The WINSC – Working With Our Community Conference

9.00am FRDC Board Meeting

9.00am Australian Seafood Industry Council Board Meeting

Seafood Export Consultative Committee

3.00pm Joint ASIC and SECC meeting

5.00pm Seafood Directions 2001 Registration

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#### 18.00 – 20.00 Welcome Reception

Official Welcome by The Honourable Tom Barton, Minister for State Development

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#### Seafood Directions 2001 – Day 1, Tuesday 27 November 2001

8.00am Seafood Directions 2001 Registration

#### **Session 1: Seafood Directions 2001 Opening Session**

8.30am Official Opening

8.50am **Keynote Address: Challenges and Opportunities for the Seafood Industry in the next 20 years**

***Sir Tipene O'Regan, Chair, SeaLord and former Chair, Treaty of Waitangi Fisheries Commission***

9.30am **The World in 2020 and Australia's part in It**

***Mr Barney Foran, Team Leader, CSIRO Resource Futures***

10.05am **You can't create Futures that first you can't imagine**

***Mr Mike McAllum, Managing Director, Global Foresight Australia Pty Ltd***

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10.30am Morning Tea

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#### 11.00am **Session 2: Hypothetical "A Seafood Odyssey 2020"**

**Facilitators: (Professor Russell Reichelt and Mr Ted Loveday)**

##### **Setting the Scene**

The year is 2020. The Sheraton Hotel has long since opened its first hotel in space. The Australian seafood industry is flourishing with a gross value of production over \$20 billion per annum.

Global demand for seafood produced in Australia's "clean, green" environment is insatiable. Enlightened consumers around the world prefer seafood over any other food source as they *eat their way to better health*.

In fact, the recognition of seafood's medicinal qualities and its importance to a healthy diet have moved the seafood industry beyond the food industry and into the health industry with seafood also available under the national health scheme.

The seafood industry is highly skilled and the fish stocks and ecosystems that support it are certified by the world's leading scientists as ecologically sustainable. Environmental groups promote Australia's seafood industry as an international benchmark, for excellence in sustainable development and responsible and humane industry practices.

Importantly, this excellence extends through the entire seafood chain, *from Water to Waiter*, including commercial fishers, resource managers, research providers, seafood processors, marketers, retailers, exporters, seafood restaurants and the numerous manufacturers of seafood based health supplements and wonder drugs.

Seafood is the major draw card for tourists from all around the world who flock to Australia to enjoy the succulent seafood harvested from our pristine waters and then transported, processed, stored, prepared and served by highly skilled professionals working within quality and environmental management systems that are the envy of businesses and industries around the world.

Land based industries that once adversely impacted on our marine environment have followed the seafood industry's lead and adopted sustainable and environmentally friendly practices that will ensure sustainable resources for generations to come.

Seafood producers are demonstrably greener than the greens and are recognised as pillars of society. Such is the level of community support that members of the seafood industry hold the balance of power in the Federal and many State Parliaments.

### **Challenge for the Panel:**

The role of the Panel is to identify the key challenges and opportunities and how they were addressed to achieve this land of "Seafood Utopia" since the Seafood Directions conference held in Brisbane in 2001.

### **Panel members:**

Mr Nigel Scullion

Mr Barney Foran (CSIRO – Resource Futures)

Mr Brian Jeffries (Tuna Boat Owners Association)

Mr Mark Flanigans (Environment Australia)

Associate Professor Stephan Schnierer (Southern Cross University)

Mr Peter Dundas Smith (Executive Director, Fisheries Research and Development Corporation)

Dr Wendy Craik (Chair, Australian Fisheries Management Authority)

Mr Glenn Hurry (Director Fisheries and Aquaculture, AFFA)

Professor Tor Hundloe (Environmental Management, University of Queensland)

Mr Duncan Leadbitter (International Fisheries Director, Marine Stewardship Council)

Ms Katherine Short (World Wide Fund for Nature)

Cate Bell (WINSC)

Mr Frank Lee (Ecovision 2020)

Mr David Carter (Austral Fisheries Pty Ltd)

Dr Keith Sainsbury (CSIRO)

Mr Roy Palmer (Seafood Retailer, Seafood Services Victoria)

Mr Harry Peters (Chair, Seafood Importers Association)

Mr John Susman (Buzzfish)

Mr Simon Bennison (Aquaculture)

Mr Phil March (Ocean Watch)

Dr Ian McPhail (Deputy Director General, Queensland Environmental Protection Agency)

Professor George Kailis (Notre Dame University)



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12.30pm	Lunch
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<b>Session 3:</b>	<b>Sustainability – Key to the Future</b>
<b>Session Chair – Mr Ross Hodge, Chief Executive Officer, Seafood Industry Victoria</b>	
1.30pm	ASIC Report Card on Sustainability Issues Identified at <i>Seafood Directions 1999</i>
1.40pm	<b>Keynote Address: Sustainability – Key To the Future</b> <b>Professor Tor Hundloe, Environmental Management Centre, University of Queensland</b>
2.00pm	<b>Fisheries Environment Assessments – Legal Requirements</b> <b>Mr Mark Flanigan, Director Sustainable Fisheries, Environment Australia</b>
2.20pm	<b>Sustainability – A Historical Perspective</b> <b>Dr Roger Bradbury, Visiting Fellow, Australian National University</b>
2.40pm	<b>ESD in Australian Fisheries: Where have we got to?</b> <b>Dr Rick Fletcher, Manager Strategic Planning &amp; Policy, Department of Fisheries, Western Australia</b>
3.00pm	Panel Questions
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3.10pm	Afternoon Tea
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3.40pm	<b>Socio-Economic Perspectives of Sustainability in Fisheries</b> <b>Associate Professor John Cary, Principal Scientist, Bureau of Rural Sciences &amp; Dr Mark Fenton, James Cook University</b>
4.10pm	<b>Marketing Sustainability</b> <b>Mr Duncan Leadbitter, International Fisheries Director, Marine Stewardship Council</b>
4.30pm	<b>Turning the Sustainability Challenge into Opportunities</b> <b>Seafood Services Australia</b>
4.50pm	Panel Questions
<b>5.00pm</b>	<b>Session Close</b>
<b>6.15pm</b>	<b>Board MV Lady Brisbane</b>
<b>6.30pm</b>	<b>MV Lady Brisbane departs for Brisbane River Cruise to Wanganui Gardens</b>
<b>7.30pm</b>	<b>Seafood Soiree</b> Includes launch of “What’s so healthy about seafood?”, and introduction of finalists for the Inaugural Australian Seafood Industry Awards.

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### Seafood Directions 2001 – Day 2, Wednesday 28 November 2001

#### Session 4: Resource Security – the Vital Ingredient

##### Session Chair – Mr Ian Finlay, Chair of Western Australian Fishing Industry Council

8.30am ASIC Report Card on Resource Security Issues Identified at *Seafood Directions 1999*

8.40am **Keynote address - Resource Security**  
**Professor George Kailis, Notre Dame University, Fremantle, MG Kailis Group of Companies**

9.00am **Resource Security – An Indigenous Perspective**  
**Associate Professor Stephan Schneirer, former Director of the College of Indigenous Australian Peoples and Head of the Indigenous research Centre, Southern Cross University**

9.20am **Righting Wrongs to Achieve Right Rights for the Big Business of Fun Fishing**

**Mr Graham Pike, Vice-President, Recfish Australia**

9.40am **A Fishing Industry Strategy for Marine Protected Areas**  
**Professor Bob Kearney, Professor of Fisheries, University of Canberra**

10.00am Panel Questions

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10.15am Morning Tea

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10.40am **Access Security in the Southern Blue Fin Tuna Fishery**  
**Mr Brian Jeffriess, President, Tuna Boat Owners Association of Australia**

11.05am **Resource Security Fishery Case Study – East Coast Trawl Fishery**  
**Mr Ted Loveday, Chief Executive Officer, Queensland Seafood Industry Association**

11.25am **Resource Security and Community Confidence Via Workplace Practice**

**Mr Frank Lee – Secretary, & Project Coordinator of 2020 E.M.P., Bribie Island Commercial Fisher's Association Inc.**

11.45am Panel Questions

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12.00pm Lunch

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#### Session 5: Industry Profile – Removing the Myths

**Session Chair – Mrs Gail Richey, Executive Officer, South East Trawl Fishing Industry Association**

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1.00pm	Launch: <i>Antarctica to the Tropics</i> (Second edition) – A Snapshot of the Australian Fishing Industry
1.10pm	ASIC Report Card on Industry Profile Issues Identified at <i>Seafood Directions 1999</i>
1.10pm	<b>Keynote Address - Profiling the Industry for a Secure Future</b> <b>Mr Martin Bowerman, Journalist</b>
1.50pm	<b>Influencing Community Attitudes</b> <b>Mrs Cate Bell, WINSC</b>
2.20pm	<b>“Removing the Myths” an educational perspective with future solutions</b> <b>Mrs Michele Williams, Qld Seafood Industry Women’s Network</b>
2.50pm	Panel Questions
3.00pm	Afternoon Tea: Launch of Community Communication Plan for the Seafood Industry

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### **Session 6: Industry Development – Focusing on the “D” in R & D**

#### **Session Chair – Mr Bob Pennington, President, South Australian Fishing Industry Council & Director, ASIC**

3.30pm	ASIC Report Card on Industry Development Issues Identified at <i>Seafood Directions 1999</i>
3.40pm	<b>Keynote Speaker: Key Industry Development Issues and Opportunities</b> <b>Mr Russ Neal, Chief Executive Officer, ASIC</b>
4.00pm	Aquaculture Action Agenda <b>National Aquaculture Council</b>
4.30pm	<b>TOMORROWS FISH: How does good government policy support the sustainability and development of Australia’s fisheries?</b> <b>Mr Glenn Hurry, General Manager Fisheries &amp; Aquaculture, AFFA</b>
4.50pm	Panel Questions
<b>5.00pm</b>	<b>Session Close</b>
5.30pm	AFMA Board Open Forum
7.00pm	AFMA Wine and Cheese Cocktail Party

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### Seafood Directions 2001 – Day 3, Thursday 29 November 2001

#### Session 6: Industry Development (continued)

**Session Chair – Mr Bob Pennnington, President, South Australian Fishing Industry Council & Director, ASIC**

- 8.30am **The E-boat: implementation of an on-board electronic data collection and transmission system. A working model from the South East Trawl Fishery.**  
*Dr Ian Knuckey, Program Leader – Offshore Fisheries, Marine & Freshwater Resources Institute*
- 8.50am **SFMIlive – Internet Trading**  
*Mr Gus Dannoun, Supply Manager, Sydney Fish Market Pty Ltd*
- 9.10am **A National Approach to Industry Development**  
*Dr Patrick Hone, Programs Manager, FRDC*  
Includes launch of “A Strategic Approach to Seafood Industry Development”
- 9.40am Panel Questions
- 9.50am Launch of Seafood Exporters Guide – Mr Terry Moran, ASIC Deputy Chair, ASIC
- 
- 10.00am Morning Tea
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#### Session 7: Seafood Quality & Safety

**Session Chair – Mr Tom Davies, General Manager, Lefcol**

- 10.30am ASIC Report Card on Seafood Safety Issues Identified at *Seafood Directions 1999*
- 10.40am **Keynote Speaker: Quality & Safety - The Volvo Approach to Seafood Marketing**  
*Mr John Susman, General Manager, Buzzfish*
- 11.00am **Quality Management for the Seafood Industry: A Benefit-Cost Analysis**  
*Mr Don Nichols, Project Manager, WA Seafood Quality Management Initiative & Damon Venoutsos, New West Foods (WA) Pty Ltd*
- 11.20am **Australian National Seafood Risk Assessment**  
*Dr John Sumner, Principal, M & S Food Consultants Pty Ltd*
- 11.40am **The Machinery of Government is Engaged**  
*Mrs Barbara Wilson, Chief Executive Officer, Safe Food Queensland*
- 11.55am **Australian Seafood Standard**

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	<b>Mr Roy Palmer, Director, FishyBusiness</b>
12.10pm	<b>Seafood Safety Emergency Management Plan</b> <b><i>Ms Jayne Gallagher, Manager, SeaQual</i></b>
12.30pm	Panel Questions
12.40pm	Lunch

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### **Session 8: Human Capital – the Key Investment**

#### **Session chair – Mr John Roach, Chair, NSW Seafood Industry Council**

1.30pm	ASIC Report Card on Human Capital Issues identified at <i>Seafood Directions 1999</i>
1.40pm	<b>Training – A Key Player in the Future Success of the Seafood Industry</b> <b><i>Mr Ross Ord, Executive Officer, Seafood Training Australia</i></b>
2.10pm	<b>A New Model of Leadership Development in Rural Industries</b> <b><i>Mr Martin Smallridge, General Manager, Seafood Council (SA) Ltd</i></b>
2.30pm	<b>Seafood Industry Training Case Study</b> <b><i>Kris Koolamatrie, Aquaculture Trainee, Berry Region, SA</i></b>
2.50pm	<b>Seafood Industry Training Case Study</b> <b><i>Jeff Clark, Field Officer, Midwest Apprenticeship &amp; Traineeship Company, WA</i></b>
3.10pm	Panel Questions
3.20pm	Afternoon Tea

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### **Closing Session: Seafood Directions 2001**

Facilitators – Mr Peter Dundas Smith and FRDC Staff

3.40pm	Conference Wrap Up and Action Plan
4.30pm	<b>Hand Over Ceremony and Closing Ceremony</b>
<b>4.45pm</b>	<b>Seafood Directions Concludes</b>
7.00pm	Pre dinner drinks
<b>7.30pm</b>	<b>Inaugural National Seafood Industry Awards Dinner</b>

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### **Friday 30 November 2001**

QSIA Annual General Meeting

SSA Network Meeting

Marine Stewardship Council Meeting

SCFA ESD Reference Panel Meeting

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### ANCILLARY MEETINGS

There were a number of ancillary meetings aligned to the Seafood Directions Conference. Costs for these meetings ie catering & audiovisual were mostly charged to the Seafood Directions 2001 Conference Account and then QSIA invoiced costs after the conference. The ancillary meetings were:

#### Sunday 25 November 2001

WINSC Director's Meeting	8.30am – 12.00pm
WINSC AGM	1.00pm – 3.00pm
WINSC Communities Conference	3.30pm – 5.00pm
SSA Australia Ltd Board Meeting	1.30pm – 5.00pm

#### Monday 26 November 2001

ASIC Meeting	9.00am – 3.00pm
SECC Meeting	9.00am – 3.00pm
Joint ASIC & SECC Meeting	3.00pm – 6.00pm
FRDC Board Meeting	8.30am – 1.30pm
SCFA Meeting	8.00am – 5.00pm

#### Tuesday 27 November 2001

Queensland Fisheries Service	5.00pm – 6.00pm
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#### Wednesday 28 November 2001

STA Meeting	7.00am – 1.00pm
AFMA Board Open Forum	6.40pm – 7.00pm

#### Thursday 29 November 2001

FHMC 13 Meeting	2.00pm – 6.00pm
AFMA Working Group	8.00am – 5.00pm

#### Friday 30 November 2001

FRDC Breakfast Meeting	7.30am – 10.00am
FHMC 13 Meeting	8.30am – 1.00pm
ESD Reference Working Group	8.00am – 5.00pm
MSC Aust Working Group	8.00am – 5.00pm
AFMA Working Group	8.00am – 5.00pm

#### Saturday 1 December 2001

QSIA Annual General Meeting	
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### SOCIAL PROGRAM

#### WELCOME RECEPTION

The Welcome Reception was held in the trade area of the Sheraton foyer from 6.00pm – 8.00pm Monday 26 November 2001.

Beverages were provided on consumption and the menu was as follows:

- Roulade of roasted peppered beef
- Toasted french bread topped with Capsicum & semi dried tomato
- Smoked chicken on walnut bread
- Tasmanian smoked salmon on Rye
- Blue cheese & pinenut quiche
- Filo with sweet potato & coriander
- Prawn cutlets
- Cajun Fish Strips

**Total Cost:               \$9584.00**

#### SEAFOOD SOIREE

The Seafood Soiree was scheduled for Tuesday 27 November 2001 and was held at Wanganui Gardens at Yerongpilly. Tickets had to be purchased and were \$40.00 (earlybird) or \$45.00 (late). All speakers were provided complimentary tickets to the Soiree. The Lady Brisbane Ferry was chartered to take guests to Wanganui Gardens and drinks were provided on the ferry trip. 287 people attended the Soiree.

Due to an electrical storm the ferry left 30 minutes late and most guests took taxis from the Sheraton to Customs House wharf. The Lady Brisbane had been selected as it could hold 300 people for a cocktail party. However with only about 200 people on board it was exceedingly crowded.

The seafood for this event was sponsored by a number of companies and these are as follows:

Morgans Seafood  
QDPI  
De Brett Seafood  
Seafood Research Centre for Food Technology  
Mendola Fremantle Sardines  
QLD Crayfish Association  
Townsville Ross River Marina  
De Costi Seafood

Alcohol was also provided on a part sponsorship deal through Carlton United Breweries and International Liquor Market.

**Total Cost:               \$14580.34**

#### CONFERENCE DINNER

The Conference Dinner provided the launch for the Australian Seafood Industry Awards Dinner. The dinner was attended by 322 people. The seafood at the dinner was donated by members of the Queensland Seafood Marketers Association as follows:

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- ½ Shell Queensland Scallops donated by M&M Fisheries.
- Cooked King Prawns donated by Fishmac Pty Ltd, Sea Traders Pty Ltd, and Morgans Seafood Pty Ltd.
- Oysters donated by the Queensland Oyster Growers Association.
- Moreton Bay Bugs donated by Hervey Bay Fisheries Pty Ltd and Global Seafood Australia Ltd.
- Red Claw Crayfish donated by the South Queensland Crayfish Farmers Association.
- Blue Swimmer Crabs donated by Greg Wood – Moreton Bay fisherman.
- Octopus donated and processed by A Raptis & Sons
- Reef Fish Fillets donated by Mackay Reef Fish Supplies Pty Ltd.
- Prawn Skewers – prawns donated by Sugar Coast Seafoods Pty Ltd and Ocean & Estuary Seafood Products Pty Ltd and processed by A Raptis & Sons.
- Swordfish donated by Ocean Pacific Seafoods and processed by A Raptis & Sons.
- Tuna donated by Ocean Pacific Seafoods and processed by A Raptis & Sons
- Crystal Bay Prawns to accompany the chargrilled tenderloin donated by Australian Prawn Farmers Association and SeaFarms.
- Special thanks to A Raptis & Sons for processing and coordinating the delivery of the Seafood for the dinner.

The menu was as follows:

### **Entrée:**

Cold seafood platters containing whole king prawns, Queensland oysters, blue swimmer crabs, Moreton Bay bugs, Red Claw crayfish and Octopus salad.

Hot seafood platters containing reef fish in a macadamia crust, marinated prawn skewers, Queensland oysters kilpatrick, sword fish skewers and ½ shell Queensland scallops.

### **Main:**

Served alternatively:

- Seared tuna steak with a pesto risotto, Spanish onion and olive salsa
- Chargrilled tenderloin of beef with Cajun crystal bay prawns on garlic mash and port glaze

### **Dessert:**

Served alternatively:

- Summer berry pudding with vanilla cream and raspberry coulis
- Lemon & lime tart with wild berry compote and lime butter

The Awards were as follows:

- 1) **SEAQUAL QUALITY MANAGEMENT AWARD**  
Proudly sponsored by Seafood Services Australia
- 2) **SEAFOOD BUSINESS OF THE YEAR AWARD**  
Proudly sponsored by Austrade
- 3) **INNOVATION AWARD**  
Proudly sponsored by Sydney Fish Markets



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- 4) **FISHERIES RESEARCH AND DEVELOPMENT AWARD**  
Proudly sponsored by Fisheries Research and Development Corporation
- 5) **SEAFOOD INDUSTRY PROMOTION AWARD**  
Proudly sponsored by Petuna Sealord
- 6) **ENVIRONMENT AWARD**  
Proudly sponsored by Seafood Services Australia and The Marine Stewardship Council
- 7) **FISHERMAN OF THE YEAR AWARD**  
Proudly sponsored by South Australian Fishing Industry Council
- 8) **SEAFOOD TRAINING AWARD**  
Proudly sponsored by Seafood Training Australia
- 9) **MEDIA AWARD**  
Proudly sponsored by Western Australian Fishing Industry Council
- 10) **SEAFOOD INDUSTRY ICON AWARD**  
Proudly sponsored by the Master Fish Merchants Association

**Total Cost: \$24,419.00**

### CONFERENCE ON SITE

#### SATCHELS

A blue wine cooler satchel was provided to delegates on site and was printed with the Seafood Directions logo and sponsor logos. Due to demand (particularly from exhibitors), further satchels were ordered – these were black unprinted wine cooler satchels.

#### HANDBOOK

A conference handbook was provided to all registered delegates. The handbook contained an updated program, useful information for delegates, sponsors and trade exhibitor profiles and all abstracts.

#### CONFERENCE OFFICE

All registrations were computerised by the conference secretariat, enabling individualised letters and tax invoices to be generated. All details were continually updated, allowing registration and social function attendance numbers to be determined at any time. A computer and printer were taken to on-site to the Sheraton Brisbane. A registration desk was set up in the ballroom foyer and this acted as the point of call for all delegate enquiries. OzAccom Conference Services personnel staffed the registration area.

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### SPONSORSHIP & TRADE

The conference was able to secure a total of \$171,255 in income from: sponsorship, trade, association tables and satchel inserts.

The breakdown for this is as follows:

\$135,000 sponsorship  
\$16,455 trade booths  
\$3,000 Association Tables  
\$800 satchel inserts  
\$16,000 awards dinner sponsor

The sponsorship program was successful due to the well-managed program designed by OzAccom Conference Services and the contacts of various members of the committee

### PRINCIPAL SPONSOR - FRDC - \$49,500

1. Naming Rights to a Keynote Speaker Session
2. Ten (10) Complimentary tickets to the awards dinner
3. Principal Sponsor Acknowledgement
4. Two Complimentary Trade Exhibition Booths
5. Conference Endorsement
6. Web Site Acknowledgement
7. Ten Complimentary Registrations
8. Complimentary Handbook Advertisement
9. Complimentary Satchel Insert
10. Delegate List
11. Corporate logo board
12. Access to VIP Delegates
13. Recognition on all Conference Promotional Material as the Principal Sponsor
14. Stand alone display in the main session room
15. Boardroom at the Sheraton Hotel
16. A Complimentary Accommodation room

### MAJOR SPONSOR - QUEENSLAND FISHERIES SERVICE - \$18,000

1. Four Complimentary tickets to the Conference Awards Dinner
2. One Complimentary Trade Exhibition Booth
3. Sponsor Acknowledgement
4. Conference Endorsement
5. Web Site Acknowledgement
6. Two Complimentary Registrations
7. Complimentary Satchel Insert
8. Delegate List

## Final Report

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### **MAJOR SPONSOR – AFFA -\$15,000**

1. Three Complimentary tickets to the Conference Awards Dinner
2. One Complimentary Trade Exhibition Booth
3. Sponsor Acknowledgement
4. Conference Endorsement
5. Web Site Acknowledgement
6. Two Complimentary Registrations
7. Complimentary Satchel Insert
8. Delegate List

### **MAJOR SPONSOR -AUSTRALIAN PRIMARY SUPERANNUATION FUND - \$15,000**

1. Three (3) Complimentary tickets to the awards dinner
2. Sponsor Acknowledgement
3. One Complimentary Trade Exhibition Booth
4. Conference Endorsement
5. Web Site Acknowledgement
6. Two Complimentary Registrations
7. Complimentary Satchel Insert
8. Delegate List

### **SPONSOR - SEALORD - \$10,000**

1. Five (5) Complimentary tickets to the awards dinner
2. Sponsor Acknowledgement
3. Conference Endorsement
4. Web Site Acknowledgement
5. Four Complimentary Registrations
6. Complimentary Satchel Insert
7. Delegate List

### **SUPPORTER - DEPARTMENT OF STATE DEVELOPMENT - \$7,500**

1. One (1) Complimentary tickets to the awards dinner
2. Supporter Acknowledgement
3. Web Site Acknowledgement
4. One Complimentary Registrations
5. Complimentary Satchel Insert
6. Delegate List

### **SUPPORTER - SEAFOOD SERVICES AUSTRALIA - \$5,000**

1. Supporter Acknowledgement
2. One Complimentary Trade Exhibition Booth
3. Conference Endorsement
4. Web Site Acknowledgement
5. One Complimentary Registration
6. Complimentary Satchel Insert

**Final Report**

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**TRADE EXHIBITORS**

FRDC	Sponsor
Queensland Fisheries Service	Sponsor
Australian Primary Superannuation Fund	Sponsor
AFFA	Sponsor
Baird Publications	Contra
Seafood Services Australia X 2	Sponsor
Ocean Watch	
Sea-Ex.com	Contra
Safe Food	
Vadals	
Marine Stewardship Council	
Seafood Training Australia	Contra
Stock Market Investors Group	
SASTEK	

**SATCHEL INSERTS**

CSIRO Publishing \$300  
 National Maritime Safety Committee \$500

**Total \$800**

**AWARDS DINNER SPONSORS**

Austrade \$2,000  
 FRDC \$2,000  
 Marine Stewardship Council \$2,000  
 Master Fish Merchants Association \$2,000  
 Seafood Services Australia \$2,000  
 W.A.F.I.C \$2,000  
 Seafood Training Australia \$2,000  
 Sydney Fish Market Pty Ltd \$2,000

**Total \$20,000**

## Final Report

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### **ASSOCIATION TABLES**

W.I.N.S.C	\$600
Seafood Industry Victoria Inc.	\$600
W.A.F.I.C	\$600
QSIA	\$600
N.T.S.C.	\$600

**Total \$3,000**

### **SOIREE IN KIND SPONSORS**

Morgans Seafood  
QDPI  
De Brett Seafood  
Seafood Research Centre for Food Technology  
Mendola Fremantle Sardines  
QLD Crayfish Association  
Townsville Ross River Marina  
De Costi Seafood

A total of 83 potential sponsors were contacted, 1 of which formally declined, and 8 confirmed. The remainder responded after numerous attempts to ascertain if there was any interest. Many of the contacts requested that we keep them on the database, as they will definitely be interested for the next Conference.

30 potential trade exhibitors were contacted (this includes potential sponsors who decided to take a trade option) 16 of which confirmed their involvement.

The response from this year's sponsors and trade exhibitors has been positive with several comments made to OzAccom about the attention to detail, topics of sessions and quality of delegates that they had the opportunity to identify with. Whilst speaking to most exhibitors the majority of them had secured business out of having a trade booth. Several exhibitors also mentioned they would like to increase their involvement substantially and take a sponsorship role, which will incorporate a trade booth at the next event.

To ensure to continuation of involvement and commitment from this year's sponsors and trade exhibitors a sponsor or trade exhibitor final kit as been sent. This kit contained a Thank You letter a handbook and delegate list. It is suggested the potential sponsors for the next Seafood Directions Conference be contacted early in 2002 to provide sufficient time to allow for budget allocations.

## Final Report

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### ACCOMMODATION

Accommodation options were provided on the registration brochures and included the following:

<b>Sheraton Brisbane</b>	<b>\$175.00 per room</b>
	<b>\$135.00 per room (Government rate)</b>
<b>Novotel</b>	<b>\$154.00 per room</b>
	<b>\$165.00 with 1 breakfast</b>
<b>Astor</b>	<b>\$100.00 per 1 bedroom apartment</b>
<b>Ibis</b>	<b>\$88.00 per room</b>
<b>The Goodearth Hotel</b>	<b>\$77.00 per room</b>

Hotel	24/11/01	25/11/01	26/11/01	27/11/01	28/11/01	29/11/01	30/11/01
<b>Sheraton</b>	1	30	89	106	111	101	10
<b>Novotel</b>	0	2	2	3	0	0	0
<b>Astor</b>	2	5	7	6	6	6	0
<b>Ibis</b>	0	4	7	8	8	4	0
<b>Goodearth</b>	0	4	10	13	11	7	0

The following complimentary rooms were supplied at the Sheraton:

Martin Bowerman	26-28 November 2001
Jayne Gallagher	26-29 November 2001
Roy Palmer	28 November 2001
Nigel Scullion	25-27 November 2001
John Susman	29 November 2001

The following were upgraded to suites at the Sheraton:

Sir Tipene O'Regan  
Mr Ted Loveday

## Final Report

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### DELEGATE BREAKDOWN

A total of 310 delegates attended the conference. The Registration type breakdown was as follows:

#### Registrations – Early Bird

Full Registration	139
Day Registrations	8

#### Registrations

Full Registration	53
Day Registrations	13

#### Complimentary Registrations

Speakers	51
Sponsors	31
Trade	8
Media & Other	7