

FINAL REPORT
SEAFOOD DIRECTIONS 2003



Hosted by
West Australian Fishing Industry Council

Prepared by



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and

Jo-Ann Ledger
Seafood Directions Co-ordinator
WAFIC

Conference Overview

Perth, Western Australia was the Host State for the third Seafood Directions Conference. The conference is held bi annually and is the premier conference for members and associated parties of the seafood industry. The conference was previously held in Brisbane (2001) and Adelaide (1999), Sydney will host the conference in 2005.

The Rock Lobster Congress 3 hosted by the Western Rock Lobster Council was held on Tuesday 16 September prior to Seafood Directions for the first time. By holding the congress prior to the conference encouraged attendance by fisherman at Seafood Directions 2003, and this was a delegate base the conference was keen to have attend.

The Women's Industry Network Seafood Community Conference was a one-day conference held on Wednesday 17 September. The organising committee believed it was of importance to incorporate this conference into Seafood Directions and also offered a discounted rate to WINSC delegates to attend Seafood Directions on the Thursday.

Committee

The Seafood Directions 2003 Organising Committee Consisted of:

Ian Finlay	Chairman, WA Fishing Industry Council
Russ Neal	Chief Executive Officer, Australian Seafood Industry Council
Graham Short	Chief Executive Officer, WA Fishing Industry Council
Jo-Ann Ledger	WA Fishing Industry Council
Guy Leyland	WA Fishing Industry Council
Don Nicholls	Project Manager, Department of Fisheries WA
Jenny Shaw	Senior Policy Officer, Department of Fisheries WA

In addition to the Organising Committee a Program Committee was formed, members of the committee included:

Guy Leyland	Program Convenor, WA Fishing Industry Council
Bronwyn Harries	Cape Seafarms
Martin Exel	Austral Fisheries
Jo-Ann Ledger	WA Fishing Industry Council
Don Nicholls	Project Manager, Department of Fisheries WA

Delegate Information

A record 345 delegates attended Seafood Directions 2003. The registration type breakdown was as follows:

Early Bird Registration	76
Regular Registration	72
Combined Rock Lobster and Seafood Directions Delegate	87
Day Delegate – Wednesday	11
Day Delegate – Thursday	4
WINSO Thursday Delegate	16
Negotiated Registration	1
Sponsor Registration*	46
Speaker Registration*	21
Committee Registration*	9
Complimentary Registration	2
TOTAL	345

*Complimentary Registration

Registration Fees & Entitlements

The conference charged the following registration fees:

Registration Type	Cost	Entitlements
Early Bird (received prior to 18 July 2003)	\$460	<ul style="list-style-type: none"> ➤ <i>Entry to all sessions</i> ➤ <i>Lunch and Tea Breaks during the program</i> ➤ <i>1 Ticket to the Welcome Reception</i> ➤ <i>Name Badge</i> ➤ <i>Conference Bag</i>
Regular (received from 19 July 2003 onwards)	\$520	<i>As outlined above</i>
Combined Rock Lobster & Seafood Directions Delegate**	\$390	<i>As outlined above</i>
Day Delegate	\$260	<ul style="list-style-type: none"> ➤ <i>Entry to sessions on the chosen day</i> ➤ <i>Lunch and Tea Breaks</i> ➤ <i>Name Badge</i> ➤ <i>Conference Bag</i>
WINSO Thursday Delegate	\$100	<ul style="list-style-type: none"> ➤ <i>Entry to sessions on the chosen day</i> ➤ <i>Lunch and Tea Breaks</i> ➤ <i>Name Badge</i>

**Combined Rock Lobster & Seafood Directions Delegate.

A discounted rate was offered to Rock Lobster Delegates wishing to attend Seafood Directions 2003. By offering this discount the committee tried to encourage attendance of Rock Lobster Fisherman in particular to Seafood Directions. The discounted fee was very popular as outlined above, however in looking back perhaps this discounted price should only have been available up until the closing of Early Bird. The other problem with this fee was that there were a number of other organisations that qualified for this discounted price and reduced the

number of delegates that may have been received at the Early Bird or Regular Registration fee.

Delegate Breakdown

ACT	35	10.15%
NSW	32	9.27%
NT	5	1.45%
QLD	36	10.44%
SA	51	14.78%
TAS	26	7.54%
VIC	18	5.2%
WA	118	34.2%
New Zealand	8	2.32%
International	16	4.64%
TOTAL	345	100%

Industry Sectors

When completing the registration form, delegates were requested to complete the industry sector(s) they come from. The response was as follows:

Catching	46
Post Harvest	30
Retail	12
Aquaculture	14
Research & Development	36
Industry Association	54
Government	98
Education	12
Packaging	8
Media	1
Other	23

The above information provides an indication of the delegate base and the sectors of the industry that they are involved in. Not all delegates completed this information.

Sponsorship & Industry Exhibition

The conference secured \$201,230 in income from sponsorship, exhibition and satchel inserts

The breakdown of the sponsorship is as follows:

\$143,050 Conference Sponsorship
 \$44,000 Awards Sponsorship
 \$13680 Exhibition Sales
 \$500 Satchel Inserts

Jo-Ann Ledger coordinated all sponsorship and did extremely well in the securing of this sponsorship, which exceeded budget expectations.

PRINCIPAL SPONSOR \$60,000

Fisheries Research and Development Corporation

- Recognition at Official Opening including address
- Web Recognition including a hot link to FRDC web site
- Recognition in all publications including letterhead, preliminary announcement, registration brochure, program handbook and conference bag
- Recognition in all media releases and communications to delegates
- 15 Full Delegate Registrations
- Full page advertisement in program handbook
- 2 complimentary exhibition booths in prime location
- 10 tickets to the Gala Awards Dinner
- Satchel Insert
- Logo on Tickets and Menus
- Prominent Signage throughout conference
- Naming rights to one concurrent session room

GOLD SPONSOR \$22,000

Department of Fisheries, Western Australia

- Recognition at Official Opening
- Web Recognition including a hot link to web site
- 5 minute address to delegates during the conference program
- Recognition in all conference publications including conference bag
- 4 Full Delegate Registrations
- 4 tickets to the Gala Awards Dinner
- 2 complimentary exhibition booth in prime location
- Satchel Insert
- Naming rights to once concurrent session room
- Recognition on signage in 300 point type font
- Full Page Advertisement in program handbook

SILVER SPONSOR \$13,750*Australian Fisheries Management Authority*

- Web Recognition including a hot link to web site
- Recognition in all conference publications
- 10 Full Delegate Registrations
- 10 tickets to the Gala Awards Dinner
- Half page ad in program handbook
- Recognition on signage in 200 point type font
- Satchel Insert

MAJOR SPONSOR AUSTRALIAN SEAFOOD INDUSTRY AWARDS \$22,000*Australian Primary Superannuation Fund*

- Web Recognition including a hot link to web site
- Recognition in registration brochure and program handbook
- Recognition in advertisement of Awards within program handbook
- 2 Full Delegate Registrations
- 1 Complimentary Booth in prime location
- 3 minute address to delegates at the Gala Awards Dinner
- 10 tickets to the Gala Awards Dinner including 2 of these tickets at VIP table
- Recognition on all media releases related to the Awards
- Recognition on nomination form, tickets, menus, trophies

SUPPLY SPONSOR VALUE \$10,500*Kailis Bros*

- Recognition at Official Opening
- Recognition at Welcome Reception
- Recognition at Gala Awards Dinner
- Web Recognition including a hot link to web site
- Recognition in all conference publications
- 3 Full Delegate Registrations
- Half Page Advertisement
- 10 tickets to the Gala Awards Dinner
- 10 tickets to the Welcome Reception
- Recognition on all tickets and menus for the Welcome Reception and Gala Awards Dinner
- Recognition on Signage in 200 point type font

BRONZE SPONSOR \$8250*Austral Fisheries**Department of Agriculture, Fisheries and Forestry**Department of Environment and Heritage**Marine Stewardship Council**RMAX*

- Web Recognition including a hot link to web site
- Recognition in all conference publications
- 2 Full Delegate Registrations
- 2 tickets to the Gala Awards Dinner
- Quarter Page Advertisement in program handbook
- Recognition on Signage in 100 point type font
- Option to purchase an exhibition book at 20% discount

Note some entitlements and prices negotiated with sponsors

WELCOME RECEPTION \$8,250

Seafood Services Australia

- Exclusive Naming Rights to the Welcome Reception
- Six complimentary tickets to the Welcome Reception
- Opportunity to make a three minute address to the assembled delegates during the Welcome Reception
- Company Name & Logo displayed prominently
- Sponsorship Recognition on sponsors page of the conference web site
- Satchel Insert
- 1 Full Delegate Registration

AWARDS CATEGORY SPONSORS \$3,300/\$2,200 for Conference Sponsors

Sponsors of the conference were given the option to purchase an Australian Seafood Industry Award Category at \$2,200

The Awards Category Sponsors were:

- 1) **SEAQUAL QUALITY MANAGEMENT AWARD**
Proudly sponsored by Seafood Services Australia
- 2) **SEAFOOD BUSINESS OF THE YEAR AWARD**
Proudly sponsored by BankWest
- 3) **INNOVATION AWARD**
Proudly sponsored by Sydney Fish Markets
- 4) **FISHERIES RESEARCH AND DEVELOPMENT AWARD**
Proudly sponsored by FRDC
- 5) **SEAFOOD INDUSTRY PROMOTION AWARD**
Proudly sponsored by the MG Kailis Group
- 6) **ENVIRONMENT AWARD**
Proudly joint sponsored by Seafood Services Australia
- 7) **FISHERMAN OF THE YEAR AWARD**
Proudly sponsored by Austral Fisheries
- 8) **SEAFOOD TRAINING AWARD**
Proudly sponsored by RMAX
- 9) **MEDIA AWARD**
Proudly sponsored by WAFIC
- 10) **AUSTRALIAN PRIMARY SUPERANNUATION FUND – SEAFOOD INDUSTRY ICON**

Exhibitors

Booth	Organisation	
1 & 2	Fisheries Research & Development Corporation	<i>Complimentary</i>

3	Food Standards Australia and New Zealand	\$2,200
4	ANZ	\$2,200
5	Seafood Services Australia	\$2,200
6	Seafood Training Australia	Complimentary
7	Tenix Defence	\$2,200
8	Marine Stewardship Council	Complimentary
9	Australian Primary Superannuation Fund	Complimentary
10	RMAX	\$1,540
11	Ocean Watch/SeaNet Extension	\$400
12	Department of Agriculture, Fisheries & Forestry	\$1,540
13	Vasse Felix	Complimentary
14	Innovest Construction	\$1,400
15 & 16	Department of Fisheries, Western Australia	Complimentary

Satchel Inserts

Enviro Action \$500

Promotion & Publications

CONFERENCE PROMOTION

A database was developed by the Organising Committee and EventEdge using past delegate listings of various conferences and returned preliminary announcement expression of interest cards.

The Organising Committee was vigorous in promoting the event at every opportunity.

PUBLICATIONS

Jaz Creative was commissioned to design all publications relating to Seafood Directions 2003, this included the following items:

Logo

The logo developed for Seafood Directions 1999 was updated in Brisbane for use at the 2003 conference.

Announcement/Expression of Interest x 1000

A postcard previously designed for WAFIC was utilised by overprinting the details of the conference onto this card. The announcement promoted both Seafood Directions and Rock Lobster 3 and included the dates and venues for both events.

Fewer announcements were produced for the conference compared to Brisbane in 2001. This was because the conference had a vast database of more than 1700, Seafood Directions 2003 was promoted vigorously through this database.

Delegates were encouraged to express their interest in the conference/congress via an online expression of interest form and had the opportunity to also receive information on sponsorship and exhibition opportunities as well as the Call for Posters display.

Cost: \$639.10 overprinting of postcard

Letterhead x 500

A conference letterhead was produced. This was a one colour print and was printed on 90gsm laser bond paper at a cost of:

Cost: \$626.85

Sponsorship and Exhibition Opportunities Proposal x 100

A sponsorship and exhibition opportunities proposal was designed and distributed in February. As only a small amount was required, the proposal was colour printed at a local printer.

Cost: \$2345.37

Conference Registration Brochure x 25000

An 8-page full colour registration brochure was produced which included a program, accommodation details, pre and post conference tours and social events. Half a page was allocated to WINSC to promote the WINSC Wednesday program. A registration form was inserted into the brochure.

The brochure was produced and distributed from 15 April onwards.

Registration Brochure Distribution List

Professional Fishermen	4685
Fishing Today	1600
Pro West	4000
NTSC Members	250
QSIA Members	3200
ASIC	640
WAFIC	640
SAFIC Members	1300
Sponsors	430
Seafood Industry Victoria	860
Conference Database**	670 (Australia, New Zealand, Canada, USA Only)
WINSC	100
Master Fish Merchants Association	200
Corvel Marketing	1000
Western Rock Lobster Council	1200
Netcraft	150
New Zealand Seafood Conference	400
Department of Fisheries	600
Seafood Australia Magazine	2000
TOTAL	23165

Delegates were also able to register online

Conference Handbook x 500

A 48-page saddle stitched program handbook was produced. The cover was full colour and the inside pages were two colour. The handbook included the full program, social events including information on the Australian Seafood Industry Awards, presenters' abstracts, exhibitor and sponsor profiles and other general information.

Website

The conference web site was designed by Jaz Creative subsidiary Power Creations and hosted under the WAFIC site. However the web site address advised to all delegates was through ASIC www.asic.org.au delegates were then required to follow the link directing them to the Seafood Directions web site with the WAFIC address <http://sd.wafic.com.au>

The web site was designed using a new technology called site box. This allowed the organiser to add and amend information as it came to hand, and reduced the cost of uploading information that is usually charged by a web designer.

Online Registration was available. This was utilised by 10.43% of delegates.

PROGRAM

The first stage of developing the program format was a meeting with major industry and association players including the Chairman of ASIC, Terry Moran and Executive Director of FRDC, Peter Dundas Smith. Many had to participate by phone conference. At this meeting conference themes were discussed. From this meeting a small Program Committee was created to develop a theme and suggested speakers. This committee met on a monthly basis

Program Committee:

Guy Leyland	Program Convenor, WA Fishing Industry Council
Bronwyn Harries	Cape Seafarms
Martin Exel	Austral Fisheries
Jo-Ann Ledger	WA Fishing Industry Council
Don Nicholls	Project Manager, Department of Fisheries WA

Liaising between ASIC and FRDC continued during the development process. Russ Neal, CEO, ASIC kept members informed of the program format.

SPEAKERS

The program showcased 29 speakers.

Approx \$37,000 was spent on bringing top line international speakers to the conference.

SD financed four international speakers

- Bjorn Hersoug (Norway)
- Rod McNeil (USA)
- Mike Sutton (USA)
- David Hughes (England)

Nationally SD financed the presentation by Richie Ah Mat from Cape York Peninsula.

Conference Program

Tuesday 16 September

1.00pm – 4.00pm	Registration	<i>North Foyer</i>
5.30pm – 7.30pm	Seafood Services Australia Welcome Reception Western Australian Maritime Museum <i>Buses depart the Hyatt from Terrace Road at 4.45pm</i> <i>Buses depart the Maritime Museum from 7.15pm and return to the Hyatt</i>	

Wednesday 17 September

7.30am – 8.45am	REGISTRATION	<i>North Foyer</i>
8.45am – 9.15am	OFFICIAL OPENING Welcome – Mr Ian Finlay, Chair WAFIC Indigenous Welcome – Mr Mort Hansen Welcome – Mr Terry Moran, Chair ASIC FRDC Welcome – Mr Peter Dundas-Smith, Executive Director FRDC Official Opening - The Hon Kim Chance MLA – Western Australian Minister for Fisheries	<i>Grand Ballroom</i>
9.15am – 9.55am	KEYNOTE ADDRESS Beyond sustainability - taking the lead Possibilities and limitations of rights based fisheries management schemes -some experiences from New Zealand, Iceland, South Africa, Namibia and Norway <i>Dr Bjoern Hersoug</i>	<i>Grand Ballroom</i>
9.55am – 10.30am	Question and Answer	
10.30am – 11.15am	MORNING TEA	<i>Mezzanine Level</i>
11.15am – 12.30pm	TAKING THE LEAD – THE CHALLENGE OF SELF MANAGEMENT <i>Facilitator and presenter of Gold Sponsor Address – Mr Peter Rogers Executive Director, Department of Fisheries</i>	<i>Grand Ballroom</i>
11.15am – 11.20am	Self Management in the Context of Integrated Fisheries Management <i>Mr Peter Rogers</i> <i>Executive Director, WA Department of Fisheries</i>	
11.20am – 11.40am	Resource Sharing – Brokering a Deal <i>Mr Chris Stevenson</i> <i>Barrister & Mediator, Francis Burt Chambers</i>	
11.40am – 12.00pm	Indigenous Aspirations <i>Mr Richie Ah Mat</i> <i>Executive Director, Cape York Land Council</i>	
12.00pm – 12.10pm	Fisheries Management: The Role of Industry and Government <i>Mr Michael Arbuckle</i> <i>Senior Manager, New Zealand Ministry of Fisheries</i>	
12.10pm – 12.30pm	Discussion	
12.30pm – 2.00pm	LUNCH, TRADE EXHIBITION AND POSTER DISPLAY	<i>Mezzanine Level</i>

2.00pm – 3.15pm	TAKING THE LEAD – THE CHALLENGE OF SELF MANAGEMENT THE STORY OF: <i>Facilitator – Mr Brian Jeffriess President, Tuna Boat Owners Association</i>	<i>Grand Ballroom</i>
2.05pm – 2.15pm	Pearling <i>Professor George Kailis Director, MG Kailis Group</i>	
2.15pm – 2.50pm	KEYNOTE ADDRESS Sustainability and the Expanding Influence of Aquaculture <i>Dr Roderick McNeil Director of Engineering, Meridian Aquatic Technology, USA</i>	
2.50pm – 3.05pm	Shark Bay Prawn Fishery <i>Dr Lindsay Joll Manager Commercial Fisheries Program, Western Australia and Mr Graeme Stewart Executive Officer, Shark Bay Prawn Trawler Operators Association</i>	
3.05pm – 3.15pm	Discussion	
3.15pm – 3.45pm	AFTERNOON TEA	<i>Mezzanine Level</i>
3.45pm – 5.00pm	DOMESTIC TRADE – THE FORGOTTEN MARKET <i>Facilitator – Mr John Roach Chair, Master Fish Merchant Association of Australia</i>	<i>Grand Ballroom</i>
3.45pm – 3.50pm	Results of the Hypertension Research <i>Mr Trevor Mori University of Western Australia</i>	
3.50pm – 4.00pm	United Front: The Importance of the Seafood Supply Chain Working Together <i>Mr Grahame Turk Managing Director, Sydney Fish Market</i>	
4.00pm – 4.15pm	Why there is a need for a Uniform Single Marketing Name per Species in Australia: "The Trout and Nothing but the Trout - Your Honour!" <i>Mr Roy Palmer Chair, Fish Names Committee</i>	
4.15pm – 4.30pm	Creating Strategic Alliances – Food Partnering and Promotion <i>Mr Don Hancey Chef and Food Consultant</i>	
4.30pm – 4.50pm	The Power of Advertising: Case Study; "What No Potato?" Campaign <i>Chairman and Managing Director, JMG Marketing</i>	
4.50pm – 5.00pm	Discussion	

Thursday 18 September

8.00am – 9.00am	REGISTRATION	<i>North Foyer</i>
9.00am – 10.00am	KEYNOTE ADDRESS <i>Facilitator- Mr Murray France AM</i> <i>Managing Director – Newfishing & Austral Fisheries</i>	<i>Grand Ballroom</i>
9.00am – 10.00am	KEYNOTE ADDRESS The Future of Seafood <i>Mr Mike Sutton</i> <i>Program Officer, Conservation and Science Program, The David and Lucile Packard Foundation</i>	
10.00am – 10.45am	MORNING TEA	<i>Mezzanine Level</i>
10.45am – 12.30pm	CONCURRENT SESSION THE INTERNATIONAL ARENA; HOW TO MAKE A DIFFERENCE <i>Facilitator: Mr Ron Edwards</i> <i>Chair Rock Lobster Industry Advisory Committee</i>	<i>FRDC Grand Ballroom</i>
10.45am – 11.15am	KEYNOTE ADDRESS International Seafood Trends and the Power of Branding <i>Professor David Hughes</i> <i>Professor of Food Marketing, Imperial College</i>	
11.15am – 11.30am	Doing Business in Europe <i>Mr Dominic Trindade</i> <i>Assistant Secretary of the WTO Trade Law Branch</i>	
11.30am – 11.45am	Increasing Market Share in Japan <i>Mr Grant Hunt</i> <i>Trade Commissioner, Australian Trade Commission, Japan</i>	
11.45am – 12.00pm	Reduction of Tariffs in the European Union <i>Mr Robert Fisher AM</i> <i>Agent General for Western Australia, London</i>	
12.00pm – 12.10pm	Discussion	
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10.45am – 12.00pm	CONCURRENT SESSION ASSESSING AUSTRALIA'S FUTURE RESOURCE REQUIREMENTS FROM THE YEAR 2020 AND BEYOND: STRATEGIC OPTIONS FOR FISHERIES	<i>WA Department of Fisheries</i> <i>Plaza Ballroom</i>
	Presented by: <i>Professor Bob Kearney</i> <i>Emeritus Professor of Fisheries, University of Canberra</i>	
	and	
	<i>Mr Barney Foran</i> <i>Senior Analyst, CSIRO Resource Futures</i>	

12.00pm – 1.30pm	LUNCH, TRADE EXHIBITION AND POSTER DISPLAY	<i>Mezzanine Level</i>
1.30pm – 2.45pm	<p>CONCURRENT SESSION RECIPE FOR SUCCESS. <i>There isn't just one Recipe for Success there is thousands!</i> <i>Gain insight to some home grown industry success stories and find out about</i> <i>The many resources available</i></p> <p><i>Facilitator – Professor Russell Reichelt</i> <i>Chair, Seafood Services Australia Ltd</i></p>	<i>FRDC Grand Ballroom</i>
1.35pm – 1.45pm	<p>The Seafood Primary Production and Processing Standard What it mean to you <i>Mr Deon Mahoney</i> <i>Principal Mircrobiologist, Food Standards Australia & New Zealand</i></p>	
1.45pm – 1.55pm	<p>Training/Human Capital Development South Australian Lobster fishers 'Clean Green' program: Case Study <i>Mr Kym Redman</i> <i>Member, South Australian Lobster Industry</i></p>	
1.55pm – 2.05pm	<p>Quality Management Systems <i>Paul Catalano</i> <i>Director, Catalano Seafoods</i></p>	
2.05pm – 2.20pm	<p>Environmental Management Systems <i>Mr Col Dyke</i> <i>Director, Oyster Bay Oysters Pty Ltd</i></p>	
2.20pm – 2.30pm	<p>Prove it or Lose it! <i>Mr Ted Loveday</i> <i>Managing Director, Seafood Services Australia Ltd</i></p>	
2.30pm – 2.35pm	<p>Launch of the Southern and Western Tuna Billfish Fishery Industry Code of Conduct for Responsible Fishing <i>SeaNet, Ocean Watch, Western Australian Pelagic Longline Association</i></p>	
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1.30pm – 2.45pm	<p>CONCURRENT SESSION SUCCESSION IN YOUR FAMILY BUSINESS THE EMOTIONAL AND FINANCIAL CHALLENGES. <i>Facilitator: Professor George Kailis</i> <i>Director, MG Kailis Group</i></p> <p>Presented By: <i>Ms Cathy Bowen</i> Communications Strategist, Mediator and Family Business Consultant</p>	<i>Department of Fisheries</i> <i>Plaza Ballroom</i>
2.45pm – 3.15pm	AFTERNOON TEA	<i>Mezzanine Level</i>
3.15pm – 4.30pm	FINAL SESSION	<i>FRDC Grand Ballroom</i>
3.15pm – 3.45pm	<p>Report Card Session <i>Mr Russ Neal</i> <i>Chief Executive, Australian Seafood Industry Council</i></p>	

3.45pm – 4.00pm Conference Close (including the handover to New South Wales – host state for Seafood Directions 2005)

Mr Russ Neal
Chief Executive, Australian Seafood Industry Council

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

7.00pm – Midnight **AUSTRALIAN SEAFOOD INDUSTRY GALA AWARDS DINNER** *Grand Ballroom*

Poster Displays

A call for abstracts to be displayed as posters was announced in March via email. This information was also included in the registration brochure. Guidelines for the submission of abstracts were available on the web site only. The submission of abstracts closed on June 30. 34 abstracts were received and displayed at the conference. The displays were positioned on the Mezzanine Level of the Hyatt Regency adjacent to the exhibition.

RUNNING SHEET
OFFICIAL OPENING Wednesday September 17

TIME	EVENT
8.30am	Minister for Fisheries, Kim Chance arrives, met by Terry Moran, Chair Australian Seafood Industry Council and Ian Finlay, Chair WA Fishing Industry Council
	Stage: Conference Logo between big screens. Lectern Speaker's desk. Screens: Major sponsor logos.
8.25am	Doors Open :
8.40	Mort Hansen playing didgeridoo
8.44.30	Montage of Fishing Shots (30 seconds)
8.45	Screens: conference logo Lights dim Nyongar Welcome – Mort and Vivien Hansen
8.47	Ian Finlay, Chair WA Fishing Industry Council walks on stage and thanks Mort and Vivien Hansen and introduces National Anthem. Finlay remains on stage while Anthem sung.
8.48	National Anthem sung by Rachael Hardie - Australian Flag on big screens.
8.50	Conference logo – Beyond Sustainability – Taking the Lead Ian Finlay Chairman of WA Fishing Industry Council (2 minutes) and Introduces Terry Moran
8.52	Terry Moran, Chairman of Australian Seafood Industry Council Speaks and shows video (8 minutes)
9.00	Finlay Introduces Peter Dundas Smith, Executive Director Fisheries Research and Development Corporation (5 minutes)
9.05	Finlay Introduces The Western Australian Minister for Agriculture, Forestry and Fisheries The Hon Kim Chance MLC (10 minutes) Officially declares the conference open
9.15	Official Ceremony concludes
9.16	Ian Finlay introduces Dr Hersoug
9.18	Dr Bjorn Hersoug speaks 40 Minutes
10.00	Questions hosted by Ian Finlay
	Roll Montage with sponsor logos
10.30	Morning Tea

Ancillary Meetings

Monday 15 September

ASIC Annual General Meeting
Hyatt Regency Perth

Monday 15 September

WINSC Annual General Meeting
Western Australian Maritime Museum

Monday 15 September

MSC Briefing
The Esplanade Hotel, Fremantle

Tuesday 16 September

Seafood Services Australia - Board Meeting
Hyatt Regency Perth

Tuesday 16 September

Australian Fisheries Management Authority – Board Meeting
Hyatt Regency Perth

Friday 19 September

SSA Network Meeting
Hyatt Regency Perth

Friday 19 September

FRDC Board Meeting

Social Program

Seafood Services Australia Welcome Reception

Western Australian Maritime Museum

Wednesday 17 September

5.30pm – 7.30pm

Dress: Smart Casual

The Welcome Reception was held at the new Western Australian Maritime Museum located at the entrance to the port of Fremantle. The museum was a great venue for the function as it showcased WA's rich maritime history and the affiliation that the museum has with the conference host WAFIC.

Seafood Services Australia sponsored this evening and was given the opportunity to address the delegates in a relaxed and informal environment, whilst also launching the Australian Seafood Standard.

In line with the outcomes from Brisbane 2001 of food partnering, the conference developed an alliance with Vasse Felix wineries. A wine tasting station was set up and for every dish that was served the wine that best suited the dish was also served at the wine tasting station.

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

- Wok seared roucou spiced prawns served with ginger dipping source
- Barbecued king prawn and scallop seared on a sugar cane skewer
- Medallions of Western rock lobster char grilled with garlic and fresh herb butter
- Goujons of snapper in tempura batter
- Chilli mussels
- Sashimi tuna
- Fremantle marinated octopus
- Spinach and pine nuts and goats cheese tarts
- Fresh corn cake with a quenelle of guacamole
- Spiced beef burger topped with chilli capsicum jam
- Freshly shucked Albany Oysters

Kailis Bros provided all seafood for the reception, with the exception of the oysters that were purchased for the evening.

The reception was inclusive for all full delegates, additional tickets were purchased at \$55 per person.

Transport was provided from the Hyatt Regency Perth and also the Esplanade Hotel in Fremantle (this was for delegates that were attending the Rock Lobster Congress that day and had registered to attend Seafood Directions the following two days)

The Windjammers provided entertainment – an acoustic group that sang sea shanty songs

Total cost: \$11,689.80 including food, beverage and equipment hire

SEAFOOD DIRECTIONS 2003**Welcome Reception
MARITIME MUSEUM**

Tuesday 16 September

5.30-7.30pm

Sponsored by Seafood Services Australia

TIME	EVENT
4pm	Set up Registration Desk – to register any delegates (particularly Rock Lobster Congress delegates) who may come to Welcome Reception before going to the Hyatt Regency.
5.30	Guests arrive Service of food and wine Windjammers – roaming group of Sea shanty singers – positioned downstairs to welcome guests.
6.00	Official Opening commences foyer of Museum. Ian Finlay, Chair WAFIC Welcomes (1 minute) Introduces Russ Neal, CEO ASIC
6.01	Russ Neal welcomes on behalf of ASIC (2 minutes) Introduces Russell Riecheldt, Chair, Seafood Services Australia.
6.03	Russell Reicheldt speaks on behalf of SSA & launches The Australian Seafood Standard (5 mins)
6.08	Russ Neal, Russell Riecheldt, Ted Loveday cut balloons and Celebrate the launch of Australian Seafood Standard.
6.09	Formalities conclude and actor/SSA hand out ASS on a tray
	On going activities: Ground Level: View Museum Upstairs: Oyster shucking Wine tasting – the right wine with each dish of seafood. Roaming Windjammers
7.00	Rock Lobster Dinner guests depart for yacht club
7.30	All guests depart – Buses take guests back to Hyatt Hotel

Sponsors Cocktail Party

Wednesday 17 September

Holmes a Court Gallery, East Perth

As a thank you to sponsors a cocktail party was organised on the Wednesday evening at the Holmes a Court Gallery in East Perth. Sponsors were invited along with the WAFIC and ASIC Board as well as keynote speakers. The cocktail party ran from 6.00pm – 7.30pm, guests then either attended the MSC or WINSC Conference dinner at the conclusion of the party.

WINSC Conference Dinner

Wednesday 17 September

Maria's on the Terrace, Fremantle

A separate conference dinner was held for WINSC delegates at Maria's on the Terrace in Fremantle. This dinner was inclusive for WINSC delegates that had purchased all components. Additional tickets were available at a cost of \$65 per person.

Australian Seafood Industry Awards Gala Dinner

Grand Ballroom, Hyatt Regency Perth

Thursday 18 September

7.00pm –Midnight

Seafood Directions 2003 culminated in the presentation of the Australian Seafood Industry Awards at a gala dinner. 397 people attended the dinner with the majority being delegates and partners. Kailis Bros supplied the seafood for up to 350 delegates, the conference purchased the additional seafood at a cost of \$20 per person.

As the conference expected a number of non-delegates to attend the conference, two separate prices were offered – a delegate price of \$95 per person (one only per delegate) additional tickets were available at a cost of \$115 per person.

Organisations had the opportunity to purchase tables of ten and these were pre reserved, free seating applied for individuals.

Abacus Fisheries provided crab for the entrée, Kailis Bros supplied half a lobster per person and a 200gram portion of West Australian dhufish

The menu was as follows:

Entrée Etagere

Western Rock Lobster with green asparagus, braised fennel and watercress crème fraiche

Abacus Blue Swimmer Crab and pawpaw salad on nori rice roll with coriander and lime dressing

Western Rock Lobster ravioli, sauteed spinach with champagne and caviar sauce

Main Course

West Australian Dhufish fillet with lime and chive butter sauce, rocket scented mash and Mediterranean grilled vegetables.

Mezze Dessert

Passionfruit Sorbet

Double Chocolate Pudding

Kaffir leave panna cotta with stewed raspberries

Coffee, tea and chocolates

The following awards were presented:

- 1) **SEAQUAL QUALITY MANAGEMENT AWARD**
Proudly sponsored by Seafood Services Australia
- 2) **SEAFOOD BUSINESS OF THE YEAR AWARD**
Proudly sponsored by BankWest
- 3) **INNOVATION AWARD**
Proudly sponsored by Sydney Fish Markets
- 4) **FISHERIES RESEARCH AND DEVELOPMENT AWARD**
Proudly sponsored by FRDC
- 5) **SEAFOOD INDUSTRY PROMOTION AWARD**
Proudly sponsored by the MG Kailis Group
- 6) **ENVIRONMENT AWARD**
Proudly joint sponsored by Seafood Services Australia
- 7) **FISHERMAN OF THE YEAR AWARD**
Proudly sponsored by Austral Fisheries
- 8) **SEAFOOD TRAINING AWARD**
Proudly sponsored by RMAX
- 9) **MEDIA AWARD**
Proudly sponsored by WAFIC
- 10) **AUSTRALIAN PRIMARY SUPERANNUATION FUND – SEAFOOD INDUSTRY ICON**

Master of Ceremonies – Verity James , ABC Perth

Jazz Band – Spirit Jazz, provided Pre dinner drinks entertainment. At the conclusion of the presentation of awards (around 10pm) Classic Groove a four-piece dance band played until midnight to allow for some dancing. Between the presentation of awards, background music was played on cd.

PDF of trophies is included on the CD. The ASIC logo was incorporated on the trophy for the 2003 Awards

Cost Breakdown

Food & Beverage:	\$30,810
Audio Visual Production:	\$11092.40
Theming:	\$5379
Trophies:	\$4419.80
Entertainment:	\$3190.55
Tickets and Menus:	\$2465.85
TOTAL COST:	\$57357.60

Program for 2003 Australian Seafood Industry Awards

7.00	Guests arrive, drinks in foyer Trio Playing Minister for Fisheries Kim Chance & Mrs Chance Fed Minister for Fisheries Sen Ian Macdonald Shad Minister for Fisheries Sen Kerry O'Brien
7.20	Guests asked to be seated
7.35	Guests seated Verity James welcomes and introduces Chair ASICTerry Moran
7.37	Terry Moran Chair Australian Seafood Industry Council speaks (3 minutes)
7.40	MC introduces John Ruskin, Chief Executive Officer, Australian Primary Superannuation Fund
7.41	John Ruskin speaks (3 minutes)
7.43	MC introduces entrée
7.45	ENTRÉE SERVED (30 minutes)
8.13	MC Welcomes back audience Introduces Awards
8.15	Award 1 Seafood Quality Management Award List Finalists Sponsor: Russell Reichelt Chair Seafood Services Australia Announces winner Role Montage Winner comes to stage for prize presentation.
8.20	Award 2 Seafood Business of the Year Sponsor: Jim Watson Chief Manager, WA Country BankWest
8.25	Award 3 Innovation Award Grahame Turk, Managing Director, Sydney Fish Market
8.30	Award 4 Fisheries Research and Development Award Denis Byrne, Chairman, FRDC
8.35	Award 5 – Seafood Industry Promotion Award Alex Kailis – Managing Director MG Kailis Group
8.45	MC – Introduces dinner...explanation of the Kailis in WA.
8.45-9.20	SERVE DINNER
9.20	MC introduces Minister for Fisheries, Ian Macdonald
9.21	Senator the Hon Ian Macdonald, Federal Minister for Fisheries, Forestry and Conservation speaks (10 minutes)
9.30	Award 6 Environment Award Russell Reichelt Chair Seafood Services Australia
9.35	Award 7 Fisherman of the Year David Carter, CEO Austral Fisheries.
9.40	Award 8 Seafood Training Award Brett Robinson, WA Sales Manager, RMAX
9.45	Award 9 Media Award Ian Finlay, Chair, WA Fishing Industry Council
9.50	Award 10 Seafood Industry Icon Call back: Minister for Fisheries, Ian Macdonald Sponsor: John Ruskin, Australian Primary Superannuation Fund Terry Moran, Chair of Australian Seafood Industry Council Ian Macdonald will be handed envelope to announce the winner of the Seafood Industry Icon Award

MEDIA

LEAD UP TO THE CONFERENCE

Media releases were written to announce the Awards, to announce key speakers and to herald the beginning of the conference. Copies of these releases can be seen on the Seafood Directions 2003 website. They were distributed to the member associations and key publications by ASIC's media network. In addition, WAFIC sent them to key industry publications like Professional Fishermen, Seafood Australia and various New Zealand publications and fishing websites and to all Western Australian media.

CONFERENCE MEDIA STRATEGY

Seafood Directions 2003 retained the services of Atticus, media consultants to drive the media campaign.

Lynda Rovis Hermann is the journalist assigned to Seafood Directions. The attached time line and action sheet will identify how Lynda and I will work together and the key stories we plan to place.

Atticus will also be assisting Steven Gill with Rock Lobster Congress media so all releases will have one initial point of contact.

All Seafood Directions 2003 will cross promote Rock Lobster Congress and WINSC conference.

Media will be asked to check into the Registration Desk to receive Media Pass.

KEY STORIES

As the time table will show, a media release and briefing package listing the program, profiles and abstracts of the speakers will be sent.

While the topics are of interest to those in the industry we have identified the following speakers as generating the most interest to key target areas:

General News

- The opening – need to talk to Bjorn to get an idea of some of the sexier things he might say. Abstract is very industry specific – eg not wide public appeal.
- FRDC presentation: Assessing Australia's Future Resource Requirement from 2020 and Beyond – we have identified this presentation as having the most “ news” value.eg something that TV and general reporters could get a story from.
- Richie Ah Mat
- Succession in your family business, the emotional and financial challenges

Environment

- Mike Sutton
- Brendan May MSC
- Rod McNeil – Sustainability and the Expanding Influence of Aquaculture

Business Writers:

- Session: The International and How to make a Difference.
- FRDC presentation: Assessing Australia's Future Resource Requirement from 2020 and Beyond –
- David Hughes :International Seafood Trends and the Power of Branding
- Succession in your family business, the emotional and financial challenges.

Indigenous Writers:

- Richie Ah Mat

General and Cooking

- David Hughes; International Seafood Trends and the Power of Branding
- Fish Names
- Graham Turk- Sydney Fish Market – could be controversial.

TALK BACK RADIO:

- Terry Moran, Chair of ASIC – purpose of conference.
- Guy Leyland – WAFIC can talk to program in general.
- Mike Sutton
- Brendan May MSC
- Rod McNeil – Sustainability and the Expanding Influence of Aquaculture
- FRDC presentation: Assessing Australia's Future Resource Requirement from 2020 and Beyond – we have identified this presentation as having the most “ news” value.eg something that TV and general reporters could get a story from.
- Richie Ah Mat
- David Hughes :International Seafood Trends and the Power of Branding
- Succession in your family business, the emotional and financial challenges.

TARGET PUBLICATIONS

- The West Australian
- Sunday Times
- The Australian
- Financial Review
- Business News
- AAP
- BRW
- Sydney Morning Herald
- The Age
- Adelaide Advertiser
- Brisbane Courier Mail
- Check Tasmania and Northern Territory

DATE	EVENT	WRITE MEDIA RELEASE	JO-ANN LEDGER	ATTICUS
<i>Friday Sept 5</i>	Announcement Media Release – Conference Briefing document with program and speakers	JL	<ul style="list-style-type: none"> • Email to local and rural press • International List • Two rec writers Mike R and Sunday Times • Sean Murphy – Landline • To ASIC organisations • Mick Zekulich – JL has opened discussions. He will attend parts of conference and Awards Dinner • Grant Woodhams ABC Geraldton – asked to conference as guest. Awaiting ABC approval. 	<ul style="list-style-type: none"> • Email release and follow up • Radio – metro and country • Key Eastern States newspapers and talk back radio • Television including GWN. • AAP – try and get reporter to cover • Russ Neal's list of journos attached. • Will also take follow up calls from Rural WA papers/radio
<i>Mon Sept 8</i>	Invitations to Media for Awards night		<ul style="list-style-type: none"> • Paul Armstrong Editor West • Brett McArthy – Sunday Times • Cathy Bolt – Fin Review • Aust. Bureau chief. • Mark Pownall • Marg Johnson West • Mike Zekulich – yes • Grant Woodhams ABC - pending. 	<ul style="list-style-type: none"> • Setting up interviews
Mon Sept 15 10-Noon ON HOLD	Marine Stewardship Council Briefing The Boardroom of the Manor on Collie Street , Fremantle, Esplanade Hotel STORY: Brendan May Icefish/lobster	JL	<ul style="list-style-type: none"> • Poss cross promotion with Icefish starting MSC certification process • In contact with David Carter/Jenny Hodder re Icefish for pic for pre-publicity shot TBC 	<ul style="list-style-type: none"> • NO MEDIA FOR THIS EVENT

	PRE PUBLICITY FOR CONFERENCE.			
	Hersoug Arrives 1400			
Tues Sept 16	WINSO Field Trip Pic Story Best angle interesting delegate		<ul style="list-style-type: none"> JL to follow up delegates attending with Jenny Shaw 	<ul style="list-style-type: none"> Follow up and place if good enough
11.10 12.45 TBA	Mike Sutton Arrives Richie Ah Mat Arrives <i>Rod McNeil</i>			
	MEDIA ALERT START OF Con.	ATTICUS	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Email to all
	Welcome Reception Maritime Museum 5.30pm-7.30pm Official launch 6pm.Australian Seafood Standard Launch	SSA-	<ul style="list-style-type: none"> JL still waiting for details 	<ul style="list-style-type: none"> To invite select list.
Wed Sept 18 Opening 8.45- 9.15am	Opening of Conference By Western Australian Minister of Fisheries Hon Kim Chance, MLA Followed by key note address Dr Bjorn Hersoug		<ul style="list-style-type: none"> JL to check Minister's office Photographer booked to cover opening and take shots of exhibit area. 	<ul style="list-style-type: none"> Atticus – confirming media to attend Liaising with Jo-Ann re specific requests for interviews at conference.
	MEDIA ALERT AWARDS	Atticus	<ul style="list-style-type: none"> Waiting on confirmation of attendance of Fed Minister Ian Macdonald. 	<ul style="list-style-type: none"> All media by email
	Mike Sutton/ Brendan May MSC			<ul style="list-style-type: none"> Aiming for strong story Australian
	David Hughes Arrives AM			<ul style="list-style-type: none">
Thursday Sept 18	Awards winners Version for each state	Atticus	<ul style="list-style-type: none"> JL to feed judges comments as basis for release 	<ul style="list-style-type: none"> To distribute locally and nationally.

			<ul style="list-style-type: none"> • General quote from Terry Moran in each release • Photographer booked 	<ul style="list-style-type: none"> • Photographs available Friday for email on request.
	Tuna Code Launch	Details Pr.	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • General interview requests
Monday Sept 22			<ul style="list-style-type: none"> • JL to send releases and pics to ASIC org.& follow up requests. 	<ul style="list-style-type: none"> •

Author: Lynda Rovis-Hermann
Date: 28 October, 2009
Attention: Jo-Anne Ledger
Re: Contact report for media on National Seafood Directions 2003

Media

Atticus Communications Consultants distributed the Seafood Directions 2003 media release and program via email, and fax to all local, eastern States, and national media, and to select trade and international media. This was done in conjunction with Jo-Anne Ledger from WAFIC.

Specific media were followed up: including local, national and eastern states business writers, environment writers, and general media.

Media invitations to the Seafood Directions 2003 Welcome function were produced and emailed to specific media. This was followed up with a phone call the following day to gauge attendance.

A media alert was also distributed to local, eastern States and national media.

Atticus Communications Consultant, Lynda Rovis-Hermann, liaised with journalists and organised interviews either directly with speakers requested by the media or through Jo-Ann Ledger on specific requests at the conference.

A total of 12 media statements were prepared announcing the National Seafood Industry Council award winners, one for each award category, a general release announcing all winners.

Some media liaison was done prior to the awards with publications such as the Geraldton Guardian publishing nominations as well as winners over two editions of the newspaper.

The media statements were distributed to media via email and fax, to local, eastern States and national media, as well as to specific trade and international bodies and posted on the conference website.

Results

Richie AhMat was interviewed by national indigenous radio service.

ABC Radio Geraldton interviewed Grant Hunt, Bjorn Hersoug and Mike Sutton.

An article by Mike Zekulich ran in the West Australian on Wednesday 17 September. This was organised by Jo-Ann Ledger.

ACB 720 Lunch, with Verity James and Russell Wolfe held four interviews in studio over four days: Mike Sutton, Richie Ah Mat, Professor Bob Kearnes, and Professor David Hughes.

News Limited bureau, Vivienne Oakley wrote a story on uniform naming of fish species, which was picked up Adelaide Advertiser.

Fiona Adolph wrote an article for the Sunday Times (Murdoch Group) on Trevor Moir's Hypertension study.

The Australian ran an article by Belinda Hickman quoting Professor Bob Kearnes on Thursday 18 September.

Geraldton Guardian ran an interview with Grant Hunt, and an article on award nominations on the Wednesday and then ran an article on award winners in Friday edition. A follow-up article on award winners Geraldton Fishermen's Cooperative is due to run this week and a special report on Dongara is to include an article on award winners MG Kailis Group.

A television crew from the nationally broadcast ABC Landline attended the conference. Jo-Ann Ledger coordinated the shoot with specific speakers. This program went to air on Sunday 21, 2003.

WA Business News wrote a comprehensive story on the conference written by Peter Collins. This story was re produced in WAFIC's ProWest magazine.

Media Awards

Media release was sent to all major national publications, and to each Industry Council for distribution to key local publications.

Geraldton Guardian did an article in Wednesday edition listing nominees. Friday's paper carried winner.

Adelaide Advertiser requested award results.

News Limited bureau also requested results and was focusing on Queensland newspapers.

Seafood Australia carried a major spread on the winners.

ProWest listed all winners.

General Information

Conference Bag

A steel grey laptop bag was provided to all delegates. The inside compartment contained the Seafood Directions logo along with sponsors that were entitled to recognition, each organisations web site was added to the bottom of each of their logos. 350 conference bags with logos were ordered and each exhibitor was provided with a bag. The bag was well received by delegates and will be used in the future.

Conference Program and Handbook

This was provided to all delegates within their conference bag. Additional copies were printed to allow for additional requests from delegates.

Registration Desk/Office

A custom built registration desk was located in the North Foyer of the Hyatt Regency. The conference bag was collected at a separate table.

The secretariat office was adjacent to the registration desk and was utilised by members of the committee as well as EventEdge staff. Photocopier, printer and fax machines were hired for the conference.

Registration Process

The registration process for delegates was very complex. Delegates were able to register for the conference on Tuesday 16 September from 2.00pm – 4.30pm at the Hyatt. Due to a number of delegates that were also attending the Rock Lobster Congress, delegates were provided with their registration to Seafood Directions at the Congress. It was also expected a number of delegates would make their own way to the Maritime Museum for the Welcome Reception and therefore registration also needed to occur at the Museum. As the registration desk closed at the Hyatt a staff member of EventEdge drove to the Museum with the remaining registrations to be processed.

Delegates were provided with an envelope that included name badge, social function tickets and a conference bag voucher. With registrations taking place at so many places the voucher allowed delegates to pick up their bag on the Wednesday at the conference rather than carrying it around to all the different venues.

Evaluation Form

In partnership with the Perth Convention Bureau an evaluation form was collated and distributed to delegates on the final day of the conference. The form was collected at the registration desk and returned to the Perth Convention Bureau for collation of results. These results are still to be received.

Signage

A substantial budget was allocated for signage, as the organising committee believed it was only appropriate to highlight the sponsorship that the conference had received.

The AudioVisual Supplier – Corporate Theatre, designed a set for the Grand Ballroom. The set included two large projector screens on each side of the stage and a large foam cut out of the Seafood Directions logo in the middle of the stage, along with the ASIC, WAFIC and FRDC logos in smaller cut outs.

Instead of the standard skirted trestle table a 5 person curved head table was used on the main stage. Logos of ASIC, WAFIC and FRDC were placed at the front of the desk.

Other signage included:

- 2 lectern cards.
- 1 3300mm High Sign with sponsors logos.
- 2 2400mm High Directions Signs positioned at both entrances to the Hyatt including sponsors logos.
- 1 3300mm High Sign with sponsors logo and plasma screen. The plasma screen allowed for sponsor's logos to be displayed at intervals as well as any messages to delegates.
- 4 signs (one per panel) with the Seafood Directions, ASIC, WAFIC and FRDC logo on the registration desk.

Refer Appendix 1

PHOTOGRAPHER

A photographer was engaged to take photographs at the opening reception, the official opening including the exhibition area and the Awards Night. Copies of the photo CDS have been supplied to ASIC, FRDC and SSA.

Meals

A delegate package was selected for the meal breaks at \$53 per person per day this included tea breaks, lunch and soft drinks. All tea breaks and lunches were served on the Mezzanine level of the hotel amongst the trade exhibition.

Tea Breaks

Tea, coffee and gourmet biscuits were served on both days.

Lunch

Wednesday

Swan Buffet

- Malaysian style Chicken Curry
- Steamed Rice
- Beef and Guinness Casserole with button Mushrooms and crisp Puff Pastry
- Spirelli Pasta with creamy Carbonara Sauce
- Selection of Chefs Salads
- Selection of assorted Cakes and Slices
- Sliced fresh seasonal Fruits
- Coffee and Tea

Thursday

Italian Buffet

- Caldi
- Spinach and Ricotta Cannelloni in tomato & basil sugo
- Veal scaloppine and grilled eggplant in Marsala jus
- Seared Scarlet Perch fillet with rocket – lemon pesto
- Rosemary and garlic barded leg of lamb in balsamic jus
- Roman gnocchi topped with semi dried tomato and shaved Parmesan
- Tuscan style vegetable with fennel

- Insalata
- Orecchiette salad with roast Mediterranean vegetable
- Borlotti bean and capsicum salad
- Grilled artichoke, sundried tomato, olive and parsley
- Rocket, sliced pear and Grana Padano in Extra Virgin Olive oil
- Selection of Antipasti with Parma ham

- Pane
- Oven fresh Focaccia, Chiabatta and Grissini

- Dolci
- Traditional Tiramisù, Panna cotta with stewed raspberry, Apple and almond cake and Custard filled cream horns

- Coffee & Tea

Accommodation

A range of accommodation types were offered to delegates ranging from the 5 Star Hyatt Regency (Conference Venue) through to 2 Bedroom Apartment style accommodation.

Hyatt Regency Perth	\$165 per night Single/Twin/Double \$220 per night Regency Club Room
Crowne Plaza Perth	\$145 per night Single/Twin/Double
The Kingstone on Hay	\$110 per night 2 Bedroom Apartment
Pacific International Suites	\$135 per night Single/Twin/Double
Goodearth Hotel	\$100 per night Studio Room Single/Twin/Double
Perth Ambassador Hotel	\$90 per night Standard Single/Twin/Double

Hotel	14/9	15/9	16/9	17/9	18/9	19/9	20/9
Hyatt	13	31	66	87	76	17	4
Crowne Plaza	1	1	3	6	5	0	0
Kingstone	4	11	15	17	14	6	2
Pacific Intl Suites	0	2	8	8	7	2	2
Goodearth	1	1	2	2	2	1	0
Perth Ambassador Hotel	1	2	8	8	5	2	0

The following complimentary rooms were allocated

Ian Finlay	14 – 19 September
Jo-Ann Ledger	15 – 19 September
Graham Short	18 – 19 September
Guy Leyland	15 – 19 September

The above guests were all upgraded to Regency Club level as well as:

Michael Sutton
Rod McNeil
Grant Hunt
Bjoern Hersoug

Financials

Payments were received in the following manner

Visa/Mastercard/Bankcard	24%
American Express	5.2%
Diners	2.8%
Cheque	39%
Transfer	29%

Recommendations

Conference

- **NO CREDIT:** Make a conference rule that no credit will be extended, particularly for dinners. Eg no payment, no booking.
- **FACILITATORS:** Facilitators also play a hosting role for the conference and need to communicate a variety of “housekeeping issues” from time to time. Facilitators should be asked to check in with registration prior to their session to pick up any information bulletins. Organisers should take the time to prepare a schedule of information that needs to be communicated...events at lunch, social function times etc.
- **REPORT CARD SESSION:** An editor should be assigned to each session of the conference. Their job is to report the essential points and key discussion subjects for the session and report this information during the report card session. Ideally this information should be provided in dot point form prior to the presentation so it can be part of the audiovisual display. This will eliminate the necessity of having a team from FRDC editing and inputting text on the spot during the report card session.
- **SATCHEL:** All inserts should be seen by a member of the organising committee to ensure that there is no material that will cause an embarrassment. In 2003, Fisheries Dept supplied copies of their Western Fisheries Magazine for insertion into satchel, unfortunately the majority of them were from 2001 and carried a story about WAFIC’s new CEO – this was very old news, and the said CEO no longer worked for WAFIC.

National Awards

- **STATE COUNCIL PARTICIPATION:** Councils need to make a commitment to the Awards. The standard of the Award submissions was generally a disgrace for a billion dollar industry that is trying to promote a professional image. The majority did not address criteria, supplied no photographs and generally were in general an embarrassment.
- **DATES FOR JUDGING** etc: have to be set and adhered to. Organisers in 2003 held up the judging process on the basis that entries would be coming from the Sydney Fish Market Awards. The organisers were informed on the day the entries were due that no entries would be coming.
- **DEFINITION FOR PROMOTION AWARD** in my opinion needs to be revised. The current definition is very narrow and is as follows:

This award will be presented to an individual, company, organisation, promotion activity or event that has made a substantial positive contribution towards improving the public profile of seafood and the seafood industry including the industry’s ongoing access to sustainable fisheries resources

A suggestion for consideration is the WAFIC Awards definition:

This award will recognise a marketing or promotional event, project, campaign or strategy, which has assisted a commercial fishing business, increase its market share, has helped the organisation pioneer a new market, or profiled an industry issue, message or achievement to the community. The target market can be local, national or international.

- **JUDGING:** Judges from mostly from three different states were chosen to judge each category. The judges were listed during the presentation to ensure transparency of the judging process

SEAFOOD DIRECTIONS 2003 SEPTEMBER 17 + 18
Australian Seafood Industry National Conference

INCORPORATING
WIP
Western Australia's
Aquaculture
Business

AN INITIATIVE OF
Australian Seafood Industry Council

PRINCIPAL SPONSOR
FISHERIES RESEARCH & DEVELOPMENT CORPORATION

HOSTED BY
WAFIC
Western Australian Fishing Industry Council Inc.

MAJOR SPONSOR
Department of Fisheries
Food for the Future

MAJOR SPONSOR
AFMA
Australian Fisheries Management Authority

SUPPLY SPONSOR
MG KAILIS GROUP

ASSOCIATED SPONSOR
WATERLOO ENGINEERING
Water & Marine Solutions

ASSOCIATED SPONSOR
MAX

ASSOCIATED SPONSOR
AUSTRAAL FISHERIES PTY LTD

ASSOCIATED SPONSOR
Natural Heritage Trust

REGISTRATION →

FRDC GRAND BALLROOM →

WA DEPARTMENT OF FISHERIES PLAZA BALLROOM →

SEAFOOD DIRECTIONS 2003 SEPTEMBER 17 + 18
Australian Seafood Industry National Conference

INCORPORATING
WIP
Western Australia's
Aquaculture
Business

PLASMA

AN INITIATIVE OF
Australian Seafood Industry Council

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Water & Marine Solutions

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SEAFOOD DIRECTIONS 2003
PERTH 17 + 18 SEPTEMBER
Australian Seafood Industry National Conference

AN INITIATIVE OF
AUSTRALIAN SEAFOOD INDUSTRIES ASSOCIATION

PRINCIPAL SPONSOR
FISHERIES RESEARCH & DEVELOPMENT CORPORATION

HOSTED BY
WAFIC
Western Australian Fishing Industry Council Inc.

GOVERNMENT OF WESTERN AUSTRALIA
Department of Fisheries
Fish for the future

AFMA
Australian Fisheries Management Authority

MG KAILIS GROUP

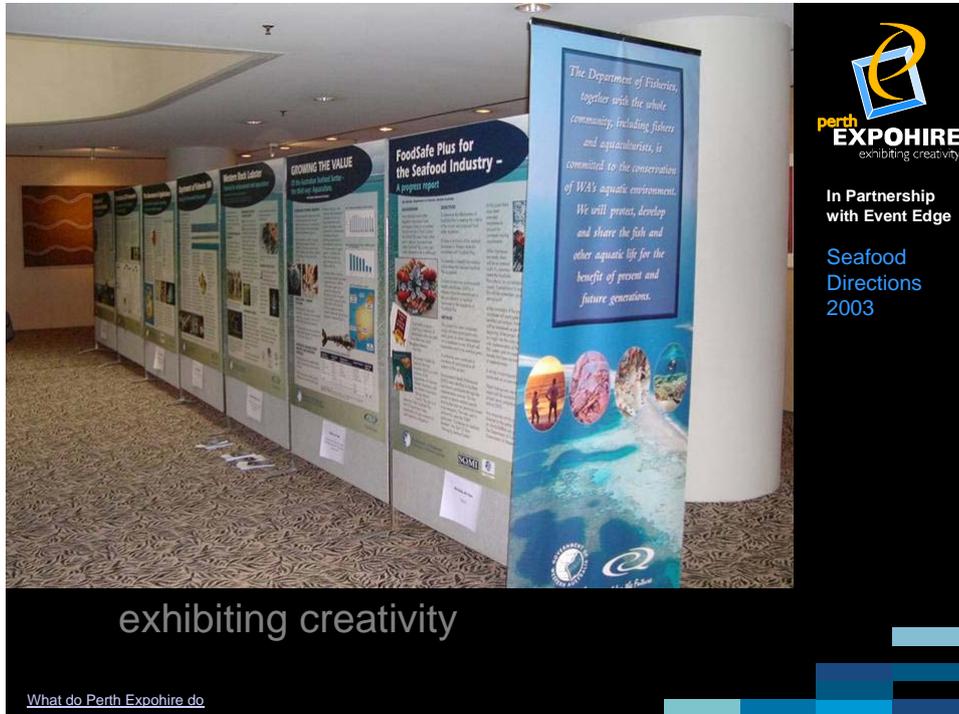
Natural Heritage Trust

AUSTRAL FISHERIES PTY LTD

MAX

Appendix 1

Call for Posters Display



Appendix 2 Part A

Seafood Directions 2003 Exhibition



exhibiting creativity

[What do Perth Expoire do](http://www.perthexpoire.com.au)



In Partnership with Event Edge

Seafood Directions 2003



exhibiting creativity

[What do Perth Expoire do](http://www.perthexpoire.com.au)

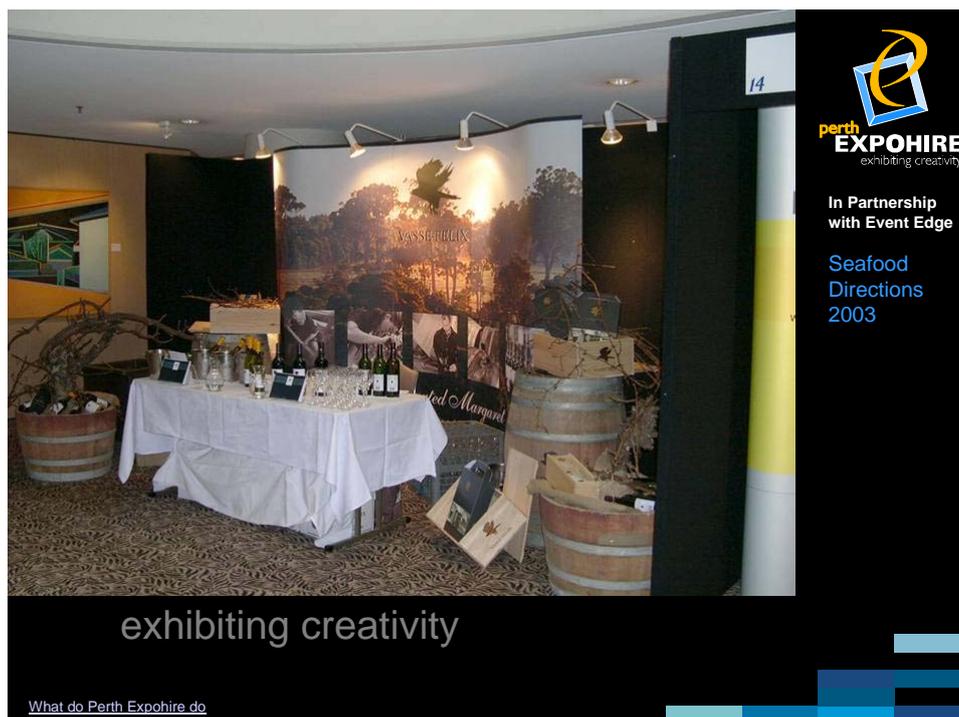
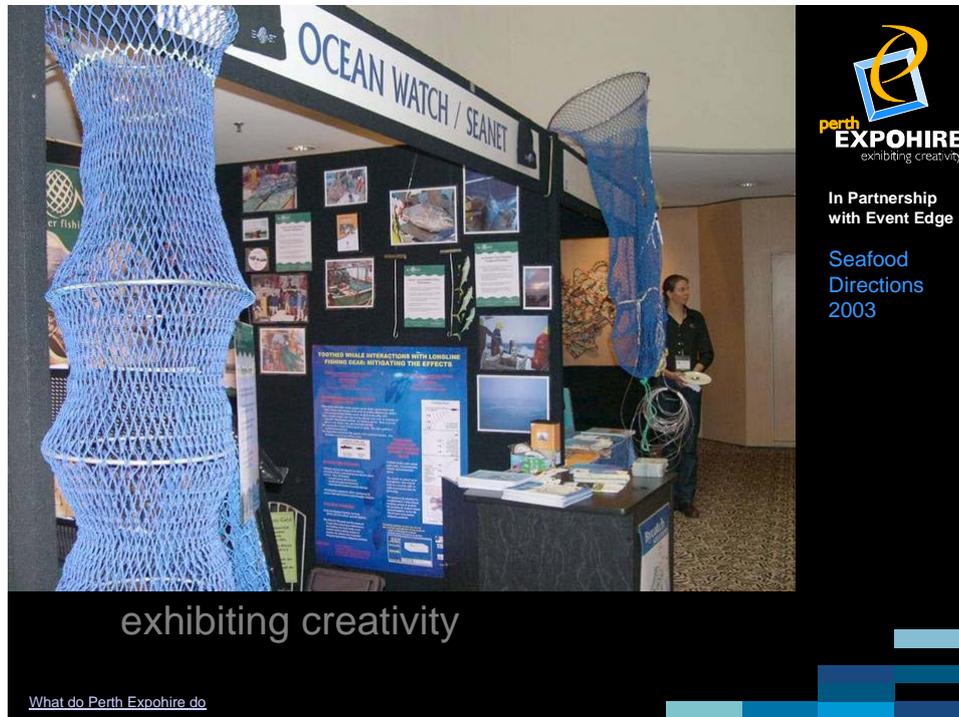


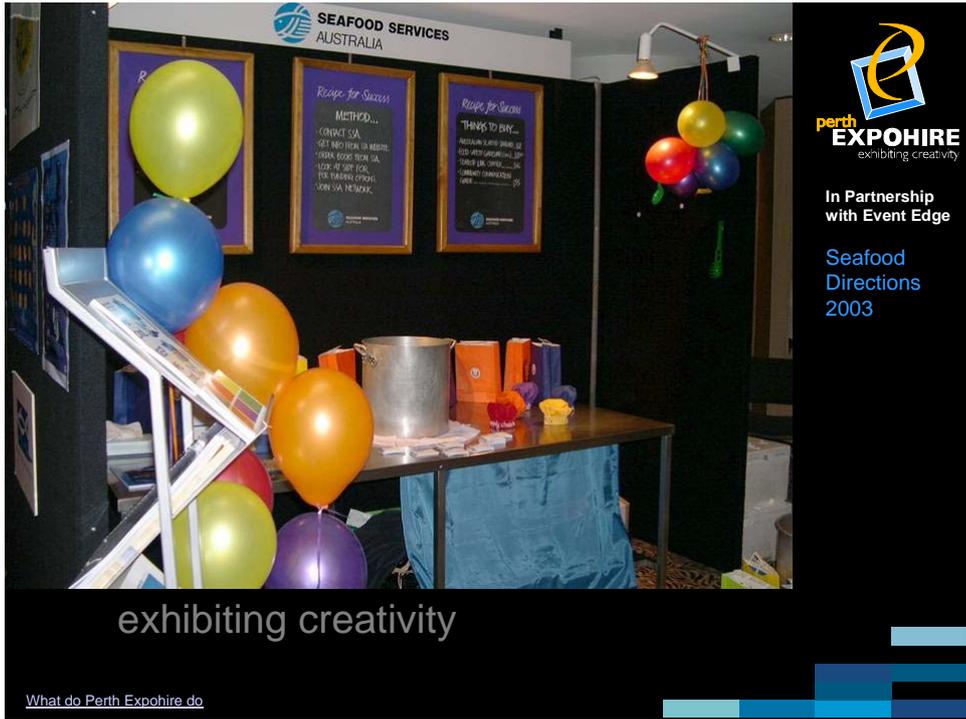
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Seafood Directions 2003

Appendix 2 Part B

Seafood Directions 2003 Exhibition



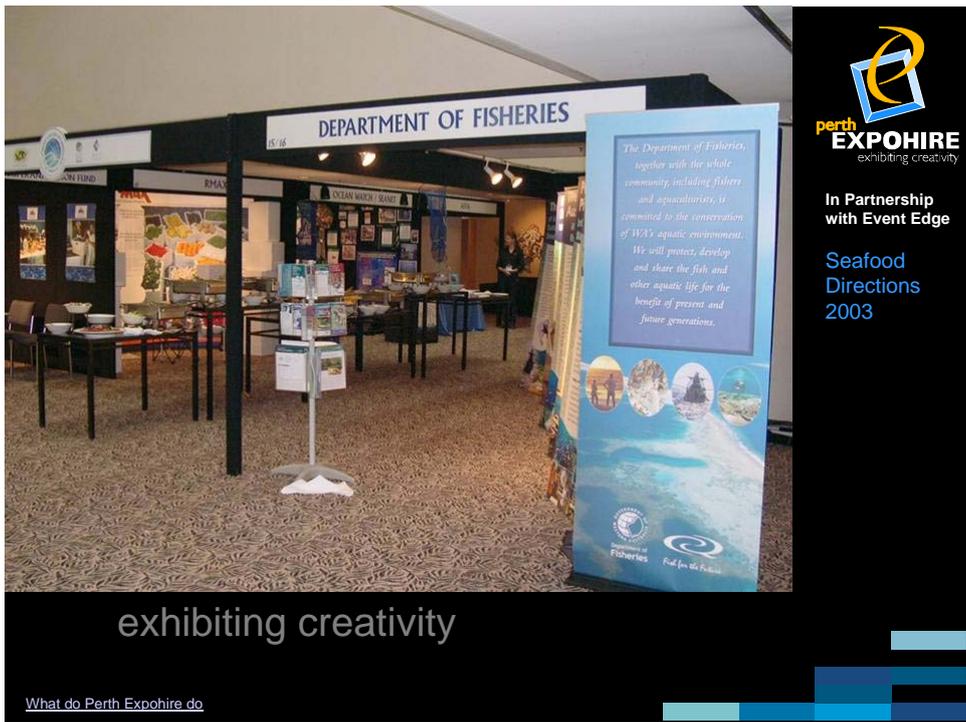


In Partnership with Event Edge

Seafood Directions 2003

exhibiting creativity

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In Partnership with Event Edge

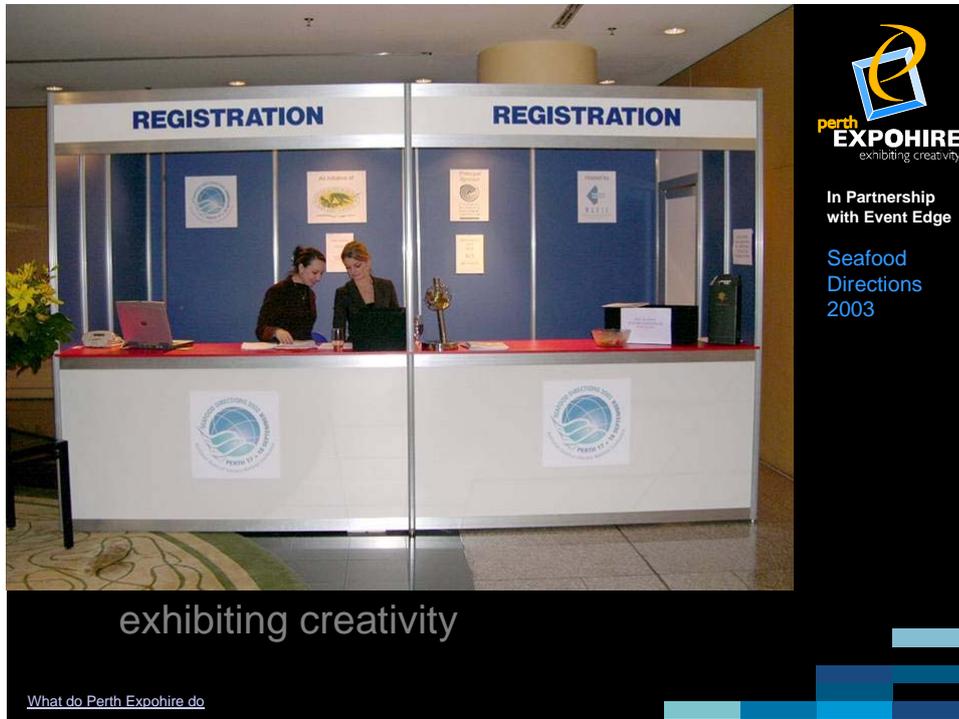
Seafood Directions 2003

exhibiting creativity

[What do Perth ExpoHire do](#)

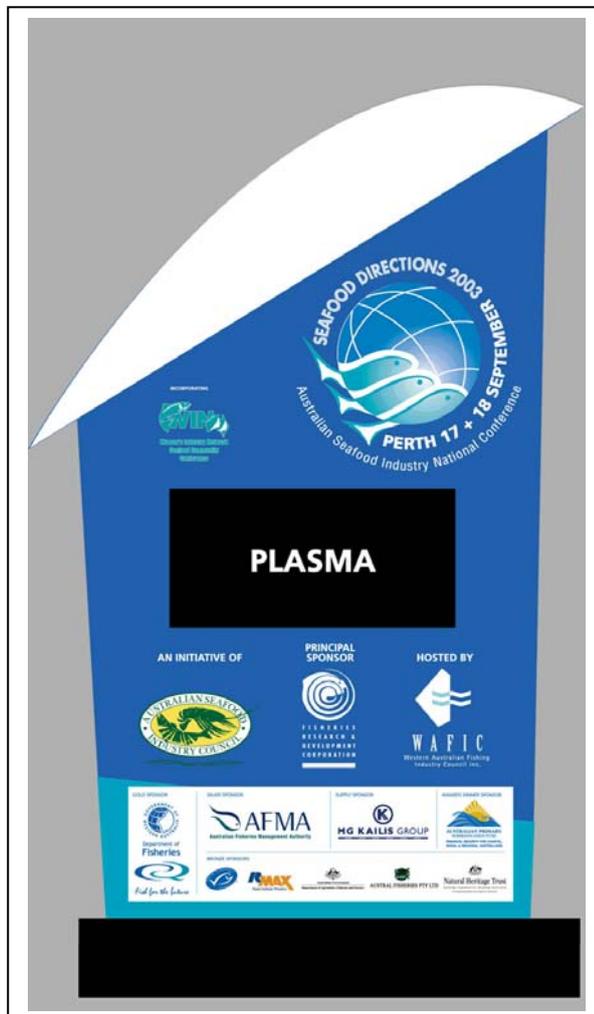
Appendix 3

Seafood Directions 2003 Registration Desk



Appendix 4

Signage





In Partnership with Event Edge

Seafood Directions 2003

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What do Perth Expohire do