

Final Report

SIDF 2002/421

SEAFOOD SAFETY PROGRAM INDUSTRY DIARY

Objectives

1. Research and compile the specific needs for inclusion in this industry “diary”. This will be collected from research involving industry (catching and post harvest sectors) including stakeholders such as Environmental Health Officers and appropriate authorities.
2. Research and create a visual reference list of similar designed diaries in other states and/or international examples of what constitutes the best visual presentation of such information (ie design outlay and size(s) of fonts and icons).
3. To develop the design, information and visual appropriateness of the content of outlay of proposed diary.
4. Special conditions included – Diary to be developed at least to the stage where sponsorship can be attracted to complete and cover publishing costs and potential revenue issues to be resolved between SSA and SIV.

Methodology & Results

1. Mark Gooley (Austrimi Seafoods – importer, exporter, manufacturer, processor) and Roy Palmer (FishyBusiness – retailer, caterer, wholesaler, processor and previous importer, exporter, trader) researched and compiled the specific needs for the diary. These people have considerable experience in many sectors of the industry and have numerous contacts to fill in any gaps in their understanding of the needs for the diary by all sectors of the seafood industry. Opportunities were given at SIV meetings, SSA Network meetings, Victorian Fisheries Co-Management meetings and other such events for additional input. Information regarding the establishment of the diary was given to and published in both Seafood Australia magazine and the FRDC bulletin. Specific meetings and/or telephone conversations were held with wholesalers, importers, manufacturers, aquaculturists and individual fishermen to obtain information on any specific needs they would have with such a diary. In addition to this two separate Environmental Health officers were given the opportunity to make input into the diary inclusions. Also at the time the Seafood Working Group (industry and government) were working on the Victorian Government Seafood Safety Bill and were given the opportunity to make input into the diary. Sufficient research was done before the next phase was started, however, when the first diary has been produced there would need to be a survey to gain information for future diaries about what items are

useful and which ones are not to enable there to be continuous improvement in the process.

2. Research via the internet on international seafood diaries came up with very little information and more effort went into investigation of similar diaries within Australia. The most relevant diary was the Meat Industry Diary produced in Queensland and a copy of that was obtained to see if we would be able to glean other 'concepts' for the seafood diary. Another such diary was organised for the Restaurant & Catering Association, although that was found to be more for 'reservations' than for the use intended for the seafood industry diary. In addition to this locating a suitable diary manufacturer was done in order to see if other industries were producing similar diaries. Essentially what was found was that there are very few specialist diary manufacturers – a number of printers say that they produce diaries but generally what they do is sub-contract the projects to specialist operators. All 'roads' effectively led to Sagamore Industries P/L whose main role in life is to produce such diaries. They do specific diaries for the Plumbing Industry and some specific Building Industry and samples of their work were viewed and items worthy of consideration were added to our list of diary 'inputs'. In addition a relationship was started with Sagamore (John Booth) to gather input on design outlay.
3. A plain small sized diary was used to create a handwritten mock up of what the Seafood Industry Diary could look like – all notes regarding the specific items of inclusion were recorded in that diary. Sagamore introduced Cunningham Advertising into the equation – these people work closely with Sagamore. Effectively Sagamore are the diary manufacturer and Cunningham are the people they work with to get them final proofs and who effectively do their 'legwork' on project diaries. Many meetings and discussions were had with both Cunningham and Sagamore and a brief mock-up diary was produced to show the size, design, some information and visuals of the outlay of the proposed diary. Both Sagamore and Cunningham contacted SSA directly and quotations were passed on.
4. In addition an A3 poster was printed together with A4 information sheets for presentation to potential advertisers/sponsors at the Seafood Directions in Perth (September 2003). A number of discussions were had at Directions regarding the diary when an information table was set up for the last day of the Conference. Many people were interested in the concept and not one bad comment was received. The Sydney Fish Market showed particular interest in potential sponsorship/advertising as did businesses such as M G Kailis and New Fishing/Kailis & France. As the project was not going to resolve in an immediate 'product' there has been no finalisation of the revenue issue and that is something that SSA can finalise when or if the project becomes a commercial proposition.

Conclusions & Recommendations

This project has been a difficult one to finalise. The primary problem has been the change of staff, and consequently the priorities, at SIV from the project application stage to the contract stage. The work done, however, provides an excellent base for SSA to investigate the commercialisation of the Seafood Industry Diary.