



AUSTRALASIAN AQUACULTURE 2004 FINAL REPORT

October 2004

Principal Investigator: Mr Bruce Zippel



Australian Government

**Fisheries Research and
Development Corporation**

FRDC Project 2003/304

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Australasian Aquaculture 2004 Final Report

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Published by the National Aquaculture Council

PO Box 533, Curtin, ACT 2605

Phone: 02 6281 0383



Australian Government

**Fisheries Research and
Development Corporation**

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1. NON-TECHNICAL SUMMARY

| | |
|------------------------------|--|
| FRDC Project 2003/304 | Organisation of Australasian Aquaculture 2004, Conference and Trade Show, 26-29 September 2004. |
|------------------------------|--|

Principal Investigator: Mr Bruce Zippel
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PO Box 2099
Port Adelaide SA 5015

Objectives:

- To showcase Australia's lead role in the region in promoting sustainability in aquaculture;
- To document the growing importance of aquaculture as a source of seafood in Australia and the Asia Pacific;
- To present the latest technology and research results;
- To promote farmed product – the sustainable seafood supply;
- To assist in generating community awareness of environmentally responsible aquaculture; and
- To assist to develop Indigenous aquaculture opportunities.

Outcomes Achieved:

Over 1340 people from 49 countries attended the Australasian Aquaculture 2004 conference and trade show from 26-29 September 2004 at Darling Harbour, Sydney.

The conference and trade show provided a forum for the exchange of information amongst producers, suppliers of equipment and services, researchers and policy makers. With strong industry support to develop relevant sessions in the program, industry and government agencies were well represented at Australasian Aquaculture 2004.

In excess of 200 presentations were delivered at the conference over the three days. A diverse range of speakers utilised the five concurrent session rooms using PowerPoint presentations and in one case a whole tuna sashimi demonstration. The Program Committee was conscious of striking a balance between government and industry focused speakers, which would ultimately, widely appeal to industry.

The program proved to be a diverse and interactive program with both technical and practical elements. The program was structured with streams of information, by species group and topics. It included seafood industry leaders, particularly in marketing sessions, as well as key agri-business experts.

The poster display exhibited in excess of 100 posters.

Overall the conference program:

- allowed for the transfer of knowledge;
- provided a medium for aquaculture farmers, equipment suppliers, scientists, educators and government regulators to meet and discuss the latest advances in technology;
- highlighted a particular focus on technology that reduces the production costs of aquaculture and minimises environmental impacts.

Workshops conducted pre or post-conference along with within the program made best use of international experts and were well attended. They included: Recirculation and Aquaculture Engineering, Abalone Health and Larvae and Commercial Hatcheries.

The number of booths taken exceeded initial estimates. The 105 booth trade show exhibited the latest technology with many booths being taken by international companies. The trade show was well attended by industry and additional floor space was needed to cater for this demand.

Australasian Aquaculture 2004 provided a forum to raise the profile of the National Aquaculture Council and the Aquaculture Industry Action Agenda. The conference received outstanding support from its sponsors in particular FRDC and the feed company Skretting who supported the program with international speakers.

2. ACKNOWLEDGEMENTS

The organisers of Australasian Aquaculture 2004 would like to acknowledge all members of the conference steering committee, program committee and the national communications network. Also, the many people who helped out along the way including first and foremost John and Mary Cooksey for their invaluable knowledge, skills and hard work; the staff at NSW Department of Primary Industries, particularly Helena Heasman, Joyce Paterson and the many volunteers who helped out onsite. Also, the staff at the National Aquaculture Council, Alexandra Bagnara, Allison Bennison and Jacki Knight; the World Aquaculture Society home office staff, Juliette Massey and Carol Mendoza and particular recognition to all of our associate sponsors for their support and assistance of Australasian Aquaculture 2004.

3. BACKGROUND

With ever increasing pressure on our wild fisheries, and a majority of commercial species classified fully or over exploited, it's only a matter of time before commercial fishing will no longer be able to provide for the insatiable world demand for seafood.

Australia generally has a small fishery sector, and despite having the third largest fishing zone in the world, ranks around 55th in production. Australia and indeed global wild fisheries production is static or declining, and to make up market shortfalls, significant emphasis has been placed on aquaculture - the commercial farming of fish, molluscs, crustaceans and aquatic plants.

Aquaculture is a rapidly developing industry and was worth almost \$750 million to the Australian economy in the 2000/2001 production year, representing approximately 30% of total Australian fisheries production. Aquaculture worldwide has a growth rate of 11% per year and is worth an estimated \$US56.5 billion dollars.

Industry growth is occurring in both developed and developing countries. Around 85% of all cultured fish, crustaceans, molluscs and seaweed are produced in Asia with China, India, Japan and Indonesia leading nations. Only five (USA, Norway, France, Spain and Chile) of the 14 leading aquaculture countries are outside of Asia.

The most important challenge facing the aquaculture industry over the next few decades is to establish industries that are efficient, sustainable in the long term and environmentally compatible. Hence the 2004 conference theme 'Profiting from Sustainability'.

The National Aquaculture Council of Australia, the Asian-Pacific Chapter of the World Aquaculture Society and the Tasmanian Aquaculture Council developed the idea of a series of national aquaculture conferences to be held biennially near the major aquaculture producing areas of Australia.

After a call for expressions of interest to host the conference and trade show, the NSW Fisheries (now NSW DPI) bid to host the conference and trade show at the Sydney Convention and Exhibition Centre at Darling Harbour, Sydney, was selected.

3a. SYDNEY BID

With assistance of the Sydney Convention & Visitor's Bureau, NSW Department of Primary Industries (NSW Fisheries) submitted a bid to host the Australasian Aquaculture conference in Sydney in 2003. The bid was well supported by the NSW Minister for Fisheries, the Honourable Ian Macdonald, the Premier of NSW, the Honourable Bob Carr, MP and the Lord Mayor of Sydney, Lucy Turnbull along with support from the NSW aquaculture industry.

Sydney was chosen as the first venue for this biennial conference and trade show because it has such national and international appeal, was the site for the highly successful World Aquaculture '99 (and the 2000 Olympics) and is one of the most accessible cities in Australia for other Australians and visitors from overseas. The Sydney Convention and Exhibition Centre has been renovated since World Aquaculture '99 and is one of the best conference and trade show venues in the world.

4. NEED

Australasian Aquaculture 2004 offered the opportunity to provide a conference and trade show to build on the highly successful 'AquaFest' model. The National Aquaculture Council was also seeking a platform to promote the Aquaculture Action Agenda and progress initiatives identified to support industry growth.

5. OBJECTIVES

Funding support from FRDC was used for the organisation of the Australasian Aquaculture 2004 conference and trade show for the following outcomes:

- To showcase Australia's lead role in the region in promoting sustainability in aquaculture
- To document the growing importance of aquaculture as a source of seafood in Australia and the Asia Pacific
- To present the latest technology and research results
- To promote farmed product – the sustainable seafood supply
- To assist in generating community awareness of environmentally responsible aquaculture
- To assist to develop Indigenous aquaculture opportunities

6. METHODS

a. ORGANISATION

A national Steering Committee was established to oversee the development of the conference and tradeshow. Members on the committee included representatives from interested State and Federal fisheries agencies, aquaculture research and development agencies, and national aquaculture industry associations as well as peak industry bodies. It was strongly supported by the Asian-Pacific Chapter of WAS.

The Steering Committee was in direct liaison with the World Aquaculture Society's Director of Conferences. As part of the overall organisational structure of the event, an Executive Officer with NSW DPI was appointed to organise the local tasks that were required prior to, during and after the event. A Committee was also established to organise the conference program.

A National Communication Network comprising State government representatives, from FRDC, CSIRO, Aquafin CRC, NAC, Sydney Fish Market, along with representatives throughout New Zealand and the Asia Pacific including the Asia-Pacific Chapter of WAS board members and the Network of Aquaculture Centres in Asia-Pacific (NACA) was established to implement the Australasian Aquaculture 2004 media strategy and communication.

The Sydney Fish Market ran the Get Fresh with Fish promotion on Sunday 26th September that featured aquaculture product to coincide with the conference.

A Media Liaison Officer was also contracted by the conference to implement the Media/Communication strategy.

Conference organisation was overseen by a number of people from various organisations along with additional support from associate sponsors. Many other people also provided supplementary assistance from pre show data entry to voluntary support onsite.

Table 1. Organisational structure

| Organisation | Employee | Duties |
|------------------------|--|---|
| WAS | John and Mary Cooksey | Conference managers, oversee all aspects of general conference management from brochure design and printing, designing of exhibitor manual, sponsor contracts, pre show data entry, maintenance of conference databases, eg. Registrations, abstracts, exhibitors etc. plus onsite management |
| WAS Home Office | Carol Mendoza, Juliette Massey, Ellen Motichek | Assistance with additional conference administration, pre show data entry |
| NSW DPI | Geoff Allan | Conference chair, steering and program committee member, involved in all aspects of local coordination |
| | Ian Lyall | Steering committee member, involved in all aspects of local coordination |
| | Sarah-Jane Day | Executive officer to conference, management of local duties, management of trade show sales |
| NAC | Simon Bennison | Oversee NAC's involvement, conference account signatory |
| | Alex Bagnara | Oversee NAC/conference online portal, direct enquiries |
| | Allison Bennison | Process transactions, maintain NAC database |
| | Jacki Knight | Process transactions, maintain NAC database, book keeping/accounting duties, account co-signatory |
| FRDC | Patrick Hone | Program chair, oversee development and implementation of conference program and |

| | | |
|---------------------------|---------------|--|
| | | theme |
| Zippel Enterprises | Bruce Zippel | Program co-chair, steering committee member, involved in local coordination, designated media representative |
| Leanne Wilson | Leanne Wilson | Oversee media and conference promotion |

(Appendix 1 lists all participants of the Steering Committee, Program Committee and the National Communications Network.)

b. FACILITIES

The conference and tradeshow were hosted at the Sydney Convention and Exhibition Centre, Darling Harbour. It is a world-class facility designed to have the flexibility to host and cater for a range of meetings, conferences and tradeshows. The Tumbalong auditorium has tiered seating for 1000 and has 14 meeting rooms (five of which were utilised for sessions) that accommodate 20-600 people each. Several more rooms were used for boardroom, secretariat and speaker preparation areas. Exhibition Hall 6 offered 2200m² of trade exhibition space.

7. RESULTS

a. ATTENDANCE

Table 2. Australasian Aquaculture 2004 Conference and Tradeshow Registrations

| | | |
|-------------------------|----------------|-------------|
| REGISTRATIONS | Full | 672 |
| | Exhibitor Full | 199 |
| | Monday Pass | 63 |
| | Tuesday Pass | 53 |
| | Wednesday Pass | 23 |
| | Staff | 39 |
| | | |
| TRADE PASSES | Full | 68 |
| | Exhibitor | 216 |
| | | |
| TOTAL ATTENDANCE | | 1341 |

International registrations accounted for approximately 20% of the delegates. The registered delegates represented 49 countries (Appendix 3, Delegates Country of Origin).

Table 3. Breakdown of registrations based on dates

| Date/Deadline | Projected Registrations | Number Registered |
|----------------------|--------------------------------|--------------------------|
| 10th June | 360 | 152 |
| 25th August | 103 | 297 |
| 25th September | 102 | 266 |
| Onsite | 55 | 64 |
| Total | 620 | 779 |

NB. Includes full registrations only (inclusive of student registrations).

Day passes proved an important initiative in attracting registrations as many farmers would not have been able to spare three days from their businesses and were therefore able to attend the event for specific sessions.

VIP's attending the event included local and international politicians, along with industry champions and media talent including Nicholas Paspaley from Paspaley Pearls, Dr Joseph Jen the USDA Under Secretary for Research, Education and Economics for the US Department of Agriculture, Ian Sutton of the Australian Wine Maker's Federation, Graeme Dear of Nutreco and Dr Thomas Losordo - an expert in the field of recirculating aquaculture technology. (Appendix 4, VIP list).

b. CONFERENCE PROGRAM

The effort put in by all members of the Program Committee, chaired in Australia by Dr Patrick Hone from FRDC, ensured that the program ran smoothly. With up to five concurrent session rooms and well over 200 speakers, it was important to minimise overlap in content amongst sessions. Furthermore, the strict adherence to the program schedule by the moderators (20 minute blocks) and the efficient work by the ushers/technicians allowed participants to move easily amongst sessions.

The sessions were all well attended, even up to the last afternoon, highlighting the quality and relevance of talks that were presented. This reflected the hard work that had been put in by the session chairs in developing each session around a theme rather than merely organising submitted talks.

Table 4. Breakdown of Talks Presented at Australasian Aquaculture 2004

| SECTION | TALKS |
|--|--------------|
| Molluscs and other Invertebrates | 49 |
| Crustaceans | 41 |
| Finfish | 56 |
| Recirculation Aquaculture Engineering | 10 |
| Indigenous Australian & Pacific Island Aquaculture | 26 |
| Inland Saline and Arid Aquaculture | 10 |
| Extension and Technical Transfer | 5 |
| Education and Training | 5 |
| Government Regulations and Policy | 5 |
| Business Planning and Investment | 5 |
| Promote Farmed Product | 7 |
| Profitable Sustainability | 5 |

c. TRADE SHOW

Of the 105 booths at the exhibition, 20 were international companies (Appendix 7, Exhibitors List).

There was tremendous variety in the companies represented which included seafood producers and those that provide the industry with farming equipment, feeds, and related goods and

services. NSW, Victoria, Queensland and Western Australia were represented by their relevant Fisheries' agency, along with the National Aquaculture Council, Fisheries Research and Development Corporation, Australian Government Department of Agriculture Fisheries and Forestry and Seafood Services Australia being representatives of the commonwealth.

The exhibition exceeded the original expectations of a 78 booth show, and the phenomenal response resulted in the release of additional space. An extra 22 booths and a further 5 trestle table displays were released following the sell out of the second instalment of booths. Despite the supplementary booths the trade show ended up being over subscribed and was considered a success for all involved. There have already been some exhibitors commit to booths for the 2006 event in Adelaide.

d. WORKSHOPS

Interactive workshops conducted in Sydney before and after Australasian Aquaculture took advantage of the presence of international experts.

These workshops included:

- Recirculating Aquaculture Engineering Workshop: Coordinated by Dr Thomas Losordo and Dennis DeLong from North Carolina Fish Barn, resulted in an oversubscribed meeting with 90 participants attending, exceeding original expectations by almost double. The workshop was conducted at the Novotel Century Darling Harbour from 25th-26th September.
- Abalone Health Workshop: Coordinated by Dr Judith Handler.
- The Second Hatchery Feeds and Technology Workshop: Coordinated by Sagiv Kolkovski from Fisheries Western Australia which saw 52 people attend with several participants from overseas including such countries as Greece, France, Spain, Egypt and New Caledonia. There were also 4 keynote speakers that presented in the larvae session at the conference that were sponsored by the workshop budget. The workshop was held at the Novotel Century, Darling Harbour from 30th September – 1st October 2004.
- Indigenous Australian Participation in Aquaculture (detailed report follows).

e. INDIGENOUS PARTICIPATION IN AQUACULTURE WORKSHOP

Summary of Outcomes

As a result of issues highlighted during the workshop, five major actions were undertaken to support and progress Indigenous and Pacific Island aquaculture development.

Key outcomes were identified including:

1. Organise a follow-on workshop at the next Australasian Aquaculture Conference in Adelaide in 2006;
2. Publish a booklet which summarises some of the success stories in Indigenous and Pacific aquaculture, particularly those experienced at the community level;
3. Publish a booklet explaining the strategic requirements and procedures for undertaking an aquaculture project;
4. Establish a web site that will be hosted by the National Aquaculture Council (NAC) with links to the website of the Network of Aquaculture Centres in Asia (NACA) and the Secretariat of the Pacific Community (SPC) aquaculture portal; and

5. Continue development and implementation of miniprojects under ACIAR project: Sustainable aquaculture development in the Pacific Islands region and northern Australia (FIS/2001/075).

Chair's summary

The ultimate goal is to develop realistic aquaculture ventures that are business minded in terms of their operation, financially viable for their sustainability, culturally appropriate and community sensitive.

Background

The workshop, Indigenous Participation in Aquaculture – the Pacific Experience, was held as a day-and-a-half session during the Australasian Aquaculture 2004 conference.

A major aspect of the workshop, Indigenous Participation in Aquaculture – the Pacific Experience, was to promote exchange of information and experiences between researchers, government representatives and industry involved in aquaculture development in the Pacific. The SPC Aquaculture Section has formed an informal working group (the Pacific Aquaculture Working Group) in support of this objective, and this workshop was one of their key activities.

The workshop recognised the increasing interest in aquaculture as an industry that can provide benefits for rural Indigenous communities in Australia as well as in the Pacific Islands region. The Pacific has a diverse and vibrant tropical aquaculture industry and has many commodities common to Australia (pearls, shrimp, sea cucumber, etc.).

An additional aim of the workshop was to capture the experience of Pacific Islands aquaculture to develop linkages to support Indigenous aquaculture development in Australia.

Organising committee

- Dr Mike Rimmer, Department of Primary Industries and Fisheries, Queensland, Australia
- Dr Yves Harache, IFREMER, New Caledonia
- Mr Ben Ponia, Secretariat of the Pacific Community, New Caledonia
- Dr Warwick Nash, WorldFish, New Caledonia
- Mr Dennis Ah-Kee, National Indigenous Aquaculture Unit, Department of Agriculture, Fisheries and Forestry, Australia
- Mr Ian Lyall, Department of Primary Industries, New South Wales, Australia
- Ms Cathy Hair, Department of Primary Industries and Fisheries, Queensland, Australia

Sponsorship

The workshop Indigenous Participation in Aquaculture – the Pacific Experience was sponsored by the Australian Agency for International Development (AusAID) under the International Seminar Support Scheme (ISSS), the Australian Centre for International Agricultural Research (ACIAR), the Australian Department of Agriculture, Fisheries and Forestry (DAFF) and NSW Department of Primary Industries.

All sponsors were recognised by the session chair in the opening and closing remarks on each day of the workshop. The sponsors' logos were displayed prominently on conference displays (Figure 1), the conference abstract book, and on the presentation screen at the beginning and end of each session (Figure 2).



Figure 1 (left)
Sponsors' logos were displayed prominently on sponsorship displays throughout the conference.



Figure 2 (below)
Session sponsors' logos were displayed on the presentation screen at the beginning and end of each session

Objectives

Prior to the workshop, the main objectives were identified as:

1. Promote the exchange of information and experiences between Pacific Island countries and Australia in support of Indigenous involvement in aquaculture.
2. Promote and support the involvement of Indigenous people in the aquaculture industry in Australia and the Pacific.
3. Assess the potential for adoption of Pacific Island cultured commodities and technologies to assist the development of Indigenous aquaculture in Australia.
4. Support the objectives of the Australian Aquaculture Action Agenda for Indigenous people.

Outcomes

The workshop was very successful and 23 presenters from eleven countries (Australia, Cook Islands, Federated States of Micronesia, Fiji, Kiribati, New Caledonia, New Zealand, Papua New Guinea, Samoa, Solomon Islands, Vanuatu) were well received. The presentations featured many successful Indigenous aquaculture ventures and highlighted economic, technical and cultural issues faced by communities in the region. The workshop was facilitated and chaired by Grant Sarra (Grant Sarra Consultancy Services), assisted by Dennis Ah-Kee as the co-chair.

During the workshop, key issues were noted, then raised for discussion in the final facilitated session. These issues are summarised below, listed in dot point under the relevant desired workshop outcomes (identified prior to the workshop).

Outcome 1: Identify key issues to assist Indigenous aquaculture development in Australia and the Pacific.

The issues discussed were:

- 'Western'-style work practices and business frameworks are not always compatible with Indigenous operations. Cultural issues and the history of developments in Indigenous

communities (conflicting cultural demands, availability of “sit-down” money) must be considered.

- There is a strong need to consider cultural issues when planning and implementing technical training for Indigenous groups (e.g. consider limited literacy, focus on group-based rather than individual problem solving, ‘hands-on’ training, imaginative solutions to facilitate training and maintain interest).
- There is a need for business (eg budgeting) as well as technical training.
- More direct Indigenous involvement in management was recommended. Success and ownership are positive forces and perpetuate success.
- It was noted that small-scale, extensive systems give direct benefits to communities and families (food security, cash income). Larger operations may have to contribute in different ways (employment, scholarships). It must also be recognised that indirect benefits in the form of employment pride, improved self-esteem, production of species of “cultural” value, etc, are very important.
- There is a need to recognise that cultures are different but that common elements exist and there is potential for collaboration in many areas.
- Consultations, negotiations and business operations must be appropriate to the cultural obligations and sensitivities within communities.
- Complicated ownership systems (both land and sea tenure) must be taken into account in the establishment of aquaculture operations.
- Enhanced income by groups may cause conflict within the community.
- Environmental Scanning needs to take cultural factors/issues into account
- There is a need to manage expectations within communities and to deliver on promises. Long production time-frames may cause communities to lose interest.
- There is a need to identify social issues regarding Indigenous aquaculture development.
- Full-time employment in an aquaculture industry may not be appropriate or necessary. For example, paid ‘blocks’ of time may be more effective and acceptable.
- There can be delays associated with resolving intellectual property (IP) issues, particularly those associated with traditional knowledge. Many communities and/or individuals don’t want traditional knowledge recorded in writing or given to other groups.
- Capacity-building amongst communities should focus on younger people. Consider mentoring from elders, utilise experience from other aquaculture businesses.
- Collaboration in sponge marketing – develop critical mass to fulfil market demand.
- Focus on interested groups and issues to assist those groups, and not the big picture.
- Environmental issues – understanding of why it is so important to people.

Outcome 2: Develop a collaborative framework to advance Indigenous involvement in aquaculture in Australia and the Pacific.

- There is a need to develop regional centres of research and development (training, extension, advice, support, expertise) and provide institutional support.
- The Pacific / Indigenous Aquaculture session is to be included in Australasian Aquaculture 2006 in Adelaide and in subsequent conferences to maintain interest and focus, report on progress made and promote new ideas.
 - **Output: commitment to include similar workshop every year.**
- Development of a “One-stop” internet shop for Indigenous groups seeking information on how to develop an aquaculture project would be a very useful first step in supporting Indigenous aquaculture. Consider Australian Indigenous and Pacific Islands network. Form links with established websites, e.g. SPC and NACA. One of NAC’s objectives is

to support the development of a website for information and contacts, enhance communications.

➤ **Output: website to be hosted by NAC.**

Outcome 3: Prepare a report on issues identified in a facilitated workshop, reviewing the day's proceedings.

- Write up the outcomes of the meeting and distribute to interested parties (participants, sponsors, government agencies).
➤ **Output: this document.**
- Develop a basic booklet to outline the strategic requirements, issues and working relationships for establishing Indigenous Aquaculture Ventures. This can be distributed widely to Indigenous communities.
➤ **Output: published booklet.**
- 'Good news' examples of successful aquaculture ventures that can provide positive stimuli to other ventures.
➤ **Output: publication on successful case studies.**

Outcome 4: Utilise these outcomes to assist implementation of aquaculture development in the Pacific Islands region.

- A major outcome from the workshop with regard to implementation of aquaculture development in the Pacific Islands region was the opportunity for workshop participants from PNG, Solomon Islands, Samoa, Fiji, Kiribati, Cook Islands and Vanuatu to interact with each other and with Australian workshop participants, and to participate in a large international technical conference.
 - Through providing a forum for Pacific participants to interact, the workshop contributed directly to the Aquaculture outputs of the SPC Coastal Fisheries Program Strategic Plan 2003–2005, particularly Output 1.1: Establishment and maintenance of a regional network of contacts as a means of exchanging ideas, knowledge and experience on Pacific aquaculture issues. This network will be maintained and expanded through the mechanisms identified in this report.
 - The workshop also contributed to Output 1.3: Development of the Pacific Island human resource base for aquaculture. Participation in an international workshop / conference assisted in building capacity in regard to presentation techniques and networking with other practitioners within and outside the Pacific Islands region, as well as providing exposure to the wider Australasian aquaculture scene.
 - The workshop provided opportunity for identification and finalisation of collaborative 'miniproject' proposals to be funded under the ACIAR project Sustainable aquaculture development in the Pacific Islands region and northern Australia (FIS/2001/075). These include:
 - Development of commercial and farm-made feeds for tilapia and freshwater prawn in PNG and Fiji.
 - Monoculture of the freshwater prawn *Macrobrachium* lar in Vanuatu and integrated prawn-taro farming in Wallis & Futuna.
 - Training in microalgal culture technology for Samoa.
- **Output: Two mini project proposals submitted for funding.**
- There was general agreement amongst participants that many of the cultural issues raised by Australian Indigenous participants were also applicable to Pacific Island Countries.

Outcome 5: Utilise these outcomes to assist implementation of the National Aquaculture Development Strategy for Indigenous Communities in Australia.

- Continuity of funding or support is very important.
- Recognise the importance of risk analysis. It is important to thoroughly research the proposed operation/species/system before proceeding. Should be appropriate to the cultural group and have high probability of success. Need to recognise that promises must be realistic.
- Maintain the Networks established from this conference.
- Strategic Planning Directions – Need to plan What, How, When – we know why.
- Develop partnerships with existing industry – Skretting example (Bathurst Island, NT – Tiwi people). May have both positive and negative impacts (e.g. sit-down money from mining companies).

f. INDUSTRY INVOLVEMENT

Throughout the evolution of the program there was an emphasis on ensuring that the conference and trade show would be suitable for industry and attract a large number of industry participants.

It was noticeable that the session chairs, in developing the conference program, included many industry speakers to ensure that there was an appropriate industry/government mix. Industry representative chairpersons were also involved in the species group themes to ensure that the industry perspective remained a major focus throughout the program.

Bruce Zippel and Gary Zippel oversaw a mollusc related session, ‘Innovations in Farming & Grading Technology’. This session was targeted specifically at those involved in the oyster sector and was a notable highlight throughout (Appendix 6, Program Report).

Industry involvement also covered cash sponsorship of the conference, contra-sponsorship of the program (eg. sponsoring selected speakers or in-kind contributions) and sponsorship of farmed seafood at the Conference Reception.

Conference organisers worked closely with industry to attract appropriate representative from service organisations to the trade show.

To facilitate further industry involvement in future events, recommendations have been provided in section 9: Further Recommendations.

Table 5. Industry Sponsorship

| INDUSTRY SPONSOR | STATUS |
|-------------------------------|-----------------|
| Skretting | Major |
| Shellfish Culture Limited | \$5500 |
| Australian Primary Super Fund | \$5500 |
| AQUI-S | Session Sponsor |
| Sealed Air | Session Sponsor |
| Cryovac | Session Sponsor |

Table 6. Session Sponsorship

| |
|---|
| Company |
| Sealed Air |
| DSM |
| Skretting |
| ACIAR (Australian Centre for International Agricultural Research) |
| Shellfish Culture |
| Australian Primary Superannuation Fund |
| AQUI-S |
| Australian Academy of Technological Sciences and Engineering (ATSE) |
| Fisheries Research and Development Corporation |
| Cognis |
| Kailis |
| TAFE |
| Primo/INVE |
| AUSAid |

Table 7. Conference Sponsorship

| |
|---|
| Company |
| Skretting |
| Fisheries Research and Development Corporation |
| Australian Government Department of Agriculture, Fisheries and Forestry |
| NSW Department of Primary Industries |
| CSIRO |
| Western Australia Department of Fisheries |
| Department of Primary Industries, Fisheries Victoria |
| Queensland Department of Primary Industries and Fisheries |
| Tasmania Department of Primary Industries, Water and Environment |
| Seafood Services Australia |
| Department of Business, Industry and Resource Development NT |

Table 8. Satchel Inserts

| |
|---|
| Company |
| Enviro Action Pty Ltd |
| School of Aquaculture, University of Tasmania |
| National Food Industry Strategy Ltd |
| CSIRO Publishing |
| Enviroequip Pty Ltd |

Table 9. Industry Contribution To The Presidents Reception

| PRODUCT | SUPPLIER | QUANTITY |
|----------------|--|----------------------------------|
| Oysters | Oyster Farmers Association of NSW, NSW Farmers Association (Oyster Section) | 120 dozen Sydney Rock Oysters |
| Oysters | Zippel Enterprises, Oyster Bob, TASEA | 120 dozen Pacific Oysters |
| Salmon | Tasmanian Salmonid Growers Association | 22 kg fillet |
| Mussels | TASEA | 60kg whole mussels |
| Barramundi | Humpty Doo Barramundi | 60kg whole fish |
| Prawns | Crystal Bay Prawns ® supplied by Seafarm | 51kg cooked |
| Perch | NSW Department of Primary Industries | 100kg whole |

| | | |
|----------|--|--------------------------|
| | | fish |
| Kingfish | South Australian Aquaculture Management (SAAM) | 30kg whole Hiramasa fish |
| Kingfish | Stehr Group | 48kg whole Hiramasa fish |

g. POSTERS

A prominent display area both in the Trade Hall and in the upstairs foyer allowed for the 101 scientific posters submitted to be exhibited.

Table 10. Poster Breakdown

| Topic | Number Submitted |
|----------------------------------|-------------------------|
| Finfish | 41 |
| Molluscs and Other Invertebrates | 13 |
| Crustaceans | 20 |
| General | 27 |

h. MEETINGS HELD

Australasian Aquaculture 2004 provided a forum for discussion during the duration of the conference. They included the following meetings:

Saturday 25th September

WAS Board Meeting

Sunday 26th September

WAS Board Meeting

Flat Oyster Genetics and Disease

National Aquaculture Council General Meeting

Australian Prawn Farmers Association R&D Committee

Monday 27th September

AquaFin CRC

Developing Bi-national Collaborations with France (New Caledonia) & Australia in Tropical Aquaculture

QLD DPI

VIP Reception - Meeting with USDA Undersecretary

Tuesday 28th September

QDPI&F

Developing Binational Collaborations with France (New Caledonia) & Australia in Tropical Aquaculture

QLD DPI

CAB International

Wednesday 29th September

AA 2006 Steering Committee Meeting

ACIAR Beche-de-mer Working Group Meeting

Thursday 30th September

Asia Pacific Regional Mariculture Cooperative Meeting

Development of Tropical Aquaculture Research Collaboration

The conference provided a meeting room (Promenade 2) during the conference at no charge to groups.

i. SOCIAL PROGRAM

The social program was a feature of the conference and delegates partook enthusiastically. A Welcome Reception, featuring a cocktail hour on Sunday evening was the first official event of the conference, estimated numbers at this event were approximately 500.

Happy Hour on Monday was served in the trade hall and followed on from the day's proceedings. This function enabled approximately 800 delegates to view the technical posters and allowed for casual networking opportunities amongst the trade exhibitors and conference participants.

Tuesday saw the Conference Reception take place at the Australian National Maritime Museum and was undoubtedly the highlight of the social functions for the 800 strong turnout.

Ideas canvassed by the steering committee for future conference social program events have been provided in section 9: Further Recommendations.

j. MEDIA

The media were enthusiastic participants of Australasian Aquaculture 2004 and were coordinated by the appointed Media Liaison Officer, Leanne Wilson.

Generally, media responded well to information about the aquaculture industry and the conference. Well-researched examples of aquaculture projects and goals as well as relevant, factual background material will continue to be crucial to ongoing media success.

Details were broadcast nationally through some major and regional newspapers. Several radio interviews were also aired. Bruce Zippel SA, Ian Sutton Australian Wine Makers Federation, John Jenkin NAC, Graeme Dear Nutreco, Geoff Allan NSW DPI and a number of other international experts all gave their time freely to assist in media coverage.

The Sydney Fish Market's Get Fresh with Fish Promotion (that featured aquaculture product to run in conjunction with the conference) also received media coverage including mentions in several of the major newspapers, regional newspapers and several radio interviews.

Media Strategy

The National Communications Network provided a mechanism to implement the Media Strategy, and to disperse information relevant to the success of the conference. Although key representatives were identified, overall the NCN was not as effective in communicating the key messages about the conference as anticipated.

Contentious issues were updated in the weeks preceding the conference. Conference organisers worked with local authorities to prepare for any disruptions that may have impacted the running of a successful conference and trade show.

A professional and proactive approach to the media was integral to the success of the conference's coverage. This included: offering free media passes to the conference; making available useful Media Kits; ensuring quick availability of experts and spokespeople to journalists; and working closely with conference organisers to run an open and accessible media centre during the conference.

k. TOURS

Visitor tours were organised throughout Australia and were not well subscribed, with the exception however of some of the local tours. The tour of the Sydney Fish Market Auction floor gained a particularly high level of interest and participation.

Due to the failure to attract subscription to the tours associated with World Aquaculture '99, official farm tours were not included as a part of the associated program for Australasian Aquaculture 2004. A considerable number of delegates arranged private tours of farms and research stations.

l. RELEVANT ORGANISATIONAL FEATURES

Steering Committee Meetings held:

12 August 2003
15 September 2003
14 November 2003
16 December 2003
04 February 2004
15 April 2004
12 May 2004
15 June 2004
21 July 2004
8 September 2004

Program Committee Meetings held:

24 September 2003
22 January 2004
07 April 2004
10 June 2004

Session Chair Meetings held:

16 March 2004
18 March 2004

Promoting Australasian Aquaculture 2004

The organisers used the following mechanisms to promote Australasian Aquaculture 2004:

- Promotions at WAS Hawaii March 2004
- Promotions at the WAS APC New Zealand meeting March 2004
- Monthly updates from November 2003 to the National Communications Network
- State Fisheries' newsletters, electronic newsletters, publications and websites
- Advertisements and articles in key industry magazines: Austasia Aquaculture, Fish Farming International, The Land, R&D News, Seafood Australia, Fishing Today, Professional Fisherman, International Aquafeed
- Letters requesting support to Australian and NZ Ministers
- Awards to encourage student participation
- Distribution of Australasian Aquaculture 2004 Media Kits; and
- Establishing an interactive website with hyperlinks to relevant agencies

m. NSW DEPARTMENT OF PRIMARY INDUSTRIES STAFF INVOLVEMENT

NSW DPI Contribution in the Week Prior to the Conference

Port Stephens Fisheries Centre

NSW DPI hosted the WAS conference managers at PSFC 20-24/9/04. An office was established to finalise registration and trade exhibitor business, consolidate equipment and stationary and to prepare 1,000 conference name-badges and vouchers. DPI supplied four computers for the speaker's preparation room and two computers for the registration desk as well as three printers. Staffs were used to support the conference managers during this period at PSFC.

On-site at the Sydney Convention and Exhibition Centre

NSW DPI supported the Australasian Aquaculture 2004 Conference and Tradeshow with over thirty volunteer staff. DPI paid overtime for key staff (transport of materials, IT support). Volunteer staff also came from industry, universities and WWF.

Volunteer staffs were rostered on for approximately 14 hours before and during the conference and received a complimentary registration. Duties included:

- satchel stuffing (11 volunteers, six hours on Saturday 25th September)
- registration desk (Sunday to Wednesday)
- set up (tradeshow and posters)
- checking registration and trade passes for session rooms and the trade show (five session rooms Monday Tuesday and four Wednesday)
- running the speakers preparation room and loading >200 presentations
- supporting AV in each session room; and
- checking tickets at the conference reception.

Staff were provided with workers shirts (provided by DPI), which clearly identified them as part of the organising body. A staff orientation was held at the convention centre on the Sunday afternoon prior to the conference to review duties and tour the facilities.

The WAS conference managers were also strongly supported on-site by additional volunteers (Simon Day, Allison Bennison and Clifford Bennison).

n. NAC STAFF INVOLVEMENT

NAC Contribution to the Conference

The NAC dedicated staff, resources and volunteers to ensure the administration of the conference went as smoothly as possible.

The staff and volunteers from the NAC were:

- Simon Bennison (Chief Executive Officer)
- Jacki Knight (Finance Administrator)
- Allison Bennison (volunteer)
- Clifford Bennison (volunteer)
- Alexandra Bagnara (Communications Officer)

NAC CEO Simon Bennison oversaw tasks and responsibilities committed to. Simon was also an active member of both the conference steering committee as well as the program committee, and Chaired the successful session on Business Planning and Investment.

Some of the tasks the NAC undertook included;

- Budget and finance management for the conference (including reporting to the steering committee)
- Registration of delegates in conjunction with WAS and NSW DPI
- Developing, hosting and updating the conference website
- Negotiation and administration of electronic payment facilities
- Writing, editing and disseminating promotional articles
- In-kind promotion of the conference on the intranet of the commonwealth and state departments of agriculture and fisheries
- Coordinated requirements for the FRDC, NSW DPI, DAFF and NAC booths
- Concept, theme and program development

8. BENEFITS

Significant benefits were derived from the event including;

- Promotion of the Australasian Aquaculture industry to investors
- Assisting with the transfer of technology
- Improving links overseas, for example Indigenous and Pacific Island Network
- Raising the profile of the National Aquaculture Council
- Addressing the Australian Aquaculture Action Agenda
- Strengthening ties with the Asian-Pacific Chapter of WAS
- Establishing a professional forum for the Australian aquaculture industry to meet biennially
- Raising the profile of farmed seafood to consumers
- Highlighting sustainable farming practices
- Providing updates from international successes and failures
- Establishing visions for industry development
- Reviewing latest research
- Focusing on industry relevant issues, eg. Marketing sessions
- Contributing financially to sustainability of National Aquaculture Council

- Contributing financially to sustainability of Asian-Pacific Chapter of WAS

9. FURTHER DEVELOPMENTS

INDUSTRY INVOLVEMENT

To facilitate further industry involvement in the next conference, general information sessions targeted to specific sectors should be considered. As identified in section 7a (attendance), many farmers are unable to leave their businesses for an extended period of time.

The proposed one day sessions would build on the success of the mollusc session (refer to section 7f of this report) and may provide a sector-specific overview of current practices and developments in each of the supply chain stages to enable participants to gain a better understanding of production and market forces, as well as providing linkages with other stakeholders within their sector.

As aquaculture is a relatively new and emerging industry in Australia, emphasis also needs to be placed on attracting potential entrants to the industry. Investors and farmers are critical audiences to target.

A one-day session which provides an overview of ‘what it takes to get into aquaculture’ would facilitate this. The session may cover topics such as the various species, sectors and farming locations, management issues, processes for obtaining licenses, environmental regulations, and branding application requirements.

SOCIAL PROGRAM

The aquaculture industry contribution to the Conference Reception was bountiful. Thousands of dollars worth of produce was donated towards this event. Appropriate credit to those who provided product was identified as an issue to be addressed regarding future events. Appropriate plating and labelling of products should be carried out to ensure attendees can identify the product, its origin, and importantly, the product sponsor.

Another event to consider when developing the social program for 2006 is the opportunity to work with South Australian wines on a ‘fine wine and seafood show’. This concept would reinforce the similarities between the wine and high-value seafood experience that we want to instil in consumers. The target markets that would be attracted to a fine wine event and to a fine seafood event are concurrent. This could potentially become a public event that is held in conjunction with the conference on a biennial basis.

10. CONCLUSION

The most significant factor contributing to the success of Australasian Aquaculture 2004 was the financial and in-kind sponsorship of State and Federal government agencies and industry support.

Australasian Aquaculture is an important initiative to draw the Australian industry together on a regular basis. It was a highly successful conference and will prove to be a chance to review and direct industry's vision to be an industry valued at \$2.5 billion by 2010.