

SEAFOOD DIRECTIONS 2010 'Connecting the Supply Chain'

Ross McGowan, Seafood Industry Victoria



Australian Government

**Fisheries Research and
Development Corporation**



CONNECTING THE SUPPLY CHAIN



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Seafood Directions 2010 'Connecting the Supply Chain'

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TABLE OF CONTENTS

1. NON-TECHNICAL SUMMARY	5
2. ACKNOWLEDGEMENTS.....	7
3. BACKGROUND	9
4. NEED	11
5. OBJECTIVES	12
6. METHODS	14
6.1 Conference Date and Venue	14
6.2 Consultation.....	14
6.3 Conference Management.....	14
6.3.1 Establishing an Organising Committee.....	14
6.3.2 Selecting a Conference Organiser	16
6.4 Budget	16
6.5 Program Development.....	17
6.5.1 Workshops.....	17
6.5.2 Call for Papers	18
6.5.3 Invited Speakers.....	18
6.6 Registration.....	19
6.7 Social Program.....	20
6.7.1 5 th Australian Seafood Industry Awards.....	20
6.7.2 Welcome Reception.....	22
6.8 Sponsorship.....	23
6.9 Exhibition.....	23
6.10 Conference Marketing and Promotion	24
6.10.1 Website.....	25
6.11 Conference Delegates	25
6.11.1 Delegate Breakdown	25
6.11.2 Satchels.....	25
6.11.3 Evaluation Feedback Form.....	25
7. RESULTS & DISCUSSION	27
8. BENEFITS & ADOPTION.....	28
9. FURTHER DEVELOPMENT	29
10. PLANNED OUTCOMES.....	30
11. CONCLUSION	31
Appendix A Profit and Loss Report	32

Appendix B Seafood Directions 2010 Program	34
Appendix C Award Nomination and Information Form	54
Appendix D Sponsorship and Exhibition Prospectus	61
Appendix E Sponsorship and Exhibition Partners	69
Appendix F Suggestions for future hosts of Seafood Directions (Collated)	70

1. NON-TECHNICAL SUMMARY

2008/331	Seafood Directions 2010 'Connecting the Supply Chain'
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OBJECTIVES:

1. Plan and deliver the sixth Seafood Directions conference in Melbourne in 2010
2. Increase the attendance of industry members, to include members from other sectors within the seafood industry.

NON TECHNICAL SUMMARY:

OUTCOMES ACHIEVED TO DATE:

The principal outcomes of Project No. 2008/331 was to disseminate the flow of information, share ideas, create new business opportunities, increase business profitability, develop professional networks and provide directions for the future of the Australian seafood industry. Opportunities were presented to delegates to learn from international, interstate and parallel industry speakers. The conference raised the profile of the Australian seafood industry and gained national recognition for a growing and expanding profitable and sustainable industry.

Seafood Directions is regarded as the premier seafood industry conference in Australia. Seafood Directions provides an opportunity for stakeholders of the seafood industry to come together and discuss current and strategic issues and opportunities in a national forum.

During Seafood Directions 2007, an opportunity for hosting the 2010 event was extended to the Seafood Industry Victoria by the Seafood Directions organising committee. Seafood Industry Victoria accepted the offer and endeavoured to provide industry an informative conference, SIV provided the resources necessary to ensure success.

Objective 1: Seafood Directions 2010 took place from 14 – 16th April 2010 in Melbourne, Victoria.

Objective 2: The Conference was adequately attended by industry members. The number of registrations by industry operators was 106 paying delegates (either full registration, concession or day registration) which was less than previous year's conferences. The total number of delegates including free of charge was 63. It was thought the Global Financial Crisis impacted on people's ability to attend. Presentations in plenary sessions delivered content which met the needs of Seafood Directions' regular audience, as well as the interests of industry members. Presenters were invited from a range of backgrounds both nationally and internationally; from

fisheries managers to fishers, aquaculturalists, retailers, chefs, auditors and scientists, in order to ensure the Conference appealed to a broad audience from across the seafood industry. Parallel industries were also invited to offer alternative perspectives of supply chains within their industries.

The program of Seafood Directions 2010 was designed specifically to encourage delegate participation, discussion and debate and each presentation was followed by Q&A sessions to fulfil these objectives. A facilitated panel discussion was designed to examine the specific issues of the 'Future of Seafood' and viable solutions. This was designed as an informal panel discussion which was driven by delegate participation and questioning. These discussion and recommendation will provide direction for the Australian seafood industry through the uptake of outcomes from the conference.

From evaluations of Seafood Directions 2010 the Conference Organising Committee concluded that the Conference had been successful in meeting the needs of the seafood industry nationally by providing an opportunity for exploration, debate, development of issues and challenges currently facing the industry. The conference evaluation completed by delegates proved Seafood Directions 2010 to be 'very good – excellent' for program and format. The organising committee is cognisant of the low participation rate of 'grass roots' fishermen. The next committee will also find 'grass roots' attendance a challenge and unfortunately the 2010 committee has little advice on increasing participation, apart from the ongoing FRDC fee encouragement.

KEYWORDS: Seafood Directions, Conference, Melbourne.

2. ACKNOWLEDGEMENTS

The principal investigator would like to thank the members of the Conference Organising Committee for their contribution of time and expertise.

Renee Vajtauer
Project Officer
Seafood Industry Victoria

Anne Taranto
Executive Assistant
Australian Crayfish Enterprises Pty Ltd

Gary Leonard
Board Member
Seafood Industry Victoria.

Maria Manias
Executive Officer
V.F.A.R.M. (Victorian Fishery Association into Resource Management inc.)

Harry Mitchelson
CEO
Mitchelson Fisheries

Peter Horvat
Communication Manager
Fisheries Research and Development Corporation

Neil Stump
Chief Executive
Tasmanian Seafood Industry Council

A special mention to Emily Ogier (formerly of the Tasmanian Seafood Industry Council) who was part of the Organising Committee in its initial stages. Emily brought expertise and past experience of Seafood Directions 2007 to the table.

On behalf of the Conference Organising Committee the Principal Investigator would like to acknowledge the professional work of ICMS Australasia for providing conference management services. The committee acknowledges the contribution of John Hasker AM (Chairman, Seafood Industry Victoria) and the SIV Board of Directors, for their input and guidance throughout the conference process.

The committee also recognises the commitment of the Victorian Minister for Agriculture, The Hon Joe Helper MP for his contribution at the 5th Australian Seafood Industry Awards.

This project was funded through Seafood Industry Victoria (SIV) by the Fisheries Research and Development Corporation (FRDC) with cash contributions in the form of sponsorship and exhibition by the following organisations:

- Department of Primary Industries – Fisheries Victoria
- National Australia Bank – Agribusiness

- Australian Crayfish Enterprises
- Australian Fisheries Management Authority
- Sydney Fish Market
- Tasmanian Aquaculture and Fisheries Institute
- Seafood Services Australia
- Olrac
- Silverlock Packaging
- Corex Plastics Australia Pty Ltd
- Marine Stewardship Council
- Oceanwatch Australia

3. BACKGROUND

Since its inception in 1999, Seafood Directions has been regarded as the premier national seafood industry conference for Australia. Now travelling around Australia, the conference began as a joint venture between the Australian Seafood Industry Council (ASIC) and the peak industry body of the host state. Seafood Directions has now been held successfully six times, as shown in Table 1.

Table 1; Previous Seafood Directions Conferences

Date	Location and Host	Themes	Attendance
7 October, 1999	Adelaide, SA Seafood Council (SA)	Access security; the Great Environmental Takeover; Industry Profile; Quality	~200
26 November, 2001	Brisbane, QLD Queensland Seafood Industry Association	Sustainability; resource security; Industry Profile; Focusing on the D in R&D; Seafood Quality and Safety; Human Capital	>300
17 September, 2003	Perth, WA Western Australia Fishing Industry Council	'Beyond Sustainability – Taking the Lead'	>300
14 September, 2005	Sydney, NSW Sydney Fish Market Pty Ltd	'Netting Profits – Charting a course for a Profitable Seafood Industry'	348
31 October, 2007	Hobart, TAS Tasmanian Seafood Industry Council	'Seafood for Tomorrow – Embracing for Change'	323
14 April, 2010	Melbourne, VIC Seafood Industry Victoria	'Connecting the Supply Chain'	169

Seafood Directions provides an opportunity for stakeholders of the seafood industry to come together and discuss issues and opportunities in a national forum.

Such a national forum provides an opportunity to:

- Promote and showcase seafood industry excellence and success stories,
- Identify and promote best practice and sustainable development,
- Examine the latest information, identify solutions and opportunities,
- Examine issues of critical importance to the future well-being of the seafood industry,
- Identify and prioritise future research and development needs,
- Build networks at a national level; and
- Use Seafood Directions outcomes to drive future action.

During Seafood Directions 2007, an opportunity for hosting the 2009 event was extended to Seafood Industry Victoria by the Seafood Directions Conference Organising Committee. The conference was scheduled to run biannually, however due to clashes with other major events in Melbourne the scheduled date for the conference was postponed to 2010. The 2007 Conference organising Committee is responsible for nominating the future host of Seafood Directions.

4. NEED

The seafood industry operates in a diverse and dynamic environment and although the volume produced in Australia is small by world standards, the quality of our product and sustainability of our practises are globally recognised. For the seafood industry to continue to be a world leader in seafood production and quality there must be an opportunity to learn from each other and plan for the future.

The role of Seafood Directions is to provide an opportunity for stakeholders of the seafood industry to review and discuss priority issues and future planning and development.

This need is supported by key stakeholders of the seafood industry, as is evident by the number of delegates attending the biennial conference.

Despite several successful Seafood Directions conferences the ongoing challenge is how the conference is run and what its focus ought to be going forward. There is a need to engage the whole supply chain sector from fisher to consumer which is acknowledged by some in industry but supply chain inter-relationships and connectivity remain problematic.

5. OBJECTIVES

1. Plan and deliver the sixth Seafood Directions conference in Victoria in 2009.

This objective changed during the progress of the project due to other events that were scheduled in Melbourne at the anticipated date. Therefore the conference was re-scheduled, and it was agreed by the organising committee that 14-16 April 2010 would be suitable. This ensured that there was ample accommodation and suitable venue to house the estimated conference numbers.

2. Increase the attendance of industry members, to include members from other sectors within the seafood industry

The Conference Steering Committee in consultation with the fishing and seafood industry set the benchmark showcasing an informative and exciting conference. All aspects of the processes in the 'ocean to plate' of the seafood world were on display, with the steering committee selecting only the most informative presenters to inspire and provide direction for the industry. Program themes identified as follows;

Ocean to Plate – Assessing Choices

- To consider the current choices for consumers, producers, processors, retailers and harvesters of seafood in relation to future wild stock assessments, labelling, barriers and drivers of seafood purchasing, sustainability schemes and challenges facing marine capture fisheries.

Capitalising on Supply Chain Initiatives

- To hear from industry leaders implementing changes in business practises to increase profitability.
- Issues to be addressed were alternative fuels, co-management and whole supply chain analyses.

People Development within Supply Chains

- To demonstrate the importance of people development and social aspects of supply chains within the seafood industry.
- To value to importance of succession planning.
- To clarify social research and its importance within supply chains.

Sustainable Business Practises

- To utilise parallel industries and their experiences of sustainable business practises.
- To define sustainability with respect to what this means for your business.
- To clarify the methods used to measure sustainability worldwide that is relevant to Australia.
- To explore climate change and the various legislative possibilities and the impact on the Australian seafood industry.

Sustainable Cuisine – Meeting Consumer Needs

- To identify the end users needs when it comes to sourcing and preparing seafood.
- To clarify the demands of consumers from a restaurant perspective.

Panel Discussion 'Future of Seafood'

- To provide insight to the future of the seafood industry.
- Where is Australian seafood going?
- How should we be managing our fisheries for the future?

6. METHODS

6.1 Conference Date and Venue

The original anticipated date for Seafood Directions 2010 was late September to early October 2009 in Melbourne. These dates were not optimal for Melbourne as there are many activities run in the city at this time. Booking large blocks of accommodation at a suitable venue is difficult due to major events. The date was subsequently moved to early April where availability of a suitable venue was assured. The date was set for 14-16th April 2010.

The anticipated delegate numbers made the task of selecting a venue considerably more difficult. An estimated >300 delegates were to be housed for the conference. Consideration was given to regional areas however, this made logistics unsuitable and more costly for both delegates and the conference. Therefore it was decided early on that Metro Melbourne would be practical and central to the needs of the conference and the delegates. The Sebel Albert Park was chosen for their facilities, ability to accommodate the estimated attendance, variable rates for accommodation and accessibility for interstate delegates travelling from Melbourne's airport.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Consider other events scheduled within the selected city when setting a date and booking prospective venues.
- > Advertise the date as early as possible. This will allow delegates to mark in their calendars
- > If possible, try to avoid peak fishing seasons. This can decrease numbers of 'grass roots' fishermen that are able to attend.

6.2 Consultation

Consultation with a broad range of stakeholders commenced with the project. Consultation with key stakeholders and previous conference hosts is seen as critical to the success of the conference and will be managed as a priority through the project.

6.3 Conference Management

6.3.1 Establishing an Organising Committee

This project involved the establishment of an organising committee that were responsible for overseeing the project and providing direction and review. The organising committee members were selected based on expertise and ability to contribute to the program development and the event management process. Expertise should be in the fields of marketing, financial decision making and most importantly industry engagement.

The organising committee must include representatives from a variety of stakeholder groups within the seafood industry, for Seafood Directions 2010 as follows;

- Seafood Industry Victoria (SIV)
- Fisheries Research and Development Corporation (FRDC)- obligatory

- Industry representatives (Australian Crayfish Enterprises, Mitchelson Fisheries, Victorian Fishery Association into Resource Management, Victorian Bay and Inlet Fisheries Association)
- Seafood Industry Victoria Board Members

The Seafood Directions 2010 organising committee met once a month and was instrumental in determining the aims, objectives and direction of the conference. Some of their roles included (but not exclusively);

- Support the event within their professional and personal networks,
- Provide guidance and advice to the conference organisers,
- Identify sponsors and exhibitors,
- Identify potential themes and speakers; and
- Assist with tasks and actions set by the organising committee.

The members of the organising committee were as follows;

Ross McGowan
Executive Director
Seafood Industry Victoria

Renee Vajtauer
Project Officer
Seafood Industry Victoria

Anne Taranto
Executive Assistant
Australian Crayfish Enterprises Pty Ltd

Gary Leonard
Board Member
Seafood Industry Victoria.

Maria Manias
Executive Officer
V.F.A.R.M. (Victorian Fishery Association into Resource Management inc.)

Harry Mitchelson
CEO
Mitchelson Fisheries

Peter Horvat
Communication Manager
Fisheries Research and Development Corporation

Neil Stump
Chief Executive
Tasmanian Seafood Industry Council

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > A maximum of six members is ideal plus a chair, representative from the host organisation, a representative from FRDC and the conference secretariat.
- > Have a representative from the previous conference.
- > Be clear on the expectation and commitment required by members.

6.3.2 Selecting a Conference Organiser

The organising committee called for tenders to procure a conference organiser for the event. It was proposed that a conference organiser will be under contract for Seafood Directions 2010 with an option for an extension of the contract for 2011 and 2013 conferences.

For Seafood Directions 2010 guidance in selecting a conference organiser was provided free of charge from the Melbourne Convention and Visitors Bureau and online on the Melbourne Planner's Guide 2009/2010 <http://www.mcvb.com.au/plannersguide/organisers.asp>. Through the tender process, ICMS Australasia was selected from a short listed four (from ten applications).

The conference organiser was selected based on their previous experience and affordability. ICMS was able to source, supply and manage a number of other critical service providers and contracts utilising their industry networks and knowledge. It is best to select a conference organiser that can deal with accommodation and travel, audiovisual production, sponsorship and exhibition, printing and design in house. Contracting out the conference organiser also reduces the strain on human resources within the host organisation. It is critical that all of the conference organiser's duties are clearly outlined in the contractual agreement and signed by both parties (Host) before progressing.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > The conference organiser's role to be contracted out externally.
- > Research the backgrounds of potential conference organisers to decide whether they are suitable e.g. In house travel bookings, AV, Sponsorship etc.
- > Dedicate a day for interviewing potential conference organisers with all members of the committee to get a feel for group dynamics.
- > Consider using ICMS Australasia for Seafood Directions 2011 and retaining IP.

6.4 Budget

Once the conference organiser was selected a budget was prepared for the committee approval. The budget was scrutinised by the committee until they were content with the targets. Throughout the progress of the project the committee and conference organiser would revise the budget and adjust accordingly the amounts attributed to certain expenses or revenue. The conference organiser updated the actual expenditure before every meeting to allow for a direct comparison to the budgeted figures. Seafood Directions 2010 operated without a loss (Profit/Loss report is

provided in Appendix A). The committee kept a close eye on all budgeted items to ensure the conference did not exceed the set limits. Revenue was generated through sponsorship and exhibition with targets of \$100,000 and \$30,000 respectively. Also creating an income was registrations and this was budgeted for a minimum of 150 delegates paying for the full conference. This was not achieved and only obtained 106 full paying delegates. Free of Charge registrations should be carefully taken into account when planning the budget.

6.5 Program Development

Throughout the project the committee has been a vital ingredient in forming and developing the program. The committee utilised their networks to provide a range of potential speakers for the overarching theme 'Connecting the Supply Chain'. The final program addressed sub-themes such as; Sustainable Procurement, Assessing Choices, Capitalising on Supply Chain Initiatives, People Development within Supply Chains, Seafood Sustainability, Sustainable Business Practises, Sustainable Cuisine – Meeting Consumer Needs, and Future of Seafood (Appendix B).

The developing of the conference sub-themes occurred before the conference organiser was engaged however the majority of the planning was after this milestone. Sub-themes and speakers were broadly identified in the initial stages of the program development. Topics were developed in subsequent meetings with each committee member submitting ideas.

A draft program was released towards the conference date via online and electronic emails. The release was used to increase attendance and also to engage the industry. The program was finalised 3 weeks prior to the conference. This was not ideal as many within the industry requested the program earlier to determine their attendance.

The format of the program had been decided and was only to contain plenary sessions. The committee felt it was not necessary to have concurrent sessions and specialised topics. This allowed the delegates to participate as a whole congress through the entire conference.

Overall 24 speakers presented and the committee was certain that the conference had provided industry with the opportunity to transfer knowledge, network, and examine new business technologies and methodologies.

Delegate satisfaction was evaluated and 75% of the respondents valued the program and conference format as 'very good – excellent'.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

> 3-4 sub-themes work well for plenary sessions

> Finalise the program and release the details as early as possible to encourage delegates to attend (preferably before the close of the early bird registration cut off)

6.5.1 Workshops

The committee allocated Friday 16th April for workshops to attract industry participation. Previous experience with Seafood Directions showed that workshops before and after daily presentations made for a long day. A dedicated day for

workshops allowed full attendance by interested delegates. The workshops were free to attend to increase participation and were managed by the conference organiser.

Expressions of Interest were received and also sought by committee members. A total of five rooms were allocated for workshops at the venue, with only three utilised. The workshops finalised were;

- Fisheries Victoria – Victorian Commercial Fishing Statement of Intent
- Rural Training Initiatives – Learning about Mentoring
- Shark national Plan of Actions Review Meeting.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Continue to have free of charge workshops (if possible) to encourage industry participation.
- > Pre-evaluate industry needs and design workshops around findings.
- > Offer rooms to potential workshop hosts at minimal cost to persuade participation.

6.5.2 Call for Papers

It was agreed by the committee that a 'Call for Papers' process would be utilised via an online abstract submission. This would allow presenters the opportunity to showcase their work and also keep the speaker costs down. Selection through this process is under the proviso that speakers pay for their own attendance (e.g. travel, accommodation and full registration). The abstract process also broadens the network of potential speakers and topics.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Utilise Call for Papers as this broadens the choice of speakers and topics.

6.5.3 Invited Speakers

Once a speaker was decided upon, the Seafood Industry Victoria Project Officer on behalf of the committee would formally invite them to participate. It was agreed that the committee and the conference would cover the costs of invited speakers which included; economy flights, accommodation and airport transfers.

It was also decided that the speakers would be offered one night's accommodation if needed, as they were only to attend their session time. This reduced the costs to the conference by not having to cover any registration costs and extra accommodation. If the speaker extended their stay this was at their own cost.

International speakers were approached, but at short notice. This proved difficult for finalising speakers due to schedules and availability.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Confirm speakers early to assure availability.
- > Consider carefully the speaker costs when drafting a budget.

> International speakers can increase attendance so initiate contact early.

6.6 Registration

Registration fees were set to include the CPI from Seafood Directions 2007. An 'Early Bird' lowered fee was offered from the beginning of registrations open to within six weeks of the conference. This allowed self funded participants the opportunity to attend at a lower cost. Some delegates had concerns over the cost to attend the conference when combined with interstate travel. Registration Brochures were circulated online via email and made available on the conference website to reduce printing costs. Only a minimal amount was available in hard copy format.

Registration Type;

	Earlybird (Prior to 1st March 2010)	Standard (After 1st March 2010)
Full Registration	\$715	\$836
Student/Concession Registration	\$385	\$385
Day Rate (per day)	\$385	\$385

Registration entitlements are as follows;

Full Registration

- All conference sessions (Wednesday 14th & Thursday 15th April)
- 1 Ticket to the Welcome Reception (Tuesday 13th April)
- 1 Ticket to the Australian Seafood Industry Awards Dinner (Thursday 15th April)
- Morning Tea
- Lunch
- Afternoon Tea
- Satchel
- Program

Student registration

- All conference session
- 1 Ticket to the Welcome Reception (Tuesday 13th April)
- 1 Ticket to the Australian Seafood Industry Awards Dinner (Thursday 15th April)
- Morning Tea
- Lunch
- Afternoon Tea
- Satchel
- Program

Day Registration

- Conference Sessions on one day
- Morning Tea on that day
- Lunch on that day
- Afternoon Tea on that day

- Satchel
- Program

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS 2010

- > Review the cost for full registration (consider a reduction in cost of attendance)
- > Consider large discounts for group bookings
- > Budget for a series of estimates on delegate attendance. This will give a broad picture of how much revenue is achievable.

6.7 Social Program

6.7.1 5th Australian Seafood Industry Awards

Seafood Directions is not only a conference to provide direction and guidance for the industry, it is also an opportunity to socialise and network. The Australian Seafood Industry Awards is the highlight of the conference, not only for socialising but for celebrating the achievements of those within the industry. The night recognises the positive contributions of individuals, businesses, agencies and government (and others) to the Australian seafood industry and therefore is a must attend event.

The committee and conference organisers oversaw the event which required contracting the following (through the conference organisers);

- Audio Visual
- Entertainment (MC and Band)
- Venue decorating
- Catering options

Venue

The committee had selected an iconic area of Melbourne to host the event after inspecting a number of other venues. The Peninsula Room, Docklands was able to accommodate the final numbers of 346 guests with ease. As this is the premier industry event, showcasing Australian produce is a mandatory. The venue was flexible with developing a menu to suit the event. Different to previous years, the seafood was sourced and provided by the venue. The menu was drafted weeks before the event to ensure a memorable feast. The venues supplier is reputable so there were no doubts surrounding quality.

Themeing of the venue was not excessive and this reduced the strain on the budget. The committee opted with a simple vase with floating candles on each table. This was designed to not overshadow the venue itself or impede the view of those at the table. Each place setting was also allocated to a guest. It was essential to organise the seating arrangements to reduce confusion on the night. This was a tedious process that was altered many times due to last minute ticket purchases.

The venue required a minimum figure of attendance for their catering forecasts. On initial estimations the committee agreed that 300 guests were attainable. The venue based numbers for catering on 300. This estimation of guests incurred a high minimum spend for the event and could not be altered regardless if final numbers

were below the 300 figure. This was a considerable amount of the budget and a more conservative estimation on final numbers would have been more practical.

Tickets

Included in a full registration package was a Dinner ticket to the 5th Australian Seafood Industry Awards. Additional tickets could be purchased for \$150. VIP guests such as Ministers Etc were given complimentary tickets. There were also obligatory tickets as part of sponsorship packages. Free of Charge tickets should be kept in mind when budgeting for the event.

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Be relatively conservative with estimating final guest numbers.
- > Provide a suitable venue, in terms of accessibility, space, catering, and theme.
- > Ensure the quality of Seafood (or any food and beverage served) is exceptional. This is one of the features that guests will remember.
- > Allocate seating to avoid confusion on the night.
- > Have a defined cut off date for the sale of extra tickets. This will help with confirming numbers with the venue.

Judging

A Seafood Directions 2010 Award Information and Nomination Form was designed and distributed via email to those eligible to apply (Appendix C). All state/territory winners were automatic entrants into the Australian Seafood Industry Awards and no new entries were to be accepted i.e. Nominees must win the category they have entered in their state/territory based awards.

The Award Information and Nomination Form contained the guidelines for entry and the judging criteria. All the entries received were shortlisted to 4 per category. This reduces the judging process time. A judging panel was formed and a formal checklist based on a scoring system against the judging criteria was used for each nomination. This ensured a paper trail and a record of scores awarded to each finalist. To keep consistent, the judging panel assessed all short listed nominations, not just judge on their area of expertise.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Differentiation between Small and Large producers/business category
- > Include a 'Young Achievers' Award
 - > Judging Panel to remain anonymous
- > Standardise judging format and keep a paper trail
- > Consider utilising a food critic for the Seafood Restaurant Award

Trophies

Trophies were selected from a corporate awards store by the SIV Executive Director and Project Officer. Their design was simple, yet elegant and incorporated the Seafood Directions 2010 logo and award category title. The name of the winner was not embossed onto the trophy due to the order being placed before judging was finalised.

SUGGESTIONS FOR FUTURE SEAFOOD DIRECTIONS HOSTS

- > Consider incorporating the winner's names onto the trophies.
- > Consider a unique trophy design.

Entertainment

The committee had decided on utilising the services of a MC for the event. The MC was chosen via an online management agency and also recommended by the conference organisers. The benefits of contracting out the role of MC were that the host organisation and committee did not have the responsibility of addressing the audience. The MC provided a great balance of comic relief as well as highlighting the seriousness of the awards and recognising achievements by industry. The committee deliberated for a period of time over the role of MC, requiring the right balance of comedy versus gravity.

The event band was also chosen via the online management website, and an added benefit was that a discount was given by utilising two services from the one company. Again the committee deliberated over the choice of band as it was essential to get the right style for the event. It was suggested that two styles were to be used during the event, a lighter ensemble during meals, breaks etc and a heavier band towards the end of the night. This could not be achieved due to budget constraints therefore only one band was chosen as the entertainment. It is vital to research the bands before you assign them to the event. The committee believes they had made the correct selection for both the band and MC through feedback received from delegates.

Management of Event

The committee felt it necessary to have in attendance the conference organisers to oversee the event on the night. The conference organisers were there to manage the event, reducing the need for committee members to be involved. The conference organisers liaised with the venue, band, MC and Audio Visual over the course of the night.

6.7.2 Welcome Reception

The Welcome reception is a fairly informal event with great importance. It signifies the beginning of the conference and allows for yet another social aspect before the commencement of formal proceedings. The Welcome Reception was held in the exhibition area which allowed the delegates to navigate through the stalls whilst networking. Catering was kept simple and the event was only for two hours in length. There was a brief speech from SIV's Chairman to welcome the entire delegation to the event. The Welcome reception also provided the opportunity for delegates to register for the conference.

6.8 Sponsorship

A separate division of the conference organiser's managed the sponsorship and exhibition side to the conference, and removed the need to contract out this element. It is the major source of income for the conference and needs to be clearly defined at an early stage of the project within the budget. It is also an ongoing process that relies on identifying potential sponsors and exhibitors.

The Seafood Directions 2007 sponsorship and exhibition list was utilised with the committee offering further names of potential partners. A number of regular sponsors to the Seafood Directions conferences were approached and these included; state and federal governments, fisheries research providers, major seafood retailers, peak seafood associations and financial providers. Sponsorship was obtained solely by the conference organiser on guidance from the committee. Procurement of sponsorship in this way reduced the management fee collected by the conference organiser.

Sponsorship and exhibition packages are described in more detail in Appendix D. The sponsorship aimed to seek contributions via two major packages, this being a Major Dinner Sponsor and a Major Conference Sponsor. Some packages were tailored to suit the sponsors with the committee approval. Sponsorship partners and contributions are found in Appendix E. In total the sponsorship filled 101.36% of the budgeted figure. To keep costs low the Sponsorship and Exhibition Prospectus was circulated in electronic format with only 30 hard copies available.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Select a conference organiser that manages sponsorship/exhibitions in house.
- > Avoid multiple competing service providers (e.g. Banks) as they would seek exclusivity with sponsorship.
- > Be flexible and willing to tailor sponsorship packages and entitlements.

6.9 Exhibition

The exhibition is an important element to entice further companies on board to invest in the conference. As well as a source of income the exhibition promotes networking. All the promotion and registration materials were developed by the conference organiser's sponsorship and exhibition team and details of the packages (and entitlements) can be found in Appendix D.

The total exhibitors for Seafood Directions 2010 were lower than expected and considerably lower than previous conferences. Therefore, allocated floor space within the venue had to be reduced. The target of exhibition revenue was \$30,000 and only 47.27% was achieved. The exhibitors were as follows;

Booth	Exhibitor
27	Corex Plastic Australia Pty Ltd
7, 8	Fisheries Research and Development Corporation
25	Marine Stewardship Council (MSC)
24	NAB Agribusiness
28	Oceanwatch Australia
15	Olrac (Olfish)
23	Seafood Services Australia
26	Silverlock Packaging

SUGGESTION FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Approach exhibitors from previous Seafood Directions and utilise all committee contacts
- > Plan appropriate space for the exhibition.
- > Be flexible with exhibition packages and entitlements.

6.10 Conference Marketing and Promotion

All conference marketing and promotion was handled by the conference organiser with approval from the committee. Initial promotion was a post card (DL size) that was inserted into industry magazines either free of charge or at a reduced price. The print run for these cards was 20,000 and this proved a little excessive. It was cheaper to print in bulk but careful scrutiny was needed when estimating print numbers.

Advertorials were also placed in industry magazines for a reduced price and cross promotion occurred through links on other websites. The link to the Seafood Directions 2010 website posted on other sites is a cheap way of advertising, as generally this is free. The advertorials and post cards were circulated through the following;

- Fishing Today (Tasmanian Seafood Industry Council Magazine)
- FISH (FRDC Magazine)
- Seafood News (Melbourne Magazine)
- The Queensland Fisherman (QSIA Magazine)
- Northern Territory Seafood Councils mail out to members
- Melbourne Wholesale Fish market (cards placed at venue)
- Lakes Entrance Fishermens Co-operative Society Limited (cards placed at venue)
- Seafood Industry Victoria E-News

Links were posted on the following websites;

- Seafood Services Australia
- Women's Industry Network for the Seafood Community
- Seafood Industry Victoria

The post card encouraged delegates to register their interest to attend (www.sd2010.com.au). The contact details entered into the website allowed the conference organisers to utilise this information and begin to compile a distribution list for further dissemination of conference information. An ezine (electronic newsletter) was designed and sent to all those on the distribution list. The ezine's alerted delegates of upcoming speakers, social program, registration, accommodation etc and was a relatively cheap marketing tool. The committee was a highly useful tool to promote the conference through word of mouth, and must not be underestimated.

SUGGESTIONS TO FUTURE HOSTS OF SEAFOOD DIRECTIONS

- > Research the best method of marketing to attract more 'grass roots' industry members (i.e. is email the best method?)
- > Consider more frequent advertising

> Keep costs low by only printing when necessary.

6.10.1 Website

The website was designed and managed in house. The website incorporated all the features needed to inform delegates about online registration, call for papers, social program, sponsorship and exhibition, accommodation including online booking and program details. Feedback revealed that the format of www.sd2010.com.au was user friendly and should remain similar in design for the next conference.

All information entered on the website was managed by the conference organiser, as well as the updating of the site as the program developed. At the conclusion of the conference the presentation of all the speakers were made available. The winners of the 5th Australian Seafood Industry Awards were also posted on the website.

6.11 Conference Delegates

6.11.1 Delegate Breakdown

Overall 169 attended part or all of Seafood Directions 2010. Of these were;

Full Registration Early Bird (\$715 inclusive GST)	66
Full Registration Standard Rate (\$836 inclusive GST)	25
Student/Concession Registration (\$385 inclusive GST)	3
Exhibitor Registration (Complimentary)	12
Day Registration (\$385 inclusive GST)	12
Free of Charge Registrations	51

6.11.2 Satchels

Delegate satchels were chosen by SIV's Project Officer and were plain in design, black with white piping. The satchels were not embroidered due to the satchel sponsorship not being taken up however, this proved to be a benefit. As the satchels were 'unbranded' they were cheaper, if delegate numbers exceeded estimations more satchels could be ordered and delivered promptly and at the last minute. Instead there was a removable label with the details of the conference and essential sponsor and host logos.

SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS

> Keep satchel bags unbranded

> Provide simple bags that can be repurposed after the conference has concluded

6.11.3 Evaluation Feedback Form

The conference organiser and committee conducted an evaluation of delegates post conference. Delegates were emailed an evaluation form to complete with the following positive feedback;

- Program was valued at 'very good – excellent'
- Format was 'excellent'
- Communication was 'very – good' and lead up to the event was 'excellent'
- The venue choice was 'excellent'

- Catering was 'excellent', good quality and accessible
- Social activities were 'excellent'
- Dinner was fantastic, brilliant food, great location, and good wine.
- Enjoyed the Dinner MC
- Dinner music was great
- Logistics were straight forward and easy to follow for registering and submitting papers
- Kept well informed and encouraged to get involved.
- Format was easy to understand and nothing to "dangerously different" which may put off potential delegates
- Guest speakers were of a standard and non-standard which provided for all sorts
- Trade show was solid and well laid out with good booth-holders
- Location was excellent and away from the city but with a number of options for accommodation

Some critical feedback and recommendations were;

- Early on the communication was a little patchy
- More seating at lunchtime
- More exhibitors
- Lack of real fishing industry involvement
- A panel session with a little more structure
- Program content and format needs improvement

7. RESULTS & DISCUSSION

The first objective of this project is to deliver the sixth Seafood Directions conference on 14-16th April 2010 in Melbourne, Victoria. This has been achieved successfully.

The second objective was to increase the attendance of industry members, which did not succeed. The final numbers of delegates registered was 169 and this was reduced from numbers recorded at Seafood Directions 2007. Delegates included fisheries managers and policy makers, research providers, peak seafood industry bodies, wild catch fishers, aquaculturalist, processors and others.

The conference Organising Committee did succeed at delivering a conference that met the needs of regular attendees and effectively extended the areas of interest with regards to themes and presentations. Overall there was an international keynote speaker plus another 23 presenters from peak industry bodies, government, training providers, chefs, conservation foundations and major processors. The intention of this year's Conference Organising Committee was to format the conference to only include plenary sessions. Previous conferences have ran parallel sessions and feedback has identified that delegates felt they were missing out on some topics by attending other sessions. The conference organising committee felt that by removing the need for parallel sessions with specialised topics, a more intimate conference was achieved. Delegates participated in sessions as a whole congress.

The program of Seafood Directions 2010 was designed specifically to encourage delegate participation, discussion and debate and each presentation was followed by Q&A sessions to fulfil these objectives. A facilitated panel discussion on the last day was designed to examine the specific issues of the 'Future of Seafood' and possible solutions, purposely planned as an informal panel discussion which was driven on delegate participation and questioning. The workshops scheduled to run after two days of plenary sessions addressed industry issues as identified by the Conference Organising Committee. These included People development and mentoring, Commercial Statement of Intent and a National Shark Action Plan. All discussions and recommendations will provide direction for the Australian seafood industry through the uptake of outcomes from the conference.

8. BENEFITS & ADOPTION

Benefits experienced by the target audiences of Seafood Directions 2010 are listed below;

- Uptake of knowledge,
- Transfer of knowledge,
- Strengthening and expanding networks across all industry sectors (government and non-government),
- Latest information and initiatives on key themes in the seafood industry surrounding supply chains,
- Opportunities for solutions to issues of importance in the seafood industry to secure its future,
- Promotion of best practice for the seafood industry; and
- Recognising and celebrating seafood industry excellence and success stories.

Adoption of outcomes can be hard to quantify in this case, although the conference itself is the extension of the results. Maintaining networks, engagement with presenters, promoting the industry, enhancing knowledge and improving environmental and business practises are all outcomes that delegates attending the conference can extend into their own work/life.

9. FURTHER DEVELOPMENT

A number of recommendations have been made by the Conference Organising Committee and Seafood Industry Victoria.

These recommendations are applicable to both the major sponsor – the Fisheries Research and Development Corporation – and future hosts of Seafood Directions conferences.

The recommendations for further development of Seafood Directions are as follows:

- Consider no international speakers to keep an Australian focus.

This recommendation stemmed from the impression that international speakers portray in not understanding the Australian fisheries management system and Australian fisheries. Comparisons to international management and fisheries are therefore irrelevant to an Australian audience.

- Panel discussion should be well mediated.

It was recommended that a strong chair mediate the panel discussion to allow the panellists and the audience to participate in discussion evenly.

- Encourage fishery organisations to set up booths or the Peak body to set up booth representing their member bodies.

Peak bodies for the state/territory for which Seafood Directions is held would benefit from public and industry interaction. Direct interaction would raise the profile of the peak body and provide an opportunity for industry to network directly with their representatives.

- Gender balanced discussion panels.

It was recommended that women should participate in the panel sessions to remove gender bias of the all male panel. Women in the seafood industry should also rise to the occasion and be willing to participate in such events.

- Reduced attendance fee.

A major concern for the organising committee was the cost of registration. This was also expressed by industry members. Cost of registration played a major part in the diminished industry attendance. FRDC bursaries was a great tool to increase industry attendance, however numbers available to be granted a bursary were restricted to only a few.

These were the main issues that the organising committee identified as needing further development in future Seafood Directions conferences.

10. PLANNED OUTCOMES

Planned Outcomes	Project Outputs
Hosting of Seafood Directions over 3 full days in Victoria	<ul style="list-style-type: none"> • Seafood Directions was successfully hosted in 2010 in Melbourne on 14-16 April. • Attendance was 169.
The Australian seafood industry will benefit from the conference through the sharing of information, ideas, opportunities, threats and the development of strategic plans for future growth and sustainability.	<ul style="list-style-type: none"> • Attendance by 169 delegates from around Australia. • 18 presentations on a wide variety of sub-theme under 'Connecting the Supply Chain' • Social Networking opportunities (including a Welcome reception, Happy Hour drinks, 5th Australian Seafood Industry Awards) • Exhibition booths
The Victorian seafood industry will benefit through national recognition and the opportunity to share information and learn from others experiences.	<ul style="list-style-type: none"> • Attendance by 169 delegates from around Australia, New Zealand and South Africa. • Presentation by representatives from non-local seafood industries, parallel industries and non-seafood managing industries. • Social Networking opportunities (including a Welcome reception, Happy Hour drinks, 5th Australian Seafood Industry Awards) • The 5th Australian Seafood Industry Awards
The local community will benefit from the conference through gaining a greater understanding of Australia's seafood industry, its operations and vision.	<ul style="list-style-type: none"> • Promotion of the conference which enabled local Victorians to better understand the issues and challenges facing the Australian seafood industry. • The 5th Australian Seafood Industry Awards. • Conference website which include all the presentations, winners of the 5th ASIA. • Promotion of the Australian seafood industry through Australian Seafood Industry Award winners on radio (3BO, ABC Central Vic, WMA-FM), print media (Bendigo Advertiser, Midland Express, Castlemaine Mail, Tarrengower Times, The Advocate Daylesford, Northern Territory News) and television (WIN TV and Southern Cross TV)

11. CONCLUSION

Seafood Directions 2010 “Connecting the Supply Chain” reached all of the defined project milestones and performance indicators with an overall good performance in the face of some tough challenges. The greatest challenge was attracting large numbers of participants, particularly those from industry.

The conference attracted international, national and local speakers and delegates. The organising committee captured and built on the experiences of previous Seafood Directions. There were 169 conference registrations which were lower than the 2007 series. The delegates comprised industry members (wild catch and aquaculture), post harvest, retailers, representatives of peak bodies, fisheries management agencies, training providers and research organisations. The conference sub-themes underpinned the overarching theme of “Connecting the Supply Chain”. All issues presented were current and outcomes met the needs of industry. Recommendations from the conference have been documented and circulated to assist and guide future hosts of Seafood Directions.

Appendix A Profit and Loss Report

Seafood Directions 2010
ABN 95036084207

PROFIT AND LOSS ACCOUNT
For the Period Ending 11 Aug 2010

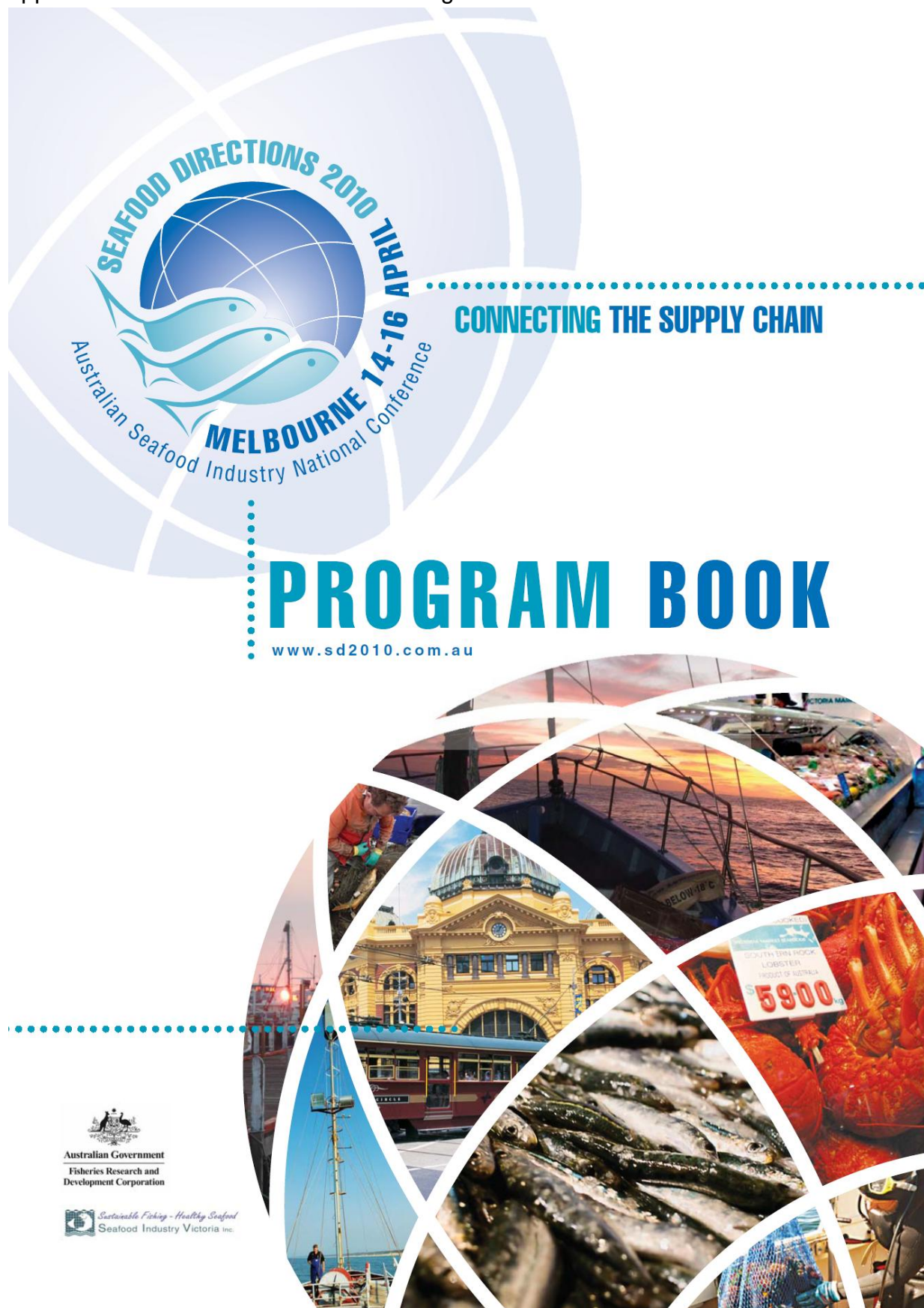
Last Year	Period Actual	YTD Actual
INCOME		
0.00 Registration Fees	67,150.00	67,150.00
0.00 Exhibition	14,165.90	14,165.90
0.00 Sponsorship	67,081.82	67,081.82
0.00 Social Functions	11,341.37	11,341.37
0.00 Bank Interest	87.70	87.70
0.00 Sponsorship-FRDC	48,000.00	48,000.00
0.00 TOTAL INCOME	207,826.79	207,826.79
LESS EXPENSES		
FIXED EXPENDITURE		
VENUE		
0.00 Venue Hire	9,100.00	9,100.00
0.00	9,100.00	9,100.00
SCIENTIFIC PROGRAM		
0.00 Audio Visual	13,900.00	13,900.00
0.00 Invited Speaker Expenses	5,197.13	5,197.13
0.00 Trophys/Awards	696.36	696.36
0.00	19,793.49	19,793.49
PRINTING		
0.00 Conference Logo Design	550.00	550.00
0.00 Preliminary Postcard	3,500.00	3,500.00
0.00 Sponsorship Prospectus	1,826.80	1,826.80
0.00 Awards Nomination Form	930.00	930.00
0.00 Registration Brochure	3,350.31	3,350.31
0.00 Final Program & Abstract Book	5,350.00	5,350.00
0.00 Signage and Banners	1,942.50	1,942.50
0.00	17,449.61	17,449.61
MARKETING AND PROMOTIONS		
0.00 Mailing of Promo Material	274.00	274.00
0.00 Electronic Marketing	4,344.50	4,344.50
0.00 Website	10,000.00	10,000.00
0.00	14,618.50	14,618.50
PRE CONFERENCE ADMINISTRATION		
0.00 Disbursements	2,700.11	2,700.11
0.00 Bank Charges	1,176.58	1,176.58
0.00 Merchant Credit Card Fees	3,229.53	3,229.53
0.00 Conference Insurance	3,147.97	3,147.97
0.00 ICMSA- Per delegate Fee	10,595.00	10,595.00
0.00 ICMS Aust-Spons/Exhib	10,502.00	10,502.00
0.00	31,351.19	31,351.19
ON-SITE ADMINISTRATION		
SOCIAL EVENTS/CATERING		
0.00 Welcome Reception	9,100.00	9,100.00
0.00 Conference Delegate Package	27,945.00	27,945.00
0.00 Awards Dinner-Plated Dinner	23,036.36	23,036.36
0.00 Awards Dinner-Beverages	16,940.00	16,940.00
0.00 Awards Dinner-Theming/Entert	4,319.36	4,319.36
0.00 Awards Dinner Band	10,100.00	10,100.00
0.00 Transfers - Dinner & Recep	2,360.00	2,360.00
0.00	93,800.72	93,800.72
DELEGATE MATERIALS		
0.00 Name Badges & Satchel Tags	973.00	973.00

Seafood Directions 2010
ABN 95036084207

PROFIT AND LOSS ACCOUNT
For the Period Ending 11 Aug 2010

Last Year	Period Actual	YTD Actual
0.00 Satchels/Delegate Bag	3,020.00	3,020.00
0.00	3,993.00	3,993.00
EXHIBITION		
0.00 Exhibition Expenses	3,878.00	3,878.00
0.00	3,878.00	3,878.00
0.00 EXPENDITURE	193,984.51	193,984.51
0.00 TOTAL EXPENDITURE	193,984.51	193,984.51
0.00 NET PROFIT	13,842.28	13,842.28

Appendix B Seafood Directions 2010 Program



CONFERENCE SPONSORS

Major Sponsor



Australian Government
Fisheries Research and
Development Corporation

Awards Dinner Sponsor



Speaker Sponsor / NAB Agribusiness Coffee Station



Name Badge and Lanyard Sponsor



Award Category Sponsors



Australian Government
Australian Fisheries Management Authority



Conference Management



Seafood Directions 2010 Secretariat
ICMS Australasia Pty Ltd
P O Box 5005
South Melbourne VIC 3205
Australia
Tel: (+61 3) 9682 0500
Fax: (+61 3) 9682 0344
Email: info@sd2010.com.au
Website: www.sd2010.com.au
SD2010 ABN: 95 036 084 207

Contents

Welcome from the Minister for Agriculture	3
Welcome from conference host	3
Conference Steering Committee	2
General information	4
Speakers	5
Conference program	10
Exhibition floor plan	14
Exhibitors	15

SD2010 Steering Committee

Chair

Ross McGowan
Executive Director
Seafood Industry Victoria

Renee Vajtauer
Project Officer
Seafood Industry Victoria

Sarah Reinhart
Project Manager
Tasmanian Seafood Industry Council

Anne Taranto
Executive Assistant
Australian Crayfish Enterprises Pty Ltd

Gary Leonard
Board Member
Seafood Industry Victoria.

Maria Manias
Executive Officer
V.F.A.R.M. (Victorian Fishery Association into Resource Management inc.)

Harry Mitchelson
CEO
Mitchelson Fisheries

Peter Horvat
Communication Manager
Fisheries Research and Development Corporation

WELCOME FROM THE MINISTER



The Brumby Government is proud to support **Seafood Directions 2010 – Connecting the Supply Chain**.

This Australian National Seafood Industry Conference will provide a great opportunity for delegates to learn from experts, colleagues and parallel industries.

All aspects of the processes in the 'ocean to plate' of seafood will be discussed, with an informative program to inspire and provide direction for the industry.

Seafood Directions 2010 will deliver a tight program presenting new innovations and products to help your business become more efficient in supplying the consumer with fresh Australian seafood.

As Minister Responsible for Fisheries, I am responsible for Victoria's diverse and geographically extensive fisheries. We have a productive coastal, bay, inlet and freshwater fisheries where commercial fishing and seafood production has been operating since the 1900's.

The Victorian seafood industry boasts some of the finest seafood in the country and our cooler waters produce high-value species such as southern rock lobster and abalone.

Quality scallops are available from Bass Strait, and bay and inlet fishers provide fresh locally caught scalefish. Other important fisheries in Victoria are the eel, giant crab and wrasse. Keeping this industry alive are more than 8000 employees ranging from grass roots fishermen, researchers, processors, retail outlets, policy and decision makers and training organisations.

The Brumby Government's aim is to secure, share and grow Victorian fisheries resources in an ecologically sustainable way. Management of Victorian fisheries is focused on securing a high quality base for the long term, as well as generating economic and social benefits in our communities.

We are a strong supporter of the Victorian seafood industry and will continue to help ensure its success now and into the future.

*The Hon. Joe Helper MP
Minister Responsible for Fisheries*

WELCOME FROM THE CHAIR

Seafood Directions 2010 will be hosted by Seafood Industry Victoria with the overarching theme "**Connecting the Supply Chain**". Our conference steering committee in consultation with the fishing and seafood industry have set the benchmark showcasing an informative and exciting conference. We are proud to present a program of high calibre speakers that will educate and provide delegates with information covering all aspects of the seafood and fishing industry.

The conference together with a trade exhibition will maximise your involvement and exposure to the seafood and fishing industry and allow opportunities for increasing your professional network.

With the intensity of Seafood Directions 2010, the conference steering committee has developed a social element which will incorporate the 5th Australian Seafood Industry Awards. The ceremony will take place at the picturesque Docklands and highlight some of Victoria's own culinary cooler water delights. All delegates are encouraged to attend as this event celebrates and recognises the outstanding positive achievements by individuals, business or agencies towards improving the Australian seafood industry.

As the Executive Director of Seafood Industry Victoria and on behalf of the conference steering committee I look forward to your participation in Seafood Directions 2010.

I foresee outcomes from this conference that will provide direction for the Australian seafood industry.

*Ross McGowan
Chair*

GENERAL INFORMATION

Catering

Catering will be available in the exhibition area located in Grand Ballroom 1 & 2. Please refer to the program for times.

Chairs and facilitators

Please ensure that you are available in your presentation room at least 10 minutes prior to the start of the session.

Dietary requirements

If you have advised the Conference Secretariat of special dietary requirements, please speak to a member of the catering staff during the lunch break, or at any of the functions that you may be attending. Catering staff will have a full list of those with special dietary requirements.

Disclaimer

The Conference hosts reserve the right to change the Conference program at any time without notice. Please note that this program is correct at the time of printing.

Duplication/recording

Unauthorised photography, audio taping, video recording, digital taping or any other form of duplication is prohibited in conference sessions.

Exhibition

The Conference Exhibition will be located in Grand Ballroom 1 & 2 and will be open at the following times:

Tuesday 13 April 2010	1700 - 1900
	Welcome Reception
Wednesday 14 April 2010	1000 - 1700
Thursday 15 April 2010	0930 - 1700

The Exhibition team will be located at the registration desk in the Grand Ballroom Lobby.

Mobile phones

Delegates are asked to switch off mobile phones during sessions.

Name badges

Sponsored by
Australian Crayfish Enterprises Pty Ltd



For security purposes, delegates, speakers, exhibitors and staff are asked to wear their name badges to all sessions and social functions. Entrance into sessions is restricted to registered delegates only. Entrance to the Exhibition will be limited to badge holders only. If you misplace your name badge, please see staff at the registration desk to arrange a replacement.

Program

Every endeavour has been made to produce an accurate program. If you are presenting at the Conference, please confirm your presentation times as contained within this program.

Registration and information desk

The Conference Registration desk will be located in Grand Ballroom Lobby and will be open at the following times:

Tuesday 13 April 2010	1600 - 1900
Wednesday 14 April 2010	0800 - 1900
Thursday 15 April 2010	0800 - 1700

Satchel

Each registered delegate will receive a conference satchel at the time of registration.

Smoking

Smoking is not permitted anywhere in the conference venue.

Social Program

The SD2010 Social Program has been integrated into the conference to ensure delegates have an opportunity to catch up socially and professionally with old friends and colleagues and mix with leaders in the seafood industry

Opening of the Exhibition & Welcome Reception

Tuesday 13th April 2010
5.00pm – 7.00pm
Cost: included in full delegate registration fee
Additional Tickets: \$88pp
Sebel Albert Park – Grand Ballroom 1 & 2

Join other conference delegates to officially open Seafood Directions 2010 and Exhibition.

Entry is by ticket only. Delegates must indicate their attendance in order to receive a ticket.

5th Australian Seafood Industry Awards

Sponsored by 

Thursday 15th April 2010
7.00pm – late
Cost: Included in full delegate registration fee
Additional Tickets: \$150 pp

Providing a change of venue and pace from the program, delegates and their guests can relax and enjoy this evening of special entertainment, fine food and wine whilst mingling with fellow colleagues and peers at Peninsula at the Docklands. The night will be hosted by renowned MC Michael Pope and you will also be treated to the song stylings of Australia's premier cover band, The Matt Hetherington Band. Featuring the 5th Australian Seafood Industry Awards it is a must attend event for conference delegates.

Bus transfers will be provided from the Sebel to Peninsula and back again.

Entry is by ticket only. Delegates must indicate their attendance in order to receive a ticket.

CONFERENCE SPEAKERS

Steve Bolton



Steve Bolton began a career as a fisher in the Northern Prawn Fishery (NPF) in 1975. After thirteen years fishing he took up studies at the Australian Maritime College (AMC) and completed a Bachelor of Applied Science (Fisheries). He then worked at the AMC for a year lecturing and operating the college's flume tank. Steve took up the reins as Manager of the NPF with the Australian Fisheries Management Authority (AFMA) in 1992. He has since managed a number of Commonwealth fisheries, had a stint working with the Environment Department and has returned to AFMA where he now has the role of Senior Manager, Co-management. Steve has also completed a Graduate Diploma in Natural Resources and Environmental Management.

Kate Brooks



Kate is a Social Scientist with extensive experience in rural community capacity building, and project and policy social assessments. She began her career in strategic marketing and corporate affairs in a range of industries; a career which is now complemented by an established profile in the area of social research and community sustainability. As a consultant, Kate works with a variety of industries in the NRM environment, and also part time manages the Fisheries Research and Development Corporation's Social Sciences Research Coordination Program (SSRCP). Kate's PhD focussed on social capital and the social networks that create community sustainability and resilience to facilitate growth and development. She is also a Visiting Fellow of the School of Social Sciences, ANU, and an advisory scientific panel member for the Australian Centre for Excellence in Risk Assessment (ACERA). Previous agencies that Kate worked for included the Bureau of Rural Sciences (DAFF), where she managed a variety of social research projects in the areas of forestry, fisheries and the viticulture industry. Since that time she has conducted a successful private consultancy in the rural industries field, with a strong client base in industry, State and Federal Government and Research and Development Corporations. She has also provided input to Environmentally Sustainable Development workshops, co-developed and presented community consultation workshops, and presented seminars on Commonwealth government policy uses of social (impact) assessment methodologies, and the social aspects of Triple Bottom Line Assessments. Kate has broad experience across a range of community types, and a skill set which

incorporates community consultations, survey development, community profiling, social impact assessments, program and policy evaluation and social monitoring and evaluation. Her particular specialty area of social capital, incorporating community knowledge networks, provides a basis for understanding community interactions, needs and development options, and developing new frameworks and approaches in changing environments.

Jill Briggs



Jill Briggs has been a rural consultant and facilitator for over 10 years. She runs her own consultancy – Rural Training Initiatives. Jill works primarily with individuals, communities and rural industries in leadership training and capacity building. She facilitates leadership programs for the Wine, Sugar, Citrus, Seafood and Dairy industries as the principal or co-facilitator. She currently manages and facilitates two national people development projects for The Fisheries Research and Development Corporation – the highly successful National Seafood Industry Leadership Program, now in its tenth year, and the innovative 3 M's project - Mentors, Mentorees and Mentoring. Jill's qualifications are based on a masters in leadership and post-graduate adult learning. Her academic background is science and geography. Her career background is teaching and lecturing in primary, post-primary and tertiary learning institutes. Her passion is to support rural people in the development of skills for the future. Jill is a partner in a primary production business in Northeast Victoria, Australia. She lives in a small rural community west of Rutherglen – Norong - and is an active volunteer at various levels. Jill's vision is to be part of a team that provides rural communities and industries with skills for the future.

Rob Cawthorne



The managing director and co-founder of the Carbon Reduction Institute (CRI), Rob has been involved in the generation of various environmental management applications including the creation of the flood flow management for the Hunter River Salinity Trading Scheme. This scheme is considered one of the first working models of an environmental trading scheme in the world. Rob has created an organisation that has become one of Australia's leading carbon management consultancies. The business services of CRI include carbon emissions audits, life cycle analyses; supplying carbon credits, and carbon neutral

CONFERENCE SPEAKERS

business certification. Through CRI, Rob continues to work tirelessly on finding a solution for our global climate crisis.

Shane Comiskey



Shane Comiskey is a Director of boutique food and agribusiness consultancy firm, CDI Pinnacle Management based in Brisbane. Shane's involvement in primary production extends from operating one of Australia's largest mango and vegetable production enterprises in North Queensland, holding an Honours degree in Agricultural economics,

having managed a major horticultural wholesaler business to having had the privilege of working with horticultural, beef and most recently seafood business and industries through a wide range of consultancy projects with CDI Pinnacle Management. Whilst his specialist expertise is in horticultural and beef, the lessons learnt from these sectors has been invaluable in applying 'whole of chain' strategies to other industries such as seafood and grain. His knowledge of how supply chains in Australian horticulture operate was recognised in 2008 with his retention to prepare two submissions to the Federal Government's Retail Grocery Industry Inquiry on behalf of the Australian horticultural industry. His firm has undertaken a number of projects on behalf of finfish, aquaculture prawn and oyster industries in the last four years. This paper seeks to present the findings of a research undertaken from 2 projects conducted in 2009 & 2010.

Shane's passion is to help growers who want to help themselves develop larger and more profitable businesses through knowledge creation, developing a more systematic approach to assessing the performance of their businesses and instilling in them a 'can do' approach.

Dr Nick Danenberg



Dr Nick Danenberg is a post-doctoral researcher in the Ehrenberg-Bass Institute, with over 10 years' experience in consumer and market research. Over the past 10 years, Nick has conducted extensive market research for a range of partner organisations, from a range of industries, in Australia as well as overseas, and including both public and private sectors. These projects have been primarily designed to understand consumers' beliefs and behaviours, in order to uncover and apply empirical generalisations of consumer behaviour.

More recently, Nick's area of research has been in the Seafood industry, working with government and commercial entities as part of the Australian Seafood CRC. Nick's research in this area includes work to understand restaurant chefs' perceptions and use of South Australian seafood; investigating the important drivers of consumption of prawns; the Australian population's general attitudes and behaviours regarding seafood consumption and what barriers exist to increasing the consumption of seafood in Australia; and consumers' buying patterns of seafood from the supermarket.

Rob Fish



Rob Fish has been a fishing industry rep/consultant for over 15 Years. Prior to this and after completing a marine biology degree and post graduate Fisheries Management in Edinburgh, he spent three years working in Canberra with the Australian Fisheries Management Authority. Rob has been the chair of the Northern Territory Seafood Council for four years and has

been involved directly with numerous fishing issues in the north including the Blue Mud Bay land rights decision, Territory and Federal Marine Park processes and most recently the implementation of compulsory CoOL in cooked seafood outlets. He is currently working with several large operators in developing the offshore snapper fisheries of northern Australia, including the implementation of two new management plans.

Dr Caleb Gardner



Dr Caleb Gardner is a senior scientist with the Tasmanian Aquaculture and Fisheries Institute and also works with Australian Seafood CRC as leader of the Future Harvest Theme. He has training in economics and biology and works mainly on molluscan and crustacean fisheries. His research is directed to increasing the economic yield of Australian wild fisheries through

the combined use of economic and biological information in fisheries management decision making.

Dr Laurie Goldsworthy



Laurie Goldsworthy is a Senior Research Fellow at the Australian Maritime College (AMC), University of Tasmania. In recent years, he has developed AMC's capabilities in fuels, combustion and exhaust emissions research. This includes experimental and computational studies of: diesel spray dynamics; formation and control of oxides of nitrogen emissions;

combustion and ignition properties of heavy fuel oil; the use of alternative fuels in diesel engines; and ship engine exhaust emissions inventories.

Stephen Hodges

Born into hospitality, he started his apprenticeship at 15, opened his first restaurant in partnership at 24 and since then has part owned and operated several successful Sydney Restaurants. Steve started his passion and love of seafood in 1990 and has cooked seafood only ever since. In 2003 Steve sold his share in Pier Restaurant after 13 years to mix his love for raw fish and cooked fish in a casual environment. Fish Face (34 seats) came on the market and had already been trading for 12 years and needed a bit of love. In June 03 he gutted the place and relaunched it as the informal diner and place to relax and enjoy the great seafood Sydney has to offer. As a "hole in the wall" casual fish cafe it has achieved 1 hat in the Sydney Morning Herald Good Food Guide for the last six year. Steve does regular appearances on the ABC radio, judging for NSW best oysters and regular appearances and demonstrations on fish.

Professor George Kailis



George Kailis is Professor of Management at the School of Business of the University of Notre Dame Australia. Professor Kailis holds qualifications in law and management and has had extensive industry, government and community experience. He was Managing Director of the M.G. Kailis Group one of Australia's largest fishing and aquaculture businesses from

1992-1999. Special interests are held in the areas of the environment, fisheries management and strategy. Professor Kailis has been a Director of both the Fisheries Research and Development Corporation and the Australian Fisheries Management Authority. Ongoing positions held by Professor Kailis include directorship of the M.G. Kailis Group, the Pearling Industry Advisory Committee, the Australian National Centre for Oceans and Resource Security and the Advisory Board of Yale University's Centre for Environmental Law and Policy.

Tom Kime



November 2009 saw the launch of Tom Kime's Fifth book, "Fish Tales" published by Kyle Cathie Ltd. The collection of stories and recipes has been written by Tom Kime with Bart Van Olphen, in conjunction with the Marine Stewardship Council MSC, and tells the stories of wild fish and wild places that are being fished and managed sustainably around the world. Tom

appears frequently on Market Kitchen and Saturday Kitchen in the UK and he is one of the regular chefs on Ready Steady Cook in Australia. Tom will present a thirteen part series entitled Global flavours for the New Zealand Prime Time network. The new TV series will air in April 2010. Tom writes regular articles and recipes for Olive and BBC Good Food magazines. Tom's articles have also been published in The Sunday Times' style magazine, Food Illustrated, BBC Good Food, Food and Travel and Olive. He has written articles for the Guardian and the Independent on Sunday Travel supplement and Observer Food Monthly. Articles on Tom have also appeared in the Sun Herald-Sydney Morning Herald, Good Living, Wish magazine, Sydney magazine The Age, Sunday Telegraph in Australia. Tom wrote a regular monthly column for Australian Delicious magazine throughout 2008-2009

Jeff Moore



Jeff has been involved in the fishing industry for over 10 years in the areas of management, research, operations and administration. Jeff is currently Executive Officer for the Commonwealth Great Australian Bight Fishing Industry Association (GABIA). The Association has been leading the way in Commonwealth fisheries, streamlining management and research

under a collaborative framework, focused on ensuring a sustainable and profitable long term future. Jeff is also involved as Industry Liaison Officer for the Commonwealth Marine Protected Areas implementation process, particularly the south east. He was formerly operations manager for a fishing company, which included managing vessels in a number of Commonwealth fisheries. Working in southern fisheries management, Jeff was also an officer of the Commonwealth's Australian Fisheries Management Authority from 2000 to 2003. Flowing from his keen interest in the marine environment, Jeff attained a bachelor of applied science in fisheries and aquaculture management.

Jeff's professional focus is on fostering industry's involvement

CONFERENCE SPEAKERS

in, and commitment to, sustainable and profitable fisheries management, including meaningful engagement in regional marine planning. Ongoing industry positions held by Jeff include Director of the Commonwealth Fisheries Association, Commercial fishing industry representative of the Commonwealth's Displaced Activities Policy Stakeholder Advisory Group, Executive Officer of the South East region industry MPA working group and industry member of the Great Australian Bight Management Advisory Committee and a number of Assessment Groups.

Ralph Plarre



Ralph Plarre is Co-owner, Ferguson Plarre Bakehouses Pty Ltd. He is an enthusiastic 3rd generation baker in a family business that now spans 4 generations & two families working together. Following in his fathers footsteps, he studied bakery production & distribution, which has been his speciality. His two sons now run the day to day operations. Over a 43 year baking career, Ralph helped grow the family business from 5 shops into a rapidly expanding 43 store franchise bakery chain in suburban Melbourne, Geelong & Ballarat. Ralph has been involved with the governments Greenhouse

Challenge program for many years, so consequently when the time came to build a new bakery four years ago, "sustainability" was made a priority in all aspects of planning. Since completion of the new bakery two years ago, Ferguson Plarre Bakehouses has been recognized for environmental leadership by winning the Best Green Business award in the national 2008 My Business Awards, was a finalist in the 2008 Banksia Awards and the 2009 Premiers Sustainability Awards, & in July 2009, won the Gold Banksia award, the most prestigious environmental award in Australia. Ralph has held a number of industry positions, most notably being that of President of the Baking Industry Association of Victoria (BIAV) & chairman of the National Baking body, during which time he instigated national food safety plans across the baking industry. Having retired from daily bakery duties, he is now passionately working with his industry body to develop an environmental strategy for the baking industry as a whole. He currently spends a lot of time addressing business & community groups helping them to understand the necessity for environmental action & the great outcomes that can be achieved by adopting a positive, simple, systematic attitude to sustainability.

Jason Plato



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Jason Plato is General Manager, International Marketing, Sealord Group Ltd. Graduating from BMS Waikato University, Jason spent 3 years working in Japan for a Japanese regional bank before joining Sealord Group in 1994. Running the Sealord Japan office in Tokyo for a period of 6 years, Jason then moved to the US to manage Sealord's marketing operations for another 7 years. Jason is now the General Manager of International Marketing of Sealord, based in Auckland, New Zealand. Sealord is a global seafood enterprise with a world-wide fishing, processing and marketing network. For information about the Sealord products available in your region plus recipes and regional contact details go to the drop down box at the bottom of the page and select your country. Sealord's processing headquarters is in Nelson, New Zealand where it has fish, coated products and shellfish processing plants. Nelson is also the base for Sealord's Fleet Managers, Research & Development, Information Systems, Human Resources and Staff Development and other support services. Sealord is part-owner of a joint venture mussel processing plant in Tauranga. The company is jointly owned by the Maori people of New Zealand and Japanese seafood company Nissui.

Katherine Sarneckis



Katherine Sarneckis has been working in the seafood industry for five years through the Northern Territory Seafood Council and for the past two years as CEO of the Council. Prior to the seafood industry she held various roles within both the Territory and South Australian Government in the environmental field which utilised her academic training in the field of

Environmental Toxicology. A National Seafood Industry Leadership graduate, Katherine is keen to see the industry develop and provide opportunities for it's leaders to work more collaboratively.

Chris Smyth



Chris Smyth is the Healthy Oceans Campaigner at the Australian Conservation Foundation where his work currently focuses on the establishment of marine protected areas, ecosystem-based regional marine planning, national marine legislative reform and sustainable seafood. This is the second time Chris has worked for ACF, during the first in the 1990s he edited ACF's membership magazine, *Habitat*, produced ACF's diaries and at different times carried out the roles of marketing manager and general manager.

Prior to his return to ACF Chris worked for three years at the Victorian National Parks Association coordinating its campaign for marine national parks in Victoria and an integrated national park at Point Nepean, and twelve months managing education programs for a northern Melbourne urban creek management committee.

Chris's interest in marine and coastal management and planning was sparked at university when he directed a research project team's work on Victorian coastal management and planning, and continued during his time as a geography teacher in several Victorian regional coastal communities where he was also closely involved in local environment groups. Over time he developed skills in research, editing, writing and publishing and these he further honed in the early 1990s at the Gould League of Victoria as its editor and marketing coordinator and as one of its environmental education consultants.

Chris is based at ACF's Green Building in Melbourne, an innovative commercial building concept jointly developed by ACF with philanthropists, architects, builders and others in the field.

Duncan Souter



Duncan Souter is Chief Executive Officer of MRAG Asia Pacific, a consulting company specialising in fisheries and marine resource management in the Asia/Pacific region. Prior to joining MRAG, Mr Souter was the Fisheries Adviser to the two previous Australian Government Ministers for Fisheries and contributed to the development and delivery of Australian Government

fisheries related policies and programmes, most notably those for Commonwealth fisheries. Before joining the Minister's Office, Mr Souter was Chief Executive Officer of the Queensland Seafood Industry Association, the peak representative body for the \$300m Queensland seafood industry. Mr Souter has considerable practical experience with fisheries and aquatic resource management issues including fisheries policy, planning and

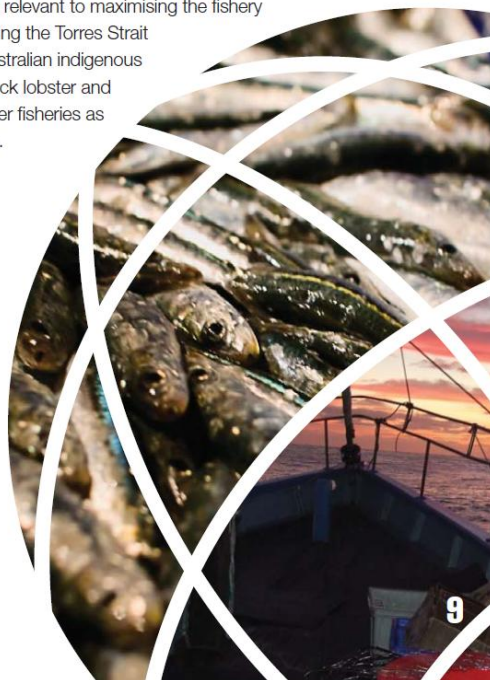
research, marine protected areas and coastal zone management. Mr Souter is a past Director of the Cooperative Research Centre for the Great Barrier Reef and has served on numerous fisheries policy and science related advisory committees. He holds a B.Sc (Hons) in marine science from the University of Queensland.

Clare Winkel



Clare Winkel has worked in the food industry since 1987, has been HACCP training since 1995, in Australia, Ireland and the United Kingdom. Clare has audited for Certification bodies since 2004 and against the BRC Global Standard for Food Safety Issue 4 & 5 since 2005, in Australia, New Zealand, Ireland, UK, Holland, China and USA. Since 1994 Clare has consulted and

trained in the following areas: seafood harvesting, farming and processing, meat processing - including wild game harvest, food service, fresh cut, food packaging, storage and distribution. Between 2006 & 2008, Clare was a researcher on the EU project STREPS no FP6- 518451 "Developing a Stakeholders Guide on the vulnerability of food and feed chains to dangerous agents and substances", which included the development of a new risk assessment method to enable the farmed Atlantic Salmon supply chain to assess for vulnerabilities to food safety contaminants, including assessment of traceability, documentation and failure to detect contaminants. In 2007 Clare completed a dissertation for her MBA (Seafood Management) on "A review of methods of management & marketing of the community and biological sustainability relevant to maximising the fishery potential" using the Torres Strait (northern Australian indigenous managed) rock lobster and sea cucumber fisheries as case studies.



THE PROGRAM

Tuesday 13 April

4.00 – 5.00 **Registration**

5.00 – 7.00 **Welcome Reception**

Join other conference delegates to officially open Seafood Directions 2010 and exhibition.

Wednesday 14 April

8.30 – 9.00 **Registration**

9.00 – 9.10 **Official Opening** – John Hasker AM, Chairman, Seafood Industry Victoria

9.10 – 9.20 **Sponsors Address** – Peter Neville, Chair, Fisheries Research and Development Corporation

9.20 – 10.20 **Keynote Presentation – Sourcing Seafood – Securing year round supply –**

Jason Plato, General Manager International Marketing, Sealord Group Ltd

Session objective – The focus of this presentation will be on the importance of securing year round supply and the challenges faced within the procurement process. Jason will talk on the network of processing plants that enhance the Sealord Group's ability to supply their products and their development of new services, products and ways of presenting seafood which are all supported by a dedicated research and development team.



10.20 – 11.00 Morning Tea

Ocean to Plate – Assessing choices

11.00–11.30 Future Harvest: Strategies to increase economic yield and productivity of wild fisheries –

Dr Caleb Gardner, Tasmanian Aquaculture and Fisheries Institute, University of Tasmania

Session objective – Wild fisheries are generally managed to meet objectives of avoiding recruitment failure and minimising risk of sustained stock decline. These objectives provide only a low bar for management decision making so that "performance gaps" are commonplace. These performance gaps are the difference between optimal vs current performance of our fisheries. World-wide this gap is estimated to have an opportunity cost of \$50 billion per year, while in Australia the current gap is estimated at 36%-46%. The Future Harvest Theme of the Australian Seafood CRC is attempting to reduce the performance gap of several of Australia's largest fisheries through collaboration with industry groups including those representing southern rock lobster, western rock lobster, abalone and prawns. In most cases the process involves identifying the main objective of management (for example MEY), modelling the fishery with account of both economic and biological processes, using industry groups to identify realistic alternative management choices, and facilitating change in management.

11.30 – 11.50 Local seafood swindles - the deception and failure of voluntary labelling – Rob Fish, Chair, Northern Territory Seafood Council & Katherine Sarneckis, CEO, Northern Territory Seafood Council

Session objective – On the 11th November 2008 the NT put in place retail licensing conditions that require fish retailers serving imported seafood for public consumption to state if the product is imported. The laws apply to menus in hotels, restaurants and cafes as well as takeaways. The NT is the first jurisdiction to implement such laws. Seafood labelling in other jurisdictions cease at the back door of food outlets, leaving consumers unable, in many instances to determine if the seafood in their meals is Australian or imported. An overview of the experiences in NT and the changes seen to date with compulsory country of origin labelling for cooked seafood.

11.50 – 12.10 Barriers and drivers of the South Australian food service sector's purchase of seafood – Dr Nick Danenberg, Ehrenberg-Bass Institute for Marketing Science

Session objective – The topic of the research is an exploration of the "Barriers and Drivers of the South Australian Food Service Sector's Purchase of Seafood". The research was conducted on behalf of Marine innovation South Australia (MISA) for the South Australian seafood industry and interviewed 65 food purchase decision makers in the South Australian food service sector about their food and seafood purchase behaviour, with the ultimate aim being to determine potential opportunities to increase the purchase of SA seafood products by the SA food service sector.

This research investigated:

- how chefs design their menu; and how important seafood is to their restaurant;
- how chefs perceive fish and shellfish compared to beef, lamb and chicken with regards to various quality attributes;
- how chefs source their seafood, what characteristics or specifications are essential or desirable, and what could be done better in the supply of seafood;
- whether there is opportunity for additional local seafood dishes to be added to menus, and what are the factors that would need to be addressed for this to happen.

12.10 – 12.30	<p>Review undertaken of fish sustainability schemes against the FAO guidelines on sustainability – Duncan Souter, CEO MRAG Asia Pacific Pty Ltd</p> <p><i>Session objective - Duncan's presentation will outline the results of a recent MRAG assessment of international seafood sustainability information schemes against FAO guidelines for fisheries and aquaculture ecolabelling. Over 30 separate certification schemes and 'recommendation lists' were assessed for conformance with the guidelines, including major names such as the Marine Stewardship Council, Friends of the Sea and the Global Aquaculture Alliance. Seven key attributes to promote effectiveness and consistency across the various schemes are identified.</i></p> <p><i>The outcomes of the study are valuable both to industry in navigating their way through the plethora of schemes on the market, and to the schemes themselves to help improve their effectiveness in the marketplace.</i></p>
12.30 – 1.00	<p>Challenges for marine capture fisheries – Professor George Kailis, The University of Notre Dame, Australia</p> <p><i>Session objective - Since the 1970s the Australian fishing industry has been characterised by the development of key high value exports. In 2007-8 a key 'cross-over' event occurred, both the volume AND value of fisheries imports exceeded that of Australian exports. This cross-over represents a 'game change' milestone. For the domestic fishing and aquaculture industries it cements a longer term shift towards domestic markets and consumers. As domestic markets (and consumers) becoming the primary focus, adaptation is required in the approaches of both industry and government. Although overall fisheries management is improving in Australia, the capability of industry and government to change at the necessary rate is under question. Industry's task is made more difficult by the need to defend its 'social licence' to operate for example from poorly planned and implemented environmental measures. Specific areas that demand resolute action include improvements in the efficiency and quality of fisheries management processes. Positively key actions have been identified in these areas that can generate significant benefits to both the Australian community and the industry.</i></p>
1.00 – 2.30	<p>Lunch</p>
<p>Capitalising on supply chain initiatives</p>	
2.30 – 2.50	<p>Australian oyster industry supply chain analysis – Shane Comiskey, CDI Pinnacle Management Pty Ltd</p> <p><i>Session objective - A business operator must fully understand both their business and that of the people with whom they deal with to be successful. The Australian oyster industry in 2009 and 2010 undertook two projects. The first, a supply chain study that sought to provide to growers an unprecedented understanding of how the Australian oyster supply chain 'works' and the limitations and opportunities that it presents to the industry.</i></p> <p><i>And secondly, a benchmarking study involving more than 40 oyster growers which compared the financial and productive performance against one another. By gathering knowledge on the farms, production strategies, packaging and marketing activities, growers are able to better understand where their business 'is' and what other businesses are doing to become more profitable. This presentation will provide a brief overview of how the Australian oyster growers now better understand their 'opponents' and 'themselves'.</i></p>
2.50 – 3.10	<p>Co-management an important cog in the supply chain – Stephen Bolton, Australian Fisheries Management Authority & Jeff Moore, Great Australian Bight Fishing Industry Association</p> <p><i>Session objective – A fish supply chain does not exist without sustainable stocks of fish, and more and more, consumers are demanding only sustainable fish. This depends on commercial fisheries being well managed. This presentation acknowledges the difficulties in managing fisheries and that management agencies have struggled in the task. The presentation looks at how the Australian Fisheries Management Authority, with support from the Fisheries Research and Development Corporation, is collaborating with the fishing industry on a co-management project to investigate better ways for achieving industry and fishery management objectives. Fishers want a simple management approach that allows them to get on with the business of fishing. Government wants to find solutions to management problems that achieve ecologically and economically sustainable fisheries. The project is demonstrating that genuine collaboration can generate mutual trust and respect between fishers and government and provide a forum for achieving these goals in an increasingly complex environment.</i></p>
3.10 – 3.30	<p>Alternative fuels for fishing vessels – Dr Laurie Goldsworthy, Australian Maritime College</p> <p><i>Session objective - In 2009 Laurie completed a project on alternative fuels, funded by the Fisheries Research and Development Corporation. The objective of the project was to evaluate alternative fuelling options for the Australian fishing fleet, to reduce costs, to provide greater fuel security and to improve sustainability by reducing greenhouse gas emissions.</i></p> <p><i>As a result of the project, realistic evaluations are provided of the various fuelling options for fishing vessels in terms of cost, safety and emissions reductions, to allow fishing vessel operators to make better informed decisions on fuelling. Alternative fuels assessed include low quality distillate, natural gas, liquefied petroleum gas (LPG), biodiesel, fish oil, ethanol and hydrogen. Assessments include availability, suitability for fishing vessel engines, on-board storage and handling, and exhaust emissions.</i></p>

THE PROGRAM

3.30 – 4.00 Afternoon Break

People Development within Supply Chains

4.00 – 4.20

Connecting the Industry – Connecting the sectors – Leadership and Mentoring – Jill Briggs, Rural Training Initiatives

Session objective – To develop the people within the seafood industry across sectors and supply chain. Methods: Two methods have been developed; 1, A leadership program for the industry across the supply chain and 2, A formal program to skill people in mentoring. Results and Discussion Delivered: Individual Outcomes – personal growth and change processes through leadership and mentoring including: decision-making and effective communication. Workplace Outcomes – workplace skill development including conflict management, public speaking, team development and project leadership. Industry Outcomes – industry benefits from leadership including: around communication, understanding differences, meeting procedure and industry sector and supply chain knowledge. Discussion: Short-term and long-term opportunities of building links across the industry through involving people in the capacity building projects. Links will also connect the project work and outcomes in other primary industries. Conclusion: Project overview and project results will focus on outputs and outcomes; trends and changes and capacity built.

4.20 – 4.40

Maximising supply chain effectiveness – social research aspects of industry development, growth and resilience in changing market environments – Dr Kate Brooks, Social Sciences Research Co-Ordination Program, FRDC

Session objective - This presentation will outline the different areas that social research can assist with a number of hypothetical scenarios that industries may consider in evaluating the value that social research can add to supply and value chain effectiveness and efficiencies.

4.40 – 5.00

Conference Close Day 1

5.00 – 6.00

Conference happy hour drinks

Join other conference delegates for an hour of drinks at the end of the days sessions in the exhibition area.

Thursday 15 April

8.30 – 9.00

Registration

9.00 – 10.00

Keynote Presentation – Taking the guesswork out of seafood sustainability – Chris Smyth, Healthy Oceans Campaigner Australian Conservation Foundation

Session objective – As the demand for seafood grows there are increasing calls from restaurants and consumers for information that will help them make sustainable seafood choices. At the same time the seafood industry is looking for ways to enhance the sustainability of its operations and assist the marketing of seafood products.

In response, the Australian Conservation Foundation, the University of Technology, Sydney and a team of independent marine scientists are developing the Sustainable Australian Seafood Assessment Program to take the guesswork out of choosing sustainable seafood. It will also reward, encourage, support and promote the efforts of wild-catch and farmed commercial seafood operators working towards sustainability. This presentation outlines the program and the outcomes of a recent pilot assessment project that assessed five Australian seafood products.

10.00 – 10.40

Morning Tea

Sustainable Business Practises

10.40 – 11.40

How sustainable practices can grow your business - Ralph Plarre, Founder of Ferguson Plarre Bakehouse

Session objective – Ralph's presentation will focus on his journey of how introducing a sustainability program into his 5th generation family business has enabled it to grow from 5 shops into a rapidly expanding 43 store franchise bakery chain. The sustainability program has led to the ability to attract better staff, more franchisees, develop new products and win the 2009 Gold Banksia award and all while improving the bottom line through more efficient practices.

11.40 – 12.00

Sustainability within the Australian seafood Supply Chain. What does it mean? – Clare Winkel NCS International

Session objective – MSY, ethical trading, green house gas reporting, community sustainability, eco labels, fair trade, fly miles and responsible fishing: Are they linked and what does it all mean for your business?

The combination of increased seafood consumption and that over 75% of the commercially caught seafood species are already fully or over exploited, has led to an increase in the interest of the sustainability of fisheries. The rules and rights must link the human system with the ecological system, if they are to succeed.

This paper examines a number of methods used to measure biological and community sustainability worldwide that are relevant for Australian fisheries to meet customer and Government requirements. The Australian seafood supply chain could achieve community

sustainability labelling of product via ethical or fair trade certification, whilst starting the process of biological sustainability labelling of product, using the results of the Australian Fisheries Management Authority AFMA/CSIRO ESD risk assessment.	
12.00 – 12.20	Climate change legislation and its impact on the Seafood Industry – Rob Cawthorne - The Carbon Reduction Institute <i>Session objective – Rob will explore climate change and the various legislative possibilities and the impact it could have on the seafood industry. The presentation will cover the risks and opportunities presented by climate change itself, the concepts behind emissions trading, other legislative options and various strategies to mitigate the risks and take advantage of the opportunities presented by a move to a low carbon economy</i>
12.20 – 2.00 Lunch	
Sustainable Cuisine – Meeting Consumer Needs	
2.00 – 2.30	Stephen Hodges – Chef, Fish Face Restaurant <i>Session objective – It's all about the fish – Keep it simple. Steve will speak on his experiences from 20 years of cooking seafood, focusing on the importance of how fish is caught, killed and stored.</i>
2.30 – 3.10	Tom Kime – Chef & Author: Fish Tales <i>Session objective – Tom will address the conference on sustainable seafood based on his travels and experiences around the world researching his latest book.</i>
3.10 – 3.40 Afternoon Break	
3.40 – 4.40	Panel Discussion – The Future of Seafood
4.40 – 5.00	Conference Close – Dr Patrick Hone, Executive Director, Fisheries Research and Development Corporation
5.00 – 6.00	Conference happy hour drinks <i>Join other conference delegates for an hour of drinks at the end of the days sessions in the exhibition area.</i>
6.30 – 11.30	5th Australian Seafood Industry Awards <i>Providing a change of venue and pace from the program, delegates and their guests can relax and enjoy this evening of special entertainment, fine food and wine whilst mingling with fellow colleagues and peers at Peninsula at the Docklands. The night will be hosted by renowned MC Michael Pope and you will also be treated to the song stylings of Australia's premier cover band, The Matt Hetherington Band. Featuring the 5th Australian Seafood Industry Awards it is a must attend event for conference delegates.</i>



Friday 16 April

Workshops

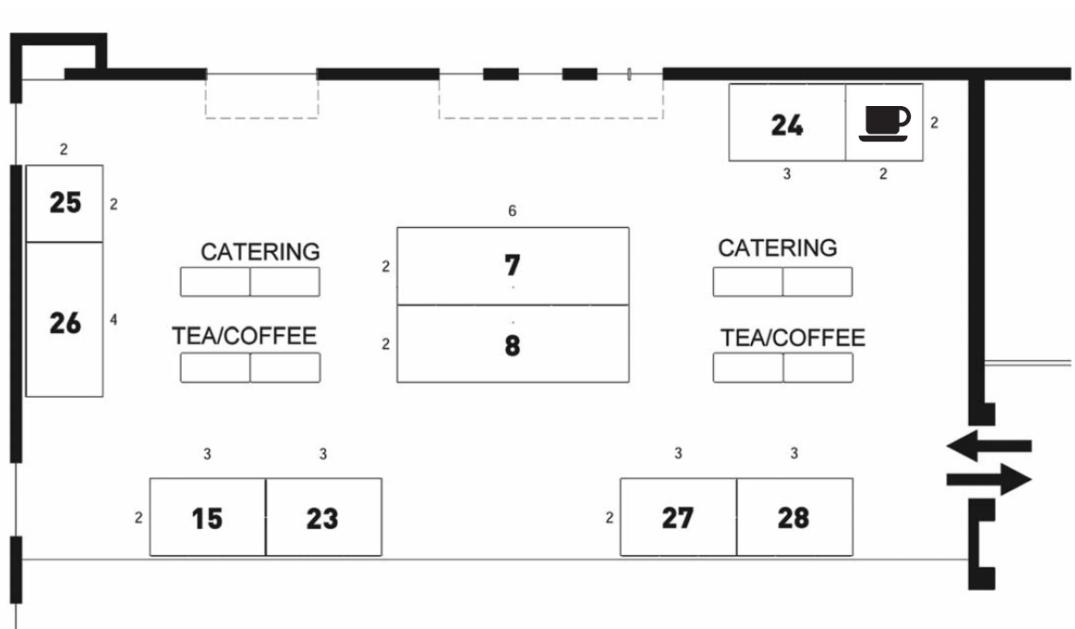
Fisheries Victoria - Victorian Commercial Fishing Statement of Intent 9am-12.30pm Room: Lake 2

Rural Training Initiatives - Learning about Mentoring 9am-4pm Room: Lake 4

Shark National Plan of Action Review Meeting 1pm-5pm Room: Lake 3



EXHIBITION FLOORPLAN



Exhibitor List

- Corex Plastics Australia Pty Ltd
Booth Number: 27

Fisheries Research and Development Corporation
Booth Numbers: 7 and 8

Marine Stewardship Council (MSC)
Booth Number: 25

NAB AGRIBUSINESS
Booth Number: 24

 NAB Agribusiness Coffee Station
- OceanWatch Australia
Booth Number: 28

Olrac (stand Olfish)
Booth Number: 15

Seafood Services Australia
Booth Number: 23

Silverlock Packaging
Booth Number: 26

EXHIBITORS

Corex Plastics Australia Pty Ltd

Booth Number: 27

Contact: Marc Aliotti
261 Frankston-Dandenong Road
Dandenong VIC 3175
AUSTRALIA
Tel: + 61 3 9238 1300
Fax: + 61 3 9794 0854
Email: marc@corex.net.au
Web: www.corex.net.au

Corex Plastics (Aust) Pty Ltd are an Australian manufacturer specialising in the extrusion of Polypropylene and Polyethylene in both hollow profile and solid sheet formats. In addition Corex fabricate specialised packaging from the extruded sheet which includes the Coolseal Seafood Packaging System, Live Tank Boxes for aquaculture and Bulk Material Handling bins. Corex have a cradle to cradle sustainability practice, with all its packaging being recyclable via Corex.

"return-reuse-recycle"

Fisheries Research and Development Corporation

Booth Numbers: 7 and 8

Contact: Peter Horvat
25 Geils Court
Deakin ACT 2600
AUSTRALIA
Tel: +61 2 6285 0400
Fax: +61 2 6285 4421
Email: peter.horvat@frdc.com.au
Web: www.frdc.com.au

The FRDC is co-funded by its stakeholders, the Australian Government and the fishing industry. The FRDC's strategic investments in research, development and extension activities benefit the three sectors of the fishing industry — commercial (wild catch and aquaculture), recreational and indigenous. The FRDC's goal is for Australia's fisheries to be sustainable and profitable.

Marine Stewardship Council (MSC)

Booth Number: 25

Contact: Patrick Caleo
10/46-48 Urunga Parade
Miranda NSW 2228
AUSTRALIA
Tel: +61 2 9524 8400
Fax: +61 2 9524 8900
Email: patrick.caleo@msc.org
Web: www.msc.org

The MSC is an international non-profit organization that was set up to promote solutions to the problem of overfishing. In total, over 160 fisheries are engaged in the MSC program with 63 certified and over 100 under full assessment. Fisheries engaged in the MSC program record annual catches of close to 7 million tonnes of seafood. Worldwide, more than 3,800 seafood products bear the blue MSC ecolabel.

NAB Agribusiness

Booth Number: 24

Contact: Angelo Biviano
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Melbourne VIC 3000
AUSTRALIA
Tel: +61 3 8636 5596
Fax: 1300 669 736
Email: Angelo.Biviano@Nab.Com.Au
Web: www.Nab.Com.Au/Agribusiness

NAB Agribusiness employs 600 agribusiness banking specialists in 110 locations Australia-wide. The Agribusiness team use their local and industry knowledge to better understand the environmental and economic needs of farmers and businesses in the Seafood Industry. NAB works with customers to tailor the best packages and advice for their businesses. Visit www.nab.com.au/agribusiness

NAB Agribusiness Coffee Station

OceanWatch Australia

Booth Number: 28

Contact: Lowri Pryce/Andy Myers
Locked Bag 247
Pyrmont NSW 2009
AUSTRALIA
Tel: +61 2 9660 2262
Fax: +61 2 9660 2786
Email: admin@oceanwatch.org.au
Website: www.oceanwatch.org.au

OceanWatch Australia is a national not-for-profit working with the seafood industry to advance its sustainability. Our key

EXHIBITORS

activities involve enhancing fish habitats and improving water quality in estuaries and coastal environments, working with industry and local communities to minimise environmental impacts, and introducing industry and communities to sustainable technologies and behaviours.

Olrac (stand Olfish)

Booth Number: 15

*Contact: Amos Barkai
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Steenberg Office Park
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Web: www.olfish.com*

The Olfish Dynamic Data Logger software, developed by OLRAC, has been customised specifically to cater for Australian fishing fleets with support from Olfish-Australia. Olfish is capable of collecting, analysing, plotting, mapping, reporting, tracing and transmitting all information related to commercial and recreational fishing operations and is compatible with AFMA reporting requirements.

Seafood Services Australia

Booth Number: 23

*Contact: Ted Loveday
PO Box 2188
Ascot QLD 4007
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Tel: +61 7 3633 6777
Fax: +61 7 3633 6776
Email: ssa@seafoodservices.com.au
Web: www.seafood.net.au*

Seafood Services Australia works with the seafood industry to:

- generate and disseminate new knowledge, processes and technical information from around the world that benefits the industry;
- develop management systems and standards for seafood safety, quality and the environment; and
- capitalise on opportunities to develop the seafood industry.

Silverlock Packaging

Booth Number: 26

*Contact: Wayne Davies
22 Somerton Park Drive
Campbellfield VIC 3061
AUSTRALIA
Tel: +61 3 9303 9933
Mobile: +61 448 336 983
Fax: +61 3 9305 2233
Email: wayne@silverlock.com.au
Web: www.silverlock.com.au*

Established in 1976, Silverlock Packaging supply retail and industrial packaging products and materials handling solutions to a diverse range of industries across Australia. We pride ourselves on our market reputation of superior service and attention to detail. With external sales staff situated throughout Victoria, Queensland, South Australia and Western Australia we can readily service your requirements anywhere in Australia.

Sponsor

Victorian Department of Primary Industries

*Contact: Dallas D'Silva
PO Box 4440
Melbourne VIC 3001
AUSTRALIA
Tel: +61 3 9658 4366
Fax: +61 3 9658 4203
Email: dallas.d'silva@dpi.vic.gov.au
Web: www.dpi.vic.gov.au/fisheries*

Victoria's fisheries are diverse and geographically extensive. We have productive coastal, bay, inlet and freshwater fisheries where commercial, aquaculture and recreational fisheries occur.

These fisheries are managed by Fisheries Victoria, a division of the Department of Primary Industries (DPI).

Our management of fisheries is focused on securing a high quality natural resource base for the long term, as well as generating economic and social benefits for our communities.

The Victorian Government is a keen supporter of our fishing and seafood industry and will continue to help ensure its success now and into the future.

We are proud to be a major sponsor of the 5th Australian Seafood Industry Awards.

NOTES



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NOTES





a proud sponsor of
Seafood Directions 2010

The Tasmanian Aquaculture and Fisheries Institute at the University of Tasmania is a leading provider of research and training for seafood industry in Australia. Our activities are focused within three programs:

Sustainable Fisheries – understanding the economic, social and biological status of key species in recreational and commercial fisheries and evaluating the effects of fishing on the environment.

Estuaries and Coasts – developing tools for the prediction and management of biodiversity, understanding marine environmental processes and providing a multiple-use-management framework for the sustainable management of the sector .

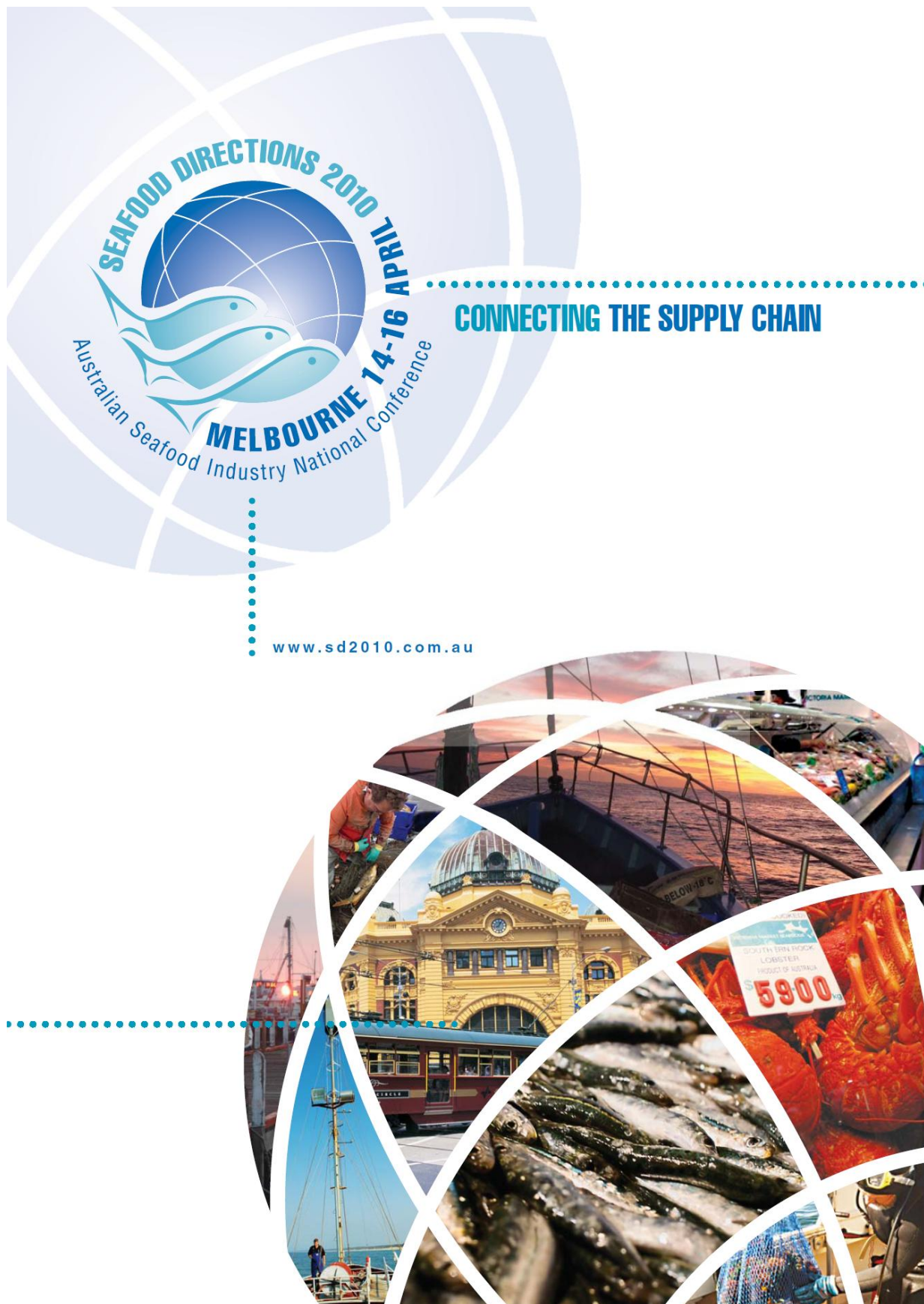
Sustainable Aquaculture – playing a key role in developing aquaculture and supporting the sustainable development of this rapidly expanding sector in Australia.

For further information on our programs, to explore collaborative opportunities or to enquire about study please visit www.tafi.org.au or contact us on (03) 62277256



TAFI is a joint venture between the State Government and the University of Tasmania





Appendix C Award Nomination and Information Form



SEAFOOD DIRECTIONS 2010
14-16 APRIL
MELBOURNE
Australian Seafood Industry National Conference

CONNECTING THE SUPPLY CHAIN

**AWARD INFORMATION
& NOMINATION FORM**


Australian Government
Fisheries Research and
Development Corporation

 *Sustainable Fishing - Healthy Seafood*
Seafood Industry Victoria Inc.

BACKGROUND

The 5th Australian Seafood Industry Awards incorporated into the conference will be held on Thursday 15 April 2010 at The Peninsula Room, Docklands in Melbourne. The Awards recognise excellence in the Australian Seafood Industry and will bring together all sectors of this vibrant industry together in one location.

The purpose of the awards is to showcase the Australian Seafood Industry, its value to the national economy, its professionalism and its commitment to supplying some of the finest seafood in the world to the local, national and international markets.

Join us in celebrating and recognising positive contributions made by groups, individuals, government, researchers and businesses towards improving the Australian Seafood Industry.

Further enquiries

Renee Vajtauer
Project Officer
Seafood Industry Victoria
Ground Floor
484 William Street
West Melbourne
VIC 3003
AUSTRALIA
E: projects@siv.com.au
T: +61 3 9329 5660
F: +61 3 9328 2533



Seafood Directions – ‘Connecting the Supply Chain’ is sponsored by the Australian Government Fisheries Research and Development Corporation and Seafood Industry Victoria.

Since its inception, Seafood Directions has been the forum to bring together experts from national and international seafood and fishing industries, government agencies, fisheries policy and decision makers, and researchers. This overarching theme of ‘Connecting the Supply Chain’ offers an excellent opportunity for members of the seafood industry across Australia to come together to exchange ideas, expand their knowledge and maximise their exposure to industry, and ultimately incorporate new technology and methodologies into their business to increase profits.

Organising Committee

Renee Vajtauer

Project Officer
Seafood Industry Victoria

Ross McGowan

Executive Director
Seafood Industry Victoria

Neil Stump

Chief Executive
Tasmanian Seafood Industry Council

Anne Taranto

Executive Assistant
Australian Crayfish Enterprises Pty Ltd

Gary Leonard

Board Member
Seafood Industry Victoria

Maria Manias

Executive Officer,
V.F.A.R.M.
(Victorian Fishery Association into Resource Management inc.)

Harry Mitchelson

CEO
Mitchelson Fisheries

Peter Horvat

Communication Manager
Fisheries Research and Development Corporation

HOW TO ENTER

TO ENTER ALL CATEGORIES

- 1 One nomination for each category of the Australian Seafood Industry Awards will be accepted from each state peak body (or similar).
- 2 Nominees should be the winner of a similar award category at the State Awards.
- 3 It is the responsibility of the person submitting a nomination to the Australian Seafood Industry Awards program to determine the particular Australian Seafood Industry Award to which that nomination is being made.
- 4 State based nomination submissions can be reproduced, as long as the format is adjusted and the judging criterion is addressed to conform to the Australian Seafood Industry Award guidelines.
- 5 Nominations must be received no later than 26 February 2010

Send all applications to:

Seafood Directions 2010 Conference Secretariat
ICMS Australasia Pty Ltd
PO Box 5005
South Melbourne VIC 3205
AUSTRALIA



T: +61 3 9682 0500
F: +61 3 9682 0344
E: info@sd2010.com.au

Judging

Closing date 26 February 2010

- There are 8 award categories that will be judged.
- Judges will select 4 finalists in each category.
- From the finalists, the judges will select a winner for the category.
- Awards will be presented at the Australian Seafood Industry Awards Gala Dinner on Thursday 15th April 2010 at The Peninsula, Docklands in Melbourne.
- Information and entries provided to the organisers may be used for promotional purposes.
- An official entry form must accompany each entry.
- You and/or your business must be nominated by one of the state peak bodies.
- Judging of eight (8) award categories will be managed by an Awards Judging Panel.
- The judges' decision is final and no discussion will be entered into.

Award categories and criteria

Seafood Restaurant Award

Presented to a seafood restaurant that has demonstrated excellence in consistently providing consumers with high quality Australian seafood and a positive seafood experience.

- Describe the nominee's history, location and operations.
- Attach a copy of the menu to illustrate the seafood selection.
- How do you control the quality of produce?
- How do you promote the restaurant and the seafood selection available?
- Outline the number of staff and staff training of product.

JUDGING CRITERIA: seafood quality measures (30), dining experience (30), staff training (15), promotion of seafood (15), seafood selection (10) = 100

Seafood Business Award

Presented to a seafood business involved in commercial fishing, aquaculture, processing, wholesale, export, import, retail, tourism, transport or other seafood related activity that has demonstrated business growth, innovation, excellence in product, service, marketing and made a significant contribution to the future of the seafood industry.

- Describe the nominee's history, location and operations.
- Describe the features that make the seafood business outstanding with regards to the following criteria:
 1. Demonstrated business growth
 2. Innovation
 3. Excellence in product, service or marketing
- Outline in detail how the nominee has made a significant contribution to the future of the seafood industry.

JUDGING CRITERIA: innovation (20), excellence in product (20), contribution to industry future (15), excellence in service (15), excellence in marketing (15), business growth (15) = 100

Award categories and criteria

Seafood Industry Producer Award

Presented to a producer that has demonstrated excellence in the production of high quality seafood, improved fishing/farming practices, innovation, promotion of a positive industry image and overall contribution to the industry.

- Describe the nominee's history.
- Describe the features that make the nominee the Seafood Industry Producer of 2009.
- Outline in detail how the nominee has made a significant contribution to the future of the seafood industry.

JUDGING CRITERIA: consistent high quality seafood (40) improved fishing/farming practices (15), innovation (15); promotion of industry (15), contribution to industry's future (15) = 100

Environment Award

Presented to an individual, company, organisation, activity, project or event that has contributed significantly to protecting or rehabilitating fisheries environments and ecosystems, innovation and/or minimising the industry's impact on the environment.

- Describe the nominee's history.
- Detail how it has contributed significantly to protecting or rehabilitating fisheries environments and ecosystems, innovation and/or minimising the industry's impact on the environment.

JUDGING CRITERIA: contribution to protecting or rehabilitating fisheries (70), innovation (20), challenge (10) = 100

Seafood Training Award

Presented to an individual, company, organisation, project, student, trainee, training provider, employer or employee – in recognition of excellence in seafood industry training.

- Describe the nominee's history.
- Describe the features of the nominee that will be recognised for excellence in seafood industry training.

JUDGING CRITERIA: commitment (30), results (20), compliance with National Seafood Training Package (20), benefit to the industry (20), innovation (10) = 100

Seafood Industry Icon Award

Presented to an individual, company or organisation whose contribution has been judged as having made a very real and positive difference to the industry, including outstanding contributions over a sustained period of time and the establishment of positive, precedent setting outcomes that have established a more secure future for the industry.

- Describe the business/individual's history.
- How has the business/individual made a very real and positive difference to the industry?
- What are the outstanding contributions they have made over a sustained period of time (please detail and include dates where possible)?
- How has the business/individual established a positive, precedent setting outcome that has established a more secure future for the industry?

JUDGING CRITERIA: contributions to industry over a sustained time (25), real and positive difference to industry (25), outcome to establish more secure future for industry (25), leadership (25) = 100



Award categories and criteria

Research and Development Award

Presented to an individual, company or organisation that has demonstrated excellence in research and development outcomes relevant to the sustainability or profitability of the Australian seafood industry.

For the purpose of this award Research and Development is defined as the systematic investigation with specific practical and commercial application which involves innovation, commitment to quality and technical risk.

- Describe the nominee's history.
- Detail how the nominee has demonstrated excellence in research and development outcomes relevant to the sustainability or profitability of the Australian seafood industry.

JUDGING CRITERIA: innovation (30), impact on Australian industry (30), results (20), application of results (20) = 100

Seafood Industry Promotion Award

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. The target area could be local, national or international.

- Describe the nominee's history.
- Detail how the nominee has made a substantial positive contribution towards the publicity of seafood and the Australian seafood industry.

JUDGING CRITERIA: improving profile of industry (40), improving the profile of seafood (40), marketing challenge (20) = 100





Entry checklist

Prior to sending your completed entry form and supporting documentation, please check the list below.

Have you:

- ☐ Nominated the award category.
- ☐ Completed all details on the entry form.
- ☐ Signed the entry form.
- ☐ Read and understood the category description and criteria to be addressed.
- ☐ Provided supporting evidence and detailed responses to the nominated category.
- ☐ Provided 6 photographs.

CLOSING DATE – 26 February 2010

Sponsorship

Seafood Directions 2010 is now seeking sponsorship for the 5th Australian Seafood Industry Awards. For further enquiries or to obtain a copy of the Sponsorship & Exhibition Prospectus, please do not hesitate to contact:

Seafood Directions 2010 Conference Secretariat
ICMS Australasia Pty Ltd
PO Box 5005
South Melbourne VIC 3205
AUSTRALIA

T: +61 3 9682 0500
F: +61 3 9682 0344
E: sponsorship@sd2010.com.au



CELEBRATING **40** YEARS - 1969-2009

Nomination Form

Please complete and return to:

**Seafood Directions 2010 Secretariat, ICMS Australasia Pty Ltd, PO Box 5005,
South Melbourne VIC 3205**

CATEGORY: _____

COMPANY OR PERSON NOMINATED: _____

NOMINEES ADDRESS: _____

CONTACT PERSON: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

NAME OF NOMINATOR: _____

NOMINATOR'S ADDRESS: _____

NOMINATOR'S PHONE NUMBER: _____

EMAIL ADDRESS: _____

Certification of information

I certify that the information included in this entry is correct to the best of my knowledge.

Name _____

Signature _____ Date _____

Please attach this form to your application, which addresses the award criteria, with 6 photographs, slides or images supporting documentation you wish to be considered with this entry.

PRIVACY

Seafood Directions 2010 are committed to protecting your privacy. The information requested in this Nomination Form is required in order to contact you regarding your entry in the Australian Seafood Industry Awards 2010.

Appendix D Sponsorship and Exhibition Prospectus



SEAFOOD DIRECTIONS 2010
MELBOURNE 14-16 APRIL
Australian Seafood Industry National Conference

CONNECTING THE SUPPLY CHAIN

SPONSORSHIP & EXHIBITION OPPORTUNITIES

www.sd2010.com.au



A collage of circular images related to the seafood industry. The images include: a fish market stall with various seafood; a boat on the water; a fisherman in a red jacket; a close-up of a fish; a lobster with a price tag of \$5900; and a fishmonger in a blue shirt.

WELCOME MESSAGE

On behalf of the Australian Seafood Industry and the conference steering committee, I invite you to participate in Seafood Directions 2010. The prospectus is designed to clearly outline the purpose and goals of Seafood Directions and the significant benefits that will be reaped by your Organisation in sponsoring the 2010 conference to be held in Melbourne.

Since its inception, Seafood Directions has been the forum to bring together experts from national and international seafood and fishing industries, government agencies, fisheries policy and decision makers, and researchers. This overarching theme of 'Connecting the Supply Chain' offers an excellent opportunity for members of the seafood industry across Australia to come together to exchange ideas, expand their knowledge and maximise their exposure to industry, and ultimately incorporate new technology and methodologies into their business to increase profits.

The Seafood Directions 2010 steering committee would very much appreciate sponsorship of your organisation to support us in running a successful conference. We embrace this opportunity to showcase innovation and development in the Australian seafood industry.

I look forward to working with you in delivering a Conference which continues the tradition of providing direction for the rapidly growing industry of seafood in Australia.

Ross McGowan
Executive Director
Seafood Industry Victoria



Local Organising Committee

Renee Vajtauer
Project Officer
Seafood Industry Victoria

Ross McGowan
Executive Director
Seafood Industry Victoria

Neil Stump
Chief Executive
Tasmanian Seafood Industry Council

Anne Taranto
Executive Assistant
Australian Crayfish Enterprises Pty Ltd

Gary Leonard
Board Member
Seafood Industry Victoria.

Maria Manias
Executive Officer
V.F.A.R.M. (Victorian Fishery Association into Resource Management inc.)

Harry Mitchelson
CEO
Mitchelson Fisheries

Peter Horvat
Communication Manager
Fisheries Research and Development Corporation

Seafood Directions 2010 Conference Secretariat



ICMS Australasia Pty Ltd
PO Box 5005
South Melbourne VIC 3205
AUSTRALIA

T: +61 3 9682 0500
F: +61 3 9682 0344
E: sponsorship@sd2010.com.au

ABOUT SEAFOOD DIRECTIONS 2010

Conference Promotion

A professionally planned marketing strategy will ensure that the benefits of supporting Seafood Directions are widely known across Australia. This includes:

- Extensive direct mail campaigns
- Website and electronic promotions
- Editorial and display advertising through industry associated organisations
- Active participation and promotion at intervening regional meetings related to Seafood Directions 2010.

Why You Should Sponsor Seafood Directions 2010

Seafood Directions 2010 provides a unique environment dedicated to connecting the major industry players, small and medium sized operators, industry associations and policy makers for the betterment of the industry as a whole.

If seafood industry operators, fishmarket operators, state and federal fisheries agencies, as well other attendees including commercial fishing operators, high-profile seafood restaurants and seafood distributors are part of your target market there is no better way to reach them all in one Conference than by supporting Seafood Directions 2010.

- Sponsorship provides an excellent opportunity to promote your name, to support your brands and to maintain a high profile among industry figures before, during and after the event.
- Conference participants are keen to work together to discuss and raise issues involved with the future of our seafood industry. Aligning your organisation with this important experience ensures you continue to have a presence and are visibly involved with shaping the future direction of the seafood industry.
- Sponsorship provides you with an opportunity to consolidate corporate and industry relationships and expose your staff to their key markets.
- Your representatives can mix informally with professionals from across Australia to further the goals of your business, region, or state.
- Your organisation's involvement, commitment and support for Seafood Directions 2009 will be widely acknowledged as outlined in this proposal.
- Your organisation will benefit significantly from exposure to a keenly interested, relevant and, above all, influential audience in an environment away from the competition of everyday distractions.
- Sponsorship contributes to the promotion, planning and operation of the Conference, reducing the overall

cost of managing and staging the event and enabling a higher level of participation by delegates.

The Seafood Directions sponsorship team would be delighted to meet with you to discuss these promotional opportunities or any ideas you might have for promoting your products or services.

Early confirmation of your sponsorship of the Conference will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to Seafood Directions 2010 and the opportunity exists for your organisation to be represented as a key supporter of the Conference well in advance of the actual dates.

All prices quoted in this prospectus include the Australian Goods and Services Tax (GST).

WE LOOK FORWARD TO SEEING YOU IN MELBOURNE!

**For all queries regarding sponsorship and exhibition,
please contact;**

Seafood Directions 2010
Sponsorship & Exhibition Manager
ICMS Australasia Pty Ltd
PO Box 5005
South Melbourne VIC 3205
AUSTRALIA

T: +61 3 9682 0500
F: +61 3 9682 0344
E: sponsorship@sd2010.com.au



MAJOR SPONSORSHIP OPPORTUNITIES

Sponsors can either select to be a Major sponsor and will receive acknowledgements, benefits and entitlements according to this level of sponsorship contribution, or can select from our other sponsorship and exhibition opportunities listed beginning page 4. All prices are inclusive of GST.

MAJOR SPONSOR

(Multiple Opportunities)

AUD 22,000

Major Sponsor Entitlements:

- 12sqm of exhibition space including four complimentary exhibitor registrations
- Two tickets to the Conference Awards Dinner
- A delegate list onsite at the Conference
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Registration Brochure (subject to deadline for inclusion)
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for inclusion)
- Organisation Logo and 100 word Company Synopsis to appear inside Conference Program Book (subject to deadline for inclusion)
- Acknowledgement on Website with logo and hyperlink to sponsor's website
- One opportunity to insert one article of promotional material into the Conference Delegate Satchels (One A4 page, content to be approved by Organising Committee)
- Selection of one of the following opportunities as part of the Major Sponsorship Package. For further details on each option, please refer to the relevant packages in this prospectus.
 - Workshop Session Sponsorship
 - Breakfast Session Sponsorship
 - Poster Display Sponsorship
 - Internet Café
 - Speaker Preparation Sponsorship
 - Water Station Sponsorship
 - Name Badges and Lanyards Sponsorship
 - Delegate Satchel Sponsorship

AWARDS DINNER SPONSOR

(Exclusive Opportunity)

AUD 22,000

Awards Dinner Sponsor Entitlements:

- Two complimentary Conference registrations
- Ten complimentary tickets to the Australian Seafood Industry Awards presentation dinner
- Verbal acknowledgment of sponsor at the Australian Seafood Industry Awards presentation dinner
- Opportunity for a sponsor spokesperson to provide a five minute address at the Awards presentation dinner
- Sponsor Logo displayed on printed material associated with the awards.
- Delegate list on-site of Conference attendees
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement on Website with logo and hyperlink to sponsor's website
- Acknowledgment as the Dinner sponsor in the Conference Program Book (subject to deadline for inclusion)
- Organisation Logo and 100 word Company Synopsis to appear inside Conference Program Book (subject to deadline for inclusion)
- One opportunity to insert one article of promotional material into the Conference Delegate Satchels (One A4 page, content to be approved by Organising Committee)

SPONSORSHIP OPPORTUNITIES

SPONSORED SESSIONS

Workshop Sponsor

(Multiple Opportunities)

AUD 7,700

The opportunity to sponsor one of the post Conference workshops that will welcome Conference delegates and workshop-only attendees to a session on a range of specific topics to be designated by the Organising Committee

Entitlements

- Opportunity to provide Organisational signage at Workshop venue/room
- Organisation logo on-screen between workshop speakers' presentations
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Breakfast Session

(Two Opportunities)

AUD 7,700

The opportunity to sponsor one 1 hour breakfast session, to be held at the Conference venue, as part of the day's program. The package includes the room rental and basic AV costs. Catering, guest speaker fees and additional AV requirements to be covered by the sponsor.

Entitlements

- Room rental and basic AV rental costs covered by the Conference
- Exclusive naming rights to the breakfast session of your choice
- Opportunity to provide sponsor's own signage at the breakfast
- Opportunity to invite delegates and non-delegates to attend
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Poster display sponsor

(Exclusive Opportunity)

AUD 6,600

The opportunity to sponsor the Conference poster display, contained within the exhibition and promoting the poster presentations over the length of the Conference

Entitlements

- Organisational branding of the poster display area
- Acknowledgement through organisation logo on Conference signage

- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

CONFERENCE FACILITIES

Internet Café

(Exclusive Opportunity)

AUD 7,700

The opportunity to have exclusive branding on the internet café in the exhibition area. Will be used regularly by delegates, speakers and exhibitors.

Entitlements

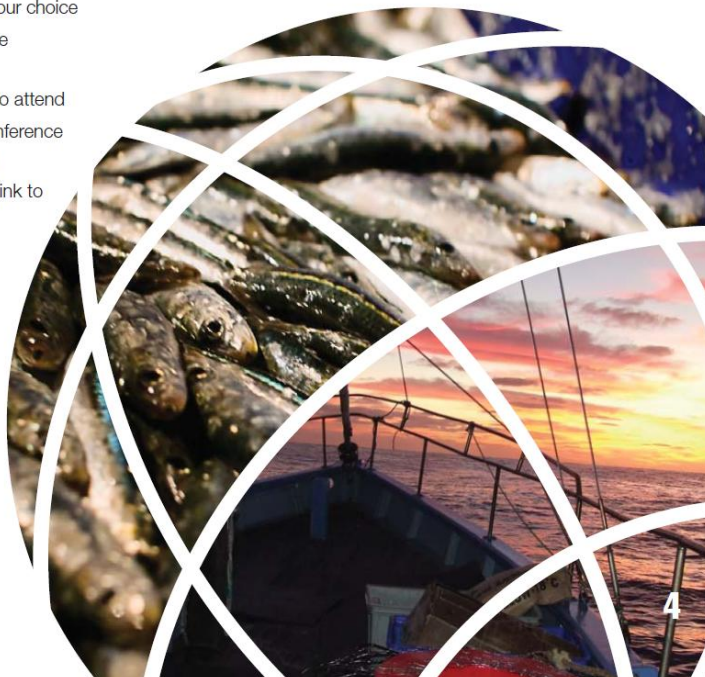
- Naming rights to the Internet Cafe
- Branding of the Internet Cafe including signage, screensavers and the desktop image
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Coffee Barista

(Exclusive Opportunity)

AUD 9,900

The opportunity to have exclusive branding on the Coffee Barista stand to be setup in a central area of the exhibition. Will be available in session break times to all Conference attendees.



SPONSORSHIP OPPORTUNITIES

Entitlements

- Naming rights to the Coffee Barista station
- Organisational branding of the Coffee Barista station
- Opportunity for sponsor to provide organisation branded napkins and cups
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Speaker Preparation Room (Exclusive Opportunity)

AUD 7,700

The opportunity to have exclusive branding through the speaker preparation room to be used by all presenters to upload their presentations.

Entitlements

- Branding on signage at the entrance to the room
- Organisation logo on screensavers and the desktop image
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

SPEAKERS

Speaker Sponsorship (Multiple Opportunities)

AUD 9,900

The Seafood Directions 2010 Conference will welcome a number of high profile speakers from around Australia and from abroad. Sponsorship of this item will allow your organisation to gain exposure through linking your profile with that of an established and prominent speaker:

Entitlements

- Acknowledgement as speaker sponsor next to all printed reference to the speaker, and acknowledgement on the website as speaker's sponsor
- Organisation logo on screen during speaker's presentation
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

PUBLICATIONS

Conference Program Book (Exclusive Opportunity)

AUD 8,800

The Seafood Directions 2010 Program Book will be distributed on-site to all participants and will be a regularly used reference source during and long after the event. It will contain the final definitive detailed program and the following related information:

- Program schedule and overview
- Information on the host organisation
- Logos of sponsors and lists of exhibitors
- The social program and information on tours, onsite facilities and communication services

Entitlements

- A full page colour advertisement on the inside front cover of the Conference Program Book
- Logo on back cover of the Conference Program Book
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Please note: Major sponsors and other sponsors have the opportunity to have advertisements in this publication.

Delegate List

(Exclusive Opportunity)

AUD 4,950

The opportunity to sponsor the Conference delegate list provided to all delegates.

Entitlements

- Delegate list pre conference and on-site
- Organisation logo on the delegate list
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Abstract CD or USB

(Exclusive Opportunity)

AUD 6,050

The opportunity to sponsor the Conference abstract CD or USB produced to record all presentations made at the Conference and to be utilised as reference material well after the Conference has concluded

Entitlements

- Organisation logo on the CD cover or USB flash disc

- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

SOCIAL FUNCTIONS

Seafood Directions 2010 Welcome Reception (Exclusive Opportunity) **AUD 11,000**

The Seafood Directions 2010 opening social event, the welcome reception will provide the first consolidated meeting point for all delegates and signal the opening of both the exhibition and the Conference

Entitlements

- 4 complimentary tickets to the Welcome Reception
- Naming rights to the Welcome Reception
- Organisation signage to be displayed in the Reception venue
- Logo to be inserted on all print items relating to the Reception – invitations, tickets etc.
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Awards Category Sponsor (Eight Opportunities) **AUD 3,575**

The opportunity to sponsor one category of eight at the Australian Seafood Industry Awards, to be held at the Conference dinner. Award Categories are:

- Seafood Business Award
- Seafood Restaurant Award
- Seafood Training Award
- Seafood Producer Award
- Seafood Industry Promotion Award
- Environment Award
- Research and Development Award
- Seafood Industry Icon Award

Entitlements

- Sponsorship of one award at the Awards Dinner
- Sponsor logo on screen and verbal acknowledgement sponsor during award ceremony.
- Two invitations to the Conference Awards Dinner
- Acknowledgement through organisation logo on Conference signage

- Acknowledgement through organisation logo in Conference Program Book and Registration Brochure (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

GENERAL ITEMS

Water Stations (Exclusive Opportunity) **AUD 8,250**

The opportunity to sponsor a series of water stations that will be placed around the Conference venue which delegates can use recyclable branded bottles to keep hydrated during the Conference

Entitlements

- Organisational branding on the water bottles as a label
- Organisation logo on the water stations
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Delegate Satchels (Exclusive Opportunity) **AUD 8,250**

The Seafood Directions 2010 Conference will provide each registered delegate with a delegate satchel containing the all conference material including the Conference Program Book, delegate list and abstract CD/USB. The satchel will also be used by delegates for long after the Conference has concluded.

Entitlements

- Organisation logo branded on the delegate satchels
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Name Badges and Lanyards (Exclusive Opportunity) **AUD 7,700**

All Seafood Directions 2010 delegates will be provided with a name badge and lanyard at the on-site registration desk which will be required for access to all sessions and social events.

Entitlements

- Organisation logo on delegate lanyards and name badges

SPONSORSHIP OPPORTUNITIES

- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Conference Note Pad & Pen (Exclusive)

Items to be supplied by sponsor AUD 2,750 or
Items supplied by Seafood Directions 2010 AUD 4,950

Every registered delegate will be provided with a pen and paper set. This will be a powerful way to promote your organisation and will continue as a reminder after the event.

Entitlements

- Organisation Notepads and Pens inserted into the Delegate Satchel
- Acknowledgement through organisation logo on Conference signage
- Acknowledgement through organisation logo in Conference Program Book (subject to deadline for submission)
- Acknowledgement on Website with logo and hyperlink to sponsor's website

Delegate Satchel Promotional Inserts

(Multiple Opportunities) AUD 900 each

Entitlements

- One opportunity to insert one article of promotional material into the Conference Delegate Satchels (One A4 page, content to be approved by Organising Committee)

Advertisement in Final Program

Advertisements will be offered in the Conference Program Book – finished art work is to be supplied by the Sponsor, by the requested date.

Full Page	AUD 1,770
Half Page	AUD 990
Quarter Page	AUD 550

EXHIBITING OPPORTUNITIES

The exhibition will be the focal point of Seafood Directions 2010 and the Conference program is structured to maximise the opportunity for delegates to visit the Exhibition. Morning and afternoon tea will be served around and in the Exhibition in addition to lunch. All pricing includes GST. Options for exhibition types are listed below:

1. Booth (Shell Scheme)

Modular stand 9 square metres AUD 3,000

- 3m x 2m space within the exhibition
- Carpet
- Back and side walls (2.4m high)
- One standard power point
- Two spotlights
- Exhibitor name and stand number over all open sides
- Organisation listing in Conference Program Book and on Website (subject to time of booking)
- General cleaning of the walkways
- Two exhibitor registrations (including lunch, morning and afternoon tea and Welcome Reception)
- Delegate list at Conference (subject to Privacy Laws)

2. Space Only

Space only AUD 450 per square metre (minimum 12 sqm).

- Organisation listing in Conference Program Book and on Conference Website (subject to time of booking)
- General cleaning of walkways
- Two exhibitor registrations (including lunch, morning and afternoon tea and Welcome Reception)
- Delegate list at Conference (subject to Privacy Laws)

3. Upgraded modular stand (available at an additional cost)

4. Tailor-made Custom Stand Design (available at an additional cost)

In addition to the above opportunities the Seafood Directions 2010 exhibition team will be happy to tailor a design to meet your specific marketing requirements. Please contact the Exhibition Manager to coordinate your individual look.

Appendix E Sponsorship and Exhibition Partners

Company	Item	Name	\$ Required (ex GST)	\$ Required (inc GST)	Comments
Sydney Fish Market	Award Category (Icon Award) + Satchel insert	David Sandrussi	\$4,068.18	\$4,475.00	
FRDC	15 Complimentary registrations, booth space, core entitlements of major sponsor (website, program book)	Peter Horvat	\$54,545.45	\$60,000.00	
Australian Fisheries Management Authority	Award Category (Seafood Producer Award) + Satchel insert	Peter Witheridge	\$4,068.18	\$4,475.00	
Symbio Alliance	Satchel insert	Sue Avery	\$818.18	\$900.00	
Seafood Services Australia	Award Category (Environment Awards)	Sharon Kimmins	\$3,250.00	\$3,575.00	
Tasmanian Aquaculture & Fisheries Institute (TAFI)	Award Category (Training Award) + 1/2 page ad in program book	Diane Smith	\$4,150.00	\$4,565.00	
NAB Agribusiness	Exhibition space + Barista station + Speaker Sponsorship	Candace Lazarus	\$10,227.27	\$11,250.00	
Fisheries Victoria	Awards Dinner Sponsor + Workshop Friday	Monique Leane	\$21,500.00	\$23,650.00	
Corex	Satchel insert	Marc Aliotti	\$636.37	\$700.00	
Oceanwatch Australia	Booth with no comp exh rego and 14 full delegate rego package	Lowri Price	\$11,363.36	\$12,500.00	
Australian Crayfish Enterprises Pty Ltd	Name Badges & Lanyards	Anne Taranto	\$7,000.00	\$7,700.00	
			\$121,626.99	\$133,790.00	
			101.36%		Target @ \$120,000

Appendix F Suggestions for future hosts of Seafood Directions (Collated)

Conference Date and Venue

- Consider other events scheduled within the selected city when setting a date and booking prospective venues.
- Advertise the date as early as possible. This will allow delegates to mark in their calendars.
- If possible, try to avoid peak fishing seasons. This can decrease numbers of 'grass roots' fishermen that are able to attend.

Establishing an Organising Committee

- A maximum of six members is ideal plus a chair, representative from the host organisation, a representative from FRDC and the conference secretariat.
- Have a representative from the previous conference.
- Be clear on the expectation and commitment required by members.

Selecting a Conference Organiser

- The conference organiser's role to be contracted out externally.
- Research the backgrounds of potential conference organisers to decide whether they are suitable e.g. In house travel bookings, AV, Sponsorship etc.
- Dedicate a day for interviewing potential conference organisers with all members of the committee to get a feel for group dynamics.
- Consider using ICMS Australasia for Seafood Directions 2011 and retaining IP.

Program Development

- 3-4 sub-themes work well for plenary sessions.
- Finalise the program and release the details as early as possible to encourage delegates to attend (preferably before the close of the early bird registration cut off)

Workshops

- Continue to have free of charge workshops (if possible) to encourage industry participation.
- Pre-evaluate industry needs and design workshops around findings.
- Offer rooms to potential workshop hosts at minimal cost to persuade participation.

Call for Papers

- Utilise Call for Papers as this broadens the choice of speakers and topics.

Invited Speakers

- Confirm speakers early to assure availability.
- Consider carefully the speaker costs when drafting a budget.

- International speakers can increase attendance so initiate contact early.

Registration

- Review the cost for full registration (consider a reduction in cost of attendance).
- Consider large discounts for group bookings.
- Budget for a series of estimates on delegate attendance. This will give a broad picture of how much revenue is achievable.

Social Program – Australian Seafood Industry Awards

- Be relatively conservative with estimating final guest numbers.
- Provide a suitable venue, in terms of accessibility, space, catering, and theme.
- Ensure the quality of Seafood (or any food and beverage served) is exceptional. This is one of the features that guests will remember.
- Allocate seating to avoid confusion on the night.
- Have a defined cut off date for the sale of extra tickets. This will help with confirming numbers with the venue.

Social Program - Welcome Reception

- Select a conference organiser that manages sponsorship/exhibitions in house.
- Avoid multiple competing service providers (e.g. Banks) as they would seek exclusivity with sponsorship.
- Be flexible and willing to tailor sponsorship packages and entitlements.

Sponsorship

- Select a conference organiser that manages sponsorship/exhibitions in house.
- Avoid multiple competing service providers (e.g. Banks) as they would seek exclusivity with sponsorship.
- Be flexible and willing to tailor sponsorship packages and entitlements.

Exhibition

- Approach exhibitors from previous Seafood Directions and utilise all committee contacts.
- Plan appropriate space for the exhibition.
- Be flexible with exhibition packages and entitlements.

Conference Marketing and Promotion

- Research the best method of marketing to attract more 'grass roots' industry members (i.e. is email the best method?).
- Consider more frequent advertising.
- Keep costs low by only printing when necessary.

Conference Delegates - Satchels

- Keep satchel bags unbranded.
- Provide simple bags that can be repurposed after the conference has concluded.