

NATIONAL SEAFOOD INDUSTRY LEADERSHIP PROGRAM 2008

GRADUATION REPORT – GAIL SPRIGGS



ACKNOWLEDGEMENTS

Australian Seafood CRC
 Fisheries Research and Development Corporation
 Sydney Fish Market
 Rural Training Initiatives

*“The **National Seafood Industry Leadership Program 2008** equips individuals with skills, networks and a whole of industry perspective, giving them the opportunity to represent their industry and make a contribution at an industry, state or national level in the future. The focus is on creating effective linkages with current leaders, government and other agencies through mentoring, industry information sessions and participation at program dinners.”*

At the first residential in Port Lincoln I established my Leadership Development Plan:

	Personal Leadership Skills	Business Leadership Skills	Industry Leadership Skills
New Skills to develop	<ul style="list-style-type: none"> • Delegate + Prioritise tasks at hand • Be Patient 	<ul style="list-style-type: none"> • Delegate + Prioritise tasks at hand • Market Research • Preparation + Implementation for promotions 	<ul style="list-style-type: none"> • Investigate needs + research plan to implement • Industry Research • Gain broader industry knowledge
How to develop skills	<ul style="list-style-type: none"> • Research task for effective communication • Listen to needs + allow time 	<ul style="list-style-type: none"> • Communicate with colleagues + external consultants • Allow more time to research, prepare + practise 	<ul style="list-style-type: none"> • Communicate with industry contacts • Source information + gain understanding

Using my development plan, I was able to participate in the Program project focusing on the skills I aimed to improve.

**National Seafood Industry Leadership Program 2008
Project Summary/Overview**

Project Title: HEALTH BENEFITS OF SEAFOOD

Project Goal: Promote increased demand resulting from consumers' improved recognition of the health benefits of Australian seafood.

Project Objectives: This project will generate an increase in business profitability through higher sales to premium price markets and improved prices in domestic markets flowing from consumers' greater appreciation of seafood's health benefits.

Project Implementation Strategies (what you did) or Project Process:

- Consultation with internal and external mentors, consumers and industry peers
- Thorough research of existing seafood health benefits scientifically supported health facts.
- Develop ideas for brochure content and a template for A5 'attention grabbing' brochure
- Brochure for download; accessible from an industry website where members and retailers will be able to access pre-organised nationally consistent information to pass onto consumers. (Providing pathways for consumers to access information)

Outcomes (what you have done):

- Research to gain an understanding of available scientifically supported information
- Gained an appreciation for depth and vastness of available information
- Developed an outline of ideas for brochure content
- Consultation with internal and external mentors, industry peers and consumers

Next Steps (what you will do to finish the project or progress it further):

- Further consultation with internal and external mentors, industry peers and consumers.
- Develop A5 brochure template for exposure to survey comment

Leadership learnt

- Preparation – Vital in providing purpose of the group, being motivational and defining roles and responsibilities.
- Communication – being positive and effective when representing the seafood industry in an informed and professional capacity.
- Networking – Appreciation of the value in consultation with and access to diverse knowledge bases.
- Time management – prioritise tasks, delegate and be more productive with time available.

Leadership demonstrated

- Public speaking and networking – more confident in my knowledge of the industry resulting in successful company presentations while utilising my ability to seek information from identified network sources.
- Preparation – Time spent in preparation for presentations, events and networking has been invaluable or personal development and providing direction for team co-ordination.
- Time Management – Offered and implemented ideas for more effective team meetings. Prioritised tasks within daily routine to become more productive within daily operations.

Leadership next steps

- Continue to develop my knowledge of the seafood industry by communicating regularly with my established network base and build upon this foundation to reflect the needs of the industry as a whole.
- Maintain a positive, professional and well informed representation of the industry.
- Develop a further understanding of new ideas and acceptance of the diversity of the industry and its people.
- Become more involved in events with the capacity to educate a diverse range of communities, industries and peers.

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