

# SEAFOOD DIRECTIONS 2011 “THE PRODUCTIVITY CHALLENGE”

James Fogarty, Qld. Seafood Marketers Association

Project No. 2010/311



**Australian Government**  

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**Fisheries Research and  
Development Corporation**



**QUEENSLAND**  
SEAFOOD MARKETERS  
— ASSOCIATION —

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## 1. NON-TECHNICAL SUMMARY

### 2010/311. Seafood Directions 2011 “The Productivity Challenge”

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### Objectives

1. Plan and deliver the 7th Seafood Directions Conference in Queensland in 2011.
2. Increase the attendance of industry members to include members from other sectors within the Seafood Industry.

#### OUTCOMES ACHIEVED TO DATE:

- The principal outcome of Project No. 2010/311 was to engage the whole supply chain, encouraging their participation.
- For the first time the aquaculture industry was to be a major part of the Conference program.

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 at a national forum.

During Seafood Directions 2009 , an opportunity for hosting the 2011 event was extended to the Queensland Seafood Marketers Association by the Seafood Directions organising committee. The Queensland Seafood Marketers Association accepted the offer and endeavoured to provide an interesting and informative conference. QSMA provided the resources necessary to ensure success.

**Objective 1:** Seafood Directions 2011 took place from 23-25th October 2011 at the Gold Coast Convention Centre in Queensland.

**Objective 2:** Conference numbers were in the range of acceptable at 245. This comprised 215 paid registrations and 30 free to sponsors and trade show exhibitors.

Of the 215 paid registrations only 45 were identified as Harvesters. Some of these would not stand close scrutiny as to meeting a proper criteria.

Plenary sessions on both days featured International speakers, Randy Rice from the Alaskan Seafood Marketing Institute on Day 1 and Professor Tiffany White from Illinois University on Day 2.

Each day after the Plenary session the conference separated into two conjoint sessions where different aspects of the productivity challenge were examined by a range of 40 speakers over the two days.

The program for Seafood Directions 2011 was designed specifically to encourage delegate participation, discussion and debate and each presentation was followed by a Q&A session to fulfill these objectives. At the end of each day delegates reconvened in the Plenary room for a facilitated panel discussion that discussed the issues raised at the various break out sessions. These discussions will form the basis of the direction the industry may take over the next two years towards Seafood Directions 2013.

From evaluation of Seafood Directions 2011 the Organising Committee concluded that the Conference had been successful in meeting the expectations of the seafood industry delegates to the Conference 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 2011 to be “very good”- excellent for program content and format.

While every incentive was used to raise the participation of grass roots fishermen, a rate of 20% of delegates was a little disappointing.

## 2. ACKNOWLEDGEMENTS

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

**Martin Perkins** - Executive Officer  
Queensland Seafood Marketers Association

**Helen Jenkins** - Executive Officer  
Australian Prawn Farmers Association

**Nick Moore** - President  
Australian Prawn Farmers Association

**Dr. Michael Gardner** - President  
Queensland Seafood Industry Association

**Winston Harris** - Executive Officer  
Queensland Seafood Industry Association

**Colin Shelley** - Manager Commercial Fisheries Development Unit Fisheries  
Queensland- Department of Employment, Economic Development and  
Innovation

**Peter Horvat** - Communications Manager  
Fisheries Research and Development Corporation

**Karen Vohland** - Director, Regional Engagement and Reef Guardians Great  
Barrier Reef Marine Park Authority

This project was funded through the Queensland Seafood Marketers Association (QSMA) by the Fisheries Research and Development Corporation (FRDC) with cash contributions in the form of sponsorship and exhibitions by the following organisations:

- Department of Employment, Economic Development and Innovation
- Seafood Services Australia.
- Seafood CRC Ltd
- Austral Fisheries Pty Ltd
- A Raptis Pty Ltd
- Australian Prawn Farmers Association
- Queensland Seafood Industry Association
- Australian Fish Management Authority
- Department of Agriculture, Fisheries and Forestry
- Great Barrier Reef Marine Park Authority
- Primary Industry and Resources SA
- Commonwealth Scientific and Industrial Research Organisation
- Centre of Excellence Science, Seafood and Health
- Sydney Fish Markets
- Western Australian Fishing Industry Council
- Australian Council of Prawn Fishers
- Institute for Marine and Arctic Studies
- Agrifood Skills Australia.
- Oxyzone Pty Ltd
- Serena Sea Pearls
- OceanWatch Australia.
- CatchLog Trading Pty Ltd
- Australian Maritime Safety Authority
- Workforce Development
- Joe Vella Insurance Brokers
- Wren Fishing Pty Ltd
- Queensland Rural Adjustment

### 3. BACKGROUND

Since its inception in 1999, Seafood Directions has been regarded as the premier national seafood industry conference for Australia. Now traveling 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 seven times, as shown in table 1.

**Table 1: Previous Seafood Directions Conferences.**

DATE	Location and Host	Themes	Attendance
7th Oct 1999	Adelaide, SA SA Seafood Council	Access Security, The Great Environment Takeover	< 200
26th Nov 2001	Brisbane, Qld Queensland Commercial Fishermens Organisation	Sustainability, Resource Security	>300
17 Sept 2003	Perth WA West Australian Fishing Industry Council	“Beyond Sustainability- Taking the Lead	<300
14 Sep 2005	Sydney, NSW Sydney Fish Markets	Netting Profits- Charting a Course for a profitable Seafood Industry	348
31 Oct 2007	Hobart, Tas Tasmanian Seafood Indutry Council	Seafood for Tomorrow- Embracing for Change	323
14 April 2010	Melbourne, Vic Seafood Industry Victoria	Connecting the Supply Chain	169
23rd Oct 2011	Gold Coast, Qld Queensland Seafood Marketers Association	The Productivity Challenge	245

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 industry
- Identify and prioritise future research and development needs
- Build networks at a national level
- Recognise industry excellence through the Seafood Awards
- Use Seafood Directions outcomes to drive future action.

The 2009 Organising Committee extended an invitation to the Queensland Seafood Marketers Association to host the 2011 Conference.

This was accepted and the Gold Coast was chosen as the venue.

## 4. NEED

The Australian Seafood Industry operates in a diverse and dynamic environment and although the volume produced in Australia is small by world standards, the value and quality of our product and sustainability of our practices 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 a significant opportunity for fisheries researchers, managers and others who work in support of the seafood industry. To examine key contemporary and strategic issues and develop blueprints that will ensure a sustainable, profitable and socially resilient seafood industry in Australia. As stated previously, this function of Seafood Directions is particularly valuable in the absence of a National Peak Body representing the interests of the Australian seafood industry as a whole.

The need for Seafood Directions is indicated by the ongoing support of key stakeholders of the seafood industry as is evident by the level of industry sponsorship and attendance at the Conference series.

## 5. OBJECTIVES

1. Plan and deliver the seventh Seafood Directions Conference in Queensland in 2011.

The organising committee settled on the location at the Gold Coast Convention Centre and the Conference dates to be October 23-25<sup>th</sup> 2011.

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

The organising committee made the decision that Seafood Directions 2011 would be a conference that examined all facets of the seafood industry in Australia i.e. both “wild caught” and Aquaculture.

To achieve this and to provide an attractive program that would appeal to harvesters, post harvest, fisheries management, researchers and NGOs the committee decided on the following themes

- Smaller Fisheries, Higher Profits, Better Management
- Another Sea Change – The Expansion of Australian Aquaculture
- New Models for Stewardship – Ensuring the resource for the future
- Extension and Adoption in the Seafood Industry – Telling the Story
- Tomorrow’s Seafood Marketing – Are You Ready
- Challenges for tomorrow
- Adaptation to Climatic Impacts
- People and Technology

## 6. METHODS

### 6.1 Conference Date and Venue

Based on the experience of previous conferences a date was set in late 2010 to ensure potential delegates and speakers had plenty of notice to set diaries. Extensive searches were conducted to ensure the dates did not clash with other major seafood activities either internationally or domestically. In addition searches were conducted to recognise other activities in the Conference area that could impact on the Conference proceedings

As the previous Brisbane Conference had attracted over 300 delegates it was felt that an attendance in this area would be targeted. After investigating various properties in and around Brisbane it was decided that the Gold Coast Convention Centre fulfilled the criteria.

The venue was set and the dates of October 23-25 were agreed.

#### **SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- Consider other events scheduled within the selected city and State when setting a date and booking a venue.
- Advertise the dates extensively to ensure diaries are marked early.
- Avoid peak fishing seasons particularly in the host state.

### 6.2 Consultation

Consultation commenced with a broad range of stakeholders to ensure all facets of the industry would provide input.

Consultation with previous Conference hosts was considered essential and was carried out regularly with the hosts of both the Tasmanian and Victorian Conferences.

### 6.3 Conference Management

#### 6.3.1 Establishing an Organising Committee

This project involved the establishment of an organising committee that was responsible for overseeing the project and providing direction and review. The organising committee was selected based on expertise and ability to contribute to program development. Expertise should be in the areas of marketing and most importantly industry engagement.

The organising committee needs to include representatives from a variety of stakeholder groups within the seafood industry. For Seafood Directions 2011 they were as follows:

- Queensland Seafood Marketers Association (QSMA)
- Queensland Seafood Industry Association (QSIA)
- Australian Prawn Farmers Association (APFA)
- Great Barrier Reef Marine Park Authority (GBRMPA)
- Fisheries Research and Development Authority (FRDC)
- Department of Employment, Economic Development and Innovation (DEEDI)

The Seafood Directions Organising Committee met once a month and was instrumental in determining the aims, objectives and direction of the Conference. Some of their roles included;

- 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
- Assist with tasks and actions set by the organising committee

The members of the organising committee were as follows:

**James Fogarty**

President - Queensland Seafood Marketers Association

**Martin Perkins**

Executive Officer - Queensland Seafood Marketers Association

**Nick Moore**

President - Australian Prawn Farmers Association

**Helen Jenkins**

Executive Officer - Australian Prawn Farmers Association

**Michael Gardner**

President - Queensland Seafood Industry Association

**Winston Harris**

Executive Officer - Queensland Seafood Industry Association

**Colin Shelley**

Manager, Commercial Fisheries Development - Department of Employment, Economic Development and Innovation

**Peter Horvat**

Communications Manager - Fisheries Research and Development Corporation

**Karen Vohland**

Director, Regional Engagement and Reef Guardians - Great Barrier Reef Marine Park Authority

**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 Queensland Seafood Marketers Association appointed Shearwater Consulting as the Conference organisers. As they were part of the primary host and had previous experience in organising Conferences and workshops they felt confident that with the help of the organising committee they could manage the process.

The conference organiser needs to have the capability to deal with travel/ Accommodation, website design, audio visual production, sponsorship and exhibition, printing and design.

Contracting out the conference organiser enables the organising committee to concentrate more easily on program development.

It is critical that all the conference organiser's duties are clearly outlined in the contractual agreement.

**SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- The Conference organiser's role to be contracted out externally
- Try to retain IP from previous Conferences within the Conference template

### **6.4 Budget**

Once the Conference organiser was selected a budget was prepared. Targets were set for delegates, sponsorship. Exhibition stands and awards sponsorship. Various committee members were allocated roles in achieving these targets.

At the request of FRDC a luncheon was arranged at the Gold Coast Marine prawn farm for delegates on Sunday 23rd and at the request of QSIA a further luncheon was arranged at the Southport Marina where a display of various fishing vessels was organised.

Separate budgets were prepared for these two functions but attendance was included in Conference registration.

77 people registered for the prawn farm luncheon and 22 attended. 66 people registered for the Marina luncheon and 21 attended. These results ensured a substantial amount of funds wasted on both catering and bus transportation.

Another example of wasted catering was the Welcome Reception where 188 delegates indicated attendance but only 120 arrived.

It is estimated that approximately \$10,000 was lost through overcatering for food and transportation.

Full Registrations did not meet targets by some extent. Commercial registrations exceeded target as the cost was strategically placed at a low level. A number of commercial registrations were doubtful but the committee decided it was not something worth pursuing.

Free of charge registrations were closely controlled. They were mainly provided as part of sponsorship and trade show packages with a small number to some speakers. In total there were 30 free registrations.

#### **SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- Consideration should be given to separating registration costs and individually charging for the different functions to avoid people indicating attendance at functions and then not attending.

## **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.

The organising committee over a number of meetings developed the the subject themes based around the “Productivity Challenge”. The initial thought was to have presentations in one room only. Expressions of interest and suggestions from the committee indicated that demand for presentation spots would quickly overflow a one room session.

The committee then decided that concurrent sessions would be introduced to allow demand to be met.

The committee developed the draft program in time to allow its posting online prior to the close of early registrations to allow people the opportunity to judge the tenor of the program prior to registration. The final program showed very little change from the draft program.

The committee also had the opportunity to obtain two overseas speakers to commence each day in a plenary session.

Overall 42 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 in an end of conference questionnaire with 4 of the 9 sessions receiving ratings of 4 plus out of 5 . The balance received between 3.03 to 3.88.

#### **SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- The draft program should always be online well before early bird registrations expire to enable delegates to make early decisions.
- If separates sessions are to be held then ensure session rooms are close together.

### **6.5.1 Call for Papers**

It was agreed by the committee that the “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 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

### **6.5.2 Invited Speakers**

The committee decided that Plenary speakers, be they international or Australian would be offered expenses paid. All other speakers would pay their own expenses plus full registrations if they wished to attend the full conference.

Invitations were extended to two overseas speakers to be keynote speakers on each day. These were accepted and proved to be highlights of the conference.

**SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- Any decision to invite overseas speakers should be taken early in the process as the calibre can have a big impact on registrations

**6.6 Registration**

At the request of the FRDC registration fees were set at a level lower than applied to Victoria in attempt to attract better numbers particularly harvesters. The fragile state of the industry was a significant factor.

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 costs to attend the conference when combined with interstate travel.

No registration brochures were printed and the online website was utilised almost 100% for registrations.

**Registration Type:**

	Earlybird (Prior to 1st September 2011)	Standard (After 1st September 2011)
Full Registration	\$550	\$715
Commercial Fisher	\$330	\$330
Student/Concession Registration	\$385	\$385
Day Rate (per day)	\$330	\$330

**Registration entitlements were as follows:****Full Registration/Commercial Fisher**

- All Conference sessions (Monday 24th & Tuesday 25th October)
- 1 Ticket to the prawn Farm/Marina Lunch (Sunday 23rd October)
- 1 Ticket to the Welcome Reception (Sunday 23rd October)
- 1 Ticket to the Australian Seafood Awards Dinner (Tuesday 25th October)
- Morning Tea
- Lunch
- Afternoon Tea
- Satchel

- Program

### **Student Registration**

- All Conference sessions
- 1 ticket to the Welcome Reception
- 1 Ticket to the Australian Seafood Awards Dinner
- Morning Tea
- Lunch
- Afternoon Tea
- Satchel
- Program

### **Day Registration**

- Conference Sessions on one day
- Morning Tea on that Day
- Lunch
- Afternoon Tea
- Satchel
- Program

#### **SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- The Registration Fee was far too low

## **6.7 Social Program**

### **6.7.1 6th 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 are 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 is therefore a must attend event.

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

- Audio Visual
- Entertainment (MC and Band)

- Venue Decorating
- Catering Options

## Venue

The conference venue has extensive experience in catering for events such as Awards Dinners and the committee was perfectly comfortable with organising the dinner at the conference venue. It also has the benefit of reducing travel time to the event.

## Tickets

Included in a full registration package was a dinner ticket to the 6th Australian Seafood Awards. Additional tickets could be purchased for partners for \$100. VIP guests were given complimentary tickets. There were also obligatory tickets as part of sponsorship packages.

### **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 the seafood(or any food and beverage served) is exceptional
- 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
- Have an additional ticket price for those with a full registration and a higher price for people merely attending the dinner.

## Judging

A Seafood Directions 2011 Award information and Nomination Form was designed and posted on the website. All State and Territory winners were automatic entrants into the Australian Seafood 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. The entries were not shortlisted. All were considered by the judging panel. 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 consistency, the judging panel assessed all nominations, not just judge on their area of expertise.

**SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- Differentiation between Small and Large producers/business category
- Standardise judging format and keep a paper trail

### **Trophies**

Trophies were selected by the committee and it was determined that the winners name be inscribed on the trophy.

### **Entertainment**

The committee had decided on utilising the services on an MC for the event. The MC was chosen based on recommendations made by members of the committee who had previously attended his performance. 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 selected the MC on the basis of entertainment value for the dinner guests but also for keeping the evening moving along on a time frame.

The band for the evening was selected by committee members who researched various opportunities. The selected band provided a suggested play list for the evening that the committee approved.

### **Management of the Event**

The committee felt it necessary to have in attendance the event 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 liased 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 greart importance. It signifies the beggining 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.

A welcome addition this year was Australia's largest prawn cocktail attempt which was very well received and enjoyed by all attendees.

Other catering was kept simple and lasted for 2 hours.

There was a brief speech from the Reception sponsor, Seafood Services Australia to welcome the delegates to the event. The reception also allowed delegates to register for the event.

## 6.8 Sponsorship

The conference organiser was given responsibility for sponsorship and exhibition requirements for the conference.

It is a 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 the potential sponsors and exhibitors.

The 2007 and 2010 sponsor 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 harvest and post harvest Sponsorship was obtained solely by the Conference organiser. No management fees were paid on sponsorship obtained.

Sponsorship and exhibition packages are described in more details in Appendix D. The sponsorship aimed to seek contributions via three major packages, this being a major dinner sponsor, a major welcome reception sponsor and a major conference sponsor. Some packages were tailored to suit the sponsors with committee approval. Sponsorship and Exhibition partners are found in Appendix B.

The Sponsorship and Exhibition Prospectus was only produced as PDF and available for download from Seafood Directions 2011 website.

### **SUGGESTIONS FOR FUTURE HOSTS OF SEAFOOD DIRECTIONS**

- Select a conference organiser that manages sponsorship/exhibitions in house.
- 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 organising committee budgetted for 14 paid stand to go with two stands that were allocated as part of sponsorship packages. Some sponsors did not take up their option for a stand to which they were entitled. The target for exhibition rental was \$35,000 and 12 paid stands resulted in revenue of \$16,500. Three stands were provided free of charge based on providing 15 full registrations.

The Exhibitors were as follows:

<b>Booth</b>	<b>Exhibitor</b>
1, 2 & 3	Fisheries Research & Development Corporation
4	Seafood Services Australia
5	A Raptis & Sons Pty Ltd
6	Catchlog Pty Ltd
7	Oxyzone Pty Ltd
9	OceanWatch Australia
10	Serena Sea Pearls
12	Australian Maritime Safety Authority
13	Workforce Development
15	Queensland Rural Adjustment Authority
16	Joe Vella Insurance Brokers
17	Queensland Seafood Marketers Association
17	Wren Fishing Pty Ltd
18	Queensland Seafood Industry Association

#### **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**

All conference marketing was handled by the conference organiser with input from the committee. It was decided that an email promotion would be conducted on a monthly basis where an extensive email list of industry stakeholders would be regularly updated on the current status of the conference.

This was targeted on getting people to visit the website and be aware of conference progress such as call for abstracts, confirmed speakers, social events etc.

The organising committee decided that advertising in various seafood magazines in Australia and New Zealand at an early stage would be the best way forward. Advertisements extolling the virtues of Seafood directions on the Gold Coast were developed and placed in the following magazines;

- FISH – Fisheries Research and Development Corporation
- Fishing Today – Tasmanian Seafood Industry Council Magazine

- The Queensland Fisherman – QSIA Magazine
- Northern Territory Seafood Council mail out to members
- Seafood Industry Victoria E News
- WA Fisheries – Weekly email newsletter
- SA Fisheries – Website
- NZ Seafood Industry Council Magazine

Overall the committee felt this was money well spent with interest from Australia. Whether it worked in New Zealand was debatable with many website hits but only three registration from that country. Nevertheless it was felt this advertising worked quite well.

### 6.10.1 Website

The website ([www.seafooddirections2011.com](http://www.seafooddirections2011.com)) 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.

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 presentations of all speakers were made available. The winners of the 6th Australian Seafood Awards were also posted on the website.

### 6.11 Conference Delegates

Overall 245 delegates attended part or all of Seafood Directions 2011. Of these were;

Full Registration Early Bird (\$550 inclusive GST)	117
Full Registration Standard Rate (\$715 inclusive GST)	25
Harvester Registration (\$330 inclusive GST)	45
Student/Concession Registration (\$385 inclusive GST)	2
Day Registrations (\$330 inclusive GST)	26
Sponsor/Trade Free	30

#### 6.11.2 Satchels

Delegate satchels were chosen by the committee with the view of having something different to the normal. A bag representing the Gold Coast was chosen.

The satchels were embroidered with the Conference logo plus sponsor logo. Cost was not a major factor so there was no shortage.

### **6.11.3 Evaluation Feedback Form**

The Conference organisers and committee conducted an evaluation of delegates at the end of the conference. Some of the positive and begative comments are set out below;

- Discussion on National issues that lead to extension of issues to industry members after.
- Good networking opportunity & useful canvassing of the issues
- Management Plans/Processes – lessons on performance indicators and reference points for better management outcomes
- More on habitat, water quality, acting responsibly in the community
- Closer relevance or engagement with wider stakeholders i.e. invite those that impinge on industry success eg. Coles, green groups, consumer groups.
- The challenge with these shows is converting the hand wringing into actions and outcomes
- Close to hotels – easy to walk – excellent lunches. Very nice food and quantity of food at welcome reception
- I thought this was a really great conference – diverse themes but all relevant to all seafood businesses
- I really appreciated the reduced registration rate for commercial fishers. It made my decision to attend much easier
- Fishers should be offered assisted financially to attend
- Where was the theme/session/recognition of the indigenous sector

## 7. RESULTS AND DISCUSSION

The first objective of this project was to deliver the seventh Seafood Directions conference on the 23rd- 25th October 2011 on the Gold Coast in Queensland. This has been achieved successfully.

The second objective was to increase the attendance of industry members which to a limited extent was successful. The final number of delegates was 245. Delegates included fisheries managers and policy makers, research providers, peak seafood industry bodies, wild catch fishers, aquaculturists, 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 regard to themes and presentations. Overall there were three international speakers, two from the USA and one from New Zealand plus another 37 presenters from government, training providers, conservation foundations, major processors, researchers and marketing specialists.

Due to the demand for speaking spots and the subjects to be covered the organising committee decided to run parallel sessions. Whilst this does create some logistical problems it was felt this was very worthwhile.

The program of Seafood Directions 2011 was designed specifically to encourage delegate participation, discussion and debate and each session was followed by a Q&A sessions to fulfil these objectives. At the end of each day a facilitated panel discussion was held to explore outcomes for the day and suggested ways forward.

The committee decided against organising workshops due to the very crowded program over the conference period. Many other organisations took the opportunity to hold their own meetings around the conference program.

## 8. BENEFITS AND ADOPTION

Benefits experienced by the target audiences of Seafood Directions 2011 are listed below;

- Uptake of knowledge
- Transfer of knowledge
- Strengthening and expanding networks across all industry sectors
- Latest information and initiatives on key themes in the seafood industry affecting productivity
- Opportunities for solutions to issues of importance in the seafood industry to secure its future
- Promotion of best practice within the industry
- Recognising and celebrating seafood industry excellence and success stories
- Maintaining networks, engagement with presenters, promoting the industry, enhancing knowledge and improving environmental and business practices 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.

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 future development of Seafood Directions are as follows:

### **Review very carefully the number of social events to be held and their cost.**

In an attempt to attract higher numbers to the conference the committee decided to add two social events on the Sunday to generate more interest to the program. Whilst these two events were considered a great success by those who attended the uptake was only minor despite many delegates indicating attendance.

These two events cost in excess of \$10,000 with a substantial amount of transport and catering wasted.

### **Reduced attendance fee**

Based on the recommendation of SD Victoria that registration fees were too high and also the FRDC requirement to encourage grass roots participation the organising committee took two decisions.

Firstly a lower rate for commercial fishers was introduced to attract greater participation. This worked to a certain degree with higher enrolments but these enrolments were in the main a little suspect with pure harvesters not well represented.

Secondly the normal registration rate was dropped by \$150 per head, again with a view to attracting more delegates. Whilst the number of paid delegates was much higher than Victoria it is difficult to decide if this was due to price or location.

Again this needs to be carefully examined in the future.

### **International Speakers – to be or not to be?**

The comments from Victoria were noted but the organising committee decided that if international speakers could be found to add value to the experience then they should not be excluded.

The three international speakers that presented offered some very interesting insights into ways the Australian industry might move forward. Comments received suggested they were the highlight of the conference.

**Gender balance on panels**

Whilst gender balance was quite good on session chairs it was remiss on panel discussions. This should be addressed at the next conference.

## 10. PLANNED OUTCOMES

Planned Outcomes	Project Outputs
<p>Hosting of Seafood Directions over 3 days in Queensland</p>	<p>Seafood Directions was successfully hosted in 2011 on the Gold Coast on 23-25 October Attendance was 245</p>
<p>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.</p>	<p>Attendance of 245 from every state in Australia plus New Zealand 40 presentations on a wide variety of themes under “Productivity Challenge” Social networking opportunities(including Marina and prawn farm lunch, welcome reception, Happy hour drinks, 6th Australian Seafood Industry Awards Exhibition booths</p>
<p>The Queensland seafood industry will benefit from the Conference through national recognition and the opportunity to share information and learn from others experience.</p>	<p>Attendance of 245 from around Australia and New Zealand Presentations by representatives of non local seafood industries Social networking opportunities The 6th Australian Seafood Industry Awards</p>
<p>The local community will benefit from the conference through gaining a greater understanding of Australia’s seafood industry, its operations and vision</p>	<p>Promotion of the conference which enabled locals to better understand the issues and challenges facing the Australian seafood industry The 6th Australian Seafood Awards The Conference website which includes all the presentations and winners of the Seafood Awards Promotion of the Industry and the Award winners with interviews on Channel 2,7,9 &amp; 10 plus ABC Radio and the Courier Mail and Gold Coast Bulletin. Also other food websites.</p>

## 11. CONCLUSION

Seafood Directions 2011 “the Productivity Challenge” reached all the defined project milestones and performance indicators with an overall great performance in the face of some tough challenges. The greatest challenge was attracting delegates from the harvest and post harvest sector.

The conference attracted international, national and local speakers and delegates. There were 245 conference delegates but was disappointing from the committee point of view as they were hoping for close to 300. It was interesting that there were 285 people at the awards dinner and probably 25 of these were people who had won a state award and travelled long distances just for the dinner but did not attend the conference.

## Appendix A – Profit and Loss Report

Item	Budget	Total
Registration - Early	115000	53163
Registration - Standard	13000	20682
Registration- Student	6000	350
Registration -Harvester	15000	21486
Registration - Day		4991
Sponsorship	150000	119500
Exhibition Booth	35000	24000
Advertising		2800
Awards Sponsorship	21000	21000
Awards Additional	15000	17745
Revenue	370000	285,719
Bank Charges	1000	1416
Postage	100	34
Promotion & Advertising	12000	15556
Speaker Expenses	10000	5711
Traveling Expenses	15000	18399
Card Charges	5000	4296
Insurance	1800	1710
Name Badges	1800	1105
Satchels	5000	2626
Welcome Reception	17500	10800
Free Registrations	6000	10200
Plenary Sessions	67500	32416
Prawn Farm BBQ	4000	4935
Marina Function	4000	5279
Printing	2600	0
Award Nomination Form	680	0
Registration Brochure	400	0
Signage & Banners	1000	0
Exhibition Booths	6000	6404
Program	7374	8335
Proceedings	500	2272
Audiovisual	35000	37411
Web Design	8000	6713
Awards Dinner	30000	31000
National Award Expenses	8000	4829
Photography	1000	1000
Awards Entertainment	6000	7500
Admin Expenses	80000	82007
Expenses	337,254	304801
	32,746	19082

## Appendix B - Sponsorship and Exhibition Partners

Company	Item	Amount ex GST	Comments
Fisheries Research & Development Cor	Signature	60,000	
Seafood Services Australia	Silver	10,000	
Qld. Seafood Marketers Assoc.	Session	5,000	
Great Barrier Reef Marine Park Auth..	Session	5,000	
Dept. Agriculture, Fisheries & Forestry	Session	5,000	
Primary Industries SA	Session	5,000	
CSIRO	Session	5,000	
Qld. Seafood Industry Assoc.	Session	5,000	
Australian Prawn Farmers Assoc.	Session	5,000	
Austral Fisheries	Session	5,000	
Safe Food	Pens	500	
Australian Council of Prawn Fishers	Pads	500	
Marine Queensland	Luncheon	3,000	
Sydney Fish Market	Advertising	2,300	
Seafood CRC	Speaker		Speaker
<b>Awards</b>			
Fisheries Queensland	Gala Dinner	15,000	
Agriskills	Restaurant	3,000	
Australian Council of Prawn Fishers	Producer	3,000	
IMAS	Training	3,000	
Qld. Seafood Industry Assoc.	Promotion	3,000	
Sydney Fish Market	Environment	3,000	
Curtin University	Young Achiever	3,000	
WA Seafood Industry Council	Icon	3,000	
FRDC	R&D	Sponsor	
SSA	Business	Sponsor	
<b>Trade Show</b>			
Joe Vella Insurance		2,000	
FRDC		Sponsor	
SSA		Sponsor	
A Raptis		3,000	
Catchlog		2,000	
Oxyzone		3,000	
Ocean Watch		Sponsor	
Sirena Pearls		Sponsor	

FRDC Final Report Project No. 2010/311R

AMSA		3,000	
Skills Formation		3,000	
RQAA		3,000	

## Appendix C - Seafood Directions 2011 Program



Australian Seafood Industry National Conference  
**SEAFOOD DIRECTIONS  
CONFERENCE**



THE PRODUCTIVITY CHALLENGE

23  
OCTOBER  
25

[www.seafooddirections2011.com](http://www.seafooddirections2011.com)

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# CONFERENCE SPONSORS

Seafood Directions 2011

## Signature Sponsor



## Keynote Speaker Sponsor



## Gala Dinner Sponsor Fisheries Queensland



## Welcome Reception Sponsor



## Conference Session Sponsors



## Awards Category Sponsors



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# WELCOME

Seafood Directions 2011

## Welcome from the Minister



### Welcome to the 2011 Seafood Directions Conference.

This year's conference holds special significance for the Queensland seafood industry. Queenslanders are by nature resilient people and since the last conference we have battled devastating floods and cyclones across the state as well as the after effects of global financial crisis.

But these events could not dampen the resolve of a dedicated and passionate seafood industry, and we are proud to be hosting this year's conference on the beautiful Gold Coast.

This year's theme, 'The Productivity Challenge' will see the Australia's seafood industry leaders come together to tackle the tough issues such as the global marketplace, productivity and sustainability.

But this conference is not only about the challenges we face. It is also about recognising the hard work of the people who make up this fantastic industry.

As the Queensland Minister for Fisheries and Marine Infrastructure I am continually inspired by the resolve and character of our world renowned seafood industry.

Our seafood industry is creative, competitive and determined more than ever to deliver a high quality and sustainably sourced product.

In Queensland alone, the gross value of production in commercial and aquaculture sectors is more than \$320 million each year, not to mention the thousands of Queenslanders who are employed along the seafood value chain.

This year's conference will no doubt offer an abundance of new products, ideas and innovations to invigorate the industry.

**Hon Craig Wallace MP**  
**Minister for Main Roads, Fisheries and Marine Infrastructure**

## Welcome from the Chair

Seafood Directions 2011 will be hosted jointly by the Queensland Seafood Marketers Association, the Queensland Seafood Industry Association and the Australian Prawn Farmers Association with the overarching theme of the "Productivity Challenge". The 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 the 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 2011 the conference steering committee has developed a social element that will incorporate the 6th Australian Seafood Awards. The ceremony will take place at the Gold Coast Convention Centre and will highlight some of Queensland's culinary tropical 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. In addition the Committee have organised two further social functions with seafood themes to occur on the Sunday prior to the Conference. They are separate lunches at a Gold Coast prawn farm and Fishermen's wharf at the Southport spit.

As the President of the Queensland Seafood Marketers Association and on behalf of the steering committee I look forward to your participation in Seafood Directions 2011.

I foresee outcomes from the conference that will provide future pathways for the Australian seafood industry.

**James Fogarty**  
**Chair**

# GENERAL INFORMATION

Seafood Directions 2011

## Catering

Catering will be available in the exhibition area located in Hall 1. 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 the 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 Hall 1 and will be open at the following times:

Sunday October 23	18.00 – 20.00 hrs Welcome Reception
Monday October 24	10.00 – 18.00 hrs
Tuesday October 25	09.30 – 17.00 hrs

## Name Badges

For security purposes, delegates, speakers, exhibitors and staff are asked to wear their name badges at 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.

## Mobile Phones

Delegates are asked to switch off mobile phones during sessions.

## Program

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

## Registration and Information Desk

The Conference Registration Desk will be located in the Convention Centre Lobby and will be open at the following times:

Sunday October 23	09.00 – 10.00 hrs 17.00 – 18.00 hrs
Monday October 24	08.00 – 19.00 hrs
Tuesday October 25	08.00 – 14.00 hrs

## 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 SD2011 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.

## BBQ Lunch at Gold Coast Prawn Farm

Sunday October 23	12.00 -14.00 hrs
-------------------	------------------

Cost included in full, student and commercial fisher delegate registration fee. Additional tickets: \$50 pp.

- or -

## “Freshest Catch Direct from the Boat” at Gold Coast Fisherman’s Co-op

Sunday October 23	12.00 - 14.00 hrs
-------------------	-------------------

Cost included in full, student and commercial fisher delegate registration fee. Additional tickets: \$50 pp.

## Opening of the Exhibition and Welcome Reception

Sunday October 23	18.00 – 20.00 hrs
-------------------	-------------------

## Seafood Services Australia

1. SSA is a resource to strengthen industry productivity, prosperity and resilience.
2. SSA is a dynamic organisation responsive to industry needs and priorities.
3. SSA undertakes key functions to support seafood industry development.
4. SSA clients and customers include all sectors in the seafood supply chain (fishers, aquaculture, processors, wholesale, exports, import, retail, food service).
5. SSA partners with industry and government through Federal, state and regional industry organisations, government agencies, scientific institutions, consultants and other seafood experts.
6. SSA is led by a skills based board of directors and executive.
7. SSA is strictly apolitical and is not an industry representative body.

**SSA** is ready to step up with experience, confidence and a range of specialist services to help tackle existing and emerging challenges to seafood industry productivity and resilience.

**SSA** will achieve this through its Flagship Programs 2012 and beyond:

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- ◆ Industry Awareness and Capacity

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Seafood Services (SSA) is a not for profit company supported by the Australian seafood industry and the Australian Government through funding from the Fisheries Research and Development Corporation



**SSA**  
*delivers*

## CONFERENCE SPEAKERS

Seafood Directions 2011



**Assoc Prof  
Tiffany Barnett White**

Associate Professor of Business Administration and Bruce and Anne Strohm Faculty Fellow Biographical Sketch Tiffany Barnett White is Associate Professor of Business Administration and Bruce and Anne

Strohm Faculty Fellow at the University of Illinois, College of Business. She joined the faculty at Illinois in 1999 and received a Ph.D. in marketing from Duke University in 2000. Professor White holds M.S. and B.S. degrees in advertising from the University of Illinois.

Her teaching and research interests are in the area of consumer psychology. Her research addresses affective cognitive and behavioral aspects of consumer-level brand relationships, including exchange behavior and the development and deterioration of consumer trust within these relationships.

Her recent publications include "The Effects of Self-Brand Connections on Responses to Brand Failure: A New Look at the Consumer-Brand Relationship," with Shirley Cheng and Lan Chaplin (in press, *Journal of Consumer Psychology*), "Getting too personal: Reactance to highly personalized e-mail solicitations," with Deb Zahay, Helge Thorbjornsen, and Sharon Shavitt (*Marketing Letters*), and "Converting Website Visitors into Buyers: How Website Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions," with Ann Schlosser and Susan Lloyd (*Journal of Marketing*). Her paper, "Dynamic Customer Relationship Management: Incorporating Future Considerations into the Service Retention Decision" (*Journal of Marketing*) was awarded the 2003 Donald R. Lehmann Award for an outstanding dissertation-based article in marketing research. A secondary stream of Professor White's research investigates consumers' responses to product assortment.

Professor White serves as Secretary-Treasurer for the Society for Consumer Psychology and is a member of the Editorial Board for the *Journal of Consumer Psychology*. She is also an ad hoc reviewer for several other marketing journals.



**Randy Rice**

*Seafood Technical Program Director, Alaska Seafood Marketing Institute*  
Randy completed his undergraduate degree in Marine Biology at the University of California, and a Master's Degree in Biological Oceanography & Fisheries at

the University of Alaska. He worked extensively with Alaska fish and shellfish species, and also conducted research in Antarctica. Before coming to the Alaska Seafood Marketing Institute, Randy worked with the Alaska Department of Fish and Game, and the Alaska Department of Environmental Conservation developing expertise in water quality, contaminants, and fish habitat issues. He also worked privately as an Environmental Consultant and fished commercially in Alaska for 19 years.

Randy has travelled extensively on behalf of Alaska seafood speaking on topics of food safety, fisheries sustainability, and ecological issues associated with seafood consumption. Randy regularly conducts technical seminars for chefs, retailers, cargo handlers, and media. He also works with the Alaska seafood industry on issues of food labeling, health claims, traceability, seafood quality and safety. He stays informed on the latest science concerning omega3 fatty acids, as well as controversial issues such as risks posed by trace levels of contaminants in fish. In recent months, Randy has been intensively involved with issues of seafood sustainability.



**Dr Patrick Hone**

Dr Patrick Hone is the Executive Director of the Fisheries Research and Development Corporation and has extensive knowledge of all sectors of the fishing industry. He has a PhD in marine plant eco-physiology and nutrition. He

undertook post graduate studies on the development of aquaculture feed, with a major emphasis on abalone. He was involved in the development of several significant aquaculture industry developments including Southern Bluefin Tuna, Pacific Oyster, Abalone, Yellowtail Kingfish and mussel aquaculture. Over the last 13 years at FRDC he has played a key role in the planning, management and funding of fisheries related research and development in Australia.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Karen Vohland

*Director, Regional Engagement and Reef Guardians  
Great Barrier Reef Marine Park Authority*

Karen is a passionate communications professional with more than 25 years experience in media, marketing and public relations in both the private and public sectors. In her current role at the Great Barrier Reef Marine Park Authority, she directs the agency's Regional Engagement activities including its regional offices and the Reef Guardian Program. Reef Guardians is a voluntary stewardship recognition program that aims to showcase the environmental actions already being undertaken by stakeholders within coastal communities and industries both in the Great Barrier Reef catchment and in the Marine Park. Currently the project involves strengthening the existing Reef Guardian Schools and Reef Guardian Councils programs and working with Farmers and Fishers to develop opportunities to expand the program into these industries.

Prior to this, Karen was the Communications and Education Director for the GBRMPA for seven years. She has also held senior communication roles in the public health sector, emergency services and the television media and has operated her own successful marketing company. Karen has a Masters Degree in Professional Communications.



### Dr Len Stephens

#### Current Positions

*Managing Director, The Seafood CRC Ltd (Appointed July 2007)*

A cooperative research centre involving 28 industry and scientific partners investing \$ 145 million over seven years.

*Company Director, Dairy Australia Ltd (Appointed November 2007 - November 2010)*

The principal company responsible for funding and managing research, marketing and trade development for the Australian dairy industry

#### Previous Positions and Experience

*Chief Executive Officer, Australian Wool Innovation Ltd (2003 - 2006)*

With staff in six countries, AWI provides marketing support

for Australia's \$ 3 billion Merino wool export industry and conducts research to improve the production and processing of wool.

*General Manager, Meat & Livestock Australia Ltd (1996 - 2003)*

Part of the Executive team that established MLA, the company responsible for research, marketing and promotion on behalf of Australia's beef and lamb producers. Responsible for all the applied livestock production R&D across Australia.

*Director, Victorian Institute of Animal Science (1987 - 1996)*

Inaugural Director of VIAS, established by the Victorian Government to provide veterinary diagnostic services, biotechnology and a wide range of R&D programs.



### Colin Creighton

Colin grew up on the Clarence, and a very long time ago was a professional fisherman [prawn trawling] out of Yamba, while advocating the cessation of excessive wetland drainage for these previously highly productive coastal fisheries. Colin now chairs and science manages

the Climate Change Adaptation - Marine Biodiversity and Fisheries initiative for Fisheries RDC and the Department of Climate Change and Energy Efficiency and the Reef Rescue R&D program that is facilitating more profitable and improved water quality practices for agriculture in Great Barrier Reef catchments.

Colin's previous natural resources and primary industry career highlights include:

- Proponent for the \$200M Reef Rescue and related initiatives such as Project Catalyst in smarter agricultural practices, \$1.4B National Action Plan for Salinity and Water Quality, and various marine initiatives such as wetland protection and bioregionalisation mapping.
- Head of National Land and Water Resources Audit, National Program for Sustainable Irrigation, CSIRO Water Flagship, Mackay Whitsunday Natural Resources and Managing Climate Variability.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Prof Alexandra McManus

Professor Alexandra McManus is Director of the Centre of Excellence for Science Seafood & Health (CESSH) housed within Curtin University. Her research has encompassed a range of disciplines with the major contributes across three main areas of expertise being: 1) study design, 2) measurement instrument development and 3) evaluation.

Alexandra has extensive experience in project management and intervention research and has won Awards for Excellence in Research and Teaching (x2) and was the recipient of an NHMRC Public Health Doctoral scholarship. Alexandra is currently Chief Investigator on 15 research grants totalling \$4.5 million, has published 98 peer-reviewed articles and major research reports, presented at 117 national and international conferences which include 58 invited addresses.

She has spent considerable time working in community-based research, injury prevention, workplace health, child health and with indigenous populations.



### Wil Conn

Wil Conn is the Industry Recovery Officer (Tropical Cyclone Yasi) for the Fisheries, Seafood and Aquaculture Industries. He has an Honours degree in Applied Biological Sciences, a Masters degree in Applied Fish Biology and is currently undertaking a PhD through the Business School of the University of the Sunshine Coast.

Prior to this temporary role Mr Conn was involved in commercial aquaculture for over 13 years, including senior management positions. Immediately prior to the IRO position, Wil was the Project Manager of the Queensland Aquaculture Skills Formation Strategy, an initiative focused on advancing industry identified workforce and industry development needs.

The Recovery Officer position is as a result of a cooperatively funded project between industry and State and Federal Governments that is administered by the Queensland Farmers Federation and the Australian Seafood CRC.



### 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.

Jill's qualifications are her study program for a Masters Degree 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.



### Lowri Pryce

*Executive Officer,  
OceanWatch Australia*

Lowri is originally from Wales and is a fluent Welsh speaker. Following completion of a Performing Arts degree, she spent 15 years in the UK Arts/Not for profit sector managing large-scale education programs.

A passionate (but balanced!) environmentalist, Lowri completed a Masters of Social Science (Environment & Planning) in Melbourne in 2004 and has since worked exclusively in the marine field.

With OceanWatch since 2006, she instigated the Fishing for Waste and TAngler Projects, and currently manages the SeaNet Extension Program, and as EO she is responsible for guiding company operations. Her passion for sustainable seafood and marine conservation is stronger than ever, and she is very proud of the role the OceanWatch team plays in growing the Australian seafood industry's environmental credentials.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Hon Dexter Davies

Dexter is a former member of the Western Australian Parliament, he holds a Bachelor of Business degree from Curtin University WA and is a member of the Australian Institute of Company Directors.

Dexter was Chairman of the

Western Rocklobster Council for five years, a Director of the Western Australian Fishing Industry Council and Chairman of the Aquaculture Development Council WA for seven years.

Dexter is currently Chairman of the Seafood Standing Committee of AgriFood Skills Australia Ltd, a Director of the Rural Business Development Corporation WA, a Councillor of the Royal Agricultural Society WA, a Board Member of the Western Australian Cricket Association and Chairman of the Minister of Agriculture and Food Dry Season Advisory Committee WA.



### Daryl Sykes

Twenty years experience as a commercial rock lobster fisherman on the southern north island coast of New Zealand gave Daryl Sykes both inspiration and enthusiasm to pursue a new career in fishery research and management planning. Frustrated at the levels of communication and response between working fishermen and fisheries managers Daryl has paid particular attention to facilitating improved levels of understanding and respect between fisheries stakeholder groups and bureaucrats, leading to well informed and better directed decisions and outcomes.

Daryl became actively involved in the politics of the New Zealand fishing industry in 1984 when he was elected to the executive of a national industry organisation. In 1991 he came ashore to pursue full time industry representation and advocacy. After serving as the rock lobster industry coordinator for the NZ Fishing Industry Board, Daryl was contracted as Executive Officer of the NZ Rock Lobster Industry Council in 1996. He is a director of the New Zealand Seafood Industry Council (SeaFIC) and of the Seafood New Zealand magazine company. He is also one of three sector managers for the recently established New Zealand Inshore Fishing Industry Council - IFIC.

In his role as an independent fisheries consultant Daryl

has also completed contracts for industry groups and Government agencies in New Zealand and overseas.

The contribution to local communities and local economies made by commercial fishermen and their families is a particular focus of the advocacy and strategic planning undertaken by Daryl on behalf of industry. Self governance, voluntary compliance, industry generated research, and collective commercial harvest initiatives within a secure property rights based management framework are recurring themes of presentations that Daryl has made to national and international conferences from 1984 to the present.



### Dr Nigel Preston

Dr Preston is the Leader of the CSIRO Food Futures Flagship Breed Engineering Theme, focused on developing animal breeds and nutrition to enhance Australia's livestock and aquaculture industries.

Dr Preston's research experience and interests include: marine biology, marine ecology, the environmental management of aquaculture and the development and application of advanced genetics and nutrition technologies to livestock and aquaculture industries. The multidisciplinary research teams that he has led have contributed to the economic and environmental sustainability of prawn farming industry in Australia and several other countries including Vietnam, Indonesia, Saudi Arabia, Mexico and Brazil.



### Dr Michael Harte

Dr Michael Harte is the National Manager - Marine for WWF Australia. He is also a Professor in the Marine Resource Management Programme at Oregon State University, USA.

Dr Harte has worked in fisheries management for over 15 years. His fisheries experience spans the globe having worked in the public and private sectors in New Zealand, the Falkland Islands, North America and Australia.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Jonas Woolford

Jonas lives on the west coast of South Australia's Eyre Peninsular around Port Lincoln, Elliston & Streaky Bay, he has been diving for abalone in the Western Zone of the South Australian Abalone Fishery since 1997. He holds an Advanced

Diploma of Accounting, is a graduate of the Lead on Seafood 2006 Professional Develop Program and the Australian Rural Leadership Program 2010.

Jonas is Vice Chair of the Abalone Council Australia Ltd. and is President of the Abalone Industry Association of South Australia Inc.

He is the Chairman of Wildcatch Fisheries SA, South Australia's peak fishing industry body and a director of his family company Eyrewoolf Enterprises Pty Ltd.

He likes to surf and travel (explore).



### Dr Brian Paterson

Dr Brian Paterson is a principal research scientist based at DEEDI's Bribie Island Research Centre. His major research focus is maturation of prawns and impacts of climate change and energy use in aquaculture. Brian moved to Bribie

from the Department's Centre for Food Technology in 2001.

Brian is returning to his roots at Bribie, having joined the then DPI some twenty years ago for the original live kuruma prawn project.

He has experience in the handling and transport of live seafood and physiology of prawns, lobsters, and crabs (and barramundi) as well as the effects of feeds, harvesting and handling practices on product characteristics in aquaculture such as colour and flavour.



### Dr Catherine McLeod

Ensuring that both domestic and international consumers of seafood enjoy the highest standards of food safety is the main driving force behind the work of Dr Catherine McLeod, who is the Sub Program Leader for the Seafood Safety

and Market Access Group within the South Australian Research and Development Institute (SARDI). This involves liaison with both industry and government Regulators in such programs as the Australian Shellfish Quality Assurance Program and SafeFish, which she currently Chairs, in preparation for meetings such as the Codex Committee on Food Hygiene, and in discussing the implementation of Australia's policies on food safety. Her qualifications include a Master's (focusing on marine biotoxins) and a PhD (on the uptake and elimination of viruses in Pacific oysters), which gives her an overarching perspective on two major human food safety issues affecting seafood.

Cath currently manages a number of diverse research projects, including responding to specific active concerns, such as closures of oyster production areas due to viral contamination, the risks of harmful algal blooms and biotoxins on the safety of shellfish, and risk analysis in food chain hygiene. Strategic issues with longer term implications for the sector are also part of her responsibilities, including assessment of the potential for abalone to uptake biotoxins and contributing to the development of international standards.



### Dr Richard Smullen

*Aqua Feed Technical Manager*

Dr Richard Smullen has been in the aquaculture industry for the last 18 years. After his PhD on Shrimp Broodstock Nutrition he was a post doctoral researcher and lecturer at The Institute of Aquaculture, Stirling

University.

After leaving the academic environment Richard worked for BioMar - the third largest fish feed manufacturer in the world, as the Technical and Product Development Manager. Since October 2003, Richard has been the Technical Manager at Ridley Aqua-Feeds.

## CONFERENCE SPEAKERS

Seafood Directions 2011



**Assoc Prof  
Meredith Lawley**

Currently, Meredith is an Associate Professor (Marketing) within the Faculty of Business at the University of the Sunshine Coast. She teaches Research Methods and Marketing Management at postgraduate level. Up until 2009, Meredith's key research interests were in services marketing, particularly the marketing of international education. Then came the Australian Seafood CRC. Meredith is now Theme Leader for Consumer Insights within the Sellfish section of the CRC. She is the Principal Investigator on 3 CRC projects and is a co-investigator on several other projects. As part of her role as Theme Leader she has input and gives advice on a range of CRC research projects involving consumer research.



**Dr Jess Jennings**

Jess Jennings has an honours degree in Economics and Econometrics (University of New England), and a scholarship doctorate On the Effectiveness of Participatory Research in Agriculture from the University of Western Sydney (Hawkesbury).

Career experience includes agricultural based economic and social research at regional, state and national levels including 2.5 years with the Australian Bureau of Agricultural and Resource Economics (ABARE) focused on technology adoption and change Management in the Australian dairy industry.

Jess currently directs Rufus Jennings Pty Ltd specialising in promoting and achieving improved Natural Resource Management (NRM) outcomes for agricultural industries, effective extension design and delivery, drought relief/response services, and project management, including being Dairy Australia's Regional NRM Coordinator for NSW under the national Dairying For Tomorrow program (co-funded by Australian Government's Sustainable Industries Initiative), and has held this position for over 5 years. Jess has input to a variety of projects involving a wide range of rural and agricultural stakeholders, including farmer organisations (NSW Farmers Association), state, local and federal government, and the private sector (eg

agribusinesses, consultants) to assisting Bushfires NT with data collection in remote Arnhem Land (NT).

Jess has been active at the national level as Treasurer and Vice President (5 years) of the peak professional extension body known As the Australasia Pacific Extension Network (APEN); he holds several advisory industry committee positions, is the lead editor of Australia's first comprehensive post-graduate and practitioner text on extension for agriculture and NRM called "Shaping Change", and is currently convening a National Extension Framework for Australia (NEFA) with major support from agricultural RDCs and related industry and government bodies.



**Benjamin Hale**

Ben Hale's most memorable experience with seafood was when he almost became it. Cirled by a pack of bronze whalers at age 11, he made a promise to himself that should he emerge from the situation unscathed, he would dedicate his life to promoting the great products of the ocean.

After securing a degree in communications and an early career in a global advertising agency, he then spent a decade and a half building Australia's largest regional advertising agency.

In 2007 he decided to make good on his promise.

As managing director of Adpower, Ben now spends his time convincing Australians to get their thrills and sustenance from our waters.

Using the power of mainstream and social media to raise the profile of Queensland Prawns, Banana Prawns from the Northern Prawn Fishery, Ben also works on improving the international profile of a kitesurfing brand, a big wave adventure athlete and a global stand up paddle boarding brand. Ben is deeply committed to showing Australians the joy of what we can do on the water and the bounty of the produce sourced from beneath it.

If he is not promoting products from the ocean, he can be found immersed in it - whether that be connected to a surfboard, a kite or both.

## CONFERENCE SPEAKERS

Seafood Directions 2011



**Nick Moore**

Nick began his career in aquaculture with Seafarm in 1987, beginning as Farm Manger, becoming General Manager in 1992 and then a Director in 1995. After almost 20 years at the helm of Australia's largest prawn producer, he left and took up

his current position as General Manager of Gold Coast Marine Aquaculture.

Highlights include the construction of the two Seafarm sites at Cardwell, the establishment of the Crystal Bay brand, being President of the Australian Prawn Farmers Association, a Director of the Seafood CRC and his involvement with the world's first domestication of the Black Tiger prawn.

With research supported by the FRDC, Nick has been involved in prawn domestication development through his many years of work with Seafarm, Gold Coast Marine Aquaculture and working with research institutions such as CSIRO, DEEDI and AIMS.



**Michael Burke**

Michael Burke is the Coordinator of Community Education and Volunteers at the Department of Fisheries, Western Australia. Previously a high school science teacher, Michael has extensive experience in a range of

environmental education programs in Western Australia including Landcare, Waterwatch and at Rottnest Island.

The Department of Fisheries in Western Australia recognises the importance of education in ensuring the sustainability of the state's fish and aquatic natural resources. The Department has a team of dedicated educators located regionally and at the Department's public education facility, the Naturaliste Marine Discovery Centre. The high quality of the education programs developed and delivered around the state were recently recognised, having been awarded the Science Outreach Program Award at the Western Australian Science Awards.



**Prof Robert Kearney  
PhD, DSc, AM**

Bob Kearney is Emeritus Professor of Fisheries at the University of Canberra. He is Chairman of the Research Committees of the Hermon Slade Foundation and the Australia and Pacific Scientific

Foundation. Previous positions include: Director of the Skipjack and Tuna Programs for the South Pacific Commission, Chief Scientist and Deputy Director of the Inter-American Tropical Tuna Commission, Director of the NSW Fisheries Research Institute, Professor of Environmental Sciences and Head of School of Resource, Environmental and Heritage Sciences at the University of Canberra and Chairman of the Board of the WorldFish Center based in Malaysia.

His current research interests include assessment of Australia's future supply and demand for seafood and improving the standard of science used to underpin natural resource conservation and allocation including in marine parks and between commercial and recreational fishers.



**Nick V. Ruello**

Nick Ruello is the principal of Ruello & Associates, a Cairns based consultancy, undertaking advisory, research and development projects in seafood processing and marketing, domestically and overseas. He gained first hand

experience in processing, marketing, commercial fishing and aquaculture through various family enterprises; his career also includes public sector employment in fisheries research, management and administration and as a lecturer.

Nick is well known for his analysis of the retail sale and consumption of seafood, the prawn market, the barramundi market, the mussel industry and the seafood supply chain in Australia. He recently completed a detailed study on the composition, value and utilisation of imported seafood in Australia. He has post graduate qualifications in fisheries science and in marketing management.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Dr Rick Fletcher

Obtained his Honours Degree in marine sciences from the University of Melbourne a PhD in subtidal marine ecology from the University of Sydney. Since then he has had over 25 years' experience in research and policy development on fisheries issues in Australia, the South Pacific and more recently in Africa. He is currently Director of Research for the Department of Fisheries in Western Australia and has chaired a number of national committees over the past decade aimed at implementing Ecosystem Approaches for fisheries within Australia. He is also a regular consultant on ecosystem approaches and risk management to International agencies including the United Nations Food & Agriculture Organization (FAO) and other Regional Fisheries agencies.



### Dr Andrew Tobin

A serious affliction has plagued Andrew Tobin since he was about 2 years old and growing up on Queensland's Moreton Bay - he fell in love with water, fish and fishing. Close to 40 years down the track, Andrew has a doctorate in Fisheries Research, has a day job as a research fellow with the Fishing and Fisheries Research Centre at James Cook University, as well as owning and running charter and commercial wild catch businesses. These days the majority of Andrew's time is spent coordinating and managing fisheries related research projects from Townsville, though he still occasionally gets to go fishing.



### Tony Craig

Tony has spent the last 25 years in the NZ Seafood Industry. His involvement has included managing seafood businesses, Chief Executive of the NZ Federation of Commercial Fishermen, Business Policy Manager for the New Zealand Seafood Industry Council, Foundation CEO of Fishserve, a company established and owned by industry to deliver administration of the Quota Management System, Business Initiative and Quota Asset Manager for Aotearoa

Fisheries Ltd (New Zealand's biggest single fishing entity) and currently Managing Director of his own successful company providing seafood business development advice for a range of companies on both sides of the Tasman. Tony is renowned for his innovative and lateral thinking approach with a creative twist. An achievement orientated and "ideas" individual with the skills and drive to turn concepts into reality. He is usually the guy you have to stop bouncing off the walls at meetings.



### Dr Michael Gardner

Michael Gardner is the President of the Queensland Seafood Industry Association. He first became involved with the Commercial Fishing industry in 2004 as a commercial fisherman, subsequently became a line committee representative and was elected to the QSIA Board and Presidency in 2009. He operates a commercial line fishing boat in the deep water line fishery off the SE Queensland coast. He is a Cardio-thoracic Surgeon, a former President of the Australasian Society of Cardiothoracic Surgeons, former Director of Cardiac Surgery, St. Andrews Hospital, Brisbane, and has recently retired from surgery to focus full time on the fishing industry and his line fishing business as well as a continuing involvement in cardiac research.



### Anthony Hurst

Anthony took on the role of Executive Director, Fisheries Victoria in 2009 after working in a number of senior positions in the New South Wales public service, including within the Department of Primary Industries, the Healthy Rivers Commission and NSW Fisheries. Anthony has a breadth of knowledge and experience in the fisheries and natural resources management fields at a technical, regional/operational and policy level, with Bachelor and Masters degrees in coastal and river processes, and management and public policy. Anthony has been Chairperson of the Australian Fisheries Management Forum for the last two years. His highest priority at the moment is working closely with fisheries stakeholders to develop a new fisheries strategy for Victoria.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Tracy Hill

Tracy Hill is the manager of Coorong Wild Seafood, a fish processing and value-adding business specialising in Coorong mullet that she operates in partnership with her fishermen husband Glen. Her banking background and expertise in sales and customer service has helped build the small family operation to an award winning business employing 8 people and supplies wholesalers, retailers and restaurants in South Australia, Melbourne, Sydney and Perth.

An ardent believer in fairness and equity, for the past 12 years she has been involved in Fisheries Management, sitting on a succession of committees as well as being a current Board member of Wildcatch Fisheries SA.

In 2011 she took on the role of President of the South Australian Womens Industry Network which organises and hosts the SA Seafood Industry Awards and Gala Dinner every two years. SAWIN participates in projects that promote the seafood industry and educate the public about where their seafood comes from.

She is currently the Vice President of the Southern Fishermens Association, which represents the Lakes and Coorong commercial fishers and has been on the executive committee for past 10 years. Tracy participated in the formulation of the Lakes and Coorong Fishery Environmental Management Plan in 1998 and assisted with the process of the fishery achieving Marine Stewardship Council certification in 2008 and the ongoing annual audits.



### Andrew Prendergast

Andy has devoted his entire working life to the fishing industry since starting at the age of 17 with Nor West Whaling back in 1980. His at sea career has spanned the full range of companies and boats across the north of Australia for over 25 years. In 2003 he decided to apply himself the difficult transition from fisherman to shore side manager and joined Austral Fisheries as assistant fleet manager. In 2007 he was appointed to the position of General Manager of the northern division for Austral Fisheries where he is to this day.



### Dr Caleb Gardner

Dr Gardner leads the Fisheries Program, at the Institute of Marine and Antarctic Studies, University of Tasmania. This program is responsible for delivery of research advice for management of Tasmanian fisheries and also participates in fisheries research around Australia and globally. Within Tasmania, Dr Gardner is active in the delivery of research on crustacean fisheries (rock lobster and giant crab), and also the economically important abalone fishery.

Dr Gardner is especially interested in the use of economics in fisheries science, including improving the utilisation of fisheries through a focus on maximising economic yield. This interest is applied in his role as leader of the Future Harvest Theme in the Seafood CRC, which is aiming to increase economic yield from Australia's largest fisheries sectors.



### Maria Mitris

*Operations Manager,  
Pacific Reef Fisheries*

Maria and her family invested in a prawn aquaculture facility, Pacific Reef Fisheries in 1998. The family reasoned sustainable aquaculture was the way of the future. Maria completed her Bachelor of (Business) Accounting degree at Monash University. She uses her skills developing processes for Pacific Reef Fisheries and involves herself in accounts, finances, marketing, public relations, food safety and management. Her primary role is to ensure the operations of the business being, the farming, processing and marketing of products runs smoothly and effectively.

Maria, her family and the Pacific Reef team are passionate about progressing the business to the next level and watching it grow to be the preferred supplier of premium quality aqua cultured product. With their new Guthalungra Project, Maria will take responsibility of leading the company into being the largest land based aquaculture operation in Australia.

## CONFERENCE SPEAKERS

Seafood Directions 2011



### Bill Gilliland

Bill has been involved in the fishing industry since leaving school 41 years ago and started fishing with the tunnel and beach netting crews in Tin Can Bay. He was fortunate to be involved in the tuna longline and spanner crab industries at their beginning in Queensland. Bill has also been involved in the offshore line fishery as well as offshore netting which he and his son Ben still are heavily involved with today. They have two boats and work from Hervey Bay to Moreton Bay.

Bill is a strong believer that the old foundations of fishing have to be dug up and new foundations laid in order to build a true commercial fishery. We have to make a lot of changes so our industry will go on supplying good fresh local product.



### Dr Nick Rayns

Nick is currently Executive Manager of Fisheries with the Australian Fisheries Management Authority. He has previously held a number of senior fisheries and water roles with the Commonwealth, state and territory governments. Prior to that he also worked in New Zealand fisheries. He is also a former Director of the Fisheries Research and Development Corporation.



### Brad Warren

Brad, has been a commercial fisher for the past 20 years, and has been a Board Member of OceanWatch Australia since 2003. Brad has variously been an owner/operator in the New South Wales lobster, estuary prawn trawl, trap and line and estuary general fisheries since 1990. Brad's capacity to forge effective working relations with government, industry and the community is based on his broad experience as an owner/operator and in representing the fishing industry in diverse forums.

Brad's particular interest concerns telling the story of

our local seafood industry, and informing the community about the positive role our local seafood industry plays in providing fresh, local, and sustainable seafood to the consumer.



### Gordon Neil

Gordon Neil is the general manager of the Fisheries Branch in DAFF. Gordon is an experienced public servant with a wide range of experience in policy development. The largest part of his career involved work on industry and innovation policy with brief involvement in regional forest agreements and more recently with the implementation of digital television and digital radio. Gordon served in Paris for three years as the industry science and technology counsellor to France and the OECD and was a senior advisor to the then Trade Minister the Hon Bob McMullan. Since joining Department of Agriculture, Fisheries and Forestry, Gordon has worked on the FarmReady program and in the Fisheries Branch.



# CONFERENCE PROGRAM

Seafood Directions 2011

Time	Session Type	Title	
<b>SUNDAY</b>			
9.00 - 10.00am	Early registrations	Conference Centre – for people going on buses at 10.00am (people travelling from Brisbane can go straight to Sunday functions without registering).	
10.15am	Bus trips	Buses will leave the conference centre at 10.15am for the Prawn Farm or the fishing vessel base	
3.00pm	Bus trips	Buses will return to the conference centre at 3.00pm	
5.00 - 6.00pm	Early registrations	Conference Centre	
6.00 - 8.00pm	Welcome Reception Conference Centre - Exhibition Room	Tor Hundloe – Book launch World's Largest Prawn Cocktail – Helen Jenkins, APFA	
<b>MONDAY - DAY ONE</b>			
8.00 - 9.00am	Registration	Conference centre	
9.00 - 9.05am	<b>Session 1</b> Plenary	Presenter: Dr Michael Gardner, QSIA Welcome	
9.05 - 9.15am	Plenary Arena 1B	Presenter: Mike Kelly Opening address Minister	
9.15 - 9.30am	Plenary Arena 1B	Presenter: Dr Patrick Hone, FRDC Sponsors Address	
9.30 - 10.10am	Plenary Arena 1B	Keynote Speaker: Randy Rice, Alaska Seafood Marketing Institute An Alaskan perspective on Fisheries Management: - Alaskan Fisheries certification - Impacts of the sustainability movement - Alaskan seafood branding	
10.10 - 10.30am	Plenary Arena 1B	Question Time	
10.30 - 11.00am	Morning Tea	Trade show area	
	<b>Session 2</b>	<b>Session Theme A: Smaller Fisheries, Higher Profits, Better Management</b> Session Chair: Winston Harris, QSIA	<b>Session Theme B: Another Sea Change – The expansion of Australian Aquaculture</b> Session Chair: Prof Colin Buxton
11.00 - 11.20am	Theme A: Arena 1B Theme B: Room 5	Speaker: Andrew Prendergast The NPF Story	Speaker: Brian Cheshuk Planning for aquaculture in Queensland
11.20 - 11.40am	Theme A: Arena 1B Theme B: Room 5	Speaker: Tracy Hill Coorong Mullet MSC accreditation	Speaker: Maria Mitris The challenges of expanding aquaculture in Australia
11.40 - 12.00pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Dr Caleb Gardner, CRC Managing for more than GVP	Speaker: Dr Nigel Preston Even smarter aquaculture
12.00 - 12.20pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Dr Gavin Begg, ABARES TBC	Speaker: Nick Moore The Gold Coast Marine Aquaculture story
12.20 - 12.40pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Daryl Sykes Increasing lobster productivity	Speaker: Dr Richard Smullen How can we go to market when the market is always changing?
12.40 - 2.00pm	Lunch		

# MONDAY - DAY ONE

Seafood Directions 2011

Time	Session Type	Title	
<b>MONDAY - DAY ONE</b> <i>continued</i>			
	<b>Session 3</b>	<b>Session Theme A:</b> New models for stewardship – ensuring the resource for the future Session Chair: Colin Shelley, DEEDI	<b>Session Theme B:</b> Extension and Adoption in the seafood industry – telling the story Session Chair: Peter Horvat, FRDC
2.00 - 2.20pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Karen Vohland, GBRMPA Reef Guardians – Working together today for a healthier reef tomorrow	Speaker: Dr Len Stephens, CRC Industry opportunities from the Seafood CRC – Technology and Marketing
2.20 - 2.40pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Dr Michael Gardner, Burdekin Co-Management Burdekin Sustainable fishing alliance	Speaker: Brad Warren, Ocean Watch Improving productivity through knowledge and technology transfer
2.40 - 3.00pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Bill Gilliland Species of conservation interest task force	Speaker: Anthony Hurst Policy Challenges for the next 5 - 10 years
3.00 - 3.20pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Dr Rick Fletcher ESD and Productivity – How can a regional level planning approach streamline management and industry costs?	Speaker: Dr Jess Jennings Extension and Adoption in the Fishing industry
3.20 - 3.50pm	Afternoon Tea		
3.50 - 4.05pm	<b>Session 4</b> Plenary Arena 1B	Speaker: Prof Robert Kearney Seafood Security - ensuring productivity for the future	
4.05 - 4.20pm	Plenary Arena 1B	Keynote Speaker: Randy Rice, Alaska Seafood Marketing Institute TBC	
4.20 - 5.00pm	Plenary Arena 1B	Moderator: Prof Colin Buxton Speakers: John Harrison, Nick Moore, Anthony Hurst, Richard Stevens (8 min ea) How can fisheries/aquaculture management enhance productivity?	
5.00 - 5.05pm	Plenary Arena 1B	Presenter: James Fogarty, QSMA End of day and drinks invitation	
5.05 - 6.00pm	Drinks Exhibition Room		



Gold Coast Convention Centre - Arena 1B



Meeting Room 5

# CONFERENCE PROGRAM

Seafood Directions 2011

Time	Session Type	Title	
<b>TUESDAY - DAY TWO</b>			
9.00 - 9.05am	<b>Session 1</b> Plenary Arena 1B	Presenter: James Fogarty, QSMA Welcome and recap of day one	
9.05 - 9.45am	Plenary Arena 1B	Keynote Speaker: Tiffany Barnett White, Associate Professor of Business Administration University of Illinois Marketing strategies	
9.45 - 10.25am	Plenary Arena 1B	Speaker: Tony Craig Quota Management – only part of a complex puzzle	
10.25 - 11.05am	Morning Tea		
	<b>Session 2</b>	<b>Session Theme A:</b> <b>Tomorrows seafood marketing – are you ready?</b> Session Chair: Martin Perkins, QSMA	<b>Session Theme B:</b> <b>Challenges for tomorrow?</b> Session Chair: Katherine Sarneckis, NTSIC
11.05 - 11.25am	Theme A: Arena 1B Theme B: Room 5	Speaker: Assoc Prof Meredith Lawley, Sunshine Coast University Who's going to eat our fish?	Speaker: Prof Alexandra McManus, Curtin University WA Healthy eating – how do we increase consumption of seafood?
11.25 - 11.45am	Theme A: Arena 1B Theme B: Room 5	Speaker: Benjamin Hale, Adpower Plus From Pier to Peer – social media and seafood promotion	Speaker: Dr Nick Rayns, AFMA Next generation management
11.45 - 12.05pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Donald Keith Woolworths – our sustainability journey	Speaker: Gordon Neil, DAFF Reeling in the red tape
12.05 - 12.25pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Nick Ruello, Ruello & Associates Supermarkets - changing market share and influence in seafood consumption and trade	Speaker: Michael Harte, WWF Australia The importance of third party certification: Challenges and opportunities for the Australia Seafood Industry
12.25 - 12.45pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Jonas Woolford Taking seafood marketing to the next level – abalone to China	Speaker: Dr Catherine McLeod International Trade and Market Access
12.45 - 1.50pm	Lunch		
	<b>Session 3</b>	<b>Session Theme A:</b> <b>Adaptation to Climatic impacts</b> Session Chair: Karen Vohland, GBRMPA	<b>Session Theme B:</b> <b>People and technology Session</b> Chair: Raymond Pratt, Sydney Fish Market
1.50 - 2.10pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Colin Creighton Increase profitability – the challenge of responding to climate change	Speaker: Jill Briggs Rural leadership – the benefit
2.10 - 2.30pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Dr Brian Paterson Prawn farmers and climate change	Speaker: Dexter Davies, Agrifood Skills Council Skilled workforce to meet industry challenges
2.30 - 2.50pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Wil Conn Getting back to business – Post flood and cyclone industry recovery	Speaker: Lowri Pryce, OceanWatch Seafood partnerships in schools – Growing the communities awareness of industries good practices through positive educational engagement

## TUESDAY - DAY TWO

Seafood Directions 2011

Time	Session Type	Title	
<b>TUESDAY - DAY TWO</b> <i>continued</i>			
2.50 - 3.10pm	Theme A: Arena 1B Theme B: Room 5	Speaker: Dr Andrew Tobin Fishy behaviour – Cyclone impacts on the Queensland Reef Line Fishery	Speaker: Michael Burke Educating teachers about the marine environment
3.10 - 3.40pm	Afternoon Tea		
	<b>Session 4</b>	<b>Future Directions</b>	
3.40 - 4.55pm	Plenary Arena 1B	Moderator: Dr Patrick Hone Five panel members to give a 5 minute recap on the two days topics and identify key issues for the future. Questions from the floor. Panel: Nick Moore, Tony Craig, Assoc Prof Tiffany White, Randy Rice, Andy Prendergast	
4.55 - 5.00pm	Plenary Arena 1B	Presenter: Hon Harry Woods, FRDC Close of conference address	
5.00 - 5.05pm	Plenary Arena 1B	Presenter: Dr Michael Gardner, QSIA Handover to next conference convenors Wrap up and dinner reminder	
6.30pm - 12.00mn	Awards Dinner Ballroom	Ministers welcome at 7.00pm Band – Velvet Kiss, MC and Entertainment for the evening – Danny McMaster	

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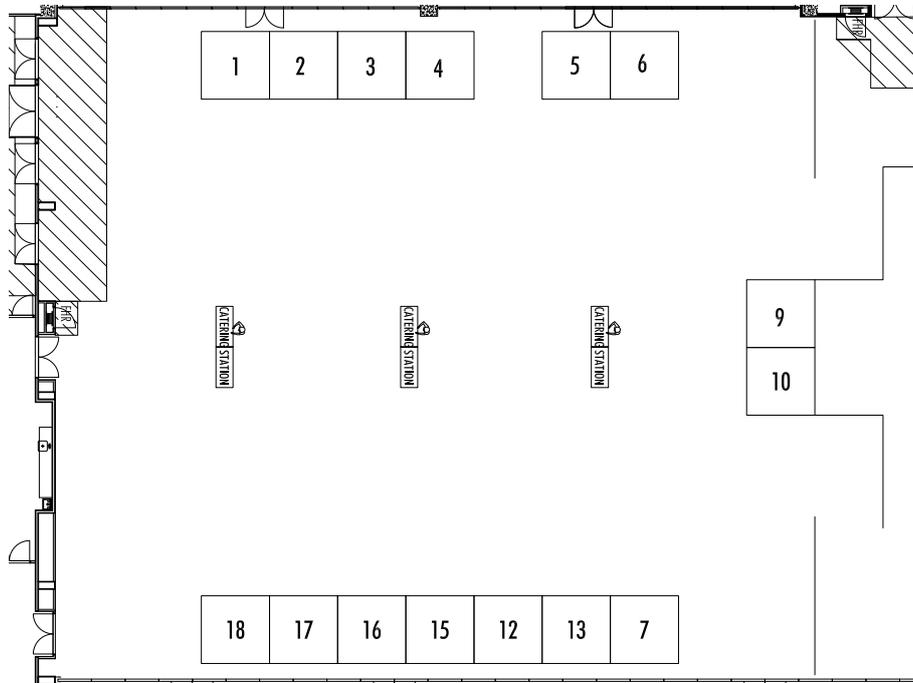
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# EXHIBITION FLOORPLAN

Seafood Directions 2011



## Exhibitor List

**Fisheries Research and Development Corporation**  
Booth Number: 1, 2 and 3

**Seafood Services Australia**  
Booth Number: 4

**A. Raptis & Sons Pty Ltd**  
Booth Number: 5

**CatchLog Trading Pty Ltd**  
Booth Number: 6

**Oxyzone Pty Ltd**  
Booth Number: 7

**OceanWatch Australia**  
Booth Number: 9

**Sirene Sea Pearls**  
Booth Number: 10

**Australian Maritime Safety Authority**  
Booth Number: 12

**Workforce Development**  
Booth Number: 13

**QRAA**  
Booth Number: 15

**Joe Vella Insurance Brokers**  
Booth Number: 16

**Queensland Seafood Marketers Association Inc.**  
Booth Number: 17

**Wren Fishing Pty Ltd**  
Booth Number: 17 (with QSMA)

**Queensland Seafood Industry Association**  
Booth Number: 18

# EXHIBITORS

Seafood Directions 2011

## Fisheries Research and Development Corporation

**Booth Number: 1, 2 and 3**

Contact: Peter Horvat  
25 Geills Court  
Deakin ACT 2600 AUSTRALIA  
Tel: +61 2 6285 0400  
Fax: +61 2 6285 0499  
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.

## A. Raptis & Sons Pty Ltd

**Booth Number: 5**

Contact: David Crichton  
90 Colmslie Road  
Colmslie QLD 4170 AUSTRALIA  
Tel: +61 7 3249 7888  
Fax: +61 7 3249 7820  
Email: sales@raptis.com.au  
Web: www.raptis.com.au

A. Raptis & Sons Pty Ltd is one of the largest fishing vessel operators in Australia. A pioneer of the export of Natural Wild Caught prawns from Australia and has developed a reputation for the supply of quality seafood's to both international and domestic markets.

Seafood sales focused initially on the Japanese and USA markets, however in recent years export activity expanded to the emerging markets in Europe, Asia, Middle East and Oceania. More recently with the establishment of our supermarket division domestic sales expanded significantly throughout the wholesale and retail chains.

The company has continued to expand its fishing operations as domestic consumption for both prawns and fresh fish continues to grow and consumers demand Australian caught seafoods.

Increased domestic consumption and consumer's desire for convenience has resulted in the development of a retail ready range of seafood packs which continue to grow in popularity.

Raptis is an ever-evolving company with a strong focus on efficiently handling its products from catch to plate. It's

on board innovations and advanced handling procedures produces the freshest product possible for the consumer. Raptis is a proud family owned company employing over 500 staff locally and internationally who enjoy a strong culture of innovation and growth.

## Seafood Services Australia

**Booth Number: 4**

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

Seafood Services Australia, a not-for-profit company, is the industry development service arm of the Fisheries Research and Development Corporation (FRDC) and the Australian seafood industry. Seafood Services Australia works with the seafood industry and its stakeholders to:

- generate new knowledge, processes and technology and facilitate their dissemination, adoption and commercialisation;
- acquire and disseminate technical information and advice from around the world that benefits the seafood industry;
- develop and implement management systems and standards for seafood safety, quality and the environment; and
- identify and capitalise on opportunities to develop the seafood industry.

## CatchLog Trading Pty Ltd

**Booth Number: 6**

Contact: Dieter Bohm  
109 Tills Street  
Westcourt Cairns QLD 4870 AUSTRALIA  
Tel: +61 7 4033 1322  
Fax: +61 7 4033 1612  
Email: admin@catchlog.com  
Web: www.catchlog.com

CatchLog Trading provides world class electronic software for the commercial fishing industry aimed at generating sustainable and profitable fisheries. CatchLog products include Food Safety Manager designed to make your export, HACCP and audit requirements simple and fast. Unique features include a Recall Feature, Production

# EXHIBITORS

Seafood Directions 2011

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## Oxyzone Pty Ltd

**Booth Number: 7**

Unit 5, 14 Koala Crescent  
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Tel: +61 2 4341 5858  
Fax: +61 2 4341 2878  
Email: sales@oxyzone.com.au  
Web: www.oxyzone.com.au

Oxyzone has 30 years experience in electro/mechanical manufacturing and commenced designing and manufacturing ozone generators 10 years ago. All our ozone generators are manufactured at our factory in West Gosford and carry Australian Made logo.

Ozone is a natural sanitiser and recognised as safe for use in food production. Our Silver Industrial UV ozone generators are ideal for use in cool rooms to eliminate pathogens. Ozone can also be used to sanitise the processing room after hours. Using our "Total Ozone System" when plumbed directly to the work area, high strength ozonated water will eliminate surface bacteria during processing, extending the shelf life of the product.

## Sirene Sea Pearls

**Booth Number: 10**

Contact: Serena Sanders-Drummond  
PO Box 798  
Cannonvale QLD 4802 AUSTRALIA  
Tel: +61 7 4945 3006  
Fax: +61 7 4945 3004  
Email: serena@sireneseapearls.com.au  
Web: www.sireneseapearls.com.au

Sirene Sea Pearls supplies a wide range of pearl Jewellery primarily South Sea at wholesale prices. These come direct from our farm links to Australia's valuable pearl farming industry as well as Tahiti and Cook Islands. We also supply gorgeous freshwater pearl Jewellery at prices to suit all tastes and budgets.

## OceanWatch Australia

**Booth Number: 9**

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

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

## Australian Maritime Safety Authority (AMSA)

**Booth Number: 12**

Contact: Natasha Bradley-Cross  
GPO Box 2181  
Canberra ACT 2601 AUSTRALIA  
Tel: +61 2 6279 5879  
Fax: +61 2 6279 5634  
Email: natasha.bradley-cross@amsa.gov.au  
Web: www.nationalsystem.amsa.gov.au

On 19 August 2011 the Council of Australian Governments (COAG) signed an intergovernmental agreement to make the Australian Maritime Safety Authority (AMSA) the national regulator of commercial vessel safety and administrator of the National System for Commercial Vessel Safety (National System) from 2013.

Work on the proposed National System is being progressed by the Commonwealth, through the Department of Infrastructure and Transport and AMSA, in close collaboration with State and Territory governments.

As the national regulator, AMSA will be responsible for implementation and administration of the new Maritime Safety National Law Act that will govern the regulation of domestic commercial vessels. An agreed range of operational and enforcement functions will be delegated by AMSA to State and Territory maritime safety authorities.

## EXHIBITORS

Seafood Directions 2011

### Workforce Development

**Booth Number: 13**

Contact: Mark Oliver, LMC Training  
3 Wimbrel Court  
Wurtulla QLD 4557 AUSTRALIA  
Mob: 0457 383 963  
Email: admin@lmctraining.com

Rumour has it that something is afoot in the seafood industry. A State Government initiative, employing industry people to advance the workforce development needs of all seafood and aquaculture sectors? Increased productivity through your staff, tailored delivery frameworks to industry and a united front on attracting our industries fair share of the training dollar? These are all outcomes attained to date through the Skills Formation Strategies for Aquaculture and Seafood.

Interested? In the dark? Have an opinion on how your industry should advance? Come to the stand and let us hear all about it. Meet with training providers focussed on delivering your training needs and advancing business performance. Talk with the AgriFood Skills Ambassador for the Seafood Industry, tell him what messages you want relayed back to Canberra. Fill in a form, answer a few simple questions and potentially win a bottle of the good stuff to take away with you.

These are your industries, your workforce development needs, so come along and help us to help you and industry prosper.

### QRAA...Here for your long-term sustainability

**Booth Number: 15**

Level 9, 307 Queen Street  
Brisbane QLD 4000 AUSTRALIA  
Tel: 1800 623 946 (Freecall)  
Fax: +61 7 3032 0180  
Email: contact\_us@qraa.qld.gov.au  
Web: www.qraa.qld.gov.au

QRAA offers low interest loans to help primary producers and commercial fishers effectively manage climate risk and maintain productive and sustainable enterprises into the future.

First Start Loans provide finance up to \$650,000 to assist you to enter into, or establish a wild-catch fishing enterprise, become a full-time commercial fisher, or commence an aquaculture enterprise.

Sustainability Loans provide up to \$650,000 to cover capital costs to achieve a more productive and

sustainable commercial fishing enterprise, aquaculture enterprise or to improve supply chain efficiency.

With no set up fees, no exit fees and no hidden costs, we have the loan to best suit your needs. We have regional Client Liaison Officers who are happy to meet with you to discuss your fishing enterprise needs.

### Joe Vella Insurance Brokers

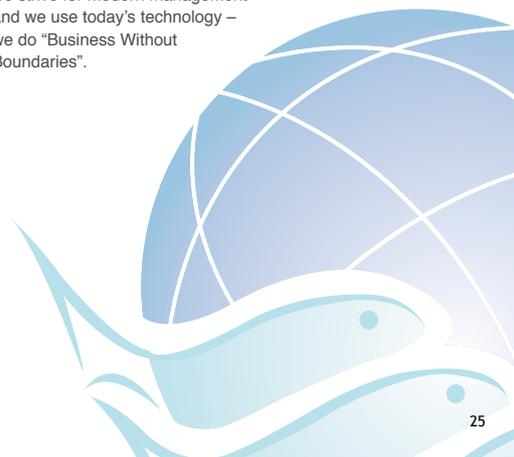
**Booth Number: 16**

Contact: Lisa Ryan  
Level 1, 108 Mulgrave Road  
Cairns QLD 4870 AUSTRALIA  
Tel: +61 7 4040 4444 or 1800 937 111  
Fax: +61 7 4040 4400  
Email: lisa@jvib.com.au  
Web: www.jvib.com.au

Joe Vella Insurance Brokers (JVIB) is a privately owned company that was established in Cairns in 1995. From relatively humble beginnings JVIB has grown from strength to strength and now employs 28 staff across three offices. The company's aim is to ensure that all clients enjoy the choice of a wide range of insurance and financial solutions.

JVIB now specialises in many commercial industries including strata, maritime industries, caravan parks, hotels and hostels, heavy motor vehicle transport, earthmoving, civil construction/project management and general commercial business. JVIB also cater for a variety of domestic insurances such as home and contents, private motor, travel, household transit, landlords, boat and caravan.

JVIB take pride in all that they do but most of all, in looking after you. We value vintage ethics, we strive for modern management and we use today's technology – we do "Business Without Boundaries".



## EXHIBITORS

Seafood Directions 2011

### Queensland Seafood Marketers Association Inc. (QSMA)

**Booth Number: 17**

Contact: Martin Perkins  
33 Pankina Street  
Sunnybank, QLD 4109 AUSTRALIA  
Tel: +61 7 3344 2055  
Fax: +61 7 3344 2620  
Email: martinperkins@optusnet.com.au  
Web: www.queenslandseafoodmarketers.com.au

The members of QSMA have the following goals:

- Ensure the supply of locally caught seafood to consumers
- Ensure only safe, correctly packaged and labeled seafood for the consumer
- Promote the health benefits of seafood
- Increase consumption of local seafood
- Promote the sustainable production of wild seafood
- Increase consumer awareness how healthy the stocks of Queensland seafood are.

### Wren Fishing Pty Ltd

**Booth Number: 17 (with QSMA)**

Contact : Marshall Betzel/Tony Estcourt,  
North Queensland Trawlers  
16 Redden Street  
Portsmith Cairns QLD 4870 AUSTRALIA  
Tel: +61 7 4035 1989  
Fax: +61 7 4035 1552  
Email: nqtrawlers@bigpond.com

Wren Fishing Pty Ltd is a private company incorporated in 2007 previously trading as Armfish Investments. The Directors and shareholders of the company are two brothers David and Frank Wren. David and Frank have been producing quality seafood for over 20 years.

Wren Fishing own and operate three fishing vessels in the Gulf of Carpentaria. Catching predominantly Grey Mackerel and Black Tip Shark, they fish the Queensland side of the Gulf from February to October and the Northern Territory side of the Gulf from October to January. This ensures they are producing seafood all year round and can guarantee a continuity of supply.

Traditionally David and Frank have produced bulk seafood processed and frozen at sea for the wholesale market.

To cope with market demands David and Frank have added to their business a Coldstore in Karumba "Wren

Coldstore" which contains a processing area capable of taking a percentage of their catch and producing sliced 100 and 130 gram portions packaged ready for the end user.

### Queensland Seafood Industry Association

**Booth Number: 18**

Contact: Natalie McKenzie  
PO Box 392  
Clayfield QLD 4011 AUSTRALIA  
Tel: +61 7 3262 6855  
Fax: +61 7 3262 7650  
Email: qsia@qsia.com.au  
Web: www.qsia.com.au

The Queensland Seafood Industry Association (QSIA) is the peak industry body representing the Queensland Seafood sector. Our members include professional fishers, seafood processors, marketers, retailers and other businesses associated with the seafood industry. Our representation to members and the community at large is to promote the consumption of wild caught Queensland Seafood.

The QSIA exhibitors display at the 2011 Seafood Directions conference will showcase the Queensland Catch brand initiative highlighting the opportunity to product-identify local wild caught Queensland seafood. The Queensland Catch story began several years ago and is expected to develop into an iconic brand for suppliers and stockists of Queensland seafood. Product merchandise sample packs plus a dedicated website will be showcased to conference patrons at the QSIA exhibit along with more general industry information on the Queensland Seafood sector. QSIA staff and Board members will be available to conference patrons at the QSIA stand.

### Notes

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## Fisheries Queensland

Working with industry for business success  
Maximising the value and profitability of  
Queensland's seafood industry  
Ensuring sustainable fisheries for the future

13 25 23  
[www.fisheries.qld.gov.au](http://www.fisheries.qld.gov.au)  
[www.business.qld.gov.au](http://www.business.qld.gov.au)

FISHERIES RESEARCH & DEVELOPMENT CORPORATION

# FRDC



# 20 YEARS

CREATING KNOWLEDGE FOR THE BENEFIT OF INDUSTRY

with you from the beginning  
supporting your research needs

At the **Fisheries Research and Development Corporation**  
our job is to help you. We can provide you with advice on where to get  
information as well as people development and marketing opportunities.



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[www.FRDC.com.au](http://www.FRDC.com.au)

## Appendix D Sponsorship and Exhibition Prospectus

**Seafood Directions 2011**  
**Exhibition & Sponsorship Prospectus**



**Gold Coast Convention Centre 23 - 25 October 2011**

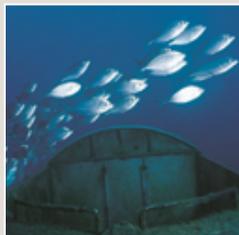
**SEAFOOD DIRECTIONS 2011**



**THE PRODUCTIVITY CHALLENGE**

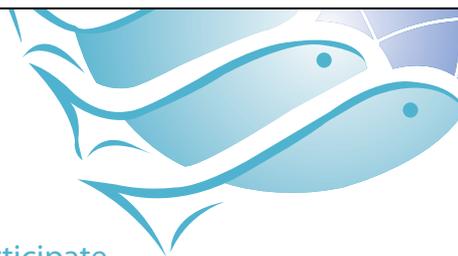


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**Conference  
Organising Committee:**

James Fogarty – QSMA  
Martin Perkins – QSMA  
Dr Michael Gardner – QSIA  
Winston Harris – QSIA  
Helen Jenkins – APFA  
Nick Moore – APFA  
Colin Shelley – DEEDI  
Peter Horvat - FRDC  
Karen Vohland - GBRMPA



## Invitation to Participate

Seafood Directions originated in 1999 (hosted by the South Australian Seafood Council) as an initiative of the Fisheries Research and Development Corporation (FRDC). Its intention was to provide a national forum for the exchange of ideas identification of national seafood industry issues and to provide an opportunity for learning from experts, colleagues and associated industries.

Seafood Directions 2011 will bring together a wide range of stakeholders in the Australian seafood industry via their participation in presentations, exhibitions and workshops. Operating under the Theme of "The Productivity Challenge" the conference is endeavouring to examine a number of critical strategies from which to develop an action plan to successfully guide the industry into the future.

We welcome your participation as a sponsor, exhibitor or delegate. Please consider the opportunity to extend your stay and take in some of the Gold Coast's famous attractions.

The Associations hosting this Conference invite your suggestions about sponsorships, exhibitions or advertising for the Conference.

We look forward to your attendance.

James Fogarty  
President Queensland Seafood Marketers Assoc. Inc.  
Chairman Seafood Directions 2011

**For more information:**  
Shearwater Consulting Pty Ltd  
P: PO Box 7562, Cairns QLD 4870  
T: (+61) 7 4031 2345  
E: info@shearwaterconsulting.net

## Host Organisations

**Queensland Seafood Marketers Association**  
Represents the Post Harvest sector  
of the Queensland Industry

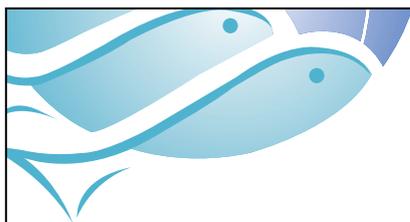


**Queensland Seafood Industry Association**  
Represents the Wild Capture Sector  
of the Queensland Industry



**Australian Prawn Farmers Association**  
Represents Australian Prawn Farmers





## Promotion of Seafood Directions 2011

Seafood Directions 2011 will be advertised extensively throughout Australia and New Zealand, with the promotion including:

- Direct mail and email distribution of Conference announcements and brochures via databases from industry bodies and previous Conferences.
- The Conference website at [www.seafooddirections2011.com](http://www.seafooddirections2011.com)
- Promotion at other related conferences/meetings
- Advertising in the calendars and newsletters of industry bodies
- Print advertising and editorial in magazines
- Media releases

## Benefits of Sponsoring and/or Exhibiting

Benefits to your organization from sponsoring and/or exhibiting could include:

- Enhanced organization profile
- A significant marketing advantage
- Corporate goodwill from Conference delegates
- Relationship marketing
- Creation of brand awareness and acceptance
- Demonstration of products
- Increased business potential
- Direct access to an audience made up of current and potential clients
- Exposure via acknowledgement in all Conference printed material including the Conference Handbook
- Promotion on the Conference Website
- Exposure at the Conference

## Sponsorship Opportunities

A variety of sponsorship opportunities are available at [www.seafooddirections2011.com](http://www.seafooddirections2011.com). Whatever your needs, the Committee is happy to negotiate a package that will be of maximum benefit to your company and the Conference.

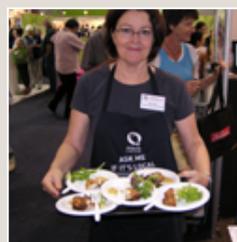
## Allocation of Sponsorship Packages and Exhibition Sites

Sponsorship packages and exhibition sites will be allocated by the Committee. The Committee will allocate site positions after taking into accounts each organization's sponsorship, the date of confirmation of participation, preferences, proximity to competitors and other relevant matters. The Committee reserves the right to alter the exhibition floor plan.

3



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### Payments

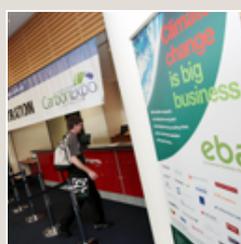
A payment of 50% of the sponsorship package and/or exhibition fee must accompany your completed booking form. The balance is to be paid by 8th July 2011.

### GST

All prices quoted include GST

### Cancellation Policy

A cancellation fee of 30% will be applicable to any sponsorship packages cancelled up to six months prior to the Conference. Packages cannot be cancelled less than six months prior to the Conference.

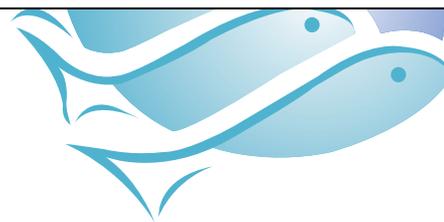


#### Conference Enquiries

Shearwater Consulting Pty Ltd has been appointed as the Conference Managers for Seafood Directions 2011. Sponsorship and Exhibition participation should be sent directly to:

Shearwater Consulting Pty Ltd  
PO Box 7562  
Cairns, QLD 4870

T: + 61 7 4031 2345  
E: [info@shearwaterconsulting.net](mailto:info@shearwaterconsulting.net)



## Sponsorship Opportunities in Detail

### SIGNATURE SPONSOR

The Organising Committee has already welcomed the Fisheries Research and Development Corporation as its Signature Sponsor.

Additional sponsorship opportunities are listed below.

### PLATINUM SPONSOR

One only. Price and benefits to be negotiated.

### GOLD SPONSOR - \$22,000

4 Opportunities. Benefits to Sponsor:

- Acknowledgement as a Gold Sponsor
- Four pop up signs displayed during the Conference
- Full page advertisement in the registration brochure
- Full page advertisement in the Program
- Four complimentary full registrations
- Two exhibition booths in preferred location
- Logo displayed on the Conference website
- Logo displayed in the registration brochure
- Logo displayed in the Program book
- Hyperlink on the Conference website
- Satchel insert
- Delegate list at the time of Conference

### SILVER SPONSOR - \$11,000

6 Opportunities. Benefits to Sponsor:

- Acknowledgement as a silver sponsor
- Two pop up signs displayed during the Conference
- Full page advertisement in the Program
- Two Complementary full registrations
- One exhibition booth in preferred position
- Logo displayed on the Conference website
- Logo displayed in the registration brochure
- Logo displayed in the Program Book
- Satchel insert
- Delegate list at the time of the Conference



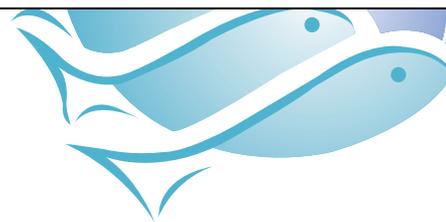
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Fisheries Research and  
Development Corporation



#### Award Categories

Available for Sponsorship:

- Seafood Restaurant Award
- Seafood Business Award
- Seafood Industry Producer Award
- Seafood Industry Promotion Award
- Seafood Environmental Award
- Seafood Training Award
- Seafood Icon Award



### GALA DINNER & AWARDS - \$22,000

#### Australian Seafood Industry Awards Options

The sixth Australian Seafood Industry Awards will be presented at a gala dinner on the 25th October 2011. The awards recognise excellence in the Australian Seafood Industry and will bring together all sectors of this vibrant industry 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.

Benefits to Sponsor:

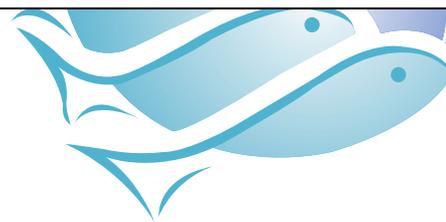
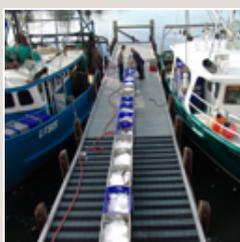
- Logo and acknowledgement as the dinner sponsor in the registration brochure and Conference Handbook
- Verbal acknowledgement at the Australian Seafood Awards Presentation Dinner
- A five-minute address at the awards presentation dinner by a representative of your company/organization.
- Logo on banner at Conference
- Logo prominently displayed on all printed material associated with the awards, eg nomination forms and menus.
- Logo displayed and hot link to your organization from Conference web site- sponsors page
- Two (2) full complementary Conference registrations
- Ten (10) complementary tickets to the Australian Seafood Awards presentation dinner
- Inclusion of a 200 word summary on your organization and its services/products in the Conference handbook along with your logo and contact details
- Insertion of promotional material in delegate satchels (one item)
- Credits on all media releases distributed on the awards
- Electronic delegates list (post conference)

### AWARDS CATEGORY SPONSORSHIP - \$3,300

Companies are invited to sponsor one or more of the award categories.

Benefits to Sponsor:

- Recognition associated with all aspects of the category sponsorship- nomination forms, media releases and menus
- Prominent sponsor name and logo identification throughout the award presentations and specifically at the time of the category presentation
- Invitation to present the trophy on the night



- Logo featured in the awards advertisement in the Conference handbook
- Two complementary tickets to the dinner
- Sponsor logo featured on the website Award winners page

**CONFERENCE SESSION/SPEAKER SPONSOR - \$5,500**

Speaker and session details will be updated on the website as information becomes available.

Benefits to Sponsor:

- Acknowledgement as the speaker/session sponsor
- Prominent signage during the session
- Logo displayed on the Conference website
- Logo displayed on the Program book
- Logo displayed on the session slide
- Flyer distributed during the session
- Satchel insert
- Delegate list at the time of Conference

**SACHEL SPONSOR - \$8,800**

One only.

Benefits to Sponsor:

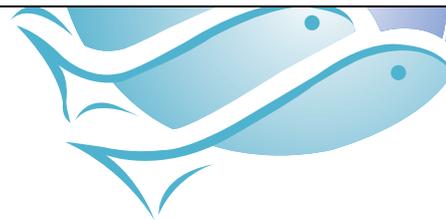
- Company logo printed on the satchel
- Logo displayed on the Conference website
- Logo displayed in the Program Book
- Satchel Insert
- Delegate list at the time of the Conference

**NAME BADGE - \$7,700**

One opportunity.

Benefits to Sponsor:

- Company logo printed on the name badge
- Logo displayed on the Conference website
- Logo displayed in the Program book
- Satchel insert



**CONFERENCE WEBSITE - \$5,500**

Benefits to Sponsor:

- Hyperlinked logo displayed on each page of website
- Logo displayed in the program book
- Satchel insert
- Delegate list at the time of Conference

**LUNCHEONS - \$5,500**

Two opportunities.

**MORNING & AFTERNOON TEAS - \$3,300**

Four opportunities.

**IN KIND SPONSORSHIP**

Seafood Directions 2011 represents an unequalled opportunity for organizations to maximise exposure by providing equipment, items or services that may be used as prizes and/or giveaways to Conference delegates. Any ideas that you may have would be welcome.

**Please contact the Conference Managers to discuss your ideas:**

Shearwater Consulting Pty Ltd  
PO Box 7562  
Cairns, Qld 4870

T: +61 7 4031 2345  
E: [info@shearwaterconsulting.net](mailto:info@shearwaterconsulting.net)



## Advertising with Seafood Directions

### SACHEL

- **Satchel Inserts - \$880 per item**  
(Sponsors receive one complimentary insert)  
Provision of one promotional item for insertion in the delegate's satchel.  
The offer is not exclusive – many companies will insert materials.
- **Satchel Pens - \$550**  
Sponsor to provide pen for each delegate satchel branded with your logo / message
- **Satchel Pads - \$550**  
Sponsor to provide (A4) pad for each delegate satchel

### ADVERTISING IN CONFERENCE HANDBOOK

We invite you to purchase an advertisement in the Conference Handbook at the following rates. The book will be A4 in size and it will be the advertiser's responsibility to provide final artwork.

- **Full Page - \$2,200**
- **Inside Front Cover - \$2,530**
- **Inside Back Cover - \$2,530**
- **Half Page - \$1,980**

All fees are quoted in Australian dollars and are inclusive of Australian GST.

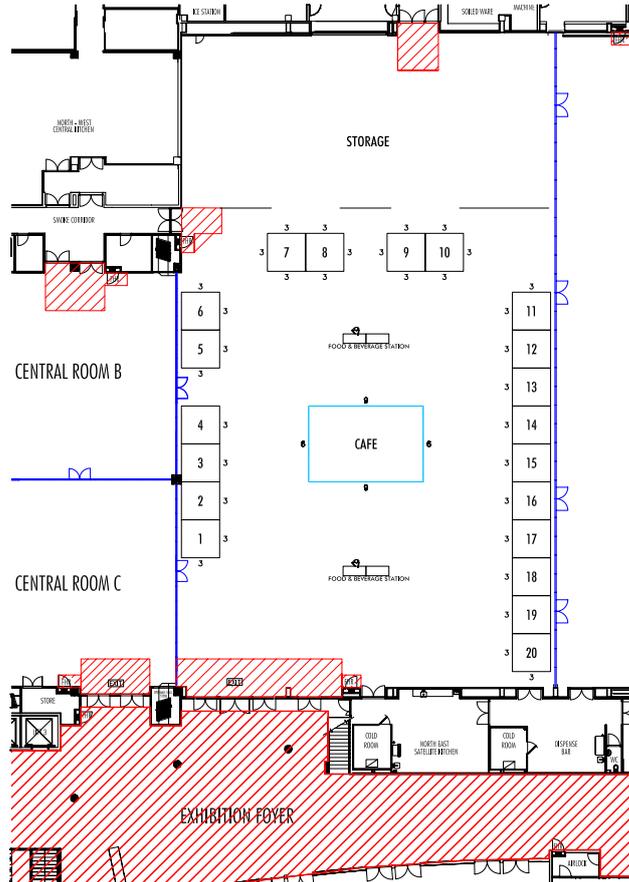


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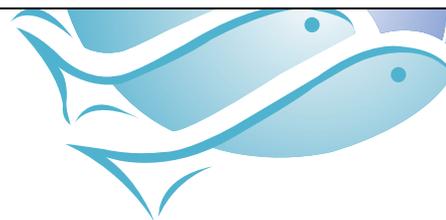


### Exhibition Floor Plan (provisional)





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## Venue

The exhibition area will be located on the first floor at the Gold Coast Convention Centre.

## Exhibition Packages

### Booth and Floor Space Allocation

Your early booking is necessary as booths and floor space are limited and will be allocated strictly in order of receipt of the exhibition participation form

### Stand out at the Exhibition

Exhibitors are encouraged to take the opportunity to install gelato carts or other enticing catering at their booths to further attract visitors.

### EXHIBITION BOOTH

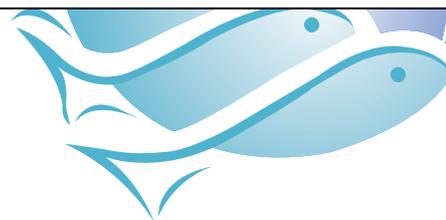
#### 3m x 3m BOOTH - \$2,500

- 3m x 3m Booth
- 2.4m high walls
- 2 x 150w spotlights
- 1 x 240 volt power point
- 1 x organization names sign/fascia
- 1 x full delegate registration per paid booth (additional staff must be registered as Exhibitor aides)
- Inclusion of a 200-word summary on your organization and its services/products in the Conference handbook along with your organization's contact details.

### FLOOR SPACE ONLY

#### 3m x 3m area (Ideal for custom design) - \$450 per sqm

- 3m x 3m carpeted floor space
- 1 x 240 volt power point
- 1 x full delegate registration per paid space (additional booth staff must be registered as Exhibitor Aides)
- Inclusion of a 200 word summary on your organization and its services/products in the Conference handbook along with your organization's contact details



# Sponsorship Application Form

## 1. Contact Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Position \_\_\_\_\_ Email \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_  
 State \_\_\_\_\_ Post Code \_\_\_\_\_  
 Country \_\_\_\_\_ Website \_\_\_\_\_

## 2. Sponsorship Opportunities (tick appropriate box)

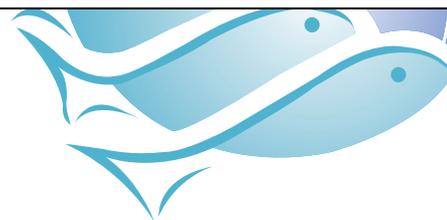
All prices are inclusive of GST (Goods and Services Tax)

- |   |            |   |            |
|---|------------|---|------------|
| <input type="checkbox"/> <b>MAJOR SPONSOR</b>         | AUD 22,000 | <b>SOCIAL FUNCTIONS</b>   |            |
| <input type="checkbox"/> <b>AWARDS DINNER SPONSOR</b> | AUD 22,000 | <input type="checkbox"/> Seafood Directions 2011 Welcome Reception      | AUD 11,000 |
| <b>SPONSORED SESSIONS</b>                             |            | <input type="checkbox"/> Awards Category Sponsor                        | AUD 3,575  |
| <input type="checkbox"/> Workshop                     | AUD 7,700  | <b>GENERAL ITEMS</b>  |            |
| <input type="checkbox"/> Breakfast Session            | AUD 7,700  | <input type="checkbox"/> Delegate Satchels                              | AUD 8,250  |
| <input type="checkbox"/> Poster Display               | AUD 6,600  | <input type="checkbox"/> Name Badges and Lanyards                       | AUD 7,700  |
| <b>CONFERENCE FACILITIES</b>                          |            | <input type="checkbox"/> Delegate Satchel Promotion Inserts             | AUD 900 ea |
| <input type="checkbox"/> Coffee Barista               | AUD 7,700  | Conference Note Pad & Pen:  |            |
| <input type="checkbox"/> Speaker Preparation Room     | AUD 9,900  | <input type="checkbox"/> a) Items to be supplied by sponsor - <i>or</i> | AUD 2,750  |
| <b>SPEAKERS</b>                                       |            | <input type="checkbox"/> b) Items supplied by Seafood Directions 2011   | AUD 4,950  |
| <input type="checkbox"/> Speaker Sponsorship          | AUD 9,900  | Advertising in Final Program:   |            |
| <b>PUBLICATIONS</b>                                   |            | <input type="checkbox"/> a) Full Page                                   | AUD 1,770  |
| <input type="checkbox"/> Conference Program Book      | AUD 8,800  | <input type="checkbox"/> b) Half Page                                   | AUD 990    |
| <input type="checkbox"/> Delegate List                | AUD 4,950  | <input type="checkbox"/> c) Quarter Page                                | AUD 550    |
| <input type="checkbox"/> Abstract CD or USB           | AUD 6,050  |   |            |

I agree to be invoiced a total sum of AUD \_\_\_\_\_ incl 10% GST for the items selected above.

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

# Sponsorship Application Form



## 3. Method of Payment (tick appropriate box)

- I have enclosed/will forward a cheque made payable to Seafood Directions 2011.
- I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation.
- I wish to pay by credit card:     Visa     MasterCard

Credit Card Number:

Expiry Date: \_\_\_\_ / \_\_\_\_

Card Holder's Name: \_\_\_\_\_

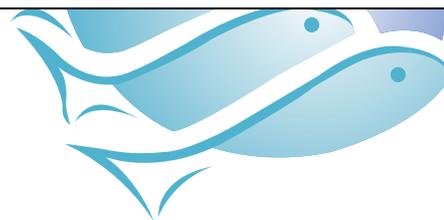
Signature: \_\_\_\_\_

- Please tick if you do NOT wish to receive Conference Updates via email.

## 4. Post or fax your completed application form to:

Sponsorship & Exhibition Manager  
Seafood Directions 2011  
PO Box 7562  
Cairns, QLD 4870

Email: [info@shearwaterconsulting.net](mailto:info@shearwaterconsulting.net)  
Website: [www.seafooddirections2011.com](http://www.seafooddirections2011.com)  
Tel: +61 7 4031 2345  
Fax: +61 7 4031 2346



# Exhibition Application Form

## 1. Contact Details

Please note all correspondence including invoices will be sent to the contact supplied below.

Company Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Position \_\_\_\_\_ Email \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_  
 State \_\_\_\_\_ Post Code \_\_\_\_\_  
 Country \_\_\_\_\_ Website \_\_\_\_\_  
 Products/Services to be exhibited \_\_\_\_\_

## 2. Exhibition Booth Requirements

Priority of placement within the exhibition will be offered to Patrons first and then sold in accordance with the date of application receipt. Preferred exhibition location:

First Choice: \_\_\_\_\_  
 Second Choice: \_\_\_\_\_  
 Third Choice: \_\_\_\_\_

## 3. Exhibition Opportunities (tick appropriate box)

Please indicate which exhibition option you would like to purchase. All prices are inclusive of 10% Australian GST.

Tick	Opportunity	Cost	Total sqm required	Total incl GST
<input type="checkbox"/>	Modular Stand 9 sqm	AUD 2,500	_____	_____
<input type="checkbox"/>	Upgraded Modular Stand	available at an additional cost	_____	_____
<input type="checkbox"/>	Tailor-made Custom Stand Design	available at an additional cost	_____	_____

**Declaration**  
 I have read and accept the terms & conditions in the prospectus and wish to become an exhibitor at Seafood Directions 2011. I agree to be invoiced for the total of AUD \_\_\_\_\_ incl 10% GST.  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Please tick if you do NOT wish to receive Conference Updates via email.

**Conditions of Payment**  
 Upon confirmation of your booth number the following payments options are available:

- Payment in full (100%).
- Fifty percent (50%) of total owing will be due upon confirmation of your booth number.
- Fifty percent (50%) of the balance will be due by 26 January 2011. Applications made after 26 January 2011 will be required to pay 100% of the total owing upon confirmation of your booth number.