

# Monash University Agribusiness Executive Program

*Maria Mitris, Pacific Reef Fisheries*



AUSTRALIAN  
SEAFOOD  
COOPERATIVE  
RESEARCH CENTRE

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## **NON-TECHNICAL SUMMARY**

### **PROJECT NO: TITLE**

Meat Executive Program 2010 – 31 October – 5 November

**PRINCIPAL INVESTIGATOR:** Maria Mitris

**ADDRESS:** P.O. Box 1135, Clayton South, VIC 3169.

### **(PROJECT) OBJECTIVES OF RESEARCH TRAVEL GRANT/ INDUSTRY BURSARY**

Personal development opportunity with respect to the marketing of seafood products.

**NON TECHNICAL SUMMARY:** Program comprised of marketing market realities, successful leadership, tools & skills and insights and opportunities.

**OUTCOMES ACHIEVED TO DATE – Developed a point of differentiation for Pacific Reef Fisheries in the completion of the Pacific Reef Story DVD. This has been applied to our packaging and we are using this for marketing, not only our signature prawns but our new sustainable product cobia.**

### **(PROJECT) OUTPUTS DEVELOPED AS RESULT OF TRAVEL GRANT/ INDUSTRY BURSARY:**

- We should be producing the products that consumers want, not just giving them what we have to offer. We should start investigating these other product forms.
- Flow of ideas into the organisation. Should engage the whole team in the process. Everyone has something to offer. Use each person in the phases they are most useful in. ie. Design, Create, Detail.
- Point of differentiation is something that came up time and time again. You need to develop your story and find a point of differentiation, something that is going to set you apart from other businesses.
- Look around you, at your competitors, not just immediate, we are competing with meat, chicken, pork and seafood. See the bigger picture.
- Look at things you already have and stop looking for things to change.
- Leadership styles and behaviour, you need to apply the right leadership style for each situation.

## **ABOUT THE PROJECT/ACTIVITY**

### **BACKGROUND AND NEED**

Marketing products in the Seafood Industry

## **INDUSTRY IMPACT**

### **PROJECT OUTCOMES (THAT INITIATED CHANGE IN INDUSTRY)**

Point of Differentiation – Your Story - Providence

### **SUMMARY OF CHANGE IN INDUSTRY**

*(What immediate changes might be expected for business/industry?)*

More competition in marketing. Honing in on their point of differentiation. For the prawn industry specifically Seafarm, with the Crystal Bay brand have been doing it for quite some time. Gold Coast have some differentiation and I guess Blue Harvest as their marketers have developed that. Aussie Tiger Prawns as a brand, and there a quite a number of smaller farms that have amalgamated to supply Woolworths. They are focused more on branding. Providence is an emerging issue and I believe this will be the focus for the future.

### **WHAT FUTURE AND ONGOING CHANGES ARE EXPECTED?**

*(What will be the impact?)*

Providence is a big issue. People want to know where their food comes from. Businesses will be made to follow suit. Chefs are asking also, they want to tell the story to their customers about providence.

### **WHAT BARRIERS ARE THERE FOR CHANGES TO OCCUR?**

Management – owners do not like change in this industry. They are happy doing what they have always done.

### **IF NOT ALREADY HAPPENING, WHEN WILL THE CHANGES OCCUR?**

*(e.g. 2 businesses will adopt project findings and two more are expected to adopt findings within 12 months)*

Seafarm, Pacific Reef, Gold Coast, Aussie Tiger Prawns – may need to get into the story more.

## **WHAT IS THE LIKELIHOOD THAT THESE CHANGES WILL OCCUR?**

*(e.g. 50% chance that four businesses will adopt project findings)?*

25% I am hoping that other businesses in the same industry will see what Pacific Reef are doing and where they have gone with marketing and follow or have some new ideas to bring to market. Maybe they too can find a point of differentiation or develop their story.

It is a shame that most of the businesses do not see where the future lies, they do not want to make the change and are quite comfortable in doing what they have always done. To some degree they have but there is quite some way to go for all of us.

## **WHAT BARRIERS ARE THERE TO DOPTION OF THESE CHANGES AND WHAT ACTION COULD BE TAKEN TO OVERCOME THESE?**

*(e.g. to adopt project findings will require group training/sharing equipment/invest additional capital etc.)*

Young blood – need new ideas  
The old need to let in the young

## **COMMUNICATION OF PROJECT/EXTENSION ACTIVITIES**

### **WHAT IS THE OUTPUT THAT NEEDS TO BE COMMUNICATED?**

Point of differentiation  
Providence Story

### **WHO IS/ARE THE TARGET AUDIENCE/S?**

Consumers/Chefs

### **WHAT ARE THE KEY MESSAGES?**

Where does my product come from

## WHAT IS THE CALL TO ACTION?

*(What is it you want people to do once you communicate the key message to them – i.e. what change of behaviour or action do you want them to take?)*

To find the passion they once had or have for their business and to take it to the next level. Everyone has a vision I suppose they need to find it or refine it and the passion will come through in their story/ideas etc.

## COMMUNICATION CHANNELS

*(How can these messages be communicated and by who?):*

<i>Channel</i>	<i>Who by</i>	<i>When</i>
<i>Speaking, DVD/video Evidence</i>	<i>Seafood CRC or bursary participant</i>	<i>Conference – everyone is there, article, email, past participants speaking to future or potential participants.</i>

## **LESSONS LEARNED AND RECOMMENDED IMPROVEMENTS**

### WHAT IS YOUR FEEDBACK?

*(e.g. What difficulties were experienced in undertaking this research and how did this affect the project, what improvements and/or considerations can be recommended for future projects in this area and what barriers are there to undertaking further research in this area and how could these be overcome?)*

You need to go with an open mind. You need to embrace change and listen to what your consumers want.

The organisers are also working on a Seafood Executive Program.

### FURTHER ACTION REQUIRED IN REGARDS TO COMMERCIALISATION?

*(e.g. IP protection, licensing, sales, revenues etc)*

Social media is a happening thing. Should get involved with it. The young are out there and we want them eating healthy food. That is their form of communication.

## **ACKNOWLEDGEMENTS**

Dr. John Morris – organiser of the Meat Executive Program very wise man

Dr. Melinda Muth – Leadership styles and behaviour

Professor David Hughs – UK, point of differentiation and story, give customers what they want.

Mr. Michael O’Keefe – look around you and at your competitors. Look at things you already have.

Ms. Lisa Smith – Flow of ideas

Ms. Serena Zipf – seafood targeted audience, very inspiring because Serena told her story and showed us her passion and the drive to succeed in the product they have to offer. Japonicas Prawns.

Coles & Woolworths Managers – What they look for from the eyes of the consumers.

## **APPENDIX (IF APPLICABLE)**