



Seafood Directions 2019

Johnathon Davey

December 2019

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Seafood Directions 2019

2017-239

2019

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In submitting this report, the researcher has agreed to FRDC publishing this material in its edited form.

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Final Report

37.8136°S 144.9631°E → MELBOURNE



Melbourne Convention & Exhibition Centre
9-11 October 2019

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Seafood Directions 2019 Overview

Over three days in October (9-11) Seafood Industry Victoria (SIV) hosted the 2019 Seafood Directions conference, which brought together hundreds of seafood enthusiasts from across the country and around the world.

For the first time the conference was promoted and sold to the public, who joined those involved in the seafood industry and shared opinions, thoughts and suggestions, working together to create an industry workplan that will secure, promote and celebrate Australian Seafood. SIV agreed to take on the hosting of the conference in 2017, on the basis that we were going to 'shake it up' and deliver an interactive and engaging forum for all.

The Welcome Reception was held at the BoatBuilders Yard on Wednesday 9th October. Traditional owner of the land, Elder Ron, provided the Welcome to Country and The Hon. Peter Walsh MP welcomed people to Melbourne and to Seafood Directions.

On Thursday 10th October Senator Jonathon Duniam, Assistant Minister for Forestry and Fisheries officially opened the conference at the Melbourne Convention and Exhibition Centre. He was followed by keynote speaker David Platt from Resilient Futures, who spoke of strategy, disruption and preparing for the future in seafood.

During the two days, conference participants had the opportunity to choose among various sessions to discuss topics and develop recommendations. The conference explored 4 key topics: Sustainability, Value, Industry and Plastics. The full program consisted of presentations, panel sessions and workshops on those 4 topics and more. The sessions were broken up into three 60-minute components. The first provided participants with background information from key presenters, followed by a panel and Q&A session. The afternoon workshops provided the opportunity for brainstorming and information exchange where participants reached a number of recommendations and discussed related barriers and solutions. All sessions were expertly facilitated by Blue-X.

Key Points included:

- The Novotel South Wharf and Pan Pacific South Wharf were the main sources of accommodation for the conference. Additional options were also provided.
- The trade component was held on Level 1 of the Convention Centre with 14 exhibitors showcasing their product and services. It also incorporated the Start Up Alley which consisted of 4 new businesses under the Blue X Banner.
- The Gala Dinner was held in the Melbourne Room of the Melbourne Convention and Exhibition Centre on Friday 11 October. The dinner attracted over 400 attendees and showcased product from across Australia.
- The "Power Up Breakfast" was held on Friday 11 October and was organized by WINSC. A total of 74 tickets were sold to the event.
- The conference attracted a total of 425 registrations, with a further 105 tickets being sold to the side events (welcome function, awards lunch and gala dinner).

Steering Committee

The development of the 2019 conference has been expertly carried out by Seafood Industry Victoria with the appreciated support of the SD2019 Steering Committee, which has been Chaired by SIV Executive Director, Johnathon Davey and consists of 12 committed individuals who represent the full spectrum of Australia's seafood industry.

- **Barbara Konstas**

Chief Executive Officer – Melbourne Seafood Centre

- **Patrick Hone**

Executive Director - FRDC

- **Peter Horvat**

Marketing Manager - FRDC

- **Michael Hobson**

SIV Board Director, Managing Director of Port Albert Wharf Pty Ltd

- **Markus Nolle**

Chairman – SIV, President of the Victorian Rock Lobster Association

- **Aaron Irving**

Chair – National Aquaculture Council, EO – Pearl Producers Association

- **Dallas D'Silva**

Director – Fisheries Policy, Management, Science and Licencing - VFA

- **Megan Njoroge**

Senior Cost Recovery Officer - VFA

- **Belinda Wilson**

SIV Board Director, Seafood Industry Australia Director

- **John Susman**

Director - Fishtales

- **Joeanne Tripylas**

Administration Officer - SIV

- **Bill Hurley Fraser**

Events Manager - SIV

Conference Venue

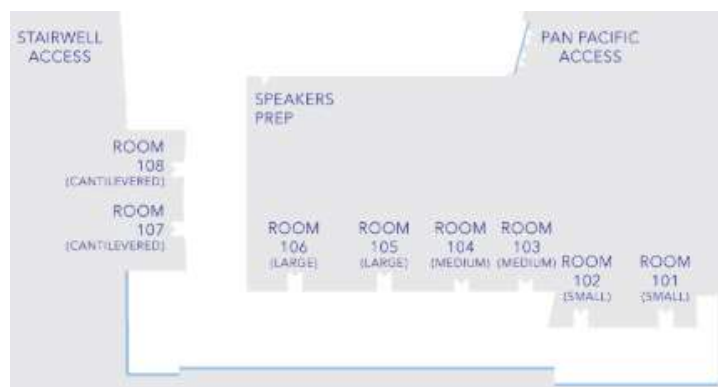
Seafood Directions 2019 was held at:



Melbourne Convention and Exhibition Centre

The Melbourne Convention and Exhibition Centre (MCEC) is Melbourne's destination for big ideas and inspirational events. Showcasing an incredible range of spaces, innovative design and jaw dropping food, they are home to the most spectacular local and international events.

The trade component of the event was held on Level 1 of the MCEC which was used in conjunction with the meeting rooms for the plenary sessions and afternoon workshops. The foyer easily accommodated 17 exhibitions booths, registration desk and had enough space for catering and delegates. The main plenary room (105-106) accommodated 486 people with the additional rooms hosting concurrent session.



The Gala Dinner was held in the Melbourne Room which offers unparalleled views of the city as well as the stunning Yarra River. The room seated 50 tables of 10, included a dance floor and dessert area that was revealed at the end of the night. The foyer was used for pre-dinner drinks and encouraged additional networking opportunities.

Address: 1 Convention Centre Place, South Wharf VIC 3006

Event Statistics

Registration Statistics

Level	Issued
Sponsors/Exhibitors	88
Conference – Full (Early Bird)	72
Conference – Full	131
Conference – Primary Producer (Early Bird)	33
Conference – Primary Producer	69
Conference – Student (Early Bird)	1
Conference – Student	4
Conference – Day (Early Bird)	0
Conference – Day	23
Conference – Hospitality (Early Bird)	2
Conference – Hospitality	2
Total	425

Social Functions

Level	Issued
Guest – Gala Dinner (Non-conference Attendee)	46
Guest – Welcome Reception (Non-conference Attendee)	15
Guest – Awards Lunch (Non-conference Attendee)	44
Total	105

WISA – Power Up Breakfast

Level	Issued
Members (WISA)	36
Non – Members	16
Total	52

A full delegate list is included in the appendix.

Demographics



Row Labels	Sum of tickets
AU	479
GB	2
ID	1
NZ	11
TH	1
WA	1
Grand Total	494

Ticket sales by referral

SEAFOOD DIRECTIONS 2019 - SALES BY REFERRER URL	
EVENT	TICKETS
Seafood Directions 2019	442
https://www.sd2019.com.au/buy-tickets	312
https://www.sd2019.com.au/buy-tickets?fbclid=IwAR1kxUQJw-v7E8XOPH8meV-7YsY1BmmFQgMLUDgB1gIXHLSpHYxzfelnHk	2
https://www.sd2019.com.au/buy-tickets?fbclid=IwAR2TR8J7Bh9ZU9hHYzenNDfVnQ1v2jVZBe1evKT3-pDokHy_QLOK-IPw	1
https://www.sd2019.com.au/gala-dinner	13
{blank}	114
Women in Seafood Australasia for the Power Up Breakfast	52
http://m.facebook.com	1
https://us39.campaign-archive.com/	2
https://www.facebook.com/	2
https://www.google.com/url?sa=t&rect=8&source=web&cd=1&ved=2ahUKEwiE_qjy4enAhUYVW0KHYYWAMUC2pAAegQIARAB&url=https%3A%2F%2Fevents.ticketbooth.com.au	2
https://www.sd2019.com.au/buy-tickets	5
https://www.sd2019.com.au/program-1	17
{blank}	22
Grand Total	494

Marketing and Promotion

Online Platforms

Website: <https://www.sd2019.com.au/>

Facebook: <https://www.facebook.com/SeafoodDirections/>

Instagram: <https://www.instagram.com/seafooddirections/>

Facebook Event: Conference - <https://www.facebook.com/events/310151786324522/>

Gala Dinner - <https://www.facebook.com/events/451990045414482/>

Key Statistics

Facebook Profile Views within 90 days of event: 14,411

Event Views within 90s days of event: 15,500

Website Visits: 7,331

Total Social Media Spend: \$1,000

Branding

A new logo and visual identity for the conference had been developed to reflect a more outwardly and future facing focus. The new logo features a hook as a tool representative of the industry as a whole.



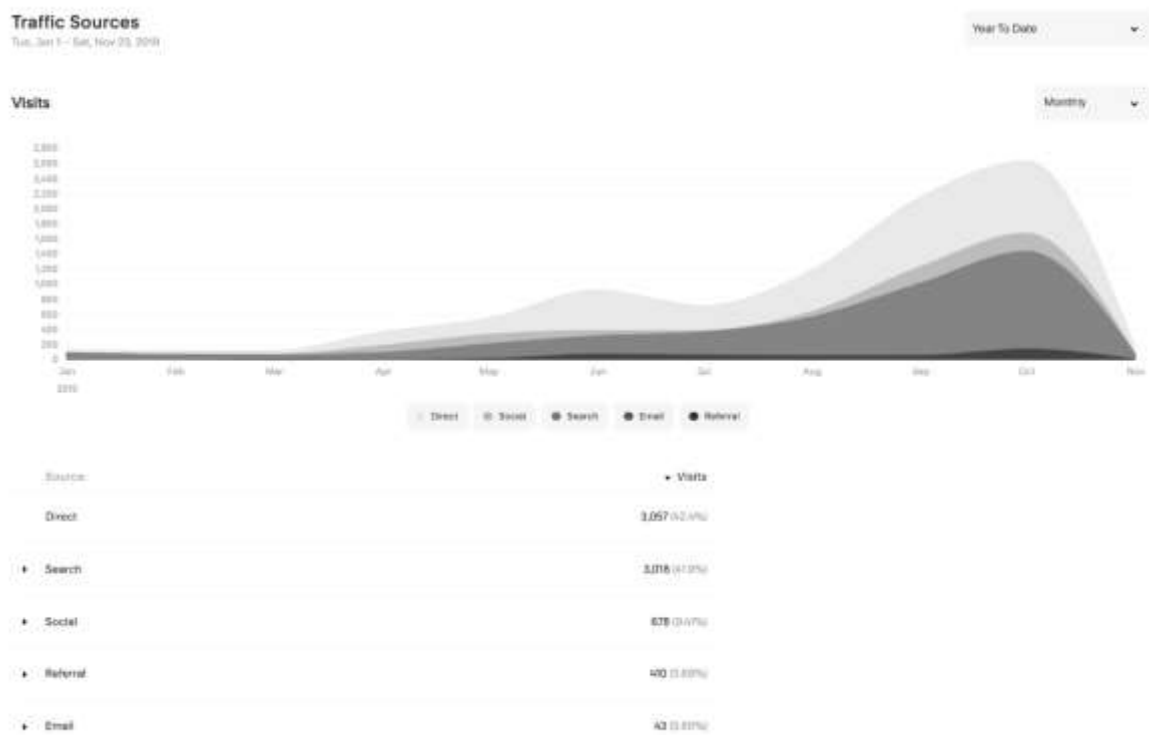
Save the Date and Registration Flyers

Initial marketing began with the distribution of the electronic “Save the Date” flyer in October 2018. The Save the Date flyer was uploaded online, sent via MailChimp and promoted via SIV’s industry newsletter Profish and FRDC’s FISH magazine. A follow up registration flyer was created early-2019 and contained registration information including prices, speaker information and general conference information. This was distributed via the Mailchimp database, uploaded to the website and advertised in appropriate publications.



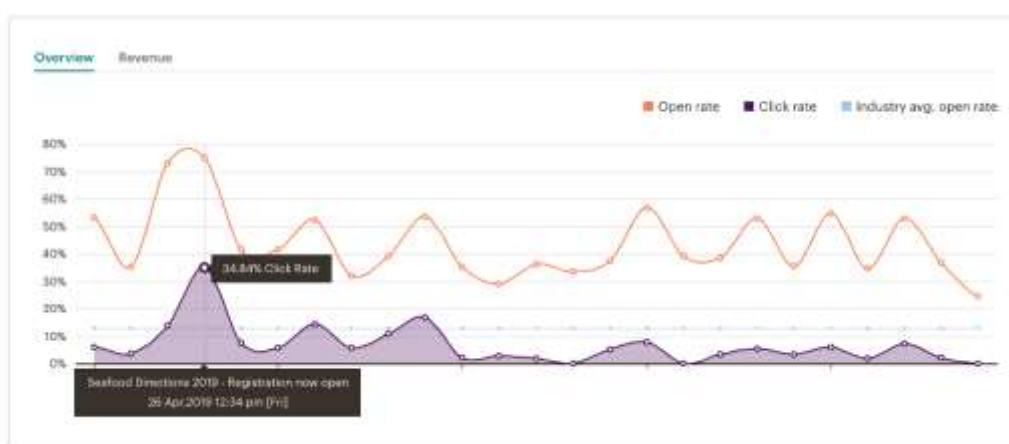
Website

Due to issues with access and ownership of the previous Seafood Directions website, it was essential to create a new website for Seafood Directions 2019 was established at the domain www.sd2019.com.au. The website was developed by Event Manager Bill Hurley Fraser who managed all the uploads and updating including registration, accommodation, speakers, program, sponsors logos and any pre-event information.



Mailchimp

The database of contacts facilitated streamline communication for the conference proceedings. A total of 12 Mailchimp distributions were completed to ensure all who had registered interested were kept up to date with progress, and included: call for abstracts, abstract reminders, registration reminders, early bird reminders, social function information, accommodation reminders, speaker profiles, the event program update and the social event information. Each email blast contained a direct link to the Seafood Directions website. This ensured that conference communications were delivered from one place, rather than from various networks.



<input type="checkbox"/>	Seafood Directions 2019 - Seafood Gala Dinner Regular • SD2017 Sponsors Database Sent on Fri, Oct 04, 2019 3:25 pm	50 Subscribers	24.5% Opens	0.0% Clicks	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Seafood Gala Dinner Regular • SD2017 Attendees Database Sent on Fri, Oct 04, 2019 3:25 pm	357 Subscribers	36.6% Opens	2.0% Clicks	View Report
<input type="checkbox"/>	Social Post From Seafood Directions 2019 - Seafood Gala Dinner Social Post - Facebook Published on Fri, Oct 04, 2019 3:34 pm	132 Reach	174 Impressions	5 Engagement	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Seafood Gala Dinner Regular • SD2019 Website Subscribers Sent on Fri, Oct 04, 2019 3:24 pm	154 Subscribers	52.9% Opens	7.2% Clicks	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Program Overview Regular • SD2017 Sponsors Database Sent on Mon, Aug 26, 2019 10:03 am	53 Subscribers	34.6% Opens	1.9% Clicks	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Program Overview Regular • SD2017 Attendees Database Sent on Mon, Aug 26, 2019 10:02 am	364 Subscribers	35.5% Opens	3.4% Clicks	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Key Themes Regular • SD2019 Website Subscribers Sent on Wed, Jul 17, 2019 4:49 pm	160 Subscribers	56.8% Opens	7.7% Clicks	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Key Themes Regular • SD2017 Attendees Database Sent on Wed, Jul 17, 2019 4:48 pm	368 Subscribers	37.2% Opens	5.0% Clicks	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Key Themes Regular • SD2017 Sponsors Database Sent on Wed, Jul 17, 2019 4:47 pm	53 Subscribers	33.3% Opens	0.0% Clicks	View Report
<input type="checkbox"/>	Social Post From Seafood Directions 2019 - Key Themes Social Post - Facebook Published on Wed, Jul 17, 2019 4:48 pm	216 Reach	310 Impressions	8 Engagement	View Report
<input type="checkbox"/>	Seafood Directions 2019 - Key Themes Regular • SD2019 Steering Committee Sent on Wed, Jul 17, 2019 4:49 pm	14 Subscribers	42.9% Opens	0.0% Clicks	View Report

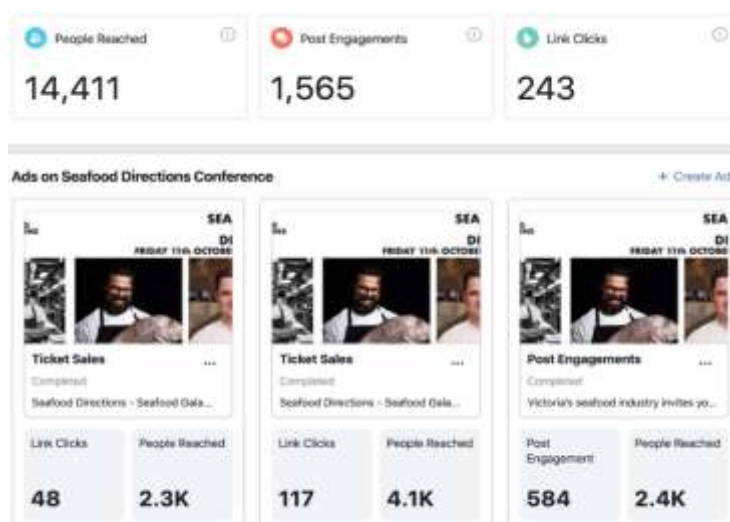
Social Platforms

The aim of the conference was to unite industry, while including consumers, to create a unique celebration of the Australian seafood industry. A social media schedule was developed and followed throughout the conference planning process. Posts occurred at the beginning of the week and these were managed by Seafood Industry Victoria and Event Manager Bill Hurley Fraser. The posts included speaker and chef profiles, call for abstracts, general registration and social function information. Interest in the conference boosted whenever a post was uploaded.

The objective through the conference planning and execution was to enhance social media in order to support future planning.

Best Performing Posts

Quickly see which 5 posts have the best engagement from the last 30 posts, in the last 3 months. ⓘ
Note: Free plans will only show followers count and engagement rate for posts posted using Later.



Sponsorship and Exhibition

The conference included a medium sized trade component which was driven by both SIV and the steering committee members. A database from the previous conference as well as additional contacts from industry was used to promote the Sponsorship Prospectus and keep parties informed on conference progress. Personal emails and calls were also used to form relationships and secure sponsorship.

COMPANY	AMOUNT	SPONSORSHIP CATEGORY
FISHERIES RESEARCH & DEVELOPMENT CORPORATION	\$65,000	Gold Sponsor
VICTORIAN FISHERIES AUTHORITY	\$30,000	Silver Sponsor
MELBOURNE SEAFOOD CENTRE	\$30,000	Silver Sponsor
DEPT OF AGRICULTURE	\$5,000	Exhibition Sponsor
AUSTRALIAN MARITIME SAFETY AUTHORITY	\$5,000	Exhibition Sponsor
SEAFOOD INDUSTRY AUSTRALIA	\$3,000	Exhibition Sponsor
OCEANIC AGENCIES	\$5,000	Exhibition Sponsor
CSIRO MARINE VISUALS TECHNOLOGIES	\$5,000	Exhibition Sponsor
AFFECTUS	\$5,000	Exhibition Sponsor
ESSO AUSTRALIA	\$5,000	Exhibition Sponsor
STAR OF THE SOUTH WIND FARM	\$5,000	Exhibition Sponsor
WOOLCOOL	\$5,000	Exhibition Sponsor
DTS FOOD ASSURANCE	\$5,000	Exhibition Sponsor
BLUE-X – START UP ALLEY	\$5,000	Exhibition Sponsor
TUNA SOLUTIONS	\$600	Mini Booth (Start Up Alley) x2
PHYCO HEALTH	\$300	Mini Booth (Start Up Alley)
CARAPAC	\$300	Mini Booth (Start Up Alley)
ALL FISH FOR DOGS	\$300	Mini Booth (Start Up Alley)
FISHERIES RESEARCH & DEVELOPMENT CORPORATION	\$5,000	Award Sponsor X1
AUSTRALIAN MARITIME SAFETY AUTHORITY	\$5,000	Award Sponsor X1
NATIONAL AUSTRALIA BANK	\$5,000	Award Sponsor X1
AUSTRAL	\$10,000	Award Sponsor X2
APPEA	\$5,000	Award Sponsor X1
SYDNEY FISH MARKET	\$5,000	Award Sponsor X1
COOPER ENERGY	\$5,000	Award Sponsor X1
BEACH ENERGY	\$5,000	Award Sponsor X1
RAPTIS	\$5,000	Award Sponsor X1
MARINE STEWARDSHIP COUNCIL	\$5,000	Award Sponsor X1
SEAFOOD INDUSTRY VICTORIA	\$4,000	Coffee Cart
SKILLS IMPACT	\$2,000	Morning Tea

(Prices exclude GST)

Love Australian Prawns sponsored in-kind fresh prawns for attendees at the National Seafood Industry Awards Lunch.

The seafood that was prepared for the Gala Dinner was sponsored in-kind by suppliers from across Australia including:

- Southern Rock Lobster Limited
- Yarra Valley Caviar
- Goulburn River Trout
- Fremantle Octopus
- AB Hunter Fishing
- Yumbah Aquaculture
- SeaBounty Mussels
- EcoMarine
- Infinity Blue Barramundi
- Spencer Gulf Hiramasa Kingfish
- The Melbourne Seafood Centre

Without the kind and generous donations and sponsorship from the seafood providers, the Gala Dinner would not have been able to be achieved to such a high quality and standard, and our sincere thanks go out to all our Sponsors.

Maidenii Vermouth and Kansom Abalone Beer was also provided in-kind for the event. Their logo was included in the printed menu.

Skills Impact and the National Australia Bank also sponsored in the way of providing volunteer staff to assist with all facets of the conference, including most importantly the registration desk.

Conference Materials

All delegates received a lanyard and name card at registration. Each registration category was assigned a particular colour. A smaller, brief program was printed on the back of the name card.



A branded Conference pack was provided to all delegates as part of their ticket price. There was a focus on the conference bag and its contents not containing any single use plastics and of high quality. Contents included reusable metal water bottle and coffee cup, note pad, the latest issue of ProFish, the program and any promotional material supplied by sponsors.



Social Events

A Welcome Reception, National Seafood Industry Award Lunch and Gala Dinner were held as part of the official conference program. All delegates that purchased a full registration received entry into these social events. Guest tickets to each event were also available.

Welcome Reception: \$50

Awards Lunch: \$50

Gala Dinner: \$200

WISA Breakfast: \$38.50 (members) \$55 (Non-Members)

(Prices exclude GST)

Welcome Reception

Date: Wednesday 9th October 2019

Venue: Boatbuilders Yard, South Wharf

Time: 6:00 – 8:00pm

A cocktail style function to celebrate the opening of Seafood Directions 2019 with Welcome to Country performed by a traditional Wurundjeri Woi-wurrung Elder and opening remarks from Seafood Industry Victoria and The Hon. Peter Walsh who welcomed delegates to Melbourne and the conference.

The venue catered for all dietary needs with a variety of canapes with seafood being highlighted through a live seafood paella station.

National Seafood Industry Awards Lunch

Date: Thursday 10th October 2019

Venue: Boatbuilders Yard, South Wharf

Time: 12:00 – 2:00pm

A break from the traditional awards dinner, Seafood Directions 2019 celebrated those individuals and business that epitomised what this industry is all about with a relaxed casual lunch of Victorian sourced fish and chips, cold beer and crisp dry wine. The awards lunch also featured entertaining MC's and projected video footage.



Seafood Gala Dinner

Date: Friday 11th October 2019 – attended by over 420 people.

Venue: Melbourne Room (MCEC)

Time: 6:30pm

This formal event brought together our newly created community in a colourful celebration of Australian seafood. High profile chefs prepared the food with a focus on profiling the

value of Australian seafood both as primary produce and as a cooked meal. The venue worked with both Seafood Industry Victoria and chefs Nick Mahlook (Atlantic) and Alejandro Saravo (Pastuso) to allow for fresh produce to be supplied for the dinner. The Melbourne Seafood Centre coordinated the supply chain to ensure that premium seafood was delivered on the night.

Pre-dinner drinks and canapes were served as people arrived in the foyer and then took their seats (allocated seating- tables of 10). Each chef was responsible for a dish for both the entrée and the main.



WISA Power Up Breakfast

Date: Friday 11th October 2019

Venue: Meeting Room 105 (MCEC)

Time: 7:15am

A networking and powering opportunity with the amazing women in the seafood industry. The breakfast featured keynote speaker Anthony Hart who spoke about mental health and its impact on the industry. A WISA member also presented her experiences as a woman in the industry. Tickets for this event were sold separately.



Program

The program for Seafood Directions conference explored the four key topics – Sustainability, Value, Industry and Plastics. The full program consisted of presentations, panel sessions and workshops on these four key topics and more.

Sustainability

Seafood Sustainability can often be a minefield of confusion, mostly with a focus on the environment. Seafood Directions 2019 seeks to dive deeper into this sensitive topic and explore other critical issues that are impacting the sustainability of the Australian Seafood Industry. Commercial, Cultural, Environmental and Human Resource Sustainability have become central to the seafood industry not merely Surviving but Thriving. Join with leaders to create clarity and an industry 'Sustainability' workplan to ensure we continue to operate sustainably.

Value

As long as seafood is treated as a commodity, fishers will be price takers not price makers. There is huge latent potential in capturing the true value of fresh, local, sustainably harvested Australian seafood. Seafood Directions 2019 will unpack the current consumer trends, including perceived barriers, while showcasing innovations in technology, value-adding, management, distribution, trading and traceability that are creating a world of new opportunity to capture and create a value chain to unlock this potential. Understanding how we capture and deliver value will be key to differentiating and celebrating our unique Australian Seafood products.

Industry

There are real stories in the seafood industry that need to be told. There are wonderful people in the industry that need to be recognised. And there are unexpected partnerships that are paving the way to a new future. The Industry theme looks at how the seafood sector presents itself to the world, now and into the future. This requires a keen mix of honest evaluation, industry leadership, and powerful communications. Seafood Directions will showcase a diverse range of backgrounds and present the seafood sector across its various stages, partnerships, aspirations, and connection to the land and importantly our consumers. The attendees will understand and appreciate the full extent and value of this important primary industry so that we can begin to nurture its growth.

Plastics

Every year around 8 million metric tonnes of plastic are dumped into the ocean with an estimated 2/3 of the world's fish stocks suffering from plastic ingestion. If we continue on this trajectory it is estimated that within the next decade there will be more plastic in the ocean than fish. Microplastics are effecting our aquatic ecosystems and threatening the human food chain. The seafood industry is directly dependent on the health of the marine environment and sustainable fish stocks. Reducing the use of plastic within industry and diverting plastic from landfill strengthens our commitment to environmental responsibility, increases our contribution to protecting the future of global fishery resources, and improves our social license to operate. There are leaders in industry demonstrating some unique

innovation in this space and we need to encourage them to share their story and develop an industry action plan to curb the use of plastics.

Program Overview:

- Plenary sessions, invited speakers, 4 concurrent sessions over the two days, twenty-eight abstract presentations and various panel discussions.
- Afternoon workshops on the four key topics facilitated by Blue-X
- NSILP workshop on the first afternoon hosted and facilitated by Affectus.
- Modern Slavery – Afternoon panel session on Friday 11th October.
- Other key presentations on topics of national interest to the seafood industry were facilitated through the flexibility provided in the sheer number of rooms and space availability of the venue.

SD2019					
	SUSTAINABILITY	VALUE	PLASTICS	INDUSTRY	TOTAL
Workshop Attendees	60	26	40	27	153
Problems Analysed	261	95	149	153	658
Problems Refined	28	12	19	14	73
2021 Vision/Goals	52	16	57	36	161

(Provided by Blue-X)

Feedback

There was an overwhelming amount of positive feedback from the 2019 Conference. The Conference was well attended and well received.

To date we have received very minimal negative comments, with one attendee registering the lack of 'coeliac' options of food at the National Awards lunch – something that was not registered with the organising committee as an allergy. And two people commented that they didn't like the outdoors nature of the venue for the Awards lunch, and found it difficult to hear.

Financials

A dedicated conference bank account with Bendigo Bank was established to ensure all transactions were recorded in accurate detail.

A copy of the current profit and loss report has been included with this report.

The profit and loss report as at 16 December 2019 shows a net profit of \$78,390.41 (displayed below).

The extent of profit is largely due to Seafood Industry Victoria staff administering and coordinating the conference, due to extremely large risk in engaging an event coordinator at costs quoted of between \$70-90,000. Something that was not supported by the Steering Committee nor the SIV Board.

Profit and Loss

Seafood Directions 2019.
To 16/12/2019

Income	
Seafood Directions 2019 - Ticket Sales	168,960.50
Seafood Directions 2019 - Sponsors	224,223.00
Total Income	393,183.50
Operating Expenses	
Seafood Directions 2019 Expenses	307,040.57
Seafood Directions Bursary	7,752.52
Total Expenses	314,793.09
Net Profit	78,390.41

Recommendations

Recommendations from the Organising Committee to be considered by the host of Seafood Directions 2021 are:

- Maintain a two day (minimum) forum for industry story sharing and collaboration, any shorter and there will be a significant decrease in sponsorship availability, and we actually had more content that could have provided a 3 day forum.
 - We investigated the option of tying a 'national Aquaculture Conference' as a part of SD2019, instead opting to include aquaculture and wildcatch as much

as possible to deliver a united industry conference. This could be either explored by the hosts of 2021.

- To set your 'key topics' as early as possible and ensure these are road tested with industry – this was a key component of what SIV did in delivering a successful event in 2019.
- Attachment A highlights the current analysis and statistics from the Blue-X led workshops, of which there is a workplan to be implemented by the coordinators of Seafood Directions 2021.
- Overarching outcomes and observations from SD2019:
 - We as an industry need to collaborate and share our story better, more often and consistently.
 - We must be prepared and understand elements of disruption, and that we have an opportunity to be 'disruptors' – noting of course there are some in industry doing this well.
 - There is massive potential to increase our current economic position as an industry, without necessarily harvesting more product, although aquaculture growth is significant and impressive.
 - There is an ever-growing community awareness of plastics in our waterways and there are some very positive stories across industry of opportunities to reduce plastic usage, and the conference was celebrated as a single use plastic free event.
 - Sustainability is very important for our industry, however it is equally important to the community and there are mixed views of what contributes to a classification of 'sustainable'.

Thanks and Acknowledgments

On behalf of the participants, the Steering Committee and Seafood Industry Victoria, I issue my sincere thanks to all involved in Seafood Directions 2019. Most importantly I extend a huge thanks to our sponsors (listed across the following pages) who without their contribution of financial and product support this event would not have succeeded. To the team at Blue-X (Allen, Clare, Andrew and Sue) your professionalism in delivering the new format workshops across the afternoons was greatly appreciated. To the SD2019 Steering Committee and the SIV Board I extend our thanks for the ongoing sounding board, support and contributions and to that extent the on the ground work of Joeanne and Bill as the hands on delivery of the conference – without you it would not have happened.

And lastly to the attendees, I trust you enjoyed the new format and the call for you to roll up the sleeves to deliver actions and outcomes. From all comments returned to the Steering Committee and to SIV since the conference, this revised format was extremely well received and provided a positive outlook for industry, seafood and consumers alike.

Acknowledgements



SEAFOOD DIRECTIONS 2019



Attachment A:

Blue-X Report from SD2019 Workshops.



What an incredible conference! Over 2.5 days we, the team at Blue-X were inspired by the conversations, the passion and vulnerability shared by you, the people in the Seafood Industry. It was a privilege to collaborate with so many of you, particularly during the panel sessions and our various workshops.

We promised you there was more, we promised we would get to work to collate the numerous problems that you each shared and produce a system map. We will commence this work shortly, but we ask you to please be patient. We were surprised by the sheer volume of problems that you each shared so it may take us a while.

Some stats we've gathered so far



As you can see, the workshops were well attended with large numbers of both problems analysed and refined. We also obtained good results in collecting everyone's vision/goals for 2021. The Sustainability workshop produced the largest percentage of problems that were analysed and refined. However, the Plastics workshop gained the highest percentage of vision/goals. Why do you believe that was the case?

If you'd like to provide us with your insights, feedback and or ask a question in relation to the Blue-X workshops, we'd love to hear from you.

To share insights, click on the link: <https://blue-x.typeform.com/to/AkLYoX>

From the workshop gallery.



To view the gallery click on the link: <https://www.blue-x.co/seafood-directions>

We hope that you're inspired to stay connected, continue to learn, collaborate and contribute as we tackle the seafood industry problems together. Of course, if you wish to opt-out of receiving our updates, you can find the unsubscribe link below.

Thank you for your input so far.

The Team @ Blue-X