

FRDC Resource: Ongoing development and maintenance of Australian Fish Names Standard 2019-2020

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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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Acknowledgments

The Fish Names Committee (FNC) chair and members have been a key part of the success of this project. Without their involvement, this project could not have achieved what it has to date.

This project also could not have proceeded without the funding support from the Australian Government via the FRDC which is gratefully acknowledged.

The support of Standards Australia through the accreditation of FRDC as a Standards Development Organisation and through the constructive feedback received through successive SDAC audits has greatly enhanced the operational efficiency of the project.

The FNC members for the duration of this project were:

Name	Position	Period
Gus Dannoun	FNC Chair	1/10/2014 to 30/6/2021
Anni Conn	Expert Member (Seafood Marketing) and Deputy Chair	1/2/2018 to 15/4/2021
Anthony Mercer	Expert Member (Seafood Processors)	1/7/2014 to 17/5/2021
Don Tuma	Expert Member (Seafood Marketing and Fish and Invertebrates Taxonomy)	1/7/2014 to 30/6/2020
Glenn Austin	Expert Member (Hospitality)	1/7/2014 to 30/6/2021
Gordon Yearsley	Expert Member (Fish Taxonomy)	1/7/2012 to 30/6/2021
Hamish Allen	Expert Member (Major Supermarkets)	1/11/2012 to 30/6/2021
Jason Gibson	Fisheries Agencies Appointee – Chair of AFMF nominates attendee	1/7/2012 to 14/10/2020
Sonia Talman	Fisheries Agencies Appointee – Chair of AFMF nominates attendee	14/10/2020 to 30/6/2021
Karen Gowlett-Holmes	CSIRO Fish and Invertebrates Taxonomy	1/7/2017 to 30/6/2021
Kerry Strangas	Master Fish Merchants Association of Australia	1/7/2017 to 30/6/2021
Lisa McKenzie	Department of Agriculture and Water Resources	1/6/2016 to 30/6/2021
Mark Boulter	Expert Member (Seafood Imports)	13/9/2017 to 30/6/2021
Russell Conway	Expert Member (Recreational Fishing)	1/3/2013 to 30/6/2021
Renee Pearce	Australian Seafood Industry Appointee	22/10/2018 to 30/6/2021

Table 1 - FNC Membership for duration of this project

The author would like to acknowledge the valuable assistance and support received from Meaghan Dodd who has been mentored as the agreed successor of the Fish Names Standard pending the retirement of the current Principal Investigator Alan Snow in 2021.

Abbreviations

TERM	DEFINITION
AFMF	Australian Fisheries Managers Forum
AFNS	The Australian Fish Names Standard AS 5300
FNC	Fish Names Committees
SAFS	Status of Australian Fish Stocks
SDO	Standards Development Organisation
SIAA	Seafood Importers Association of Australasia
SRB	Standards Reference Body
SSA	Seafood Services Australia
SDAC	Standards Development and Accreditation Committee
MFMA	Master Fish Merchants' Association
SIA	Seafood Industry Australia

Executive Summary

This project focuses on the ongoing development and maintenance of the Australian Fish Names Standard. Initiated by Seafood Services Australia in 1999, the Fisheries Research and Development Corporation (FRDC) took carriage of the development of the Fish Names Standard in 2013. Initial accreditation of FRDC by Standards Australia was conducted on 11 September 2013; intellectual property of the Australian Fish Names Standard was formally transferred on 11 October 2013; and the first FRDC Fish Names Committee (FNC) was held on 12th November 2013.

This work builds on the following FRDC funded projects’.

- 2012-209, “Develop and promote the Australian Fish Names Standard (AS-5300) and ensure reaccreditation as a Standards Development Organisation [Michelle Christoe, SSA Executive Officer – novated to (2012-209.40) Alan Snow Consulting].
- FRDC 2012-209.40, “Develop and promote the Australian Fish Names Standard (AS-5300) and ensure reaccreditation as a Standards Development Organisation” [Alan Snow Consulting]
- FRDC 2015-210, “FRDC resource: Australian Fish Names Standard (AS-5300)” [Alan Snow Consulting].

The operating procedures of the Fish Names Committee have continued to improve, and proposed amendments have been evaluated in a highly rigorous and professional manner.

The list of approved names in the Australian Fish Names Standard has continued to expand to meet stakeholder needs through harmonising with the Status of Australian Fish Stocks (SAFS) reports and the addition of commercially important invertebrate species.

It has been twenty years since the Fish Names process commenced through Seafood Services Australia (SSA). As such, it is an opportunity to consider what has been achieved in twenty years and what is still to be achieved.

Background

The steps to the development of the Australian Fish Names Standard commenced in the mid 1980’s but took a new form with the formation of the Fish Names Committee (FNC) in 1999. When the FNC commenced, there were approximately 3,000 edible fish species, for which there were anecdotally about 10,000 different names. Nomenclature for invertebrates (molluscs, crustacean, etc) was even more complex.

Successive attitudinal surveys demonstrated that one of the major concerns that consumers expressed when purchasing seafood was that they were not confident they were getting what was paid for. Public and consumer confidence is vital to the well-being of Australia’s seafood industry.

Standard Fish Names remove confusion, strengthen consumer confidence, create market efficiency, underpin effective fisheries monitoring and improve the management of food safety.

A list of agreed names, The Australian Fish Names List, was developed in 2000. This list was expanded greatly in 2004 with the addition of about 3,500 agreed names for finfish following a Common Names Workshop held at Adelaide in 2004. This workshop also developed a set of agreed naming protocols that would be used in the future for the naming of fish. This previous Australian Fish Names List became the first edition of the Australian Fish Names Standard (AS-5300-2007).

SSA was accredited as a Standards Development Organisation (SDO) in 2006 to develop Australian Standards in the seafood industry. SSA had one accredited Australian Standard, the Australian Fish Names Standard (AS-5300).

In July 2013, SSA ceased trading and the FRDC immediately took steps to become accredited as a Standards Development Organisation (SDO) thus ensuring that maintenance and ongoing development of the Australian Fish Names Standard AS 5300 would continue.

FRDC was successfully accredited as an SDO in September 2013 and reaccredited in 2019 as an SDO by the Standards Development and Accreditation Committee (SDAC).

Amended Project Deliverable

An extension to the project was approved for the period from 1 October 2020 to 30 June 2021. This extension included a six-month period to develop the Australian Standard for Aquatic Plant Names (AS 5300 2019).

Aims / Objectives

Use of Standard Fish Names in Australia achieves outcomes that are consistent with the aims of the Australian seafood industry and governments.

- Improved monitoring and stock assessment enhance the sustainability of fisheries resources.
- Increased efficiency in seafood marketing improves consumer confidence and industry profitability.
- Improved accuracy in trade descriptions enables consumers to make better informed choices when purchasing seafood and reduces the potential for misleading and deceptive conduct.
- Seafood related public health incidents and food safety risks can be more efficiently managed through improved labelling and species identification.
- Marketability and consumer acceptability of species are enhanced through the use of Standard Fish Names.

The specific aims of this project were:

1. Ensure FRDC maintains accreditation as a Standards Development Organisation through audits from the Standards Australia Standards Development Advisory Committee.
2. Continue to promote and provide advice on the content and uptake of Australian Fish Names Standard and other FRDC developed standards to the broader seafood industry and government through strategic submissions and presentations to government in consultation with FRDC.
3. Evaluate and implement the recommendations from the draft “Report on Stakeholder Consultation about the Australian Fish Names Standard and the Associated Processes” conducted in 2018 to ensure the AFNS continues to meet stakeholder needs and expectations.
4. Continually improve the content and relevance of the Australian Fish Names Standard (AS-5300) and underlying procedures to meet market, regulator and stakeholder needs and expectations.

Results / Key findings

- The impact of COVID-19 on the operations of the FNC and the Aquatic Plants Standards Reference Body was minimal. There has been minimal travel in 2020 or 2021. Standards development administration functions and meetings have continued through Zoom videoconferencing.
- Four FNC meetings were held that resulted in a number of additional species being added to the AFNS.
- One special meeting was held by Zoom for the FNC to discuss two highly contentious applications. FNC have recommended that this process become a normal operating procedure.
- The FNC ensures that the approved names in the Australian Fish Names Standard are in harmony with the names used in reporting on the Status of Australian Fish Stocks (SAFS) reports.
- Annual audits by the Standards Australia Standards Development and Accreditation Committee (SDAC) have all been successful and the FNC operating procedures have been merged with the FRDC standards development policies and procedures to create greater efficiency.
- The Australian Fish Names Standard is now recognised and accepted by all sectors of the Australian seafood industry.
- FRDC, as an accredited SDO, now has a larger role in assisting in the dissemination of information through its vast number of contacts. This further facilitates processes such as public consultation and dissemination of results of final approval of applications.

- Time and resources were devoted to mentor Meaghan Dodd to be in a position to manage the FRDC standards development functions in the future (as a succession plan in preparation for Mr Alan Snow's retirement in 2021).

Keywords

Australian Fish Names Standards, Fish Names Committee, AS-5300, Standard Fish Names.

Introduction

Successive consumer surveys had demonstrated that one of the key issues affecting the consumption of seafood was that consumers did not have the confidence in the product that they were purchasing (Ruello and Associates, 2002).

Food fraud through either intentional or accidental mislabeling had been a common factor for many years. Ruello et al reported that common comments expressed were:

- How do I know what I am eating when I cannot have confidence that I am purchasing what I am paying for?
- How can you affect a food recall if everyone is referring to a different species?
- Why is this retailer selling a species that another retailer is not – even though they look the same?

A survey conducted by the Australian Consumers' Association found that 22% of fish in 30 restaurants and 30% in 12 high turnover retail shops were incorrectly labelled. A subsequent survey in Victoria found that up to 75% of premises selling fish claimed to be Barramundi had falsely labelled the fish (Food Standards Australia and New Zealand, 2003).

Seafood Services Australia (SSA) was given responsibility for the management of the Fish Names process by the Fisheries Research and Development Corporation (FRDC) in 1999.

A process as shown in [Figure 1 - Original procedure to amend a fish name](#) had been developed as part of the development of the *Marketing Names for Fish and Seafood in Australia* (Recommended Marketing Names for Fish Committee, a Working Group under the Standing Committee on Fisheries and Aquaculture, Australia., 1995) whereby proposals to amend fish names would be received by the Australian Seafood Extension and Advisory Service (AUSEAS), one of the projects which was amalgamated with other projects to become Seafood Services Australia. This process was very convoluted, and a new process needed to be developed.

A revised and streamlined process was developed in 1999 by Seafood Services Australia. The key planks of this process were:

- To establish a representative Fish Names Committee with representation from the major stakeholders in the seafood industry.
- To develop the Australian Fish Names List which included the approved names for approximately 300 commercial species of both domestic and imported fish and seafood in Australia.
- To develop a rigorous and consultative process for handling new applications and proposed amendments to the Australian Fish Names List involving two rounds of evaluation by the FNC and a public consultation phase.

Successive FRDC funded projects and associated publications had further established the need for a set of Standard Fish Names. A list of relevant publications can be seen in Table 2 - FRDC funded publications that use Standard Fish Names

A timeline of the key milestones that have led to the development of the Australian Fish Names Standard is included as [Appendix 6 - Dates and events that have led to the development of the Australian Fish Names Standard](#).

MARKETING NAMES FOR FISH AND SEAFOOD IN AUSTRALIA

Procedure for the addition and review of marketing names

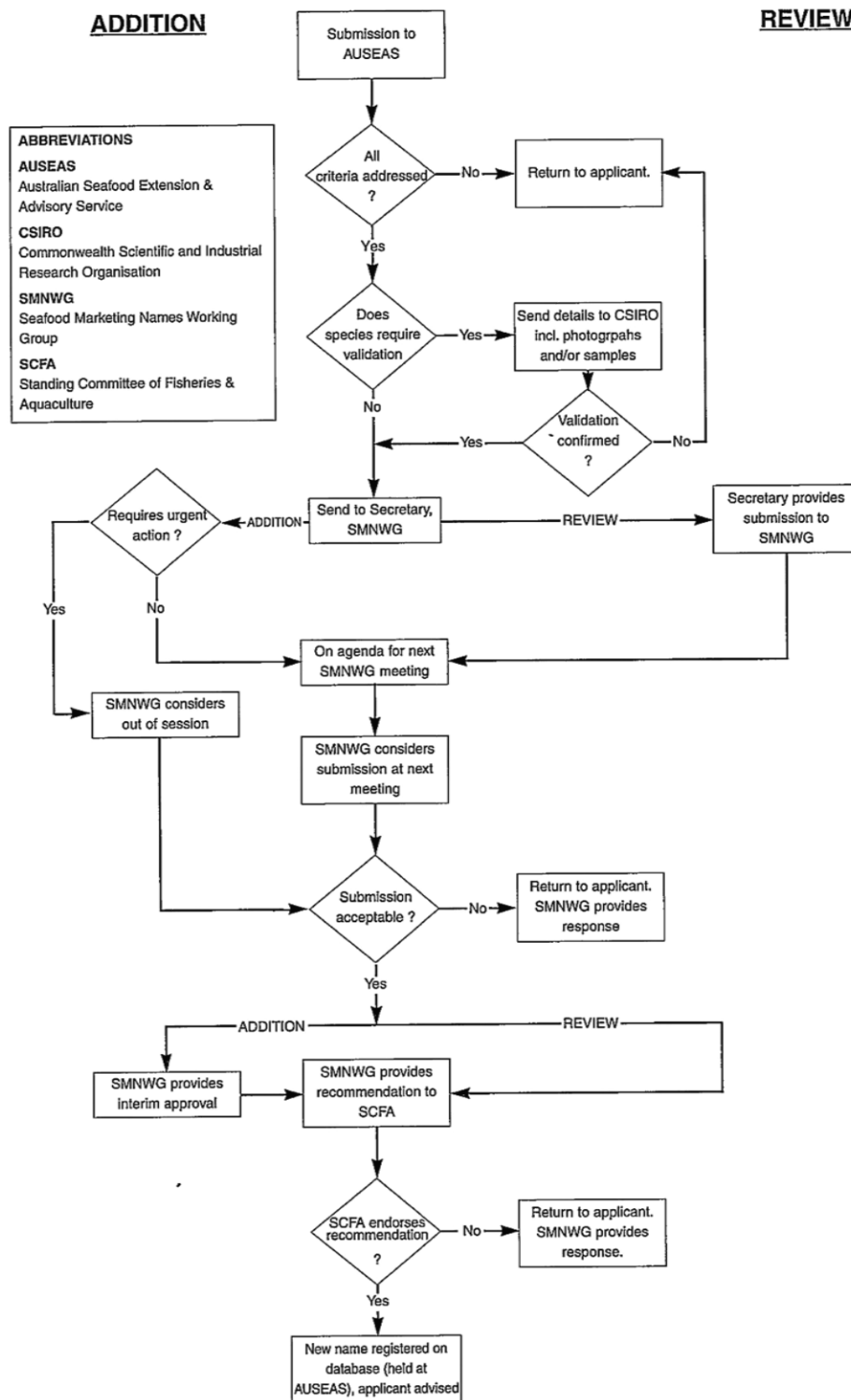


Figure 1 - Original procedure to amend a fish name

PUBLICATION	AUTHOR	YEAR
Australian Fisheries Statistics	ABARE	Annual
Guide to Sharks and Rays in Australia	Daley RK, Stevens JD, Last PR and Yearsley GK	1987
Fisheries Resource Atlas of Australia	Kailola P	1991
Nutritional value of Australian Fishes: oil, fatty acid and cholesterol composition of edible species	Nichols P	1995
Australian Seafood Catering Manual	Kane J	1996
Australian Seafood by Season: your state by state and month by month guide to Australia's seafood seasonality	Brown F and McDonald P	1997
South East Fishery Quota Species – an identification guide	Daley RK, Last PR, Yearsley GK, Ward RD	1998
Australian Seafood Handbook: An Identification Guide to Domestic Species	Yearsley GK, Last PR, Ward RD	1999
The Australian Seafood User's Manual: making the most of the world's best.	Yearsley GK, Onley AC, Brown FK	2000
Nutritional value of Australian Seafood II Factors affecting oil composition of edible species	Nichols PD, Elliott NG, Mooney BD	2000
Australian Seafood Handbook: An Identification Guide to Imported Species	Yearsley GK, Last PR and Ward RD	2003
What's so healthy about seafood? a guide for seafood marketers	FRDC	2004
Fishes of Australia posters (3)	SSA	2004
Requirement of all FRDC final reports	FRDC	

Table 2 - FRDC funded publications that use Standard Fish Names

The Australian Fish Names List became accepted by the Australian Seafood Industry and experienced continual refinement and enhancement over the next few years. This process formed the basis for what was to become the Australian Fish Names Standard.

When Seafood Services Australia ceased trading in 2013, the FRDC immediately became accredited as a Standards Development Organisation and assumed the management and ongoing maintenance of the Fish Names Standard (AS-5300).

Acceptance of the Standard is more widespread than in 1999 but there is still much to be achieved.

Objectives

The objectives of this project were:

- 1 Ensure FRDC maintains accreditation as a Standards Development Organisations through audits from the Standards Development and Advisory Committee
- 2 Continue to promote and provide advice on the content and uptake of Australian Fish Names Standard and other FRDC developed standards to the broader seafood industry and government through strategic submissions and presentations to government in consultation with FRDC
- 3 Evaluate and implement the recommendations from the draft “Report on Stakeholder Consultation about the Australian Fish Names Standard and the Associated Processes” conducted in 2018 to ensure the AFNS continues to meet stakeholder needs and expectations
- 4 Continually improve the content and relevance of the Australian Fish Names Standard (AS-5300) and underlying procedures to meet market, regulator and stakeholder needs and expectations.

All objectives have been met. Further work continues to be made on Objective 4.



Figure 2 - Fish Names Committee meeting by Zoom

Methods and Results

Key achievements against milestones for the duration of this project are detailed below.

Impact of COVID-19 on the management of the project

The impact of COVID-19 on the project has been minimal and has been effectively handled through the increased usage of video conferencing.

The FNC traditionally has one face-to-face meeting per year and one or more videoconferences.

Travel restrictions have resulted in the traditional face-to-face meeting not being held.

There have been some delays in obtaining feedback, contacting people, etc as a result of varied working conditions but, in general, the overall effect has been minimal.

A positive from the forced usage of video conferencing is that FNC members have become more proficient at the use of ZOOM videoconferencing technology. Another positive is the reduction in travel costs.

There is much written about “zoom fatigue” with signs showing up at 1.5 to 2 hours. Meetings should be held more regularly and limited to 1.5 hours, even if the remainder of the agenda is to be deferred to another day.

Recommendations for future action

- 1) More regular and shorter meetings of the FNC should be considered using videoconferencing technology (Zoom, Microsoft teams etc)

FNC project management and succession planning

One of the issues that was raised by the FRDC in 2015 as part of the conditions for FRDC 2015-210 was the need for succession planning.

This has effectively been implemented through the following actions:

- All standards development and Fish Names procedures have been documented fully as per the FRDC standards development procedures.
- Ms Meaghan Dodd has been co-investigator on this project and has gained experience through taking a lead role in the development of the associated project to develop an Australian Standard for Aquatic Plant Names. (AS-5301).
- Meaghan Dodd managed this project for the period in 2019 when the Principal Investigator was overseas.
- Meaghan Dodd is the listed Principal Investigator as part of the next funding application for 2021-2025 and Alan Snow will be available for assistance and advice as required for the duration of the project.
- All historical documentation including much of the “corporate knowledge” relating to the pre-FRDC period has been digitised and has been uploaded to the FRDC SharePoint site for easy retrieval.
- The membership of the FNC is continually being renewed to ensure there is a pool of people with knowledge of the process.
- All entries in the metadata behind the searchable database at www.fishnames.com.au have been updated with the application number which provides for full tracking of all applications to amend the AFNS. In the future, when the searchable database is updated, this will allow anyone to look at an application and be able to download the original application and the history behind the decisions relating to the application.
- Meaghan Dodd has further gained experience through assuming the day-to-day management activities for both the Fish Names Committee and the Aquatic Plant Names Standards Reference Body.

- A debriefing was held with Carolyn Stewardson at FRDC on 3 May 2021 to discuss the transition and identify any knowledge and skills gaps that needed to be addressed.

FRDC accreditation as a Standards Development Organisations

The Principal Investigator was heavily involved in developing the processes to get FRDC accredited as a Standards Development Organisation in 2013 and has worked closely with FRDC staff to integrate the FRDC standards development policies and procedures into the existing FRDC quality systems.

The Principal Investigator has been involved in all Standards Australia audits conducted originally by the Accreditation Board of Standards Development Organisations (ABSDO) and more recently the Standards Development Accreditation Committee (SDAC).

The FRDC standards development policy and procedures have undergone continual improvement following each SDAC and internal audit.

The standards development policy and procedures contained many references to the Fish Names Standards development processes. This was expected as there was only one standard. Considerable effort has been devoted to making the standards development policy and procedure a generic document applicable to any standards development activity. The specific activities that relate to the Fish Names Committee are now an attachment to the standards development procedure.

A specific document, Work Instruction - FNC & APSRB Project Manager has been developed which details the specific work instructions that the Project Manager needs to take to ensure consistency in delivery. This document will undergo continual development.

SDAC audits conducted during the life of this project were:

AUDIT	DATE
Reaccreditation Audit	15 and 16 October 2019
Surveillance Audit	21 September 2020

Table 3 - Standards Development and Accreditation Committee Audits during the life of this project

All audits have had successful outcomes and have demonstrated the high level of rigor of the quality systems that have been developed.

The reaccreditation audit conducted on 15 and 16 October 2019 was highly successful and identified several issues for continuous improvement which have all been accepted and incorporated into the standards development procedures. This was verified at the surveillance audit conducted in 2020.

A revised audit protocol was developed in consultation with the SDAC auditor to conduct a remote surveillance audit of the FRDC. Standards development procedures. This was very effective, with the success being attributed to the rigor in the FRDC processes.

Historically the Principal Investigator has been heavily involved with the SDAC audits. This need not be the case as the FRDC Quality Manager has participated in SDAC audits and is aware of the process.

Recommendations for future action

- 2) Involvement in future SDAC surveillance and re-accreditation audits should be conducted by FRDC staff rather than the Standards Development Principal Investigator(s).

Ongoing maintenance and development of the Australian Fish Names Standard

A revised edition of the Australian Fish Names Standard was published on 26 June 2019 (AS-5300-2019).

Annex A of the standard, the list of approved Standard Fish Names, is continually changing and meetings are held regularly to consider proposals to amend the names in the standard.



Figure 3 - Fish Names Committee tour of the Melbourne Museum (FNC 36).

FNC Meetings

Meetings of the Fish Names Committee were held using Zoom video conferencing technology as discussed previously.

Meetings held during the life of this project were:

MEETING	DATE	VENUE
FNC 36	9 October 2019	Melbourne Museum (hosted by Martin Gomon)
FNC 37	22 April 2020	Teleconference (Sydney Fish Market)
FNC 37a	21 July 2020	Special Zoom meeting to discuss certain contentious Fish Names applications
FNC 38	14 October 2020	Zoom videoconference
FNC 39	30 April 2021	Zoom videoconference

Figure 4 - Fish Names Committee meetings during this project cycle.

A full list of all meetings of the FNC is available as [Appendix 1 - Complete List of Fish Names Committee Meetings](#).

The last face-to-face meeting (FNC 36) was hosted at the Melbourne Museum where members were given the opportunity to tour the fish and invertebrate's taxonomy collections. This was well received by FNC members.

Recommendations for future action

- 3) Future face-to-face meetings of the FNC should be held at venues where members are given the opportunity to discuss the decisions with stakeholders and users, e.g., museums, fish markets, etc.
- 4) A revised edition of the Australian Fish Names Standard be published in 2022.

Proposed amendments to the AFNS

A number of proposed amendments to the AFNS were approved at these meetings following the required period of public consultation. These amendments are included as [Appendix 4 - List of approved amendments to the Australian Fish Names Standard during this project](#).



Figure 5 - Martin Gomon and Gus Yearsley at the Melbourne Museum (FNC 36).

Proposed amendments to the AFNS that were not accepted

The Standards Development Principal Investigator held discussions with a representative of the New Zealand King Salmon Company who asked the FNC to consider whether a name change for *Oncorhynchus tshawytscha* from Chinook Salmon to King Salmon (or possibly New Zealand King Salmon) was likely to be successful.

FNC had originally considered this proposal in 2009 and rejected the proposed name change on that occasion. FNC was informally asked to consider whether a revised proposal would be likely to have success. FNC members believed that the situation has not changed since 2009 and the proposal did not proceed. This information was passed on to the applicant who is considering their position.

A special meeting of the FNC was held to discuss two highly contentious applications prior to public consultation:

- to add a new group name PINK GURNARDS for *Pterygotrigla* spp.
- to add a new group name PACIFIC SNAPPER for the two species *Sebastes flavidus* and *Sebastes entomelas*.

FNC did not support the applications.

A more recent proposed amendment was received to change the name for *Cyprinus carpio* from European Carp to Kuya. This proposal had demonstrated support from the first nations people, but it was considered a marketing issue rather than a nomenclature issue and was therefore not supported.

PROPOSED AMENDMENT	FNC DECISION
Application 333 to amend the SFN for <i>Maccullochella ikei</i> Rowland 1986 from Clarence River Cod to Eastern Freshwater Cod	Rejected by FNC following public consultation
Application 335 to add a new group name PINK GURNARDS for <i>Pterygotrigla</i> spp.	Not accepted
Application 336 to add a new group name PACIFIC SNAPPER for the two species <i>Sebastes flavidus</i> and <i>Sebastes entomelas</i>	Not accepted
Application 339 to change the name from European Carp to Kuya for <i>Cyprinus carpio</i>	Not accepted

Table 4 - Proposed amendments rejected by the FNC

Alignment of SAFS and AFNS databases

Considerable effort continues to be made by the Fish Names Committee to ensure that the names used in the Status of Australian Fish Stocks (SAFS) dataset and the approved names in the Australian Fish Names Standard are in alignment.

The SAFS working group regularly identify discrepancies that the FNC has not been aware of. This has led to a more robust system.

Fish Names Committee membership

The FNC is structured to be representative of all key stakeholder groups in the Australian Seafood Industry, in addition to four additional appointees who are expertise-based positions, ensuring that all required skills are covered on the FNC.

There have been a number of retirements from the FNC that are currently unfilled:

- Don Tuma - effective 30 June 2020.
- Anni Conn - effective 15 April 2021.
- Anthony Mercer – effective 17 May 2021.

The tenures for several members had expired and were eligible to be considered for reappointment.

Recommendations have been provided to the FRDC for review and potential appointments and approval of reappointments of existing members.

The position of deputy chair held by Anni Conn is currently vacant but will be filled by the FNC at the first meeting of the FNC held under the subsequent project FRDC 2021-021.

Two other FNC members are to be considered for reappointment later in the year with both expressing a willingness to be reappointed – this is also waiting FRDC approval.

The status of the CSIRO/invertebrate taxonomic/CAAB position is currently unknown due to a possible structural change of the CSIRO.

Jason Gibson has been a highly effective representative of Australian Fisheries Management Forum (AFMF) on the Fish Names Committee. He advised at FNC 38 on 14 October 2020 that the chair of AFMF has changed, and Sonia Talman will be undertaking the role of AFMF secretary and representing AFMF at future meetings of the FNC.

The resignations allow for an alteration to the structure of the FNC to be considered.

The full list of FNC members is included as [Appendix 5 - Full list of Current FNC Members](#).

Recommendations for future action

- 5) To review the structure of the FNC to ensure that it continues to be representative of stakeholder needs and priorities of the FNC.

Fish Names Extension Activities

Fact Files

The FNC has recognised that some of the decisions that it has made need further explanation. Despite widespread consultation, the decisions need to be fully articulated. The FNC has determined that a set of fact sheets for “problem species” should be developed to help inform people on the background of the name selection.

The Fish Name Fact Files are available on the Fish Names website and give the background as to why a name is used for particular species and exactly what the standard name covers.

Each Fish Names Fact File includes information on the relevant standard name selection protocol(s).

Fish Names Fact Files completed to date include:

No	Species	Status
1	Flake	Completed and on website
2	Basa	Completed and on website
4	Change to scientific name for certain Epinephelus species	Completed and on website
5	Octopus	Completed
6	Naming of Prawns and Shrimp in Australia	Completed
	Naming of Gurnard and Latchet	Completed
3	Barramundi	Under development
	Mud Crabs	Under consideration
	South American Flathead	Under consideration
	Red Snapper – Bight Redfish	Proposed

No	Species	Status
	Red Bream	Under consideration
	Cockles	Under consideration
	Ocean Sand Crab – Blue Swimmer Crab	Under consideration

Table 5 - List of Fish Names Fact Files

Recommendations for future action

- 6) To continue the practice of developing Fish Names Fact Files for relevant species.

Presentations

During the life of this project, several external presentations were given as listed below. In all cases, the essence of the presentation and the feedback received is that Fish Names have achieved a lot – but there is still work to be done.

Presentation to Wynnum Manly Rotary Club 2019 – Alan Snow

Abstract - Australian Fisheries and Fish Names – Why Bother?

The underlying theme of this presentation is the development of an Australian Standard for Fish Names, but it is important to understand why we did it – why bother.

The CSIRO Fish Taxonomy group have stated that Australia is home to about 3,000 edible fish species, for which there were about 10,000 different names. The invertebrates are far more complex.

The source of many of Australia's Fish Names is wide and varied and many species acquired their names because they resembled fishes caught in the 'home country', even though they were unrelated species. For example, Australian Whittings' are unrelated to the true Northern Hemisphere Whittings' from which they derived their name; and Australian Salmon are unrelated to the true salmon.

Furthermore, regional variability, where different states are using different names for species, results in one confused consumer who has no faith in the seafood industry to get it right.

Against this background, an Australian Standard for Fish Names was developed.

Presentation at the IAFI World Seafood Congress 2019 – Penang – Meaghan Dodd

Abstract

The Fish Names Standard in Australia is celebrating twenty years with its 5th edition published this year listing approximately 5,500 species. The question; why bother? The problems initially faced included confusion and inconsistencies and these impacted consumers, catch reports and stock assessments. When the project started, Australia was home to some 3,000 edible fish species, for which there were about 10,000 different names with invertebrate species far more complex. How can we give confidence to the industry, without naming standardisation?

Over twenty years of development, the Fish Names Committee (FNC) has worked towards building consumer confidence and consistent naming of seafood including imported products. This is supported by Fisheries Research and Development Corporation (FRDC) as a Standards Development Organisation accredited by Standards Australia. the Fish Names Standard, AS-5300-2019, is the result of consensus among a wide range of stakeholders and an extensive process of consultation with all affected stakeholders, Fish Names Experts, end users and the general public.

With the amount of work involved, should we still bother? In December 2018, a cost benefit analysis was undertaken to determine whether stakeholder requirements for the Australian Fish Names Standard are currently being met and were there any potential process improvements to

ensure stakeholder satisfaction. The response was overwhelming from industry stakeholders who were supportive of the Standard viewing it as a clear benefit providing consumer confidence in the much-needed consistency of naming. There were also, some suggested improvements to be address as the FNC creates an action plan to deliver an improved Standard and process. The final report to stakeholders will be available later this year.

Presentation to AMSA 2021 Conference (Virtual Conference) – 27-30 June 2021 – Alan Snow

Due to COVID-19 restrictions on social interaction and travel, the original AMSA/NZMSS 2020 Conference was postponed until 2021.

AMSA 2021 was held in Sydney as a virtual conference with the same theme - 'Marine Science in the Anthropocene'.

The presentation by Alan Snow is available at <https://youtu.be/z2xN34sX8uk>.



Figure 6 - Meaghan Dodd and Alan Snow AMSA presentation

Abstract – Standard Fish Names – Establishing Consumer Confidence, Alan Snow

If Carl Linnaeus was here today, he may well request from his fishmonger a dozen *Crassostrea gigas* and four *Pristipomoides multidens* fillets. The retailer would probably look blankly and wonder what language Linnaeus was speaking.

But these taxonomic names are fundamental to what is now the Australian Fish Names Standard.

Australia boasts more than 3,000 edible fish and invertebrate species. In the 1990's, seafood consumption surveys showed that consumers' major concern was labelling – were they getting what they expected? Fish fraud, mislabelling and regional variations in names were the norm.

Against this backdrop, the Fisheries Research and Development Corporation provided funding to develop a nationally agreed set of seafood names.

The Fish Names Committee was formed and now includes a mix of stakeholders including taxonomists, retailers and marketing expertise. The fundamental starting point for assigning a standard name is the species' taxonomic position. The Fish Names Committee rigorously applies a set of rules to develop unique standard names for each species/group.

The Australian Fish Names Standard now provides many benefits to end users from consumers to fisheries managers, improving consumer confidence, development of markets, and reporting of the status of fish stocks.

Online presentation to Global Seafood Insights Series in lieu of presentation to the Seafood Summit as part of Foodservice Australia

Due to COVID-19 restrictions, the Seafood Summit did not take place but was revised as an internet-based presentation.

Abstract and presentation - [Standardised Fish Names – Why Bother?](#)

- Australia is home to about 3,000 edible fish species, for which there were about 10,000 different names. The diversity of invertebrates is far more complex.
- The source of many of Australia's Fish Names is wide and varied and many species acquired their names because they resembled fishes caught in the 'home country', even though they were unrelated species. For example, Australian Whitlings are unrelated to the true Northern Hemisphere Whitlings from which they derived their name; and Australian Salmons are unrelated to the true salmon.
- Add to this mix the regional variability where different states are using different names for species and the upshot of is one confused consumer who has no faith in the seafood industry to get it right.

- Retail consumption surveys have repeatedly showed that the major concern when purchasing seafood was that it was correctly labelled.
- Fish fraud, whether international or deliberate was seen as a major risk.
- Against this background, we developed an Australian Fish Names Standard.
- The Australian Fish Names Standard now contains around 5,000 approved names for local and imported species of fish and shellfish.
- It provides a backbone for many other systems such as reporting on fish catches and stock status reporting. How can you get an accurate measure of status of fish stocks if different states are reporting on different species?
- Some common mistakes:

Painted Sweetlip	Australian Slatey, Blackall, Bluey, Grey Sweetlips, Moke, Morwong, Mother-In-Law Fish, Painted Blubber-Lips, Painted Sweetlip Bream, Slate Bream, Slate Sweetlips, Slatey Sweetlips, Smokey Bream, Thicklip, Thicklip Bream, Yellowdot Sweetlips
Golden Perch	Yellowbelly, Callop, Golden, Murray Perch, White Perch, Yellow-Belly, Yellowfin Perch
Flake	Restricted to Gummy Shark or New Zealand Rig (flesh only)
Basa	Pacific Dory

- Fish fraud or deception continues though, and this will only be improved through community education, and industry accepting and using Standard Fish Names through the entire seafood supply chain.

Priority areas for FNC for future development

Priority areas identified by stakeholders

The FNC determined in 2018 that it should commission a stakeholder consultation survey to determine:

- 1) What stakeholders believe are the main benefits to be achieved from use of the Australian Fish Names Standard.
- 2) Where stakeholders believe there are deficiencies in the current process and where process improvements can be made.

The survey was circulated to stakeholders for input during October-November 2018.

The key recommendations from the survey were:

- 1) Investigate strategies to obtain more awareness and usage of the Australian Fish Names Standard from the retail sector.
- 2) The existence and the usability of the Fish Names website needs to be promoted at all opportunities across all sectors from catch/harvest to end consumer.
- 3) Review current images and update with multiple, quality images for as many species as possible on the website www.fishnames.com.au.
- 4) A link from the species page to the SAFS web pages should be investigated.
- 5) Possibility to allow wildcard searching in the search screen should be investigated.
- 6) Review current layout and species information to ensure information is easy to read and is accurate.
- 7) Fish Names Committee to monitor the reasons stakeholders use the Australian Fish Names Standard when considering proposed amendments to the AFNS and ensure the reasons are met as much as practicable.
- 8) Fish Name Committee to consider each of the species related comments and develop an action plan to amend if necessary.
- 9) Fish Name Committee to consider the common challenges identified by stakeholders and develop a strategy to address the concerns.

- 10) Fish Name Committee align suggested improvement with challenges and create an overall action plan to address both challenges and improvements and communicate to all stakeholders.
- 11) Fish Name Committee to review the Fish Names protocols based on the responses of the survey.
- 12) Fish Name Committee to review all feedback and determine what actions should be taken.
- 13) The final report of the survey to be made available on the FRDC website and those respondents who provided an email address to be made aware of its existence.
- 14) Secretariat to follow-up with actions required from these calls.
- 15) The raw data from the survey to be closely examined for trends relating to specific sectors.

The [final report from the survey](#) is available on the FRDC website.

The recommendations from this survey and feedback from previous surveys etc was discussed at FNC 36 and are part of the deliverables for the ensuing project FRDC 2021-021.

Priority areas identified by FNC members

At FNC 36, FNC members conducted a SWOT analysis of the fish names process to identify the strengths and weaknesses of the current process.

List of priority areas identified

- 1) To have the Australian Fish Names Standard mandated through the Australian Competition and Consumer Commission (ACCC) or Food Standards Australia and New Zealand (FSANZ).
- 2) To raise the community awareness of the Australian Fish Names Standard through training, communication and extension, including through the possible development of Fish Names Apps and through the FAO.
- 3) To achieve mandatory usage of the Australian Fish Names Standard.
- 4) To improve community access and awareness through the FRDC Standards website by improving the usability of the site, ensuring easier navigation with clear linkages to the Fish Names Fact Files and other relevant resources.

Three Year priority areas	Ten Year priority areas
<ol style="list-style-type: none"> 1) Integrate the AFNS into the Australian Competition and Consumer Commission (ACCC) or Food Law. 2) Align with International and FAO fish names databases 	<ol style="list-style-type: none"> 1) National system of audit and enforcement – funded. 2) Mandatory use of fish names. 3) Phone app capable of determining fish species similar to the PlantNet Plant Identification App

SWOT Analysis of the Fish Names process (FNC)

Strengths	Weaknesses
<ul style="list-style-type: none"> • Rigorous standards development, processes, and procedures • Our processes are working. • Used in fisheries management systems. • The Status of Australian Fish Stocks (SAFS) database is integrated with the Fish Names database and resulted in standard reporting. • Referenced in several legislative instruments: <ul style="list-style-type: none"> ○ Used in import legislation. 	<ul style="list-style-type: none"> • Lack of enforcement of Fish Names throughout the chain, particularly retail • Lack of public awareness of fish names by retailers, fishers, importers, consumers • Industry uptake of standard names is slow and not uniform. • Funding the extra work beyond the basic work we do • Not enshrined in food law which means that use of fish names can be ignored.

<ul style="list-style-type: none"> ○ Used in export legislation. • Strong knowledge and expertise base with respect to the Fish Names Committee and its stakeholder networks • Good buy-in from many sectors such as exporters, importers, government • Helps to prevent mislabelling and food fraud 	<ul style="list-style-type: none"> • Fish Names Database is not easy to navigate
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Fish Names list provides the backbone for all legislative processes e.g., ExDoc, reporting of fish catch etc. • Fish Names mandated through the Food Standards Code • Standards website could be better integrated, easier to use and link to additional information such as species fact files. • ACCC to use FNC and AFNS as legal reference in cases of fish fraud/trade description disputes. • Education and marketing • All jurisdictions use the AFNS. • Fish Names database can be used by external app developers Inc images. • Build the business case for Fish Names. • Fish Names tick like the Heart Foundation tick • Invite a celebrity chef to communicate and extend AFNS. • Become legally enforceable in some form of trade legislation. • Develop QR Codes of fish species and correct Fish Names with a link to the searchable database for all commercial species 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Ongoing funding – FRDC is currently the sole provider. • Lack of uptake – Use of the Australian Fish Names Standard is not mandatory and should be. • Incorrect fish naming protocols (are they still relevant) – the survey suggests that the protocols are correct. • Loss of reputation of Fish Names when they are blamed for the wrong reasons such as where labelling and Country of Origin failures are blamed on Fish Names., e.g., Australian Barramundi being confused with imported product.

Fish Names – Past – Present – Future

The Principal Investigator Alan Snow has been involved with the Fish Names project since 1998 and will be taking a minor role in the future.

It is an opportune time to take stock of where the project is and where it should be.

Where the Fish Names process came from

In 2000, as part of the Seafood Services Australia managed project, FNC developed the Australian Fish Names List. This list incorporated all the Fish Names in the two publications, Australian Seafood Handbook: An Identification Guide to Domestic Species (Yearsley, G. K.; Last, P. R.; Ward, R. D.) and the Australian Seafood Handbook: An Identification Guide to Imported Species (Yearsley, G. K.; Last, P. R.; Ward, R. D.).

In 2004, a workshop was held in Adelaide (The Common Names Workshop) which developed a protocol; and assigned names to approximately 4,500 Australian finfish species.

These names were subjected to a six-month period of public consultation and were incorporated into “the List”.



Figure 7 - Fish Names Committee meeting in Canberra 2004

SSA was accredited as a Standards Development Organisation in 2006 and the Australian Fish Names List was developed as the Australian Fish Names Standard AS-5300-2007.

The Fish Names procedures were fundamentally sound but needed some refinement to meet international standardisation guidelines, particularly in the area of consensus voting and consultation.

A set of fish posters were developed to communicate Standard Fish Names.

Where the Fish Names process is now

The Fish Names process is widely acknowledged as a rigorous process and is listed or referenced in the following legislative instruments or processes:

- It is referenced as a guidance note in Standard 2.2.3 of the Australia-New Zealand Food Standards Code.
- It is mandatory for seafood exporters to use standard names through the Department of Agriculture export documentation (ExDoc) system.
- State governments reference the Australian Fish Names Standard in preference to keeping their own schedule of names.
- Researchers submitting a funding application must use correct fish names through the FRDC FishNet application process and final project reports.
- The Status of Australian Fish Stocks (SAFS) database is integrated with the Fish Names database and resulted in standard reporting.

Many seafood retail outlets are still displaying the old Fishes of Australia posters, but they are starting to fade badly and look tatty.

There is much more recognition of the Australian Fish Names Standard through increased publicity through FRDC communication and extension, particularly as part of public consultation on proposed amendments to the standard.

Where should Fish Names be?

Use of the Australian Fish Names Standard is not mandatory and should be. Use of the AFNS should be enshrined in food law whether through Standard 2.2.3 of the Food Standards Code or through another avenue such as the Primary Production and Processing Standard for Seafood.

This would give the tools needed to address and prevent mislabelling and food fraud.

The following table is an analysis of where we have come from and what the areas for improvement are.

Topic	Past	Present	Where to Go?
Standard Fish Names	Originally the Fish Names List (about 200 entries)	Now contains approximately 5000 species	Remove misleading or unhelpful names (e.g., group name TUNA which should not be used)
Protocols for assigning Fish Names	There were none prior to 2003	All decisions are based on the protocols which are listed in the applications form	Review the protocols to be confident that they are still relevant
Awareness of the AFNS	Lack of awareness	Widely publicised and regular communication to stakeholders	Continue to communicate and extend at every opportunity
Voluntary Standard	Usage promoted through the Fish Names Brands Scheme (SSA)	Usage encouraged through Standard 2.2.3 of the Food Standards Code	Consider accreditation system for responsible proprietors
Mandatory Usage	Many different names used	The Australian Fish Names Standard is widely accepted	Should be mandatory
Fish Names Fact Files	A lack of transparency about FNC decisions	Greater transparency through Fish Names Fact Files on important topics	Continue to develop
Fish Names database	Was originally a database developed by SSA	Now a better integrated database developed and managed by FRDC	Determine what enhancements need to be made to make the database more attractive to end users. The search function needs to allow for wildcard entry.
Usage of fish names by retailers	Used a plethora of names to sell product	Still variable names and use names that consumers are aware of (e.g., Sea Perch instead of Orange Roughy, Pacific Dory instead of Basa)	Would be fixed with Mandatory fish names
Communication and extension to consumers/end users	Consumers were initially involved in the Fish Names Committee but communication and	No consumer representation but the old Fish Posters are still in fish retail outlets	Need more recognition from consumers

Topic	Past	Present	Where to Go?
	extension to consumers did not happen		
Standards Development and Fish Names policies and procedures	Scratchy standards development procedures, but well-articulated Fish Names procedures	Well integrated Standard Development policies and procedures developed with the FRDC	Continually reviewed but must always be relevant
Funding of Fish Names	FRDC funded process through SSA	FRDC continues to fund the process through project application	Need to consider alternative funding of the process

Table 6 - Fish Names: past, present and future

Australian Standard v Industry Standard

The Australian Fish Names Standard is accredited as an Australian Standard, but it is worth evaluating the benefits of maintaining this accreditation.

As an accredited Standards Development Organization, all standards developed by FRDC are eligible to be accredited as Australian Standards with an AS xxxx identifier.

An alternative pathway for standards development is an industry standard which are voluntary standards for the specific industry.

The pros and cons for each category of standard are listed below.



Figure 8 - Patrick Hone, Alan Snow, and Gus Dannoun with Standards Australia award

Consideration	Australian Standard	Industry Standard
Cost	FRDC pays fees to Standards Australia for accreditation and for each accredited standard	No accreditation fees
	FRDC pays for annual audits to maintain accreditation	May not need annual audits, certainly not to Standards Australia
Status	Australian Standards can be legally enforceable if referenced in legislation. Currently referenced in 2.2.3 of the Food Standards Code as a Guidance Note	Would not be legally enforceable
AS xxxx identifier	The Australian Standard mark carries a notion of enforceability about it	Industry Standards do not have the same presence. An industry Standard for Fish Names might be the

Consideration	Australian Standard	Industry Standard
		<i>Australian Seafood Industry Fish Names Standard</i>
FRDC accreditation as an SDO	<p>If FRDC were to voluntarily relinquish its SDO status, all standards in the short term would need to be transferred to Standards Australia along with all intellectual property etc.</p> <p>The standards may well sit with Standards Australia unchanged for 5 years before they are deregistered as an Australian Standards.</p>	There may be a path to negotiate the deregistration of the Australian Standards, this would need further investigation.
Maintenance of the Standards	The process for maintenance of the standard is quite rigid and follows very much the International Standards development procedures	The procedures would not need to be as onerous but this could potentially result in a weakening of the standards development procedures.

Table 7 - Australian Standard v Industry Standard

Activities related to the management of the Australian Standard for Aquatic Plant Names (AS 5301)

The standards development activities related to the management and ongoing development of the Australian Standard for Aquatic Plant Names have been incorporated into the extension to this project for the period from 1 January 2021 to 30 June 2021.

One meeting of the Aquatic Plants Standards Reference Body (AQ-SRB 4) was held by Zoom teleconference on 27 April 2021.

Conclusion

The objectives of this project have all been met.

- FRDC has maintained its accreditation as a Standards Development Organisation through successive audits from the Standards Australia Standards Development Advisory Committee with minor observations for continual improvement. The FRDC standards development processes have been continually improved to be held as an example for other SDO's.
- Project management staff have engaged in several extension activities to advocate for greater acceptance and uptake of the AFNS through key submissions and presentations to relevant organisations.
- The FNC has reviewed the recommendations from the *Report on Stakeholder Consultation about the Australian Fish Names Standard and the Associated Processes* and provided additional feedback through its own experiences and observations. These recommendations have formed a pathway through the ensuing project FRDC 2021-021.

- The contents of the AFNS have been continually reviewed and updated to ensure that the standard is relevant to industry needs. As outlined previously in this report, not all proposed amendments have been accepted due to the rigor of the process.

The Australian Fish Names Standard has made huge gains from its inception in 2003 to where it is today. This is evidenced by the increased number of proposed amendments to the AFNS from the seafood industry and the acceptance by government organisations of the importance of the standard.

There is, however, voids in what has been achieved and what needs to be achieved as outlined in Fish Names – Past – Present – Future. These issues need to be advanced at every opportunity.

Implications

FRDC has a world class and worlds first standard in the Australian Fish Names Standard but more needs to be done to increase its uptake. One of the key drivers to develop this standard was the elimination of food fraud.

Fraud will be greatly reduced when standard fish names are used throughout the entire chain.

Potential avenues to achieve this are:

- A more visible and user-friendly fish names searchable database and/or application that includes obsolete names.
- Advocating adoption and uptake of the standard at every opportunity to the seafood industry through FRDC publications, conferences, presentations.
- Review of the structure of the FNC to ensure that it is representative and has the skillset to deliver on the aims of standard fish names.

Recommendations

The recommendations for future improvement are included in the report but are summarised here for completeness.

1. Take further steps to achieve mandatory usage of the Australian Fish Names Standard

The FNC has long advocated that the use of Fish Names should be mandatory and enshrined in food law.

The FNC should work with relevant kindred organisations to achieve this endpoint.

2. Encourage voluntary uptake and usage of the Fish Names Standard throughout the seafood supply chain.

While mandatory usage of Fish Names is to be encouraged, voluntary uptake is to be promoted at every opportunity and the FNC should work with kindred organisations to achieve this aim.

The FNC should raise community awareness of the Australian Fish Names Standard through training, marketing, and education and promotion through presentations at every opportunity.

3. Ongoing development and maintenance of the Australian Fish Names Standard should continue.

While much has been achieved, there is still much to do. The Fish Names Committee was acknowledged by Standards Australia through being given award for excellence as a Standards Reference Body.

This reflects on the work that has been achieved over twenty years by many people.

The majority of Australian finfish are already in the standard and the main amendments are for imported species and for commercially important invertebrates.

4. More regular and shorter meetings of the FNC should be held using videoconferencing technology (Zoom, Microsoft teams etc)

The FNC have become more proficient at the use of video-conferencing technology and asked that meetings by ZOOM be held to consider proposals as they are received.

This will result in a more reactive FNC who can process applications quicker.

5. Involvement in future SDAC surveillance and re-accreditation audits should be conducted by FRDC staff rather than the Standards Development Principal Investigator(S)

In the past, the FNC Principal Investigator has also been the main person and contact for SDAC audits. This is not the best approach and the function of project management and ensuring compliance with SDAC Standards Requirements should be separated.

FRDC staff members Pip Baudert and previously Tanya Corcoran have been involved in audits.

6. Future face-to-face meetings of the FNC should be held at venues where members are given the opportunity to discuss the decisions with stakeholders and users e.g., museums, fish markets, etc.

The last two meetings of the FNC have been held in locations that have given FNC members the opportunity to speak to researchers and see the taxonomic collections.

This has proved to be very beneficial to FNC members and should continue when FNC meetings are held.

7. A revised edition of the Australian Fish Names Standard be published in 2022.

The current version of the Australian Fish Names Standard, AS-5300-2019 is still quite current.

A revised version should be published in 2022 to incorporate all amendments approved after the current version.

8. To review the structure of the FNC to ensure that it continues to be representative of stakeholder needs and priorities of the FNC

There are three vacancies on the Fish Names Committee following the retirement of Don Tuma, Anni Conn, and Anthony Mercer. Consideration needs to be given to the skills that the replacement on the FNC should hold. Options include a person with seafood advancement experience.

9. To continue the practice of developing Fish Names Fact Files for relevant species.

The Fish Names Fact Files have proved quite beneficial to FNC members and to affected stakeholders to explain the reasoning behind a decision made by the FNC.

This practice should continue as opportunities arise.

10. Improve community access and awareness through website improvement and making more useful through linking to the Fish Names Fact Files and other resources.

The Fish Names Fact Files should be linked into the internet resources at www.fishnames.com.au to increase its usability for users.

11. The actions arising from the Stakeholder Consultation strategy undertaken in November 2018 are to be implemented.

Some of the recommendations have been implemented but more work needs to be done on all recommendations.

Extension and Adoption

The key extension components of this project have been.

COMPONENT	STRATEGY
Promotion of use of Fish Names	At every opportunity All parties have a role to play. Fish Names will become integral to all operations through the FRDC commitment
Advertising proposed amendments	FRDC resources which circulates through both email and social media sites. Email distribution to FNC members with a request for them to on-forward to their respective membership or distribution lists
Advertising successful changes to the AFNS (e.g., Flake)	FRDC media and social media channels used to disseminate media release outlining the changes
Fish Names Fact Files	Fish Names Fact Files continue to be developed which give a background to proposed names that were the subject to FNC consideration. These are made available on the Fish Names website and are distributed to affected stakeholders.

Appendices

Appendix 1 - Complete List of Fish Names Committee Meetings

MEETING	DATE	VENUE
FNC 1	18-19 June 2001	Canberra (FRDC Board Room)
FNC 2	30 November 2001	Brisbane (Virginia Palms Conference Centre)
FNC 3	29 April 2002	Sydney (Qantas Club, Sydney Airport)
FNC 4	7 October 2002	Sydney (Holiday Inn, Sydney Airport)
FNC 5	10-11 March 2003	Sydney (Sydney Fish Market)
FNC 6	16 September 2003	Fremantle (Italian Club, Marine Terrace)
FNC 7	4 March 2004	Canberra (FRDC Board Room)
Common Names Workshop	21-22 September 2004	Adelaide
FNC 8	22 September 2004	Adelaide
Fish Identification Workshop	8 November 2004	Hobart (CSIRO)
FNC 9	8 March 2005	Canberra
FNC 9a	20 June 2005	Brisbane
FNC 10	14 October 2005	Hobart
FNC 11	24 March 2006	Sydney (Sydney Fish Market)
FNC 12	31 May 2006	Teleconference
FNC 13	27 September 2006	Melbourne
FNC 14	12 April 2007	Canberra
FNC 15	30 October 2007	Hobart, Seafood Directions
FNC 16	11 April 2008	Sydney (Sydney Fish Market)
FNC 17	1 October 2008	Brisbane
FNC 18	1 April 2009	Adelaide
FNC 19	17 November 2009	Brisbane
FNC 20	11 November 2010	Melbourne
FNC 21	24 November 2011	Adelaide
FNC 22	22 March 2012	Teleconference
FNC 23	22 March 2013	Sydney (Sydney Fish Market)
FNC 24	12 November 2013	Teleconference
FNC 25	13 March 2014	Melbourne (Holiday Inn Melbourne Airport)
FNC 26	20 November 2014	Sydney (Sydney Fish Market)
FNC 27	30 March 2015	Teleconference
FNC 27a	5 August 2015	Teleconference
FNC 28	27 November 2015	Teleconference
FNC 29	22 April 2016	Teleconference
FNC 30	25 and 26 August 2016	Canberra (FRDC Meeting Room)
FNC 31	15 March 2017	Teleconference
FNC 32	26 September 2017	Sydney (Sydney Fish Market)
FNC 33	8 May 2018	Teleconference
FNC 34	4-5 September 2018	Hobart (CSIRO Marine Research Laboratories)
FNC 35	8 May 2019	Teleconference
FNC 36	9 October 2019	Melbourne Museum (Martin Gomon)
FNC 37	22 April 2020	Teleconference (Sydney Fish Market)
FNC 37a	21 July 2020	Special meeting (Zoom videoconference) to discuss certain contentious Fish Names applications
FNC 38	14 October 2020	Zoom videoconference
FNC 39	30 April 2021	Zoom videoconference

Note: The weblinks to all meetings for the duration of the FRDC projects are included in column one.

Appendix 2 - FRDC Project Proposal and Development Plan

A Project Proposal and Development Plan is normally conducted prior to the commencement of any standards development activity. A review of the status and need for the standard is regularly undertaken.

Proposed Standards Activity	Review of the Australian Fish Names Standard
Scope	<p>The AFNS defines Standard Fish Names for use in Australia and specifies when Standard Fish Names are to be used. Annex A lists the approved Standard Fish Names and forms part of this Standard.</p> <ul style="list-style-type: none"> • The AFNS provides guidance on complying with requirements for the use of Standard Fish Names in Australia and is intended for use by people and businesses involved with fish or seafood in Australia. • This amendment seeks to update Annex A of the Australian Fish Names Standard and to make minor corrections to the content of the standard. <p>This amendment also seeks to amend the AFNS and to rebadge as a FRDC document following the accreditation of FRDC as a Standards Development Organisation.</p>
Objectives	<p>Use of Standard Fish Names in Australia, as defined in this Standard, achieves outcomes that are consistent with the aims of industry and governments, including:</p> <ol style="list-style-type: none"> 1) Improved monitoring and stock assessment enhances the sustainability of fisheries resources. 2) Increased efficiency in seafood marketing improves consumer confidence and industry profitability. 3) Improved accuracy in trade descriptions enables consumers to make better informed choices when purchasing seafood and reduces the potential for misleading and deceptive conduct. 4) More efficient management of seafood related public health incidents and food safety through improved labelling and species identification reduces public health risk. 5) To enhance the marketability and consumer acceptability of the Standard Fish Names used for a species.
Need for Proposed Standard	<p>Public and consumer confidence is supremely important to the well-being of Australia's \$2.5 billion seafood industry. Standard Fish Names remove confusion, strengthen consumer confidence, create market efficiency, underpin effective species-based fisheries management, and improve management of food safety.</p> <p>Australia has over 4500 native species of finfish, and many more crustaceans and molluscs. Several hundred of these species are important commercially, and many others support recreational activities such as fishing and diving. Australia also imports seafood products consisting of many other fish species from around the world to help satisfy the increasing demand for seafood.</p> <p>Confusion over Fish Names has been caused by the numerous species Australia has on offer, a species being known by more than one name, or the same name being used for more than one species. As early as</p>

	<p>the 1920s, meetings were held in Sydney to discuss Fish Names as the local and regional variations were becoming apparent.</p> <p>Extensive work on standardising names used for fish in Australia has been undertaken since the early 1980s by industry, governments, scientists and other stakeholders. Major progress has been made since 1992 as a result of strategic investments by the Fisheries Research and Development Corporation. SSA has maintained this momentum since it accepted responsibility for standardising Fish Names in 2001, culminating in the development of the Australian Fish Names Standard AS-SSA 5300-2007(AFNS).</p> <p>The Australian Fish Names Standard includes agreed names for over 600 commercially important domestic and imported species of fish, and over 4,000 other domestic finfish. The process of assigning these agreed names drew on the expertise of several of the world's best fisheries taxonomists and other key stakeholders.</p> <p>The development and maintenance of the AFNS is underpinned by rigorous procedures that have been agreed to by government, industry and other stakeholders over the last two decades and which are administered by SSA and its Fish Names Committee.</p> <p>Use of Standard Fish Names in Australia, as defined in the AFNS, achieves outcomes that are consistent with the aims of industry and governments.</p> <ol style="list-style-type: none"> 1) Improved monitoring and stock assessment enhances the sustainability of fisheries resources. 2) Increased efficiency in seafood marketing improves consumer confidence and industry profitability. 3) Improved accuracy in trade descriptions enables consumers to make more informed choices when purchasing seafood and reduces the potential for misleading and deceptive conduct. 4) More efficient management of seafood related public health incidents and food safety through improved labelling and species identification reduces public health risk.
A broad base of support for the development of the proposed Standard;	<p>There is wide support for the Australian Fish Names Standard from catcher to consumer. Many of these sectors are directly represented on the Fish Names Committee.</p> <p>This support was tested in November December 2018 where there was demonstrated evidence of a high level of support.</p>
The Net Benefit of the standard	<p>Support for innovation trade and economic benefit.</p> <p>There has been a lot of confusion for many years as to the species of fish and the variation in names used. This standard proposes to remove this confusion.</p> <p>Adherence to the names used in the AFNS will facilitate seafood trade and assist end users and consumers through knowing what they are purchasing.</p> <p>Advancement of the health, safety and wellbeing of the community.</p> <p>Adhering to the names proposed in this standard will greatly n=benefit the end-user by knowing what they are purchasing and consuming.</p>

	<p>This is particularly important for the health of people with very specific allergies.</p> <p>Protection of the natural environment.</p> <p>Use of the name proposed in this standard will assist in managing fish stocks through the alignment of the names used in documents such as the Stock Status Report and catch data and recordings.</p> <p>International competitiveness.</p> <p>The use of Standard Fish Names throughout the chain ensures that there are no barriers to trade.</p>
Any International Standard of relevance	<p>Nil</p> <p>This standard is unique to Australia and has no relevance in other countries.</p>
The objectives of revision of AS 5300	<p>The FRDC Fish Names Committee conducts ongoing reviews and accepts submissions for amendments to the Australian Fish Names Standard to ensure that stakeholder needs are being met.</p>
The specific groups to take part in the revision of the Standard	<p>The SRB responsible for this activity is the Fish Names Committee.</p>
The Standards development process to be followed	<p>The Fish Names policies and procedures that guide the standards development activities harmonise with existing FRDC quality procedures.</p> <ul style="list-style-type: none"> • Standards Development Policy that sets the overall policy direction for FRDC in its standards development activities. • Standards Development Procedures provides guidance on all standards development activities and applies to all Standards Reference Bodies (SRB). • Fish Names Committee Procedures provides guidance to the FNC on additional procedures that relate to the FNC only. <p>These documents are continually being reviewed and updated as necessary.</p>
The anticipated timeframe for completion of the proposed Standard and how this meets the needs and expectations of the specific user group, industry, government and the community; and	<p>This is an ongoing standards development activity with a new version to be published every three years.</p>
Any dependencies that may impact the timely completion of the Standard.	<p>Nil</p>

Appendix 3 - Australian Fish Names Standard AS 5300-2019


The Australian Fish Names Standard AS 5300-2019 has been published as indicated previously.

The revised version of the standard was published on 24 June 2019 and is available through SAI Global at https://infostore.saiglobal.com/preview/481378391854.pdf?sku=111200_SAIG_AS_AS_2741382.


The Standard can be downloaded from FRDC at


https://frdc1.sharepoint.com/:b:/s/FishNames/Ed3iT4XpRPxlpYQMd-y_IVkBGRIk0o-vSdfetuCiXcrJw

AS 5300—2019

 **Australian STANDARD**

Australian Fish Names Standard





This Australian Standard[®] was prepared by the Fisheries Research and Development Corporation (FRDC) Fish Names Committee, the Standards Reference Body responsible for the technical content of the Australian Fish Names Standard. It was approved by the FRDC Board on 12 June 2019.

This Standard was published on 24 June 2019.

This Standard includes amendments to Annex A that have been approved by the Fish Names Committee at meetings on 27 November 2015, 22 April 2016, 25 August 2016, 15 March 2017, 26 September 2017, 8 May 2018, 4 September 2018 and 8 May 2019.

The FRDC wishes to acknowledge the participation of the expert individuals who contributed to the development of this Standard through their representation on the Fish Names Committee.

Gus Dannoun	Independent Chair
Anni Conn	Deputy Chair and Expert Member (seafood marketing)
Anthony Mercer	Expert Member (seafood processors)
Don Tuma	Expert Member (seafood marketing fish and invertebrates taxonomy)
Glenn Austin	Expert Member (hospitality)
Gordon Yearsley	Expert Member (fish taxonomy)
Hannah Allen	Expert Member (major supermarkets)
Jason Gibson / Sean Sloan	Australian Fisheries Management Forum
Karen Gowlett-Holmes	CSIRO Fish and Invertebrates Taxonomy
Kerry Strongas	Expert Member (independent fish retailers)
Lisa McKenzie	Australian Government Department of Agriculture and Water Resources
Mark Boulter / Norm Grant	Expert Member (seafood imports)
Renee Volkmann	Australian Seafood Industry Appointee
Russell Conway	Expert Member (recreational fishing)
Alan Snow	Project Manager

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This edition AS 5300-2019

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Australian Standards are living documents that reflect progress in science, technology and systems. To maintain their currency, all Standards are periodically reviewed, and new editions are published. Between editions, amendments may be issued.

Standards may also be withdrawn. It is important that readers assure themselves that they are using a current Standard, which should include any amendments that may have been published since the Standard was published.

Detailed information about Standards Development Organisation Standards, drafts, amendments and new projects can be found by visiting www.frdc.com.au, www.seafoodstandards.com.au and www.fishnames.com.au

Feedback

The FRDC welcomes suggestions for improvements and encourages readers to notify us immediately of any apparent inaccuracies or ambiguities. Contact us at:

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Appendix 4 - List of approved amendments to the Australian Fish Names Standard during this project

The following amendments to AS 5300 have been approved and the names added to the standard.

Application No	CAAB Code	Standard Fish Name	Scientific Name	Authority
COCKLES	Arcidae			
App 332	23 226001	Sydney Cockle	<i>Anadara trapezia</i>	(Deshayes, 1840)
OCTOPUS	Octopodidae			
App 328	23 659001	Hammer Octopus	<i>Octopus australis</i>	Hoyle, 1885
App 327	23 659003	Maori octopus	<i>Macroctopus maorum</i>	(Hutton, 1880)
RAZOR CLAMS	Pinnidae			
App 329	23 245001	Australian Razor Clam	<i>Pinna dolabrata</i>	Lamarck, 1819
RAZOR CLAMS	Pharidae			
App 334	23 351904	ATLANTIC RAZOR CLAMS	<i>Ensis ensis</i> and <i>Ensis directus</i>	
CRABS	Ovalipidae			
App 331	28 911003	Ocean Sand Crab	<i>Ovalipes australiensis</i>	Stephenson & Rees, 1968
BREAMS	Sparidae			
App 326	37 353750	Red Bream	<i>Pterogymnus laniarius</i>	Valenciennes, 1830
OCEAN PERCHES	Sebastidae			
App 337	37 287752	Yellowtail Rockfish	<i>Sebastes flavidus</i>	(Ayres, 1862)
App 338	37 287753	Widow Rockfish	<i>Sebastes entomelas</i>	(Jordan & Gilbert, 1880)

Appendix 5 - Full list of Current FNC Members

Position	Name	Type	Nominating Organisation	Member since	Date of Appointment	Date of Expiry of current Appointment
Independent Chair	Gus Dannoun		FRDC	26 March 2009	1 July 2017	30 June 2020
Australia Seafood Industry appointee	Renee Vajtauer	Producer	Seafood Industry Australia	22 October 2018	22 October 2018	22 October 2021
Fisheries Agencies Appointee	Sonia Talman as nominee and coordinate attendance with Sean Sloan	Regulatory Agency	Australian Fisheries Managers Forum			
Recreational Fishing Appointee	Russell Conway	User	Recreational Fishing Peak Body	1 March 2013	15 August 2018	15 August 2021
Expert Member (Seafood Imports)	Mark Boulter	General Interest	Seafood Importers Association of Australasia Inc	13 September 2017	13 September 2017	13 September 2020
Expert Member (Hospitality)	Glenn Austin	User	FRDC	23 October 2014	1 July 2017	30 June 2020
Expert Member (Major Supermarkets)	Hamish Allen	Retailer	Major Supermarkets – alternate between Woolworths and Coles	1 November 2012	1 March 2016	1 March 2019
Expert Member (Fish Taxonomy)	Gordon Yearsley	Fisheries Taxonomy	FRDC	18 March 2008	1 July 2017	30 June 2020
Expert Member (Seafood Processors)	Anthony Mercer	Producer	FRDC	1 July 2014	1 July 2017	30 June 2020
Department of Agriculture and Water Resources (approved by FRDC Board 11 May 2016)	Lisa McKenzie	Regulatory Agency	Department of Agriculture and Water Resources	1 June 2016	1 June 2016	1 June 2019

Position	Name	Type	Nominating Organisation	Member since	Date of Appointment	Date of Expiry of current Appointment
CSIRO Fish and Invertebrates Taxonomy Approved by FRDC Board in April 2017	Karen Gowlett-Holmes	Fisheries Taxonomy	CSIRO Fish and Invertebrates Taxonomy	1 July 2017	1 July 2017	30 June 2020
Independent fish retailers Approved by FRDC Board in April 2017	Kerry Strangas	Retailer	Master Fish Merchants Association of Australia	1 July 2017	1 July 2017	30 June 2020
Non-voting						
SDO Representative	Patrick Hone					
SDO Representative	Carolyn Stewardson					
FNC Project Manager	Meaghan Dodd					
FNC Project Manager	Alan Snow					30 June 2021

Appendix 6 - Dates and events that have led to the development of the Australian Fish Names Standard

1920	As early as the 1920s, meetings were held in Sydney to discuss standardising fish names as the local and regional variations were becoming apparent. There had long been confusion over fish names in Australia. Species were often known by more than one name, or the same name was used for more than one species.
1947	Reference to a printed book of Standard Fish Names
1974	<i>Marine fishes of Australian waters</i> . Published by Kenneth Pulley (ISBN 0701803371)
Sept 1976	National Fish Recipe Competition held at the 1 st Australian Fish Exposition in Melbourne
1978	Australian Government Publishing Service publication, <i>Commercial Fish of Australia</i> edited by Peter Pownall working for the Australian Fisheries Service (ISBN 0642027110) The recipes for that book were chosen by Margaret Fulton, Cookery Editor, Woman's Day from the National Fish Recipe Competition
1980	Peter Kerville received an FRDC grant to prepare a list of marketable fish species
1985	The Department of Primary Industries and Energy (DPI&E) Publication " <i>Recommended Marketing Names for Fish – A practical guide to fish marketing</i> " was released as a loose-leaf booklet. (ISBN 0644083093) DP&IE established a committee to promote the work that Kerville had undertaken as it was seen as a good start
1987	<i>Field Guide to Sharks and Rays in Australia</i> produced by CSIRO Oceans and Atmosphere FRDC 1987-020
1988	The second edition of the " <i>Recommended Marketing Names for Fish – A practical guide to fish marketing</i> " was released. (AGPS cat. no. 8811067) FRDC 1986-074 The committee was coordinated by DPI&E and Stan Jarzynski was secretary of the committee.
1990	A modification and upgrade of the current CAAB coding system for Australian Fisheries data completed by CSIRO Oceans and Atmosphere
1991	<i>Fisheries Resource Atlas of Australia</i> was developed by Patricia Kailola which provided more standardisation of names. FRDC 1991-092
1992	FRDC accepted more ownership of the Fish Names process. Committee formed with Roy Palmer, Judith Ham, Peter Dundas-Smith, Simon Pratley
1994	<i>Release of the Australian Seafood Catering Manual</i> Joanna Kane FRDC 1991-087

1994	<p><i>Handbook of Australian seafood - a guide to whole fish and fillets</i> was developed by the FRDC (Marty Walsh)</p> <p>FRDC 1994-136.90</p>
1995	<p>The 3rd edition of “<i>Recommended Marketing Names for Fish and Seafood in Australia</i>” was released which included a process to be managed by the Australian Seafood and Extension Service (AUSEAS) FRDC 1999-333 . for receiving and considering new applications to add new marketing names</p> <p>AUSEAS was one of the three projects that became Seafood Services Australia</p> <p>FRDC 1994-137</p>
1997	<p>CSIRO publication South East Fishery Quota Species an identification guide</p> <p>FRDC 1994-152</p>
1998	<p>CSIRO publication <i>Handbook of Australian seafood - a guide to whole fish and fillets</i></p> <p>FRDC 1998-355</p>
1998	<p>CSIRO Project <i>Nutritional value of Australian fishes: oil, fatty acid and cholesterol composition of edible species</i></p> <p>Publication <i>Seafood the good food: the oil content and composition of Australian commercial fishes, shellfishes and crustaceans</i></p> <p>FRDC 1995-122</p>
25 June 1999	<p>FRDC coordinated a meeting with key people including Ted Loveday from SSA where the need for a Marketing Names for Seafood committee was agreed to by all parties</p>
1999	<p>First edition of the “<i>Australian Seafood Handbook (Domestic Species)</i>” was published by CSIRO.</p> <p>FRDC 1998-355</p>
April 2001	<p>A meeting was held at FRDC convened by Richard Stevens where a framework was developed to form a representative Fish Names Committee (FNC)</p>
18-19 June 2001	<p>The first meeting of what was to become the Fish Names Committee was held in Canberra. Representatives included.</p> <p>Richard Stevens (WAFIC), Peter Last (CSIRO), Gordon Yearsley (CSIRO), Joan Leary (AFFA/SCFA), Les Johns (AQIS), Mark Fitzroy (ANZFA), Steven Gill (ASIC), Peter Dundas-Smith (FRDC), Noel Gallagher (SIAA), Roy Palmer (SSA), Jayne Gallagher (SSA), and Alan Snow (SSA)</p> <p>This meeting formed Terms of Reference and endorsed a process for handing applications to add and amend Fish Names.</p> <p>These activities were undertaken by Seafood Services Australia (FRDC as part of FRDC 2000-240</p>
2001	<p>The Australian Fish Names List was formed which included all of the names currently included in the <i>Australian Seafood Handbook (Domestic Species)</i></p>

24 September 2001	Meeting held with the Seafood Importers to agree to a number of names that are to be included in the <i>Australian Seafood Handbook (Imported Species)</i> and added to the Australian Fish Names List.
2002	CSIRO Publication <i>Nutritional value of Australian Seafood II Factors affecting oil composition of edible species</i> . Publication <i>Seafood the good food II: the oil content and composition of Australian commercial fishes, shellfishes and crustaceans</i> FRDC 1999/331
11 March 2003	The “ <i>Australian Seafood Handbook (Imported Species)</i> ” was published and launched in Sydney. FRDC 1998-355
17 September 2003	The first performance of the FNC Rap at Seafood Directions in Perth
21-22 September 2004	A Common Names Workshop was held in Adelaide to agree on common names issues relating to particular fishes. Participants included FRDC, SSA, CSIRO, FNC Members, authors of fish books. This meeting agreed to a set of fish naming protocol’s which have formed the basis for all applications to amend the AFNS. This workshop agreed on names to approximately 4000 species of finfish.
8 November 2004	A Fish Identification Workshop was held in Hobart to discuss methods to verify fish samples. Attendees included SSA, FRDC, CSIRO Marine and Atmospheric Research, Research providers, Food Safety Agencies, Universities.
20 March 2006	Seafood Services Australia was successful in being accredited as a Standards Development Organization (SDO) by the Standards Australia Standards Accreditation Board Its scope of accreditation was “ <i>to develop Australian Standards for common Fish Names used in Australia, where ‘fish’ means any aquatic vertebrate and invertebrate excluding mammals and amphibians</i> ”
30 October 2007	The first edition of the Australian Fish Names Standard AS SSA 5300-2007 was published and launched in Hobart
2009	The second version of the Australian Fish Names Standard AS SSA 5300-2009 was published by Seafood Services Australia
2011	The third edition of the Australian Fish Names Standard AS SSA 5300-2011 was published by Seafood Services Australia

12 August 2012	<p>The FRDC Fish Names Workshop conducted in Brisbane with the following terms of reference:</p> <ol style="list-style-type: none"> 1. Review the processes of the FNS including its internal committee process and procedures. 2. Explore the successes and failures of the FNS and processes to date. 3. Determine Research, Development and Extension (RD&E) needs that are required to support the FNS and processes. 4. Explore businesses models for the continuation of the FNS and associated processes. This includes exploring funding models that are less reliant on FRDC funds. <p>FRDC 2012-209-20</p>
12 June 2013	SSA was successful in having its scope amended and was accredited to develop Australian Standards in the fields of terminology, sustainability and operational practices in the seafood industry.
July 2013	Decision by the SSA Board that it will cease operations.
11 September 2013	<p>FRDC was accredited as a Standards Development Organisation (SDO) to develop Australian Standards within the scope of terminology, sustainability and operational practices in the fishing industry.</p> <p>FRDC 2012-209.30</p>
2 November 2013	<p>Project 2012-209 novated to (2012-209-40) Alan Snow Consulting for the remainder of the contract.</p> <p>FRDC 2012-209.40)</p>
12 November 2013	The first meeting of the FRDC Fish Names Committee after FRDC was accredited as a as an SDO – the FNC 24 Teleconference
13 March 2014	FNC 25 held in Melbourne. This was the first face to face meeting of the FNC as a FRDC managed Standards Reference Body
13 March 2014	This was the first face to face meeting of the FRDC Fish Names Committee held in Melbourne - FNC 25
30 June 2014	Completion of a nomination process to appoint new members to the Fish Names Committee. Mr Gus Dannoun was appointed by the FRDC as the Chair.
27 April 2015	The 4 th edition of the Australian Fish Names Standard AS 5300-2015 was published by FRDC
30 April 2019	FNC received the Standards Australia “Outstanding Committee” award which recognises standards committees that go the extra mile. Through consistent teamwork and commitment, the standards published by these committees make a change for the good in industry and improve quality of life within communities
26 June 2019	The 5 th edition of the Australian Fish Names Standard AS 5300-2019 was published by FRDC

16 October 2019	FRDC reaccredited by SDAC as a Standards Development Organisation (FRDC 2012-209.30)
21 September 2020	Successful surveillance audit of FRDC by the Standards Australia Standards Development and Accreditation Committee (SDAC)

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