



Seafood Marketing Symposium

2020

Sundowner series webinars

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

Executive Summary

The Queensland Seafood Marketing Association (QMSA) produced a series of 8 Webinars with the focus on seafood marketing information.

This was to coincide with the launch of [Great Australian Seafood](#) television campaign in late 2020, empowering industry to take advantage of this campaign and apply sound marketing principles in their own business.

QSMA in conjunction with FRDC selected eight experienced marketing professionals and briefed them on the topics to be covered. The presentations were aired using Zoom.

Introduction

Project 2019-084 was originally approved as the 2019 National Marketing Symposium.

With the advent of Covid-19 it was apparent that the Symposium would have to be cancelled.

During 2020 Seafood Industry Australia was due to launch a major advertising campaign for Australian seafood and discussions between FRDC and Industry suggested some prelaunch information might assist in the propagation of the campaign.

It was decided to plan a series of eight webinars that would highlight and inform participants of various opportunities that may arise from the campaign.

Objectives

1. *Create and promote a one day marketing symposium*
2. *Create a platform similar to Seafood Directions for all industry sectors to convene and share information on a face to face level.*

AMENDED OBJECTIVE.

1. *Produce a series of Webinars (8) that would focus on providing information to the Australian industry that would improve understanding of consumer behaviour, social media use, social licence and stock sustainability.*

Method

An organising committee defined the following procedure:

1. The webinars would be a 45 minute presentation with 15 minutes extra for a question time and held every 2 weeks.
2. The Zoom platform would be used for each webinar.
3. The committee selected 8 topics that fitted the objectives above and approached a presenter with the necessary knowledge and skills to present successfully.
4. A promotional campaign was then commenced for each webinar. Emails giving full details of the presentation were sent via the FRDC Message in a Bottle newsletter and the QSMA mailing list (400+) that includes most operators in the Australian seafood industry.
5. A video recording was made of each webinar and placed on the QSMA website. Each registrant was advised of its availability.

Results, Discussion and Conclusion

Focus of the seminars

1. Selling Seafood through Social

Ben Hale from Love Australian Prawns will show you how to set up an online store with no technical knowledge and then use social media to drive hungry customers straight to your checkout. He'll pass on the techniques and tools he uses to connect one-to-one with a million consumers through digital channels.

Branding Bold and Beautiful

John Susman is the principal of Fishtales, a specialist seafood marketing consultancy behind some of Australia's most valuable seafood brands. He intimately knows seafood from the wet, messy production end to the finest white linen tables. His experience in creating and building some of Australia's most successful seafood brands is yours to tap in this entertaining and enlightening session to help you

2. Fishing for Insights & Opportunities in COVID Infested Waters

In the 3rd webinar of "The Sundown Series", Melanie Norris and Neil Moody from Nielsen cover the latest Macro and Seafood trends in the Australian market.

Mel and Neil will look to provide a view of what's happening, what does it all mean and what we can do next to meet these opportunities

3. Seafood Supply Chain Resilience – Leveraging digital and data for industry growth

The seafood and fisheries industry faces a diversity of disruptions to its supply chain. KPMG's recent work with Food Agility, culminating in the report 'Mission Food for Life: AgriFood Supply Chain Resilience', maps these stresses and shocks to the sector and suggests key ways that digital initiatives can strategically mitigate against ongoing risk.

The launch of Great Australian Seafood

Join Assistant Minister for Forestry and Fisheries Senator Jonno Duniam and Seafood Industry Australia CEO Veronica Papacosta for a peek under the hood of Australia's first national seafood marketing campaign and the launch of the national seafood brand, Great Australian Seafood.

Find out how the "Easy As" campaign will roll out over the next 12 months, and what producers, processors, wholesalers, and retailers can do to benefit from the national effort to encourage Australians to eat more Australian seafood.

This campaign was funded by the Australian Government under the \$1 Billion COVID-19 Relief and Recovery Fund.

4. 2020 and beyond at Sydney Fish Market

What does one of the world's busiest seafood market's do when a global pandemic strikes? Join Greg Dyer and Lauren Drummond from Sydney Fish Market as they share insights from the year that was and provide a glimpse of what the 26th annual '36 Hour Seafood Marathon' looks like in a COVID setting. They'll also

share the vision for what's ahead including the reimaging of both the physical and digital experiences at Sydney Fish Market.

7. Social License through Social Media

Australia's Wild Catch Prawn Fishers have dramatically changed their practices over time to improve their sustainability performance and credentials. But is that enough?

The journey to a respected industry that is valued and appreciated for both its product and people is never-ending, but it's just as crucial people see and hear this progress. If a fish is saved in the wilderness, does anyone hear it survive?

Learn how the wild prawn fishers took control of the narrative around their industry and dove head first into the most opinionated, fast-moving and ultimately, powerful platform there is, social media.

8. Sorting Fact from Fiction – Status of Australian Fish Stocks

The Status of Australian Fish Stock reports otherwise known as SAFS began in 2012. Now in its 5th edition the 2020 report is soon to be released.

The Reports are a series of assessments of the biological sustainability of a broad range of wild-caught fish stocks against a nationally agreed framework. The reports examine whether the abundance of fish and the level of harvest from the stock are sustainable.

This report will provide assessments for 149 species, covering over 90% of the locally commercially fished species found in the markets.

When the first edition was developed it was the first to span across all jurisdictions providing a nationally reported understanding of sustainability, based on scientific assessments. This is achieved by harnessing the power of over 100 scientists and scientific reviewers to ensure that the reports are based on fact, not fiction.

Conclusion

Videos of all presentations have been placed on the QSMA website and are continually being accessed.

The Stats shown on page 5 show the numbers of people who attended each webinar and the number who have accessed the video of each presentation

Further discussion is needed to assess the varying attendance of registrants at each presentation. Discussion with other presenters indicated a 40% attendance was an industry norm.

A survey is currently being prepared to canvas opinions on further webinars. Implications and Recommendations

The suggested survey will also provide feedback on the webinar impact on participants.

Project materials developed

Videos can be viewed on the QSMA website, QueenslandSeafoodmarketers.com.au