



Great Australian Fish and Chip Awards 2021 and 2022

Seafood Industry Australia

October 2023

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Great Australian Fish and Chip Awards

2020-110

2023

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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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Executive Summary

What the report is about

The Fish and Chip Awards are a celebration of Australia's iconic Fish and Chips, and draws focus to the sustainability of Australian seafood, underutilised species, Fish Names, and Country of Origin Labelling in foodservice. The awards are popular with consumers, retailers, and media alike.

Fisheries Research and Development Corporation had run the Fish and Chip Awards since 2017. In 2021 the awards were transferred to Seafood Industry Australia (SIA) to run under the industry's consumer-facing brand Great Australian Seafood and renamed the *Great Australian Fish and Chip Awards*.

This report provides an overview of the transfer of the awards to SIA and delivery of the Great Australian Fish and Chip Awards in 2021 and 2022.

2021 GREAT AUSTRALIAN FISH & CHIP AWARDS HIGHLIGHTS AT A GLANCE

- 297,680 votes (148,327 unique)
 - 2020 - no awards due to COVID-19
 - 2019 - 36,612 votes
 - 2018 - 19,000 votes
- 511,292 website homepage views (voting conducted on home page)
- 650,682 website views
- 3 minutes and 1 second average time on site
- More than 5,800 stores in the voting system
- 762 promo pack downloads
- 500 physical promo packs sent to stores around the country
- Queensland had the most voters/votes for a store
- First time ACT has been included
- Strong social media post reach and engagement
- Stores engaging in promotional activity including radio advertising, social media advertising, consumer promotions and email blasts
- Two stores were removed due to fraudulent voter activity
- The state/territory winners were announced LIVE on Sunrise on Tuesday, December 14 at 8.20am AEDT, and the winners continue to receive profiling in media articles

2022 GREAT AUSTRALIAN FISH & CHIP AWARDS HIGHLIGHTS AT A GLANCE

- 57,071 verified entries

- 213,595 website views from 45,000 unique viewers
- The homepage was the most visited page with 148,860 views
- Users spent an average of 2 minutes and 50 seconds, and visited 2.79 pages while on the site
- More than 5,800 stores in the voting system
- 507 promo pack downloads
- 200 physical promo packs sent to stores around the country
- New South Wales had the most voters/votes for a store
- Strong social media post reach and engagement
- Stores engaging in promotional activity including radio advertising, social media advertising, consumer promotions and email blasts
- Three stores were removed due to fraudulent voter activity
- The winners were announced LIVE on Sunrise, from the national winner's store in Greenwell Point, NSW on Thursday, December 15 in the peak 8-9am time slot.

Keywords: *Australian seafood, Underutilised species, Fish Names, Community engagement, Country of Origin Labelling, Consumers*

Introduction

The Fisheries Research and Development Corporation (FRDC) has run the Fish and Chip Awards since 2017, in 2021 the awards were transferred to Seafood Industry Australia (SIA) to run under the industry's consumer-facing brand Great Australian Seafood and renamed the Great Australian Fish and Chip Awards, the awards continue to be funded by the FRDC.

The Fish and Chip Awards are a celebration of Australia's iconic Fish and Chips and encourages consumers to purchase and consume seafood in a relaxed family setting, with a focus on the sustainability of Australian seafood, underutilised species, Fish Names, and Country of Origin Labelling (CoOL) in food service.

Historically, the awards are very popular with consumers, retailers, and media alike.

Throughout 2017 and 2019 FRDC established the Fish and Chip awards to create debate around seafood, raise its profile and use this as a vehicle to promote information about sustainability, fisheries management and the R&D being undertaken to underpin it. The approach worked very well generating more than 90,000 votes, hundreds of media articles, and millions of consumer views of that media coverage.

During the 2021 and 2022 awards it was important for SIA to continue to build on and centralise consumer-facing activities under the industry's brand, Great Australian Seafood.

Following from FRDC's hard work, SIA continued to deliver retailers, consumers, and media information on the sustainability of Australian seafood, underutilised species, Fish Names, CoOL, along with any other relevant R&D and extension.

Over the two year trial, SIA investigated the opportunities for sponsorship of the program and explored the possibility for a self-sustaining model.

The first year saw FRDC leaned on as the primary funding partner, however SIA introduced sponsorship for the event and commenced development of the awards self-funding, self-sustaining model.

The 2021 budget was slimmer than the previous years and included the one-off costs for website redevelopment, graphic design, and logo rebadging. For context, the 2021 awards budget was \$80,000; 2019 awards final budget was \$118,719; and 2017, \$91,310.

SIA worked hard to ensure the 2021 and 2022 awards adhered to the FRDC established brand and event format, so the established nature of the competition was not lost in the transfer to SIA.

In the 2022 awards, SIA trialled a Fish and Chip Awards lite model, with decreased spending to assess whether a cheaper model would be suitable for future years.

This report provides an overview of the delivery and evolution of the national Fish and Chip Awards between 2021 and 2022.

Objectives

Objectives of the project – as agreed in the contract:

1. Transfer the Fish and Chip Awards from FRDC to Seafood Industry Australia
2. Rebadge the Fish and Chip Awards as the Great Australian Seafood Fish and Chip Awards
3. Raise awareness of Great Australian Seafood as a source of seafood information for retailers and consumers
4. Drive consumer and retailer engagement with Great Australian Seafood and the Australian seafood industry
5. Improve consumer awareness of the sustainability of the Australian seafood industry
6. Maintain the database of fish and chip shops, and consumers
7. Develop sponsorship opportunities
8. Develop awards Legacy and Contingency Plan



Method

The method section provides an overview of the key elements that underpinned the successful delivery of the national Fish and Chip Awards between 2021 and 2022. This includes the evolution and rebranding of the FRDC-led Fish and Chip Awards to the SIA-led activity.

These elements include:

- Sponsorship
- Branding
- Award composition
- Store engagement and collateral
- Media relations

SPONSORSHIP

SIA successfully introduced sponsorship into the awards. Acknowledging our target markets, SIA secured sponsorship from food service industry stakeholders.

SIA secured our target of three award sponsors across the Gold - naming rights, Silver, and Bronze categories.

GOLD - MasterFoods™

- Naming rights for the People's choice awards
 - The Great Australian Fish & Chip Awards MasterFoods™ People's Choice Award
- Yours will be the only logo on voting platform of the website
- Leading logo and company biography in the Sponsors page on website and logo on landing page
- Company logo on marketing materials syndicated to 250 Fish & Chip shops nationally.
- One dedicated piece of collateral solely featuring your company logo
- 3 x EDM to our database of 1000 Fish & Chip shops with your brand message and campaign relevant products and promotions*
- 2 x EDM to registered voters promoting retail products*
- Logo in banner on all EDMs
- 6 x brand affiliated social media posts (Oct-Dec) syndicated across Fish & Chip Awards Great Australian Seafood platforms
- Recognition in all Fish & Chip Awards media releases
- Company logo on media walls, banners, and in-person** event backdrops

SILVER - Cookers

- Logo and company biography in the Sponsors page on website
- Company logo on POS marketing materials syndicated to 250 Fish & Chip shops nationally

- 1x EDM to our database of approx. 1000 Fish & Chip shops with your brands message and campaign relevant products and promotions*
- 1 x EDM to registered voters promoting Fish & Chip related retail products*
- Logo in banner on all EDMs
- 3 x brand affiliated social media posts (Oct-Dec) syndicated across Fish & Chip Awards and Great Australian Seafood platforms

BRONZE - KB Food Company

- Logo and company biography in the Sponsors page on website and logo on landing page
- Company logo on POS marketing materials syndicated to 250 Fish & Chip shops nationally
- 1x Mention in EDM to our database of approx. 1000 Fish & Chip shops with your brands message and campaign relevant products and promotions*
- 1 x Mention in EDM to registered voters promoting retail products*
- Logo in banner on all EDMs 1 x brand affiliated social media posts (Oct-Dec) on Fish & Chip Awards platforms

*Pending SIA approval

**Covid restrictions pending

As the event funders the FRDC was acknowledged with a Silver sponsorship recognition.

As the event organisers SIA was acknowledged with a Bronze sponsorship recognition.

As the industry's consumer-facing brand and award name-sake Great Australian Seafood was recognised with a Bronze sponsorship recognition.

SIA developed a sponsorship prospectus, [available here](#) and included as Appendix 1.

In 2022, SIA trialled a Great Australian Fish & Chip Awards lite model and did not have third-party sponsorship.

BRANDING

The existing branding was updated, with a new logo and brand assets created by Sommer Studio to incorporate and tie back to the national consumer brand, Great Australian Seafood.

The designer was briefed to keep the same look and feel to the logo, so we ensured recognition, goodwill and brand identity established in previous years was continued.

OLD



NEW



AWARD COMPOSITION

Due to ongoing COVID-19 restrictions including ongoing border closures, lockdowns and 5/10km kilometre travel zones, the decision was made to only hold the “People’s Choice” consumer vote section of the awards, and not include the “Judge’s Choice” component.

In addition, the “Judge’s Choice” component traditionally incurred high travel costs and considerable logistical planning. The scoring criteria and decision of which stores were to be sampled by the Judge’s was not easy to follow, and some stores did not find the method to be the most transparent. As such, it was decided to remove this component from the ongoing awards in 2021 and 2022.

SIA developed and implemented a comprehensive Terms and Conditions document, [available here](#), and implemented them during the awards to cover entrants, voting and sponsor outreach.

VOTING

The 2021 Awards saw the introduction of the daily vote. Voters were encouraged to return to the platform daily to vote for their favourite store. Voters were required to submit a RECAPTURE in order to submit their vote. In 2022, we also installed a two-factor vote authentication system, requiring customers to verify their vote before it is added to the tally. In addition to the recapture, voters needed to confirm via an email/text code their vote was authentic.

A small number of stores (3) were removed due to fraudulent voting patterns, in all situations the stores were offered the opportunity to recommence from a voting tally of zero, however they declined.

STORE ENGAGEMENT AND COLLATERAL

Using a combination of existing databases including previous Fish & Chip Awards winners and collateral recipients, SIA’s Great Australian Seafood Fish Finder Fish & Chip store data, store nominations and the Love Australia Prawns food service venue database SIA developed and dispatched collateral packs to 500 fish and chips retailers around the country.

The packs contained:

- 3 x a3 poster - Stock 250gsm Gloss or Matt, Print CMYK 1 Side



- 500 DL flyers - 150gsm Gloss or Matt, Print CMYK 2 Sides, Packing Shrink wrapped in 100s



- 5 x 100 rolls of 30mm stickers in a box, similar to a box of stamps

PINK line indicates size and will not print



- 2 x ceiling mobiles - 3mm corflute, 300x300mm round, Print CMYK 2 Sides, eyelet with appropriate things to affix to roof



- 1 x A4 letter, 120gsm, Print CMYK 1 Side - welcome/explanation letter



Seafood Industry
Australia
The Voice of Australian Seafood



Great Australian Fish & Chip Awards promotion pack

Dear Fish & Chip store owner/manager,

My name is Veronica Papacosta, CEO of Seafood Industry Australia and third generation retailer and foodservice operator through my family business, Fish in the Family.

I am writing to introduce you to the 2021 Great Australian Fish & Chip Awards. As one of Australia's leading fish and chip retailers we've enclosed a promotional pack including all the items you'll need to get your customers voting for you to take out the title of Australia's Greatest Fish & Chipper. Please help us to promote the awards by putting the flyers in prime position on your shop counter, pinning the posters and ceiling mobiles up around your store, and popping a sticker on your orders.

Voting in this year's awards opened on October 19, and to take out the top spot in the MasterFoods™ People's Choice Award for your state or territory you'll need to get your fanbase to vote for your store everyday at www.fishandchipawards.com.au. There's even a LIVE leader board on the site so you can keep an eye on your store's position. We encourage you to get in touch with your local media including the newspaper, radio station and TV news to ask them to cover your story and help spread the word that you're in the running to be crowned Australia's greatest fish & chips.

Voting will be open until Tuesday, November 30 and the winners announced at a virtual event on Tuesday, December 14. More information on the awards and voting can be found on our website.

The Awards might look a little different this year, that's because Seafood Industry Australia and Great Australian Seafood are steering the ship. We are excited to take over the leadership and management of the annual awards from the Fisheries Research and Development Corporation (FRDC) who established them in 2017, and we thank them for their hard work.

We look forward to working with shops just like yours, retailers and industry to continue FRDC's good work on the awards, and build on this fun, well regarded consumer engagement program.

Sincerely,



Veronica Papacosta
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Connect with the Great Australian Fish & Chip Awards online and via social media:

- www.fishandchipawards.com.au
- www.facebook.com/GreatAustralianFishandChipAwards
- www.instagram.com/GreatAustralianSeafood
- #GreatAussieFishandChips

Thanks to our sponsors



Gold Sponsor




Silver Sponsors




Bronze Sponsors

www.seafoodindustryaustralia.com.au | www.fishandchipawards.com.au
info@seafoodindustryaustralia.com.au

The kits were packed and posted to the database via Australia Post. During the kit send-outs Australia Post was suffering from postage delays due to COVID-19 staffing minimum space requirements, illness, and an increase in online shopping during lockdowns. The packs arrived in stores within the first 1-2

weeks of the awards opening. Subsequently, the award voting deadline was extended by two weeks to counter the collateral pack delivery delays.



To ensure stores were able to promote the awards amongst their customer base we made collateral promo pack downloads including printing instructions available via the Great Australian Fish & Chip Awards website. The packs were downloaded 762 times and were a great success and were continued in 2022 with 507 downloads.

In 2022, SIA distributed 200 promotional packs to self-nominated stores consisting of a x A3 poster and 3 x a4 posters. We have made additional promotional items available for download on the website including a ceiling mobile, stickers, DL flyers and both posters. In the first three weeks, we had 307 downloads of the promo pack from the site and been notified of store producing their own promotional collateral including t-shirts.



MEDIA RELATIONS

The Great Australian Fish & Chip Awards 2021 MasterFoods™ People's Choice Awards received a significant level of media support from a national, state and localised to store media level. Clips were secured across TV, radio, print and online. Social media interest was strong across store, media and award assets.

The Great Australian Fish & Chip Awards 2021 MasterFoods™ People's Choice Awards was announced LIVE on Sunrise, Channel 7, as was the 2022 Award winner.



Watch here: <https://www.facebook.com/Sunrise/videos/371216924803320>

Results

Overall, SIA successfully delivered the 2021 and 2022 national Fish and Chip Awards.

2021 WINNERS AND TROPHIES

After close to 300,000 votes from the public, the most in the award's history, the winners of the Great Australian Fish & Chip Awards 2021 MasterFoods™ People's Choice Awards are:

State and Territory People's Choice Award Winners:

- Queensland - Costa's Seafood Cafe, Capalaba
 - Queenslanders cast the most votes out of any state/territory, which meant this top store reeled in the most votes in the entire competition!
- New South Wales - Something Seafood, Callala Bay
- Victoria - Trident Fish Bar, Queenscliff
- Tasmania - Fraggles, Invermay
- South Australia - Fish out of water, Hyde Park
- Western Australia - Pinjarra Fish & Chips, Pinjarra
- Northern Territory - Frying Nemo Fish and Chippery, Stuart Park
- Australian Capital Territory - The Fish Shack, Civic
 - This is the ACT's first appearance in the Great Australian Fish & Chip Awards, and The Fish Shack narrowly edged out the competition by 10 votes to claim the top spot.

SIA updated the trophies to include the new brand and to work with a trophy agency. The trophies encountered some product delays due to COVID material shortages and the NSW floods. The trophies were received by all finalists.

The Northern Territory winners, Frying Nemo Fish and Chippery, who have won previous awards called to say the new trophies were robust, stable and have a good presence in-store.





2022 WINNERS AND TROPHY

After close to 60,000 votes from the public spread across 683 stores around the country, the winners of the 2022 Great Australian Fish & Chip Awards People's Choice Awards were crowned in December:

- New South Wales – Pelican Rocks, Greenwell Point
 - New South Welshmen cast the most votes out of any state/territory, which meant this top store reeled in the most votes in the entire competition!
- Queensland – Costa's Seafood Cafe, Capalaba
- Tasmania – Fraggles Fish and Chips, Launceston
- South Australia – Dolphin Fish Shop and Take Away, Netley
- Northern Territory – Frying Nemo Fish and Chippery, Stuart Park
- Australian Capital Territory – Snapper & Co., Yarralumla
- Western Australia – Ralphy's Ocean Treats, Falcon
- Victoria – Jarrah Street Family Store, Wodonga

Full press release available [here](#).

The Great Australian Fish & Chip Awards 2022 closed on Tuesday, December 13. The winners were announced LIVE on Sunrise, from the national winner's store in Greenwell Point, NSW on Thursday, December 15 in the peak 8-9am time slot.

The trophies were revised in 2022 to an award plaque, for a significant cost reduction. The plaques were distributed to the winners. The plaques were well received.



Discussion

Consumers and media participated well in the awards and remain hungry for the Great Australian Fish & Chip Awards. Stores participated well in the awards, and indicated they were pleased to see their return, although they were very competitive in their competition with one another.

The interest and success in securing sponsors indicate there is a strong desire to continue the awards in the “People’s Choice” voting format well into the future. Based on year-one, SIA believes the awards will be able to become self-funding into the future. SIA was able to reserve some of the year-one budget to be allocated towards year-two of the awards.

SIA believes the high cost to implement the “Judge’s Choice” portion of the awards, coupled with the high consumer and media interest, and uptake in daily votes indicate SIA should continue with the “People’s Choice” only element of the awards.

The 2021 Great Australian Fish & Chip Awards 2021 MasterFoods™ People’s Choice Awards received the most votes in the award’s history with close to 300,000 votes from 148,327 unique voters, 511,292 website homepage views (voting conducted on home page) and 650,682 website views.

The 2022 awards were a success. It is important to note the stores were competitive, and many tried to enter votes in fraudulent ways, which required considerable time and effort spent to safeguard the system.

SIA has not opened registrations for the 2023 awards.



Appendix 1 - Great Australian Fish & Chip Awards sponsorship prospectus



WHY YOU SHOULD **BATTER UP!**



2021 SPONSORSHIP OPPORTUNITIES

This is your opportunity to partner with the largest Fish and Chip democracy in Australia. With over 1000 participating stores nationally and attracting 3.6m votes, the Great Australian Fish & Chip Awards provides a unique sponsorship opportunity providing brand visibility to Fish and Chip venues, and to their customers.

2021 FISH & CHIP AWARDS

The 2021 Great Australian Fish & Chip Award campaign is being held from October to December, 2021. Votes are cast online via a QR code, and the website. The competition has a highly engaged audience including both the Fish & Chip businesses and the voting public. In 2019, over 3.6m votes were cast and almost 1,000 shops participated in the awards. There were in excess of 1m social media impressions, and close to 500 media stories generated. The State and Territory People's Choice winners will be announced in December, just in time for an Aussie Summer of Fish & Chips.

SEAFOOD INDUSTRY AUSTRALIA

Now entering its 4th year, Seafood Industry Australia is the proud to take over as the organiser of Great Australian Fish & Chip Awards. Seafood Industry Australia is the peak body representing the Australian seafood industry. The awards are the only national event established to support our great Fish & Chip businesses, and engage with Australians from all walks of life in celebration of the seafood industry and one of our favourite national dishes.



2021 GREAT AUSTRALIAN FISH & CHIP AWARDS

SPONSORSHIP OPPORTUNITIES

GOLD PACKAGE

1 AVAILABLE
\$20,000

- Naming rights for the People's choice awards - attracting in excess of 1m unique users, casting over 3.6m votes.
- Yours will be the only logo on voting platform of the website.
- Leading logo and company biography in the Sponsors page on website and logo on landing page.
- Company logo on marketing materials syndicated to 250 Fish & Chip shops nationally
- One dedicated piece of collateral solely featuring your company logo
- 3 x EDM to our database of 1000 Fish & Chip shops with your brand message and campaign relevant products and promotions*
- 2 x EDM to registered voters promoting retail products*
- Logo in banner on all EDMs
- 6 x brand affiliated social media posts (Oct-Dec) syndicated across Fish & Chip Awards Great Australian Seafood platforms.
- Recognition in all Fish & Chip Awards media releases
- Company logo on media walls, banners and in-person** event backdrops

SILVER PACKAGE

2 AVAILABLE
\$8,000

- Logo and company biography in the Sponsors page on website
- Company logo on POS marketing materials syndicated to 250 Fish & Chip shops nationally.
- 1x EDM to our database of approx. 1000 Fish & Chip shops with your brands message and campaign relevant products and promotions*
- 1 x EDM to registered voters promoting Fish & Chip related retail products*
- Logo in banner on all EDMs
- 3 x brand affiliated social media posts (Oct-Dec) syndicated across Fish & Chip Awards and Great Australian Seafood platforms.

BRONZE PACKAGE

4 AVAILABLE
\$5,000

- Logo and company biography in the Sponsors page on website and logo on landing page.
- Company logo on POS marketing materials syndicated to 250 Fish & Chip shops nationally.
- 1x Mention in EDM to our database of approx. 1000 Fish & Chip shops with your brands message and campaign relevant products and promotions*
- 1 x Mention in EDM to registered voters promoting retail products*
- Logo in banner on all EDMs
- 1 x brand affiliated social media posts (Oct-Dec) on Fish & Chip Awards platforms.



*Pending SIA approval
**Covid restrictions pending

WHAT ARE YOU WAITING
FOR?

DON'T LET THIS ONE OFF THE HOOK!

**SPONSORSHIP
OPPORTUNITIES ARE
LIMITED.**

Contact us for additional information and to
secure your sponsorship package today.

Rosie Love

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+61 (4) 03 615 038



FISH AND CHIP AWARDS 2019

3.6m

VOTES CAST

+1m

SOCIAL MEDIA IMPRESSIONS

1000

PARTICIPATING VENUES



NOTE: SIA used information provided from FRDC to draw the 3.6 million votes. This information proved to be incorrect, the 3.6 million was a voting formula developed internally in FRDC to allot votes to stores after a consumer cast their vote.