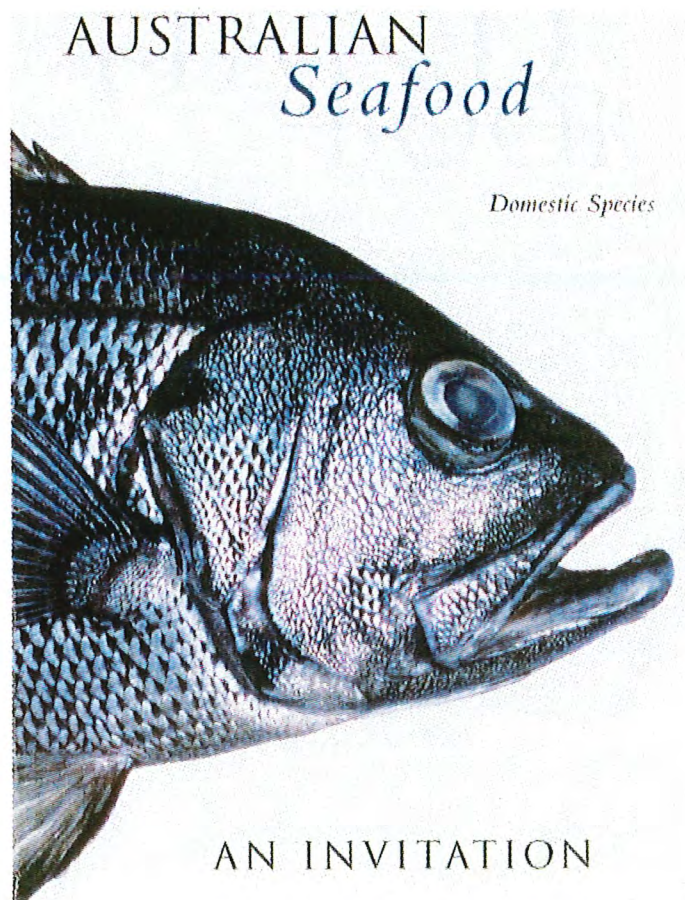


Final report for the launch of the
Australian Seafood Handbook – an
identification guide to domestic species



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1. Introduction

Hill and Knowlton were asked by the Fisheries Research and Development Corporation to offer media relations support to the launch of *The Australian Seafood Handbook – an identification guide to domestic species*.

Working with the FRDC communications team, Hill and Knowlton offered support in the area of media release writing and media liaison - specifically with the food media.

This report outlines the activities Hill and Knowlton undertook for this role and the results that have been received to date.

2. Project Aim

The aim of the project was to successfully launch the Australian Seafood Handbook to the Australian media – concentrating on fishing journalists, the food media and selected lifestyle consumer journalists.

3. Project Elements

1. Media materials

A media release was written announcing the introduction of the handbook. This core release was adapted to accommodate food writers and lifestyle writers.

See Appendix A for a copy of the media release.

All other media materials were prepared by the FRDC Communications team.

2. Food media launch

With specific experience in food media, Hill and Knowlton were asked to invite food and lifestyle media to the launch of the handbook by the Federal Agriculture, Fisheries and Forestry Minister, Mark Vaile. With the Ministerial launch scheduled for 4.30 pm on a Friday afternoon - the week commencing Feast of Sydney, Hill and Knowlton suggested a separate lunch time launch specifically for the food and lifestyle media.

This time was suggested not only for its suitability for media generally but because this time had not been scheduled for a Feast of Sydney event (three events had been scheduled for the evening).

Invitation text for the food media was written, invitations distributed and follow up phone calls made to all invitees. Invitees included food writers on major Sydney newspapers, food writers in women's magazines, food writers on specific food and dining magazines and key nutritionists.

3. Radio activity

The core media release was sent to select radio producers who work on fishing programs. Phone calls were made to each of the producers offering a spokesperson.

In some cases, the stations had already received the information courtesy of a media alert sent out by the FRDC two days earlier.

4. Results

The following food and lifestyle media attended the lunch time launch of the Australian Seafood Handbook.

Name	Title	Publication
Darlene Allston	Editor – Home Maker	That's Life
Melanie Lord	Deputy Practicals Editor	For Me
Alexandra McCowan	Food Editor	Australian Women's Weekly
Kirsty Cassidy	Food Editor	Elle
Consuelo Guinness	Food Editor	Belle
Jo Rodgers	Food Editor	Daily Telegraph
Kylie Isherwood	Food Writer	Australian Slimming Magazine
Lydney Milan	Food Writer	Australian Table
Elise Pascoe	Food Writer	Burke's Backyard
Sally Hammond	Food Writer	Freelance
Linda Venturoni Wilson	Food Editor	Australian House and Garden
Maureen Simpson	Food Writer	Australian House and Garden
Jennene Plummer	Food Editor	Super Food Ideas
Joan Campbell	Food Editor	Vogue Australia
Rosemary Stanton	Nutritionist	Burke's Backyard

The writers who attended the lunch expressed interest in featuring the book in a future media activity. Given this response, it can be expected that coverage will be ongoing over the next few months.

The following publications are coordinating photo shoots involving the waterproof versions of the handbook

Publication	Timing	Issue
Vogue Entertaining and Travel	Photo-shoot late July	October
Elle	Photo-shoot on 3 rd August	October/November

The following are publications that could not attend the launch but specifically requested the book for their review.

Name	Title	Publication
Catherine Saxelby	Nutritionist	Freelance nutrition writer <i>(see Appendix B for letter of thanks)</i>
Anneka Manning	Food Editor	Australian Good Taste
Lucy Kelly	Food Editor	Good Medicine
Maeve O'Meara	Food Editor	New Woman
Kathy Snowball	Food Editor	Australian Gourmet Traveller
Belinda Jeffery	Food Editor	Better Homes and Gardens
Margaret Fulton	Food Editor	New Idea
Jill Duplex	Food Editor	Daily Telegraph
Sheridan Rogers	Food Editor	The Sun Herald
Donna Hay	Food Editor	marie claire

The following radio stations were contacted;

Station	Program	Comments
2BL	Weekend Program	Information faxed through to producer and message left.
2CR	Evening Show	Information e-mailed to program – attention to the fishing reporter – Rod Harrison
2GB	Weekend Morning	Information faxed to weekend producer/presenter. Message left.
2KY	Hightide	Information spoke to producer. Producer interested and said he would call to pursue.
2UE	Gary O'Callaghan's Sydney	Producer had received information two days previously via newsnet and had passed on information to fishing reporter – Bob Staines

3LO	Breakfast Saturday	Producer interested to speak to someone when in Melbourne. Information faxed through in the interim
4BC	Fishing Show	Information faxed through to producer. Producer unavailable until Saturday.

Appendix A – Media Release



FISHERIES
RESEARCH &
DEVELOPMENT
CORPORATION

MEDIA RELEASE



CSIRO
MARINE RESEARCH

June 24 1999

THE BOOK, THE FISH, THE CHEF AND THE MINISTER

The fish trade, recreational fishers and consumers now have the definitive guide to seafood with the publication of the **Australian Seafood Handbook – an identification guide to domestic species**. The Handbook is the first comprehensive and fully illustrated guide to Australia's major seafood species – in whole and filleted form.

With a foreword by Peter Doyle, doyen of the seafood industry, the book will be launched in Sydney tomorrow by Federal Agriculture, Fisheries and Forestry Minister, Mark Vaile.

'Doyles on the Beach' at Watson's Bay will be the setting for a gathering of seafood luminaries, from fishing interests, to fish wholesalers and retailers, restaurateurs and consumer representatives.

Written by Peter Last, Gordon Yearsley and Bob Ward from the CSIRO, the guide took five years to research and prepare. Many hours were spent gleaning information from most of the country's major fishing ports, national and overseas fish markets, research voyages from the tropics to the sub-Antarctic, fellow scientists, and fishing industry representatives.

"The guide is sure to grace the boats and bookshelves of commercial, recreational and trade interests and feature in the kitchens of many professional chefs and consumers," said Peter Dundas-Smith, Executive Director of the Fisheries Research and Development Corporation which sponsored the Handbook project.

"As well as being the definitive guide for commercial fishing, the guide also meets the interest of Australia's five million recreational fishers.

"Recreational fishing is a substantial industry in its own right and the guide brings a new level of information to the sporting enthusiast who also has an interest the health of this industry

"The guide also really helps the consumer choose the right seafood for a particular recipe or menu. Unlike the red meat and poultry industries, when it comes to seafood

variety, the Australian consumer has 20 times the choice for tonight's dinner," said Mr Dundas-Smith.

The Handbook is user-friendly. It carries colour photographs of all our 600-odd major commercial seafood species, how to identify them, their protein 'fingerprints', descriptions of their fishery and habitat, and remarks about the species - which includes flesh type, taste and flavour in some cases. Descriptions and photos of the fillets of each fish are also provided.

A huge advantage for consumers is the book's ruling on uniform marketing names for seafood right across the country – whether they are buying fresh at a market or eating in a restaurant.

The Handbook retails for \$39.95 and special waterproof paper editions are available at \$75 a copy.

The Australian Seafood Handbook is available from the Australian Seafood Extension and Advisory Service (AUSEAS) phone - 07-3406 8617, fax - 07-3406 8677, CSIRO Publishing and most larger bookstores.

ENDS

FURTHER INFORMATION:

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Craig Macaulay CSIRO 0419 314 434



foodwatch

22 July 1999

Naomi Factor
Hill & Knowlton
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NORTH SYDNEY NSW 2060

Dear Naomi

Thank you for my copy of the Australian Seafood Handbook and my apologies again for not being able to attend the launch function at Doyles.

The book is outstanding and the authors are to be congratulated on such a thorough and well-presented text.

As a nutritionist, I was most interested in Chapter 10 on oil composition and the useful bar graphs showing - at a glance - the type of PUFA present.

This will certainly make life easier to have these detailed and average figures on hand.

I am certain this book will become a "fish bible" for professionals in the years to come.

Yours sincerely

A handwritten signature in black ink that reads "Catherine Saxelby". The signature is written in a cursive, flowing style.

Catherine Saxelby
CONSULTANT NUTRITIONIST